

**“Powerful. Flexible. Intelligent”**

The Highland Business Research Quick  
Guide to new features in

Google Analytics

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**Google has just announced a range of new features available to Google Analytics users and this guide is our exclusive ‘heads up’ to you about what they are and what they can do for you.**

With a bundle of new features, Google Analytics now includes more powerful reporting capabilities, provides greater customization options, and adds an innovative Intelligence engine to drive smarter data insights. This can literally alert you to the important stuff you need to know now. These capabilities will help you better understand visitor interaction with the website in order to inform your marketing and strategy decisions.

We have highlighted some of the areas I think might interest but do give us a call on 01463 729314 if you would like more information on how they might deliver you value. Alternatively, you can send an email to Stephen or Vicky at Highland Business research on [info@highlandbusinessresearch.com](mailto:info@highlandbusinessresearch.com).

#### **Highland Business Research in UK first - Google Analytics Seminars for Success UK Launch**

We would also like to take this opportunity and tell you that we are launching the first Google approved UK Google Analytics Seminars for Success in Glasgow in November. Quite a coup for us and details can be found at <http://www.highlandbusinessresearch.com/article.jsp?id=2200>.

## Expanded Goals & Site Engagement Goals

**Google says:** Two new goal types allow you to measure user engagement and branding success on your site. The new goal types allow you to set thresholds for Time on Site and Pages per Visit. Furthermore, you can now define up to 20 goals per profile. Available to all users week of 10/21/09

**We say:** This expands the number of goals available and, for sites that measure success not just through sales, the increase in numbers of goals should be really useful. Additionally, goals used to just be about whether people got to a specific page or not but this new functionality allows you more flexibility for measuring goals based on things like pages viewed per visit or time on site – and there are contexts where this could be very useful in proving the wider value of your site.

## Expanded Mobile Reporting

**Google says:** Google Analytics now tracks mobile applications built for iPhone and Google Android devices. Mobile app developers can understand how users engage with their mobile apps, such as what actions are taken within an app and what features are used. For Android-based applications, engagement can be tied back to ad campaigns. Developers can see which ads drove downloads and then app usage and engagement. In addition, for customers with a mobile website, Google Analytics can now track traffic to mobile sites from all web-enabled devices whether or not the device runs JavaScript. In the coming weeks, site owners building on PHP, Perl, JSP or ASPX will be able to add a server side code snippet to their mobile websites to enable this tracking. Mobile Apps tracking available week of 10/21.

**We say:** We see iPhone and smartphone use in nearly all customer accounts and its presence is growing. This new change adds a sophisticated layer of reporting mobile phone and mobile app use. This could potentially be of interest to those organisations that

increasingly engage with customers via their mobile and apps, social networks, or who are thinking of build mobile specific sites.

### Advanced Analysis Features (incl. Advanced Table Filtering)

**Google says:** Google Analytics provides an arsenal of power tools you can use to perform in-depth, on the fly analysis without having to export your data to spreadsheet tools. Using Secondary Dimensions, you can view multiple levels and combinations of data side by side instead of having to drill down into each level. You can then use the Pivoting feature to cross-tabulate two different metrics with two different dimensions. Advanced Table Filtering allows you to filter the rows in a table based on different metric conditions and combinations. Available to all week of 10/21.

**We say:** If you love data as much as we do, this makes it a lot easier to dive deep into your data, to visualise the criteria you need without massive spreadsheets. It really makes it easy to dig out the information that drives your website objectives.

### Unique Visitors as a new metric in Custom Reports

**Google says:** Now when you create a Custom Report, you can select Unique Visitors as a metric against any dimensions in Google Analytics. This allows marketers to see how many actual visitors (unique cookies) make up any user-defined segment in a Custom Report. Available to all week of 10/21.

**We say:** This feature adds a layer of insight and allows the website owner to see with greater clarity the absolute impact within their personalised reports.

## Multiple Custom Variables

We are starting to release Multiple Custom Variables over the next few months. Custom Variables gives power-users the flexibility to customize Google Analytics tracking to collect the unique site data most important to their business. With this feature, users can classify any number of interactions on the site into trackable segments. Multiple custom user segments can now be collected at the page, session, and visitor-level concurrently. For example you can now define and track visitors according to visitor attributes (e.g. member vs. non-member), session attributes (e.g. logged-in or not), and by page-level attributes (e.g. viewed Sports section). Phased rollout starting 10/21 through the coming weeks.

**We say:** Previously, you were only able to use one variable to define a customer for future reference. Typically, this would be something to define a member from a non-member or a past customer from a new customer. Now you are able to easily define your own variables at page, visit and visitor level, so you could tell, for example, people who have previously downloaded your winter brochure from those who haven't.

## Analytics Intelligence

**Google says:** Wouldn't it be great if Google Analytics could tell you what to pay attention to? Now it can. Spend your time taking actions on your data, not finding actions to take. New "Intelligence" reports provide automatic alerts of significant changes in the data patterns of your site metrics and dimensions over daily, weekly and monthly periods. It is a part of the initial release of an algorithmic driven intelligence engine. For instance, Intelligence could call out a 300% surge in visits from YouTube referrals last Tuesday. Instead of having to monitor reports and mine through data, Analytics Intelligence alerts you to the most significant information to pay attention to, saving you time and surfacing traffic insights that could affect your business. Phased rollout starting 10/21 through the coming weeks.

**We say:** This is an awesome advance and the intelligence behind this for a free product is amazing. Basically, it alerts you automatically to statistically significant changes in user behaviour without you having to trawl the data. So, for example, if the number of visitors to a particular page deep in your site rose suddenly compared to a previous period, you would receive an alert telling you this was going on – which could then allow you to capitalise on the opportunity. If your bounce rate suddenly went up due to poorly performing paid search, you'll see an alert telling you, meaning you can pause the campaign and correct your campaign without wasting money. Best of all, the intelligence tool can run back through your historic data to help answer all those puzzling questions about what is really going on.

You will see a graph relating to this critical information appear on your main Google Analytics landing page – call us if you need to know more.

### Custom Alerts

**Google says:** Customers can create custom alerts to tell Google Analytics what to watch out for. They can set daily, weekly, and monthly triggers on different dimensions and metrics, and be notified by email or in the user interface when the changes occur. Phased rollout starting 10/21 through the coming weeks.

**We say:** Again, this is a great new step. Along with the automatic alerts, you can now set up your own personalised alerts. Concerned that you will be spending money on an online campaign when interest has died? Set an alert to monitor it so you don't waste money beyond a certain level. Want to be alerted if organic search falls below a certain level? Set an alert to give an early indication that the site requires better optimisation.

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