

Online Fashion Industry 2020

GOOGLE ANALYTICS INDUSTRY REPORT

FIRST.





GOOGLE ANALYTICS INDUSTRY REPORT

This report provides **3 Google Analytics checklists** and **what it means** to use Google Analytics data for **your business**.

FIRST have evaluated real-life examples of top 3 women's fashion brands in New Zealand to examine how they collect and use data from Google Analytics for their business.



COTTON:ON



GLASSONS



SUPERETTE

***Note:** We do NOT have access to Google Analytics and Google Tag Manager of each brand, which means that we could not check the details of the setup and tracking status. We relied on our test results to create this audit report.*

GOOGLE ANALYTICS CHECKLISTS

01



Google Analytics Implementation & User-ID Tracking

- ✓ Is your Google Tag Manager correctly set up?
- ✓ Are you identifying your customers?

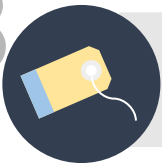
02



Enhanced Ecommerce Tracking Setup

- ✓ How advanced is your Enhanced Ecommerce tracking setup?

03



Google Analytics Events Tracking

- ✓ Are you measuring KPIs and user engagement with GA events?



01

Google Analytics Implementation & User-ID Tracking



Are you ready for making data-driven business decisions?

Correct Google Tag Manager (GTM) implementation is the first step to track and send the right data to Google Analytics (GA). FIRST reviewed if the implementation snippet was in the right place in the right order. The **right implementation of GTM snippets reduces the risk of missing or inaccurate data collection, which leads the business to make data-driven decisions.**

Do you know who your customers are?

Understanding your website users; who are they, what do they need, and how do they behave enables the business to sell the right products to the right people. Although you cannot track each customer in physical stores, one of the biggest advantages of a website is the ability to track your customers and build a user profile — So, the question is “**Do you know who your customers are and what they are doing on your website?**”

GA Client ID and **User ID tracking** allows you to **identify REAL users** and their behaviours on your website.

ARE YOU READY FOR MAKING DATA-DRIVEN DECISIONS?

Correct Google Tag Manager implementation is the first step to track and send the right data to Google Analytics

	Is GTM correctly implemented in the <head> section?	Is there no script GTM snippet inserted immediately after the opening <body> tag?
SUPERETTE	Yes	No
GLASSONS	Yes	No
COTTON:ON	Yes, but the implemented snippet is for a test environment, which is not suitable for the production site	No, and also the implemented snippet is for the test environment



DO YOU KNOW WHO YOUR CUSTOMERS ARE?

	Is GA Client ID* tracked?	Is User-ID**	
SUPERETTE	No	No	
GLASSONS	No	No but tracking hashed email*	Tracking hashed email Once the user logged in, we could see the hashed email is existing in the data layer but it is not passing information to GA
COTTON:ON	Yes	No	

* GA Client ID? A unique ID stored in the browsers cookies and set by the analytics.js library

** User ID? A unique ID that you can use to associate multiple sessions for logged-in users



WHAT CAN YOU DO WITH CLIENT ID / USER ID TRACKING?



BENEFITS OF IDENTIFYING USERS BY ID TRACKING

No GA Client /
User ID tracking



GA Client ID



User ID
tracking

Ultimate Goal

No GA Client / User ID Tracking

GA Client ID Tracking

GA Client ID + User ID Tracking

What it means for your business

- You cannot have a picture of the user journey, e.g.



Desktop
View the
sales page



Laptop
View the
product



Mobile
Payment

If the user uses a different device/browser during the shopping journey, you cannot tie the shopping behaviour together without identifiers. In GA, you would see **3 different users visiting your website.**

GA Client ID?

- A unique id per browser & device

What can you do with Client IDs only?

Identifying visitors' interactions per browser and device

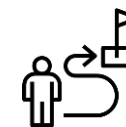
What can you NOT do?

- Mapping a complete picture of the user journey
- Cross device tracking
- Calculating each channel's credits

User-ID? A unique id per logged-in user

What can you do with Client + User IDs?

- **CRM Integration with GA:** Integrating online & offline data & making connections across consumer touch points across the channel
- **Cross Device Tracking**
- **Attribution modelling across devices and online and offline channels:** How much credit do you attribute to each channel for generating revenue?



Building a complete
picture of the user journey



Target the
right people



Optimise the website to
increase the conversion rate

SUPERETTE GLASSONS

COTTON:ON

02

Enhanced Ecommerce Tracking Setup



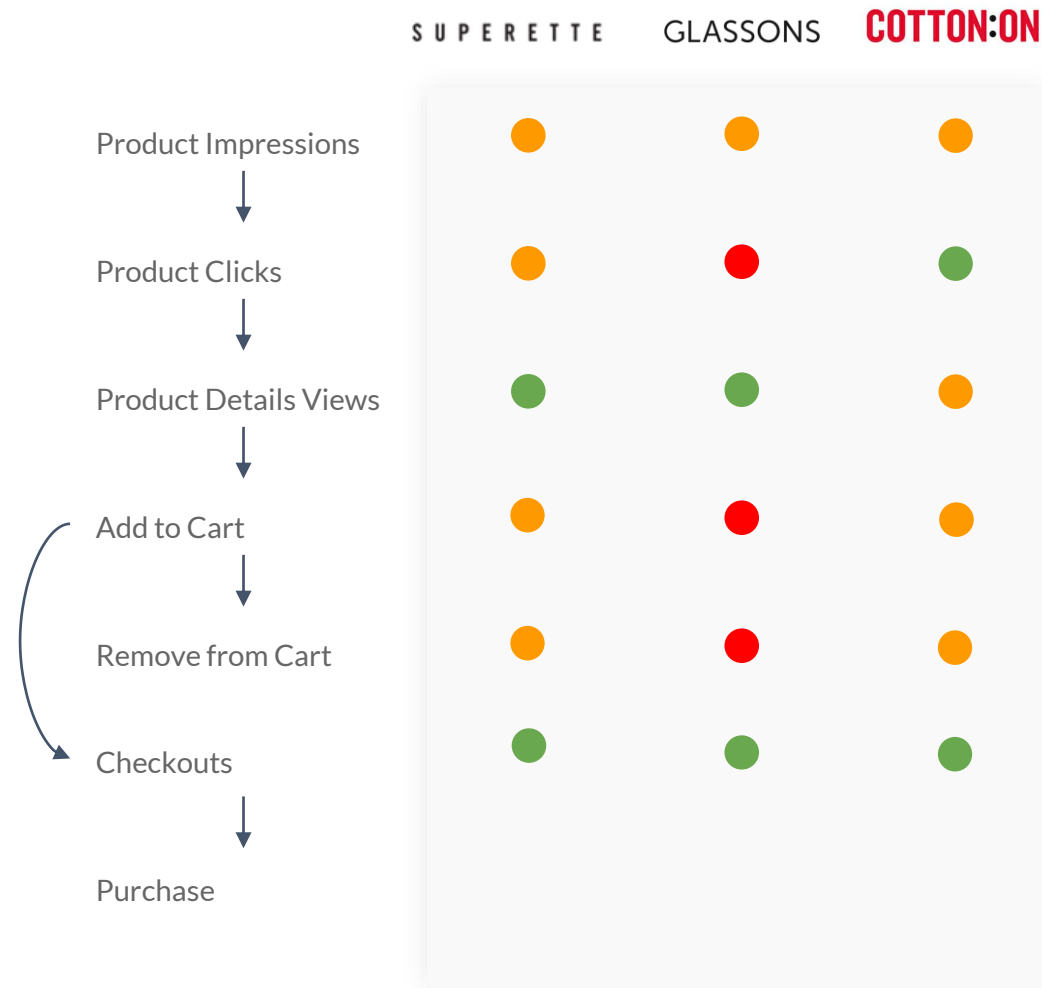
Are you looking at just transactions or
Are you looking at the entire shopping journey?

Enhanced Ecommerce (EE) tracking enables your business to **track the entire shopping journey** from when users take the very first look at a product to when they eventually make the purchase. Or even when they abandon their products at some point of their journey.

FIRST **reviewed** if Enhanced Ecommerce tracking is **correctly set up** and explained the **impact of a correct setup** in terms of gaining insights.

HOW ADVANCED IS YOUR ENHANCED ECOMMERCE TRACKING?

We evaluated the tracking status of each shopping stage and explained the benefits of tracking



01. What do you miss?

The gaps in enhanced ecommerce tracking give you **limited insights about shopping behaviours**.

02. What questions can you answer with EE data?

What is our top selling brand/category?
What is our top converting brand/category?
Where do most users drop out? Do they come back?
What product list is driving the most conversions?
What are the most effective promotions?

03. What can you do with EE data?

Media performance Comparison
Diagnostic (What has changed)
Audience Generation

03

Google Analytics Events Tracking



Are you measuring KPIs and user engagements?

Interactions on your website such as link clicks and form submissions can be measured as **Events** in Google Analytics.

FIRST selected a few interactions that should be tracked based on 3 different categories.

01



Soft KPIs Soft metrics for business

- Newsletter Sign up
- Account Creation

02



Shopping Engagement Gain visibility of users' touchpoints along shopping journey

- Add to Wishlist
- Check in-store availability
- Prod. Colour Selection
- IG photos click on homepage

03



Website Engagement Gain insights for UX improvement

- Navigation Bar Click
- Breadcrumbs Click / Style Click
- Filter Selection
- Refinement Selection

MEASURING YOUR SUBSCRIBERS?

Newsletter signups can be one of a soft KPI metric for your business.

Customers' **newsletter signups** either show their **big interest** in a brand or at least their **purchase intention** with a **promotion code** they will get from signup.

By analysing sign up events with other GA metrics, you can answer questions like:

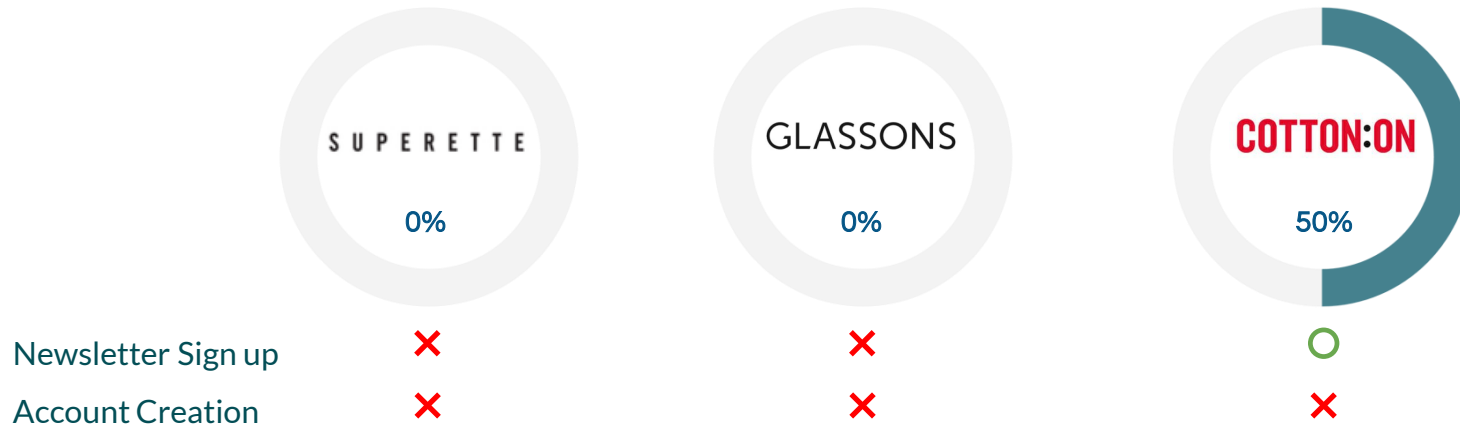
What is the value of subscribers beyond pure traffic numbers?

- How many pages do email subscribers view per visit?
- How much time is spent by email subscribers on my site?

How can I get more subscribers?

- Which campaigns are most effective at driving newsletter signups?
- What content resonates best with email subscribers?





What can you with tracking newsletter sign ups?

01. Measure the number of subscribers

02. Analyse subscribers with GA data

What is the persona of the subscribers?

What is the **age group distribution** of the subscribers?

What **traffic source** are the subscribers from?

What **page** did the subscribers sign up the newsletter on?

Which **campaigns** are most effective at driving newsletter signups?



What
Understand who your subscribers are and their behaviours

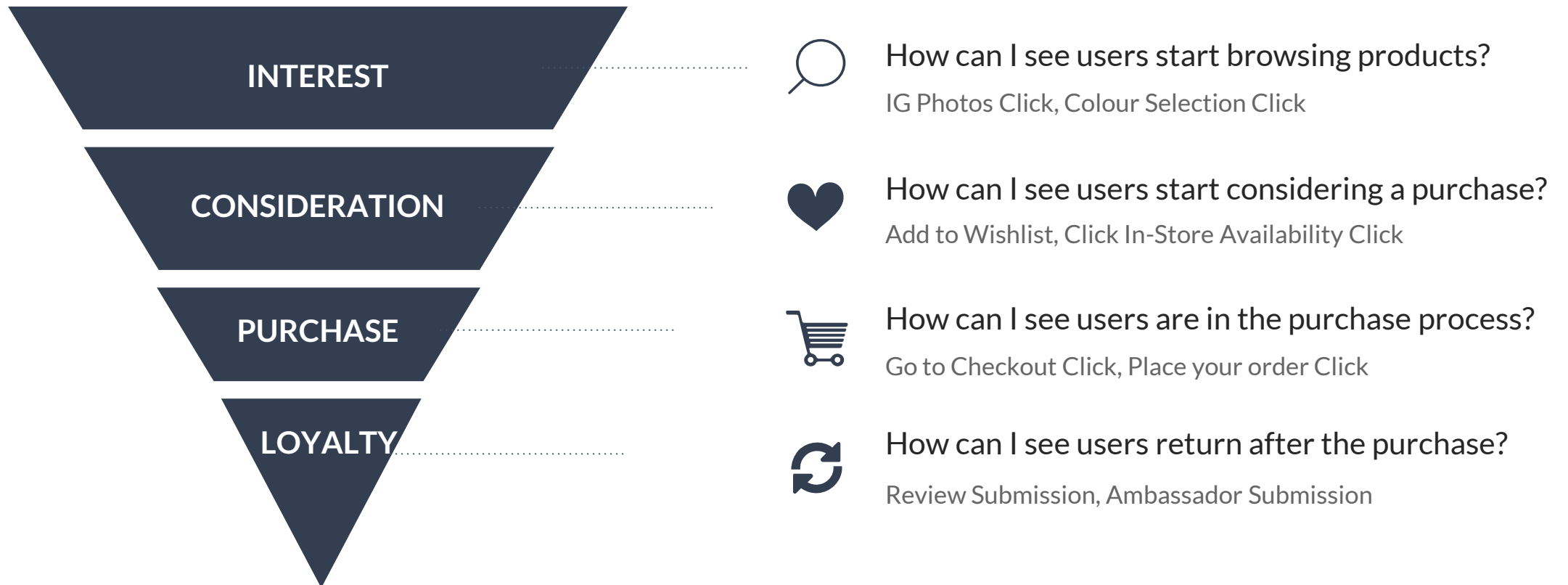
What
Get ideas about how to **drive** more **subscribes**

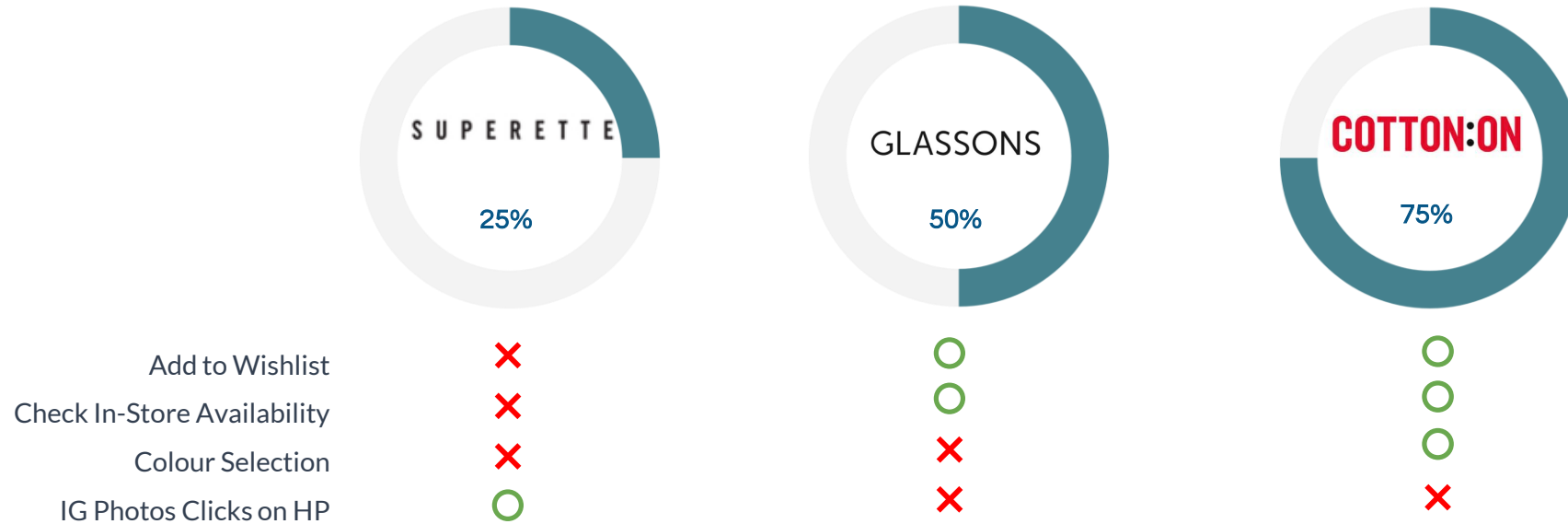
MEASURING SHOPPING ENGAGEMENTS?

Users make countless touchpoints before, during, and after shopping.

Apart from tracking ecommerce actions, tracking these touchpoints with Google Analytics Events gives you the visibility of their shopping journey.

Shopping Journey Touchpoints **Examples** from interests to loyalty





What can you do with tracking shopping engagements?



See

Get the visibility of shopping engagement with quantifiable data



Think

Get ideas about users' shopping behaviours

What % of users added wishlist items to the cart? What % of them have converted?

What products / product categories did users check in-store availability for?

What products were clicked most from the IG Photos on the homepage?

MEASURING WEBSITE ENGAGEMENTS?

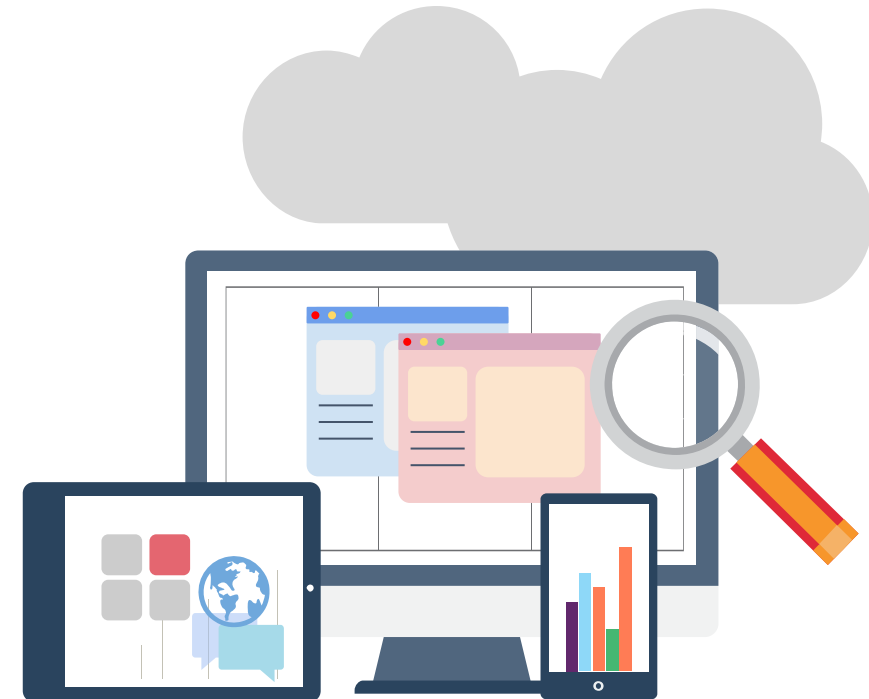
Do you know how your users navigate your website?

Homepage Tiles → Navigation Bar → Login → Sort → Filters?

If you track CTAs as GA Events, you will be able to:

- Measure what features are popularly used/ NOT used by users
- Get ideas to optimise your website features with quantifiable CTAs data
- Test what features are driving more conversions (A/B testing)

FIRST selected 4 events related to website engagement and reviewed whether each brand is tracking them or not





What can you do with tracking website engagements?



See

Get visibility of website interactions with quantifiable data

What interactions did user perform during their journey?

What is the flow of interactions they made? (i.e. the order of interactions)

What are the friction points for the users to shop on the site?

What CTAs are popularly used / NOT used?



Think

Get ideas about A/B testing and website optimisation

Any unnecessary category links in your navigation bar?

Are tiles on the homepage displayed by popularity?

Which sub menu leads more users to click? Shop by Trends? Shop by collection?

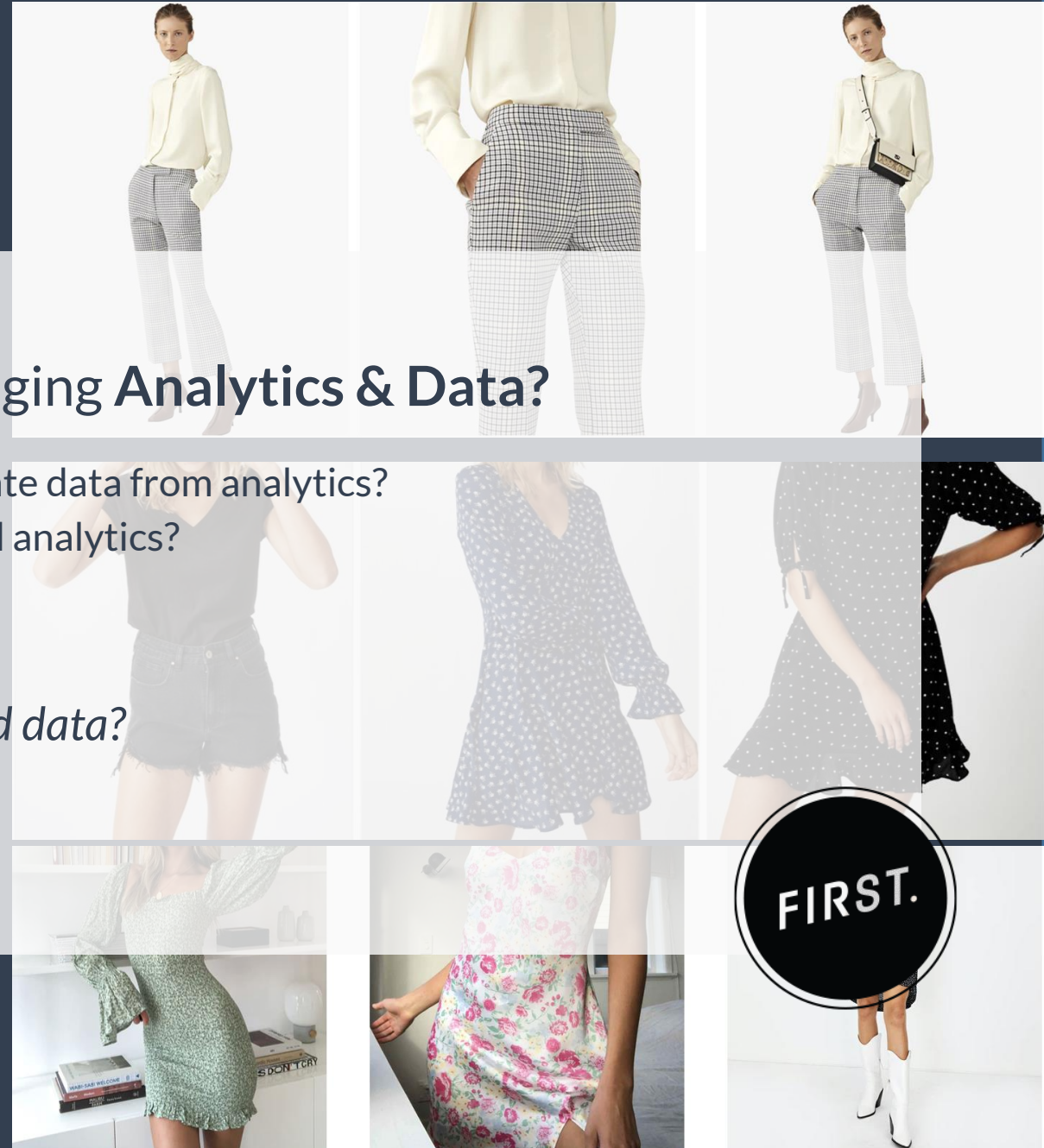
Which filters / refinements are popular for users?

NOW IT'S YOUR TURN

How much is your business leveraging **Analytics & Data**?

Is your business collecting and analysing accurate data from analytics?
Also drawing meaningful insights from data and analytics?

Not sure how to leverage your Analytics and data?
FIRST can help you.



WHAT FIRST CAN DO FOR YOUR ANALYTICS?

Discover

Understand Business Goals, Needs & Processes

Reveal

Define Analytics Measurement Framework
Identify Data Collection Requirements

Implement

Audit Existing Data Collection Process & Correct
Implement Additional Data Collection
Document Implementation & Corrections

Validate

Test Data Collection
Check Analytics Platform Configuration

Examine

Create Dashboards & Custom Reports
Provide Analytics Training

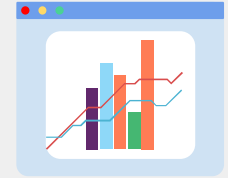
Optimise

Provide Insights & Recommendations
Test & Monitor Results
Implement Winning Changes or Make New Assumptions
Provide CRO Training

Analytics Setup & Audits
Configuration of Goals,
Funnels and Events



Actionable Insights
Reports
Dashboards
Advanced Analytics



Data Collection
Monitoring
Testing



Training & Workshops





Make the **right business decisions** with confidence through smarter tracking and deeper analysis of your **Google Analytics** data.

Our expertise in digital marketing has been built on over 20 years experience in digital strategy, analytics, conversion, search marketing and digital campaigns.

Contact us to see how we can help you

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