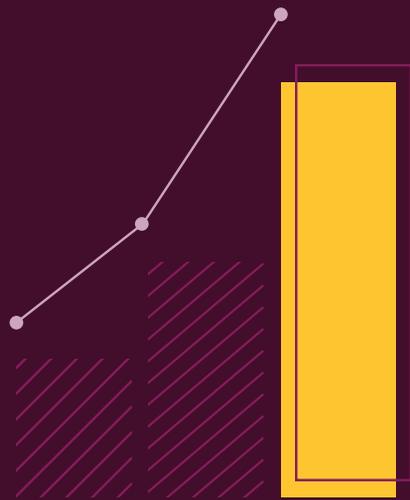


GOOGLE ANALYTICS REPORTING

PERQ



PERQ Google Analytics Reporting

PERQ needs access to your Google Analytics account with edit permissions in order to set up the PERQ dashboard.

By giving us access, you'll have the ability to connect each lead with your sales data to know which traffic sources are resulting in a sale or lease. You'll capture new (and valuable) types of KPIs, like average session time and multi-registration. You get real-time access to PERQ's performance instead of having to wait for a quarterly business review or monthly report from PERQ's client success team. You'll also have the capability to send automatic email reports to your team.

How PERQ Sets Up Reporting

PERQ integrates with Google Analytics by sending over events based on consumer behavior on your website. Events are user interactions with content that can be tracked independently from a web page or a screen load.

Events PERQ sends over are formatted into layers of data that allow for rollup reporting that you can view under the Behavior>Top Events section in your Google analytics dashboard. These events will power easy-to-understand reporting in the PERQ Overview dashboard that can be found under Customization>Dashboards.

Event Description

Category: A name to group objects that you want to track. We use the same category name multiple times over related UI elements that we want to group under a given category.

Action: Helps categorize different types of events. We use the action parameter to name the type of event or interaction we want to track for a particular web object.

Label: With labels, we can provide additional information for events that we want to track, such as a name for the PERQ experience.

* Google: <https://support.google.com/analytics/answer/1033068?hl=en>

Events Formatting From PERQ

Category: PERQ CTA Click

Action: Button, Banner, Docked

Label: {{Experience Type}}

Category: PERQ Conversion

Action: Registration, Completion, PERQ Lead ID

Label: {{Experience Type}} or {{Master Lead ID}}

Category: PERQ Launch

Action: Modal, Slide-In, Iframe, Pop-up

Label: {{Experience Type}}

Category: PERQ Engagement

Action: 1, 2, 3, 4, 5, 6, 7, 8, 9,

Label: {{Experience Type}}

The data collected drives dashboards and reports we share in business reviews, and that you'll be able to review on your own real-time once you've given us editing access and you're set up. You'll be able to use the data in many ways, such as investigating low or high performing CTAs or seeing how changes might affect performance.

Here's a breakdown of each Event with more detailed descriptions.

Category

PERQ CTA Click

Provides data on the CTA, such as buttons, banners, sidebars, themselves. We can determine how different CTAs are performing by type. It allows us to look at returning visitor, existing lead, CTA placement, etc.

Action

Button: A customer clicking a small CTA placed within product search or description pages.

Banner: A customer clicked a large CTA typically placed on the top of a website page.

Docked: A customer clicked a CTA docked to the left or right side of the page (or possibly bottom).

Label

The PERQ experience type associated to the action event. (example: Specific Assessment experience, Request More Info experience)

Category**PERQ Conversion**

Data that shows how leads get converted.

Action

Registration: An event that takes place when a website visitor submits a lead.

Completion: An event that represents when a visitor reaches the end of a PERQ experience.

PERQ Lead ID: An ID that PERQ associates to behavior in GA that can be matched to offline sales data.

Label

The PERQ experience type associated to the action event.

Category**PERQ Launch**

Data that represents what format our experiences open for visitors on your website.

Action

Modal: Interaction that takes place when an experience opens in the center of the page that the visitor is viewing on your website.

Slide: Event that takes place when an experience opens from either the left or right side of the page.

Iframe: Event that takes place when an experience is viewed in an embedded format on a website page.

Pop-up: Event that takes place when an experience opens automatically for the visitor on your website.

Label

The PERQ experience type associated to the action event.

Category**PERQ Engagement**

Data that represents the number of times a lead engages across a single or multiple PERQ experience(s).

Action

1, 2, 3, 4, 5, 6, 7, 8, 9...

An event fires after each registration that represents the total number of times that unique lead has registered in total. For example, a lead that has registered 3 times would fire a separate event for 1, 2 and 3.

Label

The PERQ experience type associated to the action event.

What's Included in PERQ's Google Analytics Setup

1. Three Conversion Goals

Total Unique PERQ Leads

Criteria

Category: PERQ Engagement

Action: 1

Label: (blank)

Total PERQ Clicks

Category: PERQ CTA Click

Action: (Blank)

Label: (Blank)

Total Multi-Registers

Category: PERQ Engagement

Action: 2

Label: (Blank)

2. Three Calculated Metrics

Visitor to Lead %

Formula: Users / Total Unique PERQ Leads

Visitor to Click %

Formula: users / Total PERQ CTA Clicks

Percentage of unique leads that register 2 or more times %

Formula: Total Multi-Registrants / Total Unique PERQ Leads

3. Top Analytics

- High-level overview of PERQ performance.
- CTA breakdown
- In-depth reporting and analytics specific to CTA performance.
- Multi-registration details
- In-depth data focused on leads that engage across multiple PERQ experiences.
- Traffic engagement
- Reporting that cross references PERQ engagement and performance with traffic medium and source.
- Load time details
- Data focused on website page load time.

Additional Helpful Resources

Google Google Analytics Glossary

https://support.google.com/analytics/topic/6083659?hl=en&ref_topic=3544906

Google Analytics Help

<https://support.google.com/analytics/?hl=en#topic=3544906>

PERQ's Google Analytics Reporting FAQ

What are the benefits?

- The ability to connect each lead with your sales data to know which traffic sources are actually selling
- New (and valuable) type of KPIs, like average session time and multi-registration.
- Real-time access to PERQ's performance instead of having to wait for a Quarterly Business Review or monthly report
- The capability to send automatic email reports to your team

Do you set up PERQ reporting for Google Analytics for me?

Yes, we need edit access in order to set up our GA analytics integration and reporting for you. Please reach out to your client success manager to complete the setup.

What are you going to do with my GA reporting?

We'll utilize it to conduct monthly and quarterly business reviews. We'll also analyze performance and ROI. We will help consult and optimize your website based off reporting metrics.

Do you use my data outside of PERQ?

No, we do not make your unique data available to any outside parties.

Can I access this reporting?

Yes, all of the data and dashboards are available for you to your GA dashboard and review in real time.

Can I customize the reporting?

Yes, you can customize and create new dashboards and reports using our standard event formatting, but the event category, action and label formatting cannot be customized.

Can you help set up other reports for me in GA?

We do our best to help support our clients on their website reporting, reach out to your client success manager for requests.