The 2019 Event Analytics Guide

For people who barely even know what that means.

- Setting up Google Analytics

- Understanding your site traffic

- Choosing the right channels

- Tracking conversions

Swoogo

Running an event without an event website is like climbing Kilimanjaro in flip-flops.

And running that event website without reviewing your data is the equivalent of driving a submarine without sonar. **You have no idea where you're going.**

It may be hard to predict how visitors will behave on your website, but it can certainly be tracked.

And while there are thousands of Analytics tools available to event marketers, Google Analytics is easily the most popular.

Why? It's easy and effective. And also free. People love free stuff.
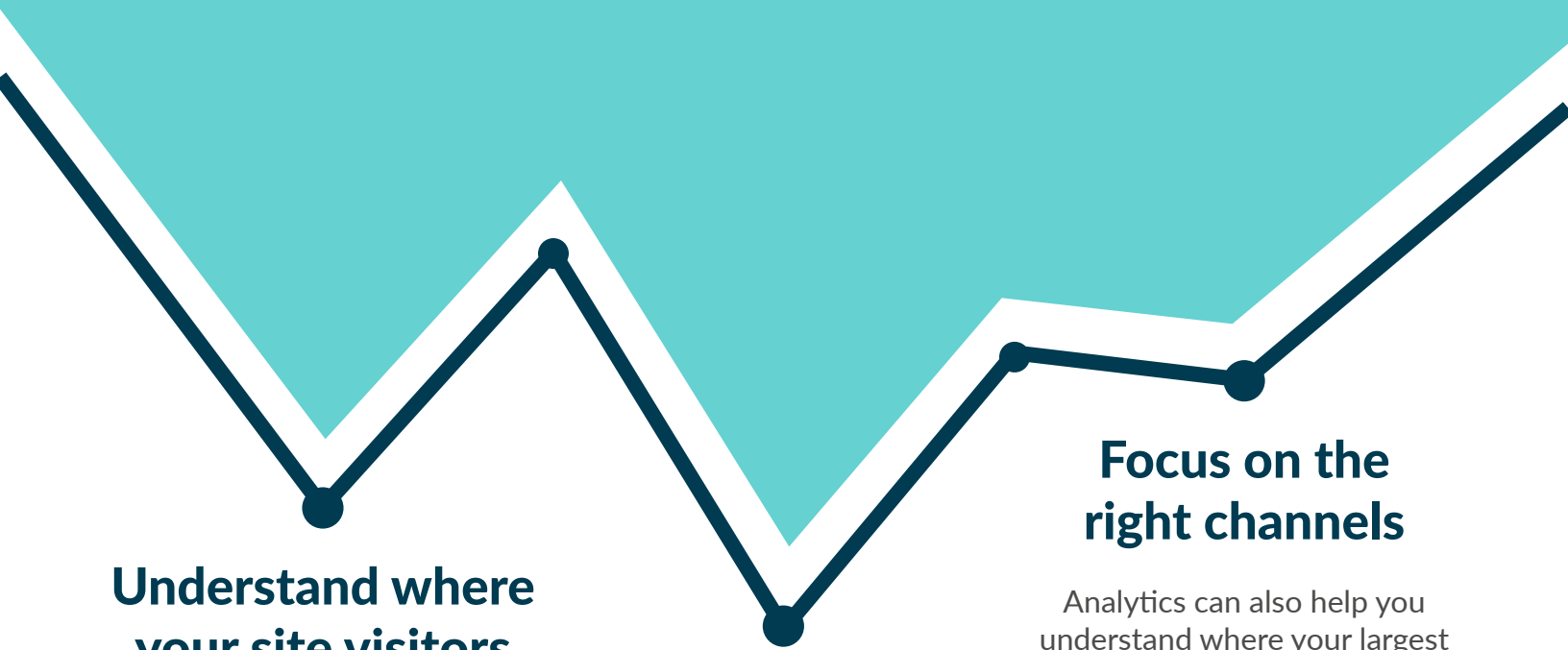
Side note: This guide is for absolute beginners and those who want to get started tracking conversions at events.

If you're already an expert in setting up Google Analytics and using it to measure results, you can head over to our blog "15 Things You're Doing Wrong With Your Event Website Design" for some additional inspiration.

Why track event analytics?

"Analytics" can be a scary word, especially if you're among those who assume analytics are only something tech gurus with degrees in data science can make use of.

Trust us, it doesn't have to be scary. Here's what tracking your analytics can do.

Understand where your site visitors are coming from.

Analytics help you understand your target event audience, where they are, and how to best communicate with them to increase registrations.

Analyze how visitors behave on your site

Analytics allow you to track a visitor's journey on your site. Do they take action? And if they do, what pages, channels or campaigns have triggered those actions.

Focus on the right channels

Analytics can also help you understand where your largest revenue streams are. Are visitors coming from Facebook or through email marketing campaigns? Where are your ad dollars best spent? What pages do you need to pay special attention to to increase conversions?

Why use
Google Analytics?

It's easy to use.
The product gets regular updates, but its basic structure has remained the same for almost a decade. Beginners can easily grasp the basic principles of Google Analytics.

It's free
Google doesn't charge you a cent to use it.

Real-time visitor tracking
You can see who's visiting your (event) website in real time. This means you're able to see how many active users are on your site right now and what they are doing at any given time.

Target the right social channels
You'll be able to better understand your visitors, their preferences and their behaviour. You can also see where most traffic is coming from and therefore focus on those channels that have the best conversion rates.

Great documentation
Even if you're a complete beginner, the Google documentation is user-friendly and will get you started quickly. Don't like reading? There are tons of video tutorials available online. Heck, you can even do a certification course for free if you're feeling super motivated.

Big Google community
As the world's most popular analytics platform, Google Analytics has a huge community of fellow marketers who can help you with any problems you might have.

Great mobile app
Google revamped its mobile app, making it even easier to analyze your data via voice. Go check it out.

Integration with other tools
Google plays well with other tools. Integrating your Analytics within your company wide Slack? No problem. Adding custom reports to Google Sheets? Easy-peasy. Tracking Google Ads? Done deal.

Setting up your
Google Analytics Account

Let's get the ball rolling with your Google Analytics account. If you don't have an account yet, this is the place to start. If you do have an account, just skip ahead to Step 3.

1

Create a Google account.

In order to use Google Analytics, you need to have a Google account. If you're already using a Google account such as Gmail, YouTube, or Google Drive, then you want to make sure that your Google Analytics account is under the same name.

Otherwise, you'll need to create a new account.

Setting up your Google Analytics Account

2

Sign up for Google Analytics

Once you have a Google account, you'll need to sign up for Google Analytics.

Go to https://analytics.google.com/analytics/web/. You'll be redirected to a page where you can choose the Google account you want to use with your Analytics account.

Click "Sign Up," then select "Website" and fill in your details (including Account Name, Website Name, URL, Industry and your Time Zone) on the next page.

Setting up your
Google Analytics Account

2

Sign up for Google Analytics

Check the boxes next to all the recommended permissions, and then hit the blue "Get Tracking ID" button.

You will then be asked to accept the Terms of Service. After you hit the I Accept button, you will be redirected to your new Google Analytics account.

Setting up your
Google Analytics Account

3

Start tracking your event website

Inside your new Google Analytics account, you will see your Tracking ID and your Analytics tracking code.

You can also find this at any time by going to Admin » Property » Tracking Info.

There are several different methods of setting up your website with Google Analytics, some of which will require one of these codes.

Setting up your Google Analytics Account

3

Start tracking your event website

If you don't use Swoogo for your event marketing, you can simply copy and paste the website tracking code into every web page that you want to track, or you can use Google Tag Manager. If you're unsure how to do this, you may want to ask your developer team to do this step for you.

However, if you have a Swoogo event website, there is a much easier way to do it yourself by adding your tracking ID in the "analytics" section of the website builder.
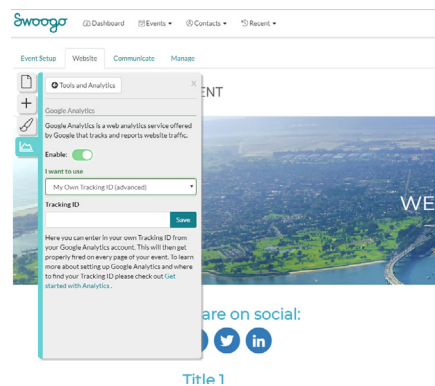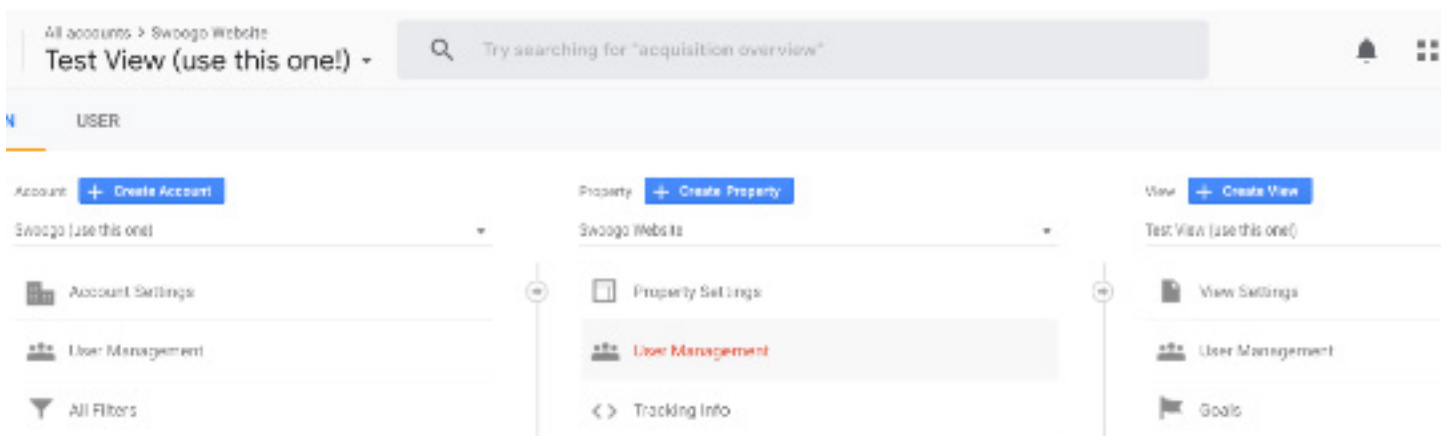
How to set up event conversion goals

Feeling overwhelmed already? You're not alone.

Google Analytics offers some seriously powerful stuff. And that's why most people call it quits after step one. Don't give up yet. We'll get through this together, okay?

Whilst you don't need to become a guru in everything Google Analytics has to offer, conversion goals are the one thing you MUST pay attention to. And that's what we're doing next.

Create a new goal

First, select the Admin tab on the bottom left corner. This will take you to a page with three columns. Account, Property and View. Under the View column, you'll see the heading Goals (third down from the top). Go ahead and click on it. Once you're on the Goals page, **click the red + New Goal button.**

How to set up event conversion goals

Choose goal setup

Next, under Goal setup, select the Custom radio button at the very bottom of all the options and click Continue.

How to set up event conversion goals

Enter goal description

You'll be prompted to create a name for your goal and choose the type.

Enter any name that will help you to remember the conversion you are tracking, and select Destination as the type. Then hit the Continue button.

How to set up event conversion goals

Enter goal details

Next, you'll need to enter a URL for your destination page: this is the final page that a new registrant sees just after they register— typically a confirmation page. Type it into the Destination field, then hit save.

Bonus: You can also toggle "Funnel" to enter the different registration pages. This might be very helpful if you want to track where people drop off in the registration process.
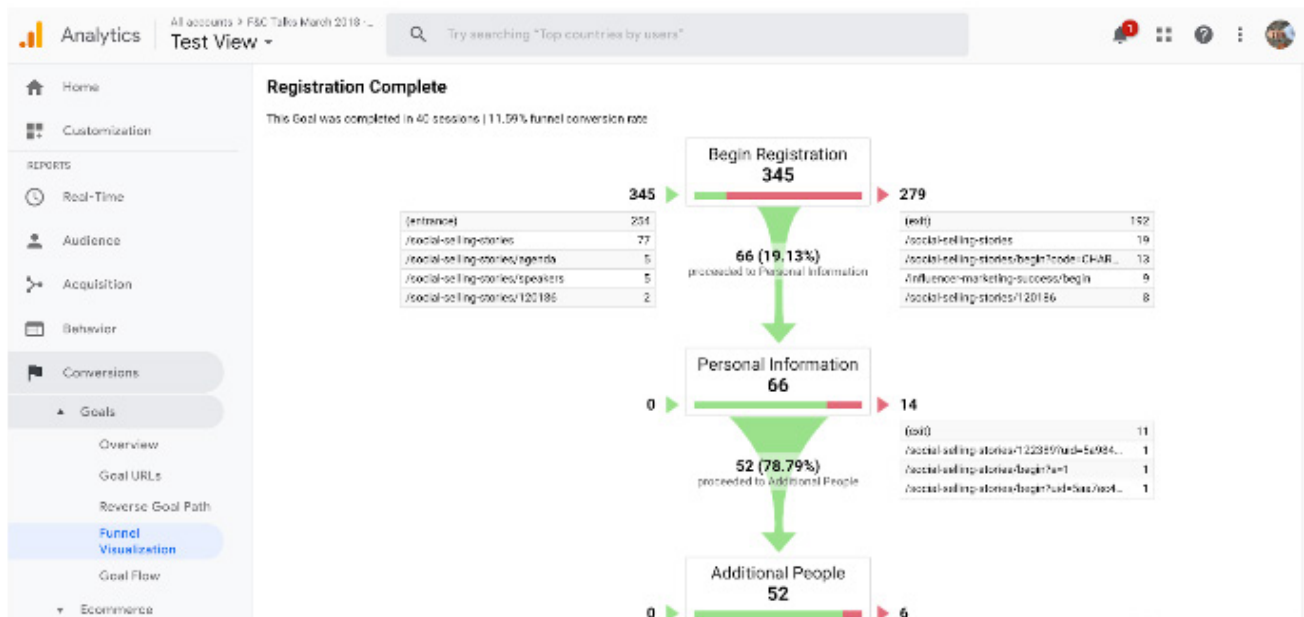
How to set up event conversion goals

Start recording

As soon as a goal is created, Google Analytics will begin recording data.

View your data

Because you've only just started tracking your event conversions, there won't be a lot of data to show. However, you can see your goal completions and funnels (if set up properly) under Conversions » Goals.

Below is a real example from a small networking event I ran in 2018, built with Swoogo.
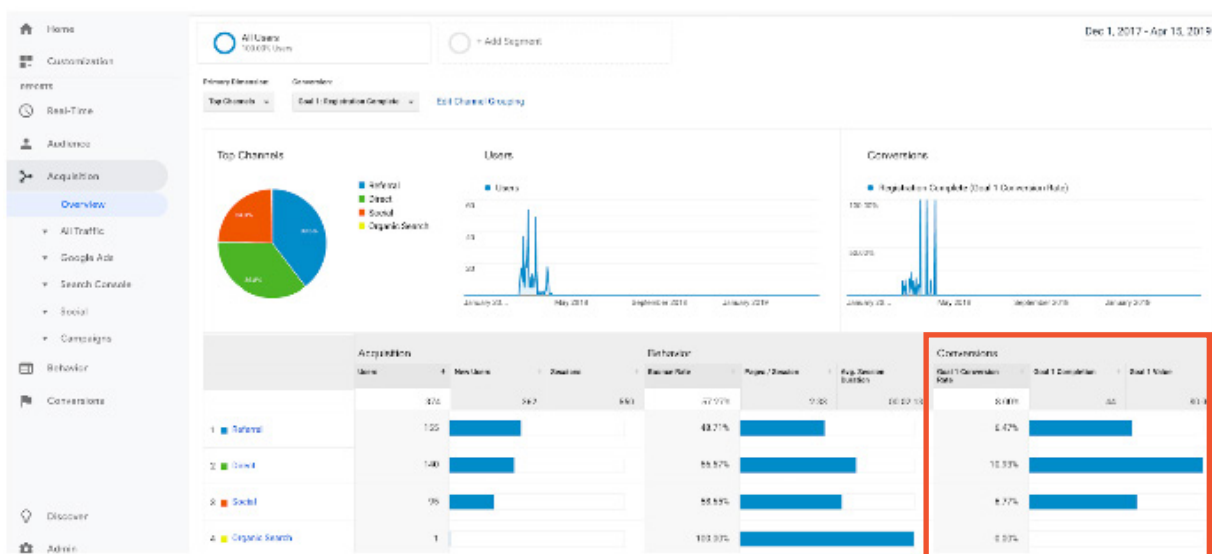
How to set up event conversion goals

View your data (continued)

You'll be prompted to create a name for your goal and choose the type. You can also click on the **Acquisition » Overview** tab to get an overview of your top channels for traffic. You'll be able to see a graph of your users, which is how many people have visited your site.

You want to pay special attention to the conversion column on the right-hand side:

In the example above, you can see that traffic coming from social channels resulted in 6.77% conversion rate whereas direct traffic resulted in a much higher (10.93%) conversion rate.

How to set up event conversion goals

View your data (continued)

It's good to see which channels you should pay attention to. Notice the date range on the top right hand side? Here you can change the time window you're most interested in.
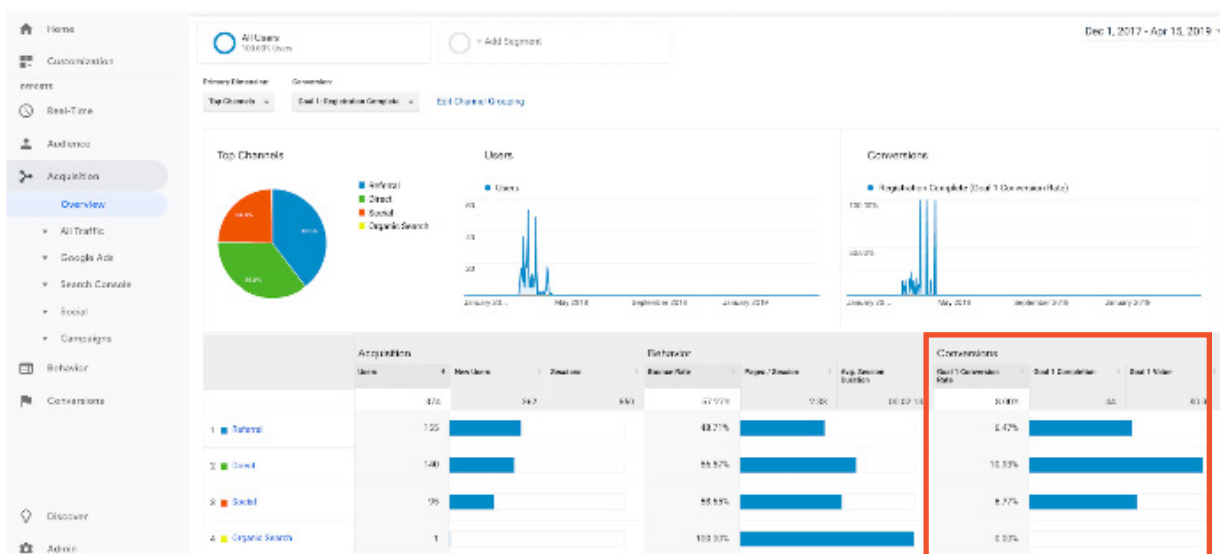
.77% conversion

How To Use Google Campaign URL Builder

The Google Campaign URL Builder is an incredibly useful tool for any marketer.

Everywhere you use links to promote your event website, this free tool allows you to create special links/URLs that will tell Google Analytics the details of where the registrant came from.

For example, you may want to add a special link to an email campaign to be able to track how many people register from that email link.

Or, you're running a Facebook Ads for your events and want to track the conversion for those.

That is a link **without any UTM parameters**:
https://get.swoogo.com/unconventional/event-website-design-mistakes

But let's say I wanted to create a campaign on Facebook to promote this blog article. People might click on it, but I wouldn't know where they came from.

So what does **a link with a UTM** actually look like?
https://get.swoogo.com/unconventional/event-website-design-mistakes?**utm_source=facebook&utm_campaign=eventwebsite_design_mistakes&utm_medium=cpc**
* The tracking code is bolded

And here's an overview how each of those parameters can be used:

Campaign Source utm_source	Use utm_source to identify the source of the traffic, e.g. Facebook, Instagram
Campaign Medium utm_medium	Use utm_medium to identify a medium of the visit, e.g. email, cpc
Campaign Name utm_campaign	Use utm_campaign to add a campaign name to the URL, e.g. utm_campaign=eventwebsiteguide
Campaign Term utm_term	This is generally only used for paid search to identify the keywords for a visit. Example: event+website+guide
Campaign Content utm_content	This is generally used to differentiate ads that come from the same campaign, e.g. display ads, search ads.

How To Use Google Campaign URL Builder

Now you understand what every UTM parameter means, let's get started with the setup:
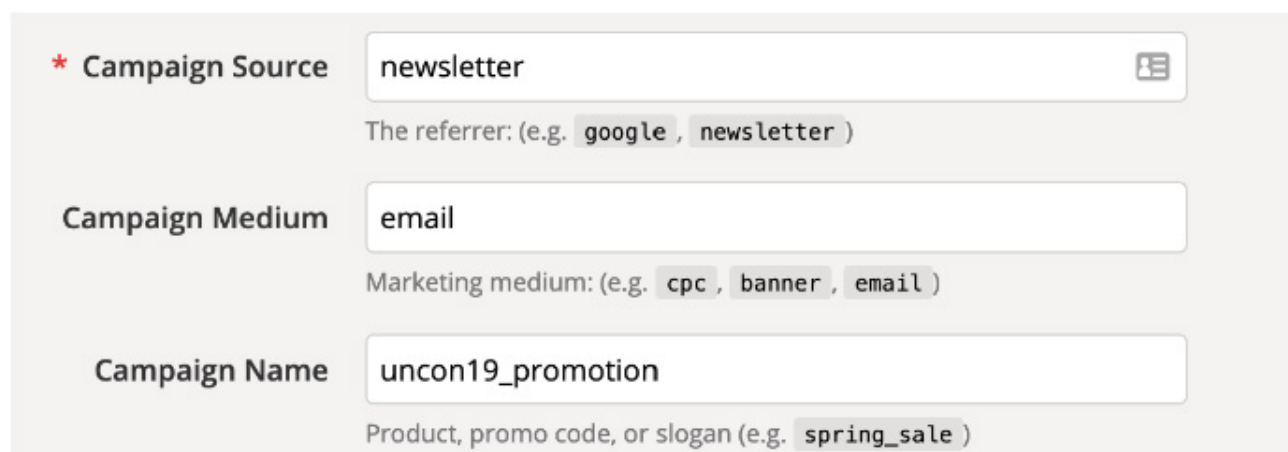
Step 1: Enter the link you want to track

Unconventional is our annual kick-ass user conference. Let's say we wanted to create a UTM link for a new email campaign, okay?

In the first field, enter the website URL, e.g. https://events.swoogo.com/uncon19

Step 2: Add the parameters you'll want to track

How To Use Google Campaign URL Builder

Step 3: Copy the link and add it to your campaign

The tool will automatically create the campaign URL which you can then use in the email campaign.

For example here, you can see the results of the Medium (email) and how many sessions, users, page views and conversions based on any goals you've set up.

This really allows you to tie everything back together and unite your event marketing efforts.

Where do you go from here?

As noted in the beginning, your best use of the available data is to identify trends.

By placing this information into play and tracking where your registrations are coming from, you are better prepared to identify what your most successful avenues of event marketing have been, where you're wasting time, and where you're making a splash!

There are a ton of things that you can do once you have this information.

Arrange for influencer marketing to send custom links to influencers. You can now track how successful they have been in sharing and promoting your event!

Better evaluate partner or sponsorship advertisements you may have. You'll be able to see the ROI for time spent on creating and promoting your event across partner sites and though ads.

Laser focus your efforts on social media! Are you getting a lot of registrants coming from Twitter? Spend more time and effort on crafting tweets, or even purchase Twitter ads!

See, analytics for events are not all that crazy. With just a few steps you're able to get a much better picture of how your event website is performing and what you can do to drive additional registrations.