Google Ads Advanced

Lecture 8
Campaign data analysis. Conversion paths and Attribution. Reporting

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Sli.do

Code: GAA01

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Knowledge Check

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Може ли да се използва Merchant Center за динамичен ремаркетинг?

ⓘ Start presenting to display the poll results on this slide.

slido

Във фийд за DSA задължителни колони са:

ⓘ Start presenting to display the poll results on this slide.

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Кое е вярното твърдение?

ⓘ Start presenting to display the poll results on this slide.

slido

Shopping рекламите се настройват от:

ⓘ Start presenting to display the poll results on this slide.

slido

Каква е максималната продължителност, за която можем да създадем за ремаркетинг аудитория в Google Ads?

ⓘ Start presenting to display the poll results on this slide.

Columns in your statistics table

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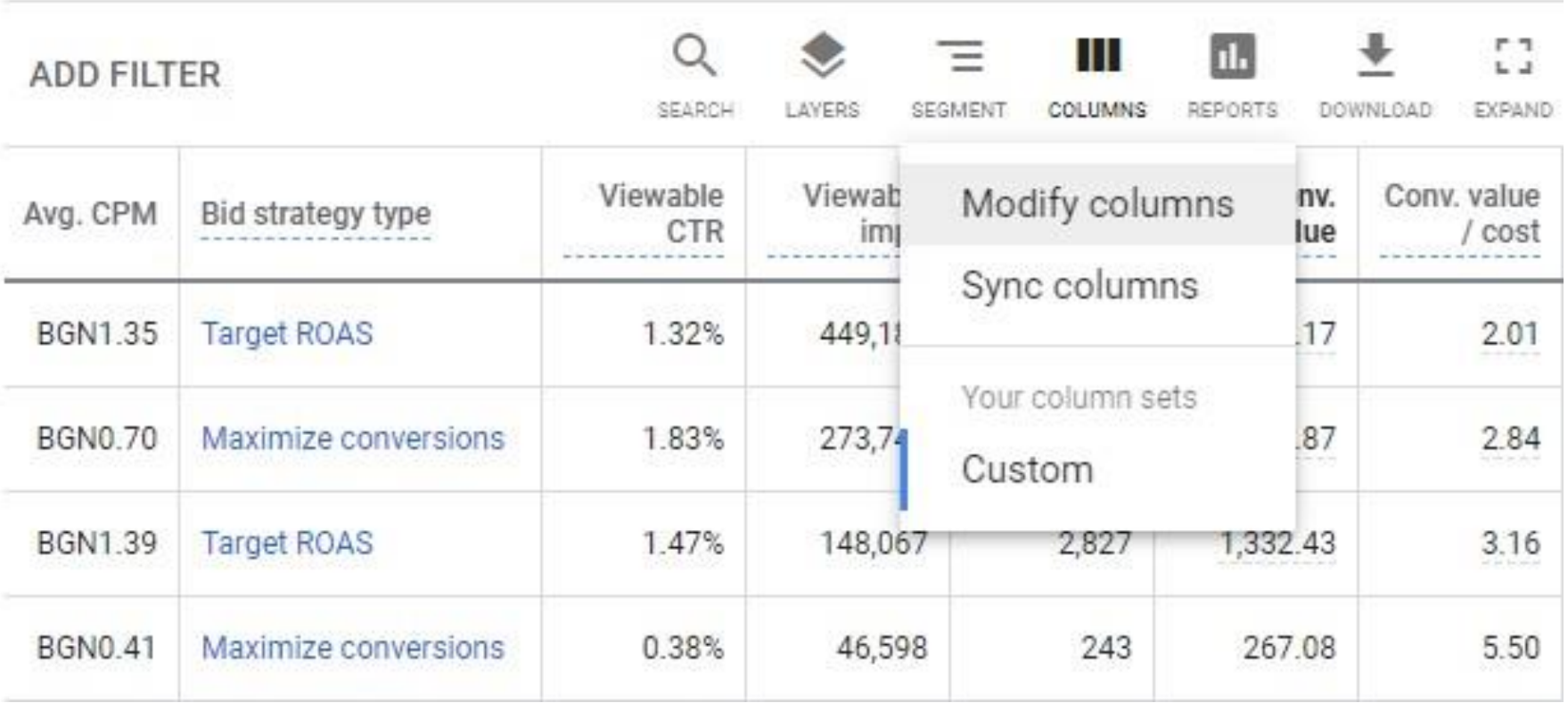
Monitoring and Evaluating Google Ads - which columns to use?



Avg. CPM	Bid strategy type	Viewable CTR	Viewab imp	nv. lue	Conv. value / cost
BGN1.35	Target ROAS	1.32%	449,1	.17	2.01
BGN0.70	Maximize conversions	1.83%	273,7	.87	2.84
BGN1.39	Target ROAS	1.47%	148,067	2,827	1,332.43	3.16
BGN0.41	Maximize conversions	0.38%	46,598	243	267.08	5.50

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Some important metrics

C-Suite Google Ads Metrics

- **Return on Advertising Spend (ROAS)**
- **Cost Per Conversion**

Marketing Manager Google Ads Metrics

- **Conversion Rate**
- **Cost Per Click (CPC)**

Execution-Level Google Ads Metrics

- **Quality Score**
- **Impression Share (IS)**

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Google Ads and Google Analytics

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Google Analytics Reports

Campaigns report

Treemaps

Ecommerce Reports

Goals Reports

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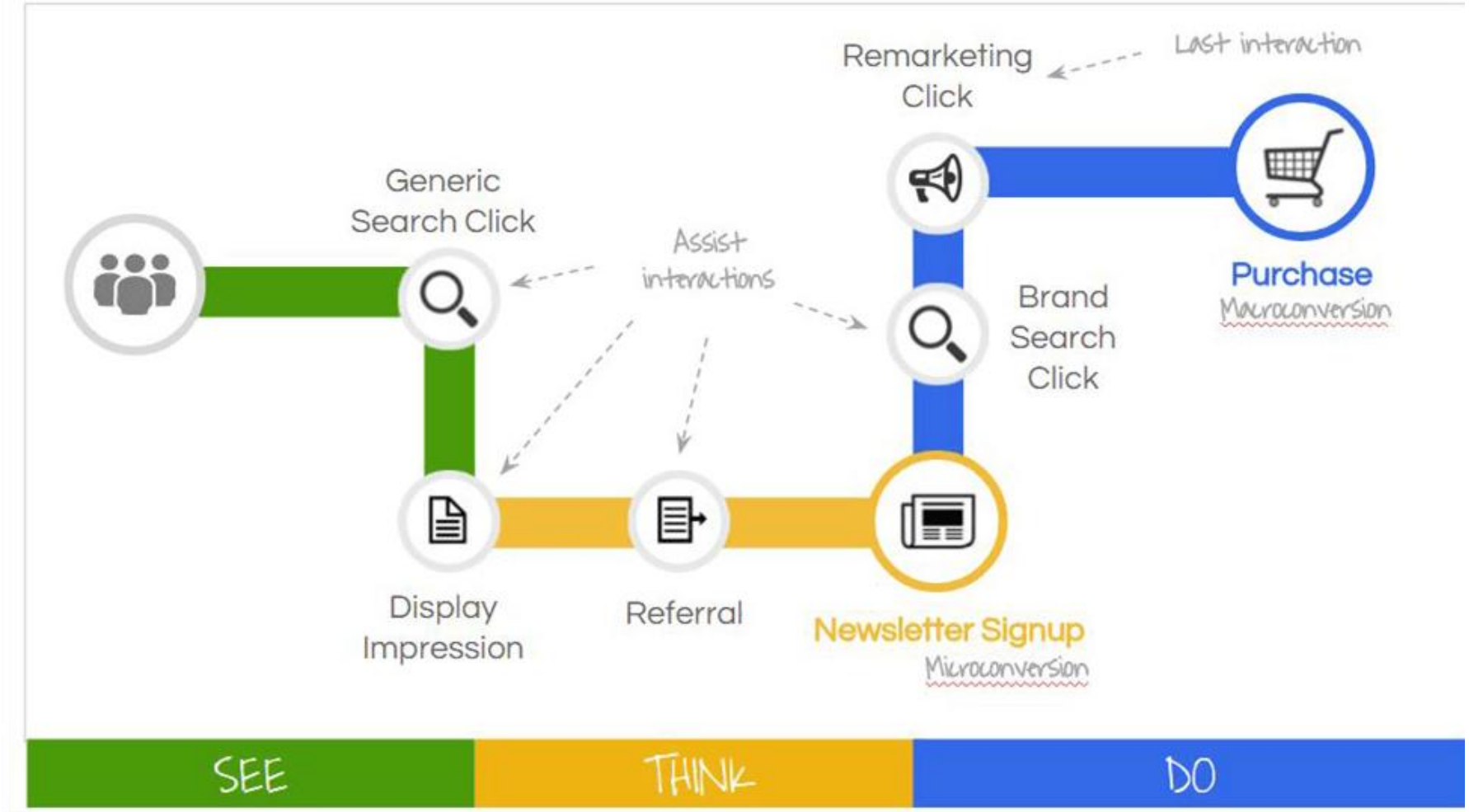
Customer Journey



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How do we determine who gets credit in a situation like this?

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Attribution models in Google Ads

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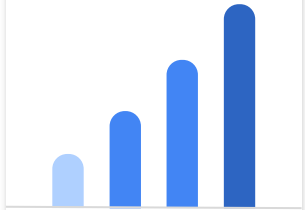
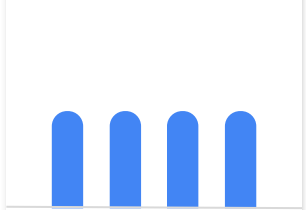
Rule Based models

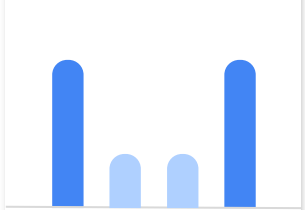
First Click



Time Decay



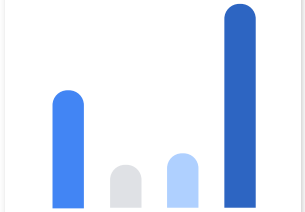
Linear



Position-Based

Last Click

Data-Driven model



Data-Driven

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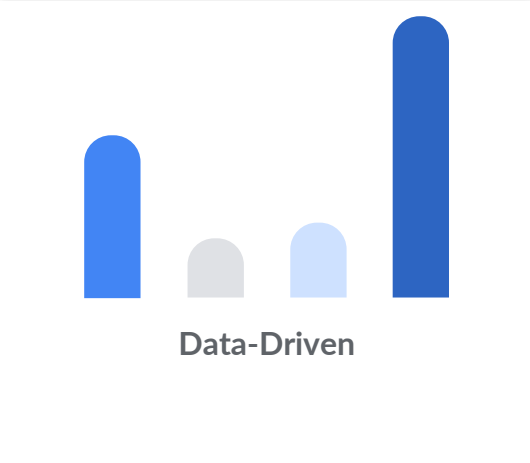
Data Driven Model



- Google's Machine Learning is used to identify the most influential touchpoints
- Assigns fractional credit to each keyword in the user path
- Learns and adjusts over time so you never need to update the model

+5%

more conversions at a similar cost per conversions*

*on average, when moving beyond a last-click model on Google Search

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Last week announcement

Data-driven attribution is now available to more advertisers

DDA requires a certain volume of data in order for us to build a precise model, but to make DDA available to more advertisers, we're lowering the data requirements for eligibility. With this change, each conversion action in your Google Ads account that has at least 3,000 ad interactions and at least 300 conversions within 30 days will be eligible for DDA. This is possible due to ongoing improvements to the machine learning algorithms we use to train data-driven attribution models, so we can do more with less data without sacrificing precision.

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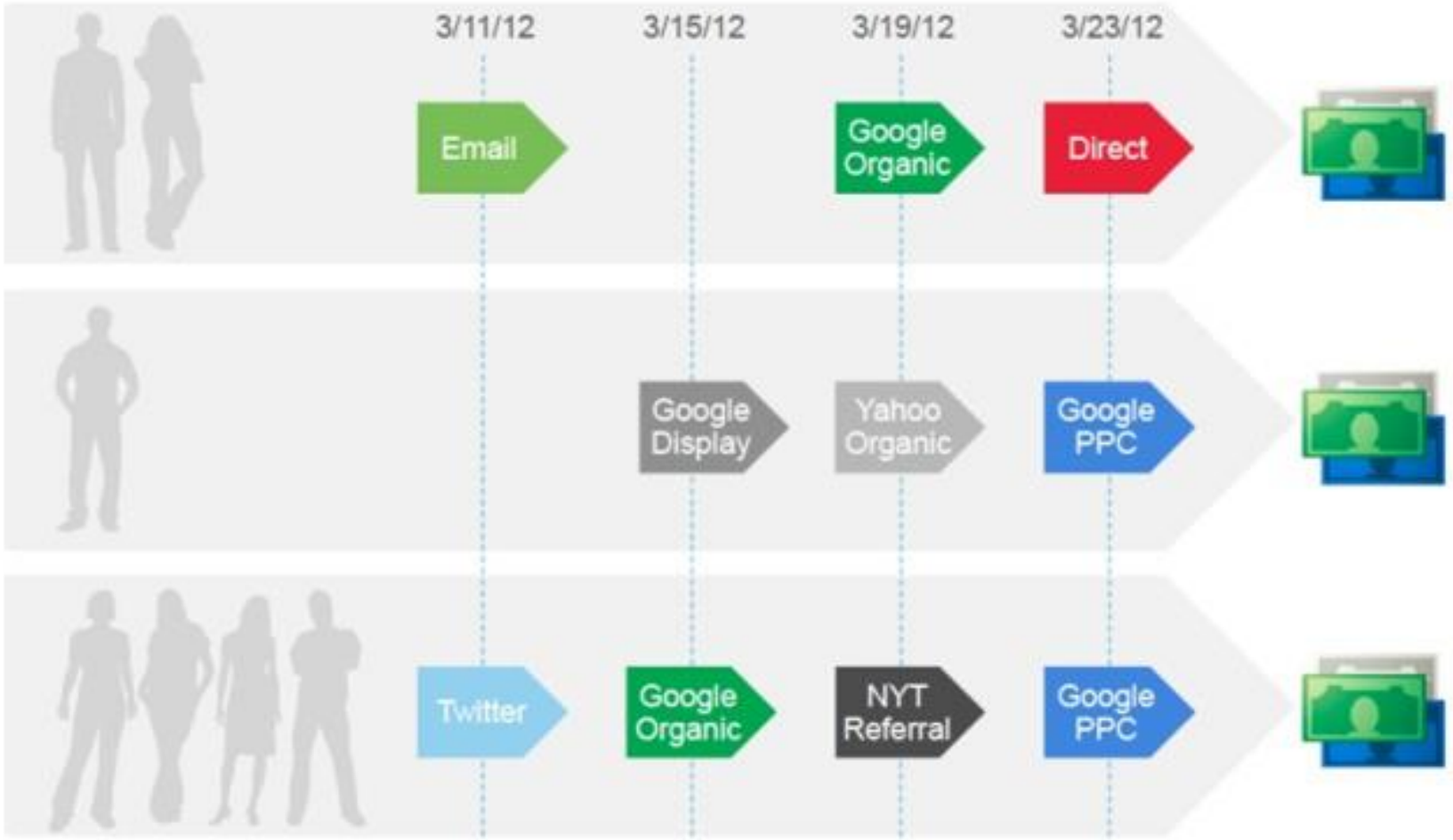
Who gets credit for success and why?



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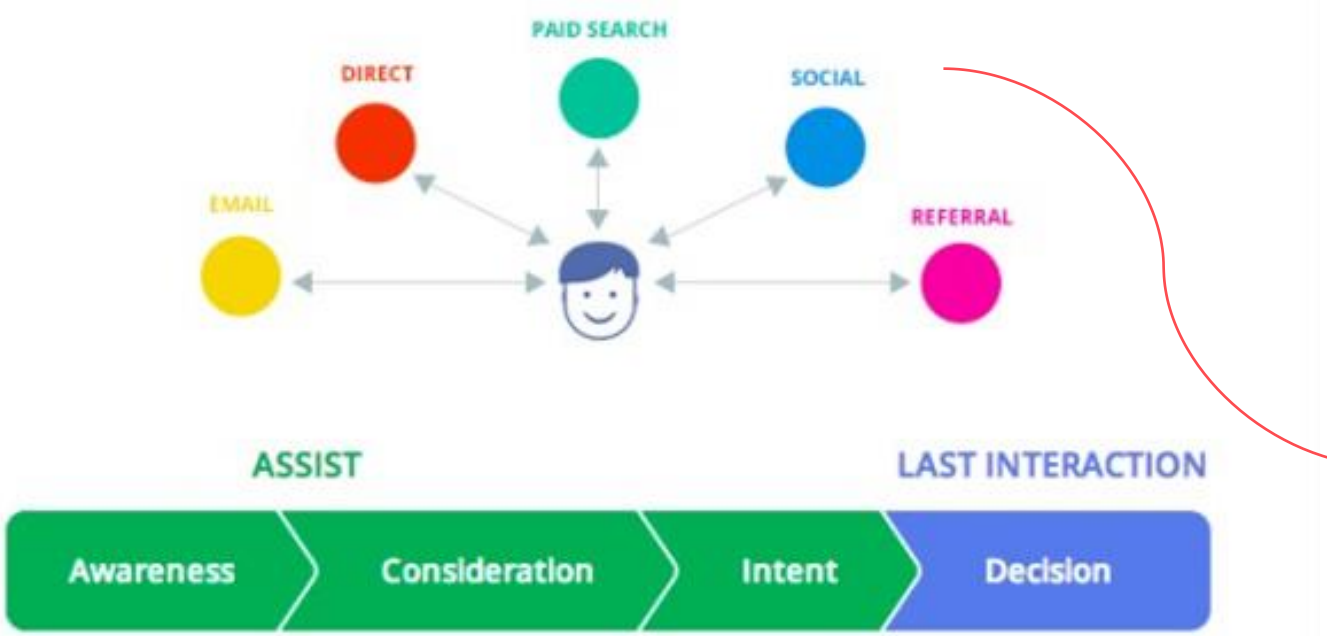

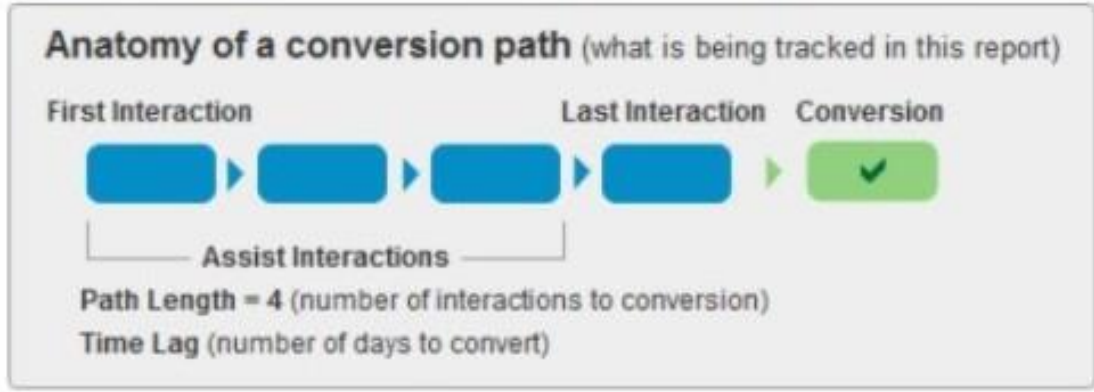

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Multi-Channel Funnel Reports (MCF) (demo)

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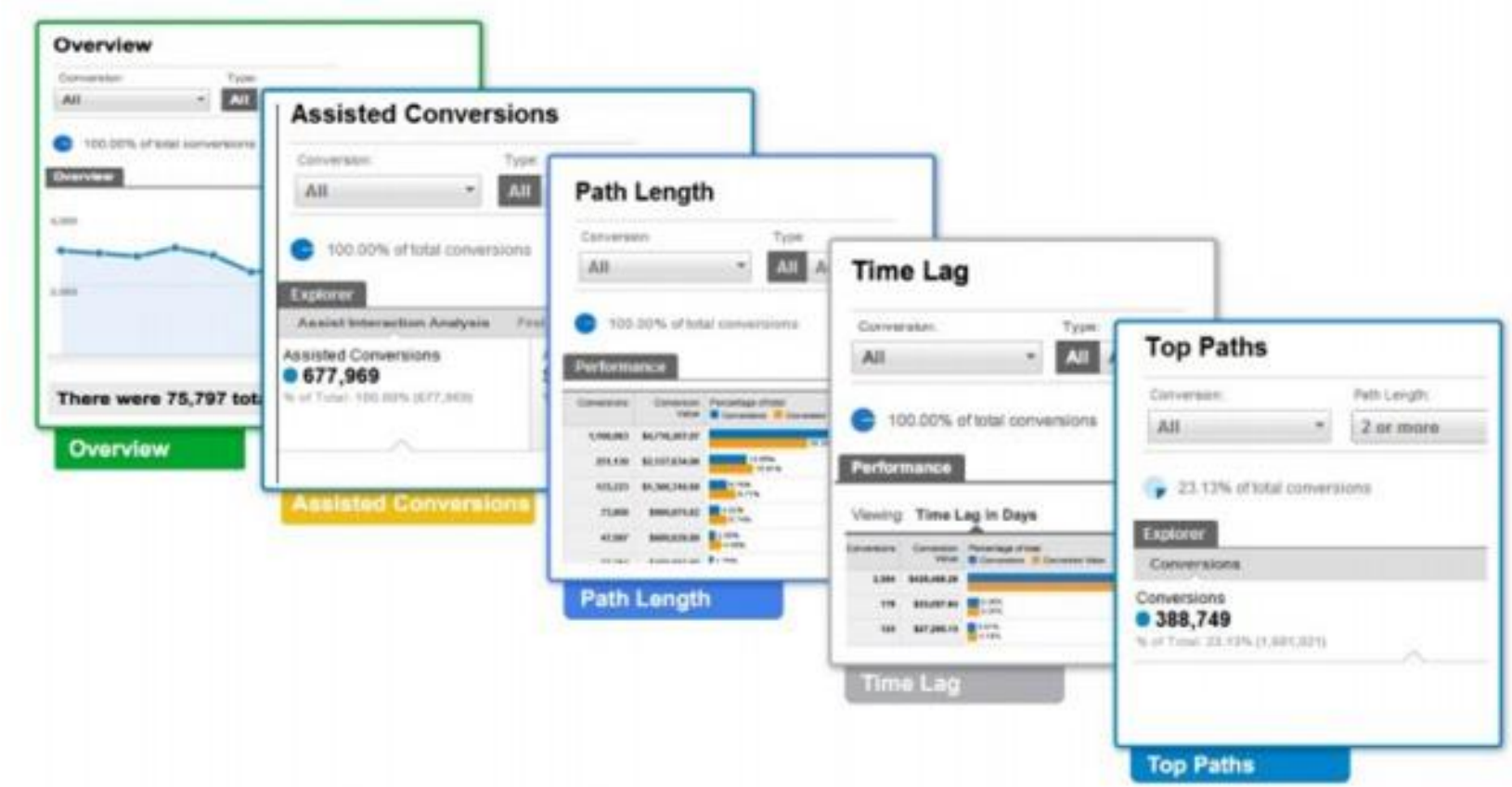
Quickly accessible and actionable insights



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Reporting in Google Sheets (demo)

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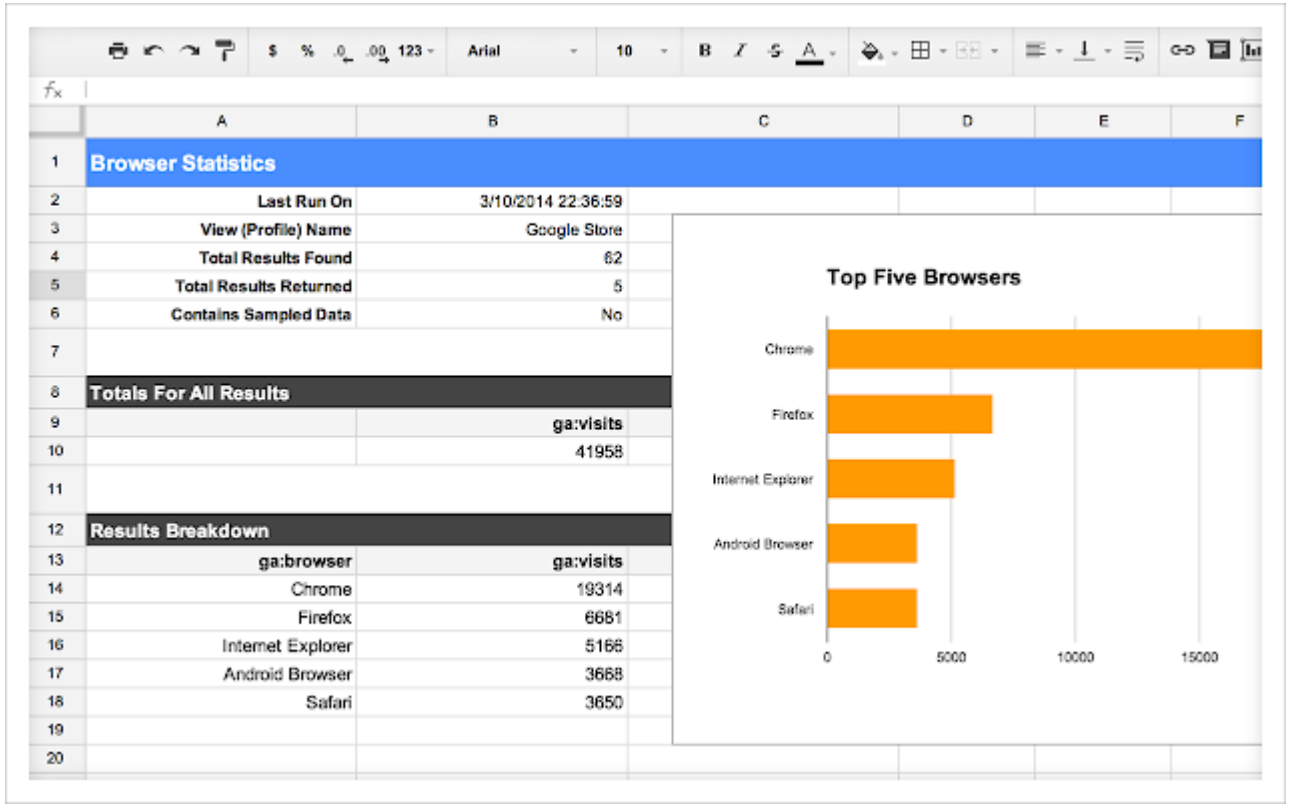
Create a KPI report using the Google Analytics Add on

Google Analytics

google-analytics-add-ons

Sheets Add-on

Add on link



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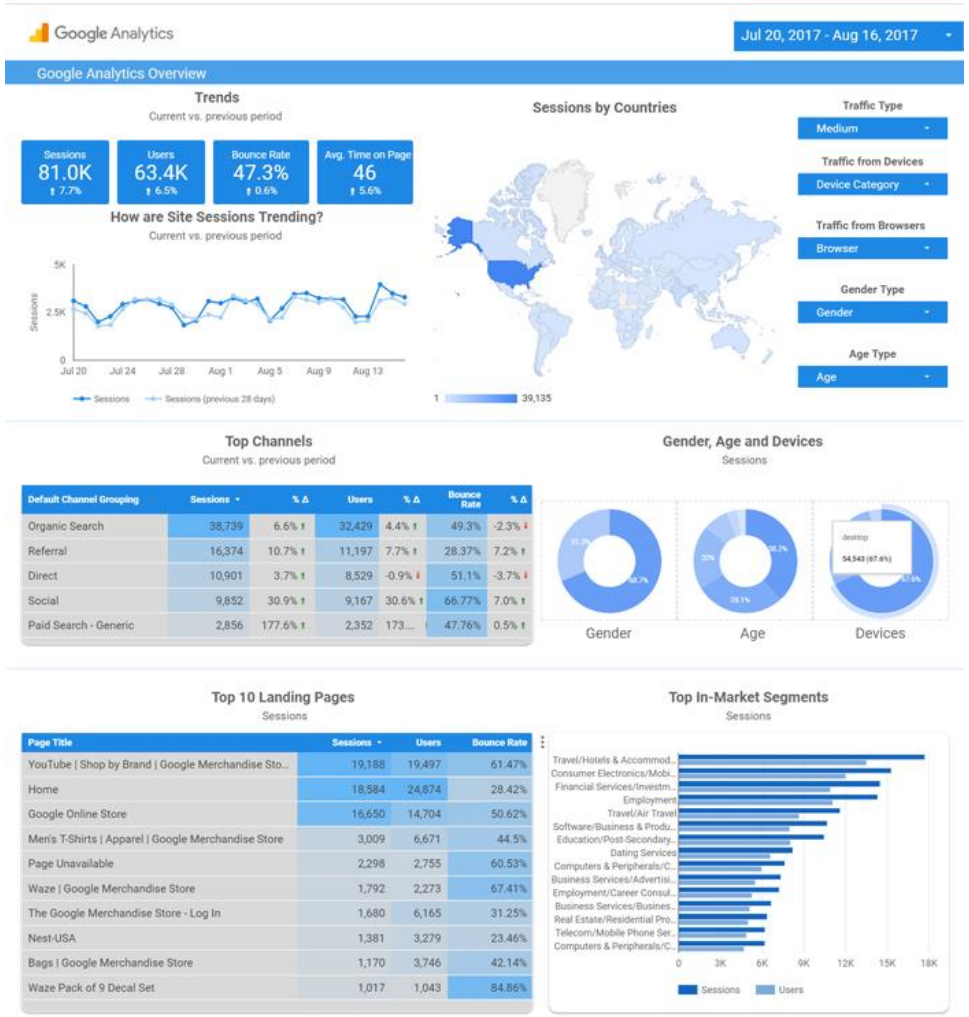
Google Data Studio Reports (demo)



- Data sources and connections
- Building a report with Google Ads Data
- Working with filters and dates
- Sharing reports and data sources

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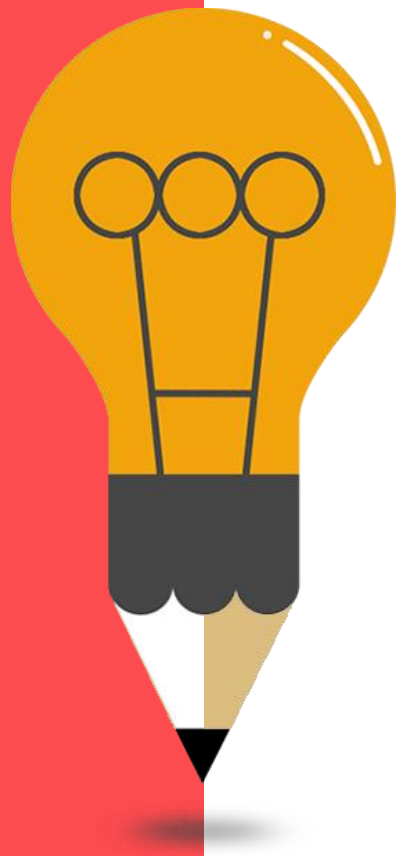
At the end: You should have already done this, but...



- Link Google Ads and Google Analytics
- Activate Auto tagging in Google Ads and Google Analytics
- Activate Impression Reporting in Google Analytics
- Check your attribution model and choose the right one for you

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Homework

(Or something you can start preparing now for the exam after the end of the course 😎)

"Задача 5. Отчитане
5.1. Направете KPI отчет за ваш проект, който ще се обновява автоматично с помощта на Google Analytics SpreadSheet Add-on.
Използвайте акаунта от 4.1 или ваш собствен акаунт (в случай на ваш акаунт – споделете достъп до Google Analytics към softuni.netpeak@gmail.com).
За шаблон на KPI отчет използвайте шаблон от лекция 8.
На изхода: Линк към Google Spreadsheet KPI отчет. "

- ➔ Ecommerce Template Link
- ➔ Lead Gen Template Link

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Resources

1. Google Demo Account: https://analytics.google.com/analytics/web/demoAccount
2. Google Analytics > eCommerce Custom Report: https://www.google.com/analytics/web/permalink?type=custom_report&uid=68PRVyEYQ4C4-d2PURLtXQ
3. Regular Expressions for Google Analytics: https://klientboost.com/analytics/google-analytics-regex/
4. Dimensions and metrics Explorer: https://ga-dev-tools.appspot.com/dimensions-metrics-explorer/
5. Multi-Channel Funnels Reporting API: https://developers.google.com/analytics/devguides/reporting/mcf/dimsmets/

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Resources

6. Google Analytics > Ecommerce Dashboard:
https://www.google.com/analytics/web/permalink?type=dashboard&uid=g46yL3bbSk-lK6IIQ5Uh7w

7. Performance Dashboard in GA:
https://www.google.com/analytics/web/permalink?type=dashboard&uid=0pLYNL9eTO6EbusjAm12kQ

8. Google Data Studio Online Marketing Template:
https://datastudio.google.com/u/0/org//reporting/0B28KkM1NI8RycFk2ajNlVXVtNkk/page/9NxE/edit

9. Data Studio Ecommerce Template:
https://datastudio.google.com/open/0B3mZ_QcmOnVvWmpocmlxNldwb2c

10. Get inspired with Data Studio Reports Gallery

11. Operators to use for Google Sheets Report from Analytics: https://netpeak.net/ru/blog/kak-poluchit-dannye-iz-google-analytics-v-r-a-takzhe-nestandartnaya-zagruzka-dannykh-iz-api-google-analytics-v-power-bi/

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