

Own your data and put it to the service of your cause



BADCamp 2020

Vadim Tchernine

Senior Analyst

vadim@kalamuna.com



Kalamuna

Agenda

- 01** About Kalamuna
- 02** Google Analytics
- 03** Google Tag Manager
- 04** Data validation
- 05** Putting it all together
- 06** Learning more
- 07** Q&A



Vadim Tchernine

Senior Analyst

- + 12 years of experience in agency and client-side organizations.
- + Created tracking plans, implemented tagging, set up targets and KPI's, created dashboards, reporting and much more.
- + Marketer in a past life

About Kalamuna

01

People are at the  of everything we do.

**We craft & implement solutions
to help institutions solve complex
challenges & tell better stories
that further their mission.**

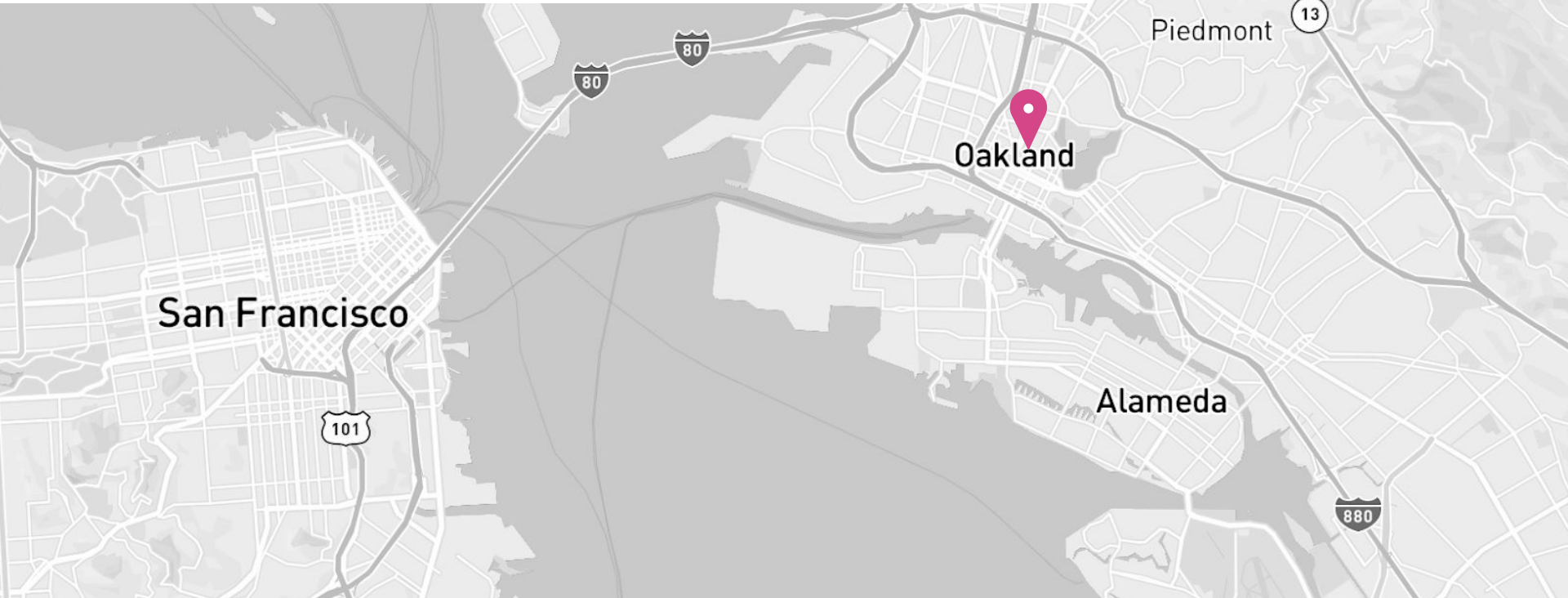


de Young \
Legion of Honor
fine arts museums
of san francisco





Based in Oakland



and Toronto



Widely distributed



**We share our knowledge
freely and actively in our
community of practice.**



We organize, speak at, and sponsor events in the Drupal community.

**We build community as
event organizers.**



Drupal 6 Mourning Parade

In 2016, we organized a large scale New Orleans Jazz Funeral with a frontline band parading through the city to a ceremony where the Drupal founder and other key members spoke.

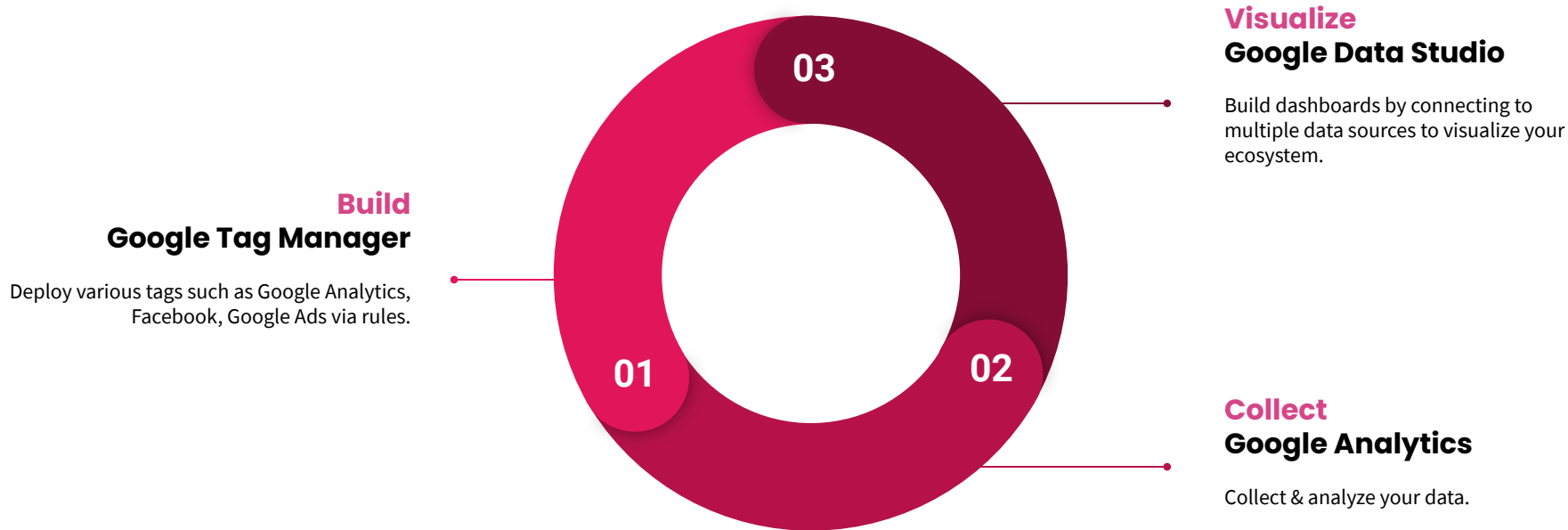
**We foster community
interactions founded in
meaning and service.**

#drupal4good

Google Analytics

02

Analytics Ecosystem



Users, Sessions, Pageviews



Person

A shopper

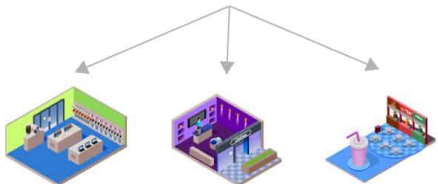


The Main Street Mall



Trip To Mall

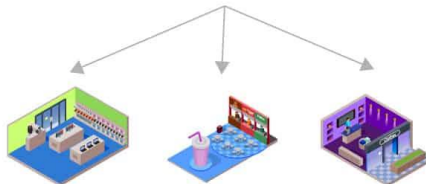
One trip



Electronics

Clothing

Food Court



Electronics

Food Court

Clothing

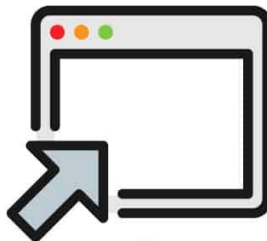
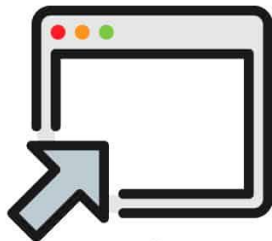
Store

Store within mall



User

A real human (hopefully)



Session

Visit to a domain



/home



/pricing



/blog



/home



/contact



/features

Pageview

Page within domain

Session

- + Begins when user visits a page with the tracking code
- + Each session is unique to a browser on a device
- + Typically ENDS after 30 minutes of inactivity
- + If visiting the site once an hour, a new session starts each time.
- + Google Analytics has no way to measure duration for the last page visited within the session

Sessions only demonstrate traffic to your site, but **not user intent once they've reached it.**

Something is missing...

Events add a level of
granularity beyond
page data.

Use **events to create more defined goals.**

Goals in GA help measure **success.
You can either create them yourself
or import them from the Solutions
Gallery.**

Goals

Goals

<div><div>+ NEW GOAL</div><div>Import from Gallery</div><div><div><div></div></div>Search</div></div>					
<input type="checkbox"/>	Goal ↓	Id	Goal Type	Past 7 day conversions	Recording
<input type="checkbox"/>	Email Contact Us	Goal ID 1 / Goal Set 1	Event	68	<div>ON</div>
<input type="checkbox"/>	File Downloads	Goal ID 2 / Goal Set 1	Event	3583	<div>ON</div>
<input type="checkbox"/>	Member Login	Goal ID 3 / Goal Set 1	Event	5014	<div>ON</div>
<input type="checkbox"/>	Social Share	Goal ID 4 / Goal Set 1	Event	22	<div>ON</div>
<input type="checkbox"/>	Video Play	Goal ID 5 / Goal Set 1	Event	17	<div>ON</div>

Drupal & GA



Google



Google Search

I'm Feeling Lucky

Google offered in: [Français](#)

Download & Extend

[Drupal Core](#) [Distributions](#) [Modules](#) [Themes](#)

[Add Issues for Google Analytics to dashboard](#)



Google Analytics

[View](#) [Version control](#) [View history](#) [Automated testing](#)

By [budda](#) on 14 February 2006, updated 22 November 2019

Adds the [Google Analytics](#) web statistics tracking system to your website.

The module allows you to add the following statistics features to your site:

- Single/multi/cross domain tracking
- Selectively track/exclude certain users, roles and pages
- Monitor what type of links are tracked (downloads, outgoing and mailto)
- Monitor what files are downloaded from your pages
- [Custom dimensions](#) and [metrics](#) support with tokens
- Custom code snippets
- Site Search support
- AdSense support
- Demographics and Interests support (formerly known as DoubleClick remarketing support)
- Anonymize visitors IP address
- DoNotTrack support (non-cached content only)
- Drupal messages tracking
- Modal dialog tracking ([Colorbox](#))
- Access denied (403) and Page not found (404) tracking
- Cache the Google Analytics code on your local server for improved page loading times
- Enhanced Link Attribution support
- [User ID](#) tracking across devices
- Changing URL fragments can be tracked as pageviews
- Debug mode with analytics_debug.js



Star

99



Followed

Maintainers for Google Analytics

[ixismark](#) – 1 commit

last: 3 months ago, first: 3 months ago

[japerry](#) – 4 commits

last: 4 months ago, first: 4 months ago

[budda](#) – 50 commits

last: 8 years ago, first: 14 years ago

[View all committers](#)

[View commits](#)

Issues for Google Analytics

To avoid duplicates, please search before submitting a new issue.

Search

[Advanced search](#)

All issues

68 open, 1 RTBC, 1,236 total

Bug report

18 open, 1 RTBC, 262 total

**The first result is not
always the best result.**

Google Tag manager

03

Google Tag Manager

- + Connect 3rd party tags (Google Analytics, Adwords, Facebook, Crazyegg, etc)
- + Enable/disable without code pushes (go, Marketers!)
- + Tags with GTM load asynchronously
- + Create Tags, Triggers, and Variables
- + Track types of clicks like email, outbound links, pdfs, etc
- + Add a dataLayer to customize data captured > required for eCommerce

Use Google Tag Manager to deploy all scripts

Drupal™

Download & Extend

[Drupal Core](#) [Distributions](#) [Modules](#) [Themes](#)

GoogleTagManager

[View](#) [Version control](#) [Automated testing](#)

By [solotandem](#) on 19 February 2014, updated 26 February 2018

This Google Tag Manager project allows non-technical stakeholders to manage the analytics for their website by triggering the insertion of tags and tracking systems onto their page(s) via Google's [Tag Manager](#) (GTM) hosted application.

https://www.drupal.org/project/google_tag

1 Choose Product

 Google Analytics

 Google AdWords

 doubleclick
by Google

 adometry

 Google
consumer surveys

 Google
Trusted Stores


 AdRoll

 Marin

 comSCORE

 LinkedIn™

 clicktale

 crazyegg.

 dstillery

 TURN

 VisualDNA

 criteo.

 affiliatewindow
part of the window group

 EULERIAN
TECHNOLOGIES

 Mediaplex

 mouseflow

 neustar.

 nudge.

 Perfect Audience Pl...

 SearchForce

 TradeDoubler

 VeInteractive

Tags

CURRENT WORKSPACE

Default Workspace >

 Search

 Overview

 Tags

 Triggers









 Variables

 Folders

Tags



New

Name ↑	Type	Firing Triggers	Folder	Last Edited
CU - YouTube Tracking - LunaMetrics Plugin	Custom HTML	 P Viewed Any Page	YouTube Tracking	7 months ago
GA Viewed Page	Google Analytics - Universal Analytics	 P Viewed Any Page	Site Tracking	7 months ago
GAE Downloaded File	Google Analytics - Universal Analytics	 E Downloaded File	Site Tracking	7 months ago
GAE Email Link Clicked	Google Analytics - Universal Analytics	 E Clicked Email Link	Site Tracking	7 months ago
GAE Outbound Link Clicked	Google Analytics - Universal Analytics	 E Outbound Link Clicked	Site Tracking	7 months ago
GAE Reached Scroll Depth	Google Analytics - Universal Analytics	 E Heard Scroll Timing Ping	Site Tracking	7 months ago
GAE Submitted Form	Google Analytics - Universal Analytics	 E Submitted Any Form	Site Tracking	7 months ago
GAE Telephone Link Clicked	Google Analytics - Universal Analytics	 E Clicked Telephone Link	Site Tracking	7 months ago

youtu.be/1Q8Sh7o7wKg

Automate GTM Setup

<https://youtu.be/7BauMkrZ5Ls>

GTM Bot

GTM Bot was created by [Ed Brocklebank](#) of [Metric Mogul](#).

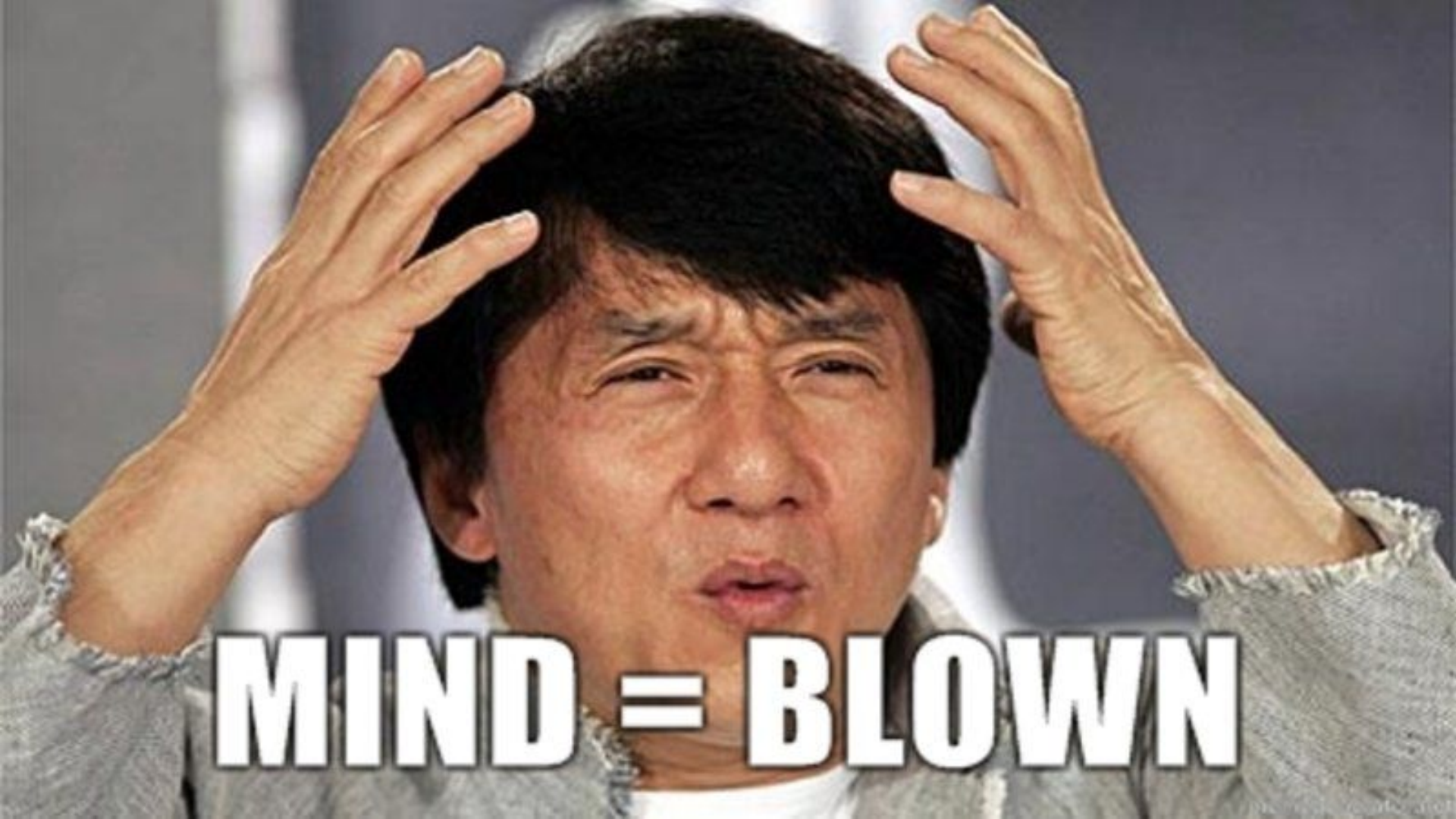
GTM Bot automates the set up of commonly used marketing and analytics tags in Google Tag Manager.

I created it after getting bored of countless very similar analytics implementations for clients, and wanting a more efficient and consistent method of doing it.

GTM Bot is designed to be used either by digital analytics agencies to quickly get their clients up and running, or by an in-house marketer who wants a rock solid implementation without having to learn the ins and outs of Google Tag Manager.

Launch GTM Bot

🔔 GTM Bot is in early stages of development, so you may experience bugs. If or do, or have a feature request, please leave me some feedback.



MIND = BLOWN

Recipes

bit.ly/gtmrecipe1

bit.ly/gtmrecipe2



GTM COURSES

BLOG

SERVICES

LinkedIn Tracking

Track clicks of LinkedIn SHARE button and send those events to Google Analytics.

[Get the recipe](#)

Mixcloud Tracking Recipe

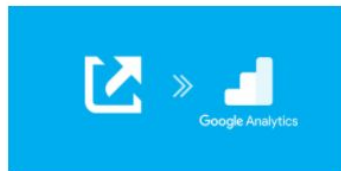
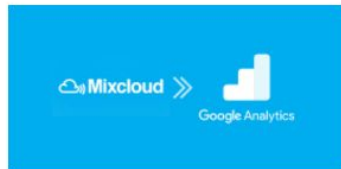
By [Simo Ahava](#). Tracks interactions of embedder Mixcloud player.

[Get the recipe](#)

Outbound Link Clicks Recipe

By [Bounteous](#). Track clicks on links that point to external domains.

[Get the recipe](#)



SEP 2 - GOOGLE TAG MANAGER

Duplicate Transaction Blocker Recipe

OCT 15 - SHOPIFY

Enhanced eCommerce Variable Pack for Shopify

MAY 28 - GOOGLE TAG MANAGER

Custom GTM Template - LinkedIn Event Tracking



APR 30 - GOOGLE TAG MANAGER

Enhanced eCommerce Variable Pack

JAN 28 - GOOGLE DATA STUDIO

Google Analytics Monthly Overview Dashboard Recipe for Data Studio

NOV 4 - GOOGLE ANALYTICS

Wistia Video Tracking for GTM

JAN 22 - GOOGLE DATA STUDIO

Cohort Analysis for Content in Data Studio

JAN 22 - GOOGLE DATA STUDIO

Comparing Multiple Google Analytics Sources Recipe for Data Studio

JAN 22 - GOOGLE OPTIMIZE

Breaking News Bar Recipe for Google Optimize

DEC 18 - GOOGLE TAG MANAGER

UTMZ Cookie Replicator for GTM

NOV 2 - GOOGLE TAG MANAGER

Engagement Timer Recipe for GTM

JAN 22 - GOOGLE DATA STUDIO

Google Analytics Ecommerce Dashboard for Data Studio

OCT 24 - GOOGLE TAG MANAGER

YouTube Video Tracking for GTM

SEP 27 - GOOGLE TAG MANAGER

Scroll Tracking Recipe for GTM

OCT 24 - GOOGLE TAG MANAGER

GA Complete Pack for GTM

Data validation

04



Tag Assistant (by Google)

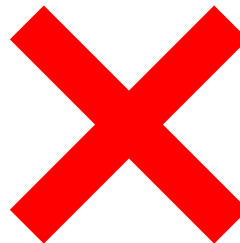
Offered by: Google

★★★★★ 1,124

Developer Tools

1,685,104 users

By Google



Nikki Kuhlman Modified Jan 24, 2019 ★★★★★

It's an extremely useful extension for my job BUT, lately, it's been failing a lot, where I have to remove the extension and then re-install it. When it works, it's five stars. But when it fails, especially in the middle of a conference call with a client, it's not good.



Josh Deltener Modified Aug 29, 2018 ★★★★★

Seems very unreliable/simple detection especially when working with single page apps.

It shows same tag included multiple times (GTM or even GTag) but it's impossible from my end as it's only in the DOM once and on the first page hit.

GTM preview mode clearly shows things firing as expected, but this tool doesn't reflect the same and sends you on a wild goose chase.



Jessa Elsasser Modified Sep 28, 2018 ★★★★★

I loved this extension at first and would still love it if it worked properly. At random times I click it and nothing happens, it just stops working, it doesn't matter what page I'm on or if I quit and reopen the browser it just completely stops working and the only way to fix it is to uninstall and reinstall. This happens A LOT and it's really annoying. Google, get it together, you are better than this, it is a simple extension, make it work!!!!!!

Was this review helpful? ☐ Yes ☐ No [Reply](#) | [Mark as spam or abuse](#)



HardRockL1L Apr 18, 2019

yeah, I am running into the same issue whenever I click on the icon for it, it just popped up asking if I want to enable on checking for other tags and if I want to inspect all pages or specific page, then once choose an option, it doesn't do anything! So frustrate! I removed and re-added the plug-in over and over, yet still not working!



dataslayer

Offered by: beacra.ws

★★★★★ 65

Developer Tools

53,622 users



Uncheck this

category	UA-936475-3 (Universal) + (via GTM-T73TW6V)
action	Newsletter Click
label	deyoung.famsf.org/exhibitions/ed-hardy
<hr/>	
category	UA-936475-3 (Universal) + (via GTM-T73TW6V)
action	Buy Tickets - DeYoung
	deyoung.famsf.org/exhibitions/ed-hardy
<hr/>	
category	UA-936475-3 (Universal) + (via GTM-T73TW6V)
action	non-interactive
label	Scroll
action	deyoung.famsf.org/exhibitions/ed-hardy
label	90 %

General

- ☐ use three-column layout where available
- ☐ swap TMS columns
- ☒ show data layer presence
- ☐ auto-collapse nested data layer variables
- ☐ auto-collapse gtm.* events
- ☐ hide empty data layer variables
- ☐ show array indices
- ☐ show navigation timestamps
- ☒ show friendly names for query parameters where available
- ☐ block tags from firing (experimental, requires Chrome dev/beta chan
- ☐ don't decode query string values

Update interval (seconds)
(for: Launch data elements, Tealium data layer, TagCommander, additio
(0 to disable autoupdate)

10

Tags

- ☒ show Universal Analytics tags
- ☒ show GA Classic tags
- ☒ show Floodlight tags
- ☐ show Adobe Analytics tags

Ignored IDs (separated by semicolons)

UA-XXX-Y;UA-AAA-B

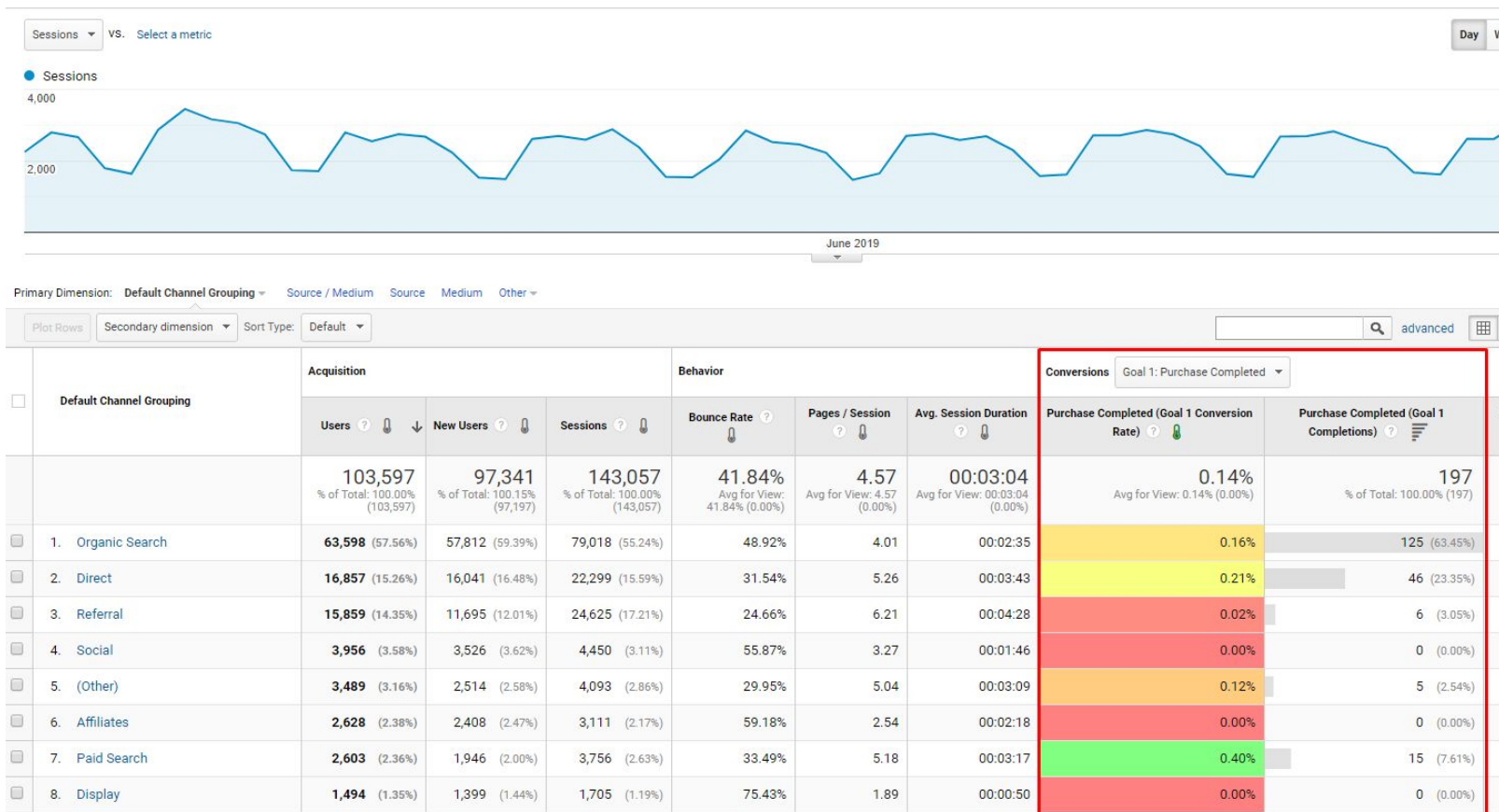
Additional data layer objects (separated by semicolons)

digitalData;testDataLayer

Putting it all together

05

All that work helps us evaluate performance



Recap

What have we covered today?

- + We need to **go beyond sessions and pageviews** to understand how our visitors are using the site.
- + **Create events using GTM** and then setup these events as goals within Google Analytics.
- + Evaluate your campaign performance using **specific goals** that are **tied to your KPIs** as opposed to # of pageviews.
- + The fastest and most flexible way to deploy GA and other 3rd party scripts is via **Google Tag Manager**.
- + Use **drupal.org/project/google_tag** to incorporate GTM on your Drupal site.
- + Use **gtmbot.io** to go from zero to a basic implementation in under 60 seconds.
- + Use **dataSlayer** to QA your implementation.

Bonus: Tag Compliance

06

CCPA VS. GDPR PENALTIES AND FINES

CCPA

- \$2,500 PER RECORD FOR EACH UNINTENTIONAL VIOLATION
- \$7,500 PER RECORD FOR EACH INTENTIONAL VIOLATION

GDPR

- 2% OF GLOBAL ANNUAL TURNOVER OR €10 MILLION, WHICHEVER IS HIGHER
- 4% OF GLOBAL ANNUAL TURNOVER OR €20 MILLION, WHICHEVER IS HIGHER

Compliance is cheaper than a fine

- + We are not lawyers and this is just an overview, please talk to your legal team. Compliance goes far beyond just what tags fire.
- + While all Cookie Management Platforms differ in their definitions, there are 2 broad buckets of cookies which we need to worry about:
 - Performance (Google Analytics, Adobe Analytics, Hotjar, Heap)
 - Targeting / Media (Facebook, Google Ads, Bing, Snapchat)
- + With **CCPA**, we must give user the ability to stop being tracked. This means that all tags can fire until a user opts out. In GTM, we would create triggers and insert them into the Exception field. This applies to every single tag in GTM.
 - eCommerce merchants need to be extra careful as platforms like Shopify do not provide a native way to control tags during the checkout flow. Extra steps need to be taken.
- + With **GDPR**, nothing can fire until a user provides consent. This means that you can not use the generic “All Pageviews” tag anymore. It has to be conditional based on user acceptance.

Learning more

07

Google Analytics Demo Account

**[analytics.google.com/
analytics/web/demoAccount](https://analytics.google.com/analytics/web/demoAccount)**

Free Tips and Tricks (with links)

bit.ly/ga-tips-15



Google Analytics Tips, Tricks, and Best Practices



Thank you :)



Kalamuna