



Googlen ilmaisten analytiikkatyökalujen hyödyntäminen – aikuisten oikeasti

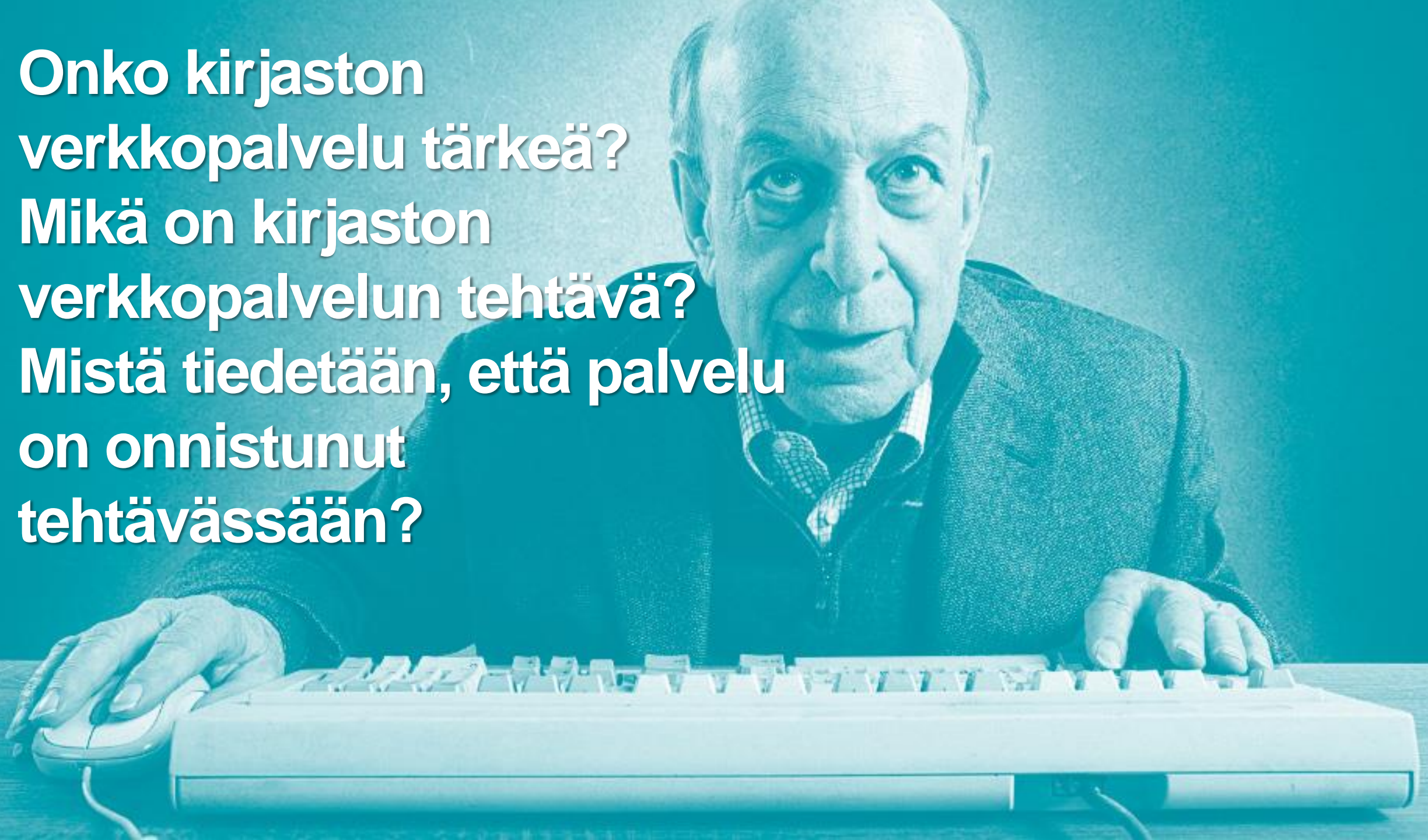
Mitä saisi olla? – palautteet palvelujen perustana –seminaari

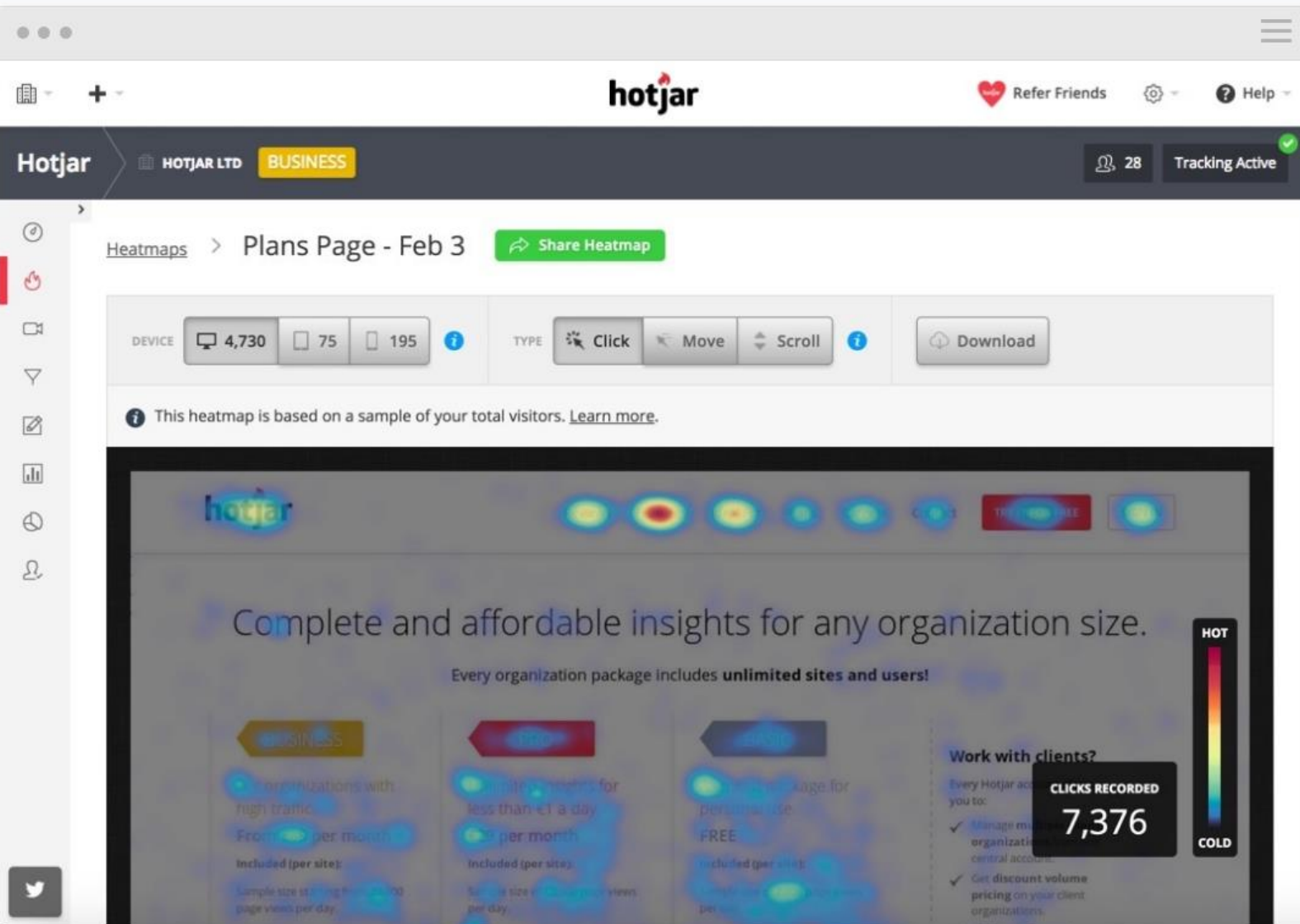


Googlen ~~ilmaisten~~ analytiikkatyökalujen hyödyntäminen – aikuisten oikeasti

Mitä saisi olla? – palautteet palvelujen perustana –seminaari

**Onko kirjaston
verkkopalvelu tärkeä?
Mikä on kirjaston
verkkopalvelun tehtävä?
Mistä tiedetään, että palvelu
on onnistunut
tehtävässään?**





HEATMAPS

Understand what users want, care about and interact with on your site by visually representing their clicks, taps and scrolling behavior.

RECORDINGS

CONVERSION FUNNELS

FORM ANALYSIS

FEEDBACK POLLS

SURVEYS

RECRUIT USER TESTERS

[Take a Product Tour](#)

Tarvitsemme dataa

Erilaisia datan lähteitä:

- **Web-analytiikan järjestelmät ja sosiaalinen media** (kvantitatiivinen ns. clickstream data), joka vastaa lähinnä kysymykseen mitä on tapahtunut?
- **Kävijäkyselyt ja tutkimukset** (sisältäen kvantitatiivista ja/tai kvalitatiivista dataa), joka voi vastata kysymykseen miksi jotakin on tapahtunut?
- **Kilpailija- ja julkinen data**, joka voi kertoa tilanteen suhteessa kilpailijoihin / muihin.
- **Sisäinen data** (CRM, ERP jne.), jolla voidaan rikastaa esim. web-analytiikka dataa.

Esimerkkejä datan lähteistä

Internal sources	Public sources	Ad management	Content management	Newsletter systems	Social media	Marketing automation	Customer experience	Tag management	Web Analytics
Enterprise resource planning (ERP)	Alexa	AdForm	Wordpress	Apsis	Futusome	Adobe	CrazyEgg	Enlighten	Adobe Analytics
Customer relationship management (CRM)	Asiakastieto	Bing	Drupal	Mailchimp	Hootsuite	Eloqua	Qualaroo	Tealium	comScore
Accounting	TNS Atlas and Metrix	Mediamath	Joomla	Creamailer	Meltwater	Marketo	Hotjar	Segment	Piwik
Customer service	Survey Monkey / Reseach	Google Adwords/ Doubleclick	Magento	Postiviidakko	TweetAtlas	Hubspot	Thunderhead	Tag Commander	Snoobi
Point of sales	Google Trends/ Insights	Youtube	eZ Publish	Campaign Monitor	Radian6	Leadsius	ClickTale	Google Tag Manager	Google Analytics

Datan siiloutuminen



Web analytics data



Qualitative data



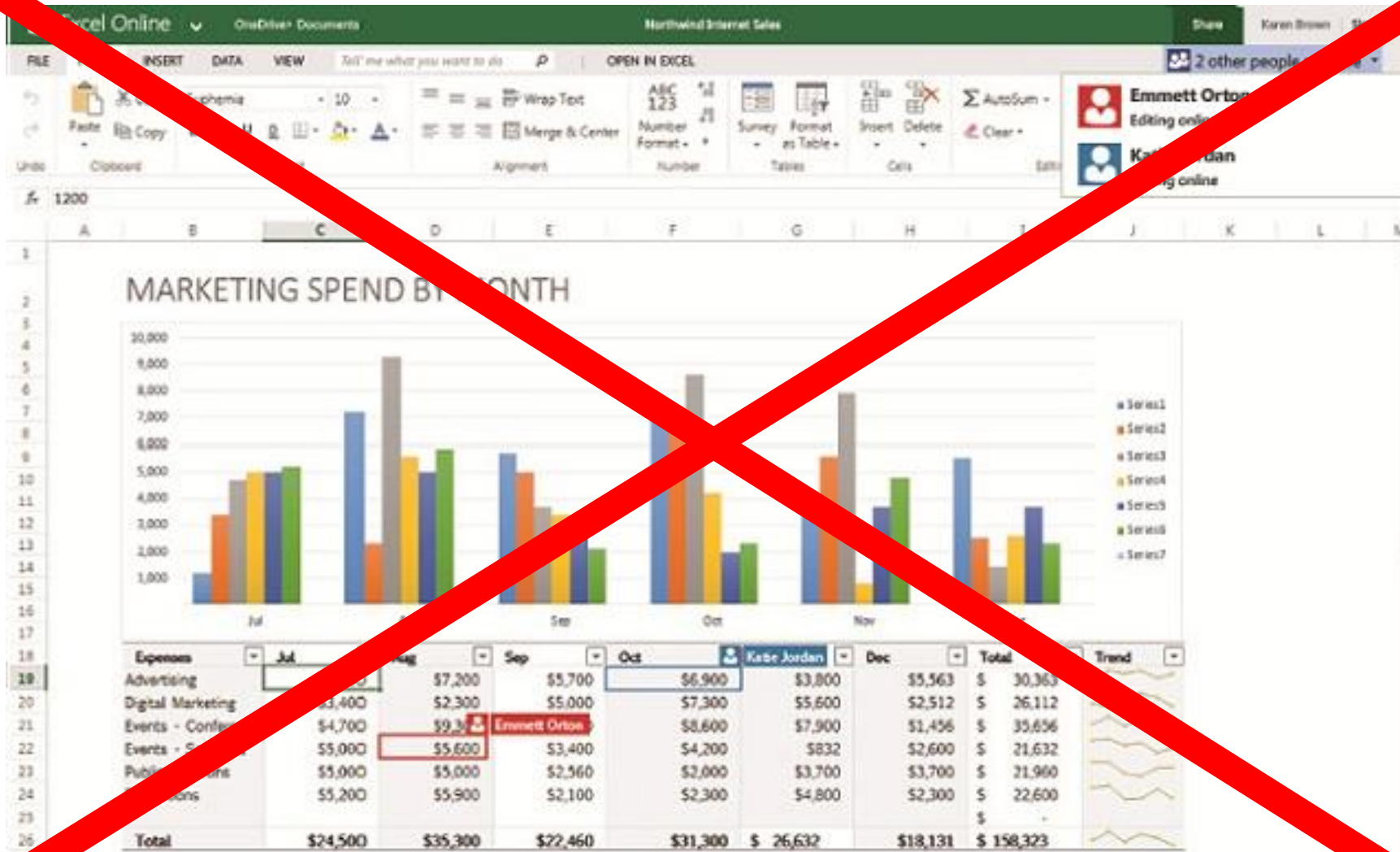
Research database



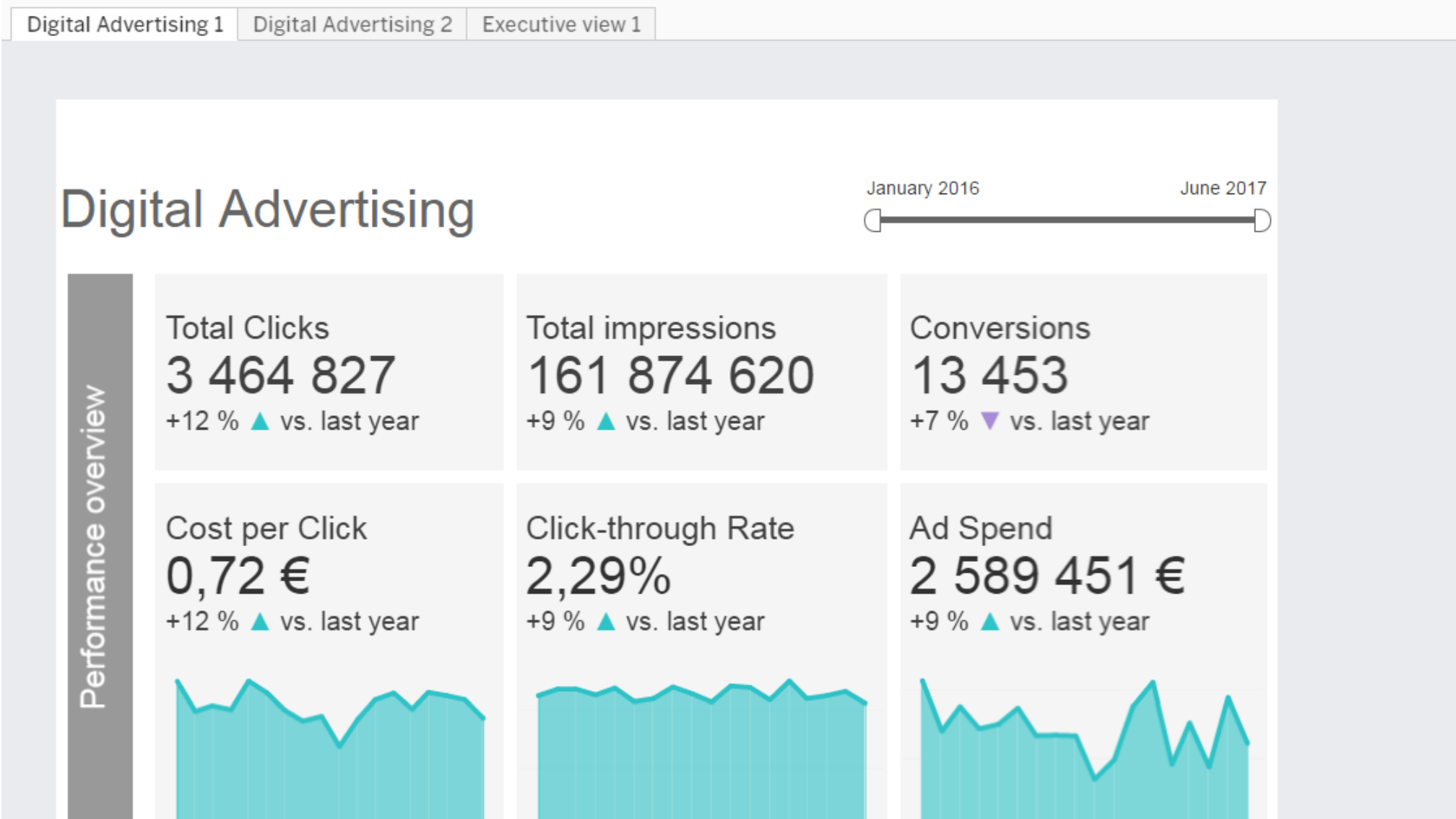
Customer database



Advertising management



Esimerkki Tableau dashboardista

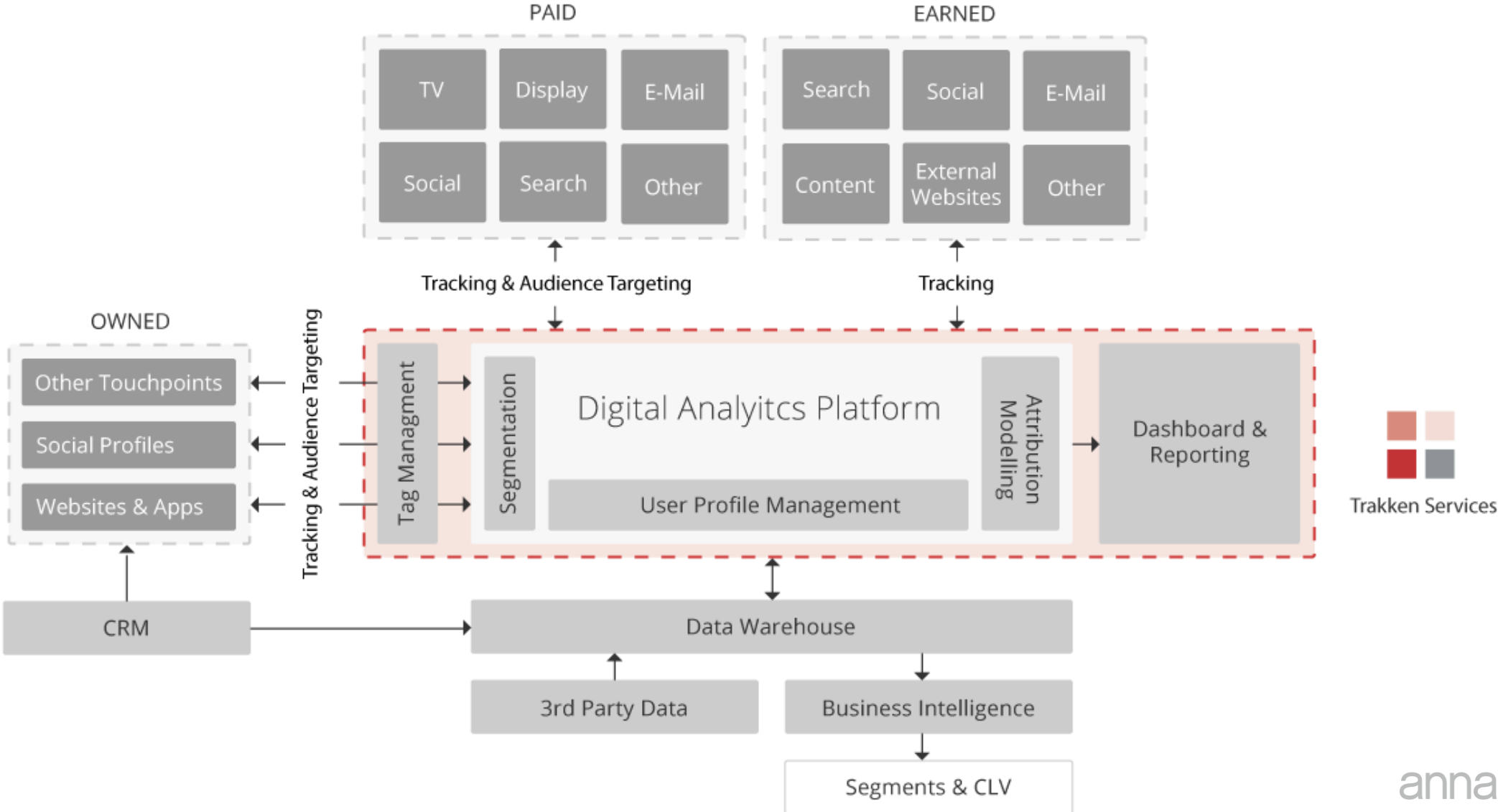


Gartner's Magic Quadrant for BI & Analytics platforms

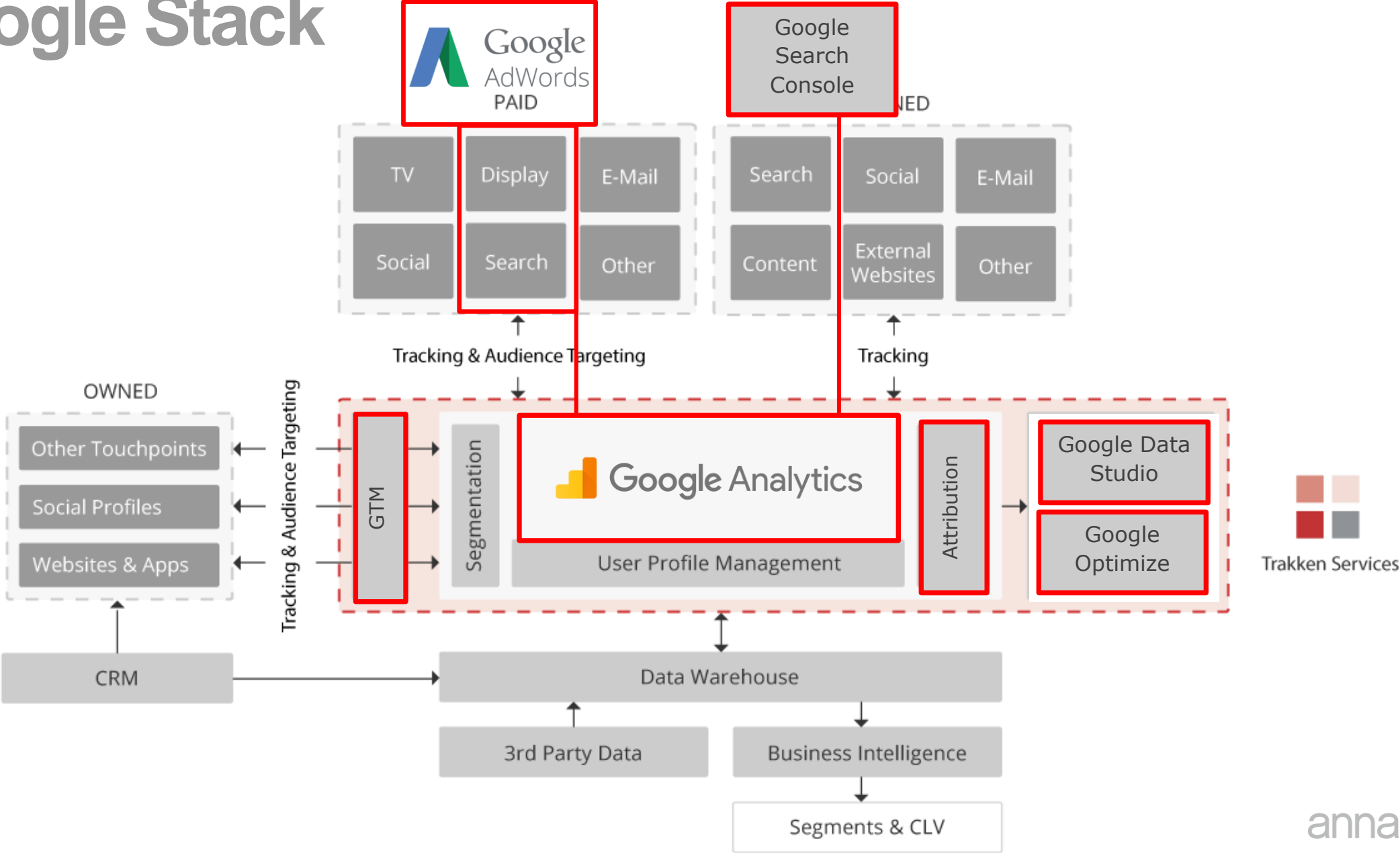


Source: Gartner (February 2017)

Digitaalisen analytiikan infrastruktuuri



Google Stack



← → × Secure | https://www.annalect.fi

Apps Intra TweetDeck GA GTM GTM Tools


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Kaikki data Yhdellä v

Dashboardimme avulla kaikki digiprosessien seuranta voit yhteen visuaaliseen käyttöön tulkinta ja arviointi helpott

[Lue lisää](#)

Keitä me olemme




Datara markkinoijilta markkinoijille.

[Miksi me olemme erilaisia →](#)

GHOSTERY Sign In

15 Trackers found on www.annalect.fi



5 Alerts

11.3 Seconds

Trust Site

Restrict Site

Pause Ghostery

[Map These Trackers](#)

Trackers Block All

- Advertising 6 Trackers
- Adform
- DoubleClick
- Facebook Custom Audience
- LeadForensics
- Marketo
- Semasio
- Site Analytics 5 Trackers
- GA Audiences
- Google Analytics
- Hotjar
- Piwik

on mitä emme tee.

[Ryhdytään toimeen →](#)

Ghostery plugin: <https://www.ghostery.com/>

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Universal Analytics päivitys

Tarkista (lähdekoodista) mitä versiota käytät tällä hetkellä?

![Screenshot of a web browser's source code view for www.bilia.fi. The browser's address bar shows 'view-source:www.bilia.fi/fi'. The page title is 'view-source:www.bilia.fi/fi'. The browser's toolbar includes icons for 'Sovellukset', 'Inbox', 'HubSpot', 'Hotjar', 'GA', 'GA API', 'WMT', 'GTM', 'GTM Tools', 'PageSpeed', 'Partners', and 'AdWords'. The source code is displayed in a monospaced font. Line 1903 starts with a script tag: '<script type='text/javascript'>'. Line 1904 defines 'gaJsHost' based on the protocol: 'var gaJsHost = ((](+ gaJsHost +)

```
1903 <script type="text/javascript">
1904 var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
1905 document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js" type='text/javascript'%3E%3C/script%3E"));
1906 </script>
1907 <script type=text/javascript>
1908 try {
1909 var pageTracker = _gat._getTracker("UA-12580899-1");
1910 pageTracker._trackPageview();
1911 } catch(err) {}
1912 </script>
1913
```

ga.js tai dc.js toiseksi uusin versio - päivitys tehtävä ennemmin tai myöhemmin!

Universal Analytics päivitys

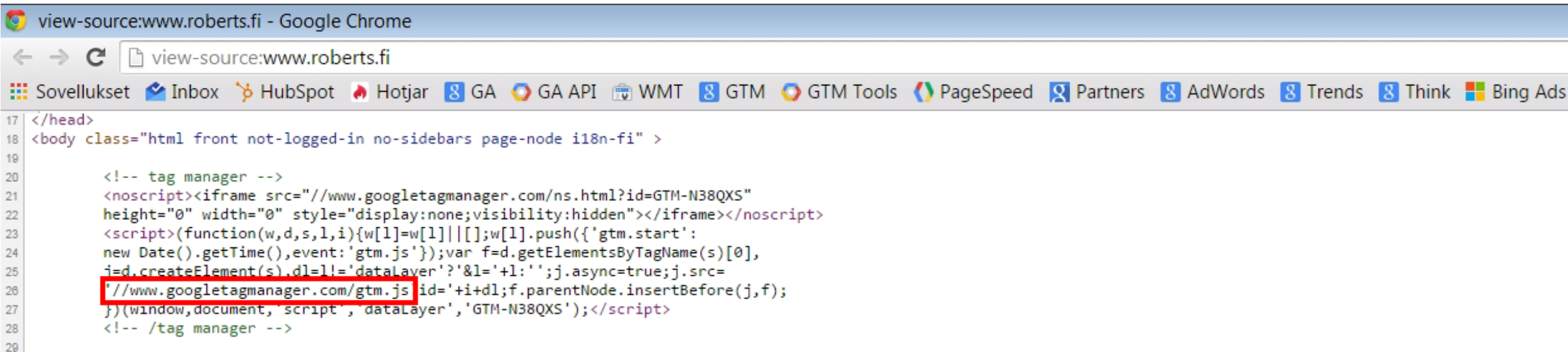
Tarkista (lähdekoodista) mitä versiota käytät tällä hetkellä?

```
423 </script>
424 <noscript>
425 
426 </noscript>
427
428
429 <script>
430   (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
431     (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
432     m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
433   })(window,document,'script','http://www.google-analytics.com/analytics.js','ga');
434
435   ga('create', 'UA-55613885-1', 'auto');
436   ga('send', 'pageview');
437 </script>
438
439 </body>
440 </html>
```

analytics.js parempi uusin versio päivitetty! Koodi väärässä paikassa...

Universal Analytics päivitys

Tarkista (lähdekoodista) mitä versiota käytät tällä hetkellä?



```
17 </head>
18 <body class="html front not-logged-in no-sidebars page-node i18n-fi" >
19
20     <!-- tag manager -->
21     <noscript><iframe src="//www.googletagmanager.com/ns.html?id=GTM-N38QXS"
22     height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
23     <script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
24     new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
25     i=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
26     //www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
27     })(window,document,'script','dataLayer','GTM-N38QXS');</script>
28     <!-- /tag manager -->
29
```

gtm.js paras - mahdollistaa joustavan ja kustannustehokkaan toiminnan!

Analytics is easy to start

Just place the snippet in website and "enjoy" multiple reports

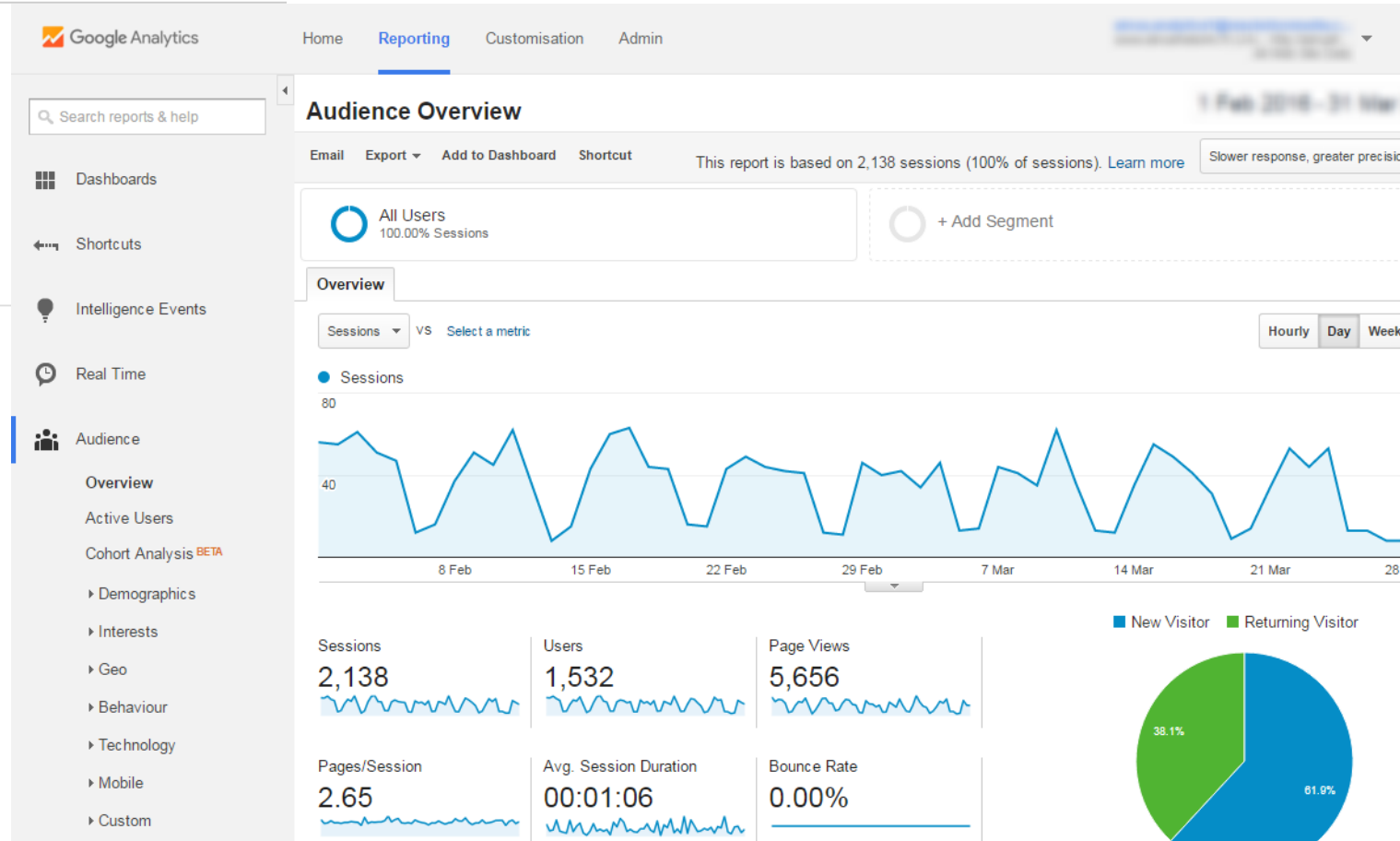
Website tracking

This is the Universal Analytics tracking code for this property.

To get all the benefits of Universal Analytics for this property, copy and paste this code into every web page that you want to track.

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','/www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-10909332-2', 'auto');
ga('send', 'pageview');
</script>
```





DON'T!

Google Analytics implementation

We'll see what
kind of data
we get from
Google Analytics
by default

We'll define what
data we need &
implement
Google Analytics
accordingly

You have visits – so what?

What Google Analytics **doesn't** track with the basic setup:

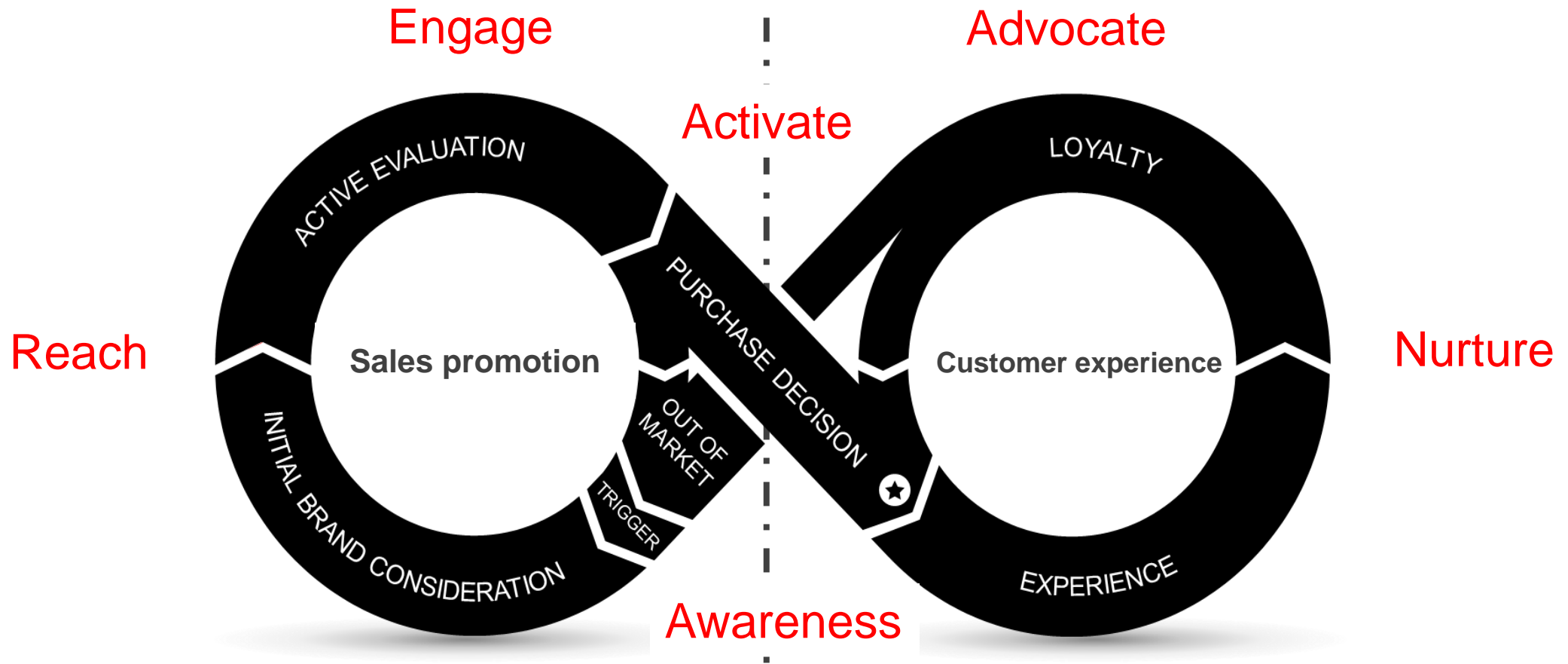
- Outbound links (for example to your social media channels)
- Sharing features
- Email or phone number clicks
- Ecommerce transactions or revenue
- File downloads
- Internal search
- Forms
- Videos
- Goals & goal funnels

GOOGLE TAG MANAGER HAS **AUTOMATIC** LISTENERS. WE CAN USE THEM TO SAVE THE ABOVE **DATA EASILY** TO GOOGLE ANALYTICS

YES!



Datadriven customer experience



AREANA KPI framework

AREANA KPI-framework

- **Business objectives:** How the website / mobile app / project is linked to the company's business objectives?
- **Awareness:** How do you measure the brand awareness?
- **Reach:** How do you reach visitors / customers / users to your website / mobile app / project?
- **Engage:** How do you keep the visitors / customers / users on the site / mobile app / project? What kind of content / features / behavior you'd like to measure?
- **Activate:** What are the objectives of the brand site? What do you expect visitors / customers / users to do on the site?
- **Nurture:** How do you get the visitors / customers / users to re-visit the site / app / project?
- **Advocate:** How do you measure visitors / customers / users willingness to recommend the site / app / project? How do you measure visitor / customer / user satisfaction?

Current Workspace

Default Workspace >

Search

Overview

Tags

Triggers

Variables

Folders

Tags

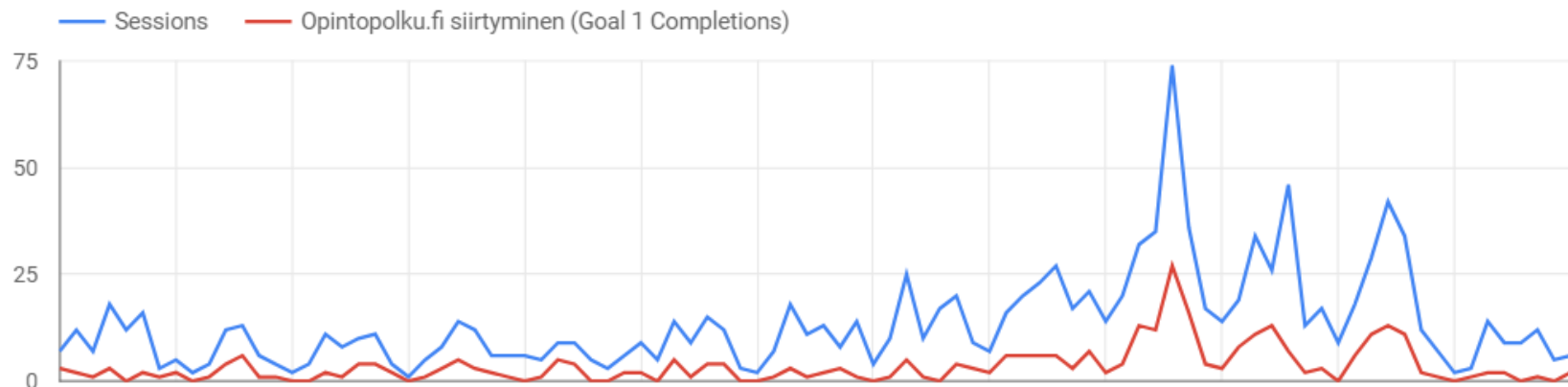
NEW

Name ▲	Type	Firing Triggers	Last Edited
Adform kirjautuminen	Custom HTML	Kirjautuminen click	4 months ago
Adform MT	Custom HTML	All Pages	4 months ago
Adform uutiskirje submit	Custom HTML	Newsletter Sign-Up	4 months ago
Annalect	Custom HTML	All Pages	4 months ago
Audience Report	Custom HTML	Frontpage	4 months ago
Contact Form Submit Event	Universal Analytics	Contact Form Submit	4 months ago
Hotjar	Custom HTML	Annalect Only	4 months ago
Kauppalehti Studio	Custom HTML	Kauppalehti Studio Only	3 months ago
Kauppalehti Studio Hotjar	Custom HTML	Kauppalehti Studio Only	3 months ago
UA Email Mailto Event	Universal Analytics	Email mailto	4 months ago
UA Newsletter Sign-Up Event	Universal Analytics	Newsletter Sign-Up	4 months ago
UA Site search results Event	Universal Analytics	Site search	4 months ago
UA Social Media Share Event	Universal Analytics	Social Media Share	4 months ago
UA Video play	Universal Analytics		4 months ago
UA Outbound Link Click Event	Universal Analytics	Outbound Link Clicks	4 months ago
UA Social Profile Visits	Universal Analytics	Social Profile Visits	4 months ago
Universal Analytics	Universal Analytics	Annalect Only	2 days ago
Universal Analytics Kauppalehti Studio	Universal Analytics	Kauppalehti Studio Only	4 months ago



Tradenomi (AMK), myynti ja markkinointi

Vierailu sisältää sivun: www.xamk.fi/koulutukset/tradenomi-amk-myynti-ja-markkinointi/



Vierailut Opintopolkuun siirtyminen

1,240

↑ 55.0%

321

↑ 80.3%

Opintopolkuun siirtyminen konversioaste

25.89%

↑ 16.3%

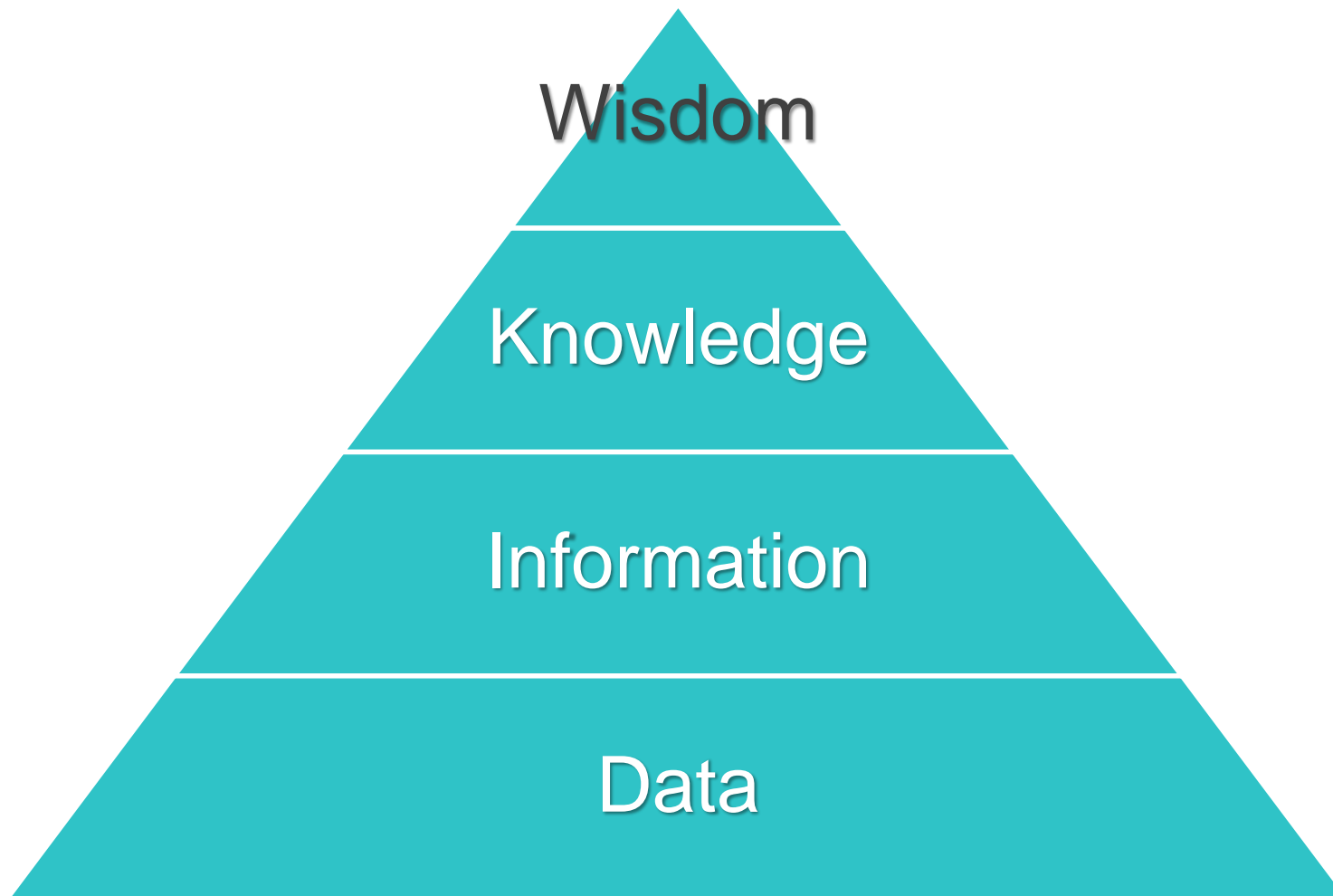
Source / Medium	Sessions	Bounce ...	Opintopolku.fi siirtyminen (Goal 1 ...	Opintopolku.fi siirtyminen (Goal 1 ...
1. google / organic	793	28.63%	210	26.48%
2. google / cpc	177	15.25%	51	28.81%
3. (direct) / (none)	97	16.49%	29	29.9%
4. apsis-anp-3 / email	25	68%	3	12%
5. facebook / banner	24	20.83%	5	20.83%
6. opintopolku.fi / referral	21	47.62%	1	4.76%
7. facebook / page_post	18	72.22%	1	5.56%
8. tv / spot	14	14.29%	3	21.43%

1 - 10 / 36 < >

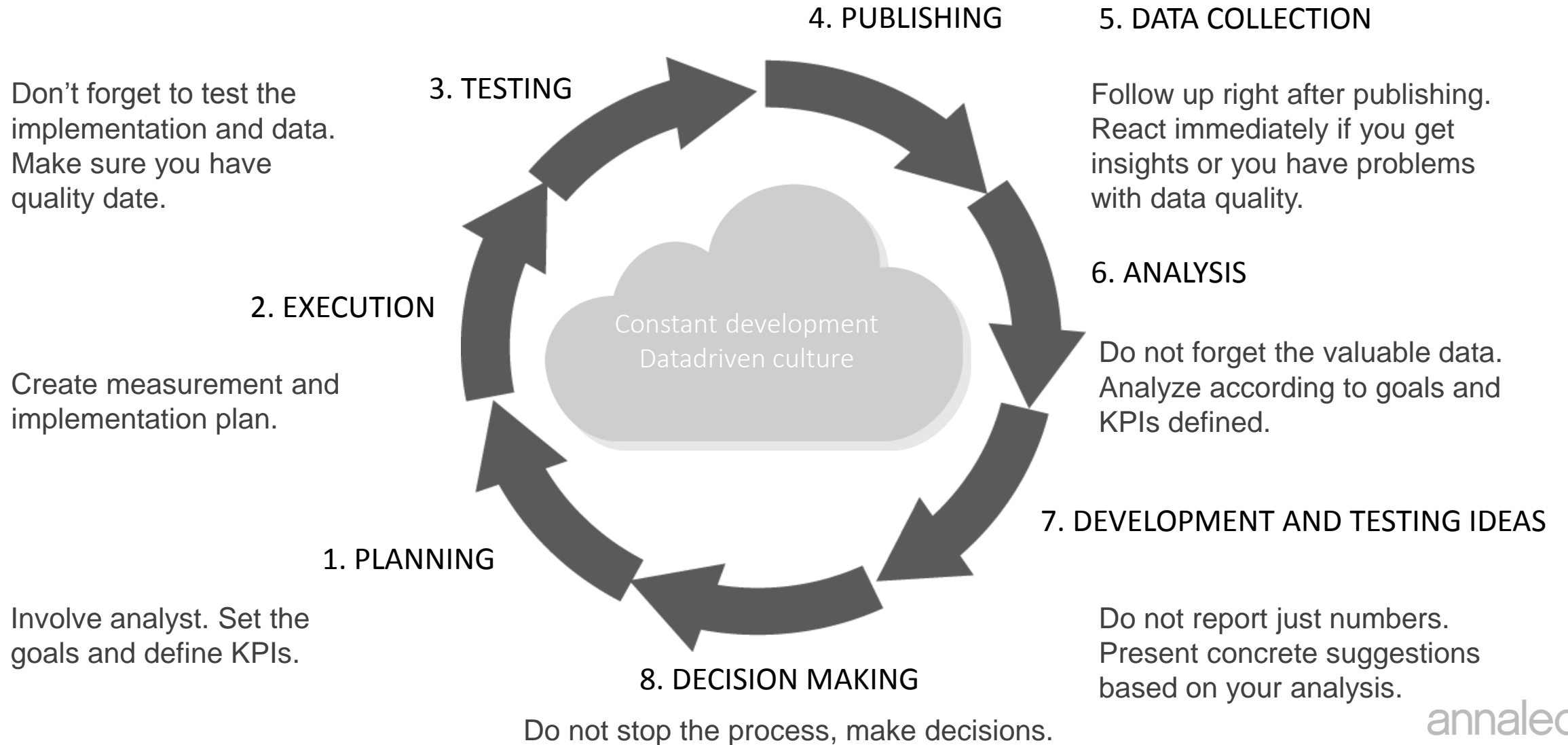
City	Sessions	Opintop...
1. Helsinki	506	27.08%
2. Tampere	108	19.44%
3. Kouvola	77	33.77%
4. Mikkeli Province	62	25.81%
5. Lappeenranta	44	38.64%
6. Espoo	44	29.55%
7. Kotka	40	32.5%
8. Lahti	39	15.38%

1 - 10 / 101 < >

Datasta tietämykseen



Analytics / design / campaign etc. process





Yhteenveto - tämän päivän TOP5-vinkit

1. Määrittele mitä tarkalleen ottaen haluat mitata? Ja miksi?
2. Implementoi erilaisia työkaluja edellisten vastausten perusteella.
3. Hyödynnä dataa eri lähteistä (dashboard?).
4. Työkalu tai data yksinään ei ole vielä hyödyllistä.
5. Tarvitaan People & Process.



Contact information

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@mertanen #STKS

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