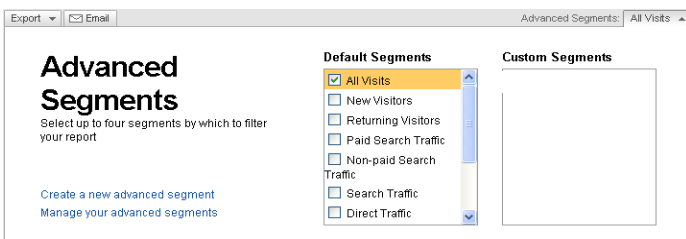


## MARKET RESEARCH AND SEGMENTATION USING GOOGLE ANALYTICS

Whilst segmentation is an accepted cornerstone of marketing thinking most marketers would argue that the process is not easy not least because of the requirement to match your segments to some actionable means of communicating with your target customers. Otherwise, what's the point?

However, a particularly interesting feature in Google Analytics is Advanced Segments. With Advanced Segments you can submit your traffic statistics to almost unlimited analysis. You can cut and slice your data by just about any attribute stored in Analytics. This allows the marketer to test segmentation criteria based on real data rather than gut instinct. The lessons learnt can form the basis of a full scale segmentation exercise or provide fundamental insight to be investigated by market research.

There are endless ways of cutting and slicing your data once you get started. Some of these segments are already set up for you as Default Segments. Note the enticingly empty box on the right hand side inviting you to fill it up with your own Custom Segments.



The obvious Advanced Segment is to segregate UK traffic from the rest. By doing this you are dramatically expanding your understanding of the part of the market which is interested in your product or service. But Advanced Segments allows you to do much more than this as it permits more than one lookup criteria. A simple but revealing Advanced Segment could be: UK, New Visitors.

There are many benefits from using the function. If you are targeting a specific territory Advanced Segments can give you an insight into site/campaign/keyword performance that is difficult to get from any other source other than a good analytics programme. And let's not forget that Google Analytics may have its limitations but it is free.

If your traffic is declining, drilling deeper into the data will almost certainly tell you why even if it only points an accusing finger at a particular stage

in the traffic generation/conversion process. So how do you create an Advanced Segment?

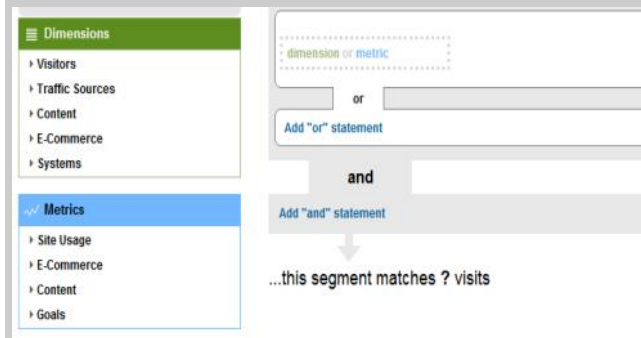
### Creating an Advanced Segment

1. Underneath the advanced segments dropdown (top right), click Create a New Advanced Segment.
2. Add 'Dimensions' or 'Metrics' to your advanced segment.

*Dimensions = traffic source (country, campaign, keyword etc)*  
*Metrics = attributes of that traffic (visitors numbers, bounce rate, Time on site etc)*

Expand the individual drop down menus (or use the 'list view') to find your dimension and drag and drop it into the 'dimension or metric' box.

The box will expand to allow you to set the condition such as "matches exactly" "UK".



3. You can further qualify this dimension using Boolean logic "AND" and "OR" statements. AND restricts your segment by including further conditions, e.g. 'UK' AND 'New visitors' excludes returning visitors. OR enables you to widen your segment so 'UK' OR 'Ireland' would include traffic from both countries. Usually we are more interested in restricting the data.

4. Test the expression using the Test button (you need to name the Advanced Segment before it will work) and if you are satisfied with the result Save the Segment to create your first Advanced Segment.

June 2011