

# Radionica 4.

**Digitalni marketing nauči, 5.000,00 kn odnesi kući!**



# Što smo do sada naučili?

Google Trends



Facebook Pixel



facebook

Audience Insights



Google Display Network

Google Ads

Market Finder

Think with Google



Google

Consumer Barometer



Facebook  
Business  
Manager

facebook Ads



Search ads

# Što smo do sada naučili?



# Google Analytics



Google Analytics



# Google Analytics i GTM

Google



Tag Manager



Universal Analytics



**CUSTOM EVENT TRACKING**



# Google Analytics instalacija

## Google Analytics Tracking Code

```
<script type="text/javascript">

var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-XXXXX-Y']);
_gaq.push(['_trackPageview']);

(function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript'; ga
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore
  })();

</script>
```

## Universal Analytics Tracking Code

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

ga('create', 'UA-XXXX-Y');
ga('send', 'pageview');

</script>
```

# Google Analytics instalacija

## Website Tracking

### Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every webpage you want to track. If you already have a Global Site Tag on your page, simply add the **config** line from the snippet below to your existing Global Site Tag.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=XXXXXXXXXX"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'XXXXXXXXXX');
</script>
```

The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking, and remarketing products – giving you better control while making implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic features and integrations as they become available. [Learn more](#)



Zadatak:

- Instalacija ekstenzije Google Analytics Debugger

<https://chrome.google.com/webstore/detail/google-analytics-debugger/jnkmfdileelhofijcjamephohjehhna>



# Google Analytics Demo



google analytics demo account



All



Images



Videos



Maps



Books



More

Settings

Tools

About 90,600,000 results (0.48 seconds)

## Demo account - Analytics Help - Google Support

<https://support.google.com> › [analytics](#) › [answer](#) ▼

The **Google Analytics demo account** is a fully functional Google Analytics account that any Google user can access. It's a great way to look at real business data ...

[Access the demo account](#) · [Where the data comes from](#) · [Ways to use the demo ...](#)

You visited this page on 12/15/19.

## Google Analytics Demo Account

<https://analytics.google.com> › [analytics](#) › [web](#) › [demoAccount](#) ▼

**Google Analytics** lets you measure your advertising ROI as well as track your Flash, video, and social networking sites and applications. ... Create **account**.



# Demo account

All

Favorites

Recents

 Search

[Visit Platform Home](#)



All accounts

Analytics Accounts

Properties & Apps

Views

**Demo Account**  
54516992 >

**Google Merchand...**  
UA-54516992-1 >

**1 Master View**  
92320289



# Izvještaj 1.

- Acquisition -> All Traffic -> Channels
- Jan 1, 2019-Nov 30, 2019

Kako Google Analytics zna iz kojeg je kanala korisnik došao na web stranicu ?



## Zadatak:

- Acquisition -> All Traffic -> Channels
- Jan 1, 2019-Nov 30, 2019
- broj korisnika (usera ) koji su pristupili putem mobile uređaja iz organskog kanal

# Izvještaj 2.

- Audience -> Overview
- Jan 1, 2019-Nov 30, 2019

Metrike: Users, New users, session, pageview...



## Zadatak:

- Audience -> Overview
- Jan 1, 2019-Nov 30, 2019
- broj sesija (session ) iz države Perua

# Izvještaj 3.

- Audience -> Demographics -> Overview
- Jan 1, 2019-Nov 30, 2019

Dimenzije: godine, spol



## Zadatak:

- Audience -> Demographics -> Overview
- Jan 1, 2019-Nov 30, 2019
- Broj novih korisnika (new users) spol muškarac dobne granice od 25-34, operacijskog sustava iOS



# Izvještaj 4.

- Behavior -> Site Content -> All Pages
- Jan 1, 2019-Nov 30, 2019

Metrike: pageviews, bounce rate, Avg. Time on Page



## Zadatak:

- Behavior -> Site Content -> All Pages
- Jan 1, 2019-Nov 30, 2019
- Broj Unique Pageviews za stranicu /payment.html iz Social kanala Twitter

# Izvještaj 5.

- Behavior -> Site Search -> Overview
- Jan 1, 2019-Nov 30, 2019

**Metrike: Sessions with Search, Time after Search, Avg. Search Depth**



## Zadatak:

- Behavior -> Site Search -> Overview
- Jan 1, 2019-Nov 13, 2019
- Broj Total Unique Searches za najpretraživaniju riječ

# Izvještaj 6.

- Behavior -> Events -> Overview
- Jan 1, 2019-Oct 30, 2019

Metrike: Event, Event Category, Event label...



## Zadatak:

- Behavior -> Events -> Overview
- Jan 1, 2019-Oct 30, 2019
- Event category "Contact Us" na kojoj se stranici najviše izvršavao i ukupan broj total events

# Izvještaj 7.

- Conversions -> Goals -> Overview
- Jan 1, 2019-Sep 05, 2019

## Metrike: Goal Conversion Rate



## Zadatak:

- Conversions -> Goals -> Overview
- Jan 1, 2019-Sep 05, 2019
- Cilj Entered Checkout (Goal 4 Completions) koliko je puta izvršen i iz kojeg izvora najviše



## Zadatak za natjecanje:

- Definirati ciljeve za svaki od kanala u 2020, provjeriti podatke iz prijašnjih godina. Koji kanali su bolji u odnosu na prethodnu godinu i po kojim metrika Jan 1, 2019-Dec 15, 2019 vs Jan 1, 2018-Dec 15, 2018, interpretacija izvještaja, napisati prijedlog poboljšanja za odabrane metrike, primjer izvještaja iz Google Analytics koji bi koristili i pojašnjenje
- Kojih 5 države imaju najveći broj korisnika na web stranici kako povećati broj korisnika iz Hrvatske za period Jan 1, 2019-Dec 15, 2019, prijedlozi za Google Ads kanal i izvještaj

## Zadatak za natjecanje:

### Google Analytics

- Za period Jan 1, 2019-Dec 15, 2019, u kojem je omjeru je raspodjela prema spolu, izvještaj. Prijedlog kako povećati broj dolazaka s Facebooka i Instragam za spol koji u omjeru ima manji postotak.
- Koliko iznosi stopa napušta za /basket.html za period Jan 1, 2019-Nov 10, 2019, izvještaj i prijedlog kako ga smanjiti napisati dobre prakse

## Zadatak za natjecanje:

- Kako bi unaprijedili pretragu (mobile/desktop) **za vaš odabrani projekt**
- Popisati sve makro i mikrokonverzije na web stranici **projektni zadatak**
- Označiti evente i popisati evente za **odabrani projekt**

ANKETA

<https://bit.ly/2Pvy6gt>

