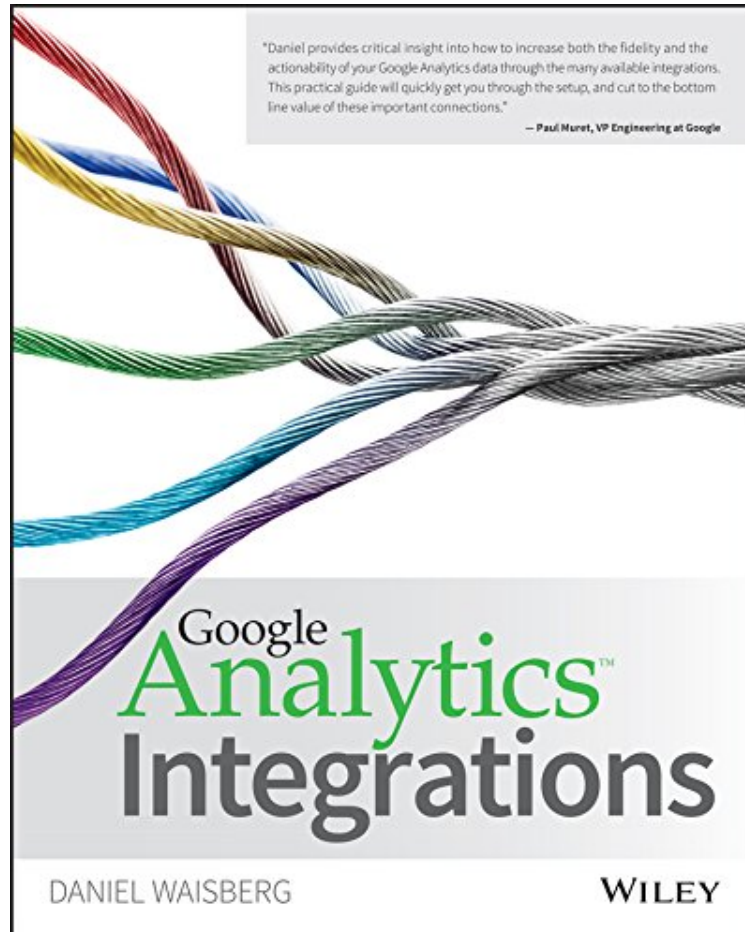


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Google Analytics Integrations

Daniel Waisberg

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Yoursquo;ll learn how Google AdWords, AdSense, CRMs, and other data sources can be used together to deliver actionable insights about your customers and their behavior. Explains proven techniques and best practices for collecting clean and accurate information from the start Shows you how to import your organization's marketing and customer data into Google Analytics Illustrates the importance of taking a holistic view of your customers and how this knowledge can transform your business Provides step-by-step guidance on using the latest analytical tools and services to gain a complete understanding of your customers, their needs, and what motivates them to take action Google Analytics Integration is your in-depth guide to improving your data integration, behavioral analysis, and ultimately, your bottom line.

"Daniel provides critical insight into how to increase both the fidelity and the actionability of your Analytics data through the many available integrations. This practical guide will quickly get you through the setup, diagnose any issues, and cut to the bottom line value of these important connections." Paul Muret, VP Engineering, Google
"Integrations are among the most important value adds that Google Analytics provides, making it possible to combine both pre visit and visit data to paint a complete end-to-end picture of a visitor's journey through a business. Integrations provide several kinds of important insights/analysis ranging from providing deep insights into what ads lead to high quality traffic (e.g. AdWords integration) to how to better monetize your content (e.g. AdSense integration). Also, Daniel is one of the best people to educate folks on the value and power of these integrations. I have known Daniel for several years now and he is easily among the most knowledgeable people I know when it comes to Analytics. He has worked closely with several businesses and publishers and helped them succeed and it is great to get these deep insights directly from him." Sagnik Nandy, Distinguished Engineer, Google Analytics
"Daniel's insightful recommendations on how to make digital analytics more actionable via integration are well researched and tightly presented in this wonderful book. This is a must read for analytics users and marketers!" Babak Pahlavan, Director of Product Management, Google Analytics
"A key benefit of Google Analytics is the deep integration with other Google Product. Daniel does a great job of describing why the integrations are important, how to set them up and how to actually use them." Justin Cutroni, Analytics Evangelist, Google Analytics
"Delivering on the promise of big data requires not just capturing massive amounts of data in individual silos, rather it requires an incredible ability to integrate the aforementioned silos to let real insights transform businesses. Daniel's new book outlines specific strategies to accomplish this lofty goal for your digital data!" Avinash Kaushik, Author of Web Analytics 2.0 Web Analytics: an Hour A Day
From the Back Cover
A roadmap for turning Google Analytics into a centralized marketing analysis platform
With Google Analytics Integrations, expert author Daniel Waisberg shows you how to gain a more meaningful, complete view of customers that can drive growth opportunities. This in-depth guide shows not only how to use Google Analytics, but also how to turn this powerful data collection and analysis tool into a central marketing analysis platform for your company. Taking a hands-on approach, this resource explores the integration and analysis of a host of common data sources, including Google AdWords, AdSense, CRMs, and many others. Armed with this knowledge, marketers and developers can deliver on the promise of a truly transformative view of customer behavior and acquisition. Google Analytics Integrations provides the complete, step-by-step guidance businesses need to improve data integration and behavior analysis, and will show you how to: Use proven techniques to collect clean and accurate data Integrate and import all relevant marketing and customer data into Google Analytics Use new analytical capabilities to gain further insight into customer behavior
About the Author
DANIEL WAISBERG is an Analytics Advocate at Google, where he fosters Analytics by educating and inspiring professionals when it comes to making data-driven decisions; he spends a considerable amount of his time analyzing and visualizing data to come up with interesting and actionable stories. Daniel is also the Founder Editor of online-behavior.com, a respected Analytics portal.