Pirate X Skills

A PIRATES GUIDE TO ANALYTICS

The Growth Marketing Treasure Map
ANALYTICS
ACQUISTION
ACTIVATION
RETENTION
REFERRAL
REVENUE
N
NE
E
SE
S
SW
W
NW

PIRATE X SKILLS

BEN SUFIANI

FOUNDER SINCE 2008
GROWTH MARKETER
HOST OF PIRATE SKILLS

Pirate X Skills

TODAY'S JOURNEY

- WHY AARRR METRICS
- GOOGLE & FACEBOOK
- Q&A
- CONNECT & RUM

SILDES & VIDEO

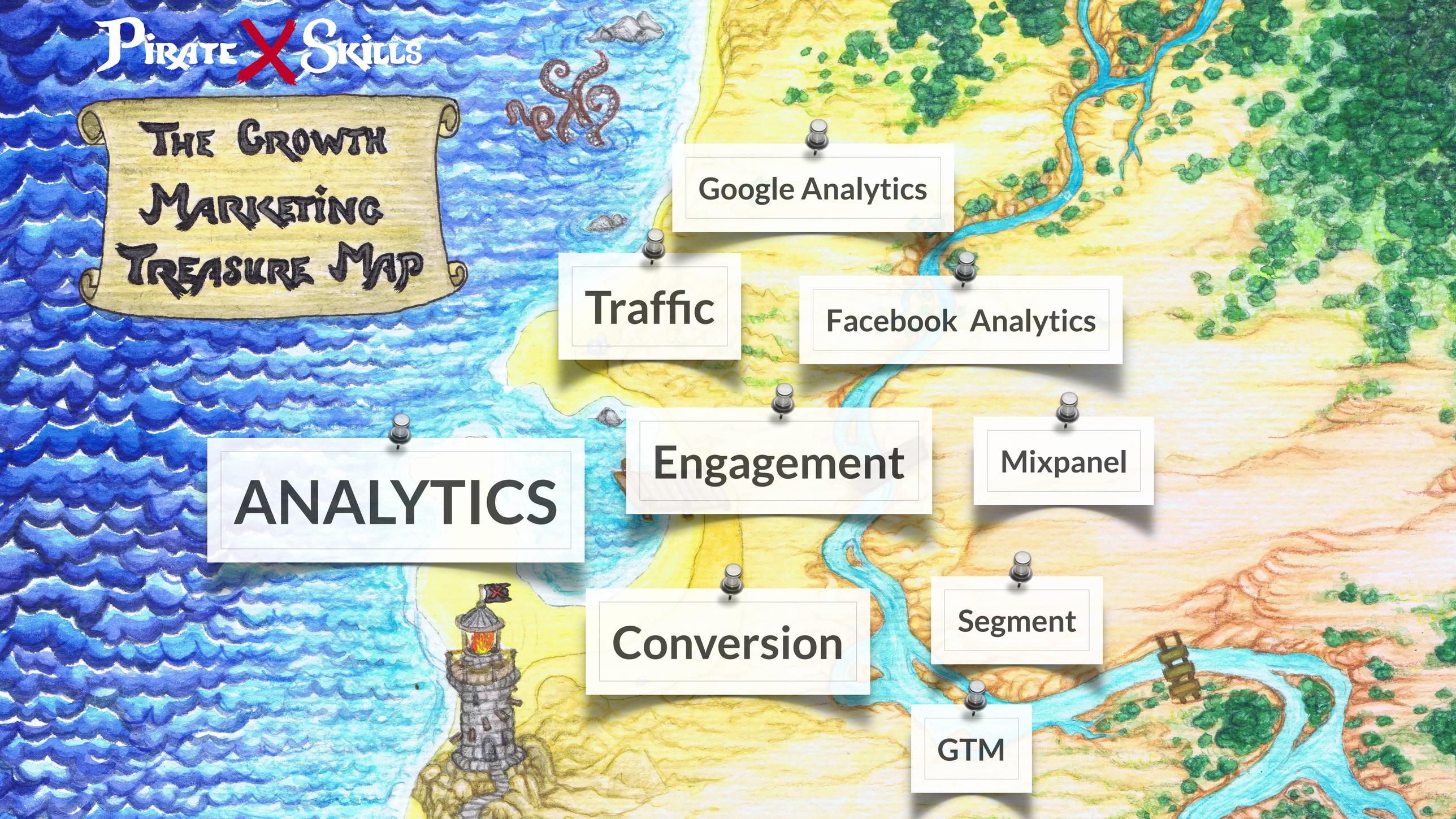
get.pirateskills.com/analytics-meetup

BEN SUFIANI
+49-17630543705
BEN@PIRATESKILLS.COM

Pirate X Skills

WHY AARRR METRICS

The Growth Marketing Treasure Map
ANALYTICS
ACQUISTION
ACTIVATION
RETENTION
REFERRAL
REVENUE
N
NE
E
SE
S
SW
W
NW


Pirate Skills
The Growth Marketing Treasure Map
ANALYTICS
Traffic
Google Analytics
Facebook Analytics
Engagement
Mixpanel
Conversion
Segment
GTM

Pirate X Skills

WHY

- LEARN FASTER
- BETTER PRODUCT
- IMPROVE CONVERSIONS
- BIGGER ROAS

Pirate X Skills

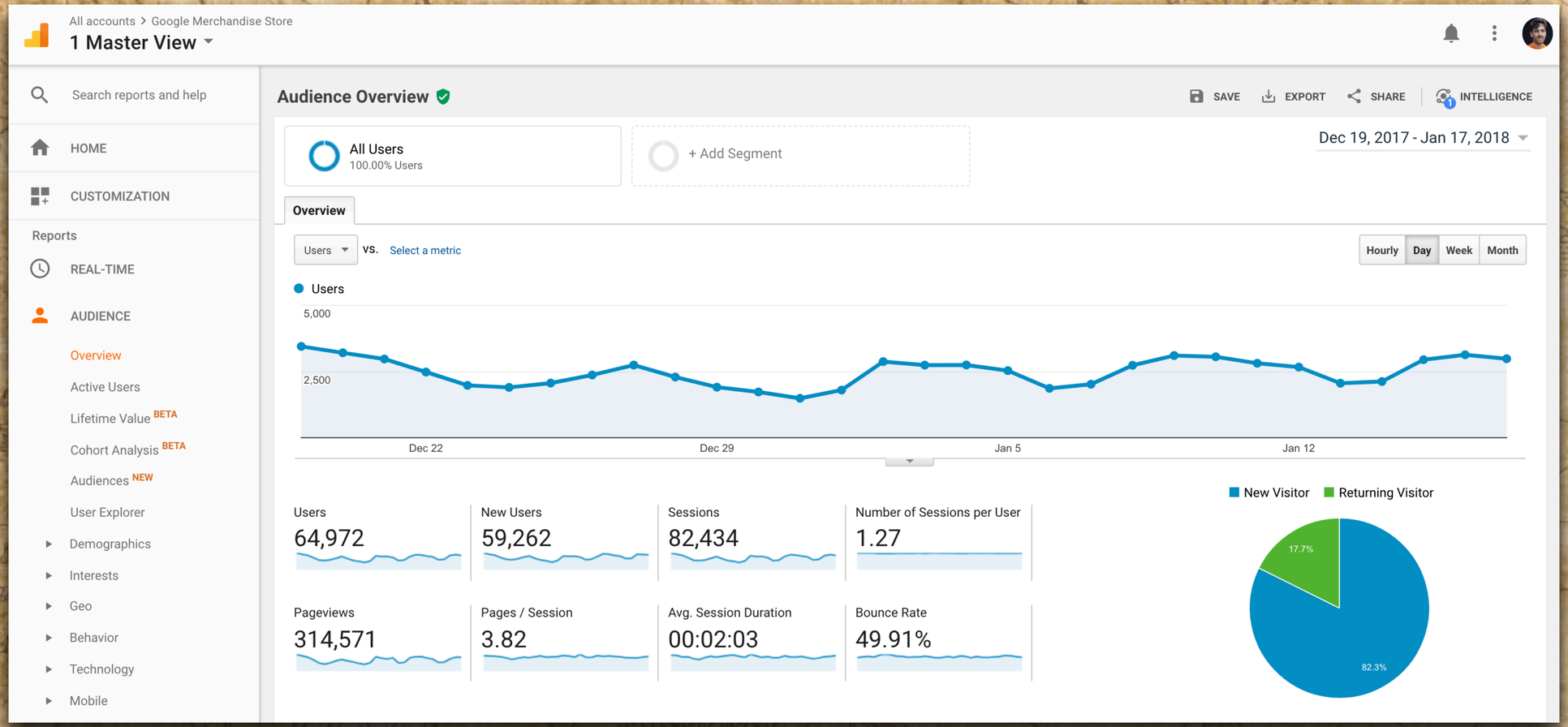
TODAY'S JOURNEY

- WHY AARRR METRICS
- GOOGLE & FACEBOOK
- Q&A
- CONNECT & RUM

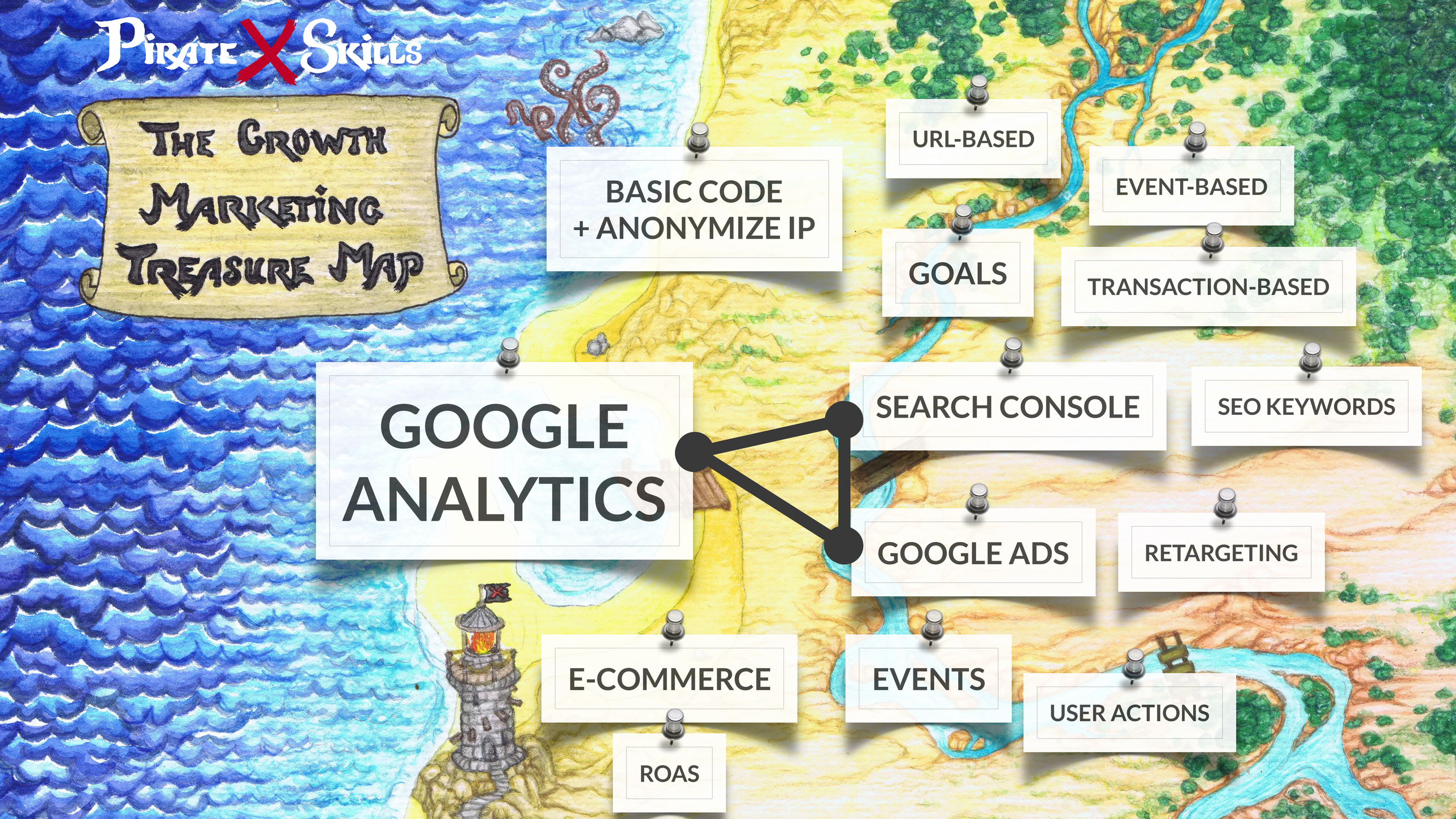
Pirate X Skills

GOOGLE ANALYTICS

PIRATE X SKILLS



https://analytics.google.com/analytics/web/demoAccount


Pirate Skills
The Growth Marketing Treasure Map
BASIC CODE + ANONYMIZE IP
URL-BASED
EVENT-BASED
GOALS
TRANSACTION-BASED
GOOGLE ANALYTICS
SEARCH CONSOLE
SEO KEYWORDS
GOOGLE ADS
RETARGETING
E-COMMERCE
EVENTS
USER ACTIONS
ROAS

Pirate X Skills

AUDIENCE

Pirate X Skills

DEMOGRAPHICS

Search reports and help

HOME

CUSTOMIZATION

Reports

REAL-TIME

AUDIENCE

- Overview
- Active Users
- Lifetime Value BETA
- Cohort Analysis BETA
- Audiences NEW
- User Explorer
- Demographics
  - Overview
  - Age
  - Gender

DISCOVER

Demographics: Overview

SAVE EXPORT SHARE INTELLIGENCE

All Users
100.00% Users

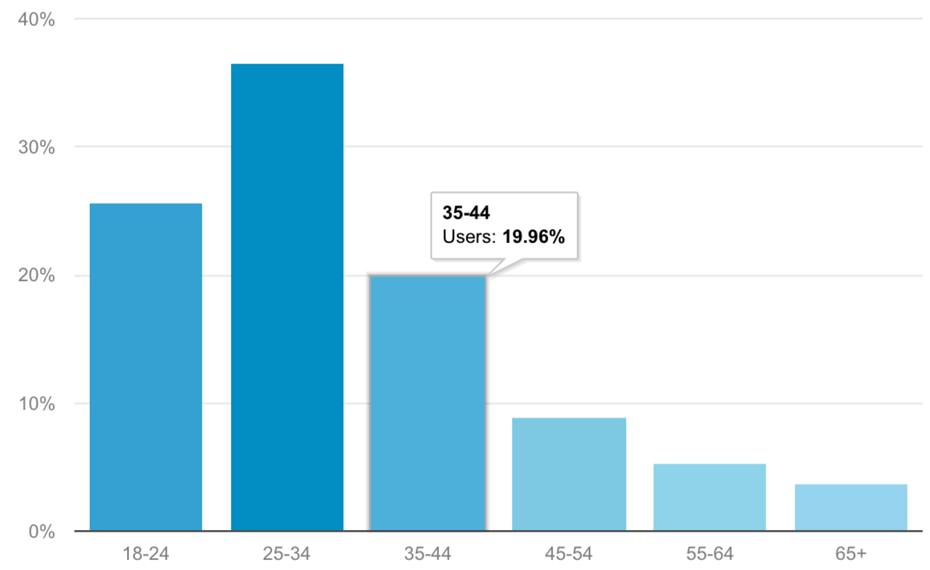
+ Add Segment

Dec 19, 2017 - Jan 17, 2018

Key Metric: Users

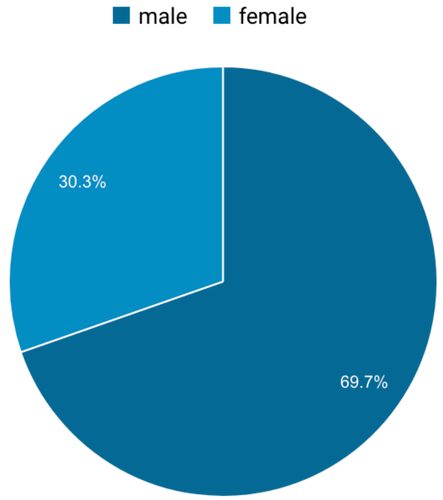
Age

49.41% of total users



Gender

54.38% of total users



This report was generated on 1/18/18 at 9:52:16 PM - Refresh Report

PIRATE X SKILLS

INTERESTS

Search reports and help

REAL-TIME

AUDIENCE

- Overview
- Active Users
- Lifetime Value BETA
- Cohort Analysis BETA
- Audiences NEW
- User Explorer
- Demographics
- Interests
  - Overview
  - Affinity Categories
  - In-Market Segments
  - Other Categories
- Geo
- Behavior

DISCOVER

Interests: Overview

SAVE EXPORT SHARE INTELLIGENCE

All Users
100.00% Users

+ Add Segment

Dec 19, 2017 - Jan 17, 2018

Key Metric: Users

Affinity Category (reach)

60.58% of total users

3.91%	Shoppers/Value Shoppers
3.77%	Technology/Technophiles
3.16%	Media & Entertainment/Movie Lovers
3.06%	Sports & Fitness/Health & Fitness Buffs
2.96%	Media & Entertainment/Music Lovers
2.92%	News & Politics/News Junkies/Entertainment & Celebrity News Junkies
2.91%	Technology/Mobile Enthusiasts
2.86%	Lifestyles & Hobbies/Shutterbugs
2.74%	Lifestyles & Hobbies/Business Professionals
2.69%	Lifestyles & Hobbies/Green Living Enthusiasts

In-Market Segment

50.85% of total users

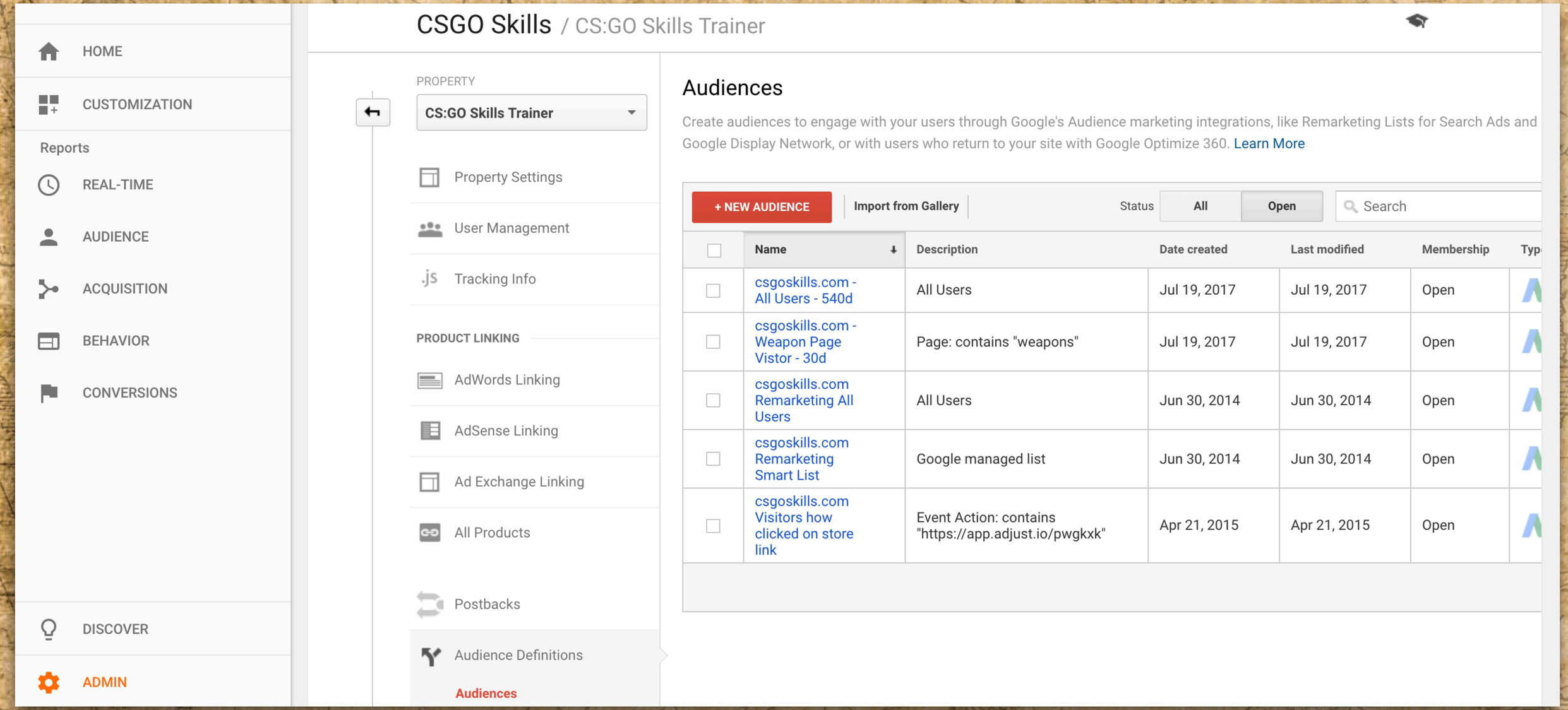
3.47%	Consumer Electronics/Mobile Phones
3.06%	Financial Services/Investment Services
2.37%	Software/Business & Productivity Software
2.15%	Employment
1.82%	Travel/Hotels & Accommodations
1.61%	Business Services/Advertising & Marketing Services
1.56%	Computers & Peripherals/Computers/Laptops & Notebooks
1.47%	Travel/Air Travel
1.42%	Employment/Career Consulting Services
1.42%	Education/Post-Secondary Education

Other Category

60.37% of total users

4.01%	Arts & Entertainment/TV & Video/Online Video
2.64%	Arts & Entertainment/Celebrities & Entertainment News
2.20%	Internet & Telecom/Mobile & Wireless/Mobile Phones/Smart Phones

AUDIENCES

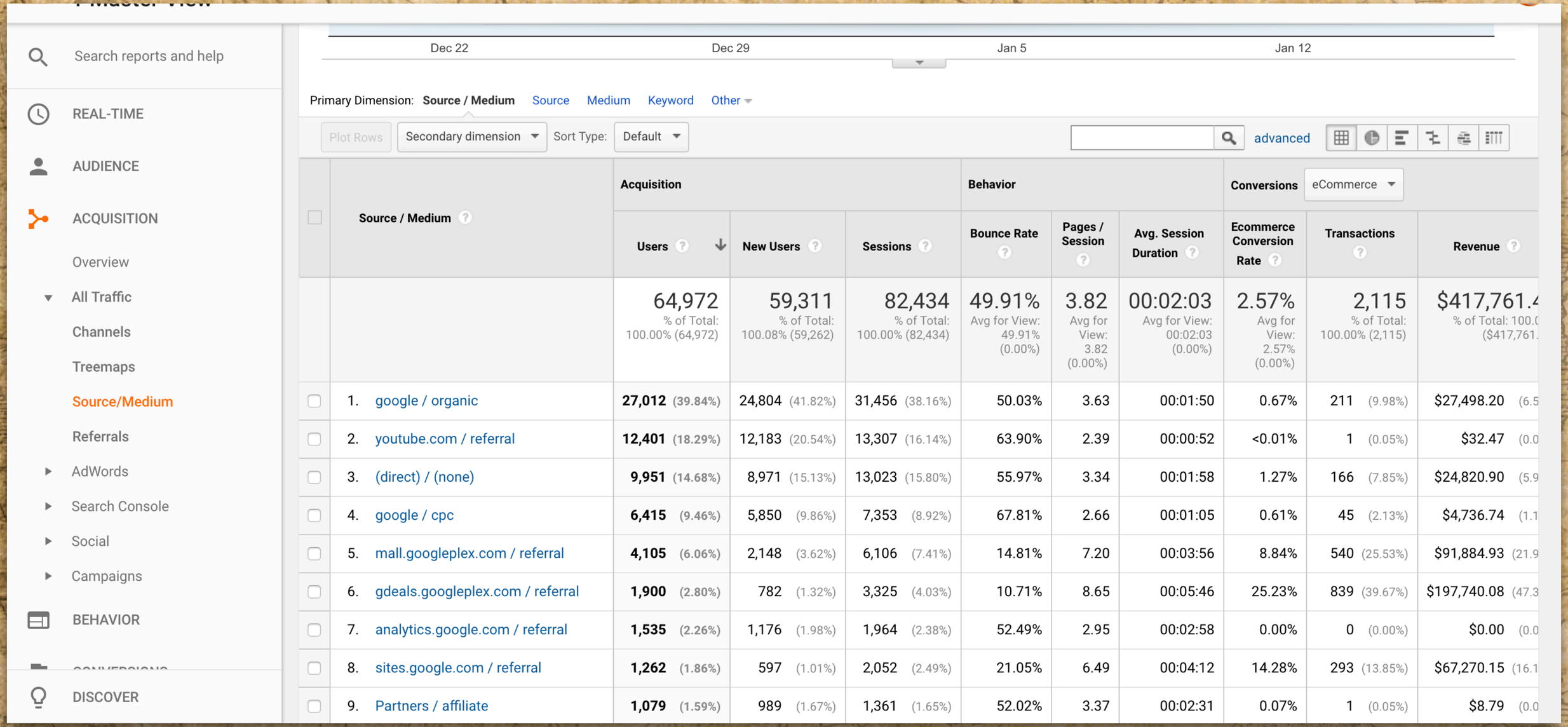


HOME
CUSTOMIZATION
Reports
REAL-TIME
AUDIENCE
ACQUISITION
BEHAVIOR
CONVERSIONS
DISCOVER
ADMIN
CSGO Skills / CS:GO Skills Trainer
PROPERTY
CS:GO Skills Trainer
Property Settings
User Management
Tracking Info
PRODUCT LINKING
AdWords Linking
AdSense Linking
Ad Exchange Linking
All Products
Postbacks
Audience Definitions
Audiences
Audiences
Create audiences to engage with your users through Google's Audience marketing integrations, like Remarketing Lists for Search Ads and Google Display Network, or with users who return to your site with Google Optimize 360. Learn More
+ NEW AUDIENCE
Import from Gallery
Status
All
Open
Search
Name
Description
Date created
Last modified
Membership
Typ
csgoskills.com - All Users - 540d
All Users
Jul 19, 2017
Jul 19, 2017
Open
csgoskills.com - Weapon Page Vistor - 30d
Page: contains "weapons"
Jul 19, 2017
Jul 19, 2017
Open
csgoskills.com Remarketing All Users
All Users
Jun 30, 2014
Jun 30, 2014
Open
csgoskills.com Remarketing Smart List
Google managed list
Jun 30, 2014
Jun 30, 2014
Open
csgoskills.com Visitors how clicked on store link
Event Action: contains "https://app.adjust.io/pwgkxk"
Apr 21, 2015
Apr 21, 2015
Open

Pirate X Skills

ACQUISITION

ALL TRAFFIC - SOURCE/MEDIUM



Source / Medium	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	64,972 % of Total: 100.00% (64,972)	59,311 % of Total: 100.08% (59,262)	82,434 % of Total: 100.00% (82,434)	49.91% Avg for View: 49.91% (0.00%)	3.82 Avg for View: 3.82 (0.00%)	00:02:03 Avg for View: 00:02:03 (0.00%)	2.57% Avg for View: 2.57% (0.00%)	2,115 % of Total: 100.00% (2,115)	$417,761.4 % of Total: 100.0 ($417,761.
1. google / organic	**27,012** (39.84%)	24,804 (41.82%)	31,456 (38.16%)	50.03%	3.63	00:01:50	0.67%	211 (9.98%)	$27,498.20 (6.5
2. youtube.com / referral	**12,401** (18.29%)	12,183 (20.54%)	13,307 (16.14%)	63.90%	2.39	00:00:52	<0.01%	1 (0.05%)	$32.47 (0.0
3. (direct) / (none)	**9,951** (14.68%)	8,971 (15.13%)	13,023 (15.80%)	55.97%	3.34	00:01:58	1.27%	166 (7.85%)	$24,820.90 (5.9
4. google / cpc	**6,415** (9.46%)	5,850 (9.86%)	7,353 (8.92%)	67.81%	2.66	00:01:05	0.61%	45 (2.13%)	$4,736.74 (1.1
5. mall.googleplex.com / referral	**4,105** (6.06%)	2,148 (3.62%)	6,106 (7.41%)	14.81%	7.20	00:03:56	8.84%	540 (25.53%)	$91,884.93 (21.9
6. gdeals.googleplex.com / referral	**1,900** (2.80%)	782 (1.32%)	3,325 (4.03%)	10.71%	8.65	00:05:46	25.23%	839 (39.67%)	$197,740.08 (47.3
7. analytics.google.com / referral	**1,535** (2.26%)	1,176 (1.98%)	1,964 (2.38%)	52.49%	2.95	00:02:58	0.00%	0 (0.00%)	$0.00 (0.0
8. sites.google.com / referral	**1,262** (1.86%)	597 (1.01%)	2,052 (2.49%)	21.05%	6.49	00:04:12	14.28%	293 (13.85%)	$67,270.15 (16.1
9. Partners / affiliate	**1,079** (1.59%)	989 (1.67%)	1,361 (1.65%)	52.02%	3.37	00:02:31	0.07%	1 (0.05%)	$8.79 (0.0

PIRATE X SKILLS

SEARCH CONSOLE

Search reports and help

HOME

CUSTOMIZATION

Reports

REAL-TIME

AUDIENCE

ACQUISITION

Overview

All Traffic

AdWords

Search Console

Landing Pages

Countries

Devices

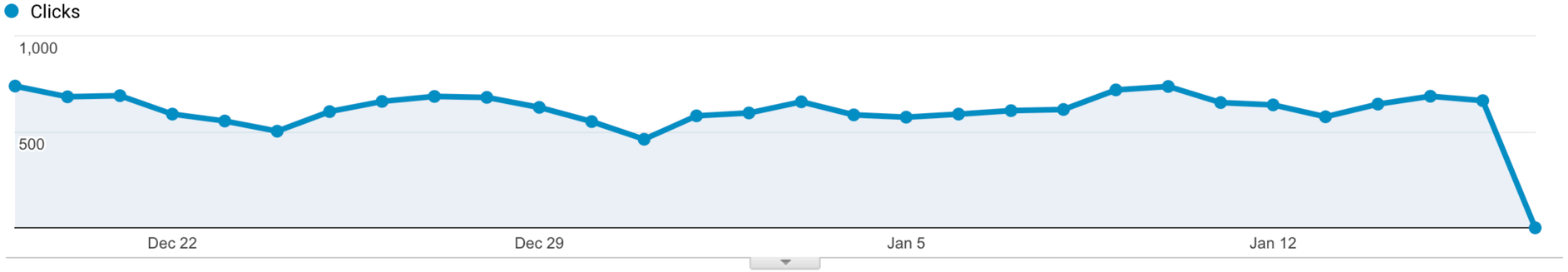
Queries

DISCOVER

ADMIN

Clicks vs. Select a metric

Day Week Month



Primary Dimension: **Search Query**

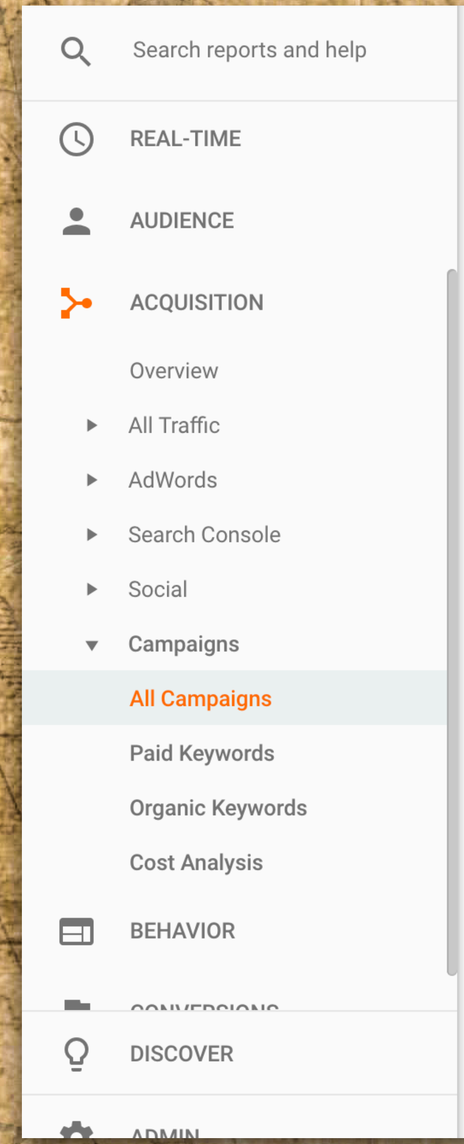
Secondary dimension

advanced

Search Query	Clicks	Impressions	CTR	Average Position
	18,160 % of Total: 100.00% (18,160)	1,359,785 % of Total: 100.00% (1,359,785)	1.34% Avg for View: 1.34% (0.00%)	14 Avg for View: 14 (0.00%)
1. (other)	**4,814** (26.51%)	109,087 (8.02%)	4.41%	22
2. youtube merchandise	**1,269** (6.99%)	3,587 (0.26%)	35.38%	1.0
3. youtube merch	**930** (5.12%)	3,843 (0.28%)	24.20%	1.6
4. youtube shop	**733** (4.04%)	1,591 (0.12%)	46.07%	1.0
5. youtube store	**498** (2.74%)	1,199 (0.09%)	41.53%	1.0
6. google shop	**449** (2.47%)	41,652 (3.06%)	1.08%	5.7
7. google store	**401** (2.21%)	250,673 (18.43%)	0.16%	6.8

PIRATE X SKILLS

ALL CAMPAIGNS

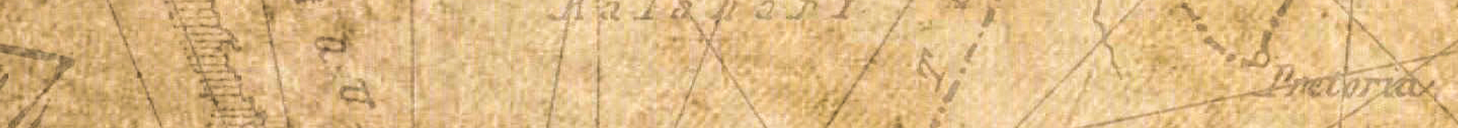


	Campaign	Acquisition			Behavior			Conversions eCommerce		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
		7,203 % of Total: 11.09% (64,972)	6,688 % of Total: 11.29% (59,262)	8,343 % of Total: 10.12% (82,434)	65.32% Avg for View: 49.91% (30.89%)	2.78 Avg for View: 3.82 (-27.25%)	00:01:17 Avg for View: 00:02:03 (-37.01%)	0.53% Avg for View: 2.57% (-79.44%)	44 % of Total: 2.08% (2,115)	$4,467.55 % of Total: 1.07% ($417,761.49)
1.	Smart Display Campaign	**1,715** (23.58%)	1,706 (25.51%)	1,821 (21.83%)	87.10%	1.31	00:00:14	0.00%	0 (0.00%)	$0.00 (0.00%)
2.	AW - Accessories	**1,518** (20.87%)	1,273 (19.03%)	1,791 (21.47%)	34.45%	4.86	00:02:22	1.84%	33 (75.00%)	$3,701.55 (82.85%)
3.	1000557 | GA | US | en | Hybrid | GDN Text+Banner | AS	**1,473** (20.25%)	1,412 (21.11%)	1,633 (19.57%)	92.96%	1.13	00:00:04	0.00%	0 (0.00%)	$0.00 (0.00%)
4.	Data Share Promo	**1,079** (14.84%)	989 (14.79%)	1,361 (16.31%)	52.02%	3.37	00:02:31	0.07%	1 (2.27%)	$8.79 (0.20%)
5.	AW - Dynamic Search Ads Whole Site	**544** (7.48%)	479 (7.16%)	622 (7.46%)	37.94%	5.43	00:02:15	1.45%	9 (20.45%)	$679.33 (15.21%)
6.	1000557 | GA | US | en | Hybrid | GDN Remarketing	**352** (4.84%)	319 (4.77%)	390 (4.67%)	58.21%	2.14	00:00:46	0.00%	0 (0.00%)	$0.00 (0.00%)
7.	"google + redesign/Accessories March 17" All Users Similar Audiences	**269** (3.70%)	267 (3.99%)	334 (4.00%)	82.93%	1.31	00:00:56	0.00%	0 (0.00%)	$0.00 (0.00%)
8.	Page: contains "/google+redesign/drinkware" Similar Audiences	**93** (1.28%)	93 (1.39%)	109 (1.31%)	87.16%	1.17	00:00:39	0.00%	0 (0.00%)	$0.00 (0.00%)
9.	"google + redesign/Accessories March 17" All Users	**51** (0.70%)	2 (0.03%)	69 (0.83%)	37.68%	5.43	00:04:07	1.45%	1 (2.27%)	$77.88 (1.74%)
10.	Page: contains "/google+redesign/office" Similar Audiences	**32** (0.44%)	31 (0.46%)	36 (0.43%)	77.78%	1.97	00:00:30	0.00%	0 (0.00%)	$0.00 (0.00%)

Pirate X Skills

UTM PARAMETER

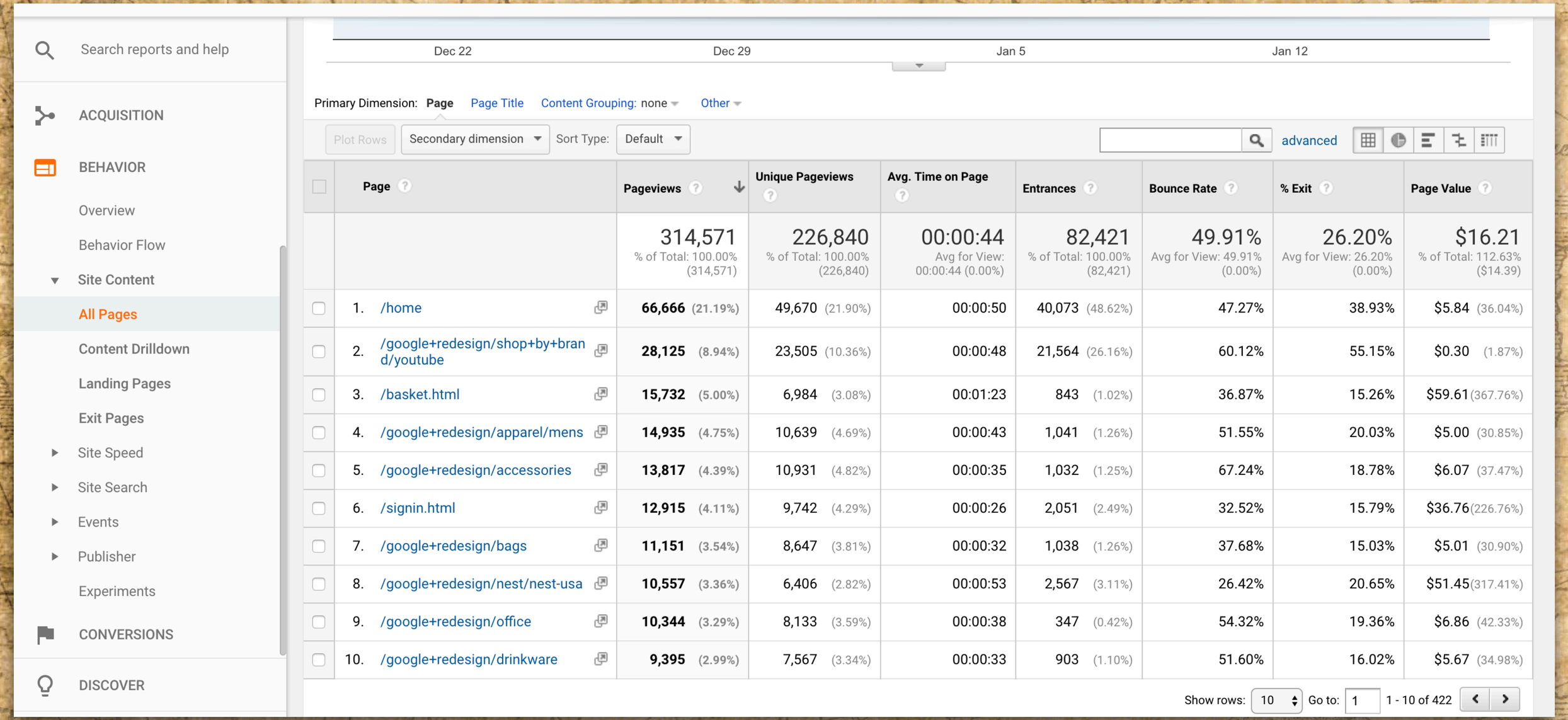
- DOMAIN.COM?
  UTM_SOURCE=FACEBOOK&
  UTM_MEDIUM=CPC&
  UTM_CAMPAIGN=PIRATESKILLSMEETUP



Pirate X Skills

BEHAVIOR

SITE CONTENT - ALL PAGES



	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		314,571 % of Total: 100.00% (314,571)	226,840 % of Total: 100.00% (226,840)	00:00:44 Avg for View: 00:00:44 (0.00%)	82,421 % of Total: 100.00% (82,421)	49.91% Avg for View: 49.91% (0.00%)	26.20% Avg for View: 26.20% (0.00%)	$16.21 % of Total: 112.63% ($14.39)
1.	/home	66,666 (21.19%)	49,670 (21.90%)	00:00:50	40,073 (48.62%)	47.27%	38.93%	$5.84 (36.04%)
2.	/google+redesign/shop+by+brand/youtube	28,125 (8.94%)	23,505 (10.36%)	00:00:48	21,564 (26.16%)	60.12%	55.15%	$0.30 (1.87%)
3.	/basket.html	15,732 (5.00%)	6,984 (3.08%)	00:01:23	843 (1.02%)	36.87%	15.26%	$59.61 (367.76%)
4.	/google+redesign/apparel/mens	14,935 (4.75%)	10,639 (4.69%)	00:00:43	1,041 (1.26%)	51.55%	20.03%	$5.00 (30.85%)
5.	/google+redesign/accessories	13,817 (4.39%)	10,931 (4.82%)	00:00:35	1,032 (1.25%)	67.24%	18.78%	$6.07 (37.47%)
6.	/signin.html	12,915 (4.11%)	9,742 (4.29%)	00:00:26	2,051 (2.49%)	32.52%	15.79%	$36.76 (226.76%)
7.	/google+redesign/bags	11,151 (3.54%)	8,647 (3.81%)	00:00:32	1,038 (1.26%)	37.68%	15.03%	$5.01 (30.90%)
8.	/google+redesign/nest/nest-usa	10,557 (3.36%)	6,406 (2.82%)	00:00:53	2,567 (3.11%)	26.42%	20.65%	$51.45 (317.41%)
9.	/google+redesign/office	10,344 (3.29%)	8,133 (3.59%)	00:00:38	347 (0.42%)	54.32%	19.36%	$6.86 (42.33%)
10.	/google+redesign/drinkware	9,395 (2.99%)	7,567 (3.34%)	00:00:33	903 (1.10%)	51.60%	16.02%	$5.67 (34.98%)

PIRATE X SKILLS

ACTIVE USERS

Search reports and help

HOME

CUSTOMIZATION

Reports

REAL-TIME

AUDIENCE

- Overview
- Active Users
- Lifetime Value BETA
- Cohort Analysis BETA
- Audiences NEW
- User Explorer
- Demographics
- Interests
- Geo
- Behavior

DISCOVER

Active Users

SAVE EXPORT SHARE INTELLIGENCE

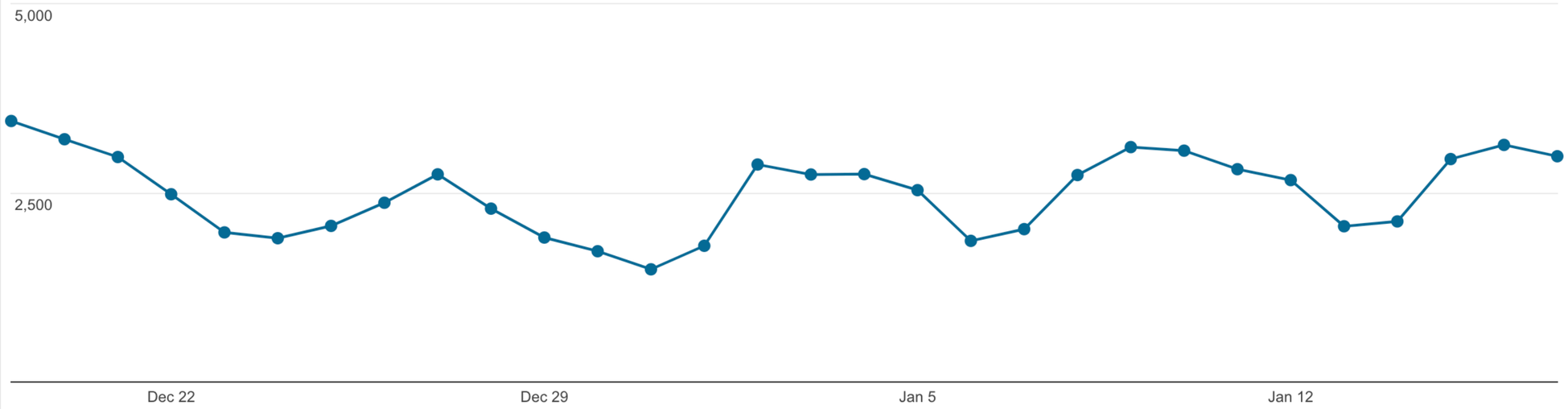
All Users
100.00% Users

+ Add Segment

Dec 19, 2017 - Jan 17, 2018

Active Users

1 Day Active Users | 7 Day Active Users | 14 Day Active Users | 28 Day Active Users



1 Day Active Users	7 Day Active Users	14 Day Active Users	28 Day Active Users
2,983	17,264	33,354	59,524
% of Total: 100.00% (2,983)	% of Total: 100.00% (17,264)	% of Total: 100.00% (33,354)	% of Total: 100.00% (59,524)

This report was generated on 1/18/18 at 9:57:50 PM - Refresh Report

PIRATE X SKILLS

COHORT ANALYSIS

Search reports and help

HOME

CUSTOMIZATION

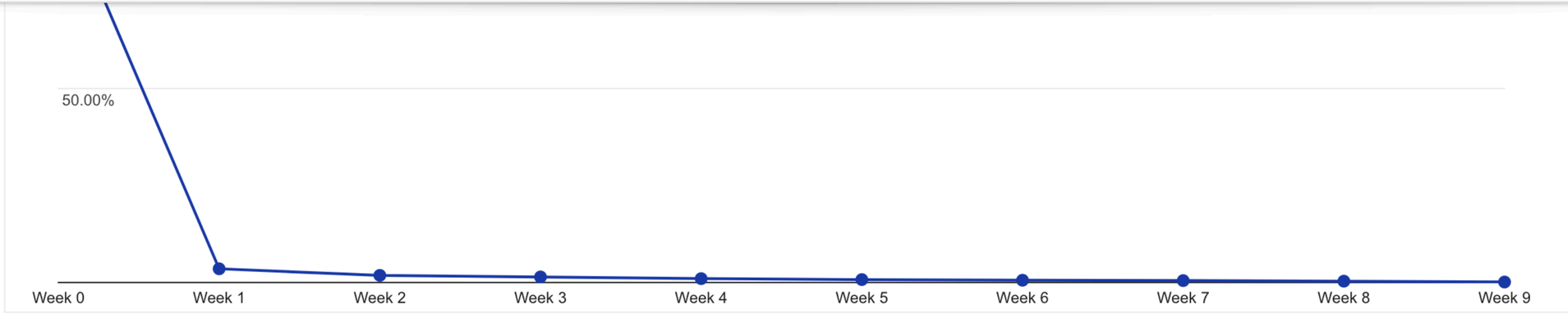
Reports

REAL-TIME

AUDIENCE

- Overview
- Active Users
- Lifetime Value BETA
- Cohort Analysis BETA
- Audiences NEW
- User Explorer
- Demographics
- Interests
- Geo
- Behavior

DISCOVER



	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
All Users 146,992 users	**100.00%**	**3.51%**	**1.83%**	**1.43%**	**0.99%**	**0.74%**	**0.58%**	**0.48%**	**0.34%**
Nov 12, 2017 - Nov 18, 2017 16,466 users	100.00%	3.80%	2.51%	1.97%	1.34%	1.09%	0.53%	0.64%	0.50%
Nov 19, 2017 - Nov 25, 2017 15,199 users	100.00%	4.79%	2.51%	1.93%	1.36%	0.72%	0.70%	0.70%	0.16%
Nov 26, 2017 - Dec 2, 2017 17,090 users	100.00%	4.18%	2.32%	1.64%	0.62%	0.98%	0.84%	0.13%	
Dec 3, 2017 - Dec 9, 2017 16,072 users	100.00%	4.17%	2.41%	1.08%	1.33%	0.93%	0.22%		
Dec 10, 2017 - Dec 16, 2017 27,158 users	100.00%	3.67%	1.33%	1.32%	1.02%	0.28%			
Dec 17, 2017 - Dec 23, 2017 15,390 users	100.00%	2.72%	1.72%	1.53%	0.24%				
Dec 24, 2017 - Dec 30, 2017 12,175 users	100.00%	2.82%	1.31%	0.31%					
Dec 31, 2017 - Jan 6, 2018 12,489 users	100.00%	3.40%	0.38%						

SPEED SUGGESTIONS

Search reports and help

ACQUISITION

BEHAVIOR

- Overview
- Behavior Flow
- Site Content
- Site Speed
  - Overview
  - Page Timings
  - Speed Suggestions
  - User Timings
- Site Search
- Events
- Publisher
- Experiments

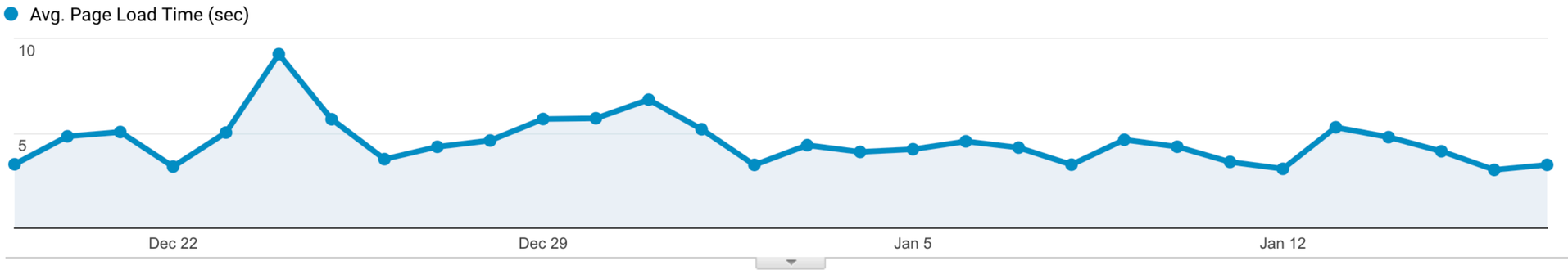
CONVERSIONS

DISCOVER

Suggestions

Avg. Page Load Time (sec) vs. Select a metric

Day | Week | Month



	Page	Pageviews	Avg. Page Load Time (sec)	PageSpeed Suggestions	PageSpeed Score
1.	/home	66,666	4.56	7 total	70
2.	/google+redesign/shop+by+brand/youtube	28,125	8.53	7 total	75
3.	/basket.html	15,732	2.88	9 total	70
4.	/google+redesign/apparel/mens	14,935	3.70	7 total	75
5.	/google+redesign/accessories	13,817	3.14	7 total	72
6.	/signin.html	12,915	2.17	8 total	72
7.	/google+redesign/bags	11,151	2.97	7 total	66
8.	/google+redesign/nest/nest-usa	10,557	2.22	7 total	75
9.	/google+redesign/office	10,344	3.59	7 total	60
10.	/google+redesign/drinkware	9,395	3.42	7 total	75

PIRATE X SKILLS

PAGE SPEED INSIGHTS

PageSpeed Insights

https://shop.googlemerchandisestore.com/home

ANALYZE

Mobile | Desktop

Speed

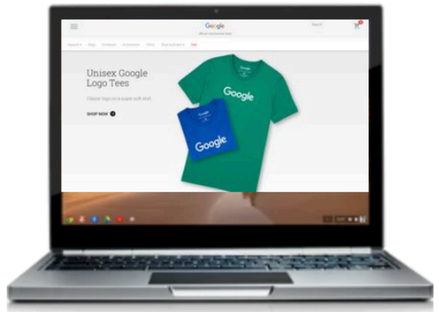
Average

1.1s FCP 1.2s DCL

Optimization

Medium

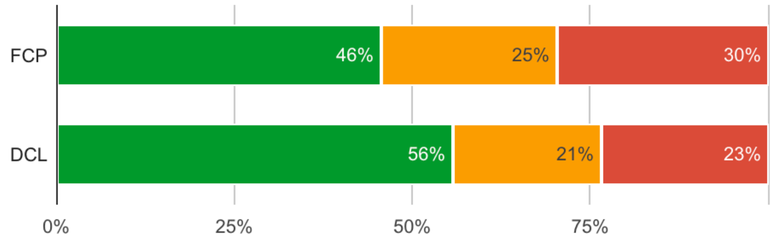
70 / 100



Data from the Chrome User Experience report indicates this page's median FCP (1.1s) and DCL (1.2s) ranks it in the middle third of all pages. This page has a medium level of optimization because some of its resources are render-blocking. Learn more.

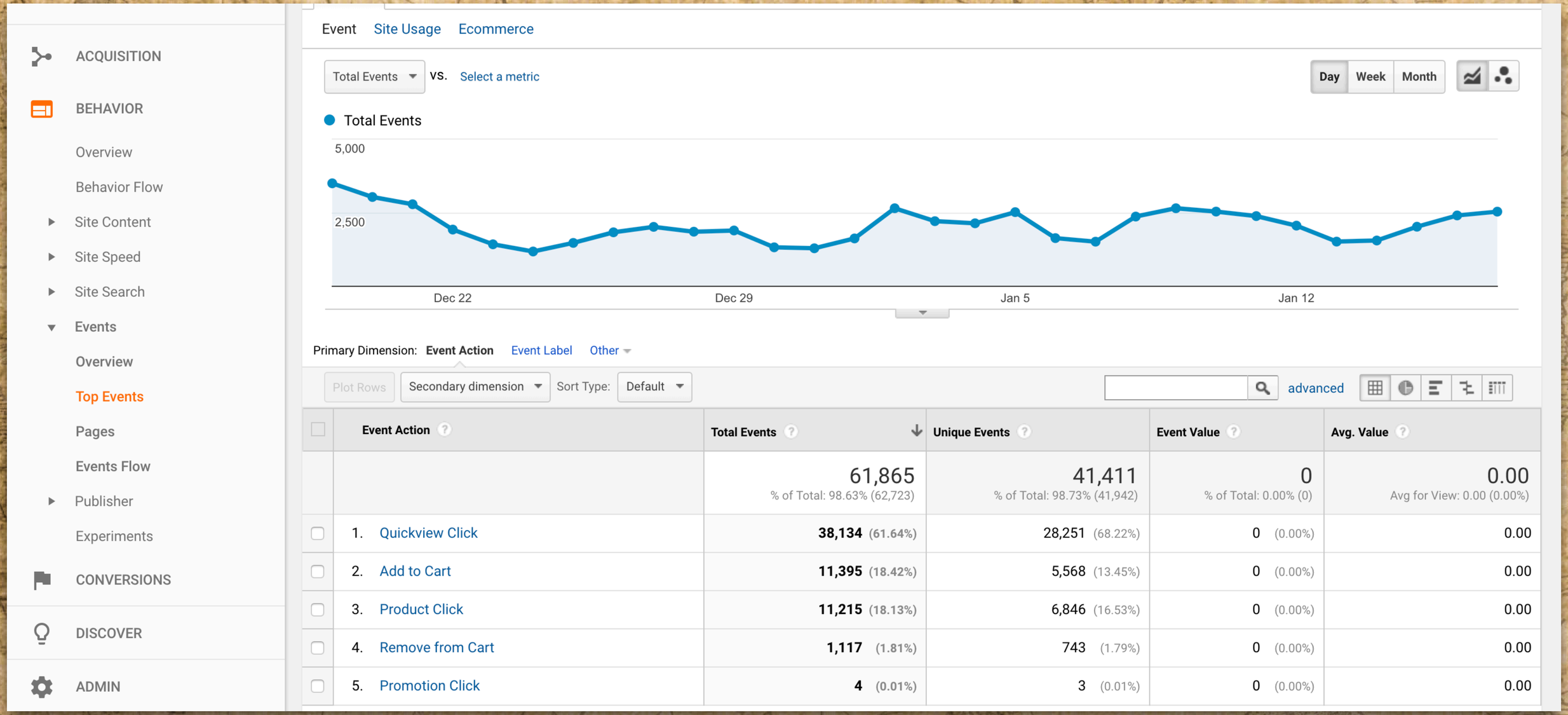
Report for: https://shop.googlemerchandisestore.com/

Page Load Distributions



Pirate X Skills

EVENTS



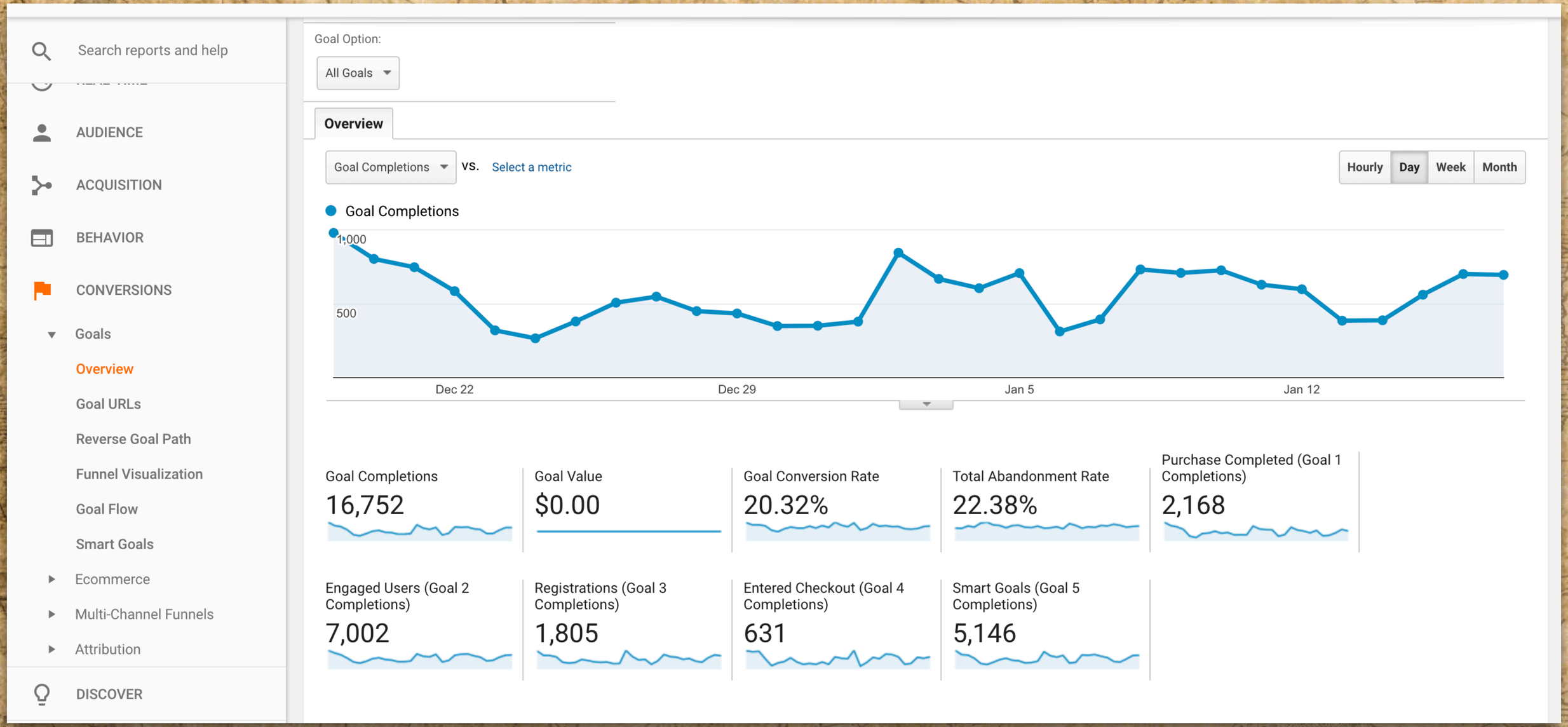
Event Action	Total Events	Unique Events	Event Value	Avg. Value
	61,865 % of Total: 98.63% (62,723)	41,411 % of Total: 98.73% (41,942)	0 % of Total: 0.00% (0)	0.00 Avg for View: 0.00 (0.00%)
1. Quickview Click	**38,134** (61.64%)	28,251 (68.22%)	0 (0.00%)	0.00
2. Add to Cart	**11,395** (18.42%)	5,568 (13.45%)	0 (0.00%)	0.00
3. Product Click	**11,215** (18.13%)	6,846 (16.53%)	0 (0.00%)	0.00
4. Remove from Cart	**1,117** (1.81%)	743 (1.79%)	0 (0.00%)	0.00
5. Promotion Click	**4** (0.01%)	3 (0.01%)	0 (0.00%)	0.00

Pirate X Skills

GOALS

PIRATE X SKILLS

GOALS OVERVIEW

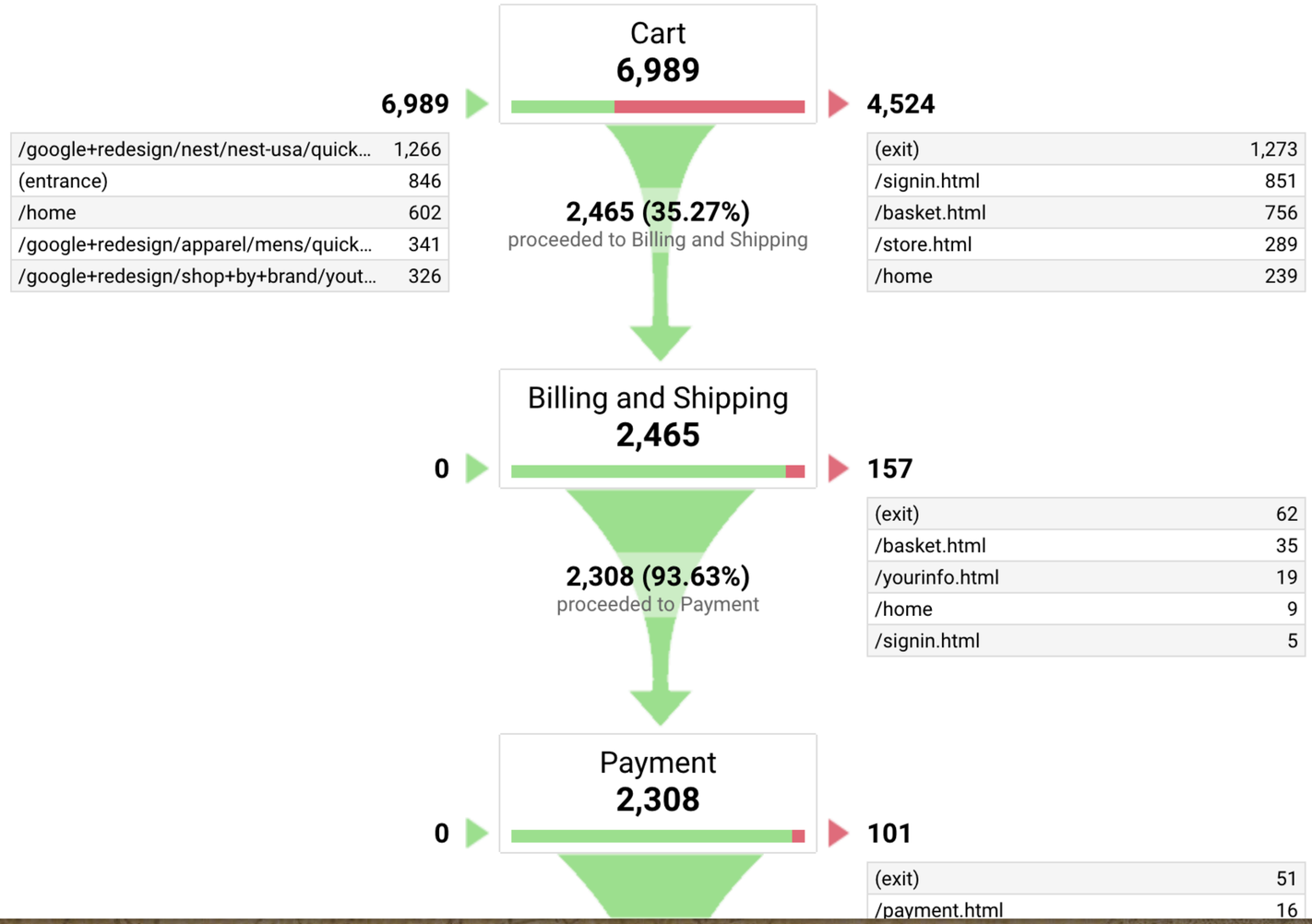


PIRATE X SKILLS

FUNNEL VISUALIZATION

Purchase Completed

This Goal was completed in 2,161 sessions | 30.92% funnel conversion rate



PIRATE X SKILLS

GOAL DETAILS

VIEW

csgoskills.com

- View Settings
- User Management
- Goals
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Dd Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

- Segments
- Annotations
- Attribution Models

Goal setup Edit

Custom

Goal description Edit

Name: *Visitor of the best CS:GO guide in the world*
Goal type: *Destination*

3 Goal details

Destination

Equals to | /academy/spray-patterns/ | Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

OFF — Assign a monetary value to the conversion.

Funnel optional

OFF

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

This Goal would have a 46.06% conversion rate based on your data from the past 7 days.
Re-verify

Save | Cancel

Cancel

Pirate X Skills

ECOMMERCE

ECOMMERCE OVERVIEW

- REAL-TIME
- AUDIENCE
- ACQUISITION
- BEHAVIOR
- CONVERSIONS
  - Goals
  - Ecommerce
    - Overview
    - Shopping Behavior
    - Checkout Behavior
    - Product Performance
    - Sales Performance
    - Product List Performance
  - Marketing
- DISCOVER
- ADMIN

All Users
100.00% Sessions

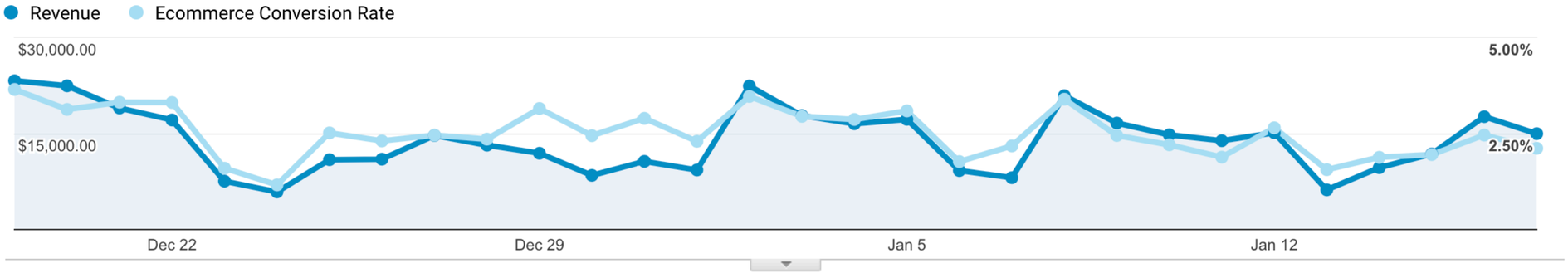
+ Add Segment

Dec 19, 2017 - Jan 17, 2018

Overview

Revenue vs. Ecommerce Conversion Rate

Hourly | Day | Week | Month



Revenue & Conversion Rate

Revenue	Ecommerce Conversion Rate
$417,761.49	2.57%

Transactions

Transactions	Avg. Order Value
2,115	$197.52

Marketing

Campaigns
44 Transactions
$4,467.55 Revenue
$101.54 Avg. Order Value

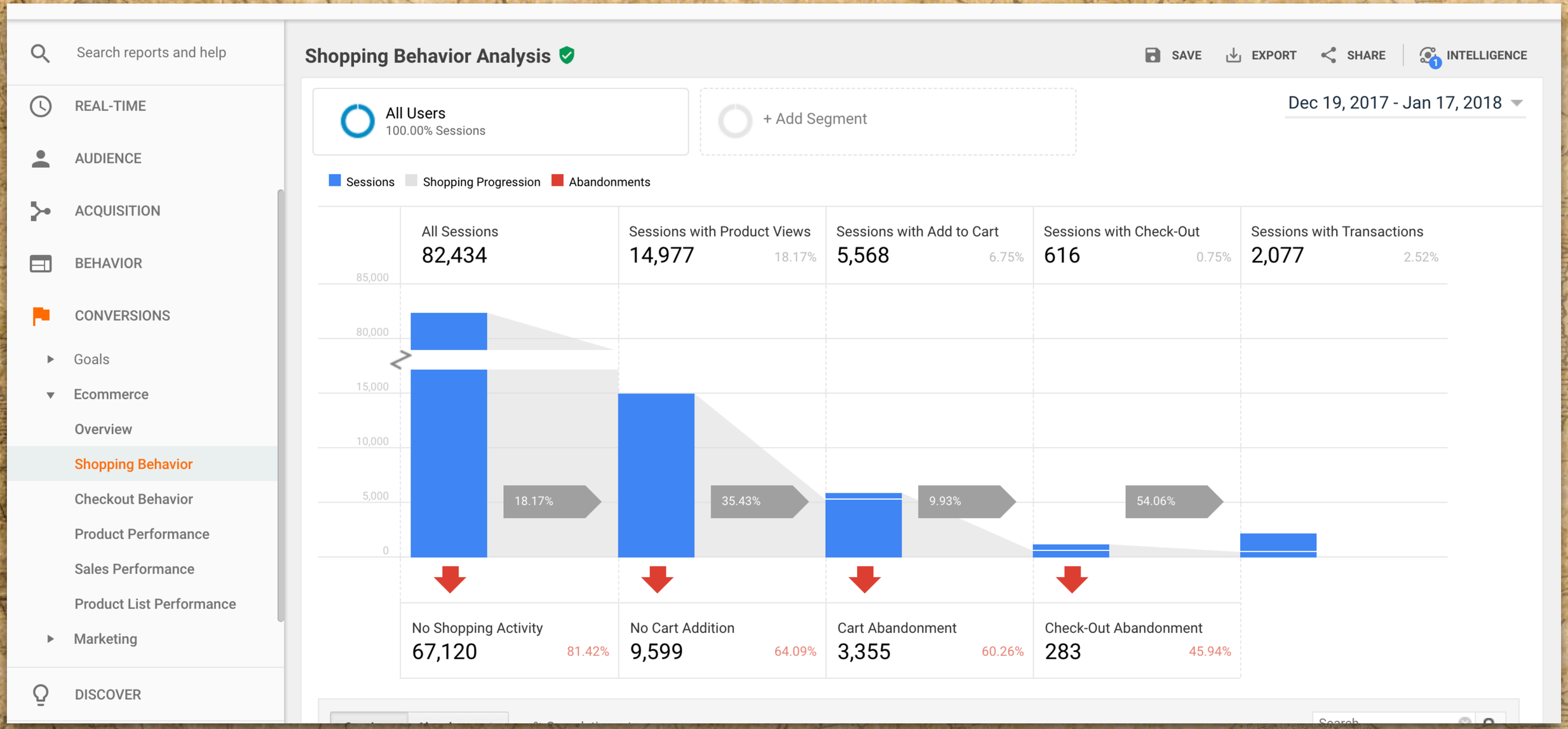
Internal Promotion
252,774 Impressions

Order Coupon Code
16 Transactions
$2,522.33 Revenue
$157.65 Avg. Order Value

Affiliation
2,115 Transactions
$417,761.49 Revenue
$197.52 Avg. Order Value

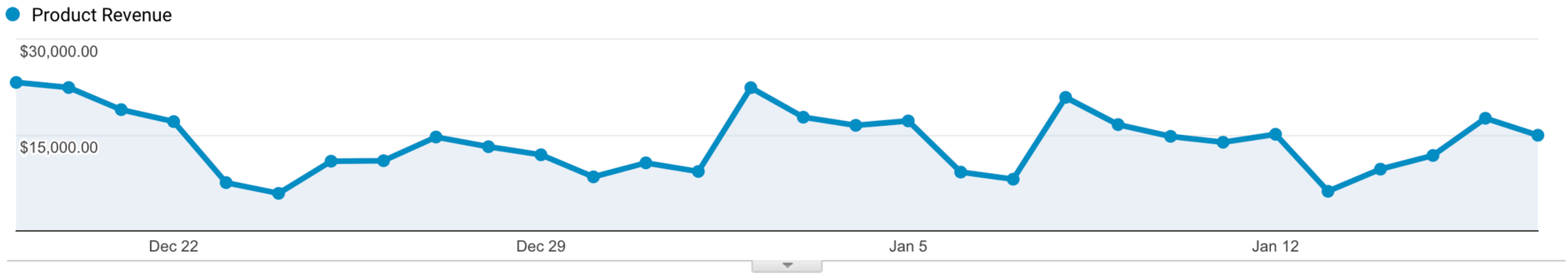
Pirate X Skills

SHOPPING BEHAVIOR ANALYSIS



PRODUCT PERFORMANCE

- REAL-TIME
- AUDIENCE
- ACQUISITION
- BEHAVIOR
- CONVERSIONS
  - Goals
  - Ecommerce
    - Overview
    - Shopping Behavior
    - Checkout Behavior
    - Product Performance
    - Sales Performance
    - Product List Performance
  - Marketing
- DISCOVER
- ADMIN



Primary Dimension: **Product** | Product SKU | Product Category (Enhanced Ecommerce) | Product Brand

Secondary dimension | advanced

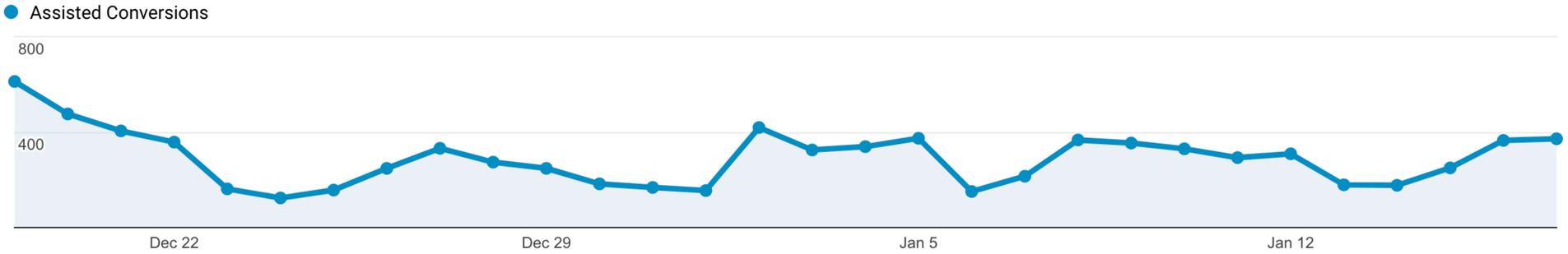
Product	Sales Performance						Shopping Behavior	
	Product Revenue	Unique Purchases	Quantity	Avg. Price	Avg. QTY	Product Refund Amount	Cart-to-Detail Rate	Buy-to-Detail Rate
	$417,761.49 % of Total: 100.00% ($417,761.49)	3,370 % of Total: 100.00% (3,370)	7,966 % of Total: 100.00% (7,966)	$52.44 Avg for View: $52.44 (0.00%)	2.36 Avg for View: 2.36 (0.00%)	$0.00 % of Total: 0.00% ($0.00)	29.74% Avg for View: 29.74% (0.00%)	8.79% Avg for View: 8.79% (0.00%)
1. Nest® Learning Thermostat 3rd Gen-USA - Stainless Steel	**$49,766.00** (11.91%)	283 (8.40%)	334 (4.19%)	$149.00	1.18	$0.00 (0.00%)	66.91%	41.99%
2. Nest® Secure Alarm System Starter Pack - USA	**$48,511.00** (11.61%)	136 (4.04%)	139 (1.74%)	$349.00	1.02	$0.00 (0.00%)	36.55%	18.76%
3. Nest® Cam Outdoor Security Camera - USA	**$46,410.00** (11.11%)	265 (7.86%)	390 (4.90%)	$119.00	1.47	$0.00 (0.00%)	52.75%	28.07%
4. Nest® Cam Indoor Security Camera - USA	**$43,435.00** (10.40%)	274 (8.13%)	365 (4.58%)	$119.00	1.33	$0.00 (0.00%)	48.04%	33.58%
5. Nest® Thermostat E - USA	**$33,561.00** (8.03%)	265 (7.86%)	339 (4.26%)	$99.00	1.28	$0.00 (0.00%)	53.85%	31.85%

PIRATE X SKILLS

ASSISTED CONVERSIONS

Search reports and help

- REAL-TIME
- AUDIENCE
- ACQUISITION
- BEHAVIOR
- CONVERSIONS
  - Goals
  - Ecommerce
  - Multi-Channel Funnels
    - Overview
    - Assisted Conversions
    - Top Conversion Paths
    - Time Lag
    - Path Length
  - Attribution
- DISCOVER



Assisted Conversions	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	Assisted / Last Click or Direct Conversions
8,721	$290,404.05	18,867	$417,761.49	0.46
% of Total: 100.00% (8,721)	% of Total: 100.00% ($290,404.05)	% of Total: 100.00% (18,867)	% of Total: 100.00% ($417,761.49)	Avg for View: 0.46 (0.00%)

Primary Dimension: MCF Channel Grouping | Default Channel Grouping | **Source / Medium** | Source | Medium | Other | Channel Groupings

Plot Rows | Secondary dimension | advanced

Source / Medium	Assisted Conversions	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	Assisted / Last Click or Direct Conversions
1. (direct) / (none)	**5,539**	$199,220.45	8,457	$243,630.75	0.65
2. mall.googleplex.com / referral	**2,221**	$71,769.21	1,972	$35,969.70	1.13
3. gdeals.googleplex.com / referral	**1,916**	$103,305.30	2,256	$81,076.71	0.85
4. sites.google.com / referral	**1,652**	$75,983.68	978	$36,280.58	1.69
5. google / organic	**1,429**	$25,752.02	3,239	$15,395.91	0.44
6. google / cpc	**242**	$3,938.60	607	$2,718.76	0.40
7. Partners / affiliate	**111**	–	184	–	0.60

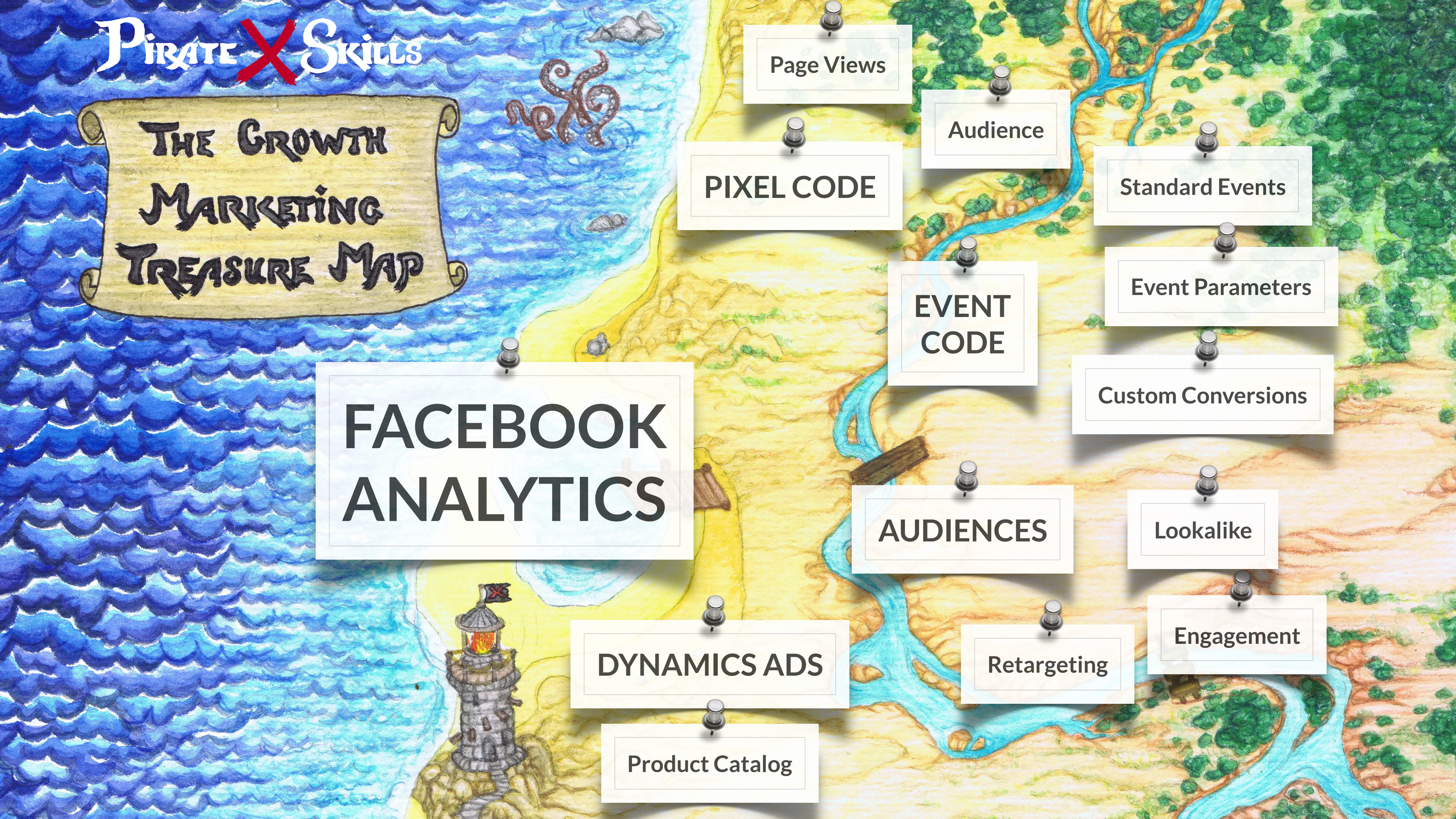
Pirate X Skills

RESOURCES

- HTTPS://SUPPORT.GOOGLE.COM/ANALYTICS
- HTTPS://ANALYTICS.GOOGLE.COM?ANALYTICS/ACADEMY
- HTTP://WWW.LUNAMETRICS.COM/BLOG
- HTTPS://MEASURESCHOOL.COM
- HTTPS://WWW.KAUSHIK.NET/AVINASH

PIRATE SKILLS

FACEBOOK ANALYTICS


Pirate Skills
The Growth Marketing Treasure Map
FACEBOOK ANALYTICS
PIXEL CODE
Page Views
Audience
Standard Events
EVENT CODE
Event Parameters
Custom Conversions
AUDIENCES
Lookalike
Engagement
Retargeting
DYNAMICS ADS
Product Catalog

PIRATE X SKILLS

Analytics

Ben

Demo Event Source ...

Last 28 days

100%

Add a Segment

Use segments to learn about your customers

- Overview
- Insights
- Dashboards
  - Omni channel dashboard
  - + Create Dashboard
- Activity
  - Active Users
  - Revenue
  - Funnels
  - Retention
  - Cohorts
  - Breakdowns
  - Journeys NEW
  - Percentiles
  - Events
  - Overlap
  - Lifetime Value
- People
  - Demographics
  - Technology
  - User Properties
- Settings

Demo Event Source Gro...

ESG ID: 1701892993437661

New Users	Unique Users	Week 1 Retention
262K	426K	--
▼ 19.1% vs prev 28 days	▼ 11% vs prev 28 days	Data is temporarily unav...

Included in this group: 1 Pixel, 1 Application, 1 Page

FB Analytics Demo Page Page ID: 350210495377119	-- New Users	164K Unique Users	-- Week 1 Retention
FB Analytics Demo Pixel Pixel ID: 184006965457141	252K New Users	324K Unique Users	-- Week 1 Retention
Analytics Demo App App ID: 135426720337609	27.1K New Users	58.1K Unique Users	-- Week 1 Retention

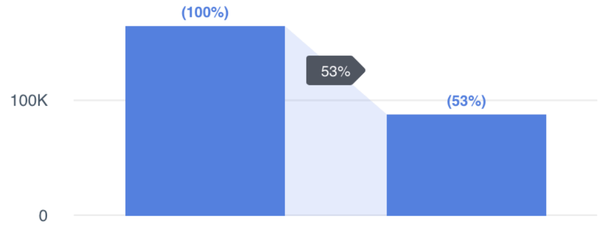
Growth Metrics

Cross-channel user acquisition

View Full Report

53.4% (88,282) Funnel Conversion

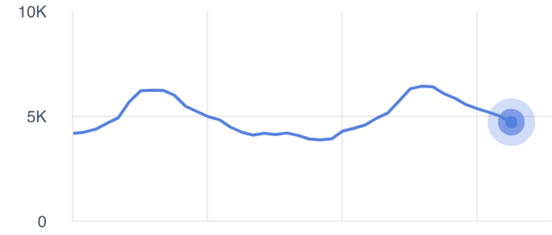
22.9 mins Median Completion Time



Active Users: Last 24 Hours

View Full Report

40.2K Unique Users ▼ 1.2% vs prev 2 days



Get the Analytics Mobile App

View and create reports on the go

GET IT ON Google Play

Download on the App Store

Your Daily Insights

See All

Revenue was higher on Friday for men ages 25-34

Oct 20 - Nov 2

↗ 103% higher than before

People using a tablet spend less time in your app

Oct 20 - Nov 2

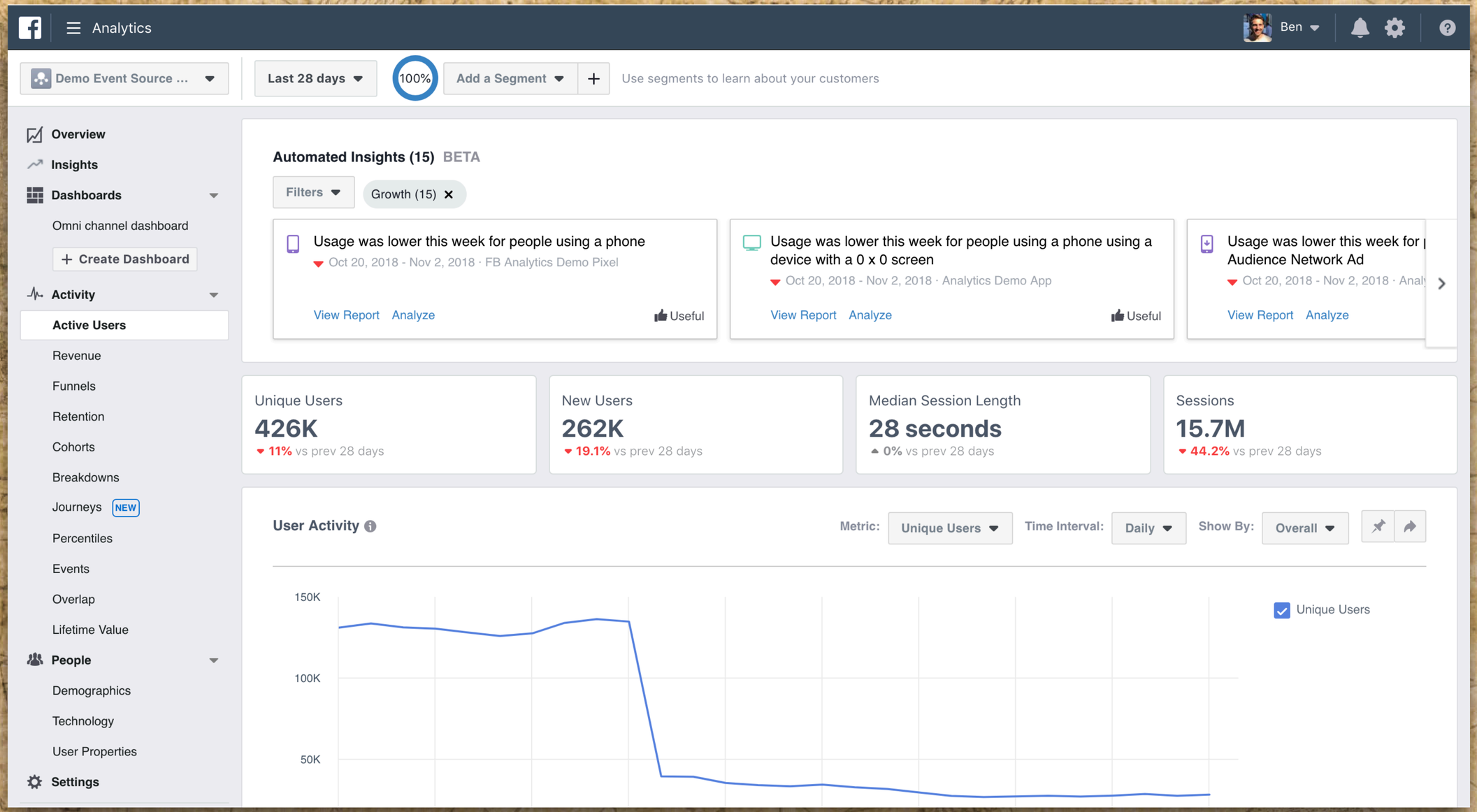
↘ 67% lower than all users

Featured Blog

See the exciting new features we launched at F8 2018

Pirate X Skills

ACTIVITY


Analytics
Ben
Demo Event Source ...
Last 28 days
100%
Add a Segment
Use segments to learn about your customers
Overview
Insights
Dashboards
Omni channel dashboard
+ Create Dashboard
Activity
Active Users
Revenue
Funnels
Retention
Cohorts
Breakdowns
Journeys NEW
Percentiles
Events
Overlap
Lifetime Value
People
Demographics
Technology
User Properties
Settings
Automated Insights (15) BETA
Filters
Growth (15)
Usage was lower this week for people using a phone
Oct 20, 2018 - Nov 2, 2018 · FB Analytics Demo Pixel
View Report Analyze
Useful
Usage was lower this week for people using a phone using a device with a 0 x 0 screen
Oct 20, 2018 - Nov 2, 2018 · Analytics Demo App
View Report Analyze
Useful
Usage was lower this week for
Audience Network Ad
Oct 20, 2018 - Nov 2, 2018 · Anal
View Report Analyze
Unique Users
426K
11% vs prev 28 days
New Users
262K
19.1% vs prev 28 days
Median Session Length
28 seconds
0% vs prev 28 days
Sessions
15.7M
44.2% vs prev 28 days
User Activity
Metric: Unique Users
Time Interval: Daily
Show By: Overall
150K
100K
50K
Unique Users

PIRATE X SKILLS

Analytics

Ben

Demo Event Source ...

Last 28 days

100%

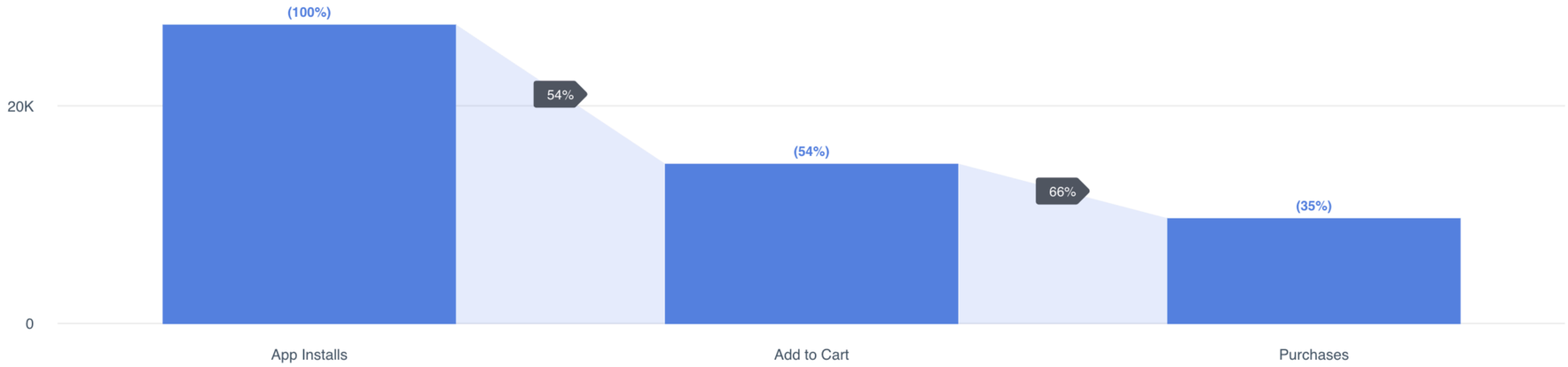
Add a Segment

Use segments to learn about your customers

- Overview
- Insights
- Dashboards
  - Omni channel dashboard
  - + Create Dashboard
- Activity
  - Active Users
  - Revenue
  - Funnels
  - Retention
  - Cohorts
  - Breakdowns
  - Journeys NEW
  - Percentiles
  - Events
  - Overlap
  - Lifetime Value
- People
  - Demographics
  - Technology
  - User Properties
- Settings

1. App Installs 2. Add to Cart 3. Purchases + by Overall completed within Anytime

35.3% Funnel Conversion 2.4 hrs Median Completion Time



Unique People in Funnel

	App Installs	Add to Cart	Purchases
Conversion Rates	100%	53.5%	35.3%
People	27.5K	14.7K	9.73K

PIRATE X SKILLS

Analytics

Ben

Demo Event Source ...

Last 28 days

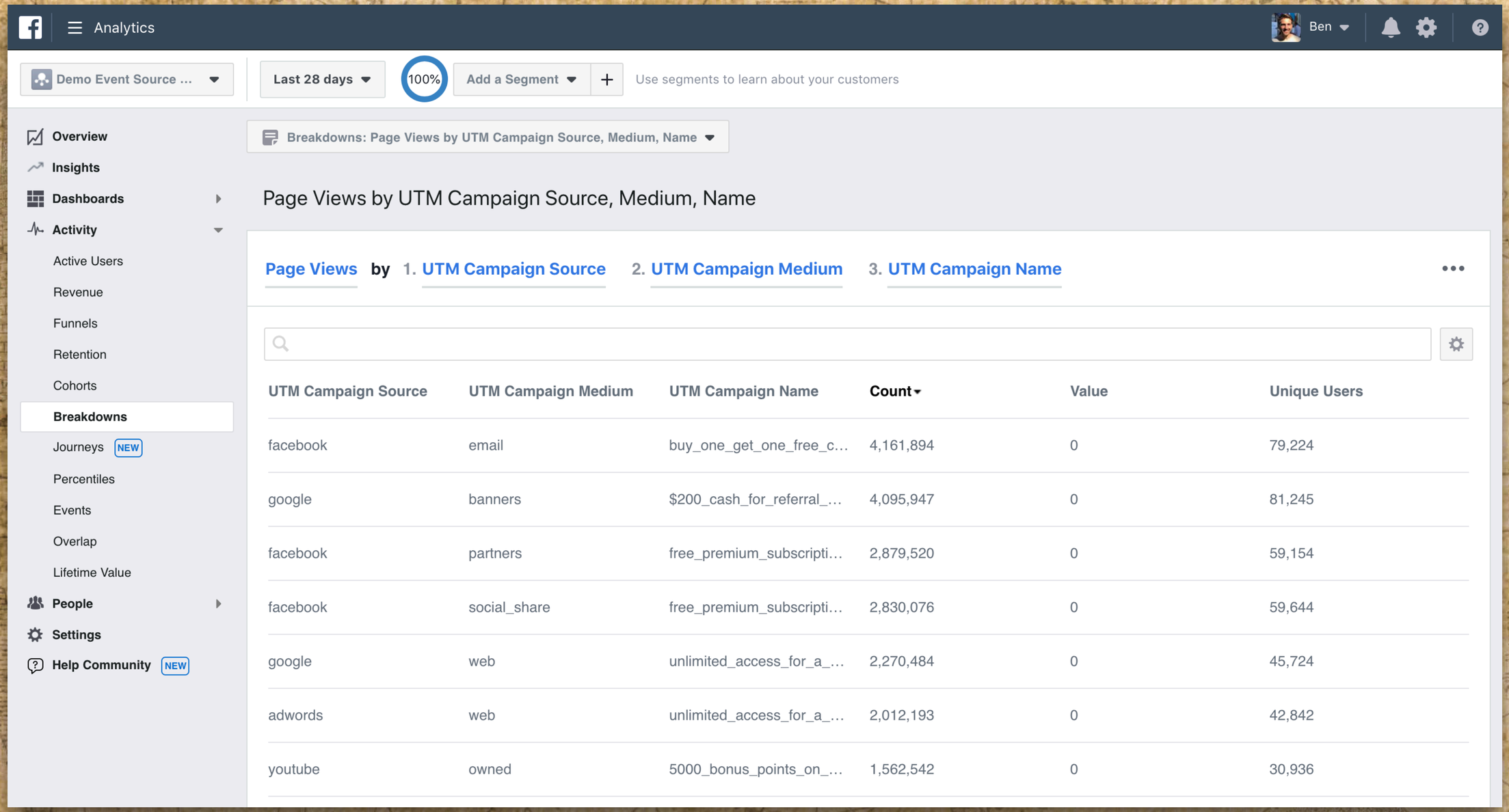
- Overview
- Insights
- Dashboards
- Activity
  - Active Users
  - Revenue
  - Funnels
  - Retention
  - Cohorts
  - Breakdowns
  - Journeys NEW
  - Percentiles
  - Events
  - Overlap
  - Lifetime Value
- People
- Settings
- Help Community NEW

Events

See actions people take in your product.

Deactivate

Event T...	Name	Event Sources	Count	Month / Month	Today's Count	Unique U...	Value	Description
Standard	User Activity	3 - Page: FB Analytics D...	48.9M	- 45.4%	757K	426K	-	
Standard	Page Views	1 - Pixel: FB Analytics D...	33.6M	- 47.4%	546K	324K	-	
Standard	Session End	2 - App: Analytics Demo...	15.7M	- 44.2%	217K	339K	-	
Standard	App Launches	2 - Pixel: FB Analytics D...	12.4M	- 40%	169K	50.8K	-	
Standard	Content View	2 - App: Analytics Demo...	9.08M	- 45.6%	146K	268K	-	
Standard	Search	2 - App: Analytics Demo...	2.30M	- 45.8%	35.1K	150K	-	
Standard	Post Reactions	1 - Page: FB Analytics D...	2.08M	- 43.2%	31.9K	149K	-	
Standard	Purchases	2 - App: Analytics Demo...	1.58M	- 48.8%	22.3K	172K	$552M	
Standard	New User Activity	2 - App: Analytics Demo...	1.51M	- 46.5%	23.2K	262K	-	
Standard	Add to Cart	2 - App: Analytics Demo...	1.28M	- 47%	20.4K	126K	-	
Standard	Post Shares	1 - Page: FB Analytics D...	387K	- 41.8%	5.42K	67.7K	-	



Pirate X Skills

Analytics

Ben

Demo Event Source ... | Last 28 days | 100% | Add a Segment | Use segments to learn about your customers

- Overview
- Insights
- Dashboards
- Activity
  - Active Users
  - Revenue
  - Funnels
  - Retention
  - Cohorts
  - Breakdowns
  - Journeys NEW
  - Percentiles
  - Events
  - Overlap
  - Lifetime Value
- People
- Settings
- Help Community NEW

Breakdowns: Page Views by UTM Campaign Source, Medium, Name

Page Views by UTM Campaign Source, Medium, Name

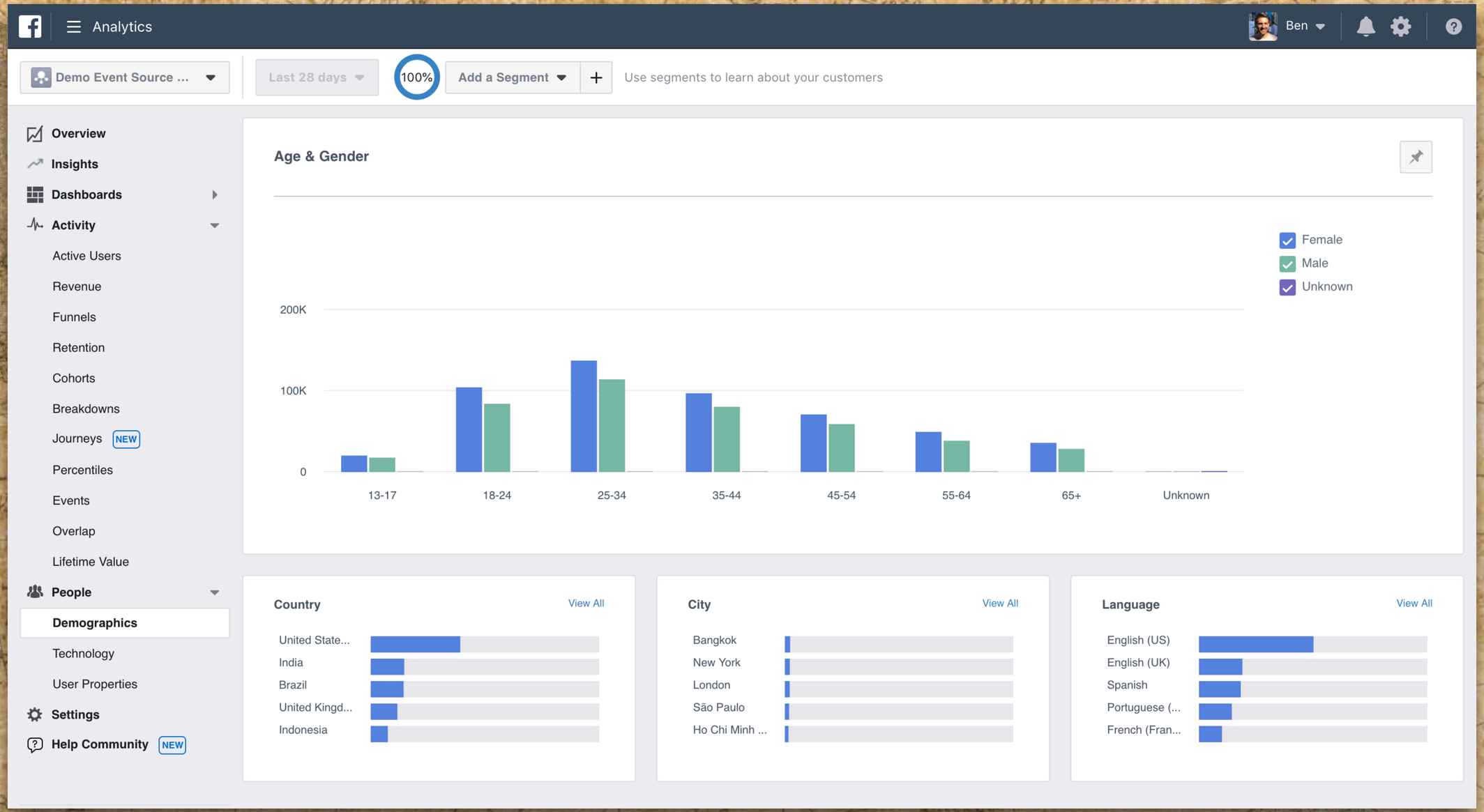
Page Views by 1. UTM Campaign Source 2. UTM Campaign Medium 3. UTM Campaign Name

UTM Campaign Source	UTM Campaign Medium	UTM Campaign Name	Count	Value	Unique Users
facebook	email	buy_one_get_one_free_c...	4,161,894	0	79,224
google	banners	$200_cash_for_referral_...	4,095,947	0	81,245
facebook	partners	free_premium_subscripti...	2,879,520	0	59,154
facebook	social_share	free_premium_subscripti...	2,830,076	0	59,644
google	web	unlimited_access_for_a_...	2,270,484	0	45,724
adwords	web	unlimited_access_for_a_...	2,012,193	0	42,842
youtube	owned	5000_bonus_points_on_...	1,562,542	0	30,936

Pirate X Skills

PEOPLE

Pirate X Skills



Pirate X Skills
Analytics
Ben
Demo Event Source ...
Last 28 days
100%
Add a Segment
Use segments to learn about your customers
Overview
Insights
Dashboards
Activity
Active Users
Revenue
Funnels
Retention
Cohorts
Breakdowns
Journeys NEW
Percentiles
Events
Overlap
Lifetime Value
People
Demographics
Technology
User Properties
Settings
Help Community NEW
Android 7.0
iOS 12.0
Windows NT 6...
iOS 11.4.1
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%
Device OS
View All
Android
Windows
iOS
Mac OS
Linux
App Version
View All
1.5
1.3
1.2
1.4
1.6
Device Model
View All
iPhone
Macintosh
iPad
iPhone 6
iPhone 6S
Facebook Login
Not Using Fa...
Using Facebo...

Pirate X Skills

TODAY'S JOURNEY

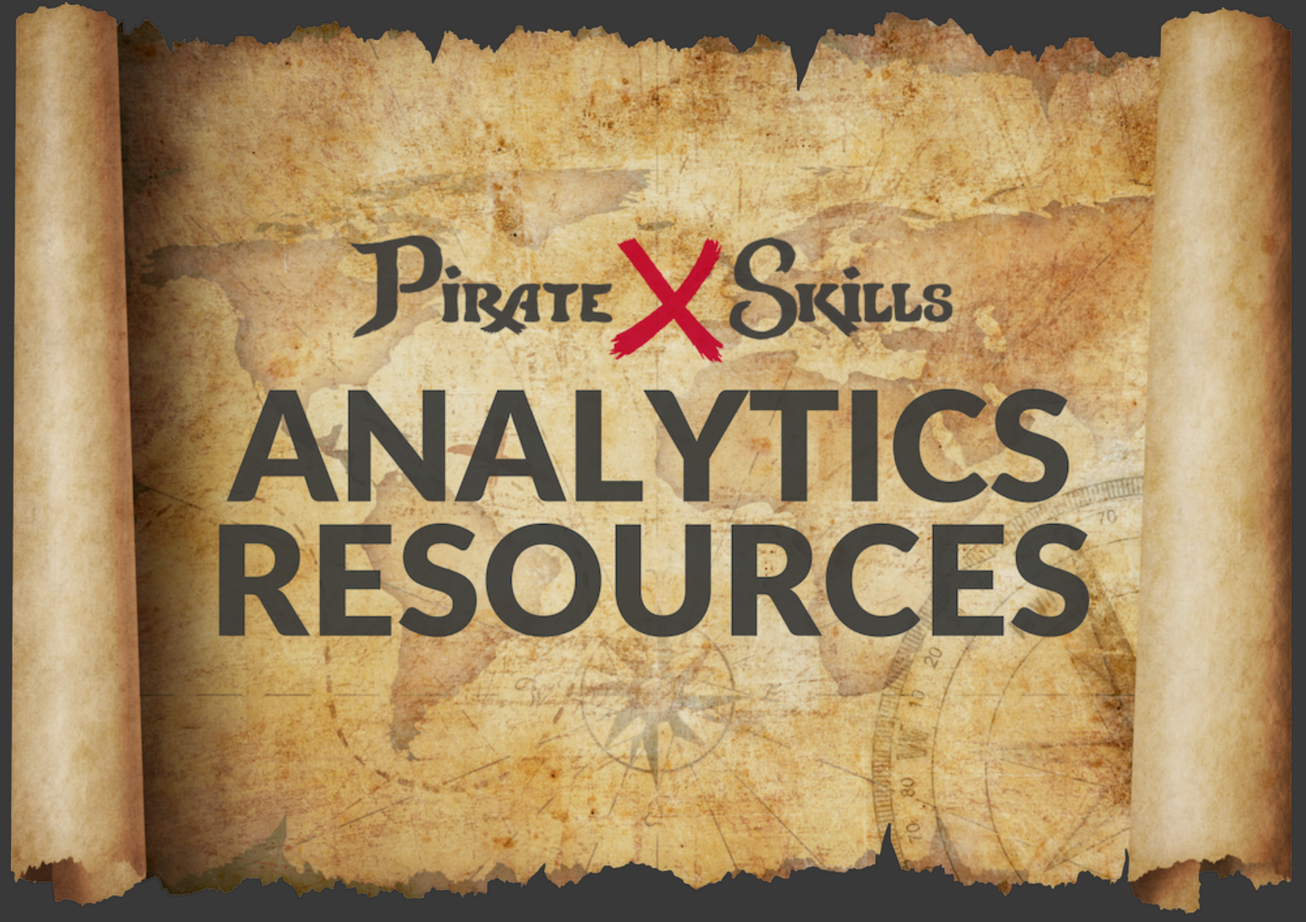
- WHY AARRR METRICS
- GOOGLE & FACEBOOK
- Q&A
- CONNECT & RUM

The Growth Marketing Treasure Map
ANALYTICS
ACQUISTION
ACTIVATION
RETENTION
REFERRAL
REVENUE
N
NE
E
SE
S
SW
W
NW

SILDES & VIDEO

get.pirateskills.com/analytics-meetup

BEN SUFIANI
+49-17630543705
BEN@PIRATESKILLS.COM



get.pirateskills.com/analytics-resources

Analytics Resources - A Pirate Skills Community Article

File Edit View Insert Format Tools Add-ons Help Last edit was yesterday at 9:19 PM

SHARE B

100% Normal text Lato 11 Editing

If you want to be mentioned as a contributor, add your name to the title of your resource. Once we have a good baseline of resources we will regularly publish a well-formatted web version of this document as part of the free Pirate Skills course for all to benefit from. The team will also clean up in here from time to time and make improvements in the layout and structure to make this kind of community article better and better over time. If you encounter any problems or have questions feel free to contact me directly via ben@pirateskills.com.

P.S.: No, there is no way to set the default link color to white ... yes, I like dark mode better. 😉

Thank you all for your contributions &
we would love to hear your feedback!

PIRATE X SKILLS

Online Courses

- Google Analytics Academy - Free courses by google from beginner to advanced
  - https://analytics.google.com/analytics/academy/
  - https://www.lunametrics.com/blog/2016/07/07/learn-google-analytics-free/
- Facebook Analytics Course (from FB)
  - https://analytics.facebook.com/blog/get-to-know-analytics-with-new-facebook-blueprint-course
-

Ben Sufiani
8:18 PM Yesterday
Resolve

Let me know how you like this idea of a community article and suggest any changes under this comment. Thank you all in advance!

+ben@pirateskills.com

Natalia Goloskokova
8:55 PM Yesterday

I think it is a great idea, Ben!

Michael Keferstein
8:59 PM Yesterday

Awesome Idea Ben!

Michael Keferstein
9:11 PM Yesterday

Would love to see this for more topics in the future!

Hide side panel

The Growth Marketing Treasure Map
ANALYTICS
ACQUISTION
ACTIVATION
RETENTION
REFERRAL
REVENUE
N
NE
E
SE
S
SW
W
NW