

The CanadaHelps Guide to Google Analytics & Google Tag Manager for Your Customizable Donation Forms





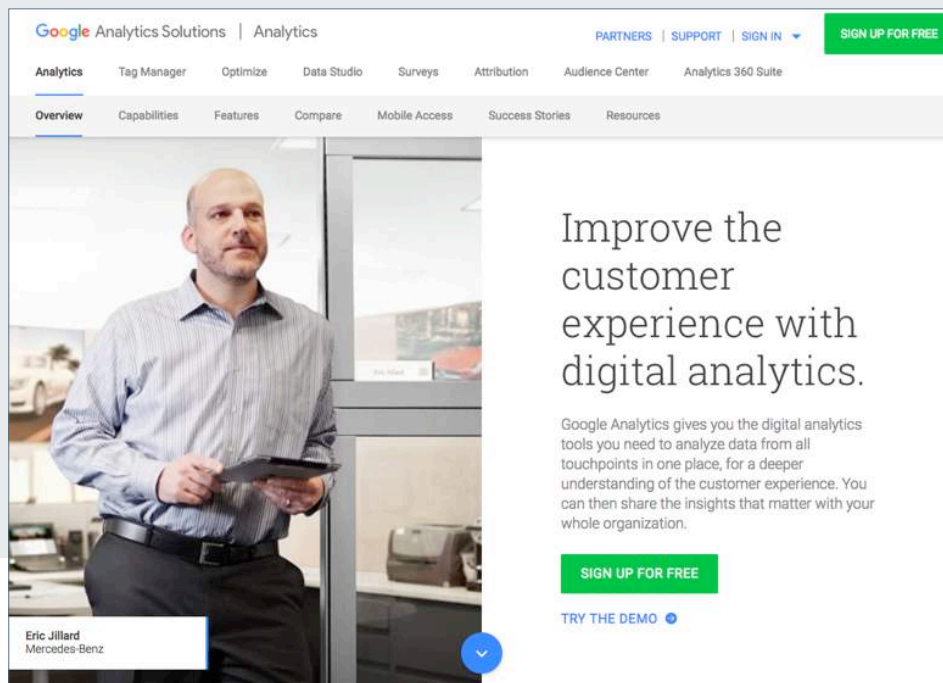
Introduction

In this guide, you will learn how to better understand the performance of your CanadaHelps Customizable Donation Forms using free tools such as Google Analytics and/or Google Tag Manager. Specifically, you will learn how to implement the tracking codes from these tools into your Customizable Donation Forms and configure your setup so that you can collect and analyze data that will reveal key information and insights about your visitors. Real examples will be used from an actual charity implementation of Google Analytics and Google Tag Manager to illustrate in detail how to configure and implement various features.

You will learn how to determine whether to use Google Analytics or Google Tag Manager for your Customizable Donation Forms implementation based on the digital marketing needs of your organization. This guide will also provide an overview of how to easily import pre-configured CanadaHelps dashboards into your Google Analytics setup so that you can see relevant information at a glance, such as total donations, average donation, donations by device, etc.

Getting started

What is Google Analytics?

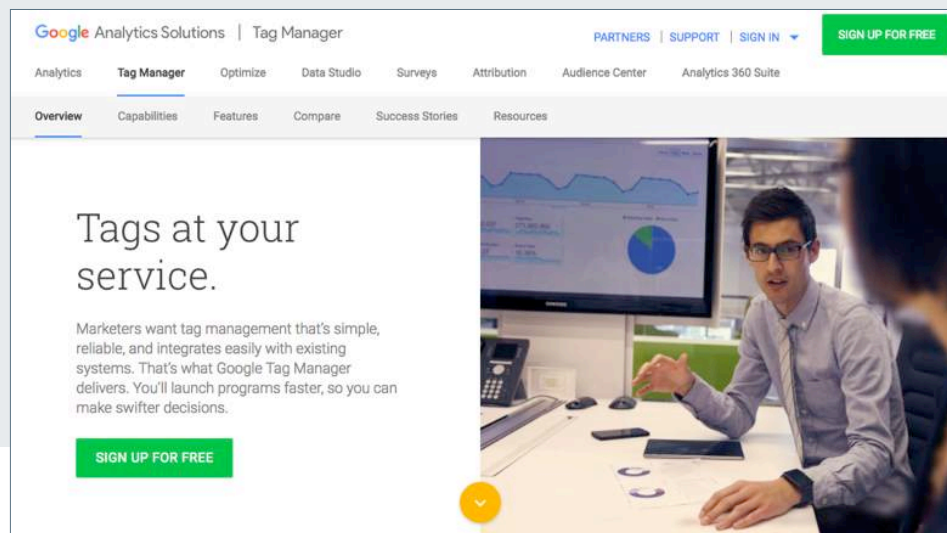


Google Analytics is a powerful and free tool provided by Google that is the most widely used web analytics service on the internet. By inserting a short tracking code into your Customizable Donation Forms, you are able to easily collect data to view reports on traffic to your pages and determine insights such as:

Using Google Analytics, you can test, track, and optimize your digital marketing. While this guide covers data pertaining to donations, Google Analytics also has advanced features which allow you to track downloads, specific goals, and split testing through Google Experiments.

- 1 Where is your traffic coming from?
- 2 What are the demographics of your visitors?
- 3 What technology are your visitors using?
- 4 What are visitors doing on your site?

What is Google Tag Manager?



When you start using multiple tracking codes on your website, such as Google Analytics and the Facebook Pixel, is there a way to update these tags without manually updating website code each time? Yes!

[Google Tag Manager](#) is a tool that provides digital marketers with the flexibility to manage and update multiple website tracking tags through a single interface. For example, using Google Tag Manager on your Customizable Donation Forms will not only allow you to embed the Google Analytics tag, but also various online platforms including AdRoll, comScore, DoubleClick, Facebook, LinkedIn Insight, Marin, Neuster and custom HTML tags.

Important note about Google Tag Manager:

While Google Tag Manager can help simplify tag management, it remains a fairly complex and technical task. If you are new to online advertising or do not have a strong technical background, it is recommended that you work with a firm specializing in online advertising. Use of Google Tag Manager is recommended if you are using tools in addition to Google Analytics to track your online advertising campaigns.

Should you use Google Analytics or Google Tag Manager?

If you are looking to get started quickly with basic analytics on your Customizable Donation Forms, it is recommended that you use Google Analytics. This will be sufficient for the majority of organizations.

However, if you would like to implement more robust cross-domain tracking across your donation pages and/or have additional tracking tags or pixels (such as AdRoll, DoubleClick or Facebook), it is recommended that you use Google Tag Manager.

It is important that you only select one of either Google Analytics or Google Tag Manager (with the Google Analytics tag configured) to prevent the possibility of double-counting your visitor numbers.

How to enable Google Analytics on your Customizable Donation Forms

Open the settings of the Customizable Donation Form you wish to track and scroll down until you see the area to input your Google Analytics Account number:

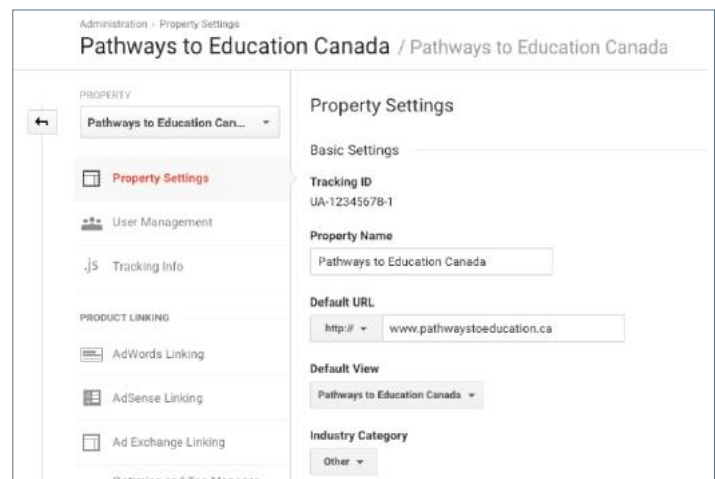


A screenshot of a form section titled "GOOGLE ANALYTICS" with a help icon. Below the title is a text input field with the placeholder text "Enter your Google Account number".

To find your Google Analytics account number:

For Google Analytics, your account number will start with "UA" and contain a series of numbers. It will typically look like the following: UA-12345678-1

- Login to your Google Analytics account.
- Select **Admin** from the side navigation.
- If you have multiple sites you are tracking, ensure the correct website is selected. You can change which website is selected under **Account**.
- On the adjacent Property drop-down menu, select the **Property** that corresponds with your website.
- The account number / tracking number will be displayed at the top.
- Enter this account number on the CanadaHelps Customizable Donation Form you wish to track.



A screenshot of the Google Analytics Admin console. The breadcrumb trail shows "Administration > Property Settings". The main heading is "Pathways to Education Canada / Pathways to Education Canada". On the left, a sidebar lists "PROPERTY" (Pathways to Education Can...), "Property Settings" (selected), "User Management", "Tracking Info", "PRODUCT LINKING" (AdWords Linking, AdSense Linking, Ad Exchange Linking), and "Optimize and Tag Manager". The main content area shows "Property Settings" for "Pathways to Education Canada". It includes "Basic Settings" with "Tracking ID" (UA-12345678-1) and "Property Name" (Pathways to Education Canada). It also shows "Default URL" (http:// www.pathwaystoeducation.ca) and "Default View" (Pathways to Education Canada). The "Industry Category" is set to "Other".



NOTE: If you have created a new Google Analytics account number, it may take up to 24 hours for data to appear in your account.

How to enable Google Tag Manager on your Customizable Donation Forms

Open the settings of the Customizable Donation Form you wish to track and scroll down until you see the area to input your Google Analytics Account number:

GOOGLE TAG MANAGER ?

To find your Google Tag Manager account number:

For Google Tag Manager, your account number will start with “GTM” and will contain a series of letters and numbers. It will typically look like the following: GTM-ABC1234

- Login to your Google Tag Manager account.
- The Container Name and Container ID should be clearly displayed.
- Enter this account number on the CanadaHelps Customizable Donation Form you wish to track.

Remember: Select **one** of either Google Analytics or Google Tag Manager (with the Google Analytics tag configured) to prevent the possibility of double-counting your visitor numbers.

| Pathways Canada | | |
|------------------|----------------|--------------|
| Container Name ↑ | Container Type | Container ID |
| Pathways | Web | GTM-ABC123 |

Don't have a Google Tag Manager account? Here's how to create one!

To create a Google Tag Manager account:

- 1 Sign into Google Tag Manager.
- 2 Click on **Create Account**.
- 3 Input an account name and click **Continue**.

The screenshot shows the 'Add a New Account' interface. Step 1, 'Setup Account', is active. It features a text input field for 'Account Name' containing 'Pathways to Education Canada'. Below this is a checkbox for 'Share data anonymously with Google and others' which is unchecked. A blue 'CONTINUE' button is positioned below the checkbox. Step 2, 'Setup Container', is shown in a faded state below. At the bottom of the screen are 'CREATE' and 'CANCEL' buttons.

This screenshot shows the 'Add a New Account' interface with Step 1, 'Setup Account', completed and marked with a green checkmark. Step 2, 'Setup Container', is the active step. It includes a 'Container name' input field with the value 'www.pathwaystoeducation.ca'. Below this is a 'Where to Use Container' section with four buttons: 'Web', 'iOS', 'Android', and 'AMP'. The 'Web' button is selected and highlighted with a blue border. 'CREATE' and 'CANCEL' buttons are at the bottom.

- 4 Input a container name
(typically the URL of your website).
- 5 Under "Where to Use Container", select Web.
- 6 Click Create
- 7 You have created a Google Tag Manager account! Now it's time to add tags like Google Analytics!

IMPORTANT:

Enabling E-Commerce Tracking in Google Analytics

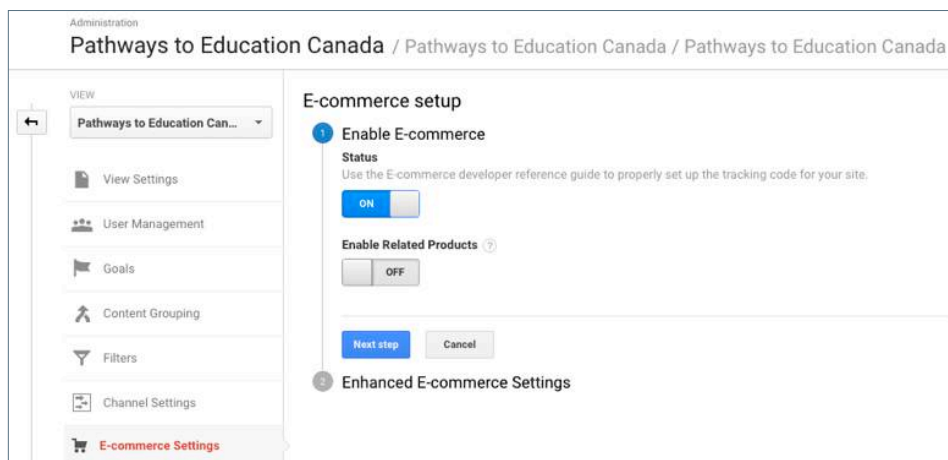
Whether you are using Google Analytics or Google Tag Manager with the Google Analytics tag for your Customizable Donation Form, you must enable E-Commerce tracking in Google Analytics to ensure that transaction and product revenue information will be tracked.

In order to enable e-commerce tracking:

- 1 Sign into Google Analytics.
- 2 Select **Admin** from the side navigation.
- 3 If you have multiple sites you are tracking, ensure the correct website is selected. You can change which website is selected under **Account**.
- 4 Navigate to the **view** for which you would like to enable E-Commerce tracking.

- 5 Select **E-Commerce Settings**.
- 6 Set Enable Ecommerce to **ON**.
- 7 Click **Next Step**.
- 8 Click **Submit**.

In order for E-commerce functionality to work, you must use it in conjunction with Google Analytics or Google Tag Manager with the Google Analytics tag enabled.




Important for Google Tag Manager users: In order to complete E-commerce setup in Google Tag Manager, ensure that you complete the steps in the section, "[How to set up Google Analytics and other tags in Google Tag Manager](#)".

Importing pre-configured CanadaHelps dashboards

Google Analytics allows you to utilize custom analytics dashboards to see your data at a glance. To make things simple, CanadaHelps has a pre-configured dashboards that you can use that will give you a handy overview of the performance of your donation forms.

To import the dashboard, click [here](#).

After clicking on the link, you will be prompted to import the dashboard into your account:



A Dashboard configuration was shared with you.
Please choose a view from your Google Analytics account to import this configuration.

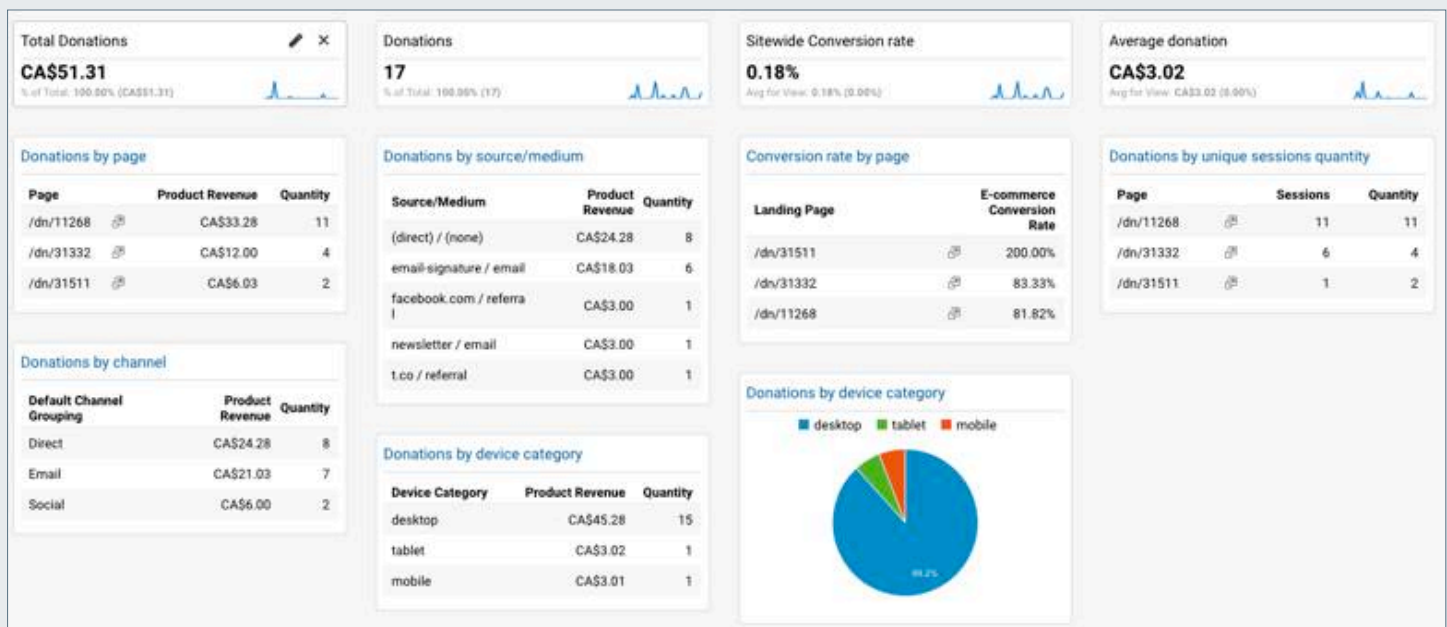
Select a view

CanadaHelps Dashboard

Create

Cancel

Below is an example of what the dashboard will look like:



Setting up a custom filter to view full URLs in Google Analytics

When tracking traffic for both your website and your CanadaHelps Customizable Donation Forms using the same Google Analytics account, it is helpful to have the domain included to clearly determine where the traffic is originating from. By default, Google will strip out the domain name in your tracking and assume that it is all part of the same website. Though CanadaHelps Customizable Donation Forms have distinctive URL patterns (e.g. <http://www.canadahelps.org/dn/12345>), it nonetheless helpful to have the full domain displayed for clarity.

Here is an example of what the full domain filter looks like in your analytics:

| Page ? | Page Views ? ↓ | Unique Page Views ? |
|---|--|---------------------------------------|
| | 14 % of Total: 0.31% (4,481) | 9 % of Total: 0.25% (3,672) |
| 1. www.canadahelps.org/dn/11268 | 8 (57.14%) | 4 (44.44%) |
| 2. www.pathwaystoeducation.ca/canadahelps-google-tag-manager-test-page | 4 (28.57%) | 4 (44.44%) |
| 3. www.canadahelps.org/dn/31511 | 2 (14.29%) | 1 (11.11%) |

And here is what it looks like without the filter:

| Page ? | Page Views ? ↓ | Unique Page Views ? |
|------------------------------|--|---------------------------------------|
| | 11 % of Total: 0.24% (4,555) | 6 % of Total: 0.16% (3,728) |
| 1. /dn/11268 | 9 (81.82%) | 5 (83.33%) |
| 2. /dn/31511 | 2 (18.18%) | 1 (16.67%) |

In order to set up a filter to display full domains:

- 1 Sign into Google Analytics.
- 2 Select **Admin** from the side navigation.
- 3 If you have multiple sites you are tracking, ensure the correct website is selected. You can change which website is selected under Account.
- 4 Navigate to the view for which you would like to enable a filter.

- 5 Select **Add Filter**.
- 6 Use the following settings:
 - **Filter Type:** Custom filter > Advanced
 - **Field A:** Hostname
 - **Extract A:** (*)
 - **Field B:** Request URI
 - **Extract B:** (*)
 - **Output To:** Request URI
 - **Constructor:** \$A1\$B1
- 7 Save your settings.

The view will filter the data accordingly. See the screenshot below to see how it is configured.

Note that the Google Analytics filters do not apply retroactively. The filter only applies to data that is collected after the filter is implemented.

VIEW
Cross-domain Tracking

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

E-commerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Custom Channel Groupings BETA

Custom Alerts

Scheduled Emails

Shortcuts

Edit Filter

Filter Information

Filter Name
Full URL

Filter Type
Predefined Custom

☐ Exclude
☐ Include
☐ Lowercase
☐ Uppercase
☐ Search and Replace
☒ Advanced

Field A -> Extract A
Hostname (*)

Field B -> Extract B
Request URI (*)

Output To -> Constructor
Request URI \$A1\$B1

☒ Field A Required
☐ Field B Required
☒ Override Output Field
☐ Case-sensitive

IMPORTANT: Before setting up a filter, keep in mind that it will modify the data recorded in your Google Analytics view. It is important to know exactly what you are doing to your data before applying any filters. If you have not used filters before, it would be worthwhile to create a test view to confirm that your filter is working properly (see instructions below on how to set up a new view in **Google Analytics**). It is also recommended to have an unfiltered view configured as a backup.



Do you have existing goals in Google Analytics?

If you are working in a Google Analytics account with [goals](#) that are configured, please note that adding a filter may potentially affect your goal configurations. If this is the case, it is recommended that you set up a separate view with the filter (see instructions below).

How to set up a new view in Google Analytics

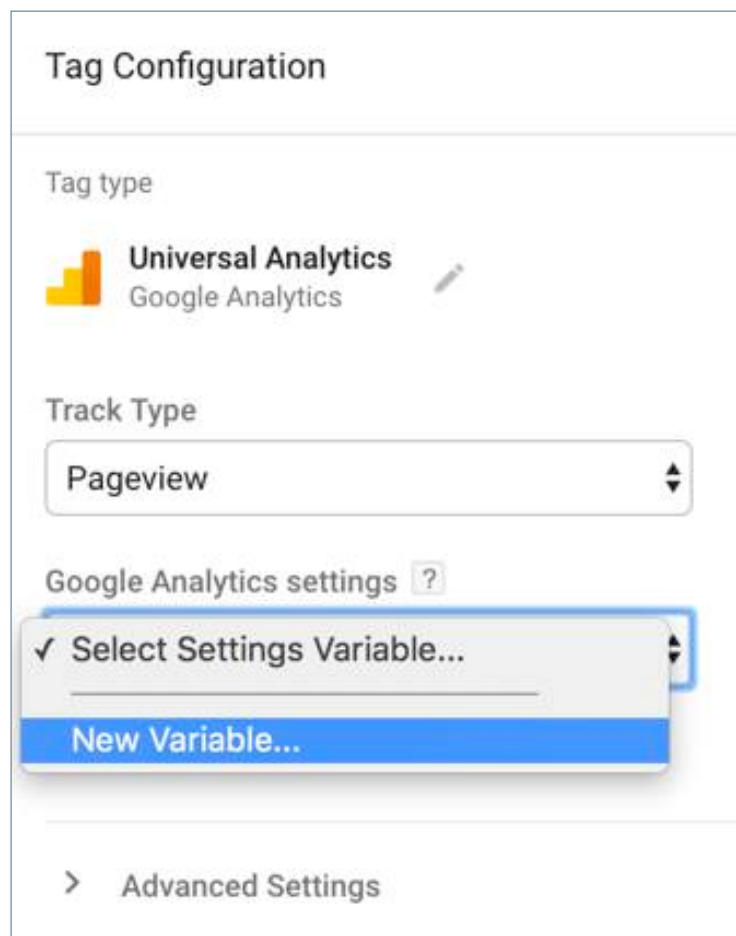
- 1 Sign into Google Analytics.
- 2 Click **Admin** and navigate to the account and property for which you would like to add the view.
- 3 In the **view** column, click the drop-down menu and then click **Create New View**.
- 4 Select **Website**.
- 5 Enter a name for your **view**.
- 6 Select the applicable time zone.
- 7 Leave User-ID view as **off** (unless your organization tracks User-IDs).
- 8 Click **Create View**.

Setting up a custom filter to view full URLs in Google Analytics

When tracking traffic for both your website and your CanadaHelps Customizable Donation Forms using the same Google Analytics account, it is helpful to have the domain included to clearly determine where the traffic is originating from. By default, Google will strip out the domain name in your tracking and assume that it is all part of the same website. Though CanadaHelps Customizable Donation Forms have distinctive URL patterns (e.g. <http://www.canadahelps.org/dn/12345>), it is nonetheless helpful to have the full domain displayed for clarity.


To set up Google Analytics in Google Tag Manager:

- 1 Sign into Google Tag Manager.
- 2 Select the account for which you would like to add a tag.
- 3 Click **Tags**, then click **New**.
- 4 Change the default tag name from **"Untitled Tag"** to something more descriptive, like "Google Analytics."
- 5 Click on **Tag Configuration**.
- 6 You will be presented with a selection of tags
Select **Universal Analytics**. (Note: do not select Classic Google Analytics as this is the older version of Google Analytics.)
- 7 Change the name of the variable from **"Untitled Variable"** to something more descriptive like "Google Analytics settings."
- 8 In the **Google Analytics settings** drop-down, select **New Variable**.



Tag Configuration

Tag type

 **Universal Analytics**
Google Analytics

Track Type

Pageview

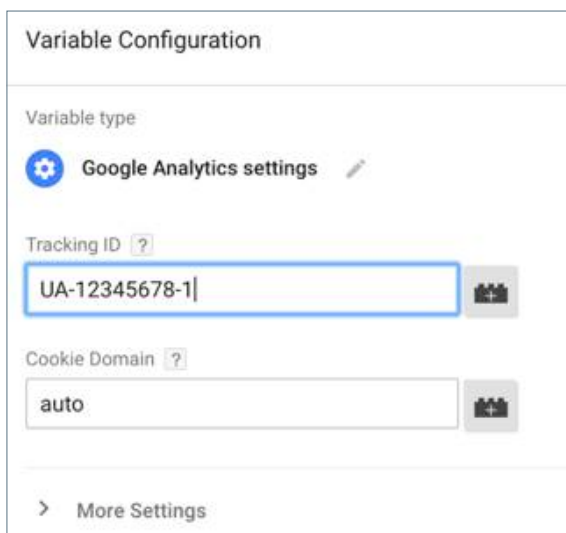
Google Analytics settings ?

✓ Select Settings Variable...

New Variable...

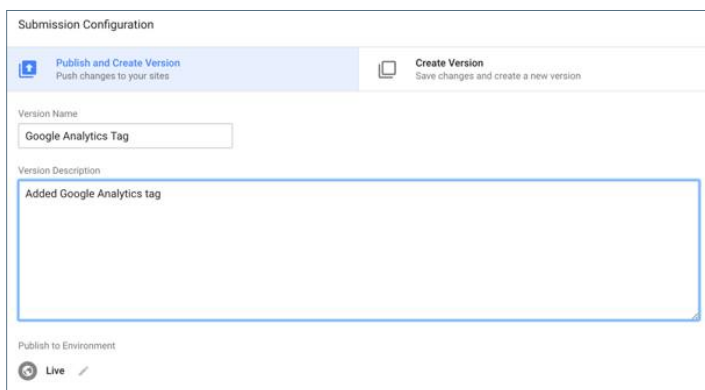
> Advanced Settings

- 9 Input your Google Analytics account number in the **Tracking ID** field.



The 'Variable Configuration' form is shown. It has a title bar 'Variable Configuration'. Below it, 'Variable type' is set to 'Google Analytics settings' with a gear icon and an edit icon. The 'Tracking ID' field is highlighted with a blue border and contains the text 'UA-12345678-1'. To its right is a small icon of a building. Below that, the 'Cookie Domain' field contains the text 'auto', also with a building icon to its right. At the bottom left, there is a link '> More Settings'.

- 10 Click **save**.
- 11 Click on **Triggering**.
- 12 Select **All Pages**.
- 13 Click **Save** to save the tag.
- 14 Click **Submit** to publish your tags to your Google Tag Manager container.
- 15 Enter a **version name** and **version description** to detail the changes you have made for future reference.



The 'Submission Configuration' form is shown. It has a title bar 'Submission Configuration'. Below it, there are two tabs: 'Publish and Create Version' (selected) and 'Create Version'. The 'Publish and Create Version' tab has a sub-label 'Push changes to your sites'. The 'Create Version' tab has a sub-label 'Save changes and create a new version'. Below the tabs, the 'Version Name' field contains the text 'Google Analytics Tag'. The 'Version Description' field contains the text 'Added Google Analytics tag'. At the bottom left, there is a 'Publish to Environment' section with a 'Live' button and an edit icon.

- 16 Click **Publish**.
Congratulations! You have set up Google Analytics in Google Tag Manager!

To set up Facebook Pixel tracking in Google Tag Manager

Note: These instructions apply to any tracking tags that are otherwise not listed in the tag setup in Google Tag Manager

- 1 Sign into Google Tag Manager.
- 2 Select the account for which you would like to add a tag.
- 3 Click **Tags**, then click **New**.
- 4 Change the default tag name from “**Untitled Tag**” to something more descriptive, like “Facebook Pixel.”
- 5 Click on **Tag Configuration**.
- 6 You will be presented with a selection of tags. Select **Custom HTML**.
- 7 Change the name of the variable from “**Untitled Variable**” to something more descriptive, like “Facebook Pixel.”
- 8 Paste your Facebook tracking code into the HTML field.

Tag Configuration

Tag type

<> Custom HTML Custom HTML Tag

HTML ?

```
1 <!-- Facebook Pixel Code -->
2 <script>
3 !function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
4 n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
5 n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
6 t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
7 document,'script','https://connect.facebook.net/en_US/fbevents.js');
8 fbq('init', '1234567890123456', {
9   em: 'insert_email_variable',
10 });
11 fbq('track', 'PageView');
12 </script>
13 <noscript></noscript>
16 <!-- DO NOT MODIFY -->
17 <!-- End Facebook Pixel Code -->
```

☐ Support document.write ?

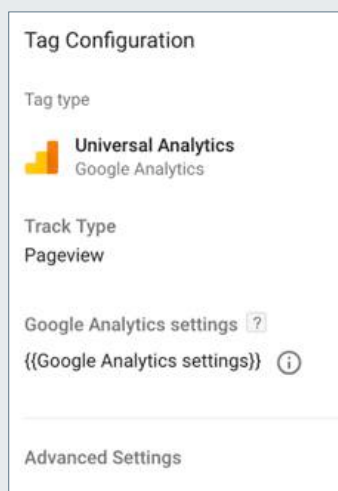
> Advanced Settings

- 9 Click **Save**.
- 10 Click on **Triggering**.
- 11 Select **All Pages**.
- 12 Click **Save** to save the tag.
- 13 Click **Submit** to publish your tags to your Google Tag Manager container.
- 14 Enter a **version name** and **version description** to detail the changes you have made for future reference.
- 15 Click **Publish**.
- 16 Congratulations! You have set up the Facebook Pixel in Google Tag Manager!

How to set up cross-domain tracking

Cross-domain tracking allows you to consistently identify a visitor as they visit multiple domains with the same analytics tracking code. For example, if a visitor visits your website and then visits your CanadaHelps Customizable Donation Form and cross-domain tracking is enabled, it will be counted as a single session as Google will be able to determine it is the same visitor.

Currently, full functionality of cross-domain tracking on Customizable Donation Forms is only available via Google Tag Manager. The instructions below are applicable only after you have already enabled Google Analytics in Google Tag Manager:



- 1 Sign into Google Tag Manager.
- 2 Select the account for which you would like to add cross-domain tracking.
- 3 Click **Tags**, then click on the tag that contains your Google Analytics code.
- 4 Click on the “i” icon with the circle around it.

5 Hover your cursor over variable configuration and click to show the drop-down menu of settings.

6 Under “**More Settings**” select “**Fields to Set.**”

7 Add 2 fields:

a. Field name of **allowLinker** with the value of **True**

b. Field name of **cookieDomain** with the value of **auto**

| Field Name | Value |
|--------------|-------|
| allowLinker | True |
| cookieDomain | auto |

+ ADD FIELD

8 Under “**More Settings**” select “**Cross Domain Tracking.**”

9 Input **canadahelps.org** as well as any other domains for which you would like to enable cross-domain tracking.

Cross Domain Tracking

Auto Link Domains ?
canadahelps.org, pathwaystoeducation.c

Use Hash as Delimiter
False

Decorate Forms
False

10 Click **Save**.

11 Click “X” to go back to the workspace view of Google Tag Manager.

12 Click **Submit** to publish your tags to your Google Tag Manager container.

- 13 Enter a version name and version description to detail the changes you have made for future reference.

The screenshot shows the 'Submission Configuration' window in Google Tag Manager. It has two tabs: 'Publish and Create Version' (selected) and 'Create Version'. Under 'Publish and Create Version', there is a 'Version Name' field containing 'Cross-domain tracking' and a 'Version Description' text area containing 'Enabling cross-domain tracking'. At the bottom, there is a 'Publish to Environment' section with a 'Live' button and a pencil icon.

- 14 Click **Publish**.
- 15 Congratulations! You have published your Google Tag Manager container for cross-domain tracking, but you're not done yet!
- 16 In order to ensure that Google Analytics treats visitors who visit both your Customizable Donation Form and your website as a single session, you will need to configure Google Analytics to exclude referral traffic from your donation form.
- 17 Sign into **Google Analytics**.
- 18 Click **Admin**.
- 19 In the **Account** column, select the Analytics account you would like to configure from the drop-down menu.
- 20 In the **Property** column, select the property you would like to configure.
- 21 Click on **Tracking Info**.
- 22 Click on **Referral Exclusion List**.
- 23 Click +**Add Referral Exclusion**.
- 24 Enter the domain you wish to exclude from referral traffic. Note that these will be the same domains used in step 9.
- 25 Click **Create**.

- 26 Repeat steps 24 & 25 if necessary to include additional domains.

The screenshot shows the 'Referral Exclusion List' in Google Analytics. At the top, it says 'Referral Exclusion List' with a help icon. Below that, a note states: 'Exclude these domains from your referral traffic. Users arriving at your site via any of these domains will not be counted as referral traffic in your reports.' There is a red button labeled '+ ADD REFERRAL EXCLUSION' and a search bar labeled 'Search'. Below these is a table with the following content:

| Domain Name | |
|------------------------|--------|
| pathwaystoeducation.ca | remove |
| canadahelps.org | remove |

- 27 Congratulations! You have set up cross-domain tracking.

How to track Custom Campaigns using Google Analytics

Custom campaigns are useful to help you answer the following questions:

- 1 How much referral traffic is being generated from partners and sponsors?
- 2 How effective are your investments in paid online advertising?
- 3 What are the specific campaigns and/or posts on your marketing channels that are most effective at driving traffic and conversions?

Though there are an increasing number of platforms such as MailChimp and Constant Contact that support Google's Custom Campaign tracking by auto-tagging URLs, there may be occasions when you may need to manually tag links in order to identify where traffic has originated.

For instance, when a visitor clicks on a link from Facebook or Twitter to visit your website or Customizable Donation Form, Google Analytics can detect that the traffic was referred from those social media platforms, but you can provide extra information that can provide extra insight about specific posts or campaigns. Custom campaigns are also useful for tracking paid advertising performance. In addition, you can also use custom campaigns to track referral traffic from links provided to partners or sponsors.

Custom tracking

Here is an example of a URL (<https://www.pathwaystoeducation.ca>) with additional parameters:

https://www.pathwaystoeducation.ca/?utm_source=newsletter&utm_medium=email&utm_campaign=fall_sendout&utm_content=variation.

The additional information in the URL is passed along to Google Analytics. In this case, it is informing Google Analytics that the traffic source was from a newsletter, that the medium was email, that the campaign was fall_sendout and the content was variation A.

How to create your own custom tracking links

In order to track traffic by marketing channel, you will need to use Google's Campaign URL Builder to add parameters to your URLs: <https://ga-dev-tools.appspot.com/campaign-url-builder/>

With this tool, you are able to pass parameters within the URL so that Google Analytics can categorize the traffic for future analysis.

To use the Campaign URL Builder tool, just click on the link above and fill in the relevant information based on the examples provided in the Campaign URL Builder form. For example, if you plan to use the URL in your Facebook posts, the campaign source could be "facebook". The key is to stay consistent and the best practice is to use lower case letters and the underscore (_) symbol instead of spaces.

After filling in the information, you can share the generated campaign URL on the appropriate channels. The generated campaign URLs can be quite long for using in your marketing communications, but you can use a URL shortener such as Bitly.com or TinyURL.com.

Here is an example of the settings that may be used for a newsletter:

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL

The full website URL (e.g. <https://www.example.com>)

* Campaign Source

The referrer: (e.g. [google](#), [newsletter](#))

Campaign Medium

Marketing medium: (e.g. [cpc](#), [banner](#), [email](#))

Campaign Name

Product, promo code, or slogan (e.g. [spring_sale](#))

Campaign Term

Identify the paid keywords

Campaign Content

Use to differentiate ads

Below is an example of the parameters you might add to a URL for a Facebook post:

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL
The full website URL (e.g. `https://www.example.com`)

* Campaign Source
The referrer: (e.g. `google`, `newsletter`)

Campaign Medium
Marketing medium: (e.g. `cpc`, `banner`, `email`)

Campaign Name
Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term
Identify the paid keywords

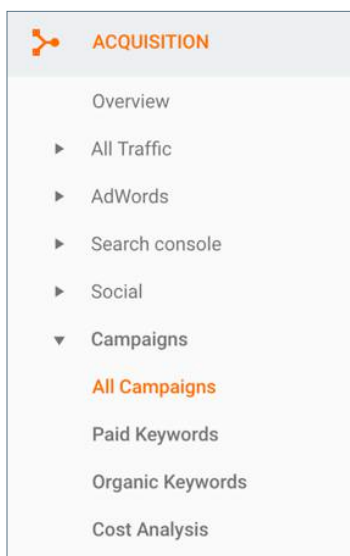
Campaign Content
Use to differentiate ads

Based on the previous example, below is the generated campaign URL that would be inserted into a Facebook post:

Share the generated campaign URL

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

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



After implementing custom campaign URLs, you will be able to view campaign specific data in Google Analytics under the **Acquisition** section, under **Campaigns**.

Below is a sample of some campaign data that is available after links are properly tagged before distribution on various social media channels:

| Source/Medium ? | Acquisition | | |
|-----------------------|--|--|--|
| | Sessions ? ↓ | % New Sessions ? | New Users ? |
| | 780 % of Total: 0.16% (484,125) | 70.77% Avg for View: 79.25% (-10.70%) | 552 % of Total: 0.14% (383,680) |
| 1. facebook / posting | 559 (71.67%) | 75.13% | 420 (76.09%) |
| 2. linkedin / posting | 186 (23.85%) | 61.29% | 114 (20.65%) |
| 3. twitter / posting | 35 (4.49%) | 51.43% | 18 (3.26%) |

How to enable auto-tagging in Google AdWords

If your organization is using [Google Ad Grants](#) for Nonprofits to drive traffic to your website and/or donation forms, you may find it useful to enable auto-tagging so that you can see specific campaign information in your Google Analytics account.

To enable auto-tagging:

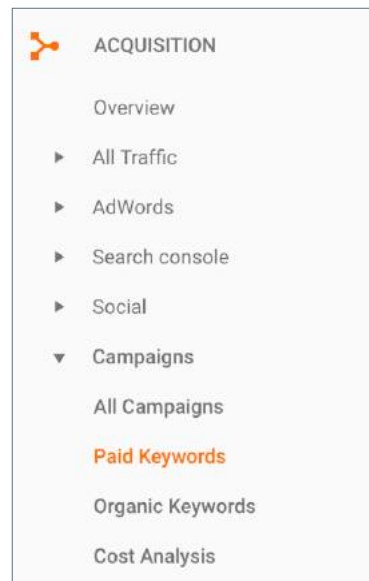
- 1 Sign into your organization's AdWords account.
- 2 Click on the **gear icon** and select **Account Settings**.
- 3 Select the **Preferences tab**.
- 4 Click **Edit** in the **Tracking** section.
- 5 Select the checkbox to enable auto-tagging.
- 6 Click **Save Changes**.

Tracking

Auto-tagging ☒ Destination URL Auto-tagging
 Automatically tag my ad destination URLs

Save changes Cancel

After auto-tagging is enabled, you will be able to view keyword data in Google Analytics for your Google AdWords. This can be found under the **Acquisition** section, under **Campaigns > Paid Keywords**:



In this section, you will now be able to see the keywords that are used to trigger the AdWords that visitors are clicking on before arriving on your website or Customizable Donation Form:

| Keyword ? | Acquisition | | |
|--------------------------|--|---|---|
| | Sessions ? ↓ | % New Sessions ? | New Users ? |
| | 11,000 % of Total: 2.27% (484,125) | 77.44% Avg for View: 79.25% (-2.29%) | 8,518 % of Total: 2.22% (383,680) |
| 1. pathways to education | 2,676 (24.33%) | 56.24% | 1,505 (17.67%) |
| 2. education | 1,097 (9.97%) | 73.29% | 804 (9.44%) |
| 3. education canada | 487 (4.43%) | 73.51% | 358 (4.20%) |
| 4. education in canada | 390 (3.55%) | 87.69% | 342 (4.02%) |

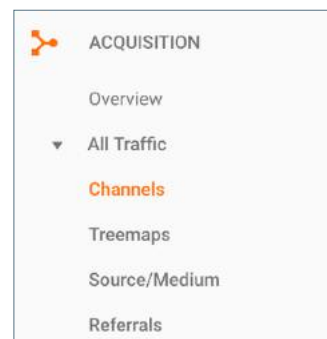
Using Google Analytics to analyze traffic and optimize donations

Now that you've set up Google Analytics and/or Google Tag Manager, as well as enabling e-commerce tracking, you can dive into the data to reveal some insight around how people are interacting with your Customizable Donation Forms. The easiest way to see an overview of the relevant data to your Customizable Donation Forms is to import the CanadaHelps dashboards into your account. Instructions are available in the section ["Importing pre-configured CanadaHelps dashboards"](#).

Google Analytics offers many options to view your data and below are a few examples of how you can analyze your data to optimize your forms.

What channels produce the best results?

To discover what channels are producing the best conversion rates and revenue, sign into Google Analytics, click on **Acquisition**, then **All Traffic**, then **Channels**.



You will be presented with data that will indicate the conversion rate of each of the channels, as well as the number of transactions and revenue. In order to sort by E-commerce Conversion Rate, click on the column header and the data will sort in descending order.

| Default Channel Grouping | Acquisition | | | Behaviour | | | Conversions | E-commerce | |
|--------------------------|---------------------------------------|--|-------------------------------------|--|-------------------------------------|---|--|-------------------------------|---|
| | Sessions | % New Sessions | New Users | Bounce Rate | Pages/Session | Avg. Session Duration | E-commerce Conversion Rate | Transactions | Revenue |
| | 10,623 % of Total: 95.59% (11,113) | 85.01% Avg for View: 83.86% (1.38%) | 9,031 % of Total: 96.91% (9,319) | 72.01% Avg for View: 70.75% (1.78%) | 1.94 Avg for View: 1.99 (-2.38%) | 00:04:28 Avg for View: 00:04:43 (-4.99%) | 0.13% Avg for View: 0.18% (-26.77%) | 14 % of Total: 70.00% (20) | CA\$42.29 % of Total: 7.02% (CA\$602.29) |
| 1. Email | 19 (0.18%) | 31.58% | 6 (0.07%) | 31.58% | 2.42 | 00:08:35 | 42.11% | 8 (57.14%) | CA\$24.15 (57.11%) |
| 2. Social | 111 (1.04%) | 71.17% | 79 (0.87%) | 60.36% | 2.31 | 00:02:08 | 1.80% | 2 (14.29%) | CA\$6.00 (14.19%) |
| 3. Direct | 1,392 (13.10%) | 89.51% | 1,246 (13.80%) | 69.32% | 2.19 | 00:04:35 | 0.29% | 4 (28.57%) | CA\$12.14 (28.71%) |

Clicking on the individual channels will reveal further insight around the specific details:

| Social Network | Acquisition | | | Behaviour | | | Conversions | E-commerce | |
|----------------|-----------------------------------|--|---------------------------------|--|-------------------------------------|--|--|------------------------------|--|
| | Sessions | % New Sessions | New Users | Bounce Rate | Pages/Session | Avg. Session Duration | E-commerce Conversion Rate | Transactions | Revenue |
| | 111 % of Total: 1.00% (11,113) | 71.17% Avg for View: 83.86% (-15.13%) | 79 % of Total: 0.85% (9,319) | 60.36% Avg for View: 70.75% (-14.69%) | 2.31 Avg for View: 1.99 (16.03%) | 00:02:08 Avg for View: 00:04:43 (-54.59%) | 1.80% Avg for View: 0.18% (901.17%) | 2 % of Total: 10.00% (20) | CA\$6.00 % of Total: 1.00% (CA\$602.29) |
| 1. Facebook | 75 (67.57%) | 81.33% | 61 (77.22%) | 69.33% | 2.01 | 00:01:43 | 1.33% | 1 (50.00%) | CA\$3.00 (50.00%) |
| 2. Twitter | 22 (19.82%) | 40.91% | 9 (11.39%) | 36.36% | 3.50 | 00:04:48 | 4.55% | 1 (50.00%) | CA\$3.00 (50.00%) |
| 3. LinkedIn | 11 (9.91%) | 63.64% | 7 (8.86%) | 45.45% | 2.18 | 00:00:17 | 0.00% | 0 (0.00%) | CA\$0.00 (0.00%) |
| 4. Blogger | 2 (1.80%) | 100.00% | 2 (2.53%) | 50.00% | 1.50 | 00:00:17 | 0.00% | 0 (0.00%) | CA\$0.00 (0.00%) |
| 5. Instagram | 1 (0.90%) | 0.00% | 0 (0.00%) | 100.00% | 1.00 | 00:00:00 | 0.00% | 0 (0.00%) | CA\$0.00 (0.00%) |

Using this information, you can assess which channels are performing most effectively and driving donations to your Customizable Donation Forms.

BEHAVIOUR

Overview

Behaviour Flow

▼ Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

What types of devices are people using to donate?

Where are people donating from?

Google Analytics provides the option to view a multitude of metrics by using the secondary dimension feature. To dig deeper into your data, navigate to the Behaviour section of Google Analytics, followed by **Site Content**, then **All Pages**.

You will be presented with a display of all the pages of your website, however, you will only want to filter out data from your Customizable Donation Forms. In order to do this, enter **/dn/** into the search bar that displays just above the results, illustrated below.

Primary Dimension: Page

Page Title

Other ▼

Filter Rows

Secondary dimension ▼

Sort Type: Default ▼

/dn/

Q

advanced

This will filter out only visits to your donation forms.

| Page | Page Views | Unique Page Views | Avg. Time on Page | Entrances | Bounce Rate | % Exit | Page Value |
|---|-------------------------------------|-------------------------------------|--|-------------------------------------|--|---|---|
| | 62 % of Total: 0.28% (22,090) | 23 % of Total: 0.13% (18,066) | 00:06:08 Avg for View: 00:04:46 (28.82%) | 19 % of Total: 0.17% (11,113) | 5.26% Avg for View: 70.75% (-92.56%) | 29.03% Avg for View: 50.31% (-42.29%) | CA\$2.10 % of Total: 813.52% (CA\$0.26) |
| 1. www.canadahelps.org/dn/11268 | 48 (77.42%) | 16 (69.57%) | 00:05:18 | 12 (63.16%) | 8.33% | 29.17% | CA\$1.71 (81.23%) |
| 2. www.canadahelps.org/dn/31332 | 12 (19.35%) | 6 (26.09%) | 00:03:22 | 6 (31.58%) | 0.00% | 25.00% | CA\$2.50 (118.92%) |
| 3. www.canadahelps.org/dn/31511 | 2 (3.23%) | 1 (4.35%) | 00:59:36 | 1 (5.26%) | 0.00% | 50.00% | CA\$6.03 (286.85%) |

Q |

► Acquisition

► Advertising

► Behaviour

► Custom Variables

► E-commerce

► Social

► Time

► Users

☐ Display as alphabetical list

From here, you can start breaking down the data into various categories to explore certain areas by using **Secondary dimension**. Click on **Secondary dimension** and you will be presented with a variety of options.

Secondary dimension ▾ Sort Type:

device

▾ Users

- Device Category ?
- Mobile Device Branding ?
- Mobile Device Info ?
- Mobile Device Marketing Name ?
- Mobile Device Model ?

☐ Display as alphabetical list

You will have the ability to search and select specific information like Device Category to determine what types of devices people are using to access your Customizable Donation Forms.

This will provide insight around the device categories that are being used by your visitors as well as how they are performing relative to one another.

| Page ? | Device Category ? | Page Views ? | Unique Page Views ? | Avg. Time on Page ? | Entrances ? | Bounce Rate ? | % Exit ? | Page Value ? |
|---|-------------------|-------------------------------------|-------------------------------------|--|-------------------------------------|--|---|---|
| | | 62 % of Total: 0.28% (22,090) | 23 % of Total: 0.13% (18,066) | 00:06:08 Avg for View: 00:04:46 (28.82%) | 19 % of Total: 0.17% (11,113) | 5.26% Avg for View: 70.75% (-92.56%) | 29.03% Avg for View: 50.31% (-42.29%) | CA\$2.10 % of Total: 813.52% (CA\$0.26) |
| 1. www.canadahelps.org/dn/11268 | desktop | 41 (66.13%) | 13 (56.52%) | 00:05:53 | 9 (47.37%) | 0.00% | 26.83% | CA\$1.64 (77.90%) |
| 2. www.canadahelps.org/dn/31332 | desktop | 12 (19.35%) | 6 (26.09%) | 00:03:22 | 6 (31.58%) | 0.00% | 25.00% | CA\$2.50 (118.92%) |
| 3. www.canadahelps.org/dn/11268 | mobile | 4 (6.45%) | 1 (4.35%) | 00:00:33 | 1 (5.26%) | 0.00% | 25.00% | CA\$3.01 (143.19%) |
| 4. www.canadahelps.org/dn/11268 | tablet | 3 (4.84%) | 2 (8.70%) | 00:02:02 | 2 (10.53%) | 50.00% | 66.67% | CA\$1.51 (71.83%) |
| 5. www.canadahelps.org/dn/31511 | desktop | 2 (3.23%) | 1 (4.35%) | 00:59:36 | 1 (5.26%) | 0.00% | 50.00% | CA\$6.03 (286.85%) |

Using **Secondary dimension**, you are able to access a multitude of categories including browser, time of day, mobile device model and more. Using this data will allow you to gain a better understanding of your visitors to inform your marketing strategies.

Next steps with Google Analytics

Now that you have the basics for getting started with Google Analytics and Google Tag Manager, it's time to experiment with the tools that are available!



Learning More

The Google Analytics platform is constantly evolving and improving with new features being added each year. If you're interested in learning more about the full potential of Google Analytics, Google's Analytics Academy (<https://analytics.google.com/analytics/academy/>) is a useful resource that offers online courses including: Google Analytics for Beginners, Google Analytics, Ecommerce Analytics, and Google Tag Manager Fundamentals.

In addition, Google's Official Google Analytics Solutions Community (https://www.en.advertisercommunity.com/t5/Google-Analytics/ct-p/analytics_category) is an online forum that is helpful in learning from other Google Analytics users.

If you are interested in challenging yourself, you can sign up for a free Google Partners account (<http://google.com/partners>) to take a Google Analytics exam. The Google Analytics exam covers basic and advanced Google Analytics concepts and once you pass, you will be provided with a personalized certificate.

Like many things, building your skills in Google Analytics takes perseverance and practice, but it is a worthwhile investment of your time to better understand the performance of your digital properties. Thanks for taking the next steps in exploring Google Analytics! Have fun!