Measuring ROI from PriceMe Traffic using Google Analytics

How do the PriceMe visitors convert on your website? What kind of products do they buy? Here's a brief outline on how to answer the above questions using <u>Google Analytics</u>. Please note that PriceMe users might return to your website directly at a later date, so actual conversion rates are higher than those reported by Google Analytics.

Step 1. Create a segment.

- a) Navigate to Audience -> Overview (normally displayed by default)
- b) Click on "+ Add Segment" at the top add a new segment.

Audience Overview

All Sessions	~	Choose segment from list

c) Create a new segment by clicking the red "+ NEW SEGMENT" button.

d) Select "Traffic sources" in the navigation and then

"Source" to the right. Please see the image below.

e) Use "contains" as a condition and enter 'track.priceme' as value. You have now

created a segment.

f) Finally give it a name like "PriceMe traffic" (in the box "Segment Name" and click the "Save" button).

Demographics	Traffic Sources	
Technology	Segment your users by how they found you.	
Behavior	Filter Sessions Filter Users	
Date of First Session		
Traffic Sources	Campaign 🕐 contains 👻	
Ecommerce	Medium 🕐 contains 👻	
dvanced	Source ⑦ contains - track.priceme	8
Conditions		
Sequences	Keyword 🕐 contains 👻	

Step 2. Enable eCommerce Tracking if you haven't already done so.

Most likely you already have enabled eCommerce tracking in Google Analytics . If so, please

continue to step 3 below. If not, please follow the steps below

a) Go to Admin section (accessible from the menu at the top)

b) Click on" *eCommerce Settings*" in the "*View*" column to the right.

c) Click on "*Enable eCommerce*" and click "*Submit*" button.

VIEW	Ecommerce set-up
www.priceme.co.nz *	1 Enable Ecommerce
View Settings	Status Use the Ecommerce developer reference guide to properly set-u
Goals	
T Filters	Next step Cancel
Ecommerce Settings	2 Enhanced Ecommerce Settings

Step 3. Analyse conversions by the "PriceMe" segment

You have now created a segment and have enabled eCommerce tracking in Google Analytics

a) Apply the newly created segment created in step 1 by clicking "+Add Segment".

b) Select "PriceMe traffic" or whatever you called the PriceMe segment in step 1, and click '*Apply*'.

+ NEW SEGMENT	Import from gallery	Share segments	
VIEW SEGMENTS	🗷 🕁 Prie	ceMe traffic	

c) Analyse conversions from PriceMe as you normally would by navigating to *Conversions -> eCommerce* in the left-hand navigation.

F	Conversions
	▶ Goals
	- Ecommerce
	Overview
	Produc Overview
	Sales Performance
	Transactions
	Time to Purchase