

Digital Analytics for B2B

ONLINE RETAILER 2024

LETS CONNECT



ABOUT GPC

GPC is the largest industrial and automotive aftermarket parts and service supplier in Asia Pacific. GPC deliver respected, quality parts and service to retail, commercial, and industrial customers. From the big cities to the hidden corners, GPC impacts every movement in the world.



Digital analytics offers a treasure trove of benefits for B2B businesses of all shapes and sizes.

KEY ADVANTAGES

Here are some of the key advantages of investing in digital analytics:

Data-driven decisions: Instead of flying blind, digital analytics equips you with hard data to make informed choices about your marketing strategies, content creation, and overall digital presence.

Understanding your audience: By analysing user behavior on your website or app, you can gain valuable insights into your target audience.

Improved marketing ROI: Digital analytics helps you measure the effectiveness of your marketing campaigns across various channels.

Content optimisation: Digital analytics can tell you which type of content performs best with your audience. You can see what topics they're interested in, how long they engage, and what kind of content converts them into customers.

TODAY'S AGENDA

- Digital Analytics Tools
- Data Privacy
- Google Analytics (GA)
- Google Tag Manager (GTM)
- Microsoft Clarity
- Hotjar
- User Journey Example
- Available Metrics in GA, Clarity and Hotjar
- Advanced Analysis (cool stuff)

DIGITAL ANALYTICS TOOLS

USER ANALYTICS

- Google Analytics
- Adobe Analytics
- Matomo
- Mixpanel

EXPERIENCE

- Microsoft Clarity
- Hotjar
- Mouseflow
- Smartlook
- Inspectlet
- Tealeaf
- Contentsquare

QUALITATIVE

- Hotjar
- Google Forms
- Mouseflow
- Qualtrics
- Medallia
- Survey Monkey

DATA PRIVACY

It is your responsibility to make sure that your analytics tools comply with requirements for personally identifiable information (PII), and that any PII is accessed and handled securely.

GOOGLE ANALYTICS (GA)

- As of 2019, Google Analytics is the most widely used web analytics service.
- It is available both for free, and as an enterprise application (GA360).
- Google Analytics has undergone many updates since its inception and is currently on its 4th iteration - Google Analytics 4 (GA4).
- As of July 1, 2024, Universal Analytics entirely ceased collecting new data, with GA4 succeeding it as the primary analytics platform.
- Platforms that are also part of the Google Analytics ecosystem are BigQuery, Looker Studio & Google Tag Manager.



GOOGLE TAG MANAGER (GTM)

The easiest way to set up Google Analytics, is using Google Tag Manager (GTM).

GTM is installed into your website header using a single code snippet.

The benefits of using GTM include:

- Many other platforms (like Clarity & Hotjar) can be installed using GTM, without the need for development.
- GTM unlocks advanced reporting in GA.
- GTM has versioning, and tiered admin privileges.

Install Google Tag Manager

Copy the code below and paste it onto every page of your website.

1. Paste this code as high in the **<head>** of the page as possible:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)
  [0],
  j=d.createElement(s),dl=l!='dataLayer'?al='1:':j.async=true;j.src=
  'https://www.googletagmanager.com/gtm.js?
  id='+i+dl;f.parentNode.insertBefore(j,f);
  })(window,document,'script','dataLayer','GTM-N85WZ7MZ');</script>
<!-- End Google Tag Manager -->
```

2. Paste this code immediately after the opening **<body>** tag:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-
  N85WZ7MZ"
  height="0" width="0" style="display:none;visibility:hidden"></iframe>
</noscript>
<!-- End Google Tag Manager (noscript) -->
```

3. Test your website (optional):

e.g. <https://example.com>

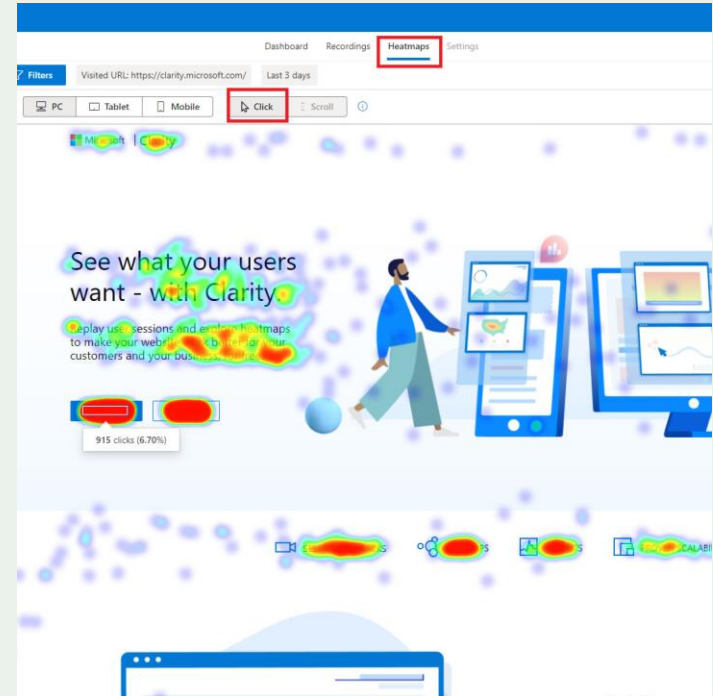


Test

MICROSOFT CLARITY

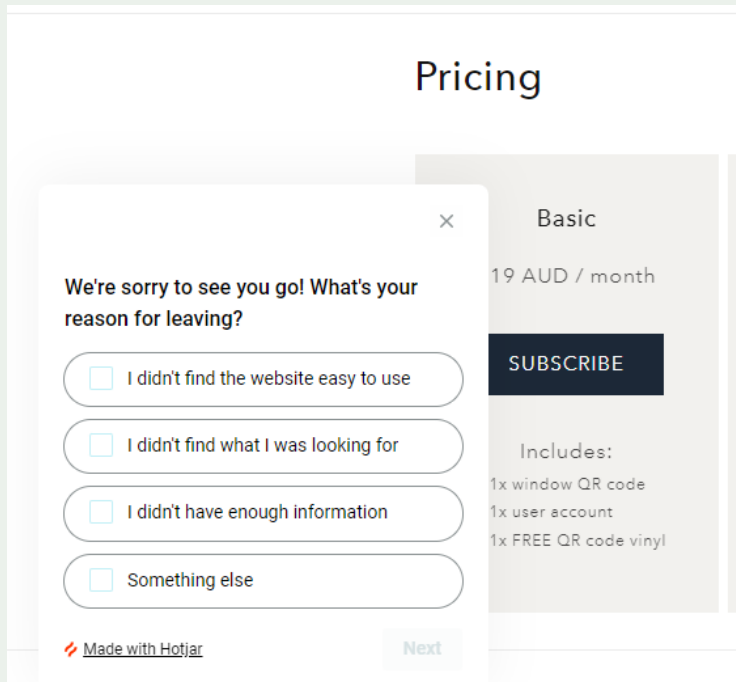
- Clarity is a user behavior analytics tool that helps you understand how users are interacting with your website.
- Unlike other experience measurement tools, it captures 100% of the visitors to your website at zero cost.
- The primary available data types are recordings and heatmaps.
- Clarity has a user-friendly dashboard that captures key high-level metrics like scroll depth and page load speed.

See dashboard demo at: clarity.microsoft.com

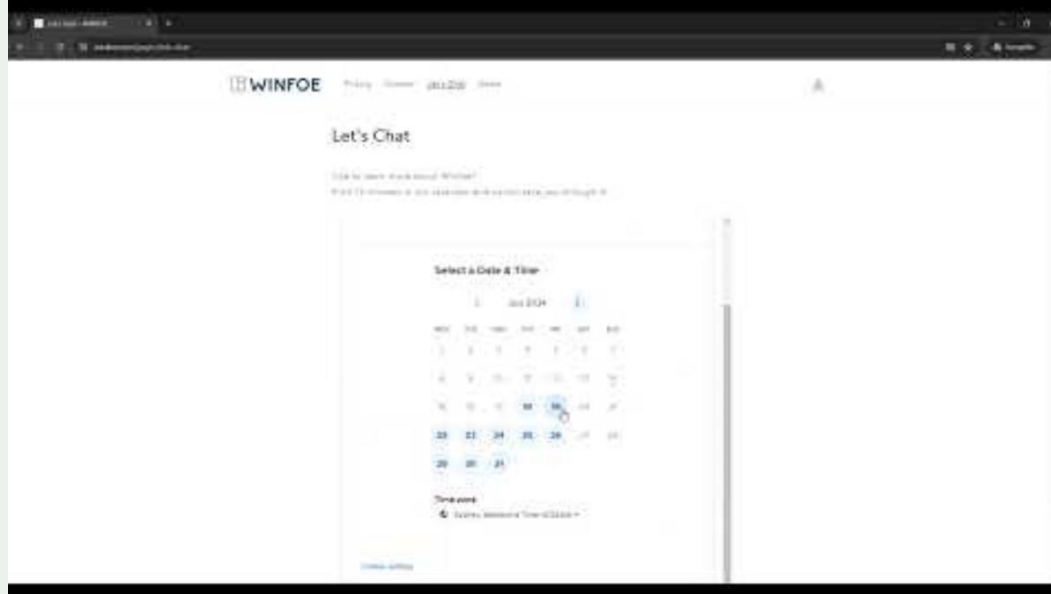


H O T J A R

- Hotjar is an insights platform that provides visual behavior insights and qualitative on-site user feedback.
- Hotjar has two core offerings - Hotjar Ask (on-site surveys) and Hotjar Observe (recordings and heatmaps).
- Using Hotjar Ask, you can prompt users for feedback via active on-site surveys and passive feedback buttons.
- This feedback helps to immediately identify pain-points in your website user journey.



EXAMPLE

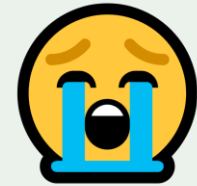
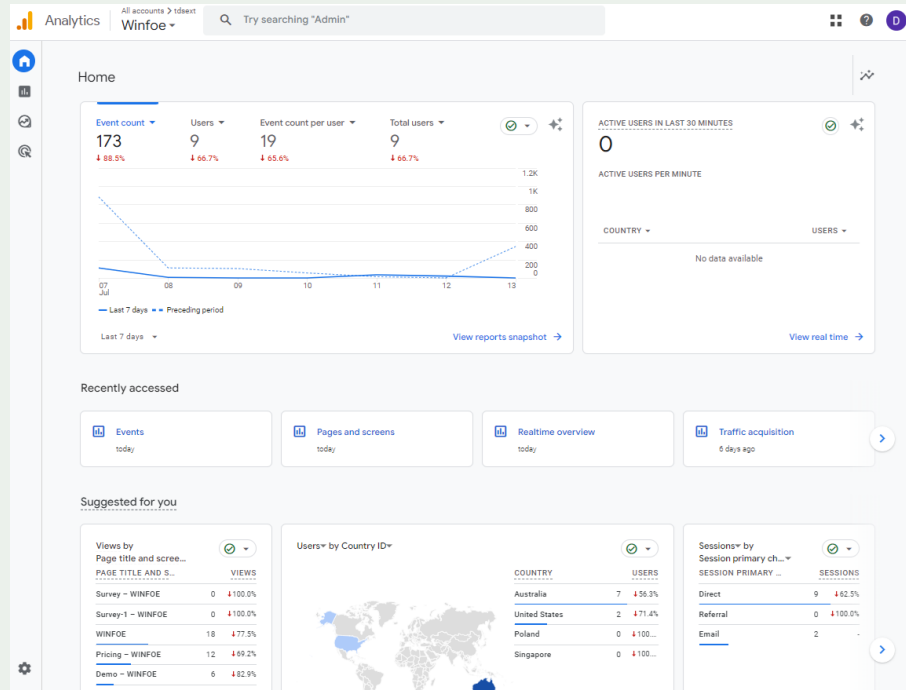
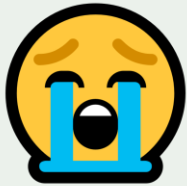


[Video](#)

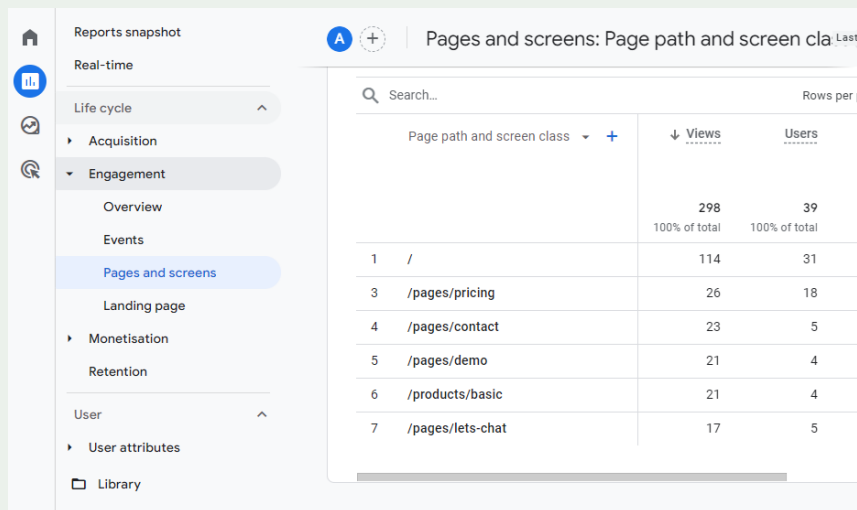
USER ACTIONS

- View homepage
- View content & experiment
- Subscribe to newsletter
- View demo page
- Start video
- View contact page
- Start contact form
- View Calendly page
- Start Calendly booking
- View pricing page
- Start & complete survey
- View product page
- Start checkout

GA - DASHBOARD



GA - PAGES REPORT

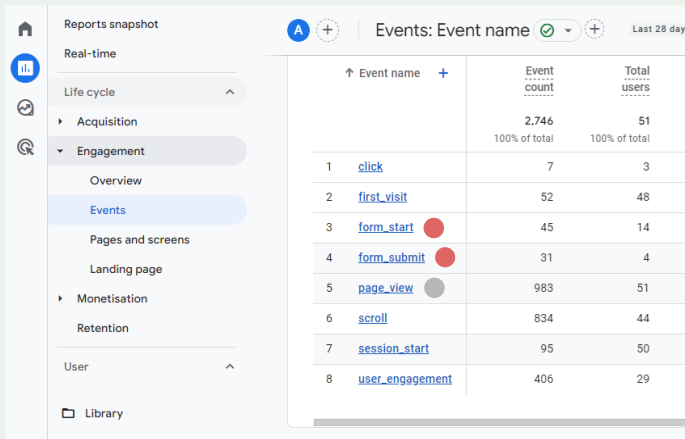


The screenshot shows the Google Analytics interface. On the left, the navigation menu is visible with 'Pages and screens' selected under the 'Engagement' section. The main content area displays the 'Pages and screens: Page path and screen class' report. The table lists various page paths and their corresponding views and users.

Page path and screen class		↓ Views	Users
		298	39
		100% of total	100% of total
1	/	114	31
3	/pages/pricing	26	18
4	/pages/contact	23	5
5	/pages/demo	21	4
6	/products/basic	21	4
7	/pages/lets-chat	17	5

- View homepage ✓
- View demo page ✓
- View contact page ✓
- View Calendly page ✓
- View pricing page ✓
- View product page ✓

GA - EVENTS REPORT (DEFAULT)



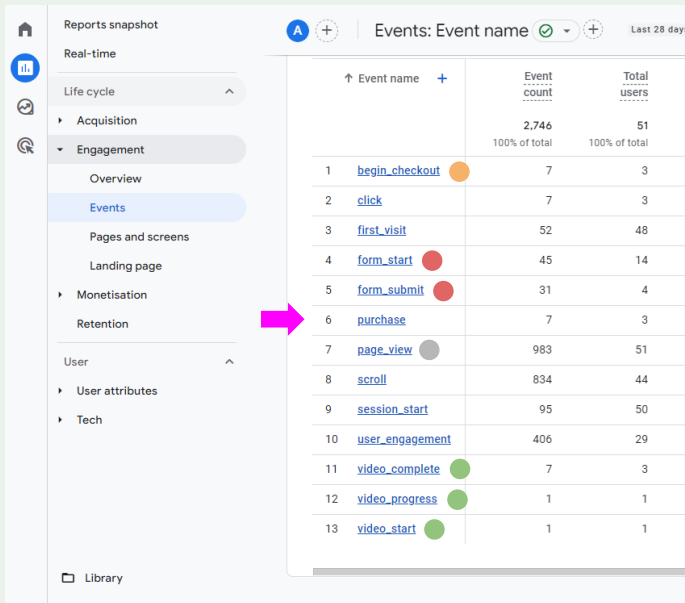
Reports snapshot

Events: Event name Last 28 day

↑ Event name +	Event count	Total users
	2,746 100% of total	51 100% of total
1 click	7	3
2 first_visit	52	48
3 form_start ●	45	14
4 form_submit ●	31	4
5 page_view ●	983	51
6 scroll	834	44
7 session_start	95	50
8 user_engagement	406	29

- View homepage ✓
- **Subscribe to newsletter ✓**
- View demo page ✓
- View contact page ✓
- **Start contact form ✓**
- View Calendly page ✓
- View pricing page ✓
- View product page ✓

GA - EVENTS REPORT (DEFAULT+)



Reports snapshot

Real-time

Life cycle

Acquisition

Engagement

Overview

Events

Pages and screens

Landing page

Monetisation

Retention

User

User attributes

Tech

Library

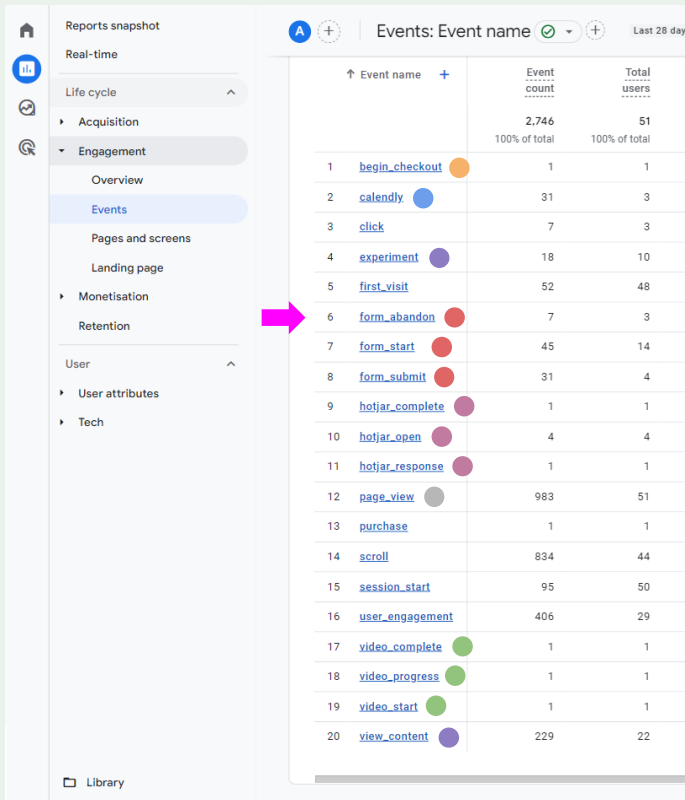
Events: Event name

Last 28 day

↑ Event name	Event count	Total users
	2,746 100% of total	51 100% of total
1 begin_checkout	7	3
2 click	7	3
3 first_visit	52	48
4 form_start	45	14
5 form_submit	31	4
6 purchase	7	3
7 page_view	983	51
8 scroll	834	44
9 session_start	95	50
10 user_engagement	406	29
11 video_complete	7	3
12 video_progress	1	1
13 video_start	1	1

- View homepage ✓
- **Subscribe to newsletter** ✓
- View demo page ✓
- **Start video** ✓
- View contact page ✓
- **Start contact form** ✓
- View Calendly page ✓
- View pricing page ✓
- View product page ✓
- **Start checkout** ✓

GA - EVENTS REPORT (CUSTOM)



Reports snapshot

Real-time

Life cycle

Acquisition

Engagement

Overview

Events

Pages and screens

Landing page

Monetisation

Retention

User

User attributes

Tech

Library

Events: Event name Last 28 day

↑ Event name	Event count	Total users
	2,746	51
	100% of total	100% of total
1 begin_checkout	1	1
2 calendly	31	3
3 click	7	3
4 experiment	18	10
5 first_visit	52	48
6 form_abandon	7	3
7 form_start	45	14
8 form_submit	31	4
9 hotjar_complete	1	1
10 hotjar_open	4	4
11 hotjar_response	1	1
12 page_view	983	51
13 purchase	1	1
14 scroll	834	44
15 session_start	95	50
16 user_engagement	406	29
17 video_complete	1	1
18 video_progress	1	1
19 video_start	1	1
20 view_content	229	22

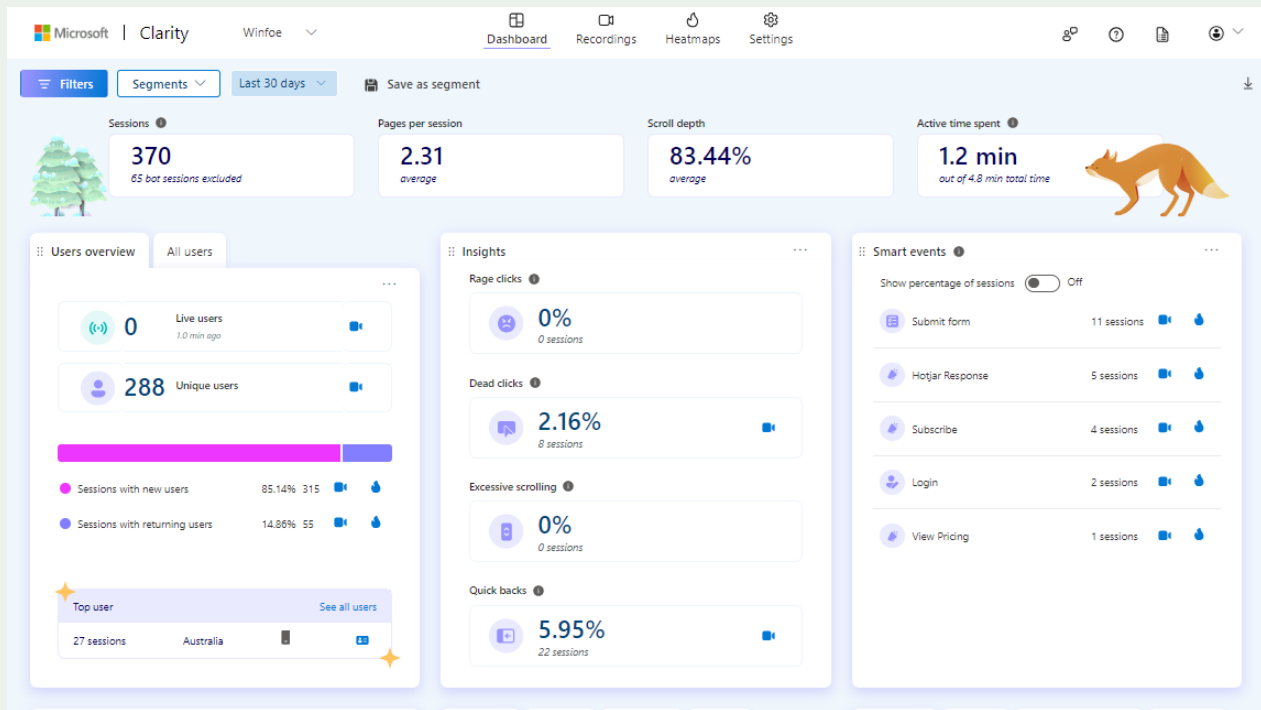
- View homepage ✓
- View content & experiment ✓
- Subscribe to newsletter ✓
- View demo page ✓
- Start video ✓
- View contact page ✓
- Start contact form ✓
- View Calendly page ✓
- Start Calendly booking ✓
- View pricing page ✓
- Start & complete survey ✓
- View product page ✓
- Start checkout ✓

GA - EVENTS REPORT - PARAMETERS

form_start					
↓ Event name		form_id ▾	×	Event count	Total users
				45 1.64% of total	14 27.45% of total
1	form_start			23	11
2	form_start	ContactForm		9	3
3	form_start	customer_login		3	3
4	form_start	newsletter		10	2

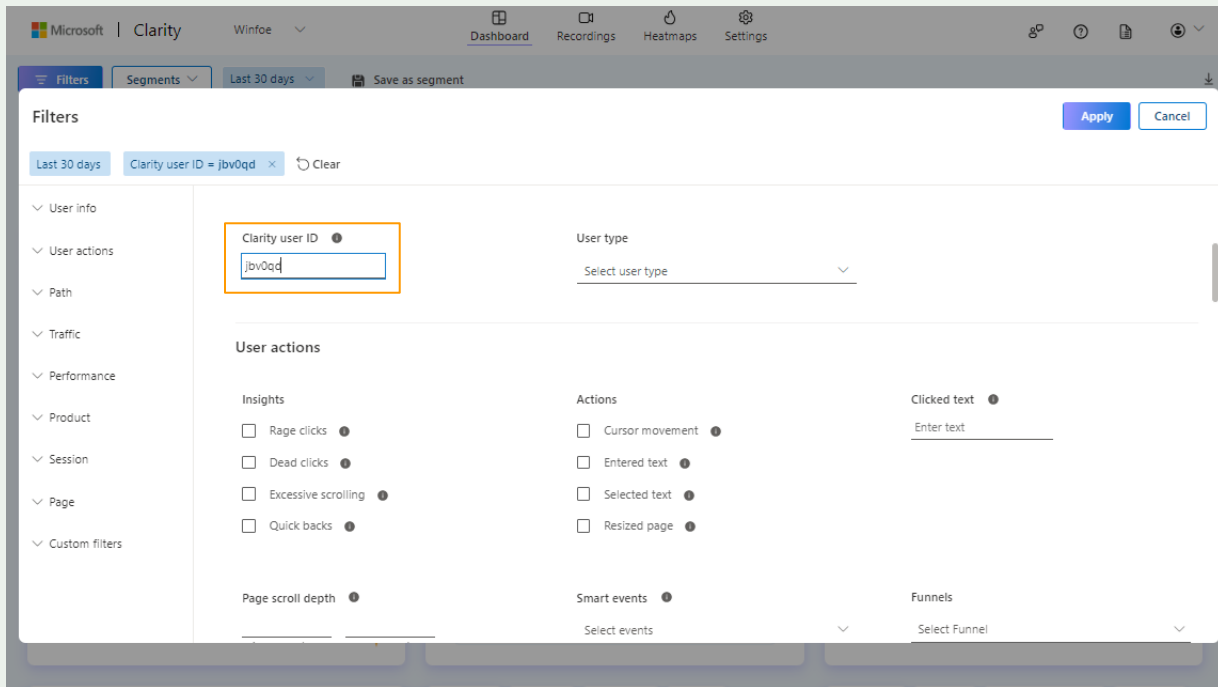
calendly					
↓ Event name		clarity_id ▾	×	Event count	Total users
				31 1.13% of total	3 5.88% of total
1	calendly	1f05go5		29	1
2	calendly	jbv0qd		1	1
3	calendly	qe1faa		1	1

CLARITY - DASHBOARD



See dashboard demo at: clarity.microsoft.com

CLARITY - FILTERS



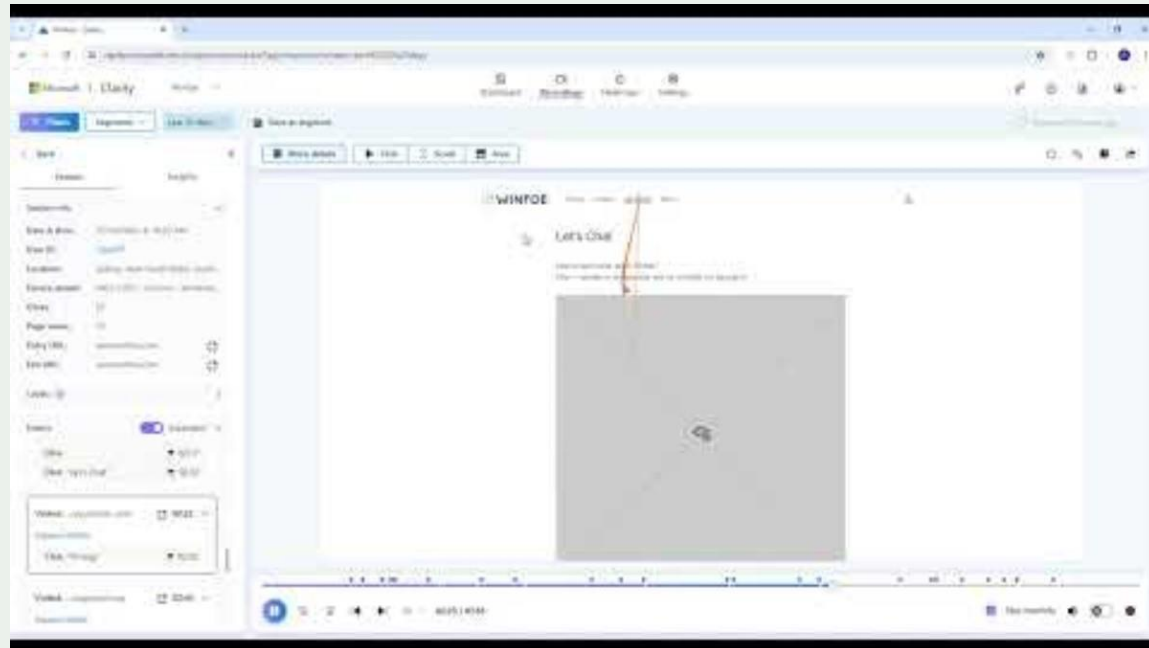
CLARITY - FILTERS

- View homepage
- View content & experiment
- Subscribe to newsletter
- View demo page
- Start video
- View contact page
- Start contact form
- View Calendly page
- Start Calendly booking
- View pricing page
- Start & complete survey
- View product page
- Start checkout



- Visited URL = homepage
- Custom Tag
- Clicked Text = 'Subscribe'
- Visited URL = demo page
- Custom Tag
- Visited URL = contact page
- Custom Tag
- Visited URL = Calendly page
- Custom Tag
- Visited URL = pricing page
- Clicked Text = 'Next'
- Visited URL = product page
- Visited URL = checkout page

CLARITY - RECORDINGS








[Video](#)

HOTJAR - SURVEYS

hotjar
by Contentsquare

https://www.winfoo.com Upgrade your plans

English 7 responses left



Overview

Dashboards

Highlights 1

Trends

Funnels

Recordings

Heatmaps

Feedback

Surveys

Interviews

40% off on your first year
On any plan! Choose what's best for your goals.
[Learn more](#)

Collapse

Responses Results Performance

All questions

14 responses

Sentiment Automated tags Edit

We're sorry to see you go! What's your reason for leaving?	What could we do to improve?	We may want to follow up. If you're happy to be contacted, enter your email:	Page	Date	Actions
I didn't have enough information	Hi - I need more information. Please call me on 0412556668 Thanks Jane Doe	<div>janedoe@examplebusiness... Invite to interview</div>	/pages/pricing	14 J	View response
I didn't have enough information	I need more information	<div>userabc@examplebusiness... Invite to interview</div>	/pages/pricing	14 J	View response
I didn't find the website easy to use	no		/pages/pricing	14 J	View response
Something else No I'm ok thanks	All good	<div>userabc@123ght.com Invite to interview</div>	/pages/pricing	14 J	View response
I didn't have enough information			/pages/pricing	07 J	View response

BETA YOUR EXPERIENCE

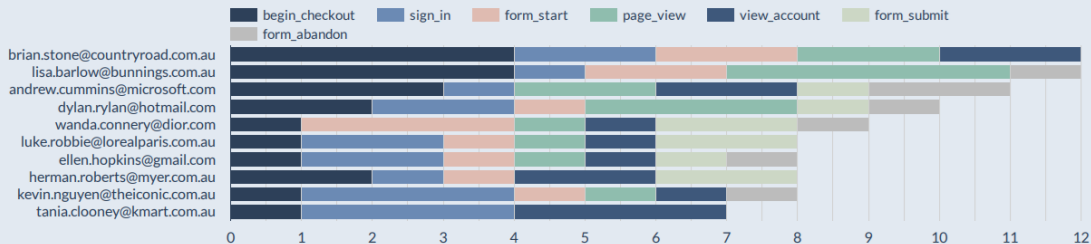
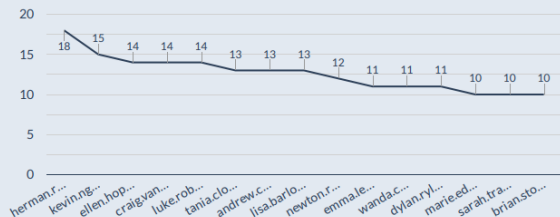
What cool things can these
platforms do?



email address

20 Jun 2024 - 10 Jul 2024

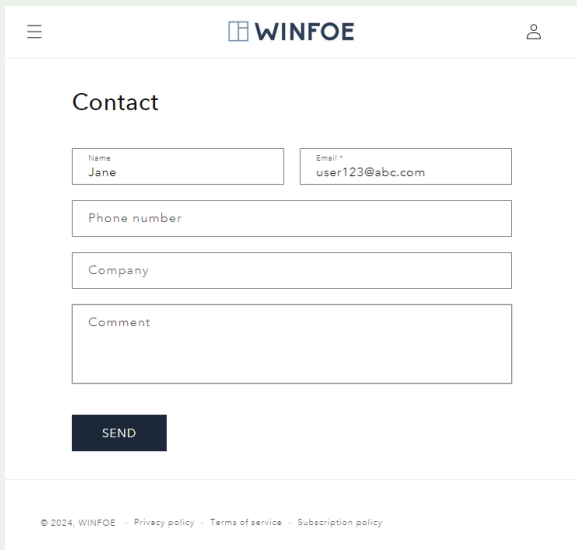
Top Users + Events

Days Since Last Visit

Hotjar Responses



ABANDONED FORM AUTOMATIONS



A screenshot of a web form titled "Contact" for a company called "WINFOE". The form has a header with a menu icon, the company logo, and a user profile icon. The form fields include "Name" (filled with "Jane"), "Email" (filled with "user123@abc.com"), "Phone number", "Company", and a "Comment" text area. A "SEND" button is at the bottom. The footer contains copyright information and links to privacy and terms of service.

WINFOE

Contact

Name
Jane

Email *
user123@abc.com

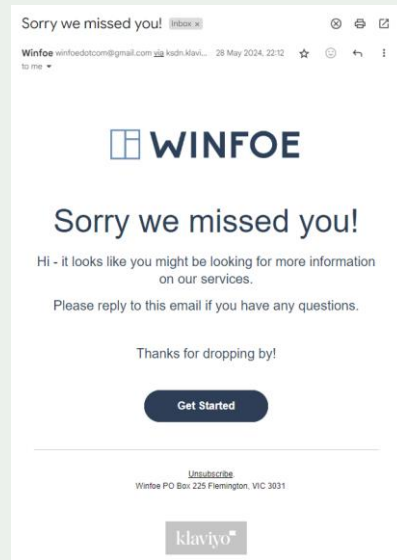
Phone number

Company

Comment

SEND

© 2024, WINFOE · [Privacy policy](#) · [Terms of service](#) · [Subscription policy](#)



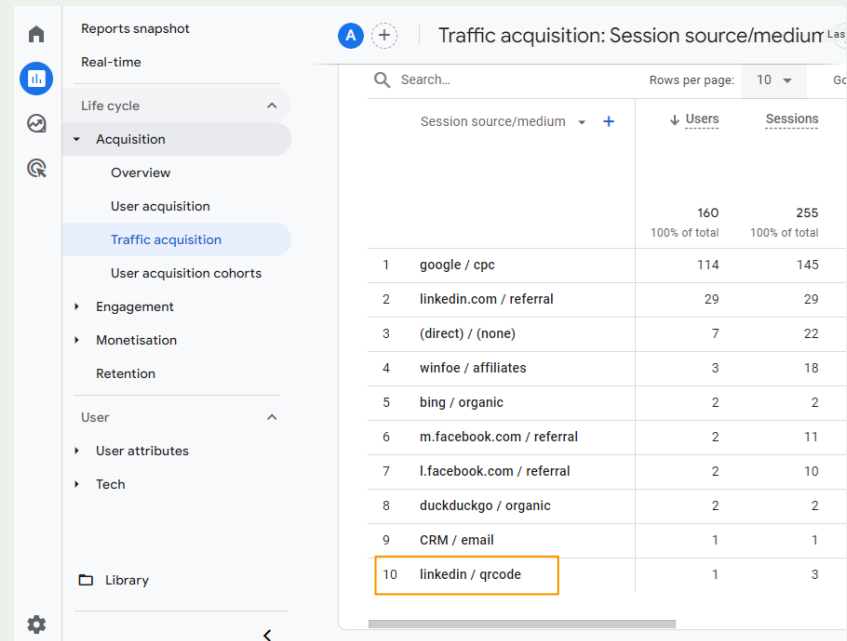
Beware!

This does not mean you can add these users to your marketing database.

UTM PARAMETERS



Is this QR code trackable?

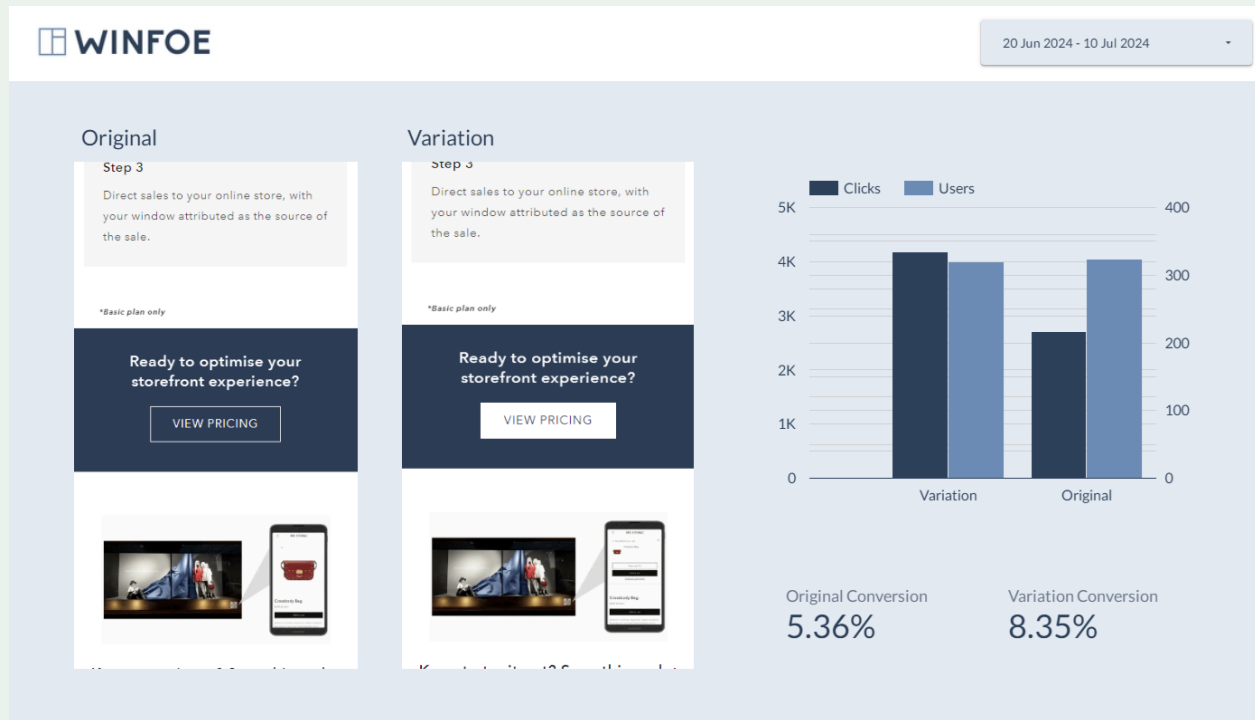


The screenshot shows the Google Analytics 'Traffic acquisition: Session source/medium' report. The left sidebar lists navigation options: Reports snapshot, Real-time, Life cycle, Acquisition (selected), Engagement, Monetisation, Retention, User, User attributes, Tech, and Library. The main content area displays a table of traffic sources. The table has columns for Session source/medium, Users, and Sessions. The 'Users' column shows 160 users (100% of total) and the 'Sessions' column shows 255 sessions (100% of total). The table lists 10 traffic sources, with the 10th source, 'linkedin / qrcode', highlighted with an orange box.

Session source/medium	Users	Sessions
1 google / cpc	114	145
2 linkedin.com / referral	29	29
3 (direct) / (none)	7	22
4 winfoe / affiliates	3	18
5 bing / organic	2	2
6 m.facebook.com / referral	2	11
7 l.facebook.com / referral	2	10
8 duckduckgo / organic	2	2
9 CRM / email	1	1
10 linkedin / qrcode	1	3

? `utm_source = [YOUR SOURCE]` & `utm_medium = [YOUR MEDIUM]`

A / B TESTING



CONTENT VALUE

WINFOE		20 Jun 2024 - 10 Jul 2024			
Image	Text	Views ▾	Conversions	Revenue	Revenue / View
		483	84	1,188	2.46
		437	13	1,786	4.09
	Utilise analytics to elevate your storefront window experience	369	63	2,000	5.42
	We can help your customers easily locate the products featured in your...	351	20	2,617	7.46
	Does your business spend countless hours creating innovative and app...	301	77	1,789	5.94
		280	41	2,412	8.61
		240	43	1,717	7.15
		205	14	2,287	11.16
	Direct sales to your online store, with your window attributed as the so...	175	66	1,054	6.02
	Receive a free* QR code sticker to place on your store window for your ...	159	90	1,021	6.42
	Upload links to your products using our simple portal.No development...	119	53	2,183	18.34

Thank you!