Google Analytics: Audiences

Google Analytics

netRivals

Audiencies of Google Analytics

Abstract

Being able to get analysis on your business for free and automatically, meant a before and after for business. Google, with its web analytics tool Google Analytics, has been doing this since 2005. In these Analytics reports we will get all the information we want about the users who access our website, from where they connect to what their tastes are.

In this white paper we will see the most important sections for business activities, such as audience analysis, being able to explore users or segmenting the population according to their interests. We will also talk about other reports to know better the users that access or buy in your online store.

The following white paper is aimed at beginners in the Google Analytics application, so we will cover the most important topics for account analysis and use for your e-commerce.

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Introduction

Before we start with the reports, let's review the most important metrics we'll see in this guide:

- **Users**: are people who access the website.

- **New users**: users that haven't accessed the website before.

- **Sessions**: times they have accessed the web. A user can have different sessions even during the same day.

- **Number of sessions per user**: arithmetic average of the times each user enters the website.

- **Pages viewed**: number of URLs they have viewed on the web portal.

- **Average session duration**: arithmetic average of time spent on the website.

- **Bounce rate**: the percentage of times that users access the web and do not interact with it.

Solutions

Most relevant reports

Overview

It contains information on all the reports in the Audiences section.

When you detect something that does not seem normal you can go and investigate in depth the specialized report within each section.

For example, imagine we detect that the bounce rate has increased; you should investigate which traffic has increased this metric by studying other reports.
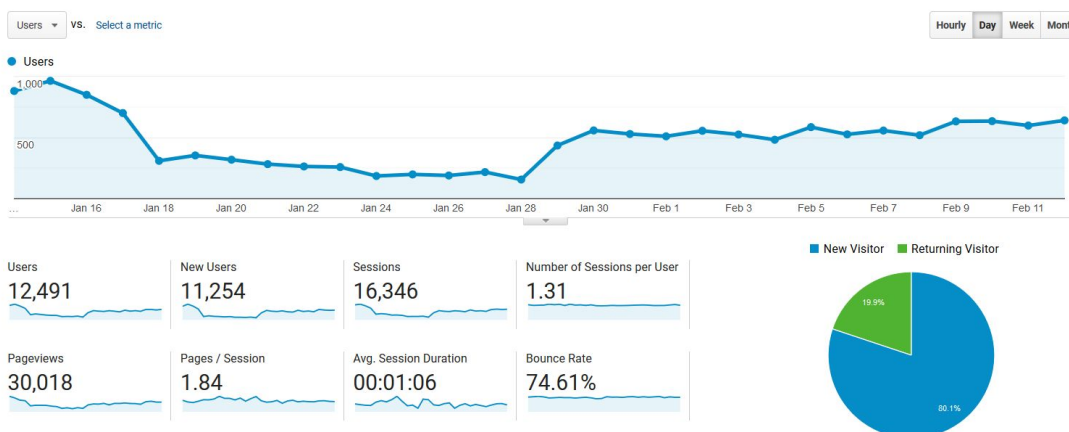
Cohort analysis

	Day 0	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
All Users 3,352 users	**100.00%**	**3.22%**	**1.51%**	**0.72%**	**0.92%**	**0.31%**	**0.34%**	**0.00%**
Feb 6, 2020 433 users	100.00%	3.46%	1.39%	1.15%	2.08%	0.69%	0.69%	0.00%
Feb 7, 2020 458 users	100.00%	3.06%	0.87%	0.22%	0.44%	0.22%	0.00%	
Feb 8, 2020 418 users	100.00%	3.35%	1.44%	0.48%	1.44%	0.00%		
Feb 9, 2020 539 users	100.00%	3.71%	2.60%	1.67%	0.00%			
Feb 10, 2020 508 users	100.00%	3.15%	2.56%	0.00%				
Feb 11, 2020 491 users	100.00%	5.91%	0.00%					
Feb 12, 2020 505 users	100.00%	0.00%						

With the cohort analysis you can see the retention that a certain marketing action has had. You can even select different metrics such as sessions or transactions.

Imagine launching an email campaign announcing the start of the sales season in our store. Even if users don't buy on the same day, they might buy a few days later. With this report you can see how many times they have logged in during the last days and the real impact the marketing campaign has had.

Audiencies

In this section you will be able to see how the different audiences you create behave.

For example, if you created an audience of "All users" and another of "Users who have stayed more than two minutes" you will see that the behavior is completely different. This second one will have a conversion rate much higher than the other one.

When you do this type of analysis, you should consider metrics in relative value and not in absolutes. In other words, if you look at the number of entries, the "All users" list will show a lot more entries, since all the entries for the selected time will have been made by users within these lists.

On the other hand, if you look at the conversion percentages you will see that the list of "Users who have stayed more than two minutes" has obtained much better results.

Transactions	Revenue	Ecommerce Conversion Rate
557 % of Total: 456.56% (122)	€20,203.66 % of Total: 463.98% (€4,354.39)	1.75% Avg for View: 0.75% (133.89%)
111 (19.93%)	€3,992.51 (19.76%)	0.71%
72 (12.93%)	€2,788.85 (13.80%)	1.26%
111 (19.93%)	€3,992.51 (19.76%)	3.26%

- The first row is the total sum.

- The second row contains the audience data "All visitors of the last 30 days".

- The third row contains the data of "Recurrent users for the last 30 days".

- The fourth row contains "Users who have added a product to the cart in the last 30 days".

With this data you can clearly see who you should target with retargeting strategies: the audiences with the highest conversion rates.

Explore users

This report is more than a strategic help, it can provide relevant information about buying patterns.

In this report you can see exactly what each user has done.

For what is it useful? Let's imagine that a javascript event has been triggered in which a user has found a page with a 404 warning. If you look where he has accessed and where he has clicked you can find the link that gives problems.

Affinity Categories

These are users who have certain interests but are not in the active search for a product. From a marketing point of view these audiences would be at the top of the marketing funnel.

Affinity Category (reach)	Acquisition		
	Users ↓	New Users	Sessions
	7,374 % of Total: 56.08% (13,150)	6,655 % of Total: 55.74% (11,940)	9,550 % of Total: 56.94% (16,772)
1. Food & Dining/Cooking Enthusiasts/30 Minute Chefs	5,138 (5.13%)	4,542 (5.04%)	6,612 (5.13%)
2. Shoppers/Value Shoppers	4,221 (4.21%)	3,758 (4.17%)	5,442 (4.22%)
3. Lifestyles & Hobbies/Family-Focused	3,984 (3.98%)	3,506 (3.89%)	5,109 (3.97%)
4. Shoppers/Bargain Hunters	3,295 (3.29%)	2,880 (3.20%)	4,310 (3.35%)
5. Media & Entertainment/Movie Lovers	2,950 (2.94%)	2,659 (2.95%)	3,826 (2.97%)
6. Lifestyles & Hobbies/Fashionistas	2,882 (2.88%)	2,570 (2.85%)	3,630 (2.82%)

In-Market Segment

From a marketing point of view, these audiences are much closer to conversion than the previous ones since they are in the active search of a certain product or service; they are in the Middle Of Funnel or Below Of Funnel.

In-Market Segment	Acquisition		
	Users ↓	New Users	Sessions
	6,186 % of Total: 47.04% (13,150)	5,574 % of Total: 46.68% (11,940)	8,116 % of Total: 48.39% (16,772)
1. Consumer Electronics/Mobile Phones	1,384 (2.78%)	1,206 (2.71%)	1,887 (2.89%)
2. Travel/Hotels & Accommodations	1,366 (2.75%)	1,257 (2.83%)	1,832 (2.81%)
3. Apparel & Accessories/Women's Apparel	1,312 (2.64%)	1,132 (2.55%)	1,729 (2.65%)
4. Apparel & Accessories	1,109 (2.23%)	967 (2.18%)	1,504 (2.30%)
5. Travel/Trips by Destination/Trips to Europe/Trips to Spain	972 (1.95%)	879 (1.98%)	1,293 (1.98%)
6. Baby & Children's Products/Toys & Games	968 (1.95%)	718 (1.62%)	1,470 (2.25%)

Other reports

- **Lifetime Value (Beta)**: is a quite interesting report. We have information on how much each user generates for us depending on the dimension you choose. For example, depending on the acquisition channel some users will be more valuable than others:

	Acquisition Channel ▾	Users	Revenue Per User (LTV)
		217,030 % of Total: 100.00% (217,030)	€0.65 % of Total: 100.00% (€0.65)
☐	1. Paid Search	150,262 (69.11%)	€0.63 (96.59%)
☐	2. Organic Search	44,815 (20.61%)	€0.65 (99.44%)
☐	3. Direct	9,757 (4.49%)	€1.03 (158.45%)
☐	4. Referral	5,372 (2.47%)	€1.25 (191.20%)
☐	5. Display	4,432 (2.04%)	€0.00 (0.00%)
☐	6. Social	1,249 (0.57%)	€0.16 (23.83%)
☐	7. (Other)	1,195 (0.55%)	€0.38 (58.05%)
☐	8. Email	357 (0.16%)	€1.85 (284.45%)

- **Demographic**: here you can access metrics on what the demographic profile of the user is, which age groups provide us with the highest income, etc.

- **Geographic**: metrics can be observed based on the two fundamental geographical dimensions such as sex and age.

Other reports

- **Behaviour**:
  - **New vs. recurrent:** metrics will be obtained from users who have accessed our website for the first time and users who have accessed our website at least once before.

  - **Frequency:** how many times users access our page and how many pages they browse.

  - **Engagement:** how long users stay on the website and how many pages they view.

User Type ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	12,417 % of Total: 100.00% (12,417)	10,993 % of Total: 100.12% (10,980)	14,902 % of Total: 100.00% (14,902)
1. New Visitor	10,915 (80.03%)	10,993 (100.00%)	10,993 (73.77%)
2. Returning Visitor	2,724 (19.97%)	0 (0.00%)	3,909 (26.23%)

- **Technology:** you will have access to information on how users behave depending on their browser, operating system, screen resolution, Flash version, whether it is 24 or 32 bit...

- **Mobile:**
  - **Overview:** You will get information according to the device category. That is: computer, tablet or mobile.

  - **Device:** you will be able to see information according to the model of mobile, the brand, the data provider, the operating system, the screen resolution...

Takeaways

After analyzing the available reports, it is important to know what to do with the audiences. To improve the performance of your ecommerce it is important to optimize:

- **PPC campaigns**: By segmenting users by interests, and later by market audiences, which are users who have searched for items in the last few days, you will get valuable information with which you can design display campaigns with which the ROAS will be much higher.

- **User Experience**: Thanks to a better and deeper understanding of the consumers who interact with your online store, you can adapt your web portal to ensure that users can enjoy an improved experience when they are in your online store. Having a user-friendly design for your top buyers will improve the quality of users that visit your online store, increasing the conversion rate.

Additional information

If you want to learn more on how to manage audiences on Google Analytics for e-Commerce, you can visit netrivals.com for more information on the topic. Netrivals is a key partner of pure-players and omnichannel stores to help them become competitively smarter. The all-in-one view offered by Netrivals covers relevant and valuable e-commerce KPIs like: Price Index, Profit Margins and Conversions of e-commerce businesses. You can learn more here or even request to talk to one of their specialists here.

For more information, please contact support@netrivals.com or visit netrivals.com

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Audiencies of Google Analytics

White Paper

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