NATIONAL AUTOMOBILE DEALERS ASSOCIATION

Which Google Analytic Reports Should Dealers Know and Understand

Jim Dodd
Dealership Management Consultant
NADA
jdodd@nada.org

NADA

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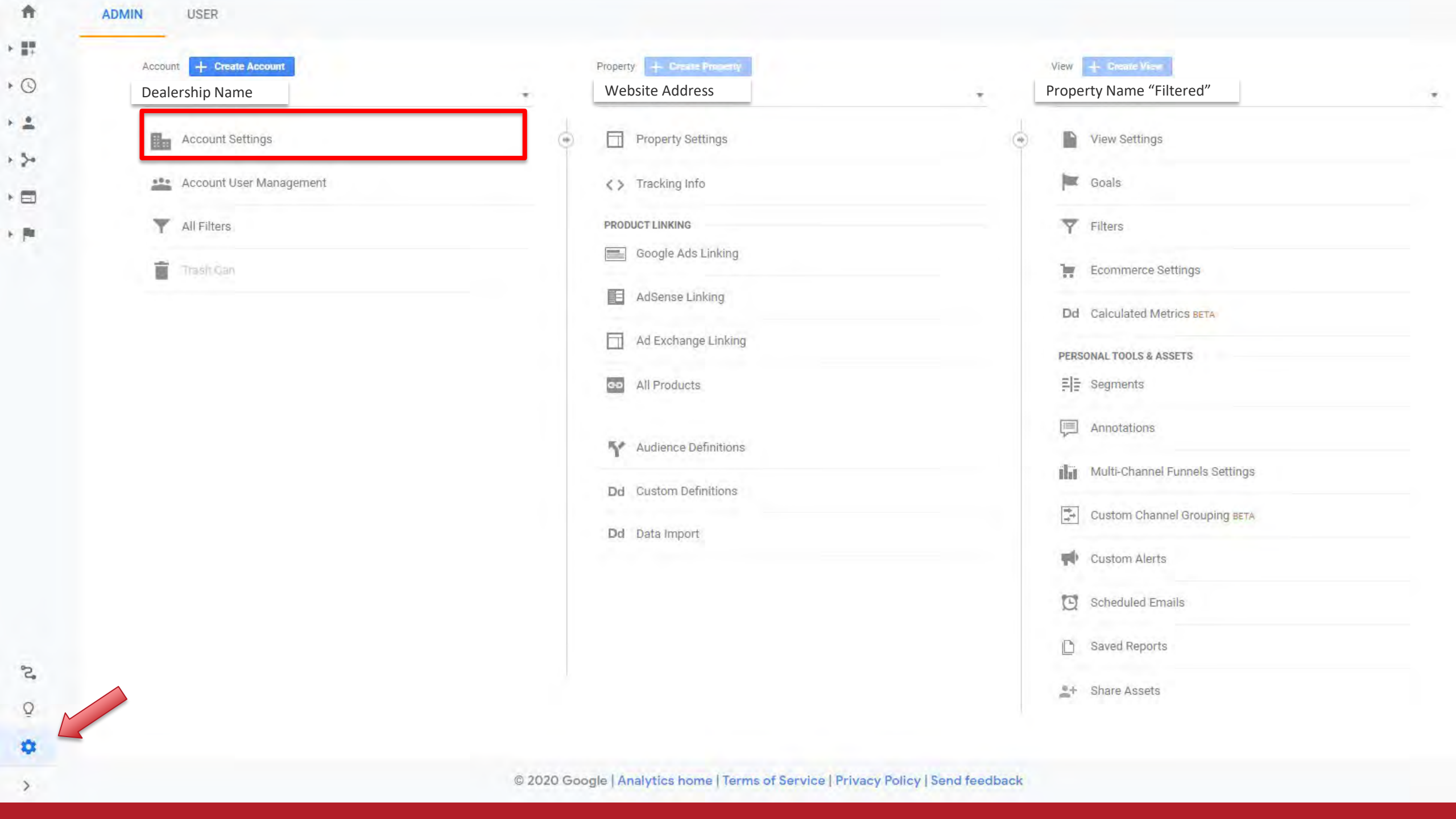
What can Google Analytics Provide?

- An understanding of who your potential customer is
- How did they find you and what roads brought them to your Digital Showroom?
- What Buying Behaviors did they present before and while in your “Digital Showroom”?
- How does your Online Dealership’s marketing performance compare to others in your state?

Is your Google Analytics Account set up properly?

- You must be the owner / administrator of the account
  - (Not your agency or service provider)

- Under your Account Setting in Admin
  - **Account Settings**:
    - "Benchmarking" selected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AdSense Linking
Ad Exchange Linking
All Products
Audience Definitions
Custom Definitions
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PERSONAL TOOLS & ASSETS
Segments
Annotations
Multi-Channel Funnels Settings
Custom Channel Grouping BETA
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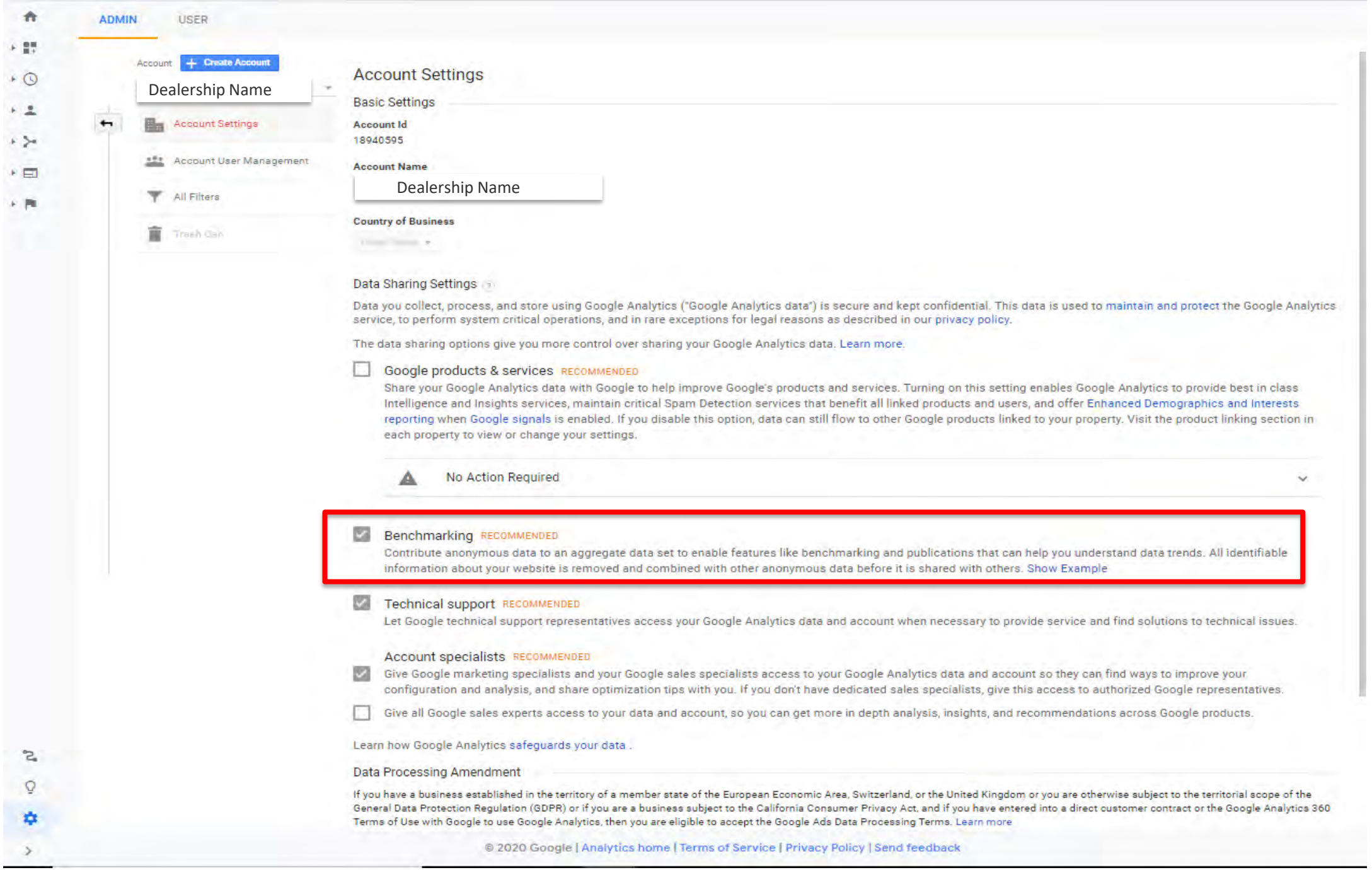
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Basic Settings
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Account Name
Dealership Name
Country of Business
Data Sharing Settings
Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to maintain and protect the Google Analytics service, to perform system critical operations, and in rare exceptions for legal reasons as described in our privacy policy.
The data sharing options give you more control over sharing your Google Analytics data. Learn more.
Google products & services RECOMMENDED
Share your Google Analytics data with Google to help improve Google's products and services. Turning on this setting enables Google Analytics to provide best in class Intelligence and Insights services, maintain critical Spam Detection services that benefit all linked products and users, and offer Enhanced Demographics and Interests reporting when Google signals is enabled. If you disable this option, data can still flow to other Google products linked to your property. Visit the product linking section in each property to view or change your settings.
No Action Required
Benchmarking RECOMMENDED
Contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others. Show Example
Technical support RECOMMENDED
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
Account specialists RECOMMENDED
Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, give this access to authorized Google representatives.
Give all Google sales experts access to your data and account, so you can get more in depth analysis, insights, and recommendations across Google products.
Learn how Google Analytics safeguards your data .
Data Processing Amendment
If you have a business established in the territory of a member state of the European Economic Area, Switzerland, or the United Kingdom or you are otherwise subject to the territorial scope of the General Data Protection Regulation (GDPR) or if you are a business subject to the California Consumer Privacy Act, and if you have entered into a direct customer contract or the Google Analytics 360 Terms of Use with Google to use Google Analytics, then you are eligible to accept the Google Ads Data Processing Terms. Learn more
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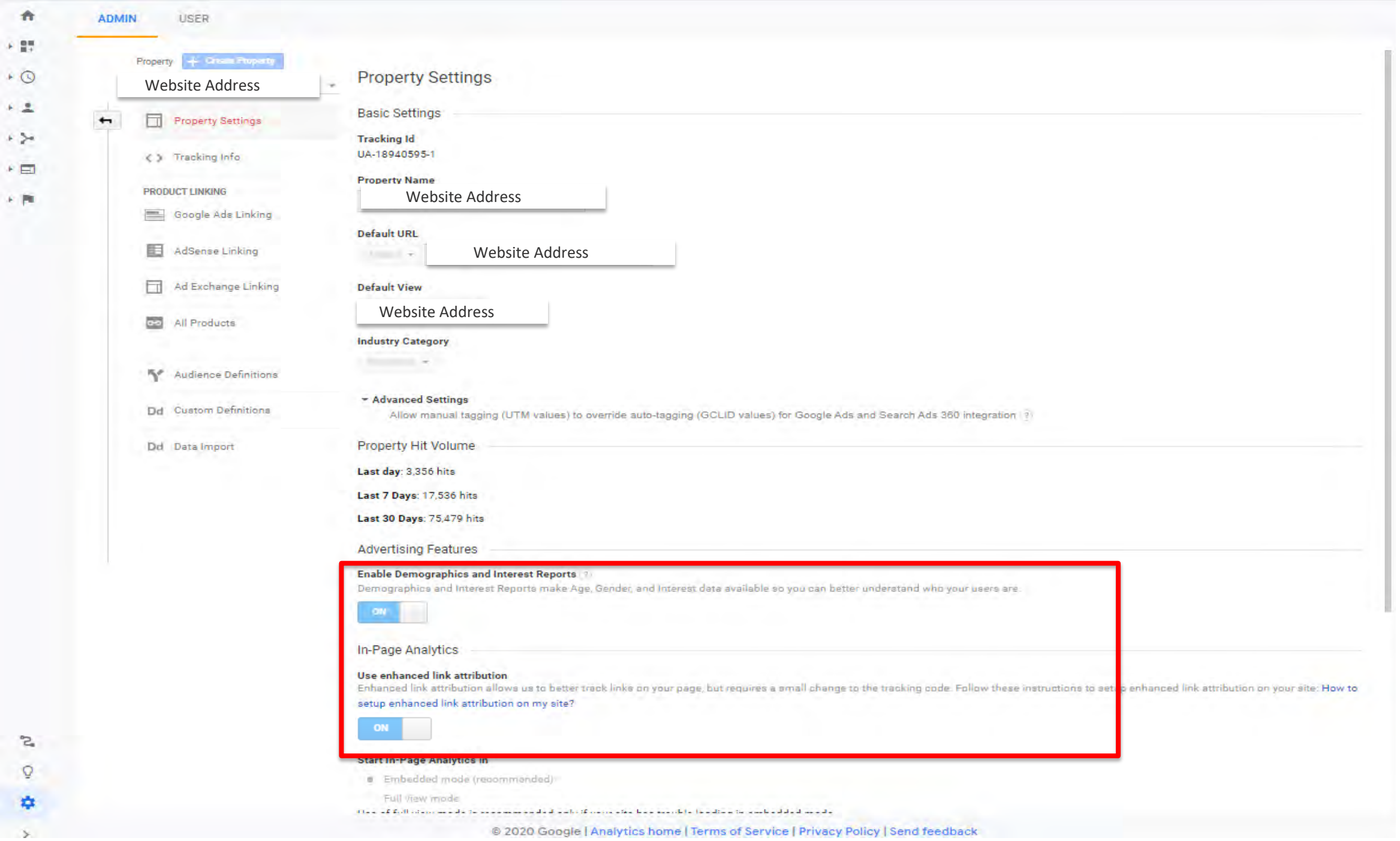
Is your Google Analytics Account set up properly?

- Under the Property Settings in Admin
  - **Property Settings**:
    - "Enable Demographics and Interest Reports" activated
    - "Use Enhanced Link Attribution" activated
  - Google Ads Linking: Make sure your Google Ads account is linked to this GA account
    - » You must be the owner or administrator on Google Ads in order to link the account.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Google Ads Linking
AdSense Linking
Ad Exchange Linking
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Audience Definitions
Custom Definitions
Data Import
Property Settings
Basic Settings
Tracking Id
UA-18940595-1
Property Name
Website Address
Default URL
Website Address
Default View
Website Address
Industry Category
Advanced Settings
Allow manual tagging (UTM values) to override auto-tagging (GCLID values) for Google Ads and Search Ads 360 integration
Property Hit Volume
Last day: 3,356 hits
Last 7 Days: 17,536 hits
Last 30 Days: 75,479 hits
Advertising Features
Enable Demographics and Interest Reports
Demographics and Interest Reports make Age, Gender, and Interest data available so you can better understand who your users are.
ON
In-Page Analytics
Use enhanced link attribution
Enhanced link attribution allows us to better track links on your page, but requires a small change to the tracking code. Follow these instructions to set up enhanced link attribution on your site: How to setup enhanced link attribution on my site?
ON
Start In-Page Analytics in
Embedded mode (recommended)
Full view mode
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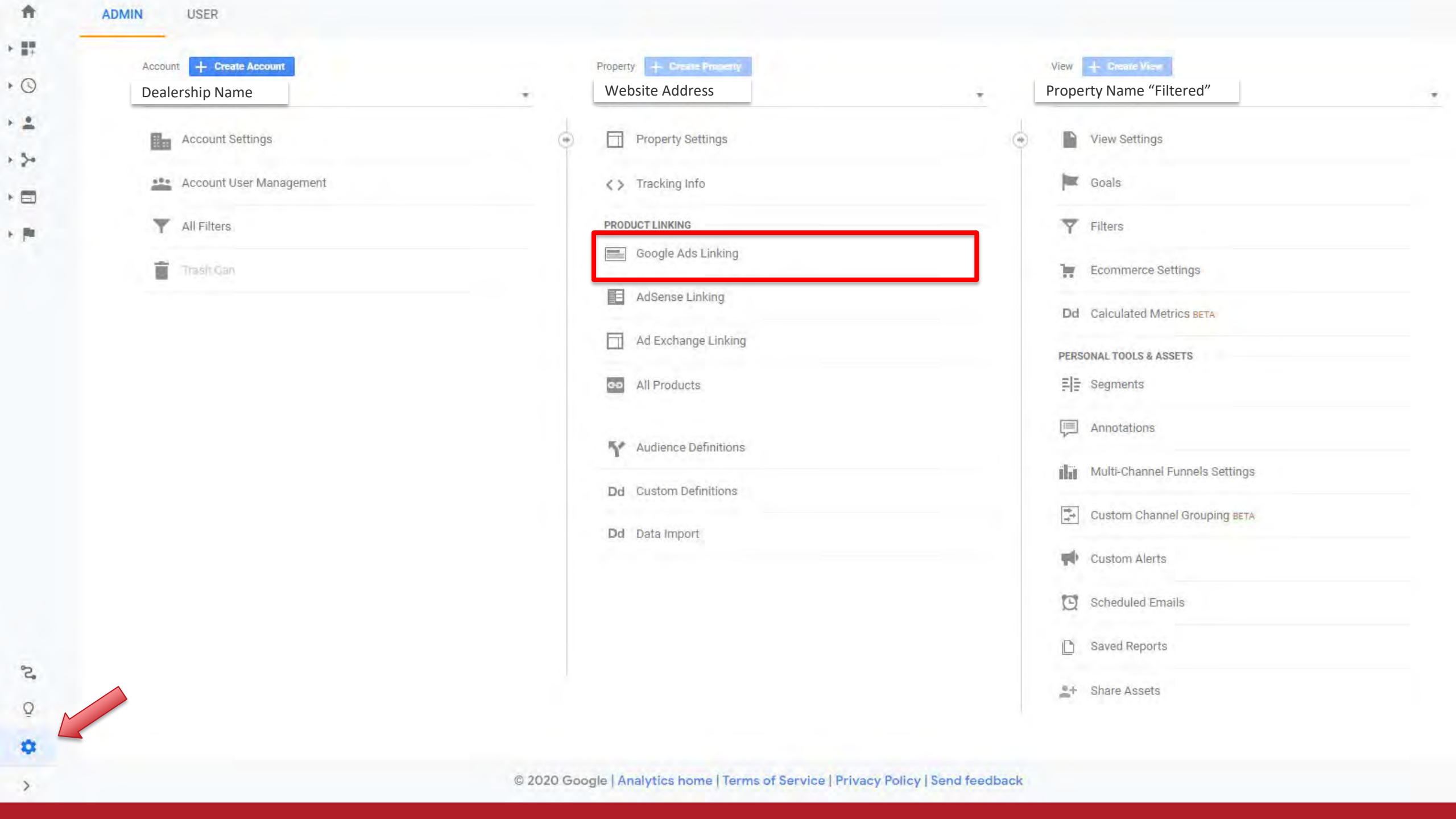
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Custom Channel Grouping BETA
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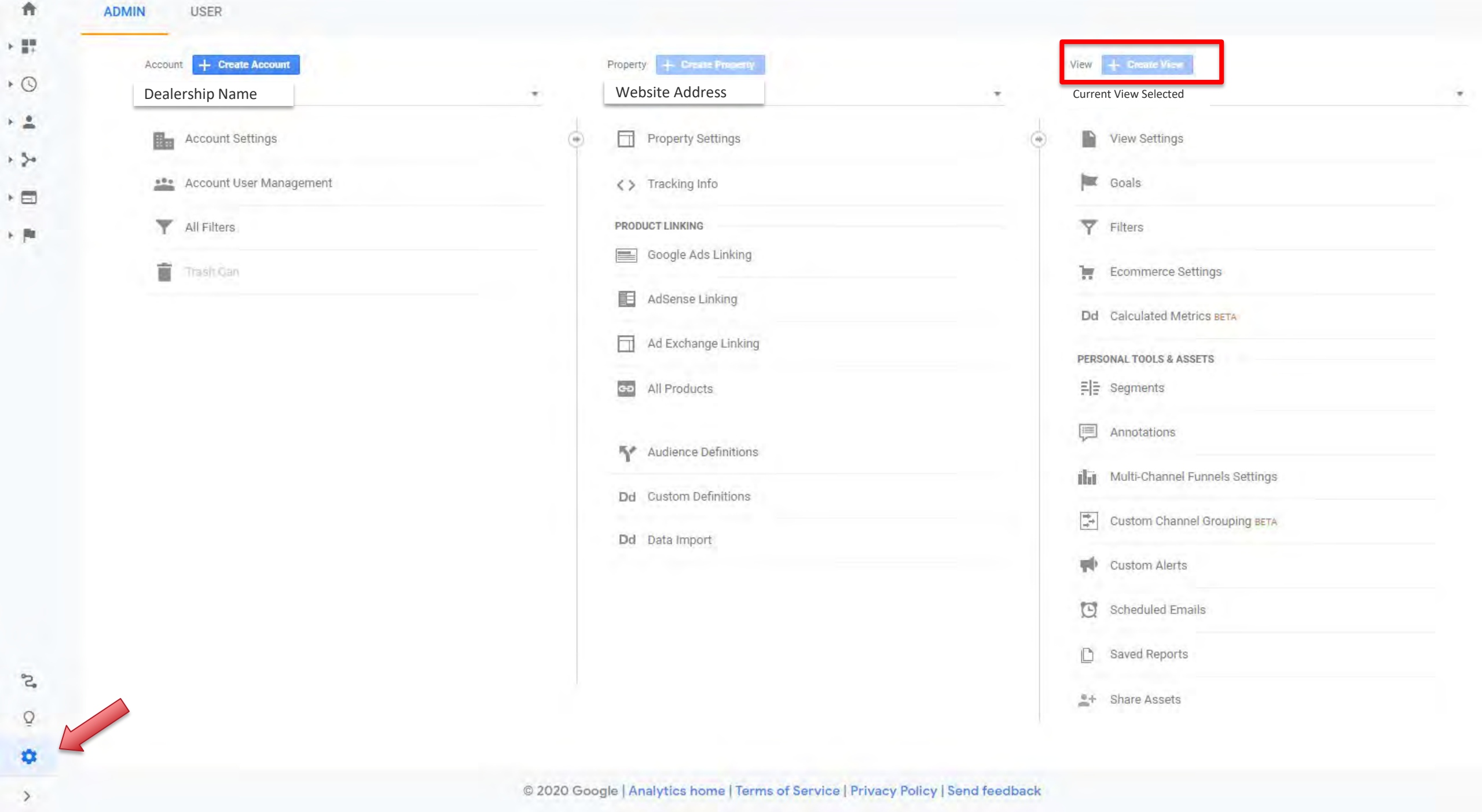
Is your Google Analytics Account set up properly?

- Under the View Settings in Admin
  - Create a view titled “Primary” or “Filtered”
    - Activate Bot Filtering for all views except “All Data”
    - Apply a filter in this view for your primary IP in the Dealership to omit any traffic generated from within your dealership or on your wifi at the dealership.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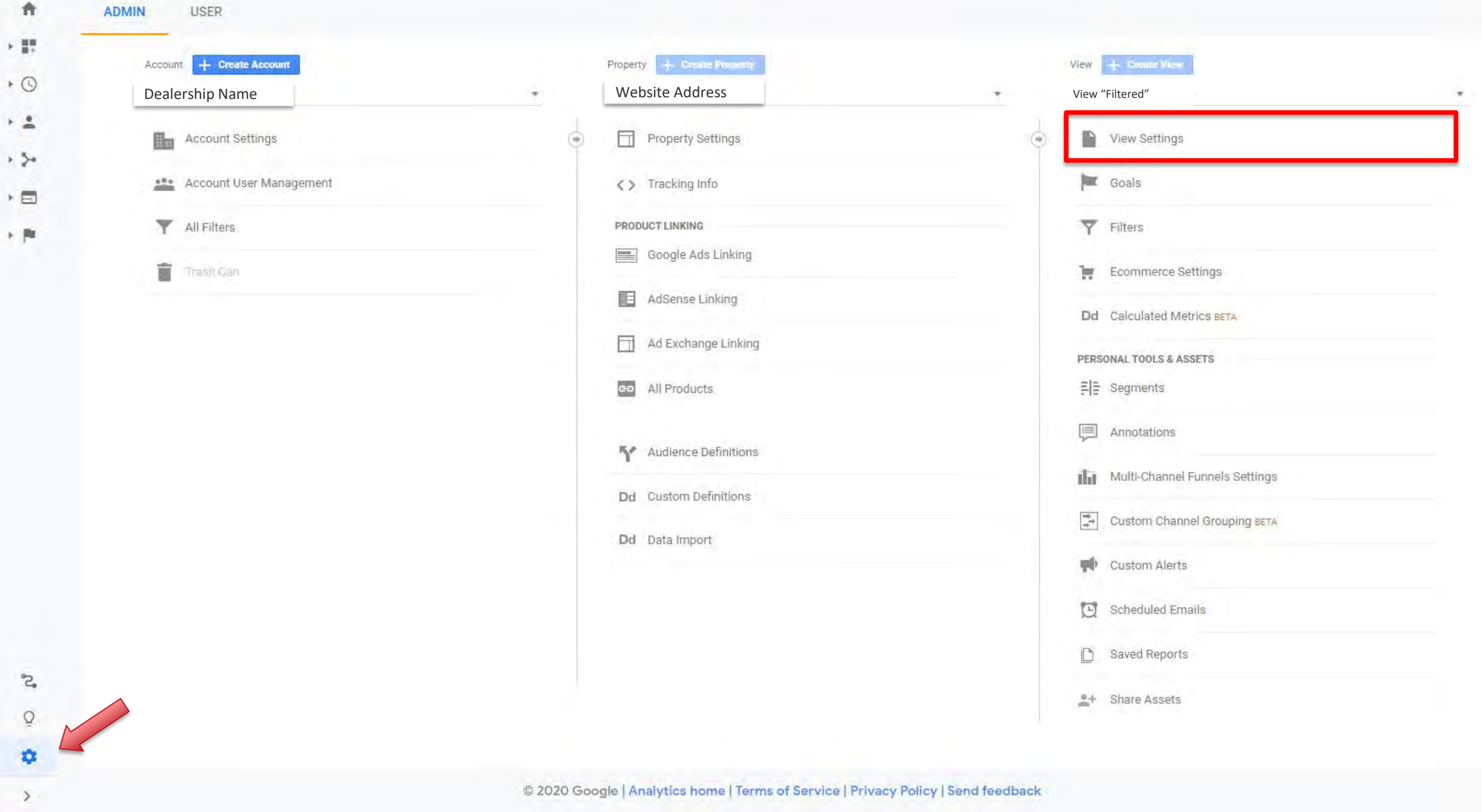
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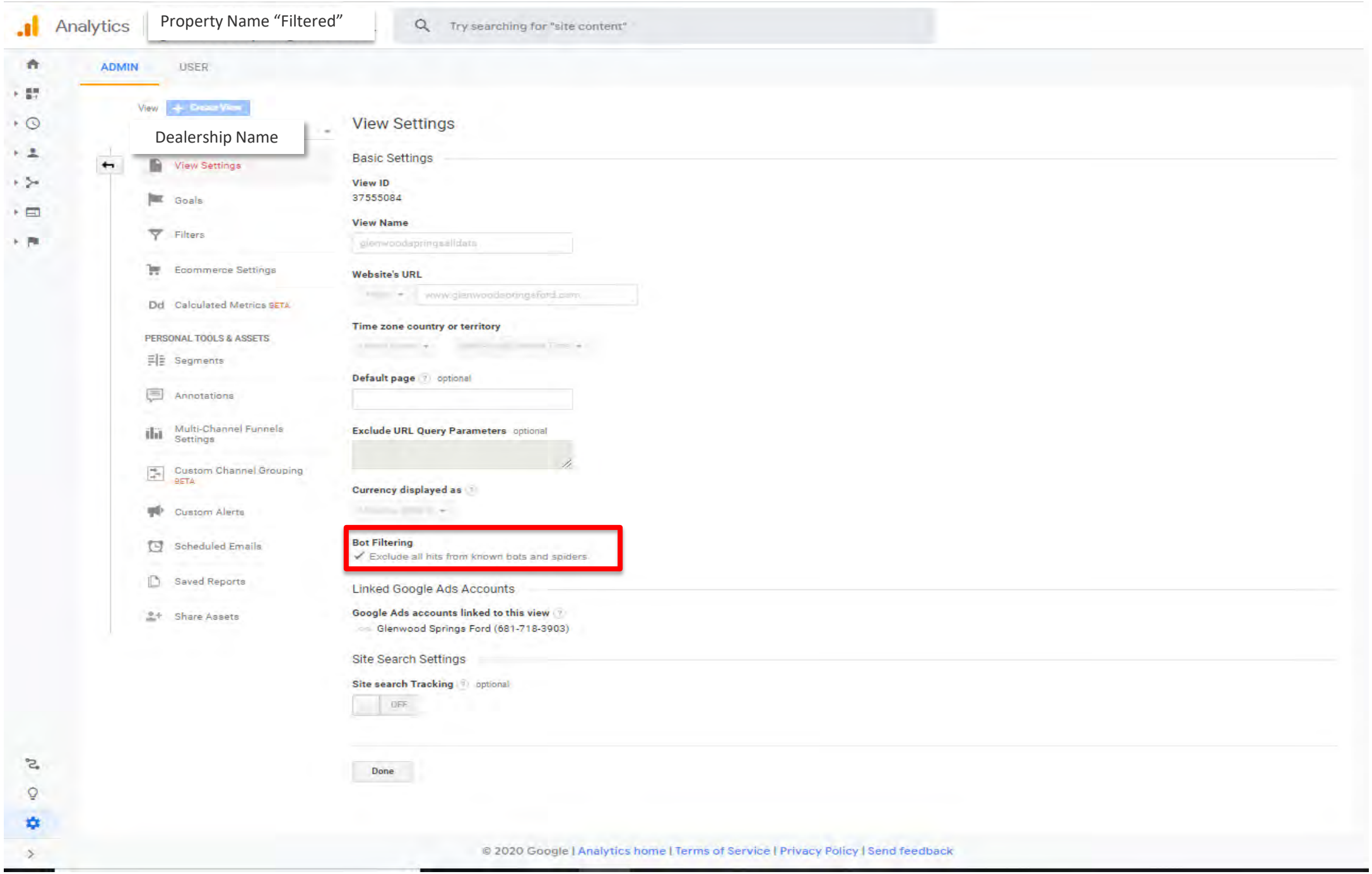
Analytics
Property Name “Filtered”
Try searching for "site content"
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Ecommerce Settings
Calculated Metrics BETA
PERSONAL TOOLS & ASSETS
Segments
Annotations
Multi-Channel Funnels Settings
Custom Channel Grouping BETA
Custom Alerts
Scheduled Emails
Saved Reports
Share Assets
View Settings
Basic Settings
View ID
37555084
View Name
glenwoodspringsalldata
Website's URL
www.glenwoodspringsford.com
Time zone country or territory
Default page optional
Exclude URL Query Parameters optional
Currency displayed as
Bot Filtering
Exclude all hits from known bots and spiders
Linked Google Ads Accounts
Google Ads accounts linked to this view
Glenwood Springs Ford (681-718-3903)
Site Search Settings
Site search Tracking optional
OFF
Done
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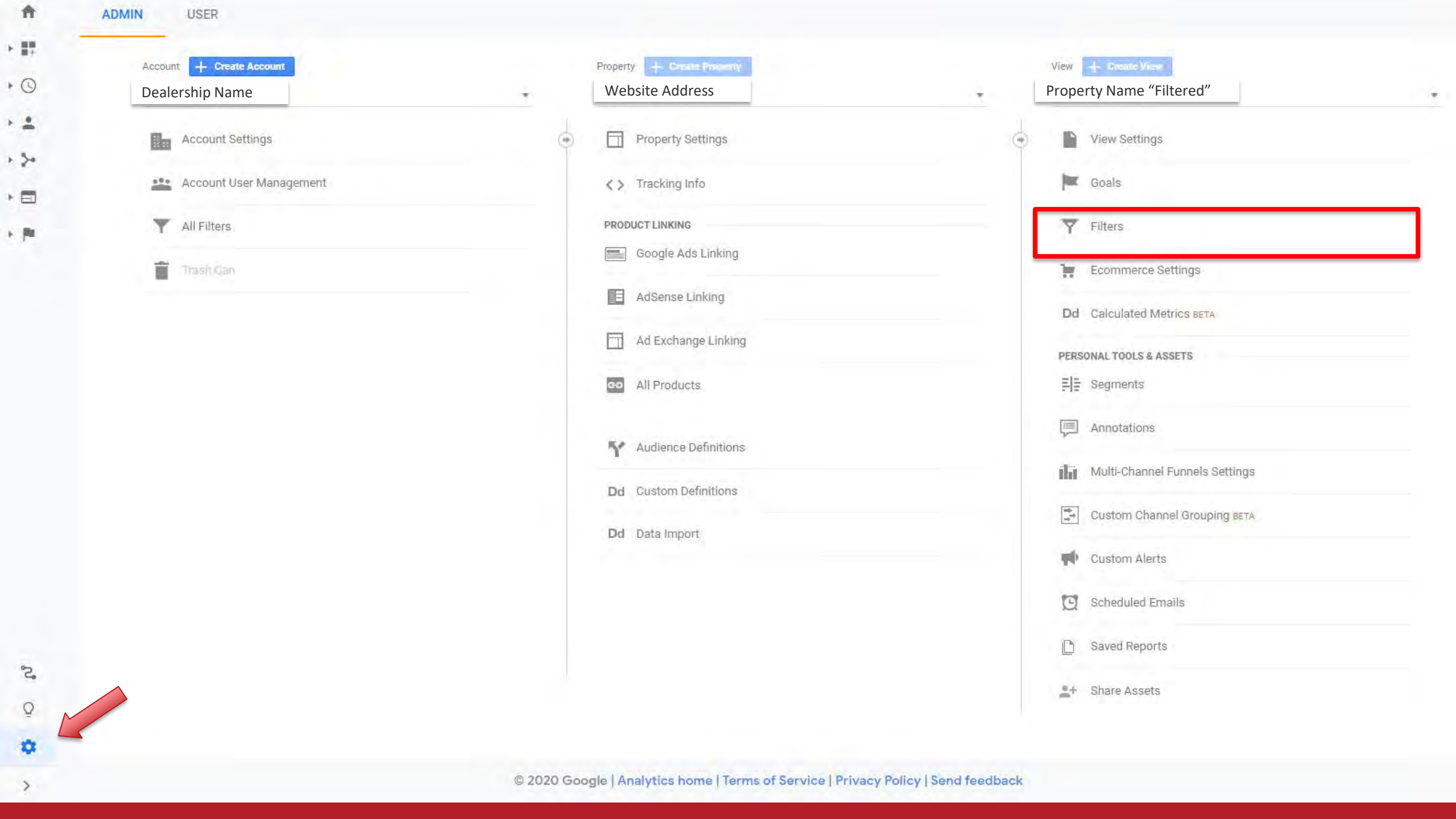
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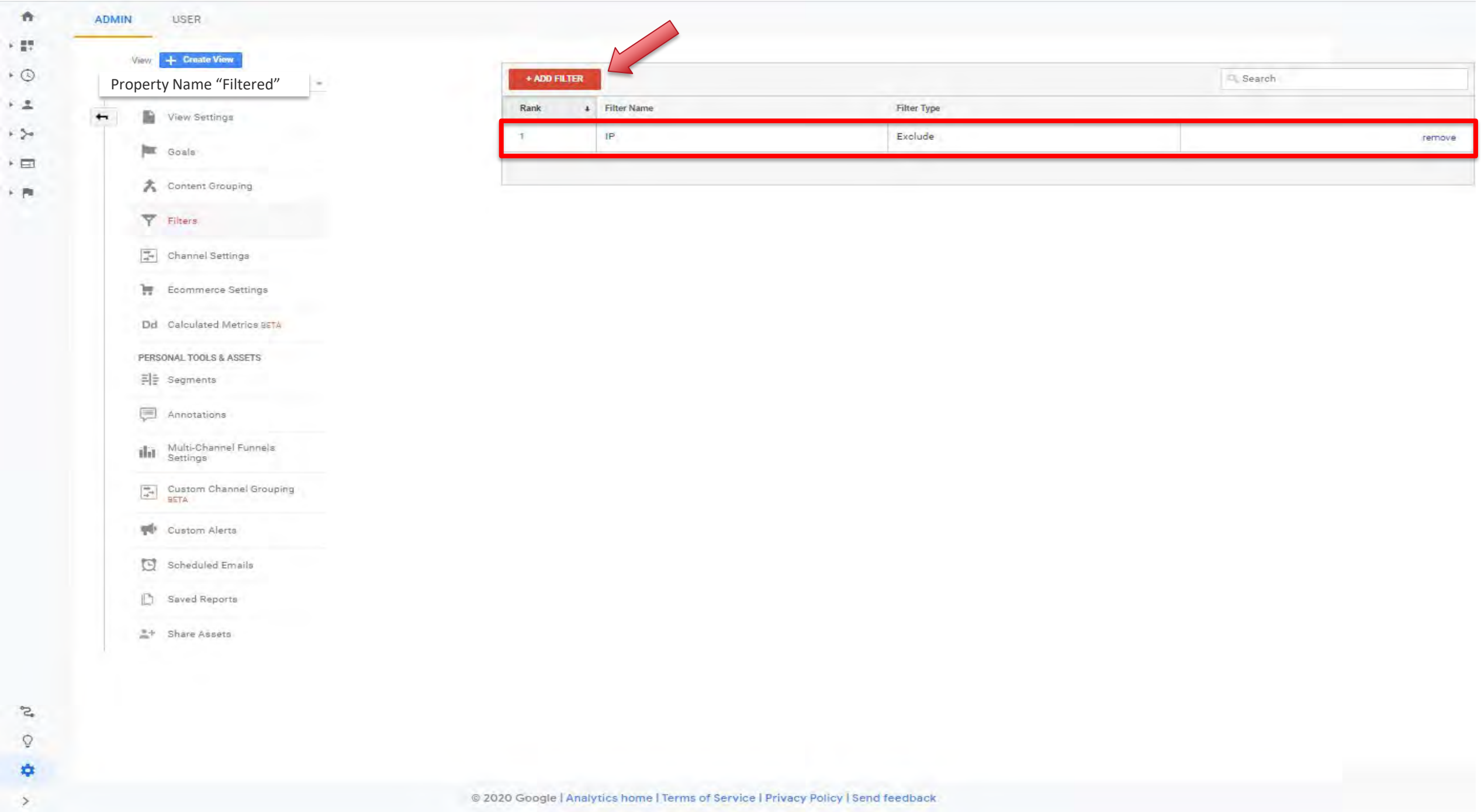
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Custom Channel Grouping BETA
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Scheduled Emails
Saved Reports
Share Assets
+ ADD FILTER
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Filter Name
Filter Type
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IP
Exclude
remove
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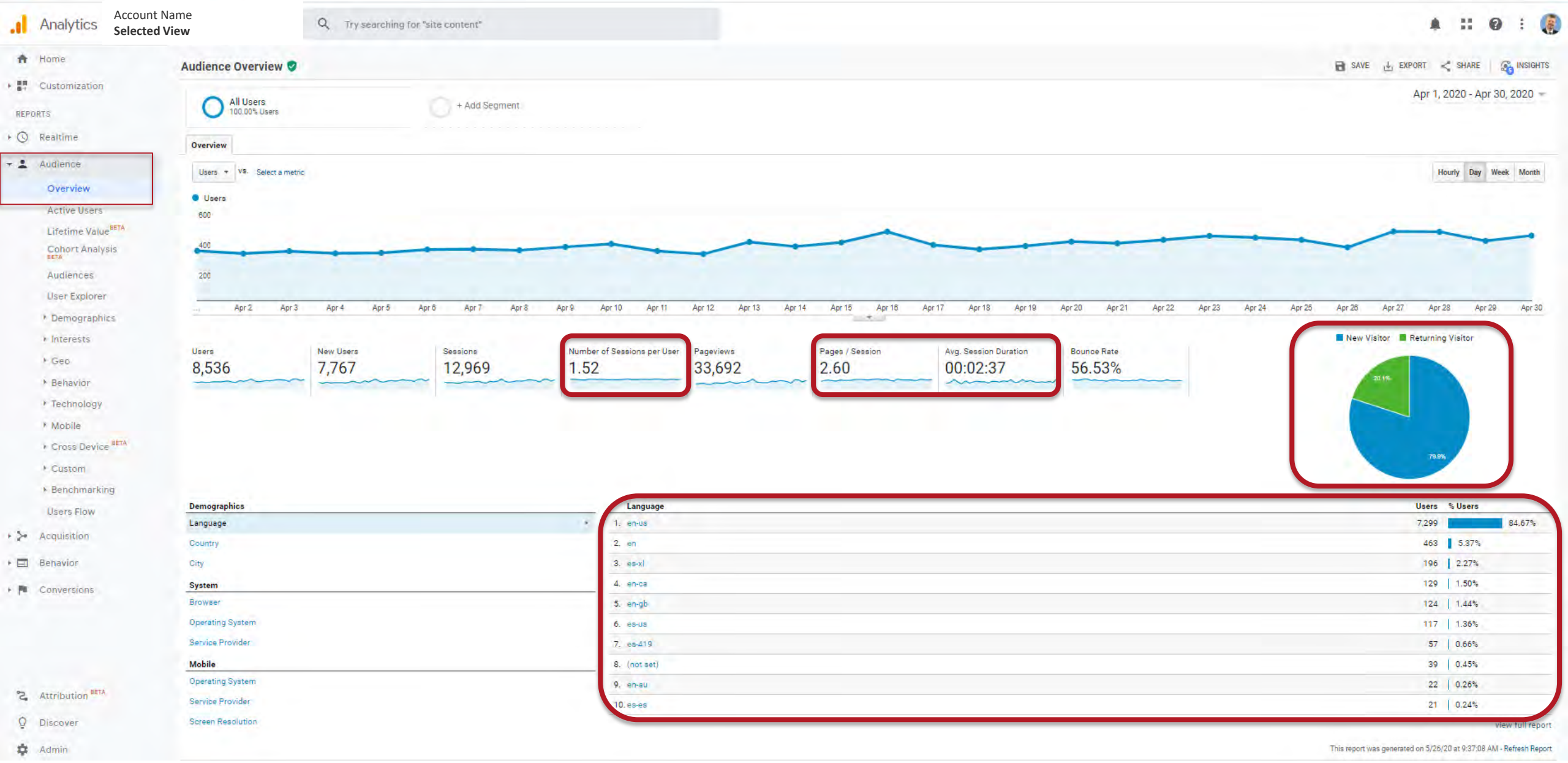
Who is your Audience?

- **Visitor Profile**
  - Number of “Visits” Per user
  - Time on site (Digital Showroom)
  - Pages per session
  - Preferred Language (Translator)
  - Location (Are they local)
  - Age / Gender (target audience?)
  - In Market Shopper (Are they buyers?)

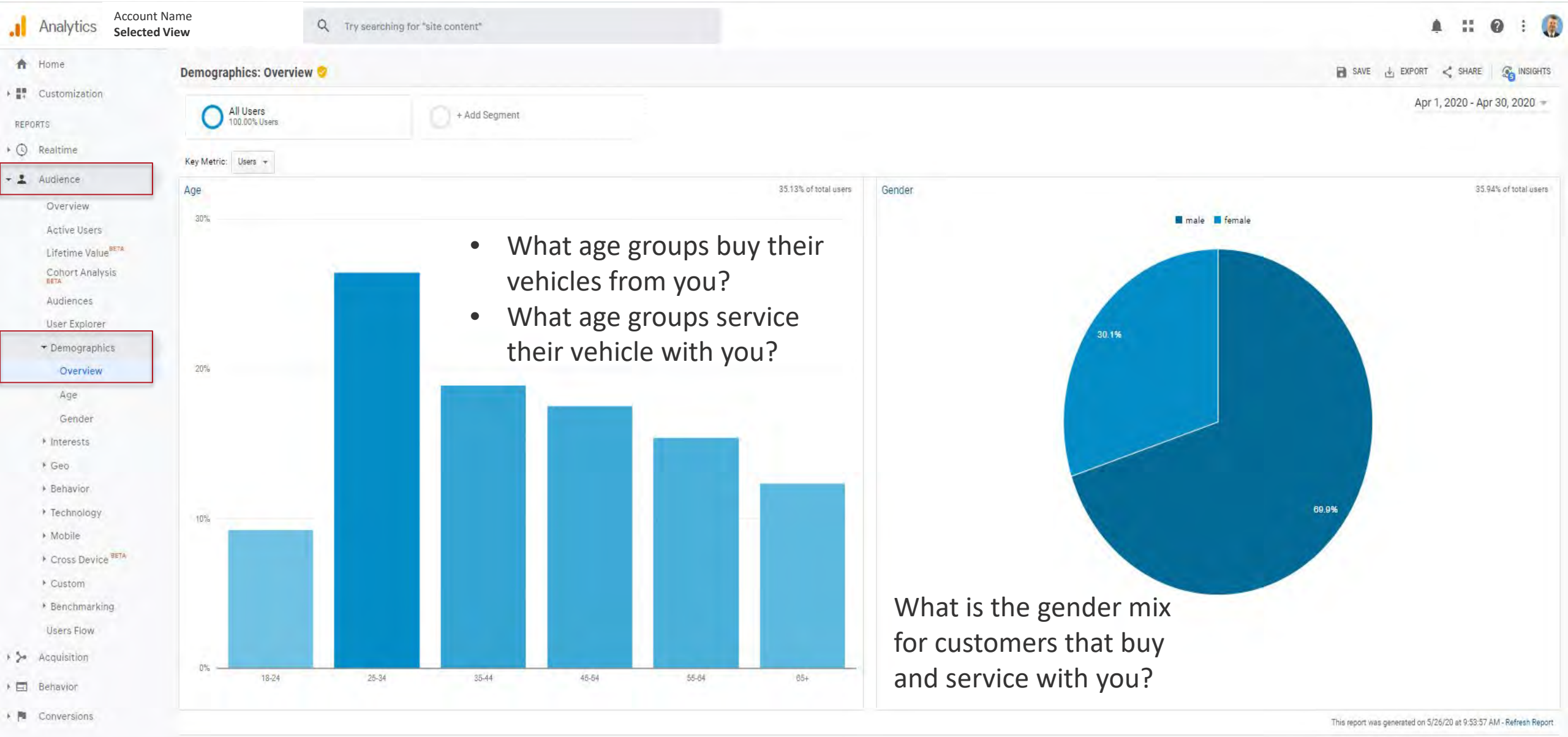
- **Types of visitors**
  - New Visitors = Ups
  - Returning Users = Be Backs

- **Devices Used To Visit**
  - Desktop
  - Tablet
  - Mobile

User Profile



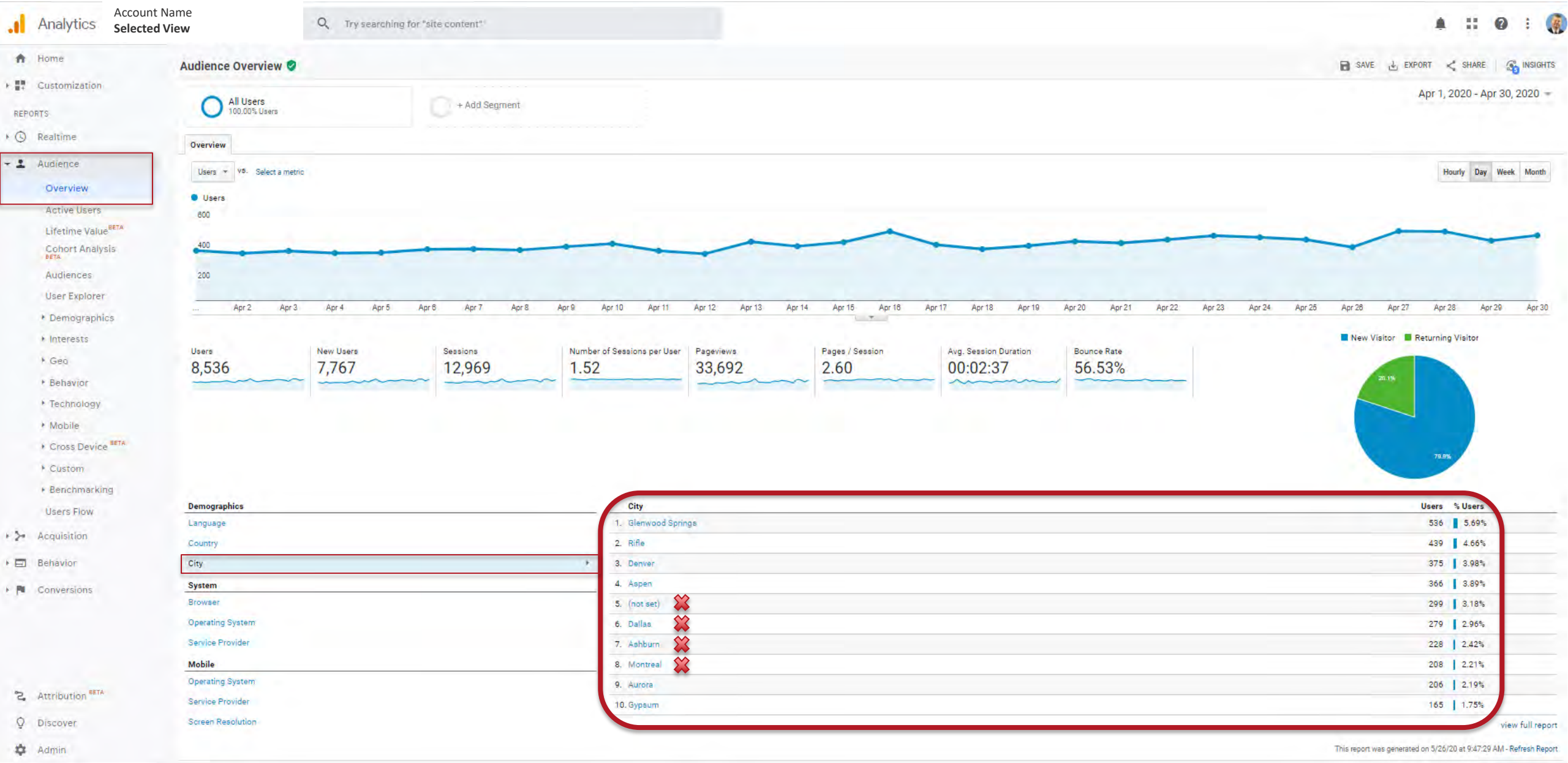
Who are my Visitors?



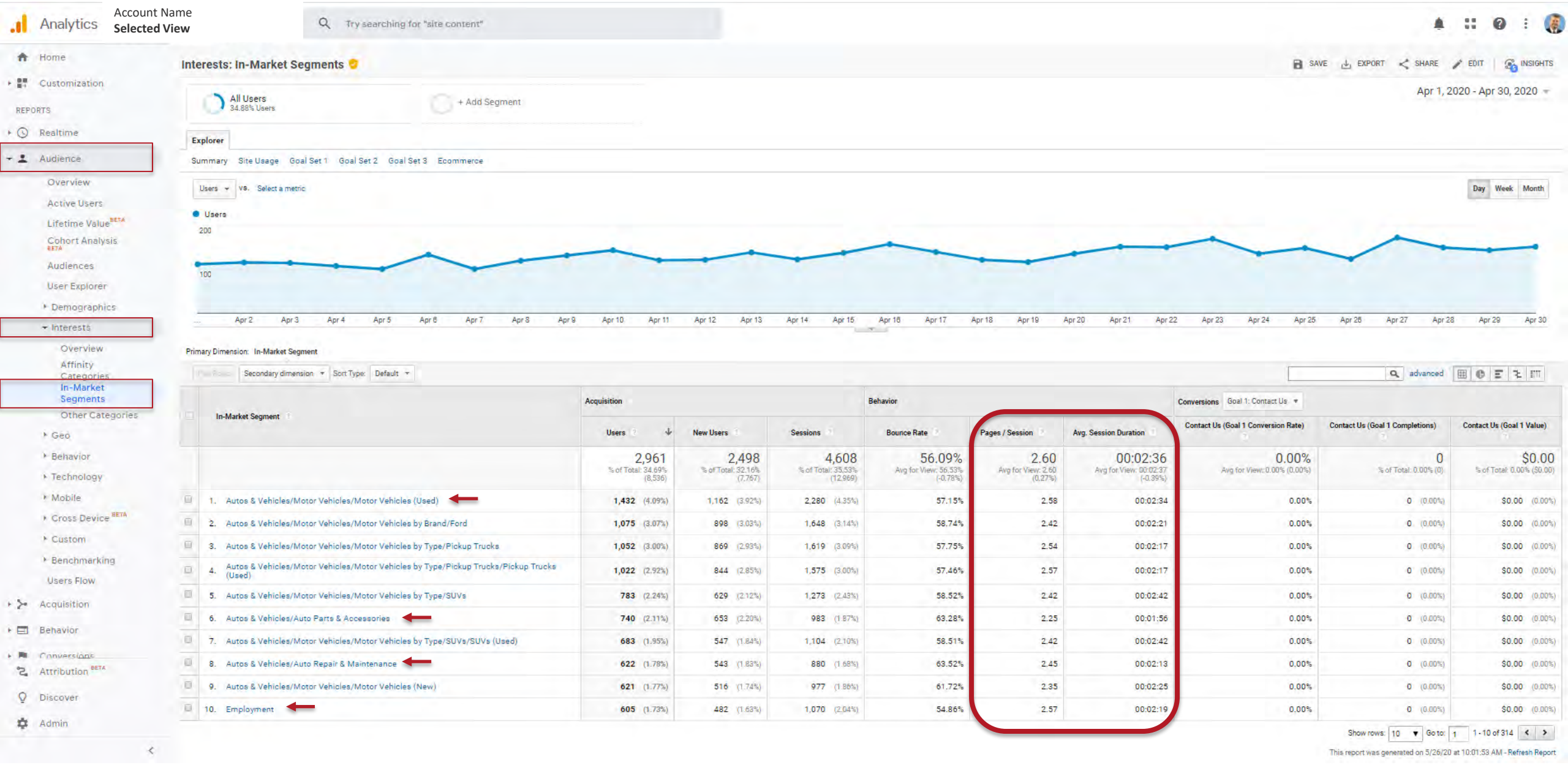
- What age groups buy their vehicles from you?
- What age groups service their vehicle with you?

What is the gender mix for customers that buy and service with you?

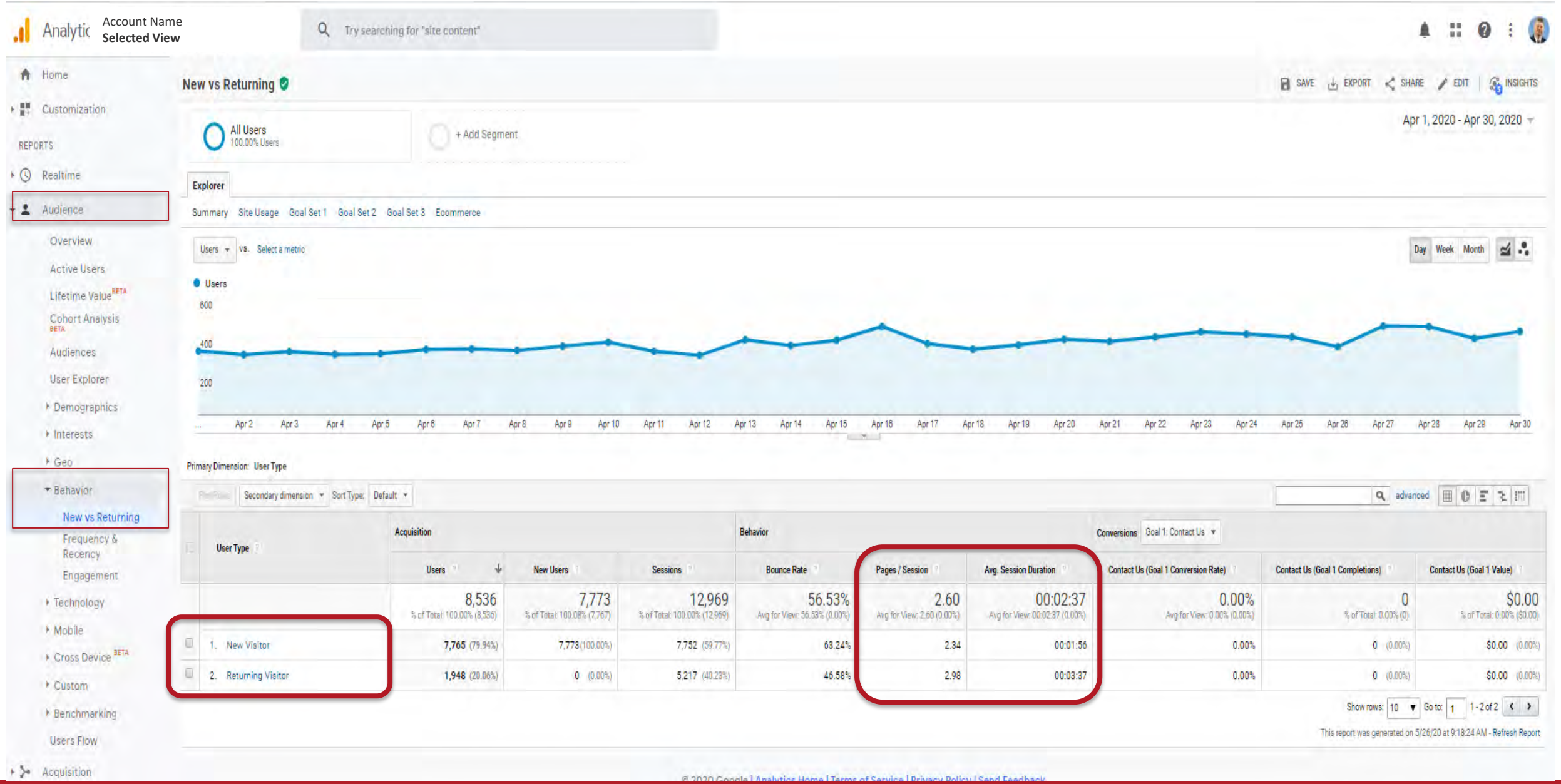
Where are my visitors coming from?



Which segments do you *Actively* market to?



Ups & Be Backs


Analytic
Account Name
Selected View
Try searching for "site content"
Home
Customization
REPORTS
Realtime
Audience
Overview
Active Users
Lifetime Value BETA
Cohort Analysis BETA
Audiences
User Explorer
Demographics
Interests
Geo
Behavior
New vs Returning
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Cross Device BETA
Custom
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Acquisition
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+ Add Segment
Apr 1, 2020 - Apr 30, 2020
Explorer
Summary
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Apr 30
Primary Dimension: User Type
Secondary dimension
Sort Type:
Default
advanced
User Type
Acquisition
Behavior
Conversions
Goal 1: Contact Us
Users
New Users
Sessions
Bounce Rate
Pages / Session
Avg. Session Duration
Contact Us (Goal 1 Conversion Rate)
Contact Us (Goal 1 Completions)
Contact Us (Goal 1 Value)
8,536
% of Total: 100.00% (8,536)
7,773
% of Total: 100.08% (7,767)
12,969
% of Total: 100.00% (12,969)
56.53%
Avg for View: 56.53% (0.00%)
2.60
Avg for View: 2.60 (0.00%)
00:02:37
Avg for View: 00:02:37 (0.00%)
0.00%
Avg for View: 0.00% (0.00%)
0
% of Total: 0.00% (0)
$0.00
% of Total: 0.00% ($0.00)
1. New Visitor
7,765 (79.94%)
7,773 (100.00%)
7,752 (59.77%)
63.24%
2.34
00:01:56
0.00%
0 (0.00%)
$0.00 (0.00%)
2. Returning Visitor
1,948 (20.06%)
0 (0.00%)
5,217 (40.23%)
46.58%
2.98
00:03:37
0.00%
0 (0.00%)
$0.00 (0.00%)
Show rows: 10
Go to: 1
1 - 2 of 2
This report was generated on 5/26/20 at 9:18:24 AM - Refresh Report
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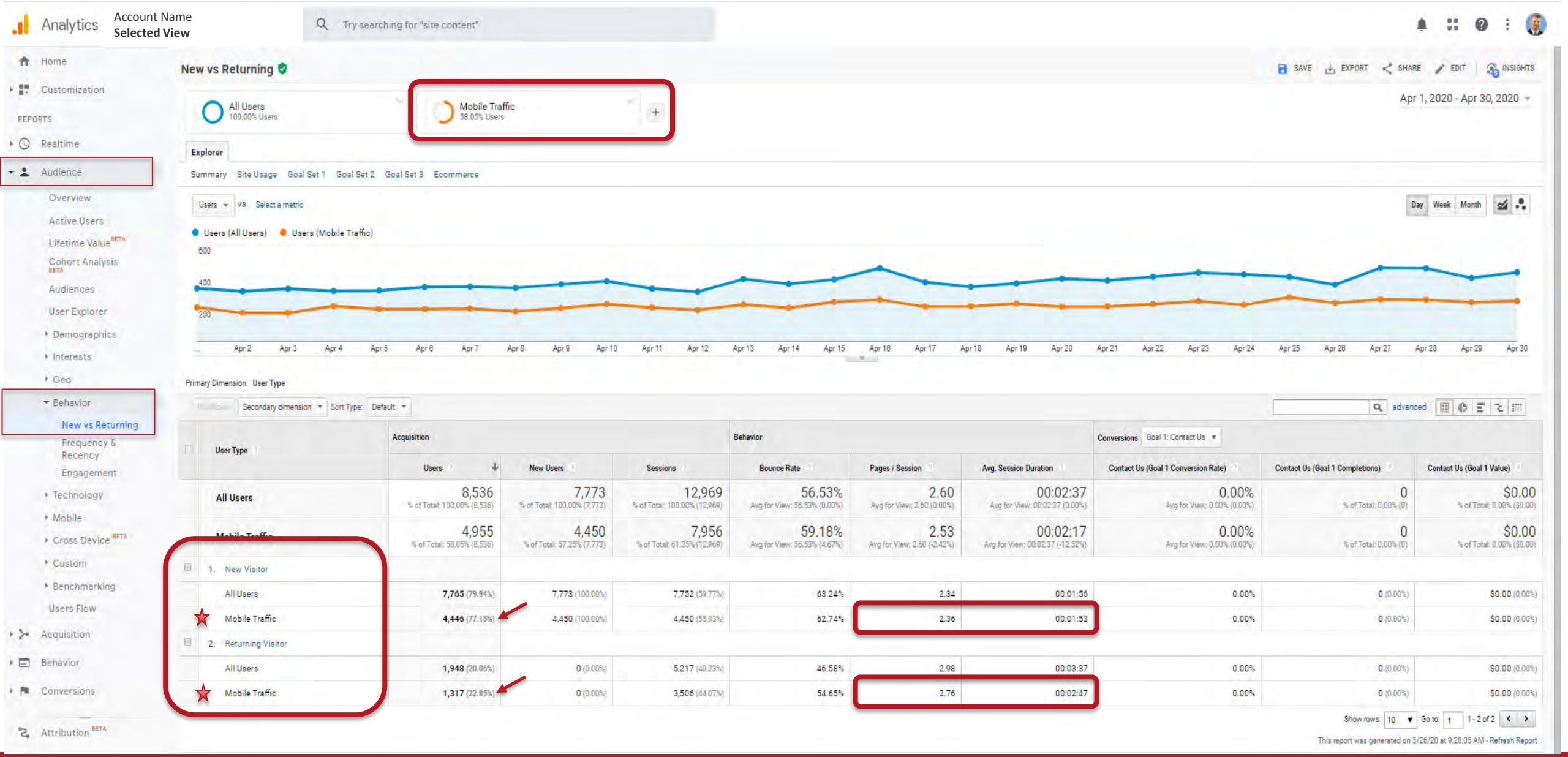
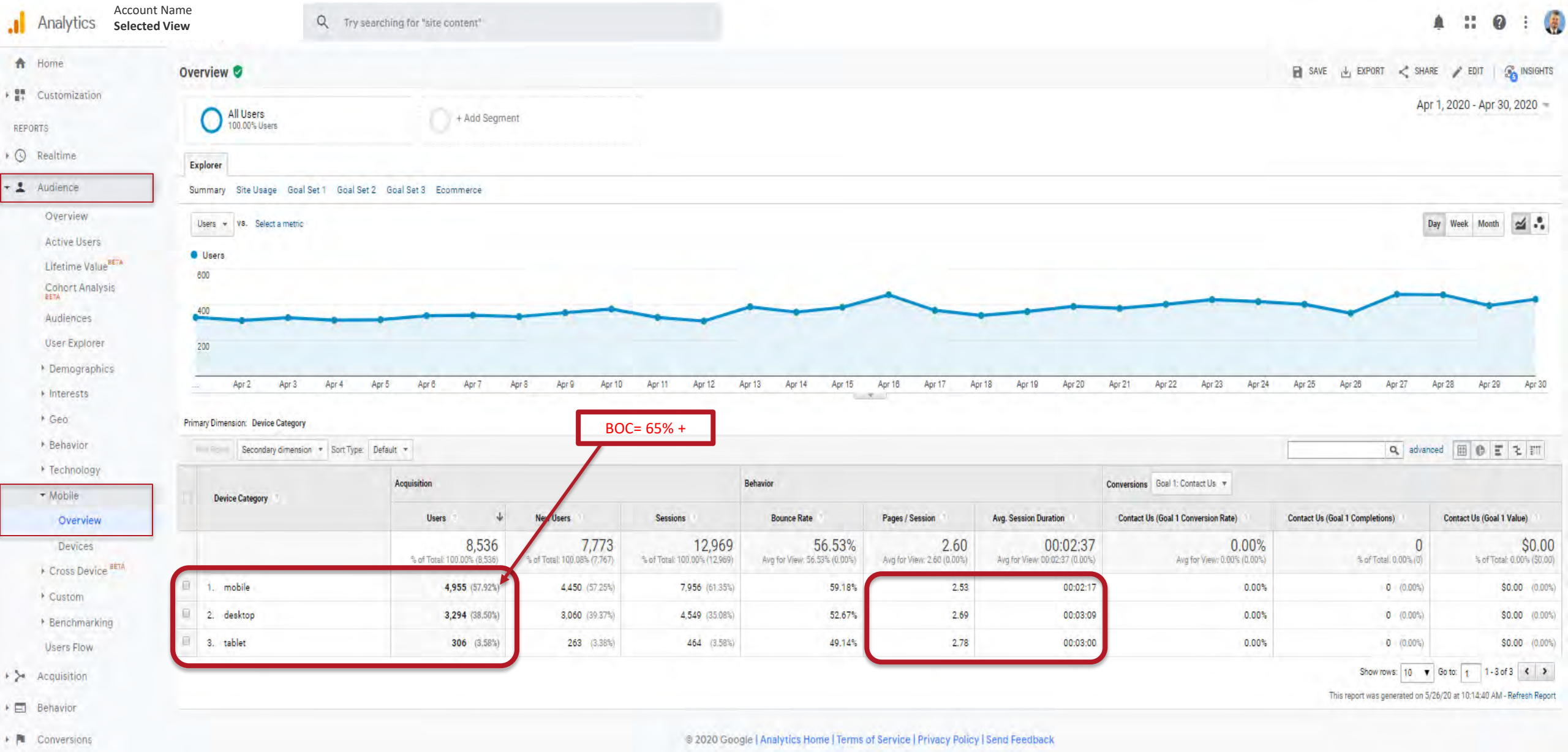
Ups & Be Backs - Mobile Users



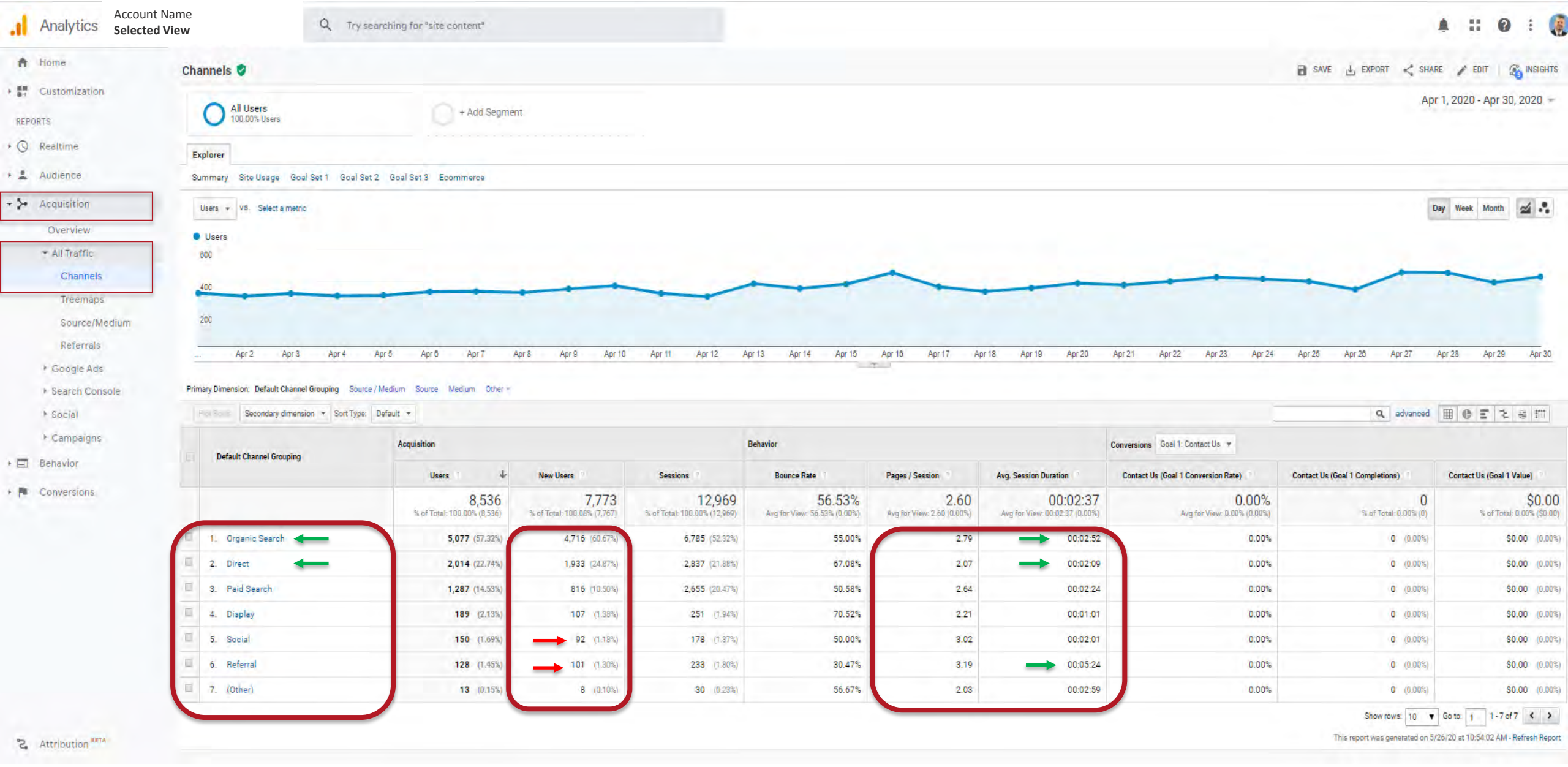
Devices Used To Visit Your Digital Showroom



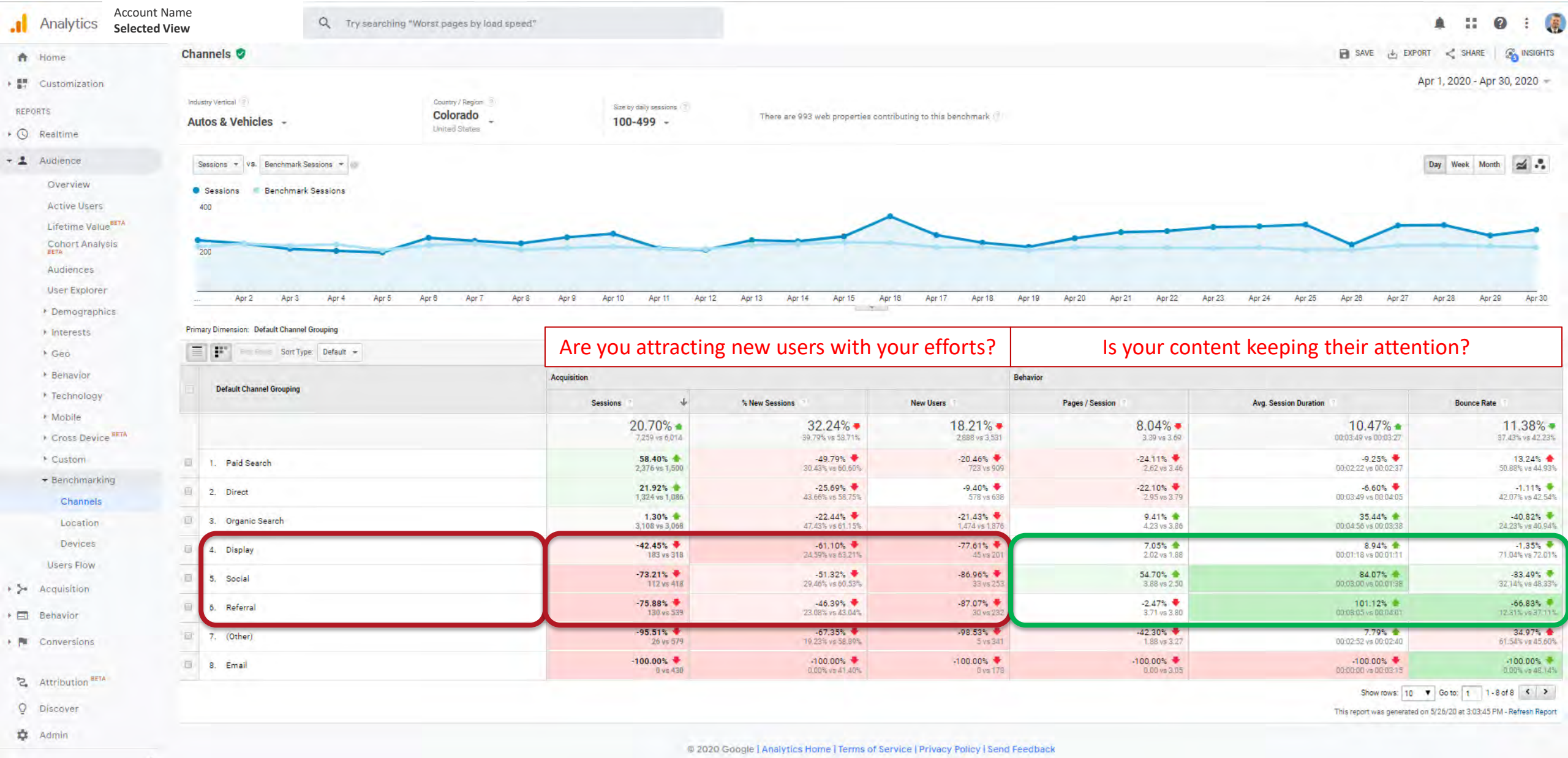
How do visitors find you?

- **Channels**
  - What roads do they take to visit your dealership?
  - Does this align with your marketing strategy?
    - Organic / Direct
    - Paid Search / Display
    - Referrals
    - Social Media
    - Email campaigns
  - How do you compare with others in your vertical market and state?
    - Benchmark Report: Channels
- **Referrals**
  - Who are your top referral services?
    - Does this align with your marketing strategy?
      - CARS. COM / AutoTrader / Car Guru etc.
- **Paid Advertising**
  - Average CPC by Campaign
    - What is performing best?
      - Keyword Match Type
      - Search query that spawned your ad
  - Average CPC by paid Keywords
  - Bid Adjustments (Used to enhance or restrict your ad impressions)
    - Device being used
    - Time of day
    - Location
  - Time of Day users visit
    - Desktop / Mobile / Tablet
- **Social Media**
  - Top Landing Pages
    - Sources that bring them to you
      - (Secondary Dimension “Source”)

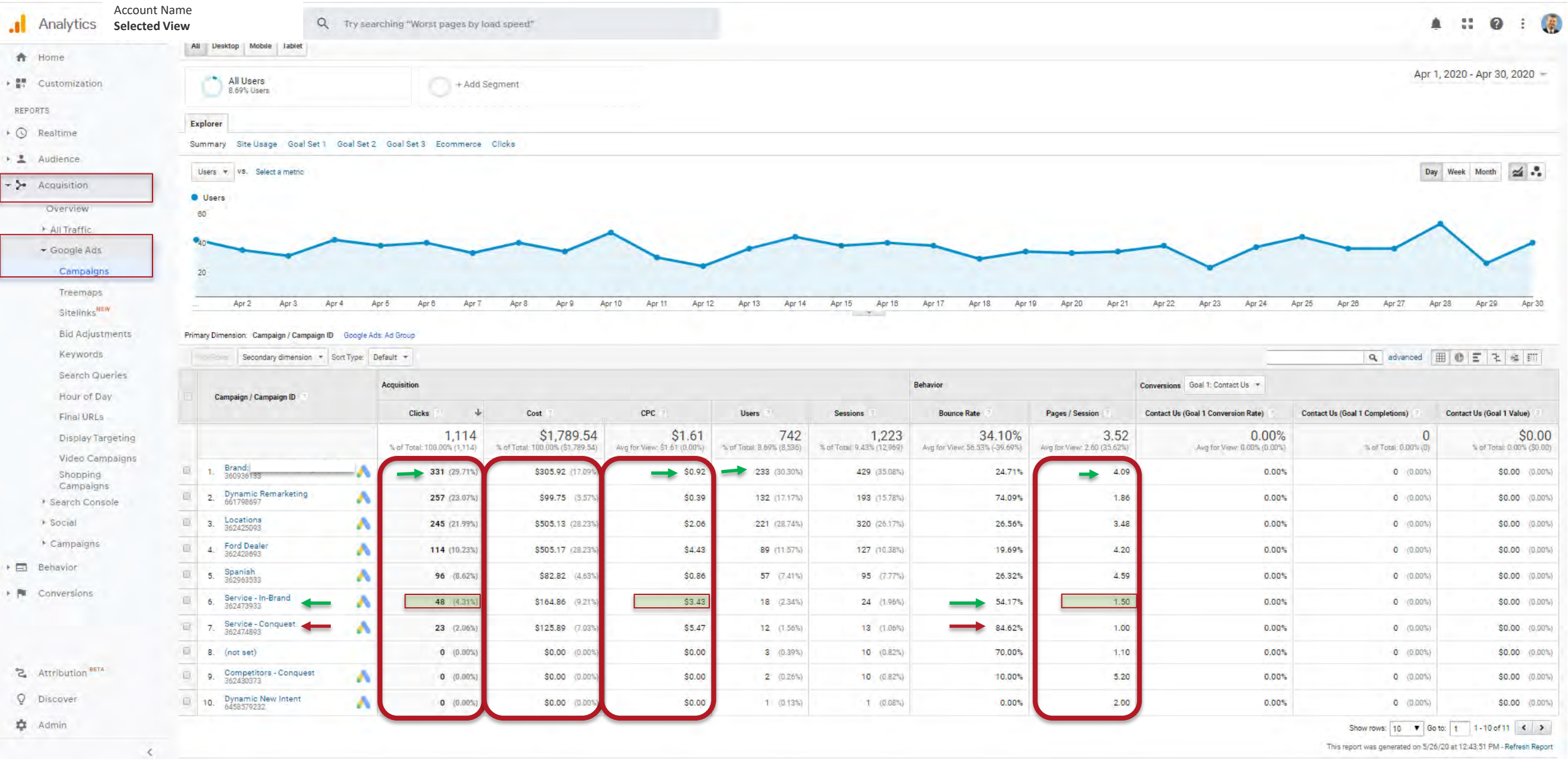
What Roads do Visitors Take to Your Digital Showroom?



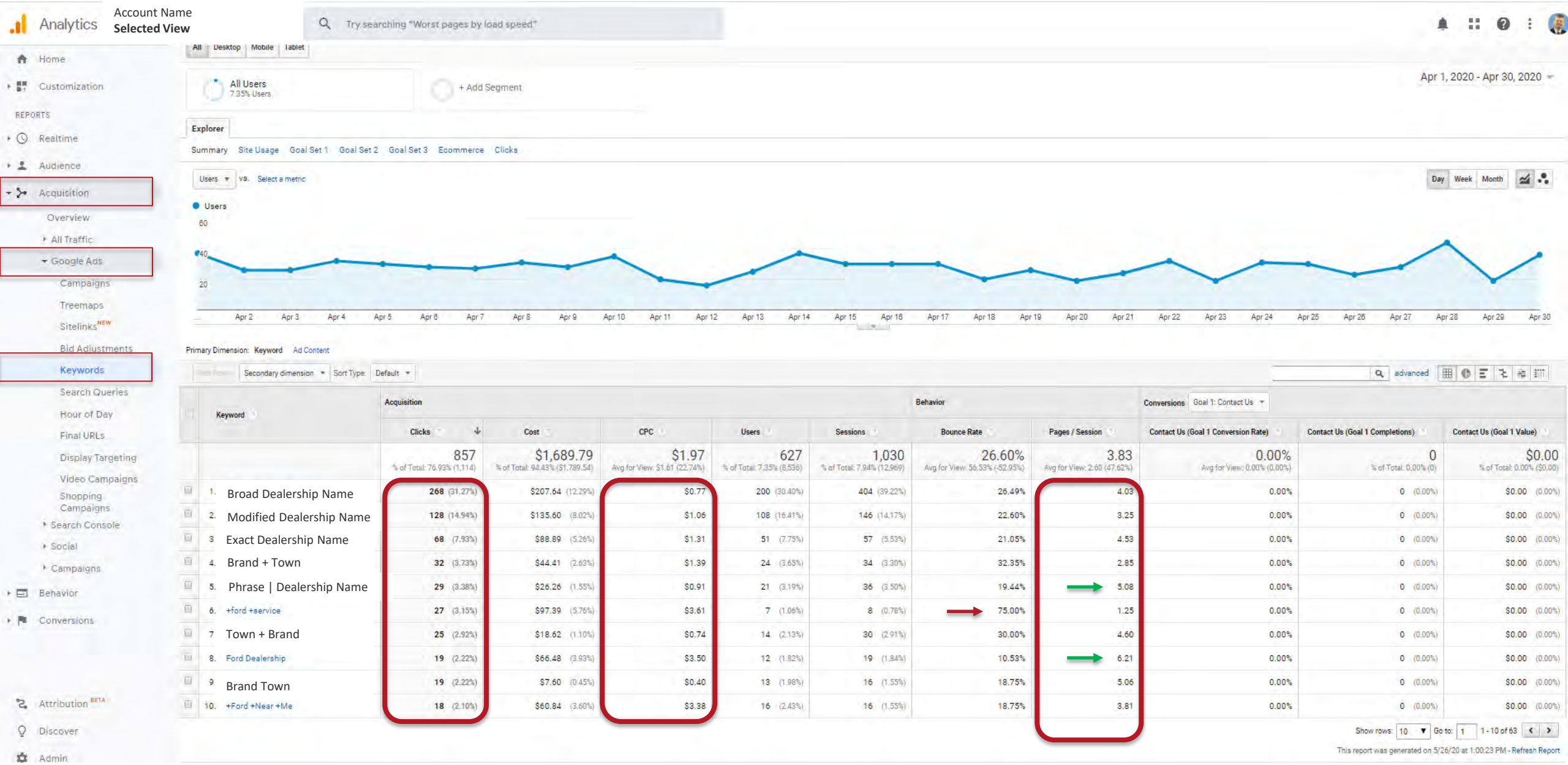
How Does Your Channel Performance Compare?



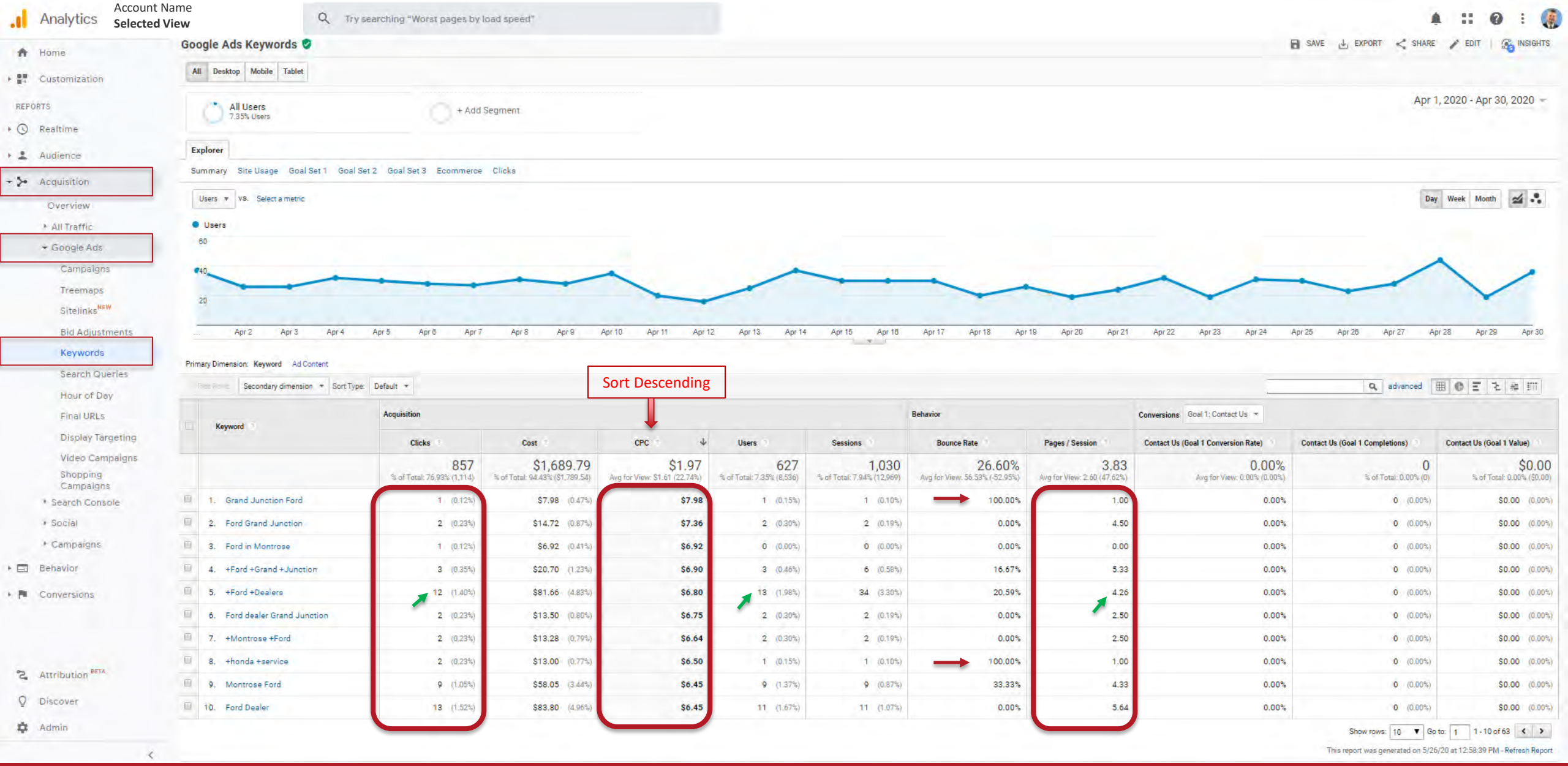
What Advertising Campaigns are Performing Best?



What Keywords Get The Most Clicks?

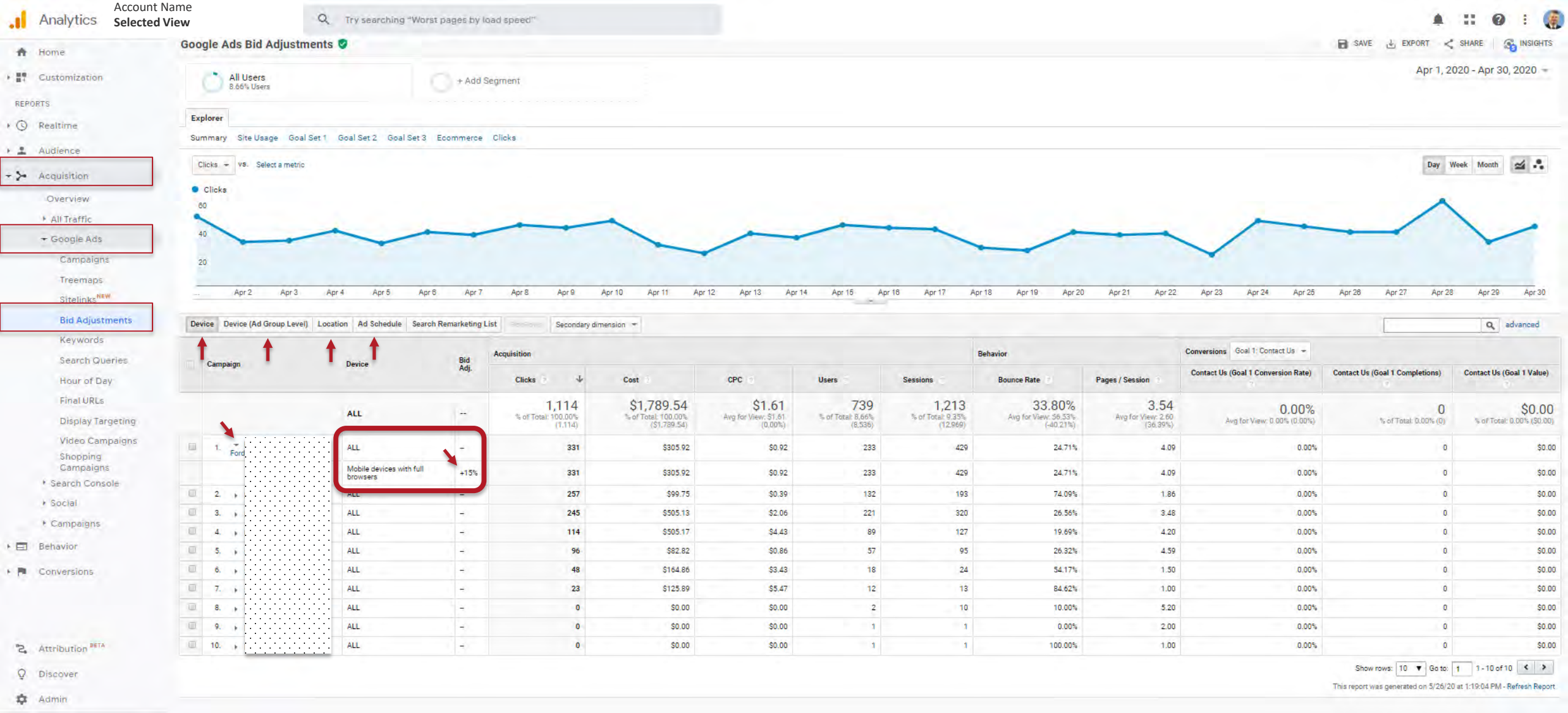


What Key Words Cost The Most?

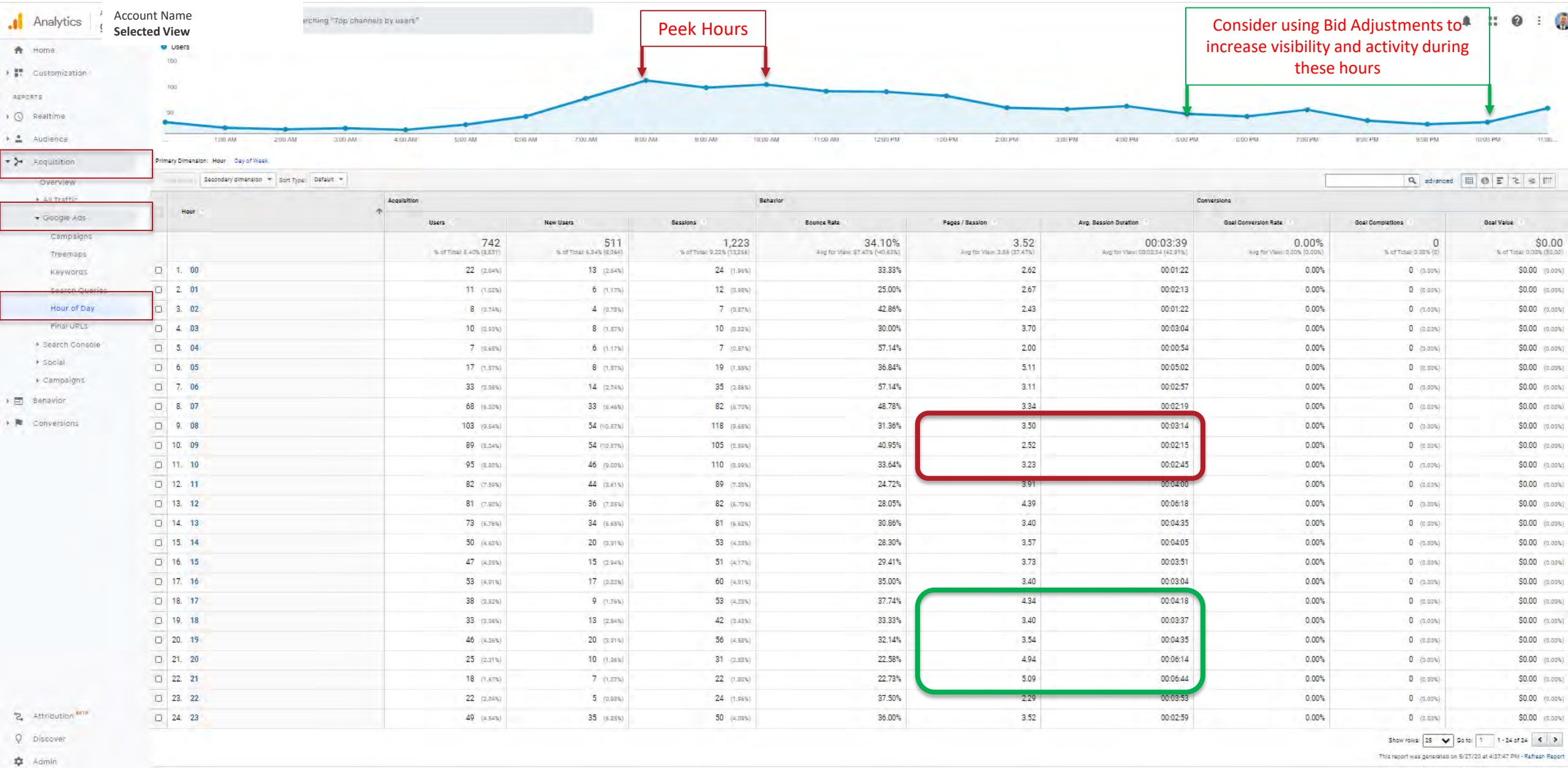


Bid Adjustments

How much are you willing to spend?

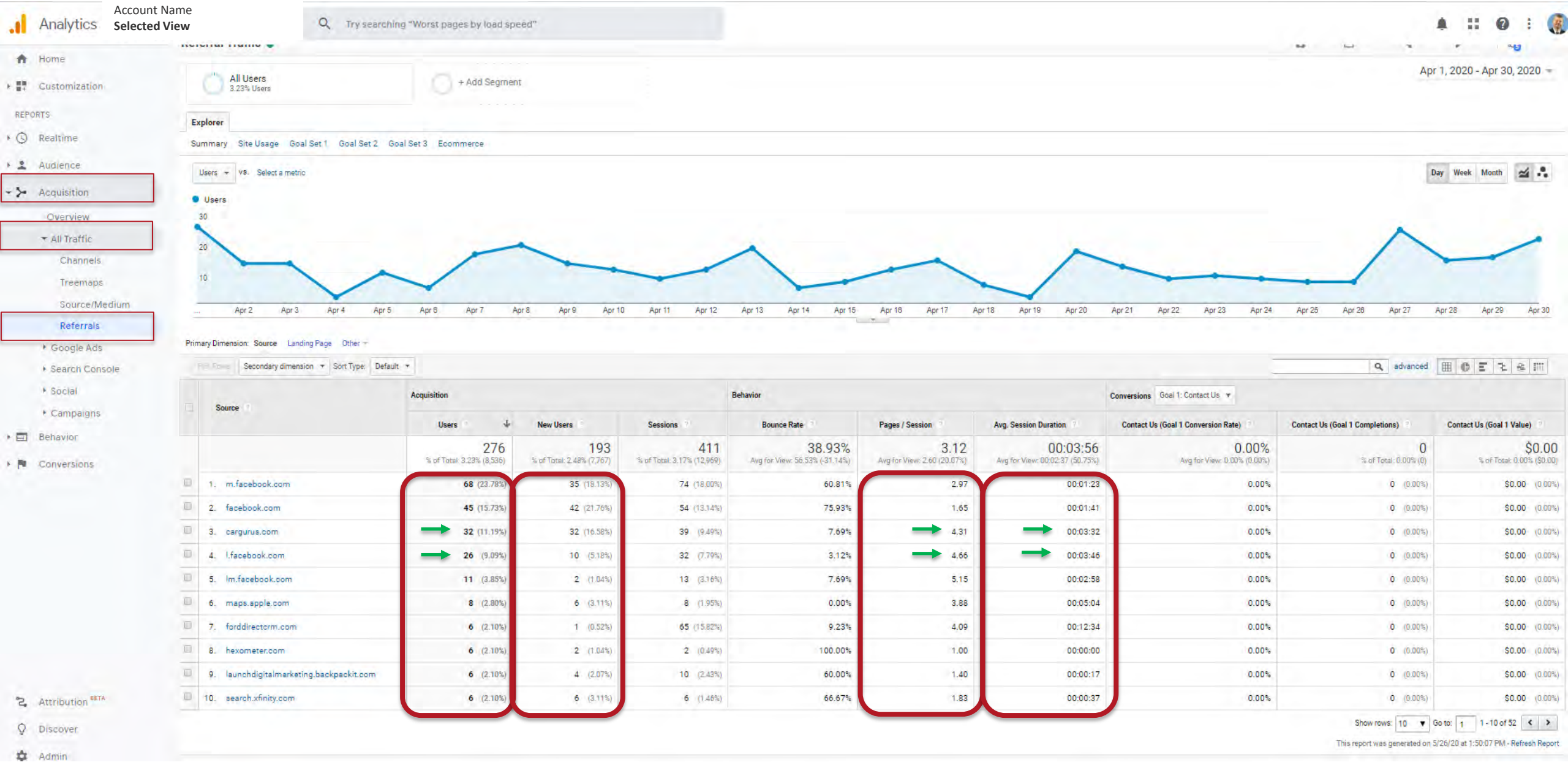


When Do “Buyers” Visit Your Digital Showroom?

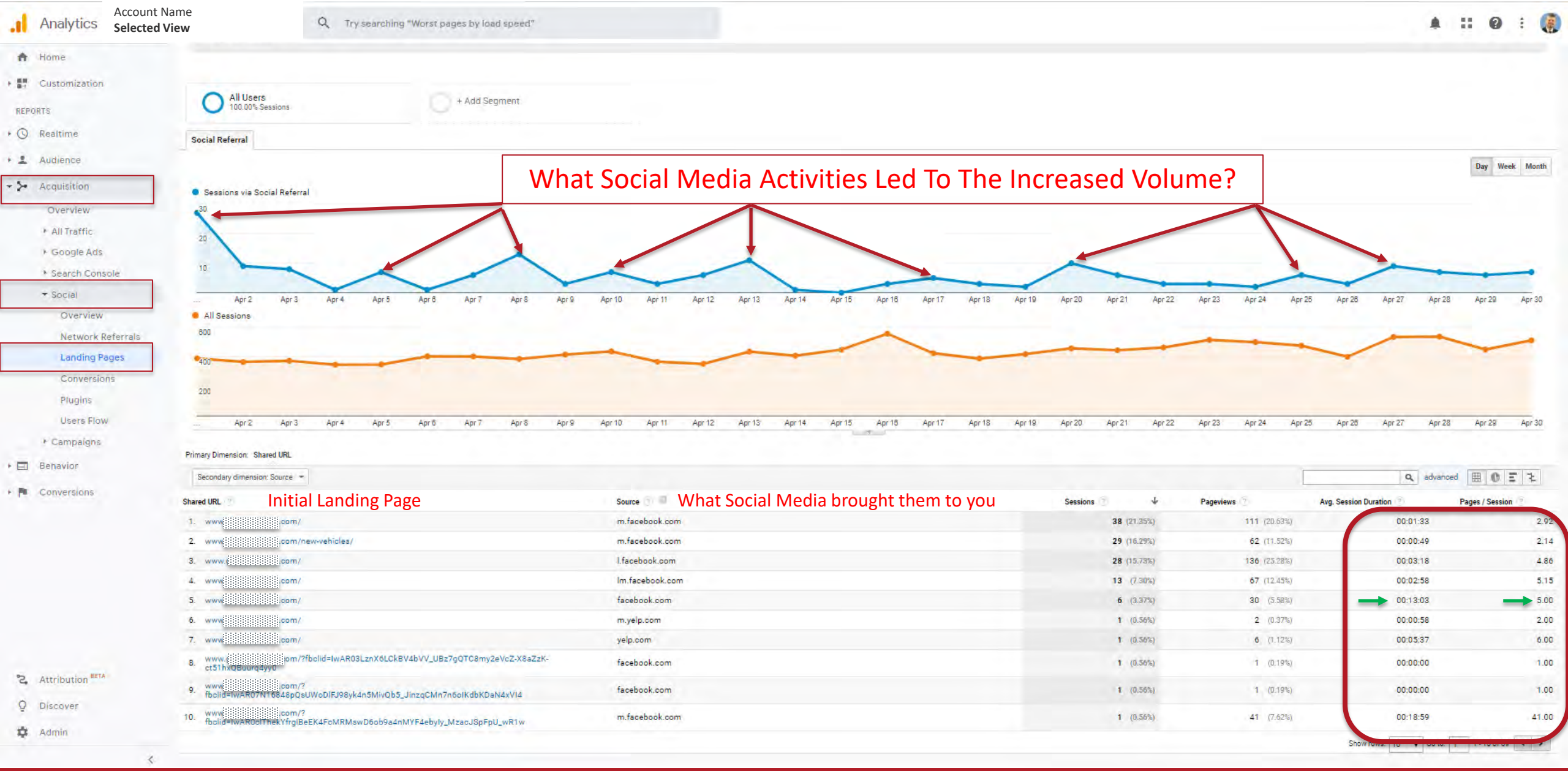


	Hour	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		742 % of Total: 8.40% (8,831)	511 % of Total: 6.34% (8,064)	1,223 % of Total: 9.22% (13,266)	34.10% Avg for View: 37.43% (-40.63%)	3.52 Avg for View: 3.56 (37.47%)	00:03:39 Avg for View: 00:02:34 (42.91%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1.	00	22 (2.84%)	13 (2.54%)	24 (1.96%)	33.33%	2.62	00:01:22	0.00%	0 (0.00%)	$0.00 (0.00%)
2.	01	11 (1.02%)	6 (1.17%)	12 (0.98%)	25.00%	2.67	00:02:13	0.00%	0 (0.00%)	$0.00 (0.00%)
3.	02	8 (0.74%)	4 (0.78%)	7 (0.57%)	42.86%	2.43	00:01:22	0.00%	0 (0.00%)	$0.00 (0.00%)
4.	03	10 (0.93%)	8 (1.57%)	10 (0.82%)	30.00%	3.70	00:03:04	0.00%	0 (0.00%)	$0.00 (0.00%)
5.	04	7 (0.65%)	6 (1.17%)	7 (0.57%)	57.14%	2.00	00:00:54	0.00%	0 (0.00%)	$0.00 (0.00%)
6.	05	17 (1.57%)	8 (1.57%)	19 (1.55%)	36.84%	5.11	00:05:02	0.00%	0 (0.00%)	$0.00 (0.00%)
7.	06	33 (3.06%)	14 (2.74%)	35 (2.86%)	57.14%	3.11	00:02:57	0.00%	0 (0.00%)	$0.00 (0.00%)
8.	07	68 (6.30%)	33 (6.46%)	82 (6.70%)	48.78%	3.34	00:02:19	0.00%	0 (0.00%)	$0.00 (0.00%)
9.	08	103 (9.54%)	54 (10.57%)	118 (9.65%)	31.36%	3.50	00:03:14	0.00%	0 (0.00%)	$0.00 (0.00%)
10.	09	89 (8.24%)	54 (10.57%)	105 (8.59%)	40.95%	2.52	00:02:15	0.00%	0 (0.00%)	$0.00 (0.00%)
11.	10	95 (8.80%)	46 (9.00%)	110 (8.99%)	33.64%	3.23	00:02:45	0.00%	0 (0.00%)	$0.00 (0.00%)
12.	11	82 (7.59%)	44 (8.61%)	89 (7.28%)	24.72%	3.91	00:04:00	0.00%	0 (0.00%)	$0.00 (0.00%)
13.	12	81 (7.50%)	36 (7.05%)	82 (6.70%)	28.05%	4.39	00:06:18	0.00%	0 (0.00%)	$0.00 (0.00%)
14.	13	73 (6.76%)	34 (6.65%)	81 (6.62%)	30.86%	3.40	00:04:35	0.00%	0 (0.00%)	$0.00 (0.00%)
15.	14	50 (4.63%)	20 (3.91%)	53 (4.33%)	28.30%	3.57	00:04:05	0.00%	0 (0.00%)	$0.00 (0.00%)
16.	15	47 (4.35%)	15 (2.94%)	51 (4.17%)	29.41%	3.73	00:03:51	0.00%	0 (0.00%)	$0.00 (0.00%)
17.	16	53 (4.91%)	17 (3.33%)	60 (4.91%)	35.00%	3.40	00:03:04	0.00%	0 (0.00%)	$0.00 (0.00%)
18.	17	38 (3.52%)	9 (1.76%)	53 (4.33%)	37.74%	4.34	00:04:18	0.00%	0 (0.00%)	$0.00 (0.00%)
19.	18	33 (3.06%)	13 (2.54%)	42 (3.43%)	33.33%	3.40	00:03:37	0.00%	0 (0.00%)	$0.00 (0.00%)
20.	19	46 (4.26%)	20 (3.91%)	56 (4.58%)	32.14%	3.54	00:04:35	0.00%	0 (0.00%)	$0.00 (0.00%)
21.	20	25 (2.31%)	10 (1.96%)	31 (2.53%)	22.58%	4.94	00:06:14	0.00%	0 (0.00%)	$0.00 (0.00%)
22.	21	18 (1.67%)	7 (1.37%)	22 (1.80%)	22.73%	5.09	00:06:44	0.00%	0 (0.00%)	$0.00 (0.00%)
23.	22	22 (2.04%)	5 (0.98%)	24 (1.96%)	37.50%	2.29	00:03:53	0.00%	0 (0.00%)	$0.00 (0.00%)
24.	23	49 (4.54%)	35 (6.85%)	50 (4.09%)	36.00%	3.52	00:02:59	0.00%	0 (0.00%)	$0.00 (0.00%)

What Other Sites Send You Visitors?



How impactful Is Your Social Medial?

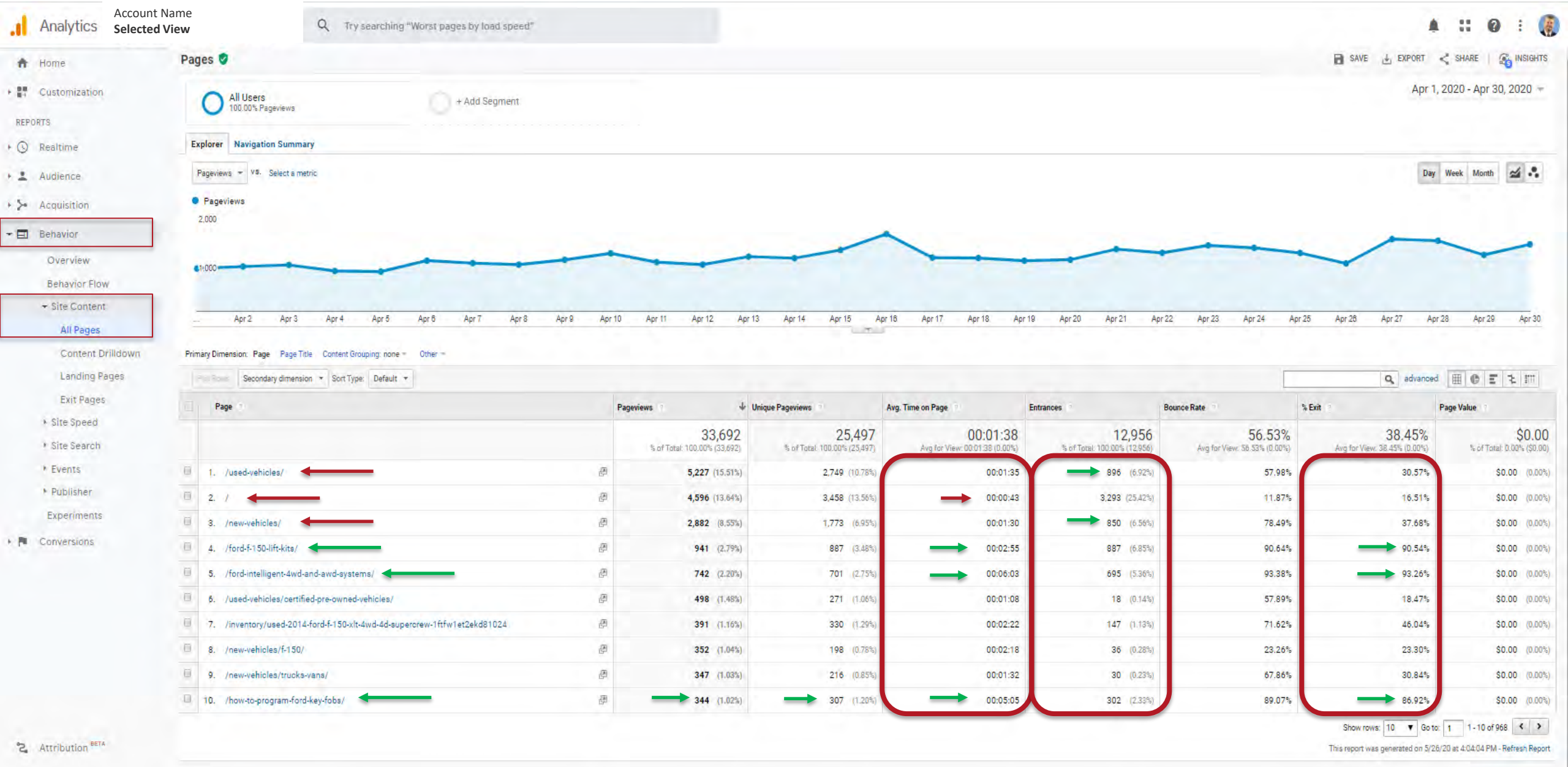


What online behaviors matter to you?

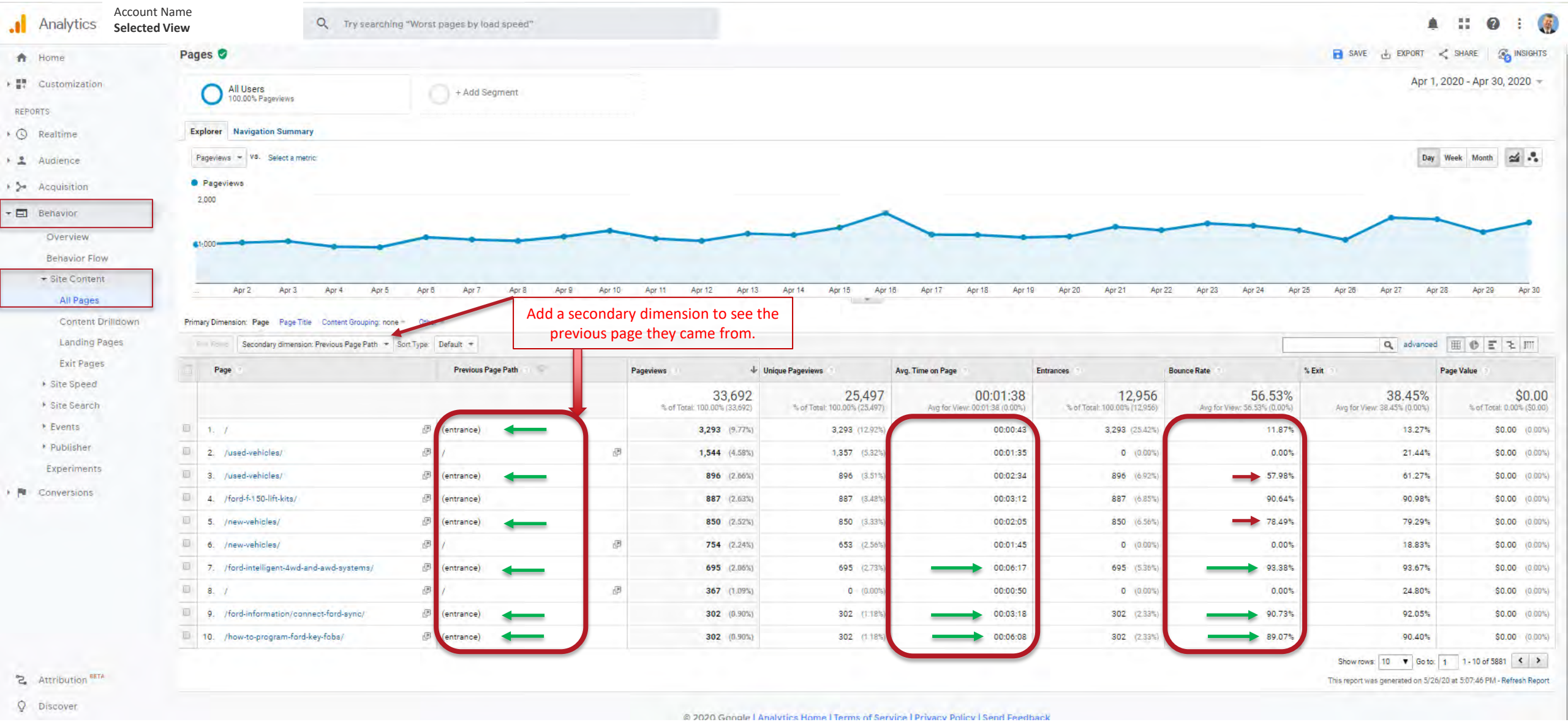
- **Top Pages Visited**
  - Which pages get the most traffic?
  - Which ones are an entrance page?
  - How much time is spent on the top 10 pages?

- **Exit Pages**
  - These are pages where visitors have made their final decision and decide to leave the Digital Showroom?
  - What content are consumers receiving on these pages?
    - VDP’s are important (Your crystal ball for buyer intent)

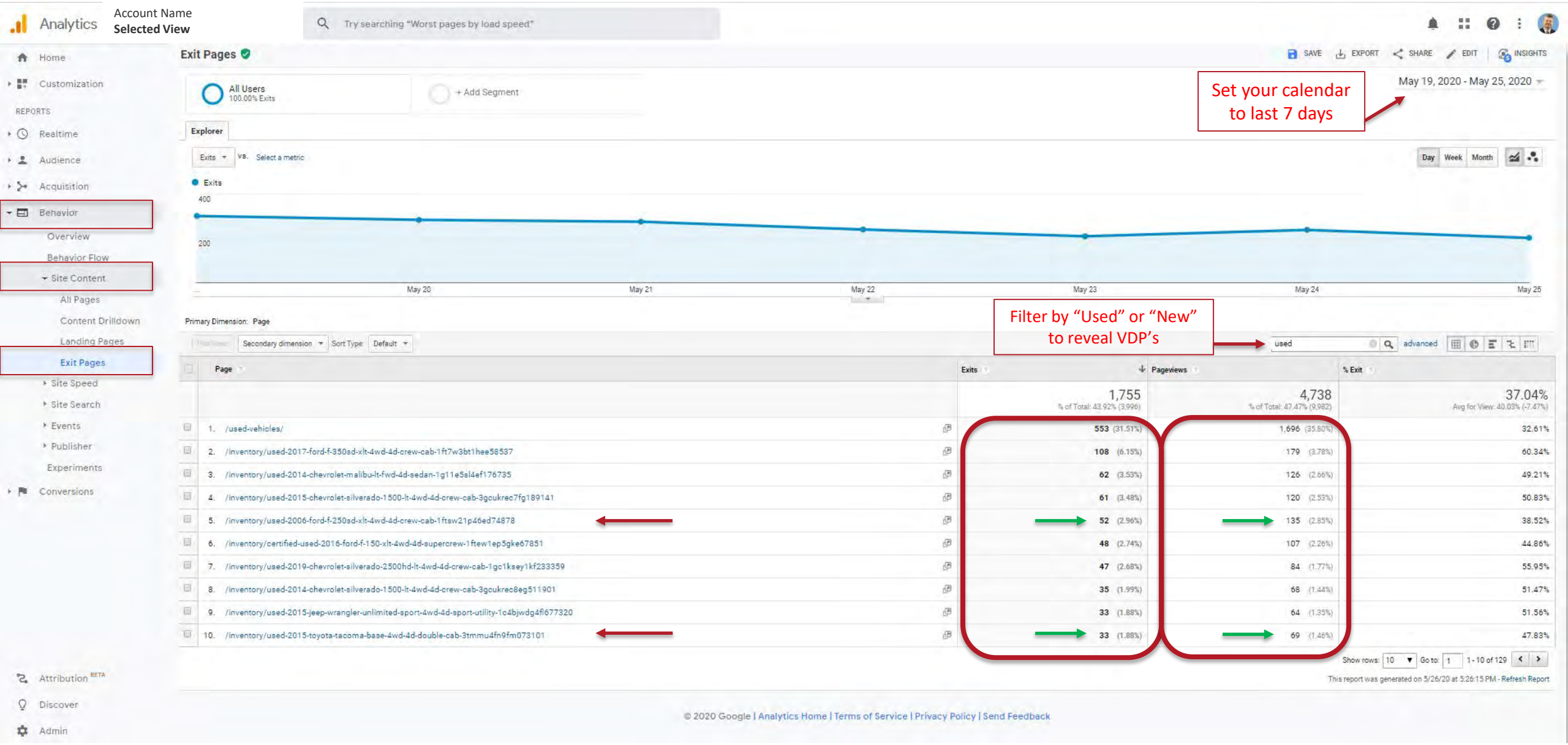
Top Pages Visited



How many are the first page they see?



Exit Page (ZMOT)



Questions?

NATIONAL AUTOMOBILE DEALERS ASSOCIATION

Which Google Analytic Reports Should Dealers Know and Understand

Jim Dodd
Dealership Management Consultant
NADA
jdodd@nada.org

NADA

NADA