

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





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.

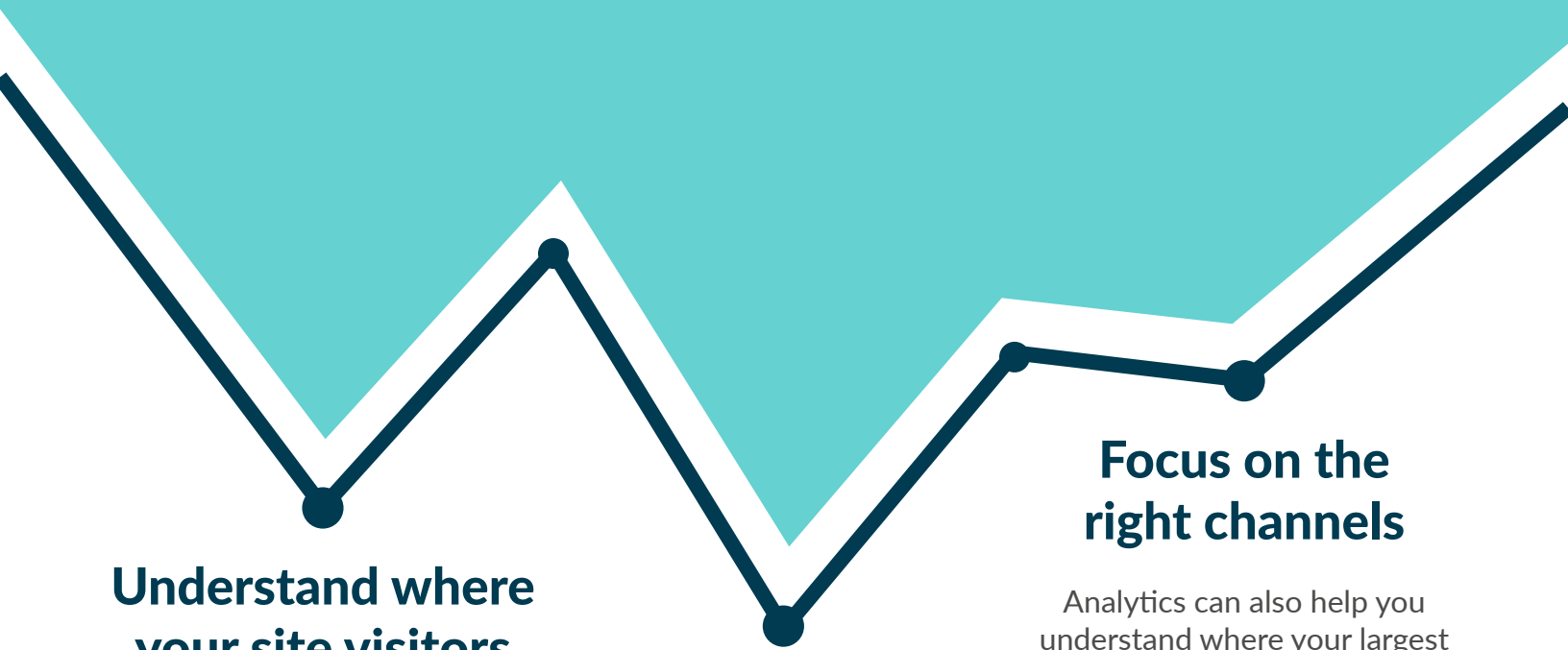
Side note: This guide is for absolute beginners and those who want to get started tracking conversions at events.

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.



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



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



Sign up for Google Analytics

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

Data Sharing Settings [?](#)

Data you collect, process, and store using Google Analytics (“Google Analytics data”) is secure and kept confidential. This data is used to provide and maintain the Google Analytics service, to perform system critical operations, and in rare exceptions for legal reasons as described in our [privacy policy](#).

The data sharing options give you more control over sharing your Google Analytics data. [Learn more.](#)

- Google products & services** RECOMMENDED
Share Google Analytics data with Google to help improve Google’s products and services. If you disable this option, data can still flow to other Google products explicitly linked to Analytics. Visit the [product linking](#) section in each property to view or change your settings.
- Benchmarking** RECOMMENDED
Contribute anonymous data to an aggregate data set to enable features like benchmarking and publication that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others.
- Technical support** RECOMMENDED
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** RECOMMENDED
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. If you don’t have dedicated sales specialists, give this access to authorized Google representatives.

[Learn how Google Analytics safeguards your data.](#)

You are using 0 out of 100 accounts.

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



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.

search traffic, for example, your own domain name (websites only).

Tracking ID
UA- [redacted]

Website tracking

This is the Universal Analytics tracking code for this property.
To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

```
<script>
(function(i,s,o,g,r,a,m){(['GoogleAnalyticsObject']=r;[r]=[r]||function(){
([r].q=[r].q||[]).push(arguments)},[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window.document,'script','https://www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-[redacted]', 'auto');
ga('send', 'pageview');
</script>
```

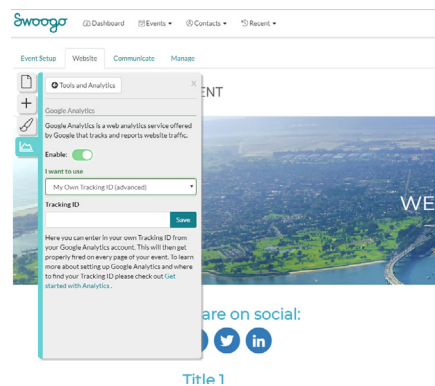

Setting up your Google Analytics Account

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

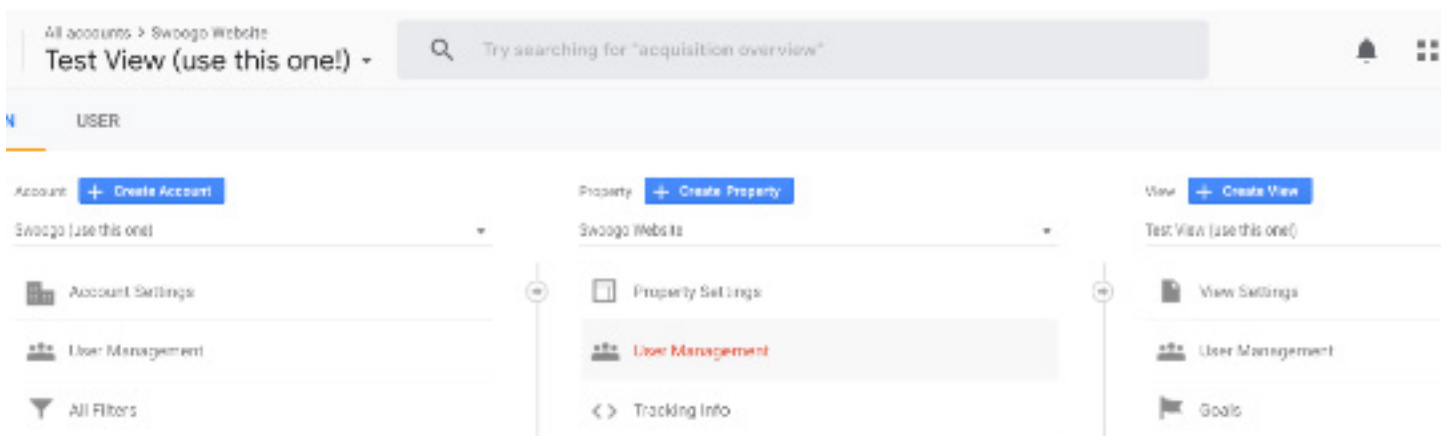
Feeling overwhelmed already? You're not alone.

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.

1 Goal setup

Template

Select a template to start with a pre-filled configuration

REVENUE

- Reservations Signed up for a tour, rental or reservation
- Make a payment Completed online payment
- Make an appointment Scheduled a visit or meeting
- Become a partner Requested or submitted partner, affiliate, or dealer information

ACQUISITION

- Create an account Successful sign up, account, or view created

INQUIRY

- View more Viewed product or service details
- Contact us Viewed phone number, directions, chat or email
- Get estimate Requested price or time estimate
- See available Checked inventory or schedule
- Find a location Viewed location or dealer information

ENGAGEMENT

- Media play Played interactive media, like a video, slideshow, or product demo

Smart Goal Smart Goal not available.
Measure the most engaged visits to your website and automatically turn those visits into Goals. Then improve your AdWords bidding. [Learn more](#)

Custom

[Continue](#) [Cancel](#)

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.

✓ Goal setup [Edit](#)

Custom

2 Goal description

Name

Goal slot ID

Goal Id 7 / Goal Set 2 ▾

Type

Destination ex: thanks.html

Duration ex: 5 minutes or more

Pages/Screens per session ex: 3 pages

Event ex: played a video

Smart Goal

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

[Continue](#) [Cancel](#)

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.

✓ Goal setup [Edit](#)
Custom

✓ Goal description [Edit](#)
Name: *Complete Registration*
Goal type: *Destination*

3 Goal details

Destination

Begins with Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional
 OFF Assign a monetary value to the conversion.

Funnel optional
 ON

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	Begin Registration	/begin	<input checked="" type="checkbox"/> YES
2	Select Agenda	/agenda	<input type="checkbox"/> NO

How to set up event conversion goals

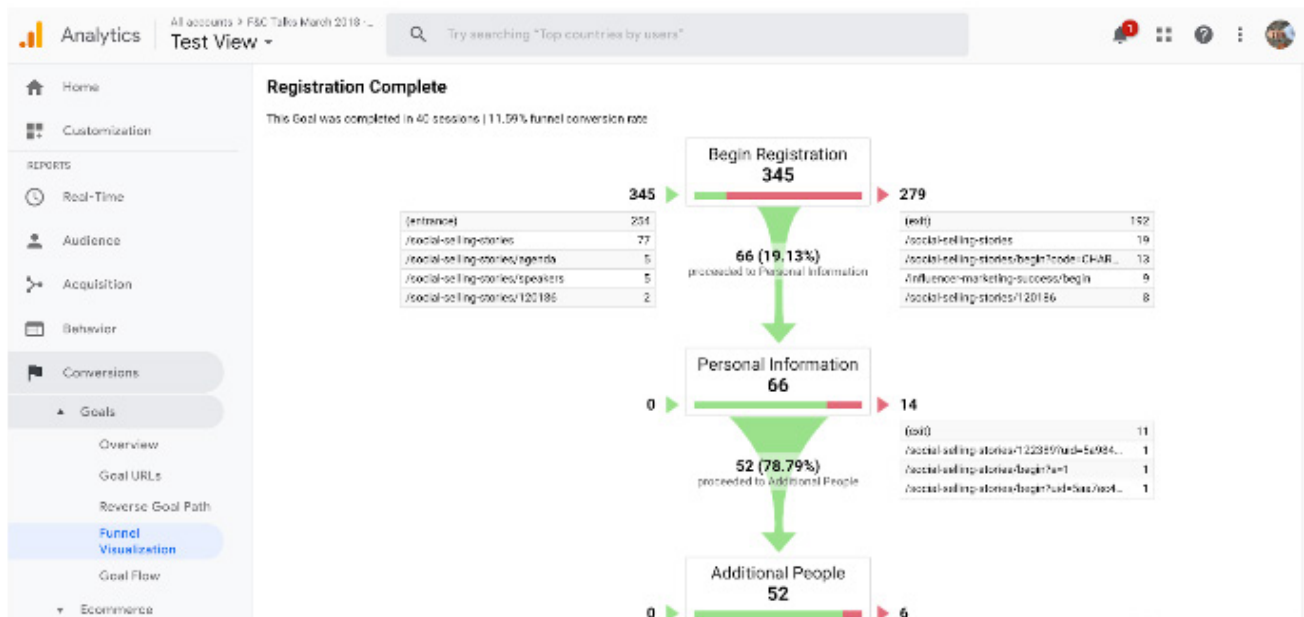
Start recording

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.

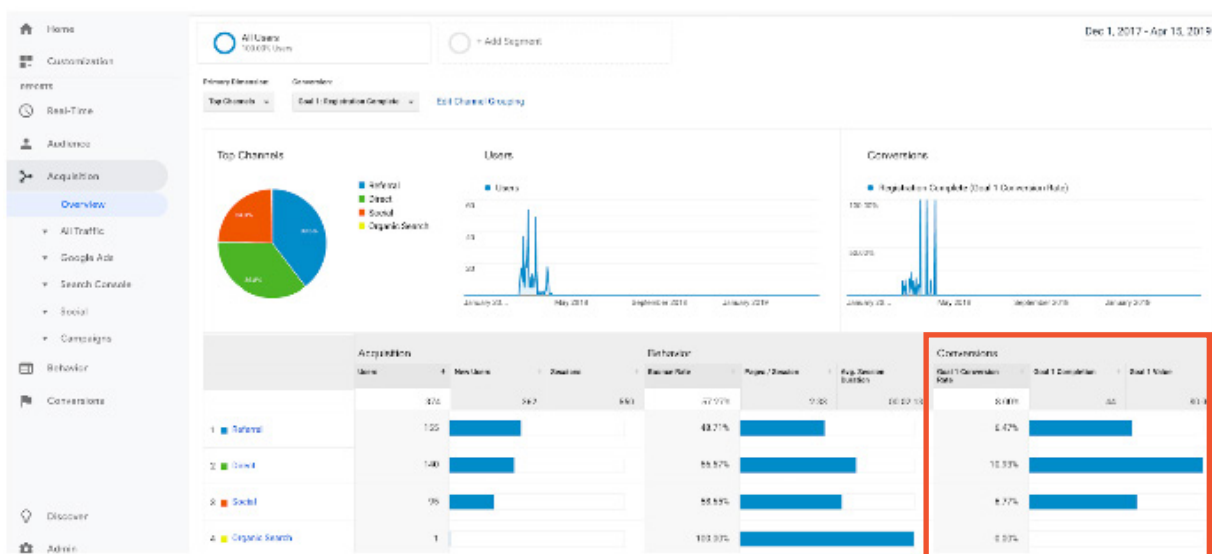


How to set up event conversion goals

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:

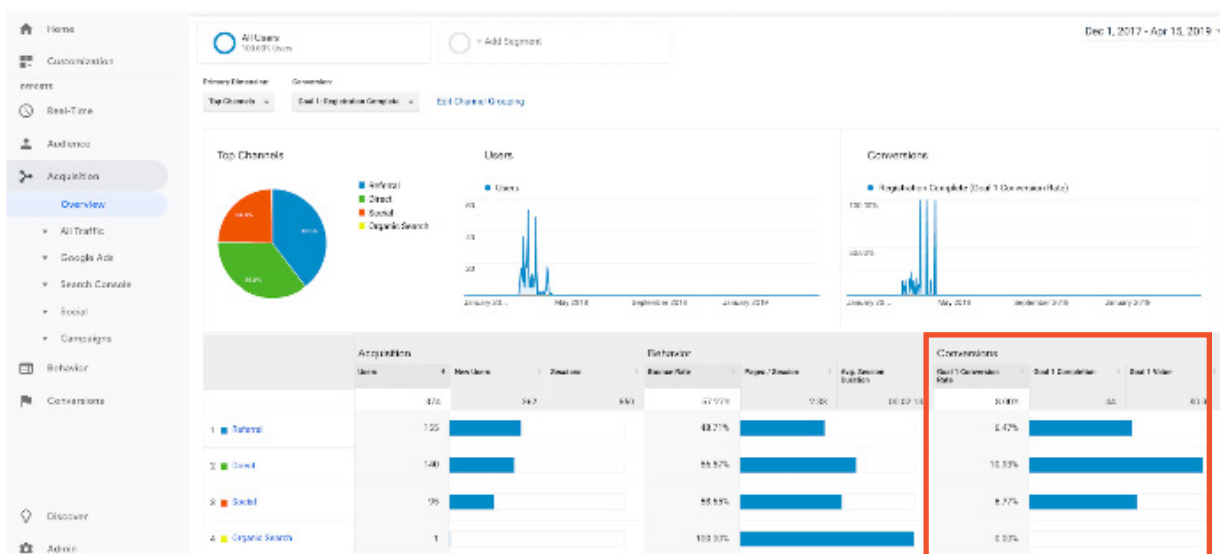


In the example above, you can see that traffic coming from social channels resulted in 6.77% conversion rate whereas direct traffic resulted in a much higher (10.93%) conversion rate.

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

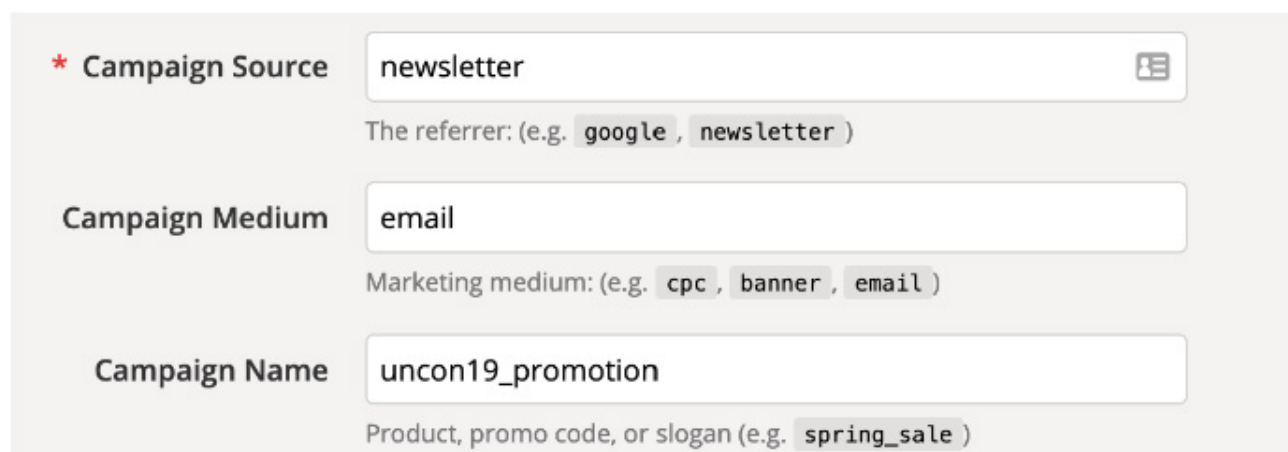
Unconventional is our annual kick-ass user conference. Let's say we wanted to create a UTM link for a new email campaign, okay?

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



The screenshot shows a text input field containing the URL `https://events.swoogo.com/uncon19`. Below the field, there is a red asterisk followed by the label "Website URL" and a descriptive text: "The full website URL (e.g. `https://www.example.com`)".

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



The screenshot shows three input fields for UTM parameters. The first field is labeled "Campaign Source" with a red asterisk, containing the value "newsletter". Below it is the text "The referrer: (e.g. `google`, `newsletter`)". The second field is labeled "Campaign Medium" and contains the value "email". Below it is the text "Marketing medium: (e.g. `cpc`, `banner`, `email`)". The third field is labeled "Campaign Name" and contains the value "uncon19_promotion". Below it is the text "Product, promo code, or slogan (e.g. `spring_sale`)".

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.

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

```
https://events.swoogo.com/uncon19?utm_source=newsletter&utm_medium=email&utm_campaign=uncon19_promotion
```

Set the campaign parameters in the fragment portion of the URL (not recommended).

[Copy URL](#) [Convert URL to Short Link \(authorization required\)](#)

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.

	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
Medium	13 <small>% of Total: 0.54% (233)</small>	84.62% <small>Avg for View: 78.42% (7.19%)</small>	11 <small>% of Total: 0.96% (184)</small>	53.85% <small>Avg for View: 70.39% (23.92%)</small>	2.69 <small>Avg for View: 1.67 (91.68%)</small>	00:27:37 <small>Avg for View: 00:02:10 (1.171.83%)</small>	0.00% <small>Avg for View: 0.00% (0.03%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. email	13 (100.00%)	84.62%	11 (100.00%)	53.85%	2.69	00:27:37	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 | Go to: 1 | 1 - 1 of 1

This report was generated on 5/23/17 at 11:21:55 AM - Refresh Report



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 through 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.