

Advanced Analytics

Advanced Analytics are worth investigating if you are already regularly gathering data from Google Analytics and taking action based on the figures. Advanced Analytics includes; Event Tracking, Split Testing and Conversion Rate Values:

- Event Tracking enables you to collect data on specific user interactions on your website. This could include the load time of a video, or the specific pictures that a user clicks on.
- Split Testing is where you prepare two different versions of the same page or advert, you then monitor the results when they go live. This enables you to decide on the option that generates the best results, which informs you on where to spend your budget for a greater return on investment.
- Conversion Rate Values ○

My Advanced Analytics:

