



@infotrustllc

InfoTrust

Digital Analytics Architecture

For Publishers

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About Me



Andy Gibson

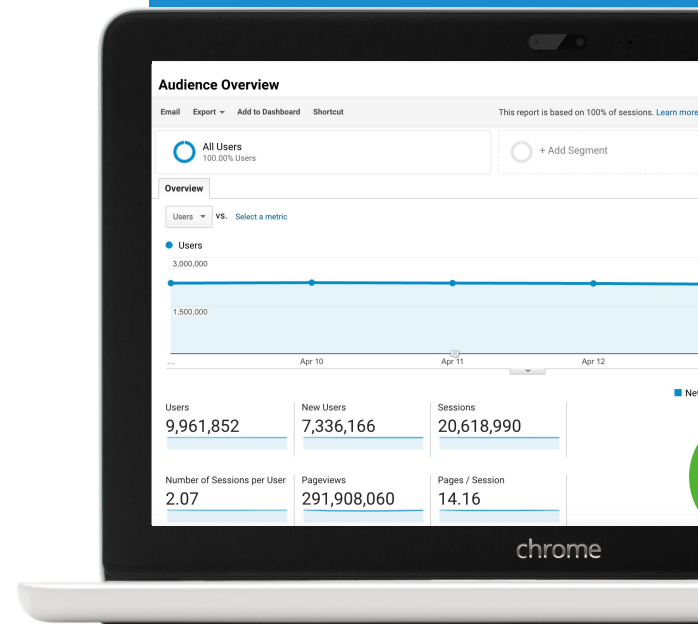
Head of Vertical - News & Media
InfoTrust, LLC

Web analytics consulting & product development. **4,500+ sites** analyzed and supported annually.
50+ Digital marketing training programs a year. **Offices: Cincinnati, USA, and Dubai, UAE**



Google Analytics 360 **Benefits**

1. **Higher data collection limits:** If monthly hits > 10B, you need GA 360
2. **Faster processing:** < 4 hours (~15 min avg.)
3. **More integrations:** DoubleClick for Publishers (DFP), DoubleClick Bid Manager (DBM), DoubleClick Campaign Manager (DCM), BigQuery
4. **Additional custom data points:** 10x the Custom Dimensions and Custom Metrics available (200) as a Google Analytics standard property (20)
5. **Enterprise administration features:** Manage your entire organization's users across all GA 360 Suite products
6. **Rollup Properties:** A GA 360-only feature allowing you to roll up properties without retagging or updating code



Agenda



Making Your Digital Analytics Architecture **Scalable**

Digital analytics architecture refers to the framework for data collection, utilization, and integration across an organization.

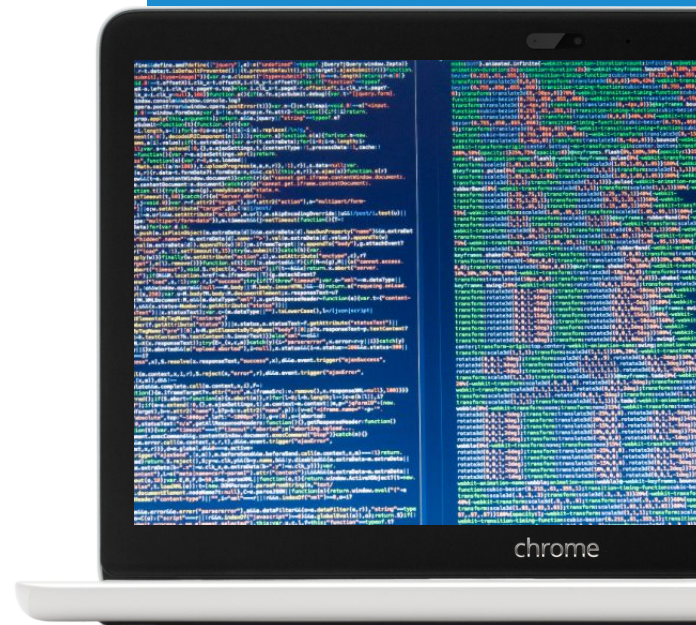
It's an important but often overlooked concept within organizations.



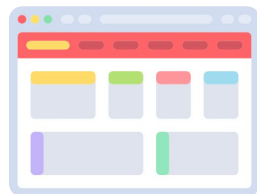
Utilizing a Standardized **Data Layer**

A data layer is nothing more than a JavaScript object containing information on users, their interactions, page structure and content, and more.

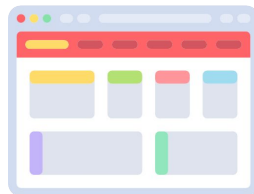
Every tag management system recommends using a data layer to standardize these data points across content, platforms, and organizations.



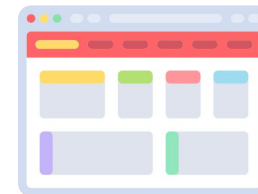
Example Multi-Site Publisher Architecture



Site 1



Site 2



Site 3

**Standardized
Data Layer**

```
dataLayer = []  
  'userId': '1234',  
  'loggedInStatus': 'Logged In',  
  'daysSinceLastLogin': '3',  
  'section': 'News',  
  'subSection': 'Local News',  
  'contentType': 'Article',  
  'datePublished': '20170524',  
  'dayPublished': '24',  
  'monthPublished': '05',  
  'yearPublished': '2017',  
  'contentId': '989810',  
  'platform': 'website1'
```

];

```
dataLayer = []  
  'userId': '5678',  
  'loggedInStatus': 'Logged In',  
  'daysSinceLastLogin': '2',  
  'section': 'Sports',  
  'subSection': 'Pro Sports',  
  'contentType': 'Video',  
  'datePublished': '20170523',  
  'dayPublished': '23',  
  'monthPublished': '05',  
  'yearPublished': '2017',  
  'contentId': '900842',  
  'platform': 'website2'
```

];

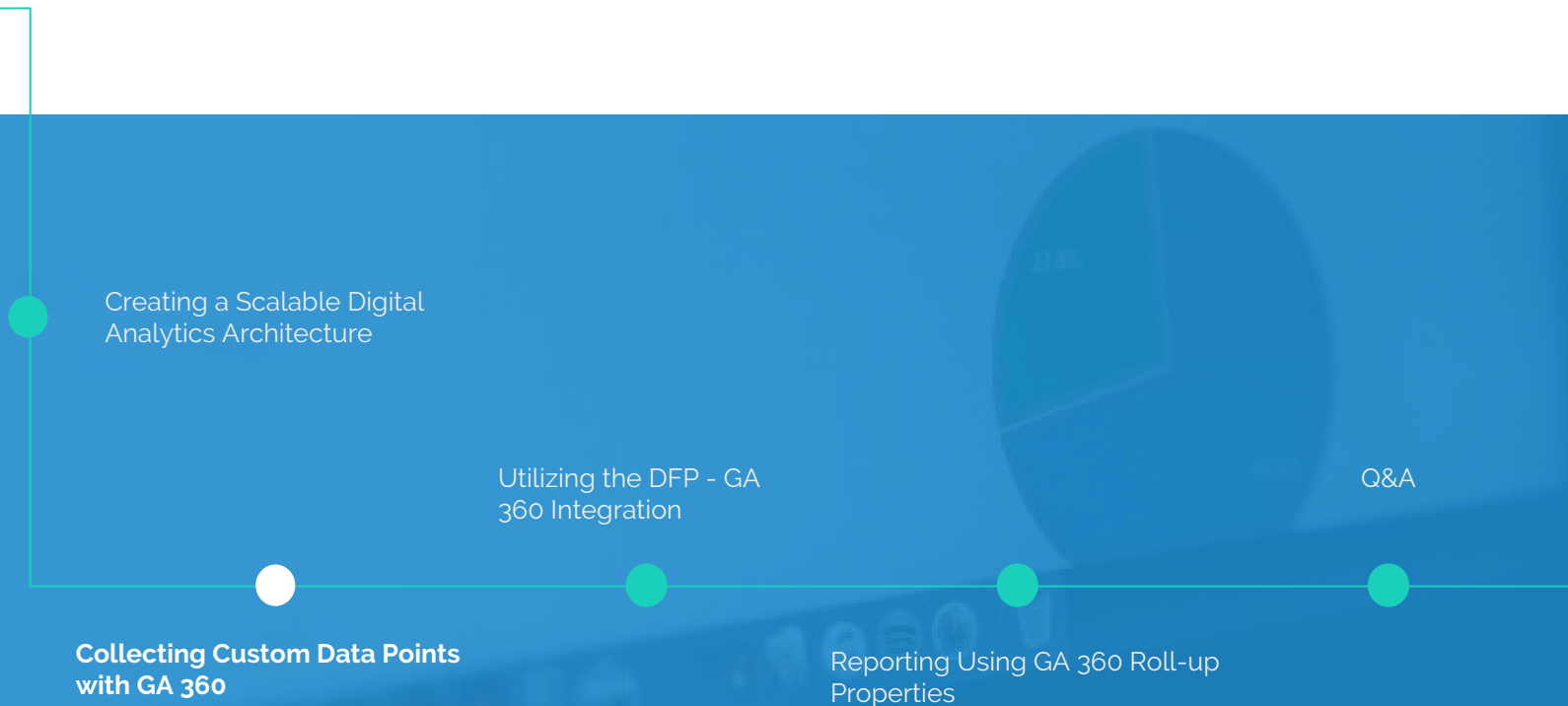
```
dataLayer = []  
  'userId': '9876',  
  'loggedInStatus': 'Logged In',  
  'daysSinceLastLogin': '7',  
  'section': 'Weather',  
  'subSection': '7-Day Forecast',  
  'contentType': 'Video',  
  'datePublished': '20170524',  
  'dayPublished': '24',  
  'monthPublished': '05',  
  'yearPublished': '2017',  
  'contentId': '',  
  'platform': 'website3'
```

];

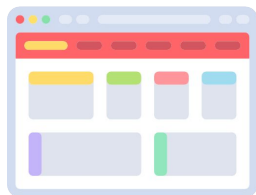
Benefits of a **Standardized Data Layer**

- ✓ No differences in data collection across properties or platforms
- ✓ Simplifies the data collection process for new properties - you already know what needs collected
- ✓ Easily manage exports and create organization rollups through integrations with additional tools using GA's API
- ✓ Less reliance on development team for using additional analytics & marketing tools - all necessary data is in the data layer

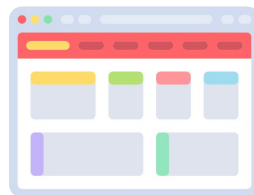
Agenda



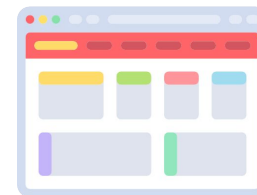
Example Multi-Site Publisher **Architecture**



Site 1



Site 2



Site 3

**Standardized
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  'contentType': 'Article',  
  'datePublished': '20170524',  
  'dayPublished': '24',  
  'monthPublished': '05',  
  'yearPublished': '2017',  
  'contentId': '989810',  
  'platform': 'website1'
```

];

```
dataLayer = []  
  'userId': '5678',  
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  'daysSinceLastLogin': '2',  
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  'subSection': 'Pro Sports',  
  'contentType': 'Video',  
  'datePublished': '20170523',  
  'dayPublished': '23',  
  'monthPublished': '05',  
  'yearPublished': '2017',  
  'contentId': '900842',  
  'platform': 'website2'
```

];

```
dataLayer = []  
  'userId': '9876',  
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  'daysSinceLastLogin': '7',  
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  'contentType': 'Video',  
  'datePublished': '20170524',  
  'dayPublished': '24',  
  'monthPublished': '05',  
  'yearPublished': '2017',  
  'contentId': '',  
  'platform': 'website3'
```

];

Ways to Collect **Custom Data Points** in GA 360

- ✓ Custom Dimensions
- ✓ Custom Metrics
- ✓ Content Groupings
- ✓ Custom Events
- ✓ UserID
- ✓ Integrations with other platforms like DoubleClick for Publishers (DFP)



Custom Data Points in Google Analytics 360

+ NEW CUSTOM DIMENSION				
Custom Dimension Name	Index	Scope	Last Changed	State
Date Published	1	Hit	Mar 29, 2016	Active
Published Day	2	Hit	Mar 29, 2016	Active
Published Month	3	Hit	Mar 29, 2016	Active
Published Year	4	Hit	Mar 29, 2016	Active
Content Type	5	Hit	Mar 29, 2016	Active
Has Video	6	Hit	Mar 29, 2016	Active
Category	7	Hit	Mar 29, 2016	Active
Content Owner	8	Hit	Jul 25, 2016	Active
Content Provider	9	Hit	Jul 25, 2016	Active
Content ID	10	Hit	Jul 25, 2016	Active

Custom Dimensions

View	Hide DFP Revenue
All Web Site Data	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

Show rows 10 1 - 5 of 5

DFP Integration

+ NEW CONTENT GROUPING				
Index	Name	Description	Last modified	Status
1	Content Classification	Tracking Code Enabled	Mar 29, 2016, 11:18:52 AM	<input checked="" type="checkbox"/>
2	Content Type	Tracking Code Enabled	Mar 29, 2016, 11:19:00 AM	<input checked="" type="checkbox"/>
3	Content Owner	Tracking Code Enabled	Aug 10, 2016, 3:30:10 PM	<input checked="" type="checkbox"/>
4	Content ID	Tracking Code Enabled	Aug 10, 2016, 3:30:21 PM	<input checked="" type="checkbox"/>

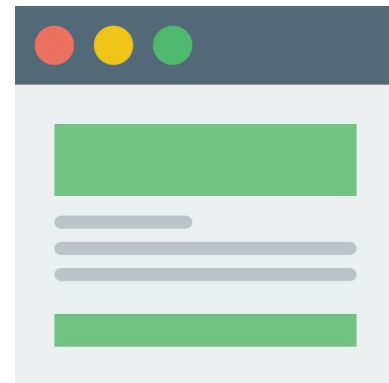
Content Groupings

DoubleClick for Publishers

DoubleClick for Publishers is an advertising software as a service application managed by Google. It allows publishers to sell ad inventory on their digital properties.



DoubleClick
for Publishers

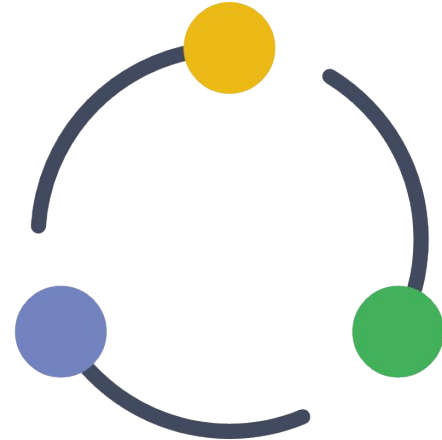


The Integration

The integration between GA 360 & DFP allows data to flow back and forth between the two tools.

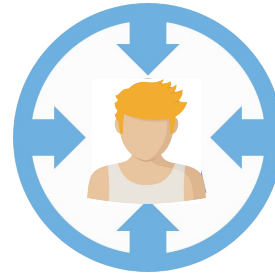
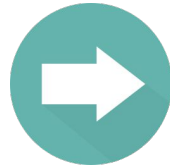
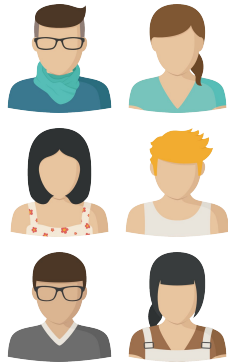
It has two major features:

1. Sharing GA Audiences with DFP
2. Pushing DFP data into GA 360 reports

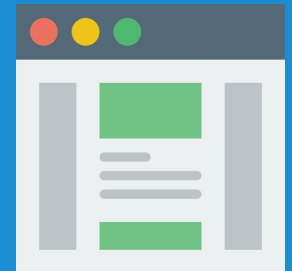


Feature #1: GA \rightarrow DFP

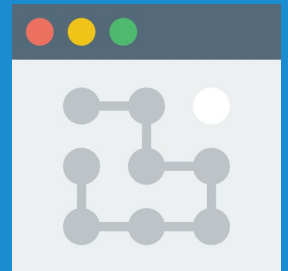
Sharing GA Audiences with DFP



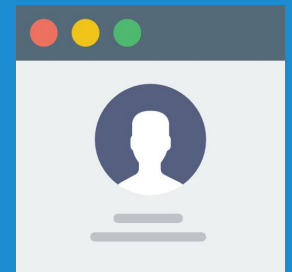
Benefit: Show more
personalized, relevant ads



1. Target users based on their activity on your site



2. Target users based on their attributes



Ad Personalization

The screenshot displays a news website layout. On the left, a large photo shows former Bengals coach Sam Wyche talking to players. Below it is the headline "Former Bengals coach Sam Wyche gets new heart" with a sub-headline "Beloved former Bengals coach Sam Wyche is out of heart surgery after finding a donor match in Oregon Monday night." To the right of this article is a vertical list of smaller news items, each with a thumbnail and a title: "Protesting nuns trapped, rescued from elevator" (18 mins ago), "Woman locked inside her BMW: 'Am I gonna die?'" (34 mins ago), "Photos of underweight horses prompt outcry" (32 mins ago), "Want to live by the river? Take a dip into Aqua" (5 hours ago), "Cincy State invites in locked-out ITT students" (3 hours ago), "Bengals going with white-out for 'color rush'" (27 mins ago), "Another drug coming to make heroin crisis worse" (4 hours ago), and "Union Terminal renovation price got \$900K higher" (4 hours ago). At the bottom right of this list is a link for "Political trivia, presidential debate and beer?". On the far right, there are two advertisements. The top one, highlighted with a red border and a red arrow, is for "WCPO Insider Rewards" and says "Summer is Better With Insider. Become an Insider and get 2 FREE TICKETS TO RIVERBEND! Use promo code RIVERBEND at sign up. *select shows while supplies last. JOIN TODAY". The bottom advertisement is for "WATCH NOW 7 DAYS FREE" on "sling TELEVISION" with the note "Restrictions Apply".

"I'm already a member, why am I seeing this ad?"

Build an Audience List from Scratch

Audiences

Create audiences to re-engage with your users and reach them through Google's Audience marketing integrations like Facebook and Display Advertising Network. [Learn More](#)

1 Link Configuration

View ?

All Web Site Data ▾

Destination account ?

DFP: [Account ID] ▾

Search

✓ DFP: [Account ID]

2 Define Audience

Audience Builder

Demographics

Technology

Behavior **1**

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences

Behavior

Segment your users by how often they visit and conduct transactions.

Sessions ?

= ▾

Days Since Last Session ?

≤ ▾ 7 ✕

Transactions ?

per user ▾ = ▾

Session Duration ?

per user ▾ = ▾

Behavior

Days Since Last Session ≤ 7 ✕

Apply

Cancel

Convert a Segment to an Audience List

+ NEW SEGMENT Import from gallery Share segments View [List View Icon] [Grid View Icon] Search segments [?]

VIEW SEGMENTS	Segment Name	Created	Modified	
All	<input type="checkbox"/> ☆ *Visitors with less than 2 visits only	Jan 24, 2014	Jan 24, 2014	Actions ▾
System	<input type="checkbox"/> ☆ /document/notice-of-contract	Feb 28, 2014	Feb 28, 2014	Actions ▾
Custom	<input type="checkbox"/> ★ >= 2 Sessions	Mar 30, 2015	Mar 30, 2015	Actions ▾
Shared	<input type="checkbox"/> ☆ 0 Goals from Google CPC	Jul 31, 2015		Actions ▾
Starred	<input type="checkbox"/> ☆ 18-24 Males	Jun 6, 2014		Actions ▾
Selected	<input type="checkbox"/> ☆ 2015 Users with 1 Goal	Oct 13, 2015		Actions ▾
	<input type="checkbox"/> ☆ 2015 Users with 2 Goals	Oct 13, 2015	Oct 13, 2015	Actions ▾
	<input type="checkbox"/> ☆ 2015 Users with 3 Goals	Oct 13, 2015	Oct 13, 2015	Actions ▾
	<input type="checkbox"/> ☆ 2015 Users with 4 Goals	Oct 13, 2015	Oct 13, 2015	Actions ▾

>= 2 Sessions
Sessions ≥ 2

- Edit
- Copy
- Share
- Build Audience**
- Delete

Apply Cancel

Feature #2: DFP \rightarrow GA

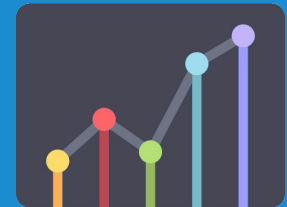
Push DFP Data Into Google Analytics



Benefit: Unified reporting view
of ad revenue and user behavior



1. Standard Reports: Understand which traffic sources and pages drive the most ad revenue



f

2. Custom Reports: Understand which content categories, content types, sections, authors, etc. drive the most revenue



Agenda



Creating a Scalable Digital Analytics Architecture

Utilizing the DFP - GA 360 Integration

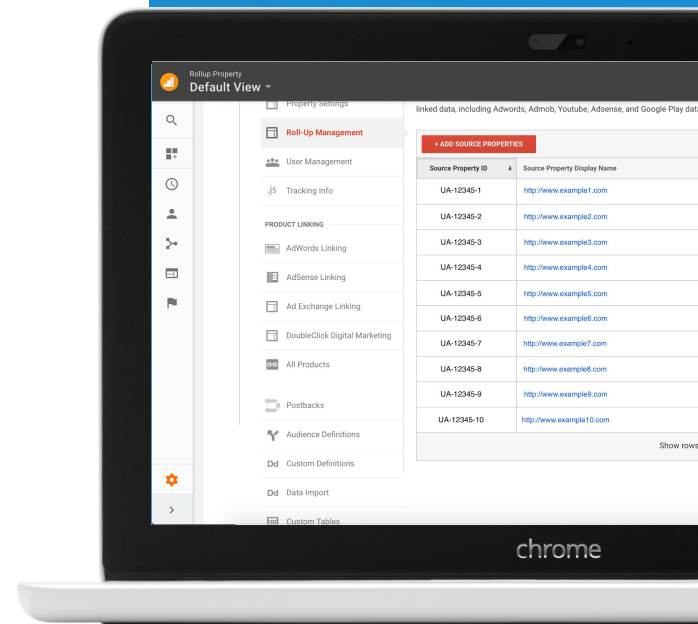
Q&A

Collecting Custom Data Points with GA 360

Reporting Using GA 360 Roll-up Properties

Rollup Property **Benefits**

1. **Multiple data sources:** Can include web, app, and measurement protocol hits
2. **Session merging:** When users visit multiple properties in the same rollup (and have the same clientId), their sessions are de-duped (1 session on each property = 2 sessions; rollup will only have 1 session)
3. **Each hit counts less:** Rollup hits only count at 0.5 of a hit, not a 1. This costs less in terms of monthly hit limits.
4. **Enable Remarketing Audiences based on your roll-up properties:** Remarket based on visits or actions on *any* of your source properties in the rollup

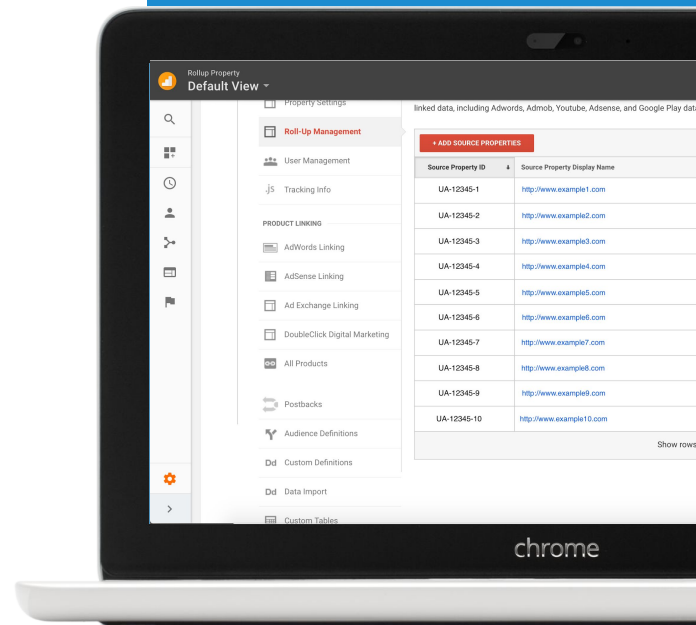


How It Works

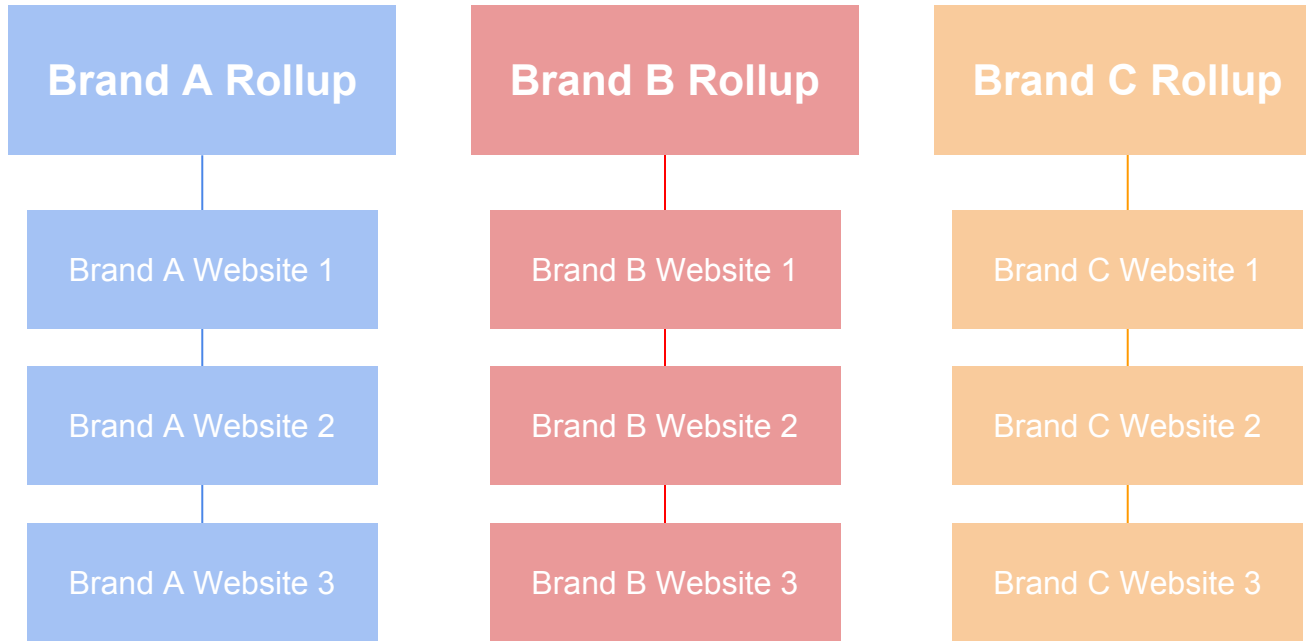
- ✓ The properties you wish to rollup must be located in the same Google Analytics account
- ✓ All properties to roll up must be Google Analytics 360-enabled
- ✓ Google 360 Support has to create the Rollup property for you (A GA 360 Reseller can help here)
- ✓ Select the properties to roll up in the GA Admin interface
- ✓ Map the Custom Dimensions/Metrics you want to collect in the rollup property
- ✓ Build out necessary reports and dashboards

Why You Should Be Using Rollup Properties

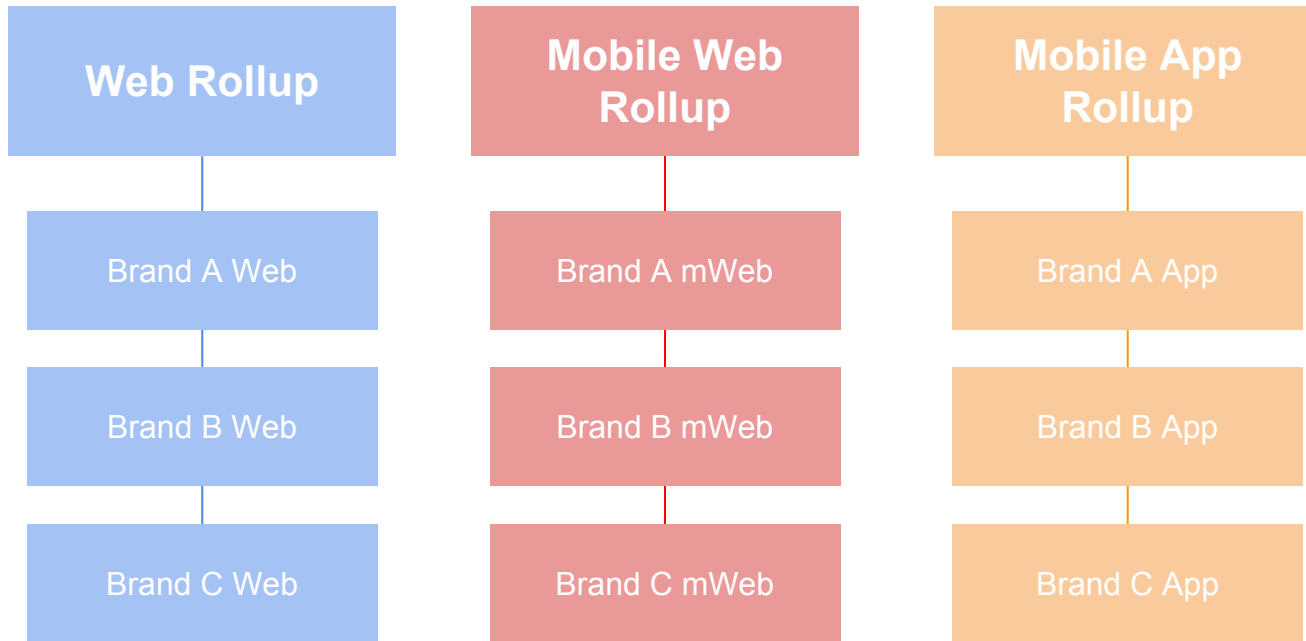
1. Much easier to compare properties against each other
 - a. Across markets
 - b. Across platforms (web, app, etc.)
 - c. Across brands
 - d. Across countries
2. Google handles the heavy lifting: No code updates required, no export and deduplication work needed in another tool
3. Easily connect to additional tools like BigQuery, Tableau, Data Studio 360, Domo, etc. for advanced visualizations



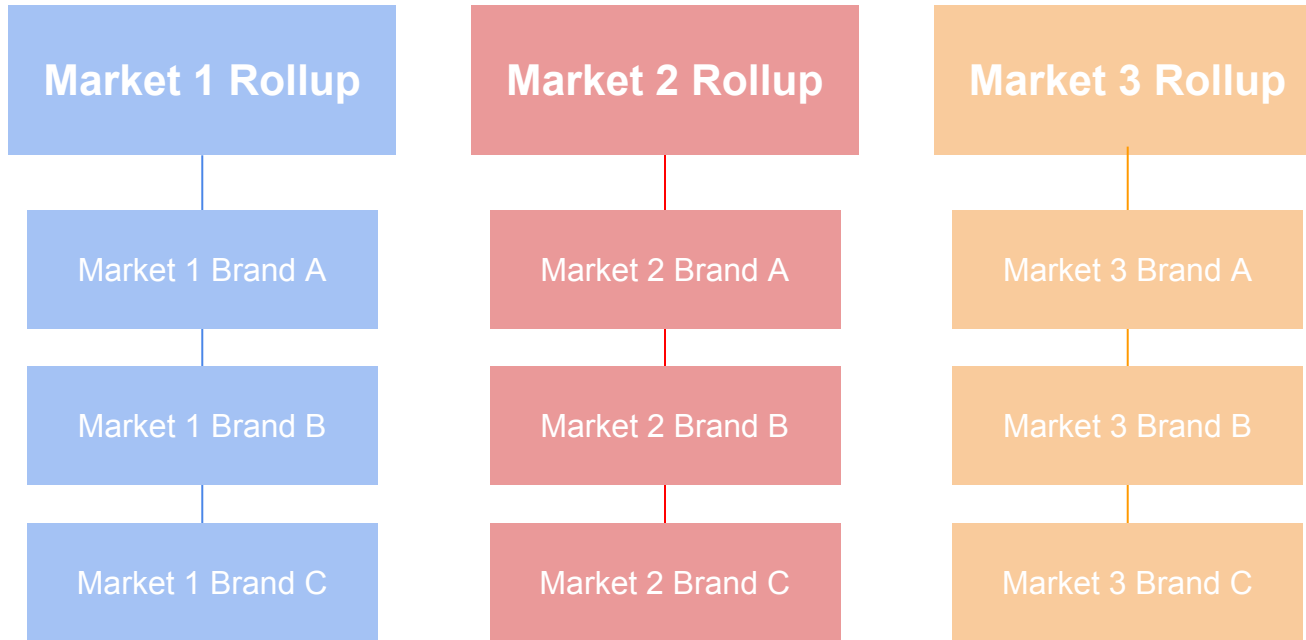
Use Case #1 - Brand Comparison



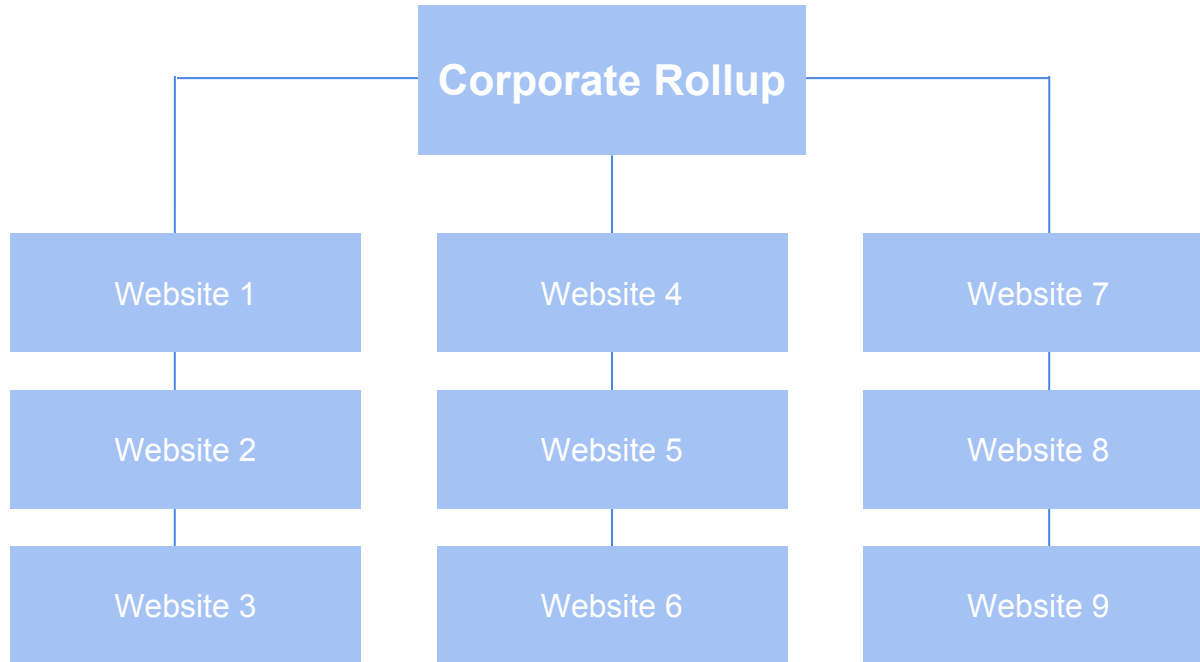
Use Case #2 - Platform Comparison



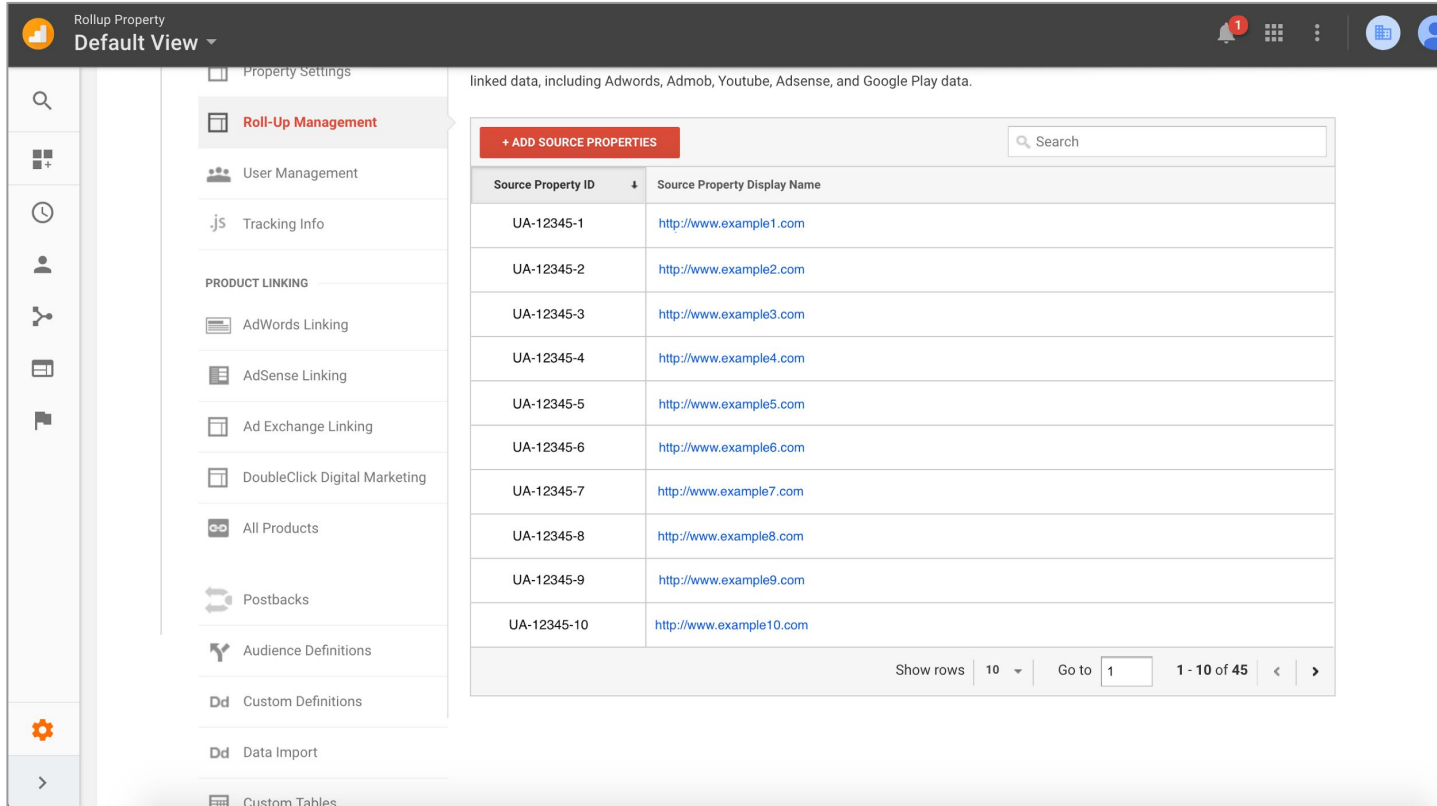
Use Case #3 - Market Comparison



Use Case #4 - Global Corporate Rollup



[Example] Rollup Property Set Up













The screenshot displays the 'Rollup Property' management interface. The left sidebar contains a navigation menu with the following items: Property Settings, Roll-Up Management (highlighted), User Management, .js Tracking Info, PRODUCT LINKING (AdWords Linking, AdSense Linking, Ad Exchange Linking, DoubleClick Digital Marketing), All Products, Postbacks, Audience Definitions, Custom Definitions, Data Import, and Custom Tables. The main content area shows a table of source properties with the following data:

Source Property ID	Source Property Display Name
UA-12345-1	http://www.example1.com
UA-12345-2	http://www.example2.com
UA-12345-3	http://www.example3.com
UA-12345-4	http://www.example4.com
UA-12345-5	http://www.example5.com
UA-12345-6	http://www.example6.com
UA-12345-7	http://www.example7.com
UA-12345-8	http://www.example8.com
UA-12345-9	http://www.example9.com
UA-12345-10	http://www.example10.com

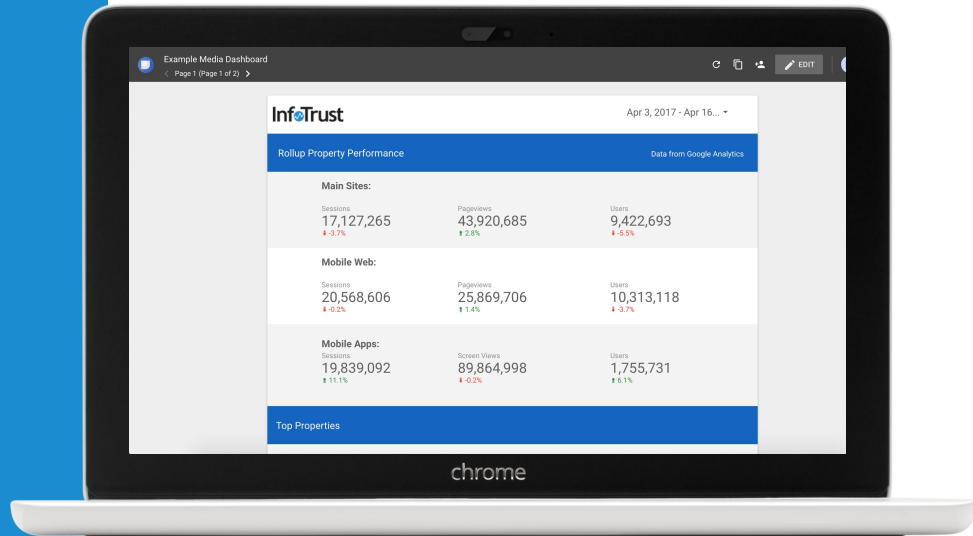
At the bottom of the table, there is a pagination control showing 'Show rows 10', 'Go to 1', and '1 - 10 of 45'.

[Example] Website Rollup Report

Source Property Display Name [?]	Acquisition			Behavior			Conversions		
	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]	Goal Conversion Rate [?]	Goal Completions [?]	Goal Value [?]
	18,281,870 <small>% of Total: 100.00% (18,281,870)</small>	14,468,105 <small>% of Total: 100.00% (14,468,105)</small>	36,603,283 <small>% of Total: 100.00% (36,603,283)</small>	42.32% <small>Avg for View: 42.32% (0.00%)</small>	2.46 <small>Avg for View: 2.46 (0.00%)</small>	00:03:05 <small>Avg for View: 00:03:05 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. http://www.example1.com 	1,184,205 (6.38%)	885,033 (6.12%)	2,500,615 (6.83%)	49.66%	1.97	00:02:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. http://www.example2.com 	1,094,384 (5.89%)	795,222 (5.50%)	2,782,349 (7.60%)	28.78%	3.09	00:03:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. http://www.example3.com 	880,002 (4.74%)	703,776 (4.86%)	1,586,711 (4.33%)	35.45%	2.95	00:02:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. http://www.example4.com 	827,097 (4.45%)	717,277 (4.96%)	1,436,004 (3.92%)	40.47%	3.36	00:04:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. http://www.example5.com 	683,509 (3.68%)	576,809 (3.99%)	1,176,188 (3.21%)	39.65%	3.94	00:03:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. http://www.example6.com 	671,221 (3.61%)	593,329 (4.10%)	963,125 (2.63%)	49.18%	1.89	00:01:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. http://www.example7.com 	668,428 (3.60%)	529,469 (3.66%)	1,219,641 (3.33%)	35.26%	2.38	00:03:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. http://www.example8.com 	647,273 (3.49%)	515,177 (3.56%)	1,228,992 (3.36%)	38.77%	2.81	00:04:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. http://www.example9.com 	633,479 (3.41%)	492,529 (3.40%)	1,078,348 (2.95%)	42.67%	2.15	00:03:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. http://www.example10.com 	612,465 (3.30%)	530,332 (3.67%)	979,808 (2.68%)	39.16%	2.24	00:02:54	0.00%	0 (0.00%)	\$0.00 (0.00%)

Benefits to Using **Data Studio** **360** with Rollup Properties

- Better visualizations
- Can use multiple data sources (i.e. multiple rollup properties) in the same dashboard
- Can add your company/agency branding
- Can share the dashboards without having to log in to Google Analytics
- Can add additional, non-GA data sources to the dashboard as well (AdWords, DoubleClick, data from Google Sheets, uploaded via a CSV, etc.)



[Example] Data Studio Report

Example Media Dashboard
Page 1 (Page 1 of 2)

InfoTrust Apr 3, 2017 - Apr 16...
Data from Google Analytics

Rollup Property Performance

Main Sites:

Sessions	Pageviews	Users
17,127,265 ↓ -3.7%	43,920,685 ↑ 2.8%	9,422,693 ↓ -5.5%

Mobile Web:

Sessions	Pageviews	Users
20,568,606 ↓ -0.2%	25,869,706 ↑ 1.4%	10,313,118 ↓ -3.7%

Mobile Apps:

Sessions	Screen Views	Users
19,839,092 ↑ 11.1%	89,864,998 ↓ -0.2%	1,755,731 ↑ 6.1%

Top Properties

Example Media Dashboard
Page 1 (Page 1 of 2)

Top Properties

Main Sites:

Source Property...	Sessions	Pageviews
1. http://www.example1.com	1,364,028	4,569,744
2. http://www.example2.com	966,200	1,986,985
3. http://www.example3.com	742,172	2,726,309
4. http://www.example4.com	724,936	1,601,400
5. http://www.example5.com	690,779	1,414,198

1 - 10 / 44

Mobile Apps:

Source Property...	Sessions	Screen Views
1. Example 1	1,317,461	7,499,927
2. Example 2	1,002,147	4,300,804
3. Example 3	976,609	4,380,676
4. Example 4	900,843	4,607,269
5. Example 5	875,393	3,770,306

1 - 10 / 39

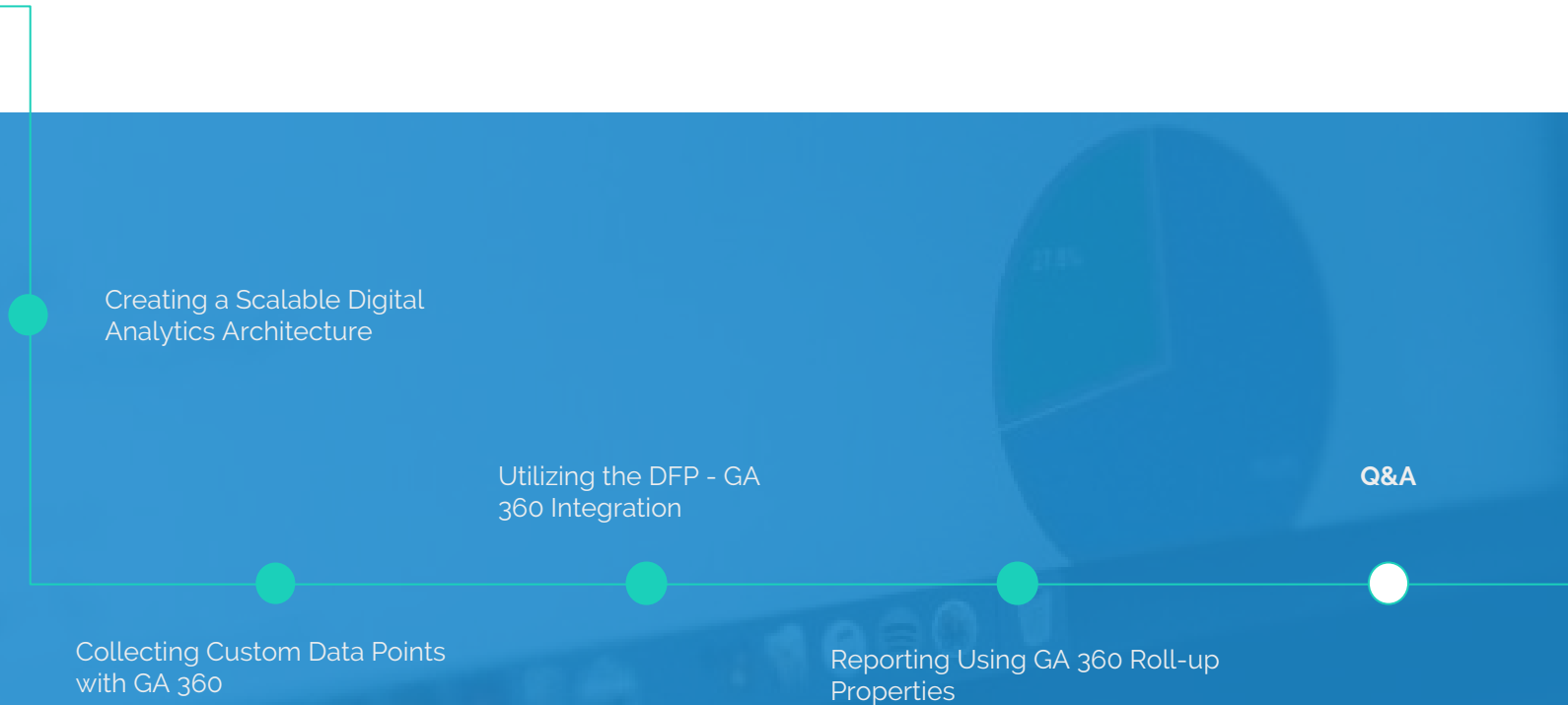
Mobile Web:

Source Property D...	Sessions	Pageviews
1. Example 1	1,379,901	1,663,375
2. Example 2	1,144,008	1,420,345
3. Example 3	1,008,645	1,201,353
4. Example 4	988,453	1,180,933
5. Example 5	935,727	1,118,902

1 - 10 / 34

Data Last Updated: 4/17/2017 3:56:36 PM

Agenda





Any Questions?

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