

Google Analytics User Guide

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Contents

Google Analytics User Guide	3
Enabling Google Analytics for Your Account.....	4
Setting Up Google Analytics.....	4
Setting Up a New Account.....	4
Connecting Google Analytics & Cvent.....	5
Working with Event Management.....	6
Working with Inquisium Surveys.....	12
Setting Up Google AdWords	13
Viewing Data in Google Analytics.....	14
Reporting with Google Analytics	15

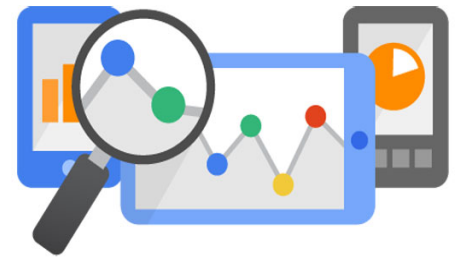
Google Analytics User Guide

As an Event Management or Inquisium Survey user, you can use Google Analytics to track the traffic to your event or survey web pages. The tracking is free, but you must create a Google account to use this service.

Google Analytics will help you better understand the people visiting your web page – where they go, where they spend the most time, the page with the most traffic, etc. Any data collected will be stored within your Google Analytics account, making it easy to run reports or view data in dashboards.

Google Analytics Feature

- Generates up to 85 different reports
- Analyzes all possible data about website traffic
- Tracks visitors to your site
- Tracks number of page views
- Provides site benchmarking to compare performance
- Tracks which content gets the most visits
- Tracks time on site per visit
- Tracks performance of marketing campaigns
- Provides internal site search
- Provides customized dashboards
- Lets you learn how to use AdWords



For more information about Google Analytics, go to <http://www.google.com/analytics>.

The Google Analytics integration uses the standard tracking snippet provided by Google. If you want to customize the JavaScript or provide your own, we recommend you [create code snippets](#) and [add them to the site](#).

NOTE

Key Terms

- **First-party Cookies:** Place first-party information on your computer only by the site you are visiting. They are served directly from the publishers/advertiser's domain.
- **Linker Plugin:** Contains an ID as well as browser metadata and a timestamp, so URLs can be shared.
- **Tracking ID:** A JavaScript snippet that collects and sends data to Google Analytics; it is automatically generated for every web property.
- **UTM Parameters:** Tags added to a URL so when your link is clicked, the tags are sent back to Google Analytics, helping to track your pages.

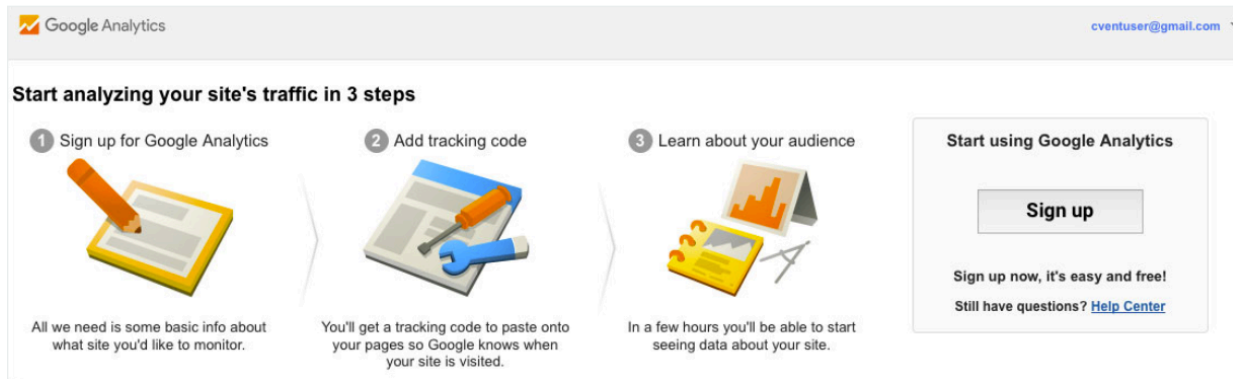
Enabling Google Analytics for Your Account

To enable Google Analytics for your account, contact your account manager. Once Google Analytics is turned on for your account, follow the instructions below to set it up.

Setting Up Google Analytics

To begin, go to www.google.com/analytics. Click **Sign In** and select Analytics. If you have a Google account sign in. If not, [create an account](#).

Once you have successfully signed in, you will see the following:



To start using Google Analytics, click **Sign up**.

Setting Up a New Account

Select whether to track a website or a mobile app, then set up your account, property, and data sharing settings.

1. Enter Account Name. *You can have up to 100 accounts.*
2. Enter Website Name. *Also known as the Property name.*
3. Enter Website URL. *Make sure to enter "cvent.com".*
4. Select an Industry Category.
5. Select the Reporting Time Zone.
6. Select between the following Data Sharing Settings:
 - **Google products & services:** Share Google Analytics data with Google to help improve Google's products and services.
 - **Benchmarking:** Contribute anonymous data to an aggregate data set to enable features that can help you understand data trends.
 - **Technical support:** Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
 - **Account specialists:** Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you.
7. Click **Get Tracking ID**. *Your account will be assigned a tracking ID. The tracking ID will be a string of eight numbers with the last number incremented by one (ex: 12345678-1). A user can have one or more accounts and properties.*
8. Accept the Google Analytics Terms of Service Agreement.

If setup is successful, you will be taken to your Google Analytics Home page.

Connecting Google Analytics & Cvent

Google Analytics can track pages in the following areas of Cvent:

- [Event Management](#)
- [Inquisium Surveys](#)

To do this, you will need to add the Tracking ID to the appropriate Weblinks page in Cvent so Google can track when the page is being visited.

To find your Tracking ID, go to *Google Analytics > Admin > Tracking Info > Tracking Code*.

Tracking ID

UA-77833615-1

Do not include the UA portion of the ID when entering the code. In addition, UTM parameters can be added to track which URLs visitors clicked to arrive at your site.

TIP

Take advantage of Google Analytics' reporting features. For more information, see [page 15](#).

Working with Event Management

Standard Event

Events > Promotion & Communication > Web > Weblinks

You can track the following pages in a standard event:

Desktop Event

Registration Pages

- Identity Confirmation
- Sessions and Optional Items
- Group Flight Form
- Car Request Form
- Confirmation
- My Group
- Modify Registration
- Waitlisted
- Registrant Information
- Guest Information
- Air Request Form
- Registration Summary
- My Answers
- My Travel
- Approval Denied
- Confirmation Number
- Admission Items and Tracks
- Hotel Request Form
- Air Actual Form
- Submit Payment
- My Agenda
- My Travel Itinerary
- Partial Registration

Event Website Pages

- Summary
- Agenda
- Speakers
- Contact Us
- All Custom Pages
- Invitation
- Travel
- Staff
- Location
- Fees
- Attendees
- FAQs
- Directions

Mobile Event Pages

- Fees
- Event Summary
- Feedback
- Agenda
- Confirmation
- Unregister
- Speakers
- My Agenda
- My Travel Itinerary

Express Event

Events > Promotion & Communication

You can track the following pages in an express event:

Express Registration Pages

- Website
- Confirmation

Express Ticketing Pages

- Website
- Confirmation
- Registration

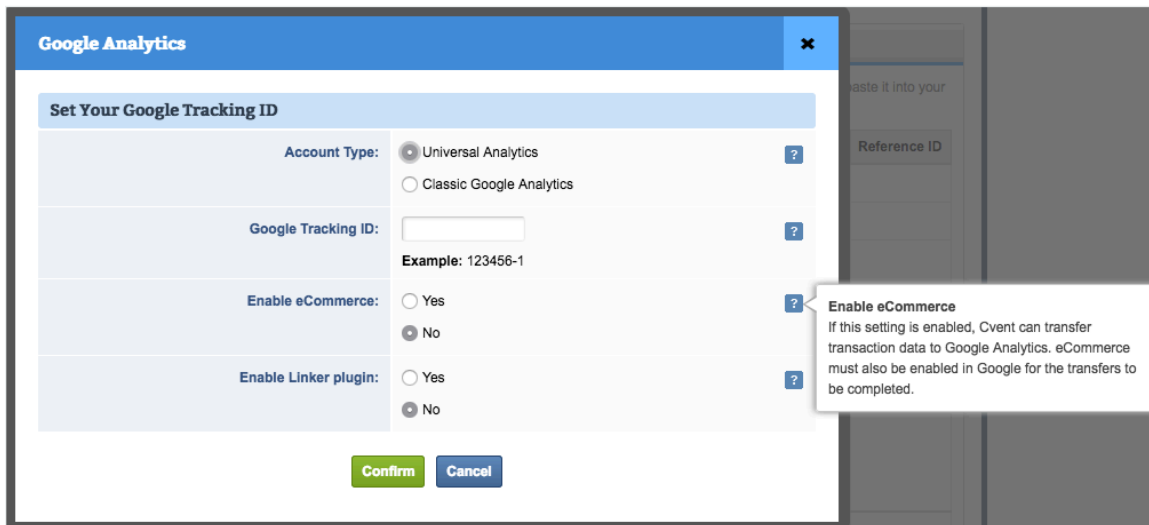
Adding Google Analytics

To add Google Analytics to your page:

For a standard event, go to *Events > Promotion & Communication > Web > Weblinks*

For an express event, go to *Events > Promotion & Communication*

1. Click **Google Analytics**.
2. In the pop-up, select which account type to use. *Reference Google's documentation for more information about account types.*
3. Enter the Google Tracking ID.



The screenshot shows a 'Google Analytics' configuration window with a blue header and a close button (X). The main content area is titled 'Set Your Google Tracking ID' and contains the following fields:

- Account Type:** Two radio buttons are present: 'Universal Analytics' (selected) and 'Classic Google Analytics'.
- Google Tracking ID:** A text input field with a placeholder and a help icon. Below it, an example is provided: 'Example: 123456-1'.
- Enable eCommerce:** Two radio buttons: 'Yes' and 'No' (selected).
- Enable Linker plugin:** Two radio buttons: 'Yes' and 'No' (selected).

At the bottom of the window are two buttons: 'Confirm' (green) and 'Cancel' (blue). A tooltip is visible on the right side of the window, titled 'Enable eCommerce', with the text: 'If this setting is enabled, Cvent can transfer transaction data to Google Analytics. eCommerce must also be enabled in Google for the transfers to be completed.'

4. Select whether to enable eCommerce.
 - If Yes, see [page 9](#) for more information.
5. Select whether to enable Linker plugin.
 - If Yes, see [page 11](#) for more information.
6. Click **Confirm**.

Enabling eCommerce

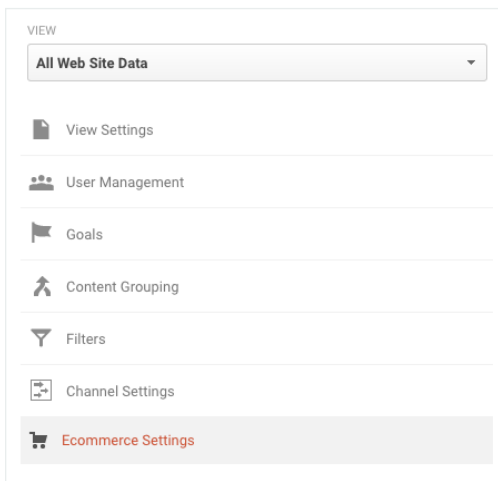
eCommerce will only be supported in Cvent for “Universal Analytics” accounts.

NOTE

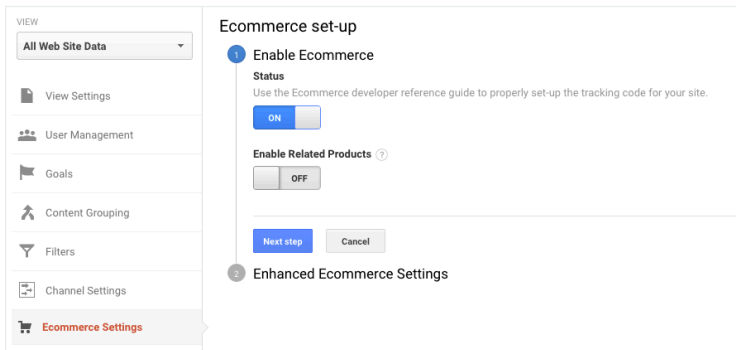
eCommerce is a Google Analytics feature that records transaction and purchase data for you to analyze. In order for this to work, you must enable eCommerce for both your Google Analytics and Cvent accounts.

To do this, sign in to your Google Analytics account and go to the Admin tab. Then, continue with the following instructions:

1. On the Admin tab, select the desired account, property, and view.
2. Under the View column, click **Ecommerce Settings**.



3. Click the toggle to **On** and then click **Next Step**.



4. Click **Submit**. *You will see a success message pop-up after a few moments.*

Turning on Enhanced Ecommerce Settings is optional.

NOTE

Once eCommerce is enabled for your Google Analytics account and your event in Cvent, any online or offline transactions will be sent to Google Analytics when they are processed. With each transaction submitted, data will be sent for the entire transaction and for each item.

The following tables highlight transaction and item data, the Google Analytics value, the type, and the corresponding Cvent data.

Transaction Data

Google Analytics Value	Type	Cvent Data
ID	String	Journal # (unique transaction value in database)
Affiliation	String	"Cvent - <Event Name>"
Revenue	Currency	Total Transaction Amount (including tax)
Tax	Currency	Tax Amount

TIP

You can view the Journal # (view table above) of each transaction in Cvent within an invitee's record, which will only appear in events with eCommerce turned on.

Item Data

Google Analytics Value	Type	Cvent Data
ID	String	Journal # (unique transaction value in database)
Name	String	Product Name
SKU	String	Product Stub (unique product value in database)
Price	Currency	Amount applied to product in transaction
Quantity	Number	Quantity Purchased

Items Passed

When the eCommerce setting is enabled in an account, only the following eCommerce data is passed from Cvent to Google Analytics:

- Journal Number
- Event Name
- Item Price
- Quantity
- Tax

Comped Registrations

A "comped registration" is a registration that lets you enter a discount code to register free for a paid event. This type of registration can have items with associated fees, but a total order of \$0.00 because of the applied discount code.

In an event with a "comped registration," the transaction object sent to Google Analytics will have an amount of \$0.00 and the ID value will be the order number, rather than the Journal # that is associated with paid transactions, if the appropriate setting is enabled.

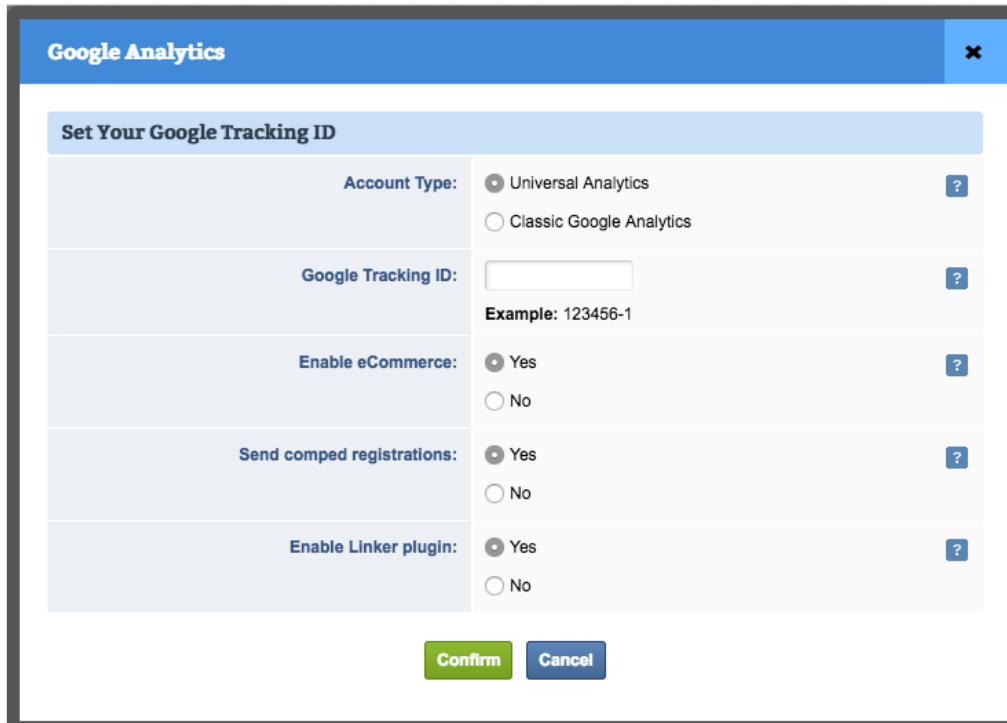
Enabling Comped Registrations

Events > Promotion & Communication > Web > Weblinks

1. Click **Google Analytics**.
2. Select Yes to enable Send comped registrations.
3. Click **Confirm**.

eCommerce must be enabled for the option to send comped registrations to be available.

NOTE



The screenshot shows a 'Google Analytics' configuration window with a blue header and a close button (X). The main content area is titled 'Set Your Google Tracking ID' and contains five rows of settings, each with a label, radio button options, and a help icon (question mark):

Setting	Options
Account Type:	<input checked="" type="radio"/> Universal Analytics <input type="radio"/> Classic Google Analytics
Google Tracking ID:	<input type="text"/> Example: 123456-1
Enable eCommerce:	<input checked="" type="radio"/> Yes <input type="radio"/> No
Send comped registrations:	<input checked="" type="radio"/> Yes <input type="radio"/> No
Enable Linker plugin:	<input checked="" type="radio"/> Yes <input type="radio"/> No

At the bottom of the dialog are two buttons: 'Confirm' (green) and 'Cancel' (blue).

eCommerce Limitations

- Cvent cannot send information when transactions are generated by bulk actions, such as offline payment imports or bulk approval of pending registrants.
- If the planner lands on the Invitee Details page or if the invitee lands on the Confirmation page, Cvent will send any transactions that have not already been sent.
- Payment edits or partial payments will inflate the quantity purchased that appears in Google Analytics for a product. For example, if a registrant makes two separate payments for one product, Google will count each payment individually and the product count will be two, rather than one.
- Refunds will be sent to Google Analytics as negative transactions.

Enabling Linker Plugin

Google Analytics uses a first-party cookie to track the unique identity of website visitors but web browsers do not carry first-party cookies from one domain to another. So if you have implemented Google Analytics tracking on your organization's website (www.example.com) and on your Cvent website (www.cvent.com/events/eventname), a visitor being directed from the former to the latter would not be tracked as a continuous user and thus, the referral source of that visitor on the Cvent site will be unknown.

Google's solution to this is the Linker plugin. When this plugin is added to both the pages on the referring domain (example.com) and the target domain (cvent.com), visitors flowing from the first domain to the second will be tracked as a single person.

You can automatically or manually [add Linker plugins](#).

To Manually Add Linker Plugins

To set up cross-domain auto linking on the source domain for URLs pointing to the destination domain, you must require the linker plugin and call its autoLink method. The autoLink method can be called via the command queue.

Once run, Google Analytics will be able to record clicked links that point to the destination domains and add the linker parameter to those links immediately before navigation begins.

The optional decorateForms parameter should be specified and set to true if you have forms on your site that point to the destination domain.

Example:

```
// Loads the Linker plugin
ga('require', 'linker');

// Instructs the Linker plugin to automatically add linker parameters
// to all links and forms pointing to the domain "destination.com".
ga('link:autoLink', ['destination.com'], false, true);
```

To Automatically Add Linker Plugins

You can manually add the linker parameter to a particular `<a>` or `<form>` element via the decorate method. This method is only needed when the autoLink method described above is not being used. The decorate method can be called via the command queue.

Example:

```
// Loads the Linker plugin
ga('require', 'linker');

// Gets a reference to a link pointing to an external domain.
var destinationLink = document.getElementById('destination-link');

// Adds click handler that decorates 'destinationLink'.
destinationLink.addEventListener('click', function () {
  ga('linker:decorate', destinationLink);
});
```

Working with Inquisition Surveys

Surveys > Design Survey > Weblinks

You can track the following pages in a survey:

Desktop Survey Pages

- Welcome Page
- Identity Confirmation

Mobile Survey Pages

- Welcome Page
- Identity Confirmation

Page URLs	QR Code
Custom Domain:	<input type="text" value="www.t2.cvent.com"/>
Welcome Page:	<input type="text" value="http://www.cvent.com"/>
First Page of Survey:	<input type="text" value="http://www.cvent.com"/>
Mobile Welcome Page:	<input type="text" value="http://www.cvent.com/dvce=2"/>
Mobile First Page of Survey:	<input type="text" value="http://www.cvent.com/dvce=2"/>

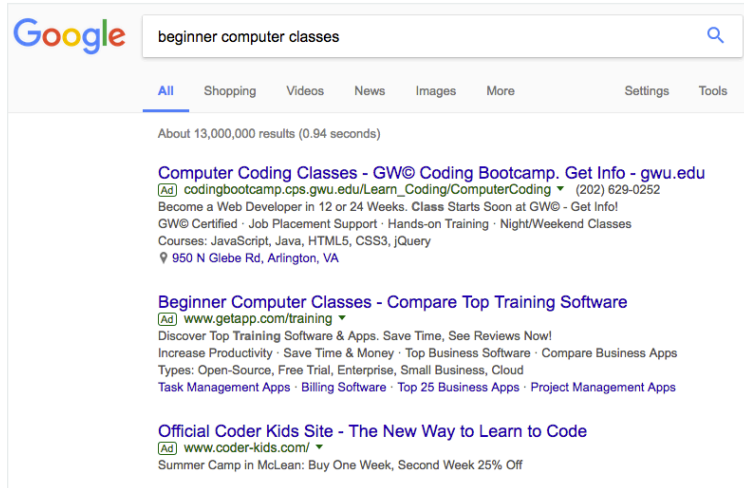
Note: The mobile URLs will take users to a mobile version of the page, regardless of whether they are using a desktop or a mobile browser. If you would prefer Cvent to select the optimal version for a user's browser, use the first set of links.

Google Analytics Integration
Tracking Code: <input type="text" value="22935095-1"/> Example: 123456-1 ?

Setting Up Google AdWords

Google AdWords is Google's online advertising platform that showcases advertisements for goods, services, or products via keywords searched for by customers.

Based partly on cookies, AdWords enables advertisers to display brief ads that include links to web page content. These ads are placed on user web pages, typically at the top of the page, making them the first thing a user sees when searching on Google.



Google AdWords can be linked with the Google Analytics account associated to your Cvent event.

To do this:

1. On the Admin tab, select your desired property.
2. Click **AdWords Linking**. *This will allow you to link both your Google Analytics and Google AdWords accounts.*

Once you have connected the accounts, you will be able to see Google AdWords data from active campaigns and receive metrics on how invitees and registrants come to your event and event website.

NOTE

- Examples of an effective Google AdWord for a coffee shop might be “coffee to go” and “coffee shop”. For best practices when using and choosing Google AdWords, go [here](#).
- Make sure you have Admin access to your AdWords account and permission to edit your Analytics property.

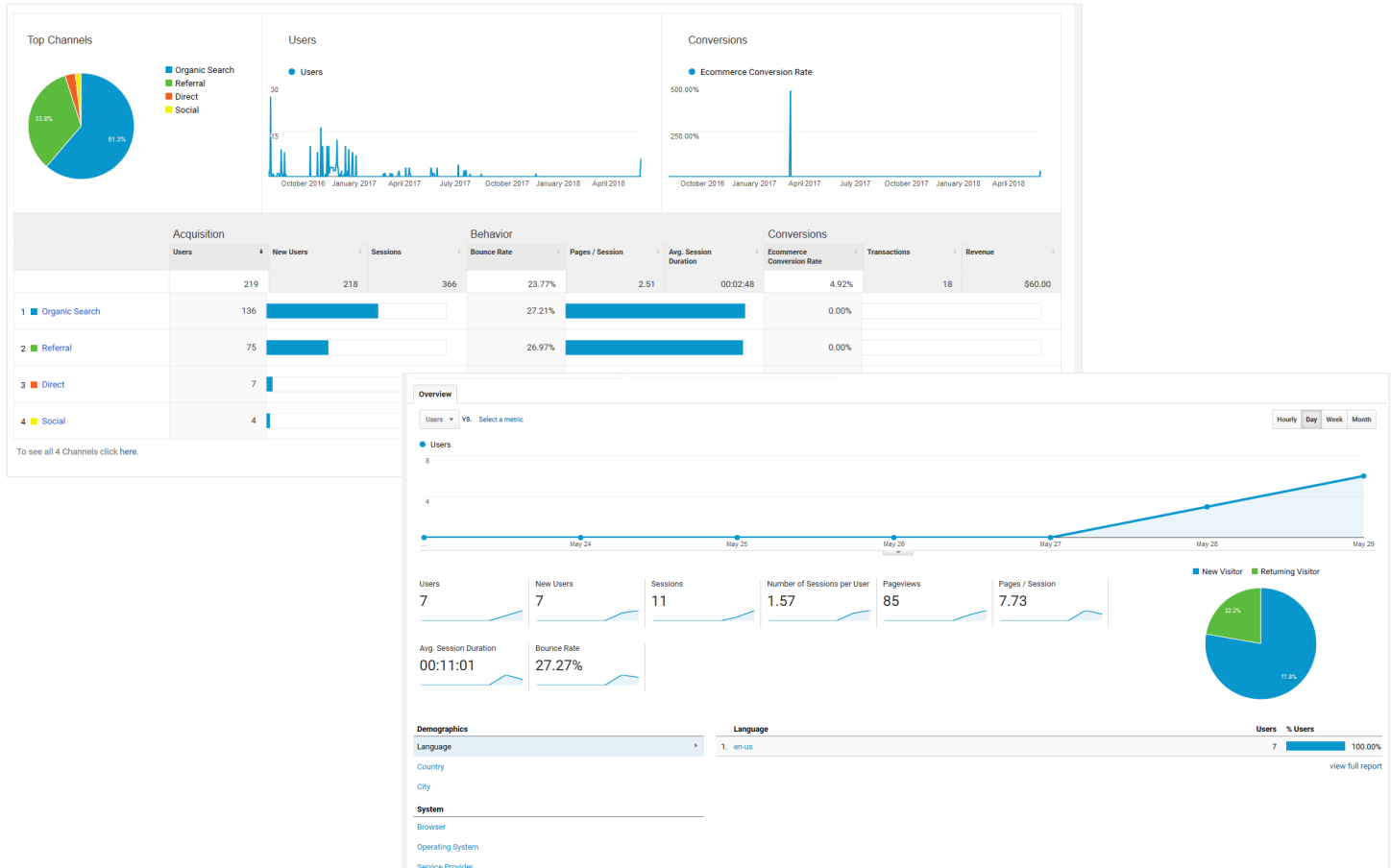
Link your Google Analytics and Google AdWords accounts to help you better understand how invitees and registrants are using your event website.

TIP

Viewing Data in Google Analytics

You can view tracking and usage data, specifically:

- The most popular pages
- Common behavior flows through your site
- How many unique people have come to your site
- Where visitors to your site are coming from
- Purchases and revenue if eCommerce has been enabled in your account
- Real time visitor data
- And more!

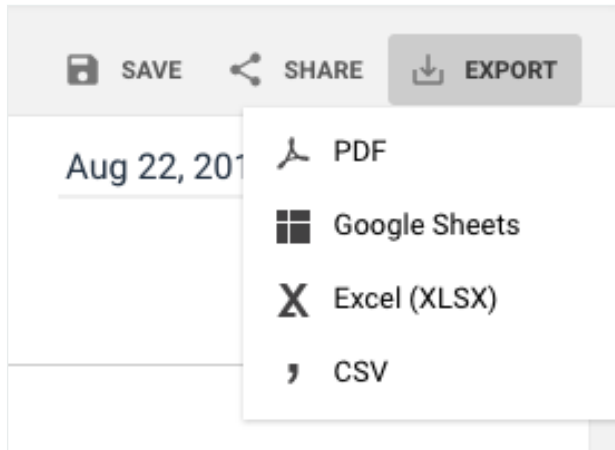


Reporting with Google Analytics

You can run reports on the pages you are tracking. You can select from five categories: Real-Time, Audience, Acquisition, Behavior, or Conversions. Within each category you will see multiple reports you can run. You can also save, share, or export them.

To export your report:

1. Click **Export**.
2. Select which format to export the report.



If successful, you will see your exported report.

NOTE

It may take Google Analytics 24 - 48 hours to process the data. For more information on reporting with Google Analytics, go [here](#).