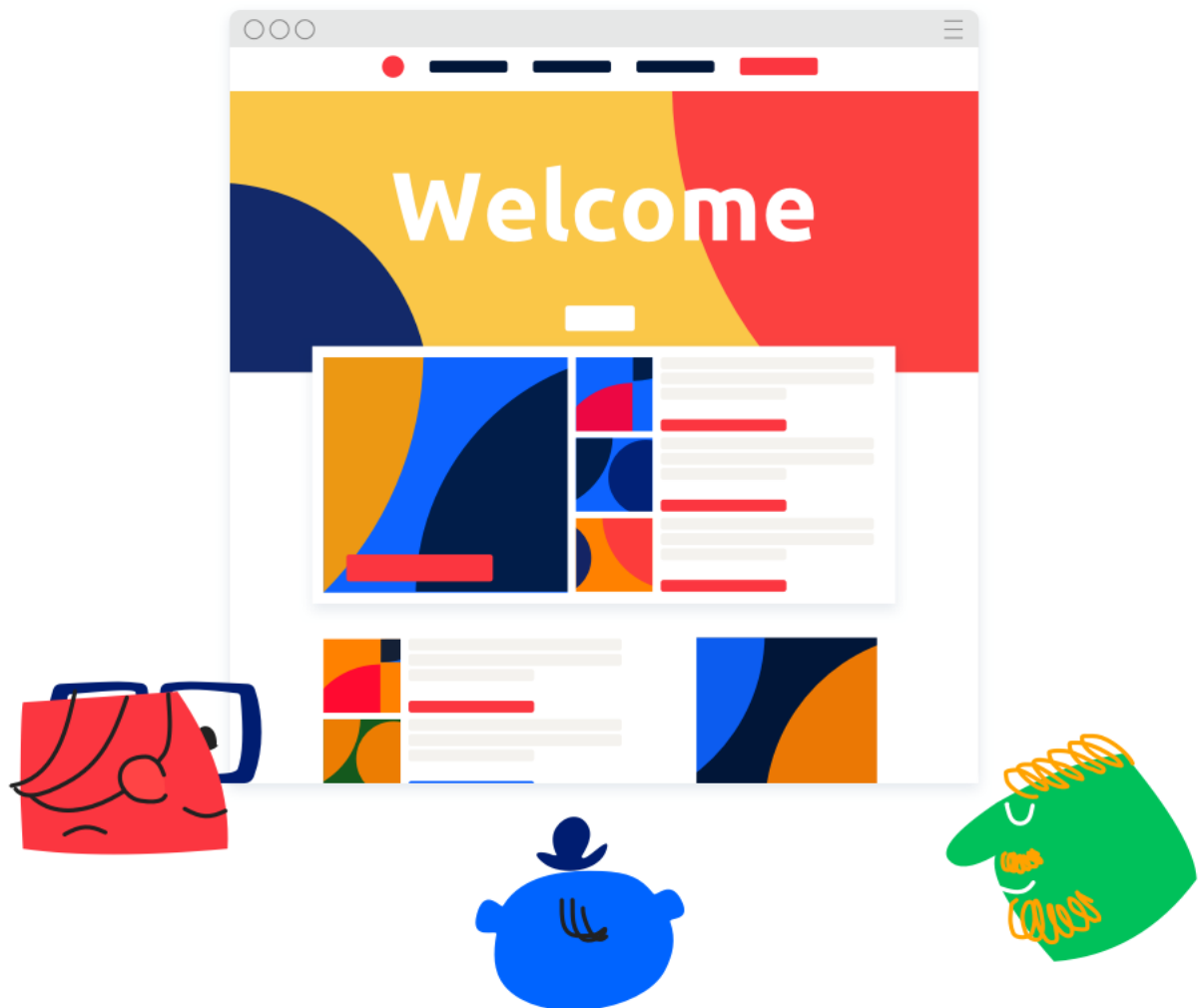


Google Analytics Addon Guide

Prepared for Glue Up Customers by Customer Success Team

September 25, 2020



About the Guide

This guide is to assist you in understanding Google Analytics's purpose, the function of the Glue Up – Google Analytics Integration, and the step-by-step process of creating the correct Goals necessary in Google Analytics so that you may capture web traffic as your online visitors move through each step of the registration sign up process, membership registration process, or both.

The goal of this guide is to deliver you the ability to

1. Create **Goals** that track web traffic as they complete membership or event registration forms step-by-step.
2. **Optional**: Create **Custom Reports** that show the registration funnel for Ticketing, Memberships, or Both.

What is the process to get Google Analytics (GA) activated in your account?

1. You need to have a subdomain (i.e. organization.glueup.com)
2. You need to have a Google Analytics ID (see instructions [here](#))
3. Contact your Customer Success Manager to get this done ([email now](#))

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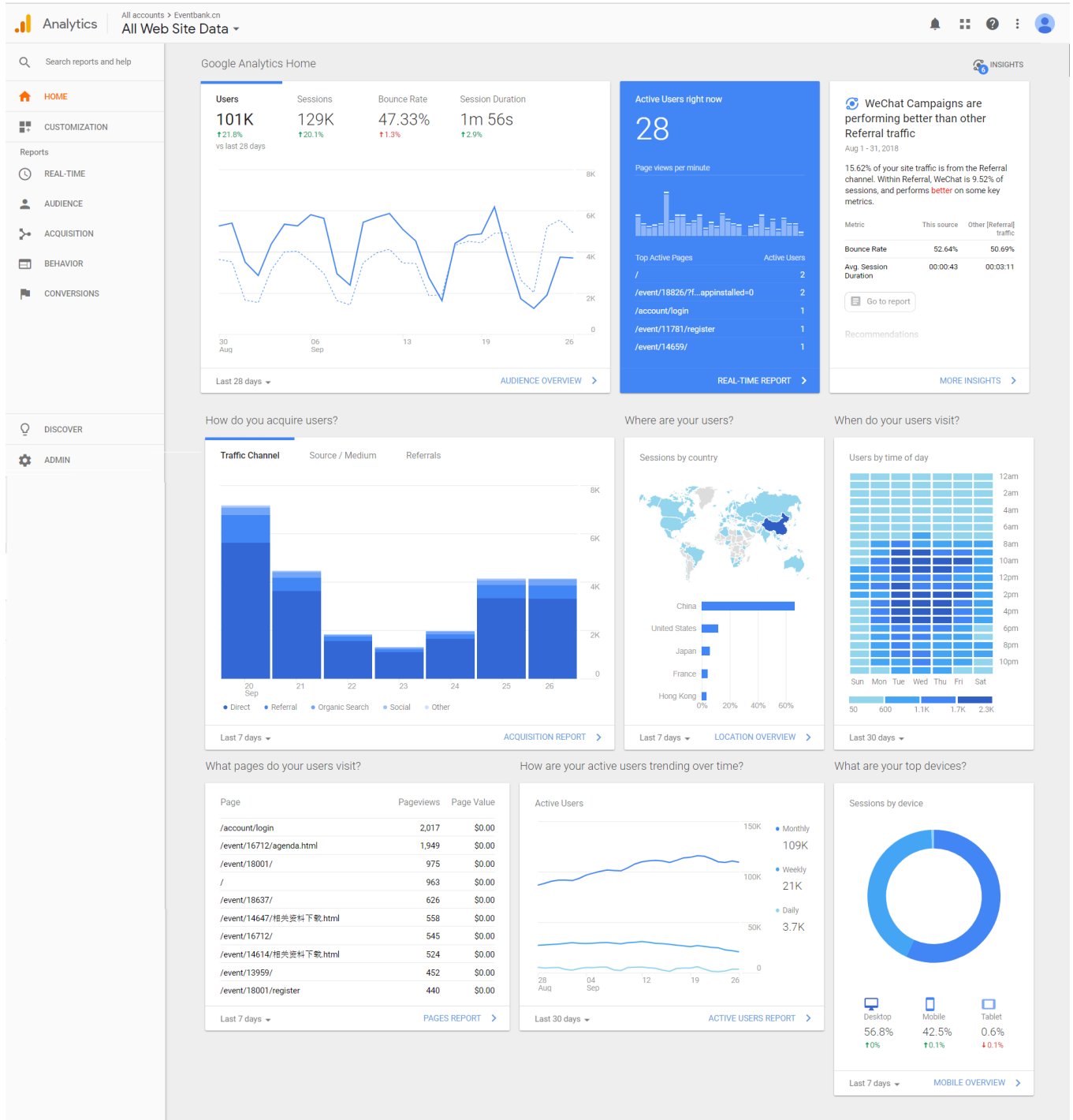
Google Analytics Overview

Google Analytics is undoubtedly the most popular and comprehensive website metrics and analytical tool available which allows you to track and report on the website's traffic. It helps you to measure sales and conversions (i.e. how many event pages visitors end up registering for the event or which marketing campaign performs the best), and also gives you fresh insights into users' behavior (i.e. how many attendees come from which social network, which browser or phone they use, what is their age, gender, etc.). It is a good tool to track responses to your campaigns and help in driving traffic to your website. Google Analytics helps you track many important stats and information about your website i.e knowing number of people using your site, their geographic location, details of popular pages and can be extremely beneficial to your business – it helps you to see how effective and successful your online presence is by displaying a breakdown of all of this traffic information.

1. Google Analytics is a web-traffic analytics platform that tracks users via their IP Address the moment they enter any page on your domain (your website) and sub-domain (your Glue Up event pages).
2. Google Analytics features default reports that you can find when you first log in to the platform. These can only be edited by changing the Date Ranges and Audience Segments (Direct, Organic, Referral, Social, etc.).
3. Google Analytics features customizable reports that can change the X and Y axis of a graph or table for more funnel-oriented reports and also let you filter pages in your domain to remove unnecessary traffic from your funnel report.

Analyze sources of traffic

[Google Analytics](#) can show you how users are being driven to your event and registration pages, for example number of people who visit your website through a referral link from some other website, or via organic searches or from paid advertisements or from search engines. This will allow you to see proportionally the successful various methods of traffic sources are, such as if your advertisements are performing well by increasing traffic.



Information about visitors

Google Analytics provides detailed information about visitors coming to your website. You can see the countries and towns from where the visitors access your website, helping you to understand if any localized marketing campaigns or keywords would help in providing desired results. i.e you can improve the sessions or page views by modifying campaigns for the desired region to engage more new users and maintain old visitors. It can also help you to tailor your content or advertising and improve on the campaigns to generate a significant portion of traffic.

Specific page popularity

Google Analytics can provide data about which of your event pages are the most popular, or visited frequently, allowing you to see which pages of your website are considered relevant by the visitors and you can then accordingly improve the content. Using the information provided by analytics you can improve the website pages to generate more revenue and customize our future content to make it most sought out information by your visitors.

Website Bounce Rates

Bounce rate is noted when users view only one page of your website before leaving the site. If your bounce rate is high, it is most likely that you are not providing relevant information to your users or perhaps the visitors accidentally stumbled on your website. You also need to check if any of the keywords are slightly misleading, or the quality of your traffic sources can be understood.

The bounce rate is dependent on the relevance and quality of content on your website, showing visitor satisfaction across your website. This can also help you to see which pages are encouraging users to stay on our website for a longer period and visit more pages. Also, this helps you to identify and improve the landing pages which have a high bounce rate.

Traffic Flow

[Google Analytics can display the traffic](#) flow making an entry into your event pages. You can understand the statistics of your visitors entering the website. You can even understand the traffic coming from desktop vs., mobile or tablet and accordingly flow can be managed effectively. There is a lot of useful information to be drawn from this. You can see the visitors' response to your event landing pages and analyze the bounce rates for each page, so you can improve those pages to increase visitor retention and generate more leads. You can also understand what pages are prioritized by the visitors while navigating

to your site, this can allow you to modify your pages to allow better improved navigation while modifying pages that are rarely being visited.

Review historical data

Google Analytics can display the manner the visitor traffic has changed across large periods of time. This can be very useful to see if there are any trends across certain time frames or specific events or event series. For example, you can understand which of your marketing campaigns have been successful helping you to shape your advertising for future campaigns, or to understand and analyze the pages, services or products that gather a larger amount of interest at specific points of the month or year. Data can be followed on a daily, weekly or monthly basis and customizable reports are available, so you can save time analyzing the data.

Google Analytics also provides email reports, sub-domain management, outbound links, mobile statistics, search statistics, social reporting and revenue tracking, making it a very powerful marketing and statistics tool available for increasing the effectiveness of your online presence.

An Overview of the Glue Up Integration to Your Google Analytics Account

The Glue Up Google Analytics Integration connects the traffic that enters your **Glue Up sub-domain** to your own Google Analytics account that exists on your domain. This gives you insight into traffic on your Glue Up Sub-domain on your own Google Analytics account only.

Your Glue Up Sub-domain exists among countless other Glue Up customer sub-domains. Therefore, integration with Glue Up's Google Analytics account requires a connection precisely to **your sub-domain only**.

How to Set-up Goals for Your Google Analytics Account

After integrating with Glue Up, you can follow this guide to create **Goals** in Google Analytics that track certain actions completed by website visitors to your Glue Up Event Pages as they register for events or become a member. Glue Up's forms are completed in steps, 1) starting from ticket selection, 2) contact information, 3) Attendee Info 4) Payment Information, to 5) Completion, or membership activation.

Registration information is collected in the Glue Up platform. Google Analytics does not and will never collect visitor identity, or reveal identity of visitors on your website, and does not have any CRM function. The purpose of Goals in GA is to track performance of forms & events under your Glue Up Subdomain.

Set Up Guide

1. In Google Analytics, Navigate to “**Admin**” at the bottom left, then click Goals. In the following screen, Click **Create New Goal**.
2. In Step 1 on the Goal Creation Setup On the GA Goal Setup screen, Select “**Custom**”
3. In Step 2 on the GA Goal Creation Setup, Give the Goal a Title similar to “**Ticketing Step 1 | Ticket Selected**” and change each goal title for the appropriate tracking action. Select **Goal Type** as **Destination**. (replace Ticketing with Membership in the title if you’re tracking membership forms).
4. In Step 3 on the GA Goal Creation Setup, Under **Destination** click the drop down list and select **regular expression**. Follow the chart below for the appropriate goal action that will be input in this field. Both **Field and Value** should be set to “**off**”.
5. For each goal you create, **Copy and Paste** the **URL Destination** with the corresponding Goal Titles you created below.

Goal Title	URL Destination Field (Regular Expression)
Ticketing Step 1 Ticket Selected	.*event+.*register
Ticketing Step 2 Attendee Info	.*attendee-info/
Ticketing Step 3 Contact Details	.*event+.*contact-details/
Ticketing Step 4 Payment Details	.*event+.*payment-details/
Ticketing Step 5 Event Register Complete	.*event+.*request-received/

Membership Step 1 Apply Click	.*apply
Membership Step 2 Application Details	.*application-details
Membership Step 3 Payment Details	.*membership+.*payment-details
Membership Step 4 Membership Confirmed	.*membership+.*request-received

Tips

- It is not required to have every Goal in place to track performance. For instance if you host free events or free membership, you will not likely use Payment Info when setting up your Forms in the Glue Up platform, therefore you do not need to set up the Payment Info Goal in Google Analytics so you may skip that step.
- A normal GA account can only use 20 Goals at any given time. If you lack enough room for goals, you can consider sacrificing some Goals in your Glue Up GA setup that are not necessary when you only need to analyze broader performance. If your goal is just to see how many people register or become members, you need only to create 1 goal that tracks the **completion page** (this would be Step 5 for Ticketing Goals, and Step 4 for Membership goals in the table above), however this does mean you will miss all data for all steps above before the visitor completes the goal.

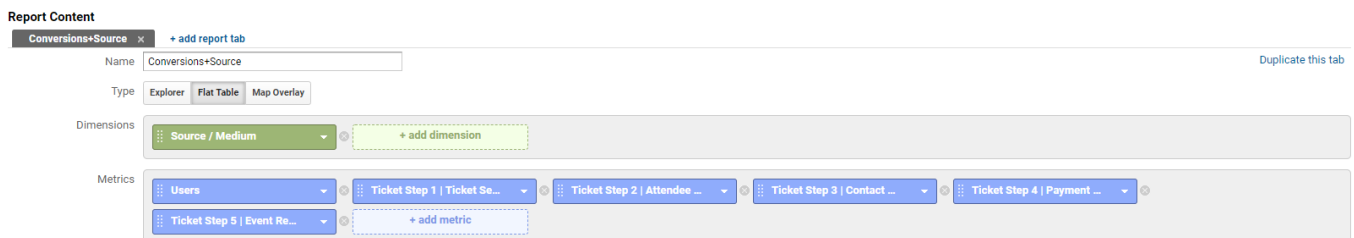
Creating a Custom Report to Make a Goal Funnel

You can track the goals one-by-one in default reports in Google Analytics, but for a deeper analytics experience and gainful insights into registration performance, it's best to create a **Customer Report Goal Funnel**.

Goal Funnel Custom Report Set-up

1. In Google Analytics, navigate to the left and click on **Customization**, and in the following drop-down list, click **Custom Reports**. Click **+New Custom Report**.
2. Name the report as you wish. When creating a report's content, in the **Report Content** section, Name it as you wish and select the type as Flat Table. Your only Dimension should be **Source/Medium**.
3. Metrics need to follow in succession to make the goal easily understood and read. The first metric should be **Users**. After this follow each metric with the corresponding **Goals** you created starting with Step 1 until the completion step.

This is how it should look like in the editing field of the Report.



Tips

How to filter for specific events in your Custom Report?

To filter for traffic from a specific event you have in your Glue Up Subdomain, navigate to your **Custom Reports** page in Google Analytics and select your new Goal Funnel that you have now created. Click **Edit**.

In the Filter section of the Editing page, and make the corresponding fields look like this visa the drop down menus:

Filters - optional

Include ▾ Page ▾ Regex ▾

and

+ add filter ▾

In the blank field to the right, you simply need to visit your event's **homepage**. Notice your URL will look similar to this:

<https://mysubdomainname.glueup.com/event/my-first-event-12345/>

Copy only the part of the URL that is `/event/my-first-event-12345/`

Note: Only do this from the homepage, as Google Analytics will be able to track all pages that belong to this event page. If you visit another page than the homepage to retrieve this URL, then you will not track other pages that otherwise belong to this event.

Paste this section of the URL into the blank space in the filter. Save the edits you just made, and now your funnel will only show data for this specific event. You can delete this filter later to return to a Subdomain-wide tracking funnel. It should look like this:

Filters - optional

Include ▾ Page ▾ Regex ▾ /event/my-first-event-123. ⓧ

and

+ add filter ▾

Note: Filters are not relevant to Membership Goals as there will only ever be one form for this registration process.

FAQ

I have multiple Domains, can I integrate all of them with Gluee Up?

No, Glue Up can currently only integrate with one Domain at a time. However, you can request this functionality through your Customer Success Manager so an internal case can be made for future updates to include multi-domain integration in one of our weekly platform updates.

Can Google Analytics reveal the identity of visitors?

No, it is not possible to reveal the identity of visitors in Google Analytics

Does Google Analytics capture the form fill information (i.e. attendee data)?

No, but the information is captured in your [Glue Up platform](#).

Will other Glue Up clients see my web traffic?

No, the only parties who have access to your web traffic on your Glue Up Sub-domain is you and Glue Up. Glue Up only has access to sub-domain traffic, and not your Domain traffic.

I don't have Google Analytics, or I have no way to get Google Analytics on my domain. Is there a way I can see my event's traffic?

Yes, our addon service goes beyond integration and if clients have no way to integrate or utilize GA to integrate with Glue Up, we can export reports for your events before, during, and after the event so that you may gain insights and have them delivered to you in PDF, CSV, and Excel formats. You need only contact your Customer Success Manager with the name of your organization, the URL of your intended event's homepage, and the dates in which you would like to see tracked data.

This also goes for Memberships, however in this situation we need only your organization name and date range to export.

Can I integrate other tracking utilities to my Glue Up pages?

No, additional tracking scripts, tags, or pixels cannot be added to your Glue Up page. However we do encourage you to deliver this feedback to your CSM so that we may build a case internally that may introduce this integration later as the platform develops week-by-week.

Contact Us

We're here for you. Get in touch with us if you have any questions or feedback.

[Glue Up HelpDesk](#) is online knowledge portal with the FAQs, how-to articles, and Glue Up Tutorials on how to get the most of Glue Up platform.

Have questions, suggestions or feature requests? Let us know what we can do to improve your Glue Up experience at support@glueup.com

Get inspired! Check out [our Glue Up Blog](#) or our [Youtube Channel](#)