


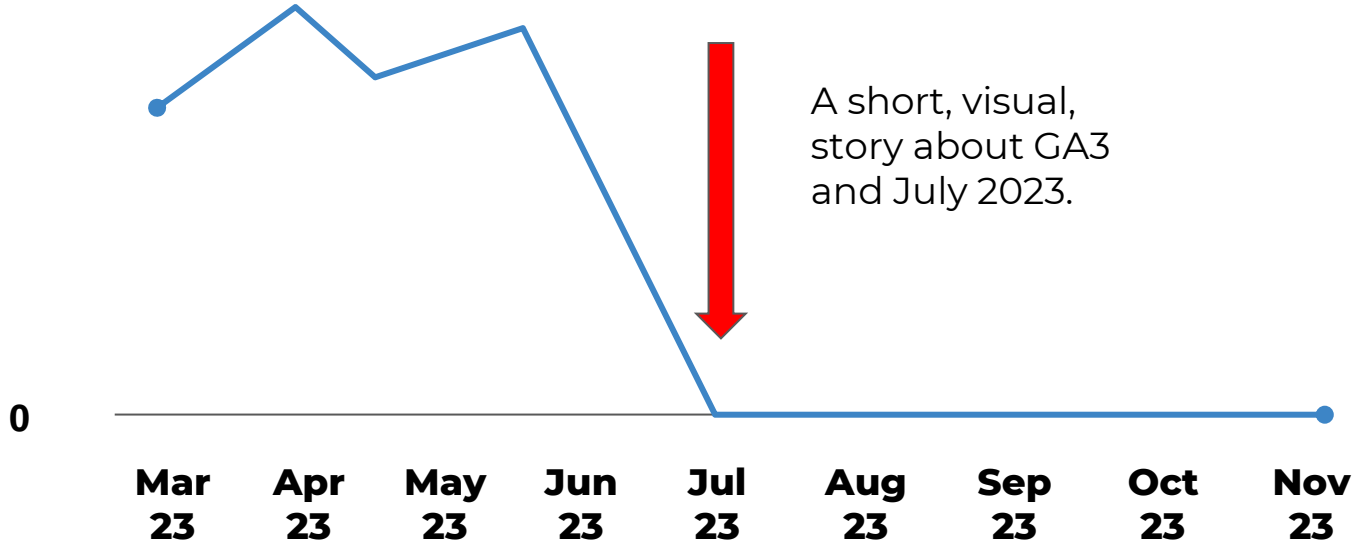
HOW GOOGLE ANALYTICS LED TO 35,000 LEADS IN A YEAR (AND 5 ACTIONABLE TIPS)

Louis Halton-Davies

The background features a repeating pattern of various business and marketing icons in a light gray color. These icons include a funnel, a pie chart, a rocket ship, a bar chart, a thumbs up, a megaphone, a document, a line graph, a speech bubble, a scale, and a downward arrow.

GA4 = DESIGN SOFTWARE

IF WE DON'T MIGRATE TO GA4...



A short, visual,
story about GA3
and July 2023.

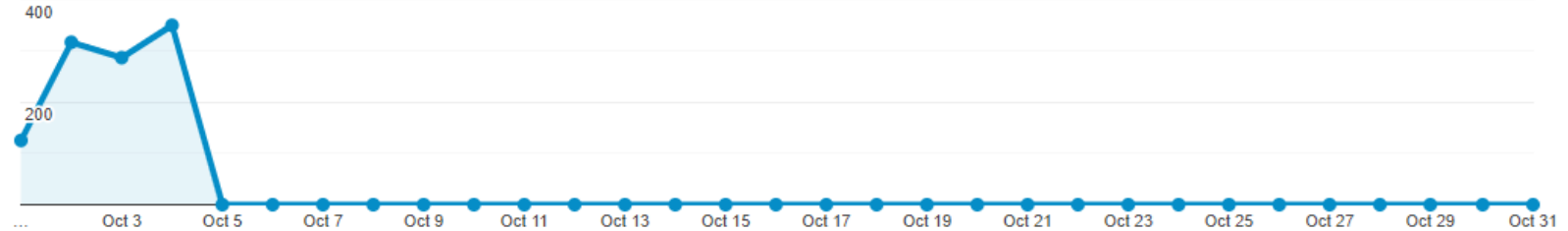
THEN, IN OCTOBER..

Overview

Users ▼ vs. [Select a metric](#)

Hourly **Day** Week Month

● Users



The
Economist

MAY 6TH-12TH 2017

Crunch time in France

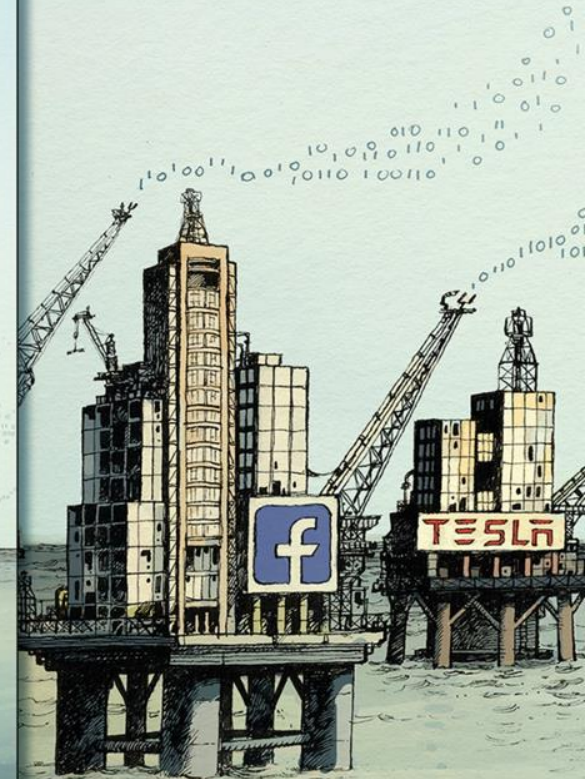
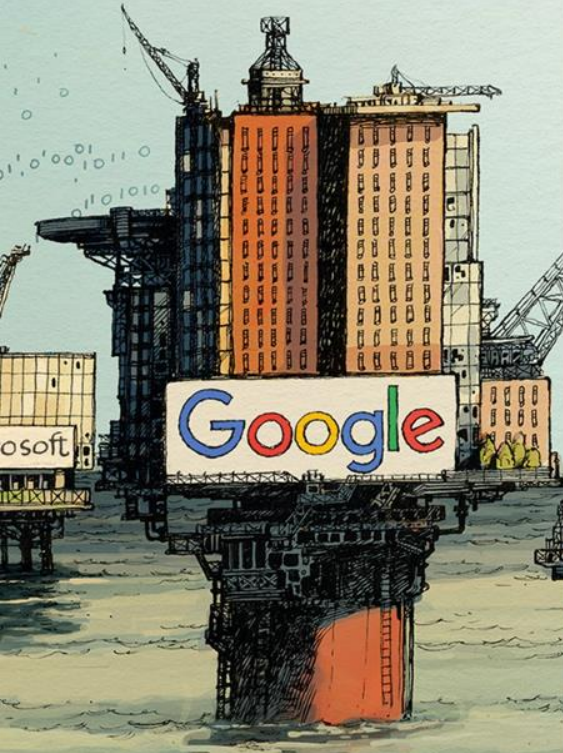
Ten years on: banking after the crisis

South Korea's unfinished revolution

Biology, but without the cells

The world's most valuable resource

Data and the new rules
of competition

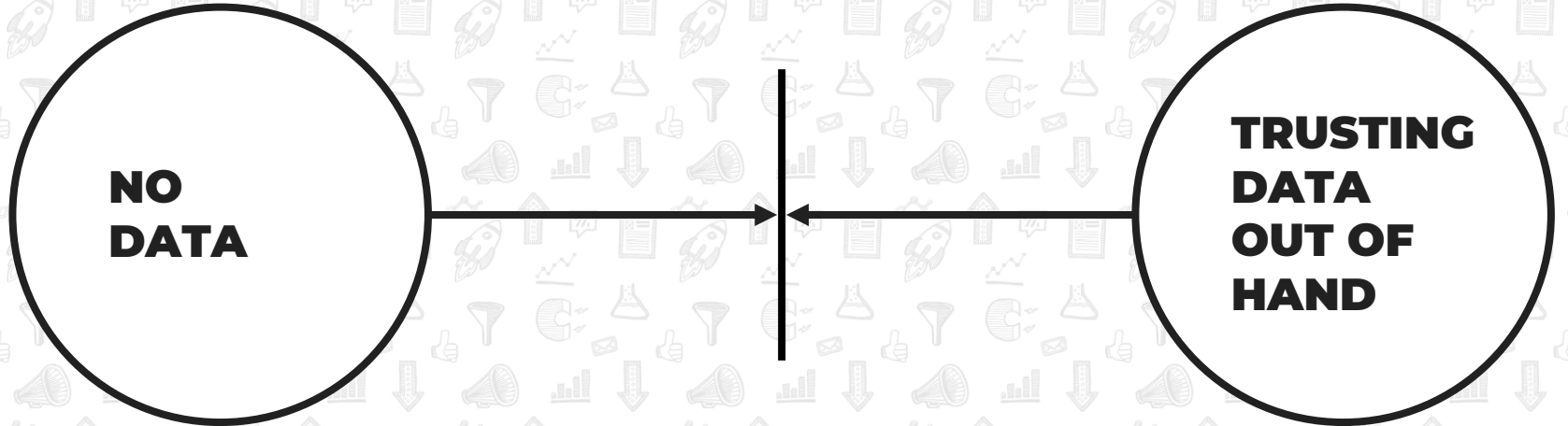


Source:
@TheEconomist

FINDING THE BALANCE IS HARD

**NO
DATA**

**TRUSTING
DATA
OUT OF
HAND**





PATTIE

- Personal
- Assessment
- Tallying and
- Totalling
- Individual
- Efficiency



“My daughter got this in the mail!” he said. “She’s still in high school, and you’re sending her coupons for baby clothes and cribs? Are you trying to encourage her to get pregnant?”

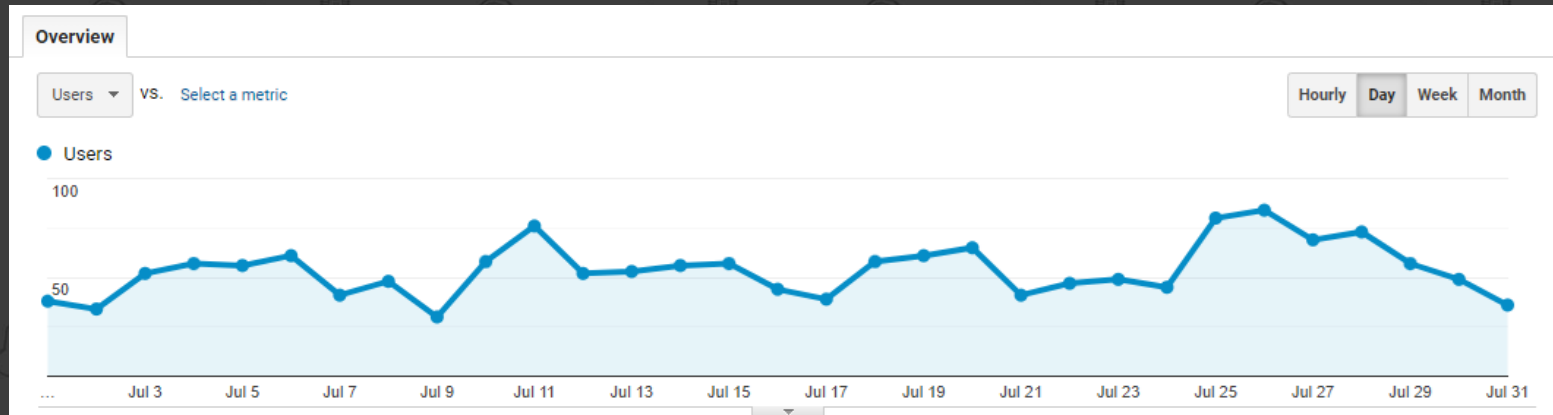
Angry man, Minneapolis



**WHAT DOES
GOOD LOOK LIKE?**



SUNNY DAYS = MORE TRAFFIC





DIGGING DEEPER..

- Traffic was predominantly from search
- “Things to do” pages were the most visited
- 85% of people went walking during a visit



WHAT WE DID

- Designed around demand
- Built out a walking hub
- Created walking route pages
- Made downloadable walking route guides



35,000 emails
Over 12 months

(Vs. 1,000 the year before)

“SELL THEM WHAT THEY WANT, GIVE THEM WHAT THEY NEED”

- **Company target:** increase traffic by 50,000 unique visitors per year
- **Personal target:** create “meaningful” growth
- **Method:** regularly monitor GA data and identify opportunities for both



LET'S LOOK AT THOSE 5 ACTIONABLE TIPS

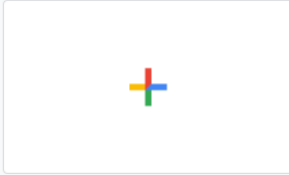


“TRACK DON’T SLACK”

Alex Hormozi

@hormozi

EXPLORATIONS



Blank
Create a new exploration



Free-form
What insights can you uncover with custom charts and tables?



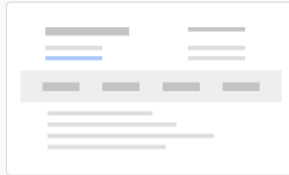
Funnel exploration
What user journeys can you analyse, segment and breakdown with multi-step funnels?



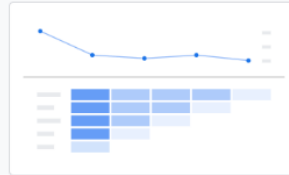
Path exploration
What user journeys can you uncover with tree graphs?



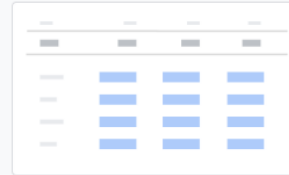
Segment overlap
What do intersections of your segments of users tell you about their behaviour?



User explorer
What individual behaviours can you uncover by drilling into individual user activities?

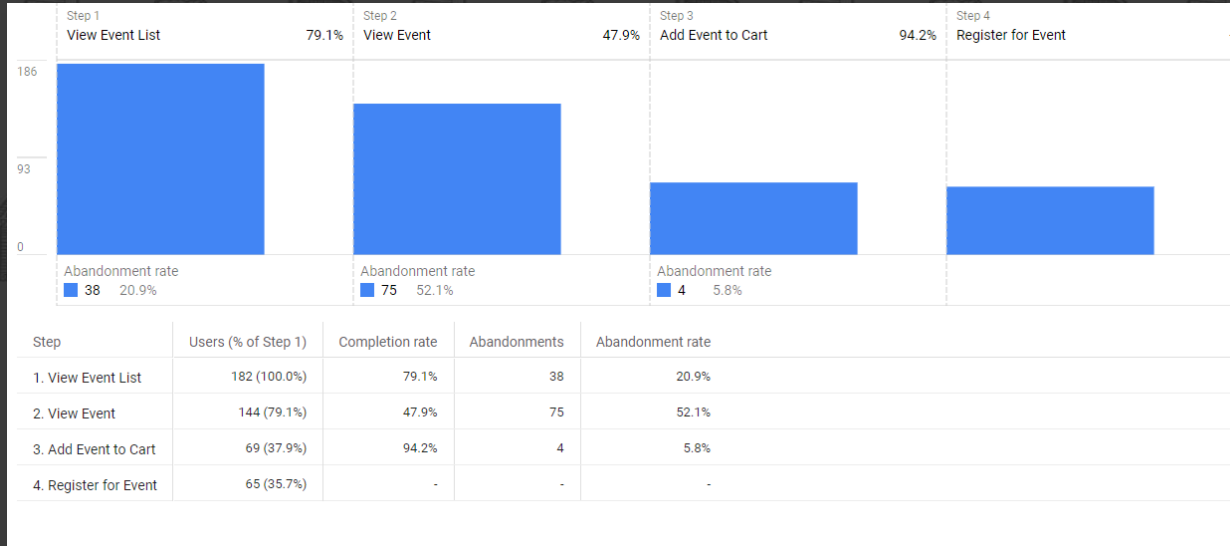


Cohort exploration
What insights can you get from your user cohorts behaviour over time?

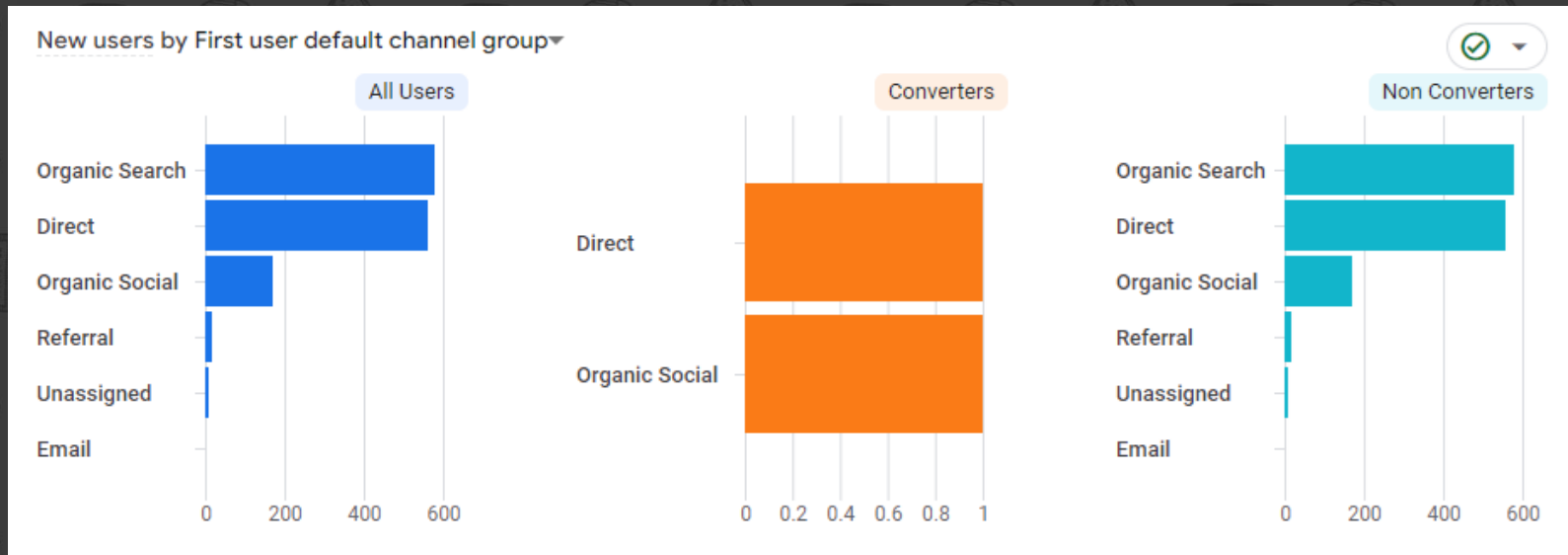


User lifetime
What can you learn by analysing the entire lifetime of your users?

FUNNEL EXPLORATION

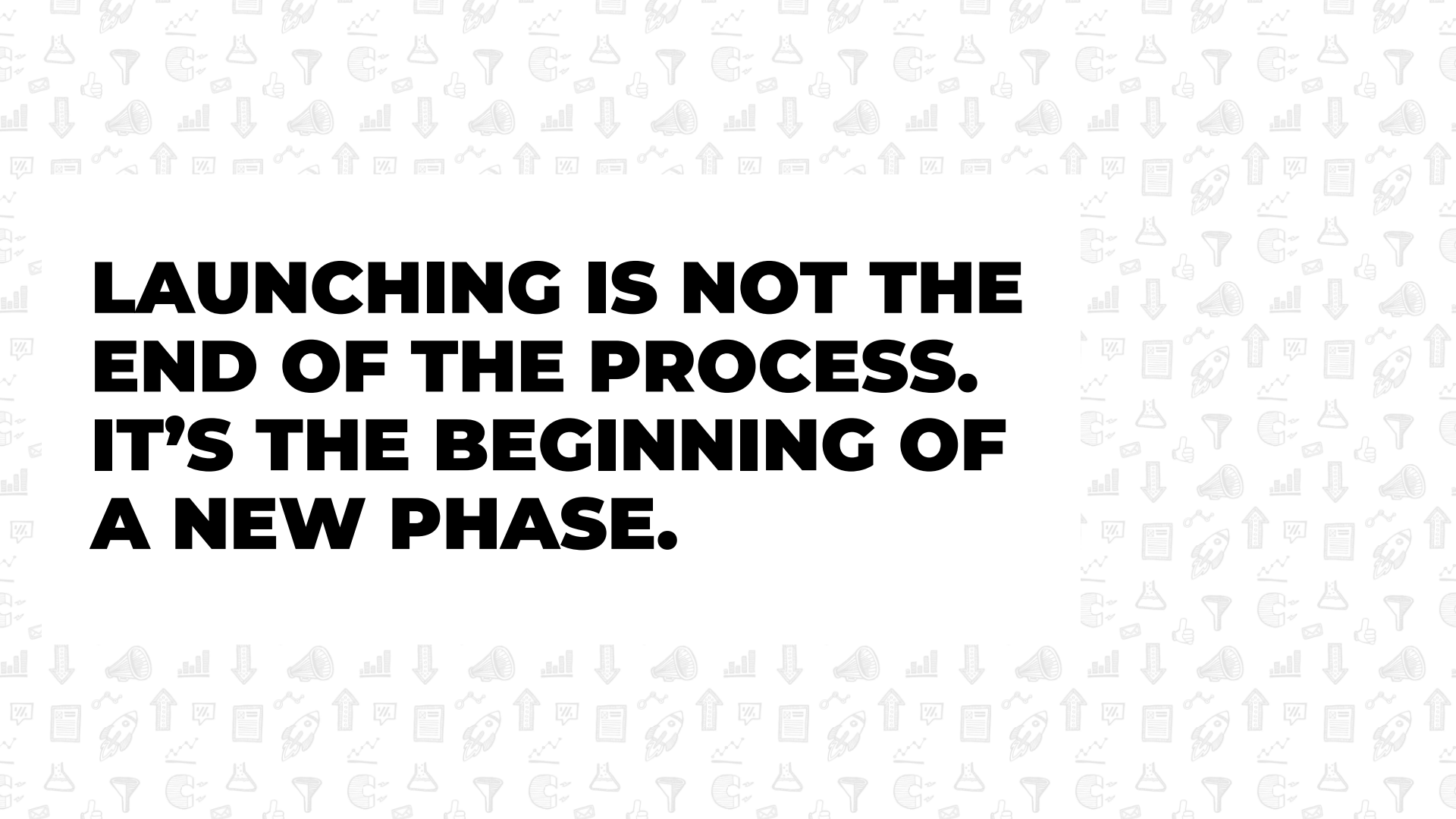


CONVERTORS VS NON-CONVERTORS



AUDIENCE PROFILING

Audience name	↓ Sessions	Total users	Engagement rate	Conversions
Totals	86	71	74.42%	34
1 All Users	86	71	74.42%	9
2 Non Converters	78	69	73.08%	0
3 Non Members	48	47	75%	0
4 Returning Members	37	23	83.78%	8
5 Active Members	32	21	84.38%	8
6 Converters	22	14	90.91%	9
7 All Members	13	9	92.31%	0
8 All Members (no profile)	13	9	92.31%	0
9 New Members	11	5	90.91%	0



**LAUNCHING IS NOT THE
END OF THE PROCESS.
IT'S THE BEGINNING OF
A NEW PHASE.**

WHAT QUESTIONS DO YOU HAVE FOR ME?



Louis Halton Davies

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The background is a dark gray field filled with a repeating pattern of small, light gray icons. These icons include a funnel, a pie chart, a bar chart, a rocket, a thumbs up, a megaphone, a document with a checkmark, a speech bubble with a percentage sign, a downward arrow, and a line graph.

 web
marketer

Diolch!

