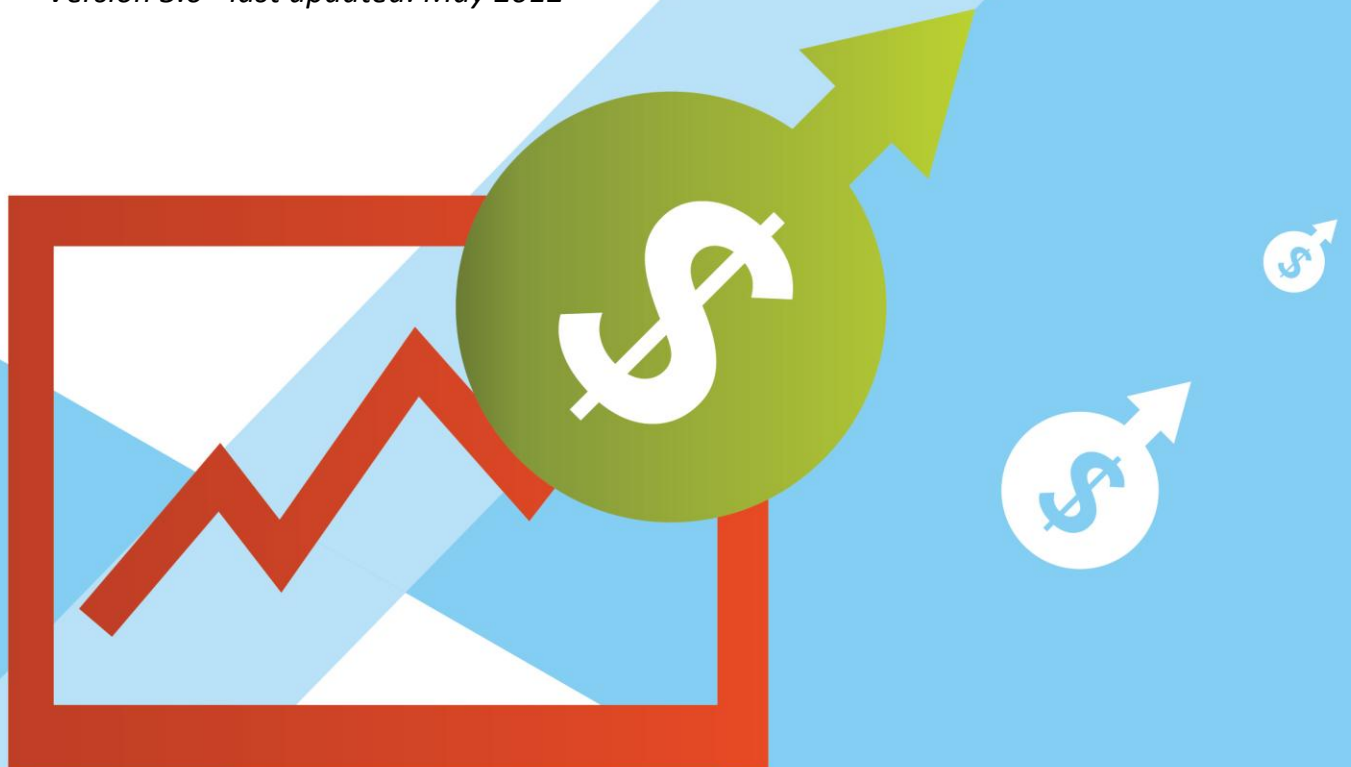


Analytics miniBible for Software Vendors

Version 3.0 - last updated: May 2012





The last 12 months have been among the busiest for Google Analytics and other analytics tools. Here are just a few of the latest developments that spread like a shockwave across the industry:

- Real-time analytics;
- Multi touch conversion funnels;
- Visitor flow reports;
- 3rd party analytics apps.

We are going to go through each of them and share tips, tricks and hacks on how your business can benefit from them.

Just like the previous editions, this eBook looks at the best ways software vendors and developers can use Google Analytics to gain insights and actionable data to improve their business.

We are going to focus on:

- Setting up Google Analytics (GA) for your website;
- Tracking your shopping cart and purchase flow;
- Getting all your sales data in the Analytics tool identifying growth opportunities;
- Finding the “how” and “what” of driving sales for your web business;
- Tracking Software as a Service (SaaS) apps.





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1. Set up Google Analytics for your website

Don't have Google Analytics installed yet? All you need to do is go to <http://www.google.com/analytics> and login with your Google Account ID. If you don't have one, just create a new account and add your website to Google Analytics, which in exchange will provide a tracking code.

When it comes to tracking software eCommerce websites that use 3rd party shopping carts, a few hacks need to be put up in place in order for Google Analytics to fully understand your website's traffic.

Let me introduce some technicalities

Google Analytics uses "1st party cookies" so when visitors get from one domain (your website) to another (the Avangate Shopping cart), all the data Google Analytics knows about those visitors is reset and they are considered as new visitors. However, we are here to help you overcome this issue.



Avangate cart and domain

For scenarios in which you're using the Avangate cart in concert with an Avangate domain, we created a web analytics wizard inside the Avangate Control Panel which will help you with the right setup of your Google Analytics tracking code. You can find it by navigating to **Setup** and selecting **Ordering options**.

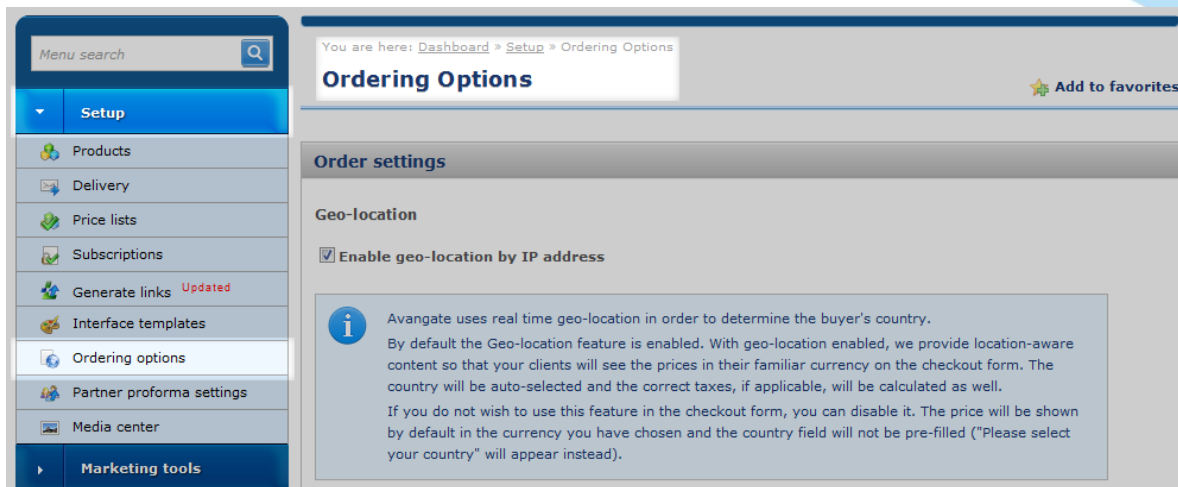


Figure 1 – Ordering options

Once on the Ordering Options page, scroll down to the bottom of the screen and click on the **Edit web analytics settings** button to access **Shopping Cart web analytics**.

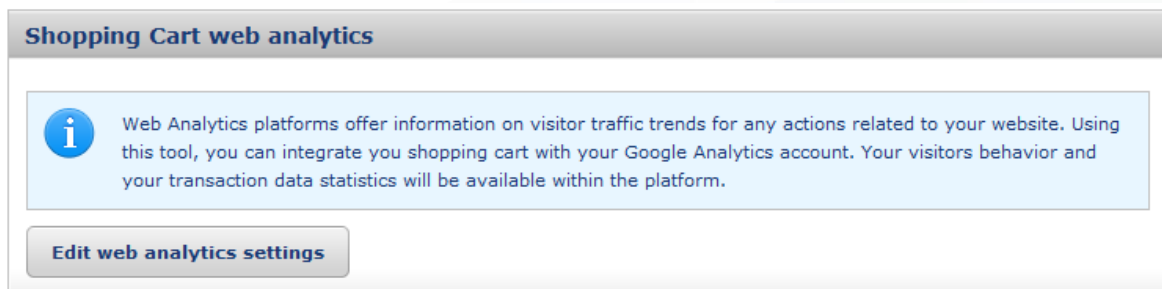


Figure 2 – Shopping Cart web analytics



Quick links

[AfterSale Messages](#)

[Interface Templates](#)

[Analytics miniBible](#)

You are here: [Dashboard](#) » [Setup](#) » [Ordering Options](#) » Shopping Cart Web Analytics

Shopping Cart Web Analytics



Web Analytics platforms offer information on visitor traffic trends for any actions related to your website.

Fortunately, one of the most acclaimed tools on the market is free to use: [Google Analytics](#). We also offer support for any other analytics platform.

Here is the support information on how to integrate this tool within the Avangate Shopping Cart. Having this done, your visitors behavior and your transaction data statistics will be available within this analytic platform.

Visitors Tracking with Google Analytics

► Step 1

Please provide us your Google Analytics account ID

► Step 2

Add the following code to your [template files](#), in the **META** field area.

```
<script type="text/javascript">
var _gaq = _gaq || [];
_gaq.push(['_setAccount', '']);
_gaq.push(['_setDomainName', 'none']);
_gaq.push(['_setAllowLinker', true]);
_gaq.push(['_setAllowHash', false]);
_gaq.push(['_trackPageview']);

(function() {
var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.google-analytics.com/ga.js';
var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();
</script>
```

Click [here](#) to open the template files.

► Step 3

Replace the Google Analytics code within you website source code with the above code.

► Step 4

In order for Google Analytics to identify users going from your website to the shopping cart, add the red highlighted code to your "Buy Now" links:

```
<a href="https://secure.avangate.com/order/?parameters" onclick="_gaq.push(['_link', this.href]); return false;">Purchase Now</a>
```

Having these steps in place, nothing should stay in the way of Google Analytics gathering data from your shopping cart users behavior. Please notice, that sometimes Google Analytics has a delay of up to 48 hours in reporting. If you are interested in getting eCommerce data within the Google platform please continue with the wizard.

Get eCommerce data within Google Analytics

Continue to step 5 only after going through all the above steps

► Step 5

Activate the eCommerce tracking within Google Analytics Platform.

► Step 6

Add the following code within your [AfterSale Message section](#).

```
<script type="text/javascript">
_gaq.push(['_addTrans',
  myOrder.refNo,          // Order ID
  myOrder.idAffiliate,    // Affiliation
  myOrder.totalPriceUSD,  // Total
  myOrder.taxUSD,         // Tax
  myOrder.shippingUSD,    // Shipping
  myOrder.city,           // City
  myOrder.state,          // State
  myOrder.country         // Country
]);

for(i = 0; i < myOrder.productsInOrder.length; i++) {
  _gaq.push(['_addItem',
    myOrder.refNo,          // Order ID
    myOrder.productsInOrder[i].id,    // SKU
    myOrder.productsInOrder[i].name,   // Product Name
    myOrder.productsInOrder[i].category, // Category
    myOrder.productsInOrder[i].priceUSD, // Price
    myOrder.productsInOrder[i].quantity // Quantity
  ]);
}
_gaq.push(['_trackTrans']);
</script>
```

Click [here](#) to open the AfterSale Message settings page.

► That's It!

You can now benefit from field Intelligence on your website visitors' behavior. The first data will be available in the following 48 hours.



Figure 3 – Shopping Cart web analytics integration feature in the Avangate Control Panel

Copy your Google Analytics ID(UA-XXXX-XX) code in the first provided field (Step 1). At Step 2, the Avangate platform will supply you with the code that needs to be installed on all your pages within your website, just before the `</head>` tag. [Learn more.](#)

Important Note: If you have already installed the tracking code on your website, please replace it with the one provided through Step 2 of the Avangate CPanel Web Analytics Wizard.

CUSTOM DOMAINS

One way to go around the 6 steps process detailed above is to set up a custom domain for your Avangate shopping cart. In other words, your shopping cart URL will be a subdomain of your website (e.g. securestore.yourdomain.com).

The setup is really easy but you will have to get in touch with your Avangate Account Manager to guide you through the process.

The advantage of custom domain is not only for web analytics but especially for your visitors as their online experience through the shopping cart is not going to be affected in any way because they are redirected to another domain.



In case you do decide to switch to custom domain, just replace your Google Analytics tracking code on your website with the following and add it also to your Avangate Interface Templates:

```
<script type="text/javascript">

  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-XXXXXX-X']);
  _gaq.push(['_setDomainName', 'your-domain.com']);
  _gaq.push(['_trackPageview']);

  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') +
    '.google-analytics.com/ga.js';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(ga, s);
  })();

</script>
```

Next, just go to the After Sales Section and add the following code just as it is:





```
<script type="text/javascript">
_gaq.push(['_addTrans',
  myOrder.refNo,      // Order ID
  myOrder.idAffiliate, // Affiliation
  myOrder.totalPriceUSD, // Total
  myOrder.taxUSD,     // Tax
  myOrder.shippingUSD, // Shipping
  myOrder.city,       // City
  myOrder.state,      // State
  myOrder.country     // Country
]);

for(i = 0; i < myOrder.productsInOrder.length; i++) {
  _gaq.push(['_addItem',
    myOrder.refNo,          // Order ID
    myOrder.productsInOrder[i].id, // SKU
    myOrder.productsInOrder[i].name, // Product Name
    myOrder.productsInOrder[i].category, // Category
    myOrder.productsInOrder[i].priceUSD, // Price
    myOrder.productsInOrder[i].quantity // Quantity
  ]);
}
_gaq.push(['_setCustomVar', 5, 'Purchase','Success', 1]);
_gaq.push(['_trackTrans']);
</script>
```

That's it. All your reports in your Google Analytics account will be accurate regarding every aspect:

- sale referrers;
- number of times a person visited before buying;
- conversion funnels.

Make sure you add or replace the tracking code on all pages of the website in order to avoid any errors or inaccuracies in the gathered data. The [WASP tool](#) has a crawling option to help you check how well the tracking code has been installed.



The basic setup of the Google Analytics tracking code is done. Starting the next day you should get sales data directly into your Google Analytics account and learn what makes them increase or decrease.





2. Define objectives for your website and online activity

When you started your business you surely had some goals in mind. Think of them and try to find the indicators that would make you say *“Hey, this is what I wanted!”*

What we are going to ask you now is to project your business goals into Metrics and KPI (Key Performance Indicators) that can be measured with Analytics tools.

A metric is a measured value. For example, the number of visitors, the bounce rate and the time spent on site are metrics.

A KPI (Key Performance Indicator) is a metric that echoes organizational goals. It is decided by the company management and not some analytics tool, providing context and leads to action. For a software company, a possible KPI can be: the number of downloads, the number of trial users that buy a product or the number of software users that look on the website for support.

[Check out the Big Book of KPIs](#) for more details.



3. Cart KPIs, valuable KPIs

Most **Key Performance Indicators** are unique to each business. What is not unique to each business is that all of the software vendors have an online channel, therefore a shopping cart that helps them monetize their business.

At Avangate we put a lot of focus in making sure that the shopping cart we offer you is a competitive advantage for your company. However, there is no secret formula for the "perfect shopping cart" so we offer instead full control in terms of cart customization.

This chapter focuses on sharing knowledge on how to be in charge of your shopping cart.

Here is what we are going to focus on:

- track shopping cart abandonment rate;
- track when visitors get a shopping cart error;
- track payment methods.





TRACKING SHOPPING CART ABANDONMENT RATE

For purchases, a conversion will occur every time a user ends up on the Finish Purchase page on your shopping cart. If you've never set up a conversion goal before in Google Analytics, check out [this tutorial](#).

Here is how you set up a Conversion Goal for sales going through the Avangate Shopping Cart:

Goals (set 1): Goal 3

General Information

Goal Name

☒ Active ☐ Inactive

Goal Type ☒ URL Destination
☐ Visit Duration
☐ Page/Visit
☐ Event

Goal Details

Goal URL

e.g. For the goal page <http://www.mysite.com/thankyou.html> enter /thankyou.html. To help you verify that your goal URL is set up correctly, please see the tips [here](#).

Match Type

Case Sensitive ☐

URLs entered above must exactly match the capitalization of visited URLs.

Goal Value optional

Figure 4 – Setting up a Goal for tracking completed purchases

The Goal URL should be: \VorderVfinish\..php



We can even go a step further. Wouldn't it be nice to find out how many users enter your shopping cart, through which page they enter and where some of them abandon the shopping process?

To do this, you need to set up the funneling. Follow the instructions, just as shown in fig. 12:

Goal Funnel

A funnel is a series of pages leading up to the goal destination. For example, the funnel may include steps in your checkout process that lead you to the thank you page (goal).

Use funnel ☒

Please note that the funnels that you've defined here only apply to the Funnel Visualization Report. Note: URL should not contain the domain (e.g. For a step page <http://www.mysite.com/step1.html> enter [/step1.html](#)).

	URL(e.g. "/step1.html")	Name		<input type="checkbox"/> Required step
Step 1	<input type="text" value="\order\checkout\.php"/>	<input type="text" value="Billing Information"/>	Delete	
Step 2	<input type="text" value="\order\verify\.php"/>	<input type="text" value="Payment Details"/>	Delete	

[+ Goal Funnel Step](#)

[Save](#) [Cancel](#)

Figure 5 – Setting up funneling steps for monitoring abandonment rate through the Avangate shopping cart

The steps in the above image are:

- \order\checkout\.php
- \order\verify\.php

Note: leaving the “Required Step” checkbox unchecked will ensure that you will get data on all the users entering the shopping cart, no matter what the entry point is. Otherwise, the funnel will only show the visitors coming through the Step 1.





Having this done, a brand new report is going to be generated under your website's Analytics data. Click on the Conversion Goals menu item under your website reports and you will get a report that looks like this:

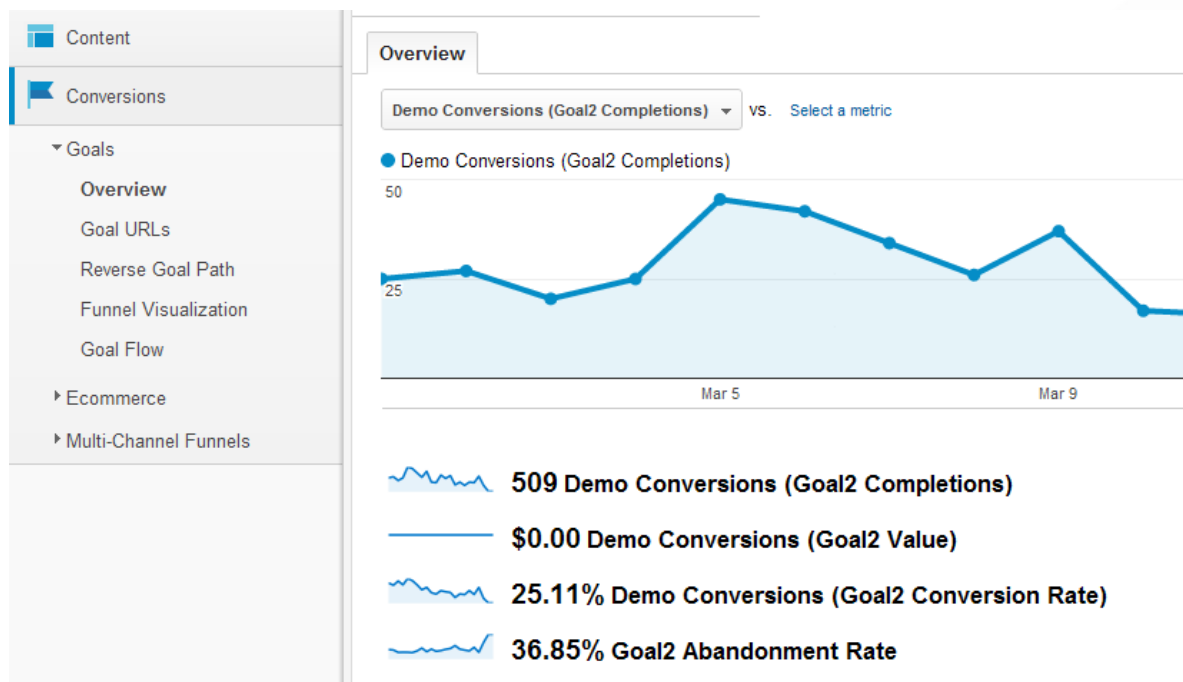


Figure 6 – Goals overview in Google Analytics

Special attention should be paid to the Funnel Visualization chart for the purchase goal, where cart abandonment will be easy to understand.



Figure 7 – Funneling overview for completed transactions in Google Analytics





TRACK WHEN VISITORS GET A SHOPPING CART ERROR

Like it or not, some visitors will get errors inside the shopping cart. Some of the errors we see occurring the most are:

- invalid discount coupon;
- invalid email address;
- not filling in certain required fields.

You have control over most of these errors and it's up to you to optimize the cart to avoid them as much as possible.

Add the following code to your Interface Template edit page, inside the JavaScript code field:

```
<script type="text/javascript">
if (omniture_vars.FORM_ERROR !== null &&
omniture_vars.FORM_ERROR !== undefined)
{
var AvErrors = omniture_vars.FORM_ERROR.replace(/,/g, '|');
_gaq.push(['_trackEvent', 'Shopping cart errors', 'Errors
in '+omniture_vars.PAGE_NAME, AvErrors]);
}
</script>
```

Note: When multiple errors happen to a user at the same time (e.g. invalid email address and discount coupon), they will be sent towards Google Analytics like in the example below:

- errorField1|errorField2|errorField3



You'll get access to the following report in Google Analytics under: Content > Events > Top Events > Event Action:

Primary Dimension: [Event Category](#) [Event Action](#) [Event Label](#)

Secondary dimension: [Event Label](#) Sort Type: [Default](#) [Q](#)

Event Action	Event Label ×	Total Events ↓
1. Errors on Billing page	discount-coupon	87
2. Errors on Billing page	email	69
3. Errors on Billing page	email zipcode	54

Figure 8 –Google Analytics report

Make sure you select the Secondary dimension: Event label, just like in the image above.

On the first column you get the name of the page on which the error occurred, the second column will give you the name of the fields in the form where the error occurred and the third column will give you the number of times the error occurred.





TRACK PAYMENT METHODS

Knowing how the available payment methods convert, you'll also know on which ones to focus and for which to provide better support.

Add the following code to your Interface Template edit page, inside the JavaScript code field:

```
<script type="text/javascript">
if (omniture_vars.PAYMENT_METHOD !== null &&
omniture_vars.PAYMENT_METHOD !== undefined)
{
_gaq.push(['_trackEvent', 'Payment method',
omniture_vars.PAYMENT_METHOD]);
}
</script>
```

Just like the errors, under the Events reports you will see what payment methods are preferred by your shoppers.

Segment your reports by country, to identify which payment methods are preferred by visitors in each. Use the data to configure default payment methods for your cart based on the locale of each shopper.





TRACK UNSUCCESSFUL PAYMENTS

Not all of your visitors use valid credit cards or debit cards that have sufficient funds available. By tracking unsuccessful payments, you get to see how many shoppers manage to actually pay in the end, even if they do it days after their initial try.

Add the following code to your Interface Template edit page, inside the JavaScript code field:

```
<script type="text/javascript">
if (omniture_vars.PURCHASE_COMPLETE == false &&
omniture_vars.PAYMENT_METHOD_TYPE == 'online')
{
_gaq.push(['_setCustomVar', 5, 'Purchase','Failed', 1]);
_gaq.push(['_trackEvent', 'Purchase Failed', 'Yes']);
}
</script>
```

Wait a couple of days to gather information and just segment your reports for all the visitors that have failed to purchase at least once. Then just check the eCommerce data and see how much revenue was generated when their future tries were successful.

Based on this data you can setup your follow up emails inside the Avangate platform to increase conversion rates. Here is how you can do it in your Avangate Control panel, under Marketing > Lead management:



Manage your Leads

Overview

Manage your Leads

Leads Database

Follow-up Report

Go back

Follow-up settings

Unfinished payments



Maximize conversion rates by setting up follow-up messages for unfinished payments.

These are shoppers that completed an order, but couldn't finalize the payment process (e.g. 'Insufficient funds', 'Authorization declined', etc.) - order recovery value can be up to 25%.

Enable order recovery follow-up: ☒ Yes ☐ No

View and customize the followup emails from the [Email template manager](#) section.

#	After	Payment type	Action
1.	2 hour(s)	Instant payment methods (Credit Card, PayPal)	Remove

Add new follow-up (you can set up to 15 notification emails):

Payment type:

After: hour(s)

[Add](#)

Figure 9 – Follow-up settings





4. Going deeper. Analyzing User Behavior on your website

At this point, you know almost everything there is to know about your shopping cart performance and connecting that data with user behavior on your website can prove to be a real gold mine.

You can get actionable insight from your data, similar to:

- I need to treat trial users differently from new users.
- Google organic searches are bringing me lots of traffic but few conversions- maybe it's time to focus on other keywords.
- Lots of users exit through the "Terms and Conditions" page - Maybe there is something wrong with it.
- All the users having Java Script disabled bounce, as they cannot access the website.

Please note that the set of insights is unique for every website and software business.

In the following chapters we will focus on answering possible questions such as in the examples enumerated above. The answers should provide solutions to improve your website and boost sales.





5. Tracking downloads and downloaders

Now that you have Google Analytics installed, finding how many users click on a download link is not that difficult. You can go one step further and track the behavior of users that download your product as well.

This method is specially created for all those websites where clicking the download button will directly start the download. We recommend presenting shoppers with “Thank You for Downloading” pages that are very easy to track (just place the standard Google Analytics tracking code on the pages). If “Thank You for Downloading” pages don’t fit into your sales strategy, here are 4 easy steps you can take to track downloads:

Step 1: Adding the code

Add the following code between <head> and </head> on all your website pages on which the download can be initiated.

```
<script type="text/javascript">
functionsetIframe()
{
    varavIframe =
document.getElementById('av_iframe').innerHTML =
'<iframe src = "/software_download.html"
style="border:none;width:1px;height:1px;" marginheight="0"
marginwidth="0" frameborder="0"></iframe>';
}
</script>
```



Step 2: Modify the download button or link

Add the following code to all your download links or buttons:

```
onclick="setTimeout(setIframe, 2000);"
```

For example if your download link is:

```
<a title="Download"href="download/software.exe">Download Now</a>
```

modify it to:

```
<a title="Download"onclick="setTimeout(setIframe,  
2000);"href="download/software.exe">Download Now</a>
```

Step 3: Add more code to your website

This time add it directly after the download button. It's a hidden div with no content in it, so no need to worry about SEO issues.



```
onclick="setTimeout(setIframe, 2000);"
```




Step 4: Create a file called `software_download.html` directly in your website root

Inside this file you can put all the tracking codes you want. Google Analytics, Google AdWords, anything. The idea is that when a user starts a download, this file is loaded and tells your tracking tools that a certain user just started a download.

```
<script type="text/javascript">
functionsetIframe() {
varavIframe =
document.getElementById('av_iframe').innerHTML =
'<iframe src ="/software_download.html"
style="border:none;width:1px;height:1px;" marginheight="0"
marginwidth="0" frameborder="0"></iframe>'; }
</script>
```

Now, the tracking codes

Specific labels can be attached to users every time they download a copy of your software, and you'll be able to identify them every time they come back to your website. What's more, you'll be able to monitor their behavior on your website and most importantly, understand how many visitors end up buying your software.

All you have to do is add an enhanced version of the Google Analytics code in the `software_download.html` file you have just created on your website root folder. The code should look like this:



```
<script type="text/javascript">

var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-XXXXXX-XX']);
  _gaq.push(['_setDomainName', 'none']);
  _gaq.push(['_setAllowLinker', true]);
  _gaq.push(['_setCustomVar', 4, 'Downloader', 'English
Trial', 1]); //label people who download the product
  _gaq.push(['_trackPageview', '/downloads/software/']);

(function() {
varga = document.createElement('script'); ga.type =
'text/javascript'; ga.async = true;
ga.src = ('https:' == document.location.protocol ?
'https://ssl' : 'http://www') + '.google-
analytics.com/ga.js';
var s = document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(ga, s);
})();

</script>
```

(replace UA-XXXX-XX with your Google Analytics Tracking ID)





DO YOU OFFER TRIAL DOWNLOADS? HOW MANY PEOPLE ARE DOWNLOADING YOUR SOFTWARE?

As the number of downloads is going to be an important performance indicator, here is how you setup a conversion goal for downloads:

Goals (set 1): Goal 3

General Information

Goal Name

☒ Active ☐ Inactive

Goal Type ☒ URL Destination
☐ Visit Duration
☐ Page/Visit
☐ Event

Goal Details

Goal URL

e.g. For the goal page <http://www.mysite.com/thankyou.html> enter /thankyou.html. To help you verify that your goal URL is set up correctly, please see the tips [here](#).

Match Type

Case Sensitive ☐

URLs entered above must exactly match the capitalization of visited URLs.

Goal Value optional

Figure 10 – Setting up goal conversion tracking for software downloads.

If the above implementations are a little bit too complex for you, you can always take a simpler approach. However, the amount of data which will be available in Google Analytics will be limited to only the visitors which clicked the download link on your website.



Just add the following JavaScript for the "on click" event of the download triggering link:

```
<a href="http://www.example.com/files/software.zip" onClick="javascript: _gaq.push(['_trackEvent', 'Trial
downloads', 'Download']);">
```

All you have to do now is to go in your Google Analytics Account, where you will be able to see all the data in the

Content > Event Tracking reports area:

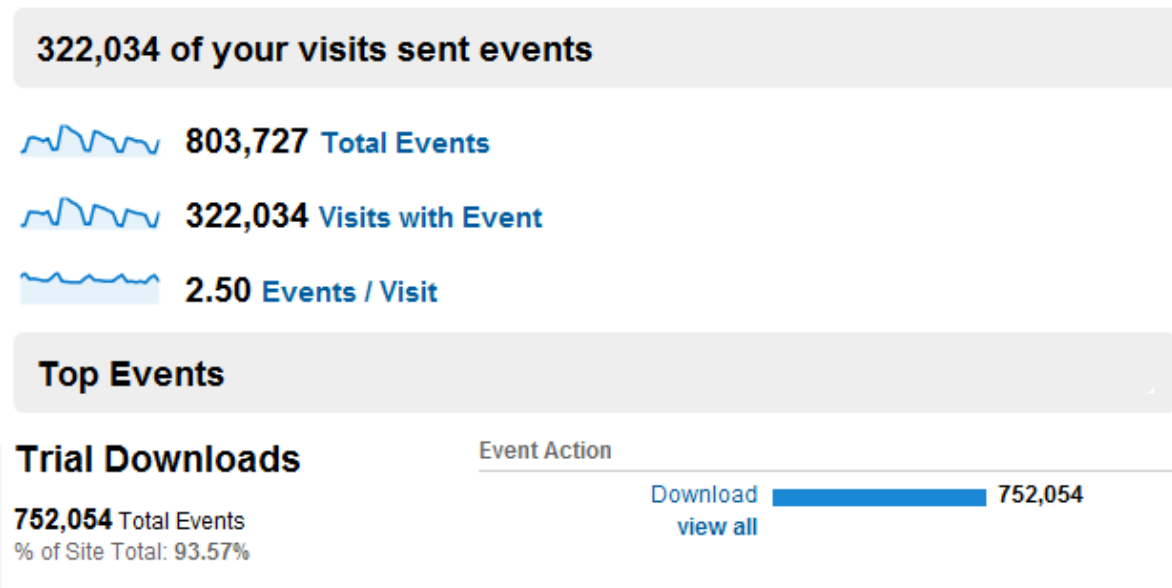


Figure 11 – Google Analytics



6. Tracking how many trial users buy your product

We currently know how many downloads and sales occur. You would think that just dividing the number of downloads to the number of sales would come up with the conversion rate for download to buy. Well, why not be sure of it? You might be surprised by the actual data and being surprised is a good thing in this case.

Knowing for sure will help you make the right decisions when optimizing conversion rates. No matter how good they are, they can always be better.

One way to do it is to build special links or special landing pages for all the users that come through buying links within your software. The special link method has usability advantages, as users can be taken directly to the shopping cart, without any intermediate pages.

In order to differentiate your buyers that come directly from your software product, a few parameters need to be added to the shopping cart link. It is important to make sure that this method does not interfere with your shopping cart functionality.

Google offers a 3-step wizard for building the special links. By the third step, the application will generate a new link:





Copy the link that you use for the Buy Now button within your software product.	Step 1: Enter the URL of your website.
	Website URL: * <input type="text" value="http://www.example.com/shopping-cart.html"/> <small>(e.g. http://www.urchin.com/download.html)</small>
Add campaign details	Step 2: Fill in the fields below. Campaign Source , Campaign Medium and Campaign Name are required values.
	Campaign Source: * <input type="text" value="software"/> <small>(referrer: google, citysearch, newsletter4)</small>
	Campaign Medium: * <input type="text" value="trial"/> <small>(marketing medium: cpc, banner, email)</small>
	Campaign Term: <input type="text"/> <small>(identify the paid keywords)</small>
	Campaign Content: <input type="text"/> <small>(use to differentiate ads)</small>
	Campaign Name*: <input type="text" value="product-name"/> <small>(product, promo code, or slogan)</small>
Generate the new buy now link to be used within the software	Step 3:
	<input type="button" value="Generate URL"/> <input type="button" value="Clear"/> <input type="text" value="http://www.example.com/shopping-cart.html?utm_source=software&utm_medium=trial&utm_campaign=product-name"/>

Figure 12 – Create special links with Google Link Builder for tracking buyers coming from your software product.

If you already use special links for users coming directly from the software links or buttons, include the above parameters.

The Traffic Sources Overview "pie chart" from the Google Analytics default dashboard shows you the number of users that came directly from your software - they can be found among those labeled as "Campaigns".

2,029 people visited this site

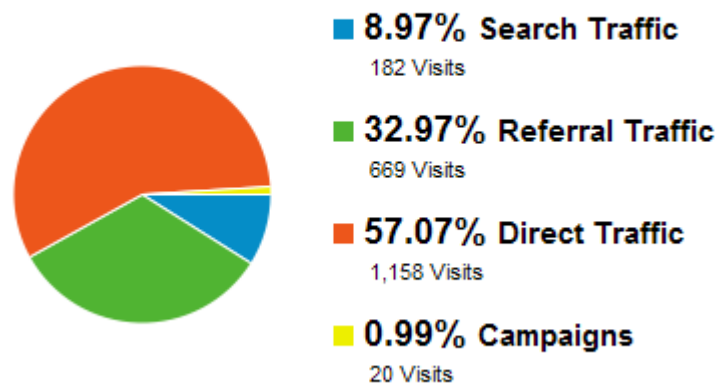


Figure 13 – Traffic Sources Overview "pie chart"



What if you already using special parameters to identify users coming from your software? In this case, in order to leave the links intact and get actionable data immediately, make a 301 redirect for all the users coming from your software to the same link, but with the parameters in the image above included.





7. Segmenting is pure gold

Implementing special links with tracking codes in your trial software kits or designated landing pages for the users that click the Buy Now button within the software is easier said than done.

There is another way to track the conversion rate for trial downloads.

Google Analytics now supports segmentation, so it can build reports on the fly just for a specific segment of traffic. The segment we are after: traffic of visitors who downloaded the trial. **The result:** How many “digital window shoppers” actually buy?

[Check out this video tutorial](#) on how to create your first segment, if you are new to it.

So, if you have done the above trial download tracking implementations, here is how your segment setup should look like:

The screenshot shows a segment configuration interface. It features a single condition row with the following elements: a dropdown menu set to 'Include', a green button labeled 'Custom Variable (Key 4)', a dropdown menu set to 'Exactly matching', and a text input field containing 'Downloader'. Below this row, there are two options to add more conditions: 'Add 'OR' statement' and 'Add 'AND' statement', each preceded by a small square icon.



Once you apply the segments, all the reports in Google Analytics will be limited only to the data about the people that downloaded your product. You can see from their referrers how many of them bought from you and after how many days.

We encourage you to play with segments as much as possible. You can segment based on any metric you can think of.

4 more segments to use out of the box:

Login to your Google Analytics account and click on any of the following links which will add the advanced segments to your account. Here are top 4 segments you are bound to find really valuable.

1. Predict the future behavior of visitors that fail to pay (get a payment error) including forthcoming successful orders:

The screenshot shows the Google Analytics Advanced Segments builder interface. It displays two conditions being added to a segment:

- Condition 1: **Include** **Custom Variable (Key 5)** **Containing** **Purchase**
- Condition 2: **Include** **Custom Variable (Value 05)** **Exactly matching** **Failed**

The interface includes buttons for **or** and **and** to combine conditions, and buttons for **Add 'OR' statement** and **Add 'AND' statement** to add more conditions.



2. Forecast future behavior of visitors that successfully complete an order. Do they come back to your website? How often do they do it and what sections do they visit?

The screenshot shows a segmentation tool interface with two conditions stacked vertically, connected by an 'and' operator.

- Condition 1:**
 - Operator: Include
 - Variable: Custom Variable (Key 5)
 - Comparison: Containing
 - Value: Purchase
- Connector:** and
- Condition 2:**
 - Operator: Include
 - Variable: Custom Variable (Value 05)
 - Comparison: Exactly matching
 - Value: Success

Below each condition is a text input field and a link to 'Add 'OR' statement'. At the bottom, there is a link to 'Add 'AND' statement'.

3. Segment traffic based on used payment methods. Discover what payment methods are used per country.

The screenshot shows a segmentation tool interface with two conditions stacked vertically, connected by an 'and' operator.

- Condition 1:**
 - Operator: Include
 - Variable: Event Category
 - Comparison: Containing
 - Value: Payment method
- Connector:** and
- Condition 2:**
 - Operator: Include
 - Variable: Event Action
 - Comparison: Containing
 - Value: PayPal

Below each condition is a text input field and a link to 'Add 'OR' statement'. At the bottom, there is a link to 'Add 'AND' statement'.



Change PayPal to any other payment method of interest and just check out the Visitor Country reports.

4. Check out the conversion rate of visitors encountering an error inside the shopping cart. Just apply the next segment and access the Conversion reports.

Include▼

Event Category▼

Containing▼

Shopping cart errors

or

Add 'OR' statement

and

Add 'AND' statement





8. Cool tools to go along with Google Analytics

WASP

WASP is the Web Analytics Solution Profiler, a specialized Firefox extension aimed at web analysts and web analytics implementation specialists. WASP is designed to streamline quality assurance and understand how your web analytics solution is implemented. It's a great add-on to debug any issues that might appear in your websites tracking.

Google Website Optimizer



This is a tool provided by Google - you have to register or sign in before using it. It's an easy-to-use solution for testing site content that delivers actionable results, helping out with efforts to increase your conversion rate. Google Website Optimizer's strong asset is that it allows you to carry out loads of tests at the same time for: headlines, images, prices, offers and buttons. By means of Website Optimizer, you can obtain significant increases of the website conversion rates, of the time spent on your website and last, but not least, an increase of your visitors' satisfaction with the website. But what does this tool really do? The answer is... testing in two ways:

- Run A/B experiments (compares the performance of entirely different versions of a page);
- Run multivariate experiments (compares the performance of content variations in multiple locations on a page simultaneously).



Google Insights for Search



Google Insights for Search, a further development of Google Trends, charts how often a particular search term is entered, relative to the total search volume across various regions of the world, in various languages. This tool also enables its users to make a comparison between the volume of searches between several items or terms.

Google Insights for Search can be used as a crystal ball, a tool to predict the evolution of search volumes for some terms. A very cool feature is that it also shows related keywords that experience large increases, search-wise. One of the assets that we consider of vital importance is the graphs, conducting comparative analyses for different terms. You just have to insert some keywords, select the region and the time you are interested in and voilà: you get a comprehensive graphic with the search volume evolution.

Ad Preview Tool

This is a tool by Google AdWords that just previews the way your site will look in the Search Engine Result Page (SERP).

What are the benefits of using it? First of all, you'll get a hint of how your ad will look like, and secondly, you will see the contextual placement of your ad, i.e. whether your ad has well defined keywords. Thirdly, you get improved location targeting for your ads. You can also refine the results page by adding [location attributes and values](#) manually to the URL of the ad preview page. Optional





attributes include a target country, longitude/latitude coordinates, regions, and cities. In the U.S., you can also set a target ZIP code or designated market area (DMA).

Generally speaking, the Ad Preview Tool provides "clean" search results page for a given keyword, domain, language and geography. This way, you can monitor your local campaigns in different areas (you shouldn't employ it for national campaigns). Nevertheless, you should take into account the "relativity" of this tool - the SERP won't look the same at all times

Compete and Alexa

[Compete](#) and [Alexa](#) can provide good insights on how your competition is standing. Follow them, learn from their mistakes and improvements and make sure you are on top of things. For any of the tools provided, context is very important. For example, learning the approximate traffic of your competitors can be easily linked to their back links. Use [Open Site Explorer](#) get access to this data.



Search Engines Webmasters Tools

These tools provided by search engines will give you a very good hint on how well your website is indexed, the main issues the crawlers discover and so on. You can also submit your sitemap to them and you will always know the status of your indexed pages.

Try:

[Google Webmasters Tools](#)

[Bing Webmasters Tools](#)



[Crazy Egg](#)

While Google Analytics has a feature of showing the Website Overlay with the links clicking situation, unless some specific implementations are done, it's pretty much off target when it comes to provide actionable data. Crazy Egg is a specialized tool that can provide a picture of where people clicked on your site. This tells you what's hot and what's not, so you can make changes that matter. It has a free service plan, as well as paid ones.



[iPerceptions 4Q](#)

[AvinashKaushik](#) introduced this **permission based on-exit survey** that provides an easy to deploy, use and analyze the framework, in order to get **4 answers** that **no website owner can live without**. Surveys are powerful and can yield much deeper insights about the customer experiences on your website, helping you get a broader image about your visitors' behavior.





9. Great Blogs to Follow

Most of the information we put in this eBook comes from what we've learned from great bloggers out there and experimented on our own. We'd like to thank them for the great job they are doing -here is who we recommend:

[Occam's Razor by AvinashKaushik](#)

Avinash's blog is a must for anyone interested in web analytics. With non-technical approaches, he can make anyone understand what web analytics is all about. He is also the author of the much acclaimed book "[Web Analytics – One hour a day](#)".

[Check out the interview](#) AvinashKaushik gave for Avangate.

[The Official Google Analytics Blog](#)

It's all about the latest news, tips, and resources straight from the Google Analytics team.

Other blogs that are worth following:

- [Juice Analytics](#)
- [Immeria](#) – an immersion in web analytics
- [Web Analytics Demystified](#)
- [Web Analytics World](#)



Other great places with resources for the Analytics Industry:

[Web Analytics Association Yahoo Group](#)

[Web Analytics Association Website](#) (WAA).

We encourage you to become a member of WAA, as they provide great webinars and other resources for all its members.

While all of the above resources are focused on general web analytics we also invite you to follow the [Avangate – Software Business Blog](#), where we will do our best to offer you specialized resources for software vendors.





10. Great Books to Read

There are 4 books we highly recommend:

The first one is “[Web Analytics – One hour a day](#)” and “[Web Analytics 2.0](#)” by Avinash Kaushik, which are a great intro in the Web Analytics World. After reading his books, you will be half way there when talking about mastering web analytics. The other half will come from the experience you will gain while testing and acting on the data you get.

Justin Cutroni recently joined the Google Analytics team, and we believe that his [Google Analytics](#) book was one of the reasons they wanted him there.

While these 2 books will help you really understand what’s with all that data you get from your analytics tool, Bryan Eisenberg from [Grokdotcom](#) will help you take some actions and make those sales hit the roof. And as one can never be 100% sure of the action he takes, he recommends to “[Always Be Testing](#)”.





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Can you think of any ways to improve it? Are there any other subjects you would like us to approach?

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About Avangate



Avangate is the agile [eCommerce solutions provider](#) trusted by

Software and SaaS companies to grow their business worldwide through any channel, any model.

Specifically designed for software markets, Avangate's scalable and integrated solution includes a full-featured, modular and secure [eCommerce platform](#), a [partner order and revenue management system](#), as well as a constantly expanding worldwide [affiliate network](#).

Avangate's market-proven eCommerce solution enables software companies to rapidly embrace industry shifts, reach customers effectively, and adopt new business models with a view to optimizing profitable revenue across online and offline channels.

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