All New
Google Analytics & Tag Manager & Data Studio

Products & Features

in 2017

GOOGLE ANALYTICS

Real-Time gets nearer for 360 users

Standard reports are only ~10m behind now

GA 360 users now get a new icon in the top right of reports where they can check the freshness of the data:

If you see this figure, you will have intraday data, and by clicking on it, you will see how old it is. This feature is available in the Dashboard, via the API and in BigQuery.

https://goo.gl/7mX7TE

The new Analytics Home Screen

Get a gist of your data when entering GA

You now get a quick glance at your GA performance with the new Home experience. See your primary KPIs and visit development in a simple dashboard.

This overview might be useful for non-regular Analytics users to get a simple dashboard out of the box. For pros, I don't see a benefit in this.

https://goo.gl/8nwpjk

Google Analytics Home

Users	Revenue
14K	$92K
↓11.7%	↓29.8%
vs last 7 days	

11 Apr   12   13

Last 7 days ▾

How do you acquire users?

Traffic Channel   Source / Medium

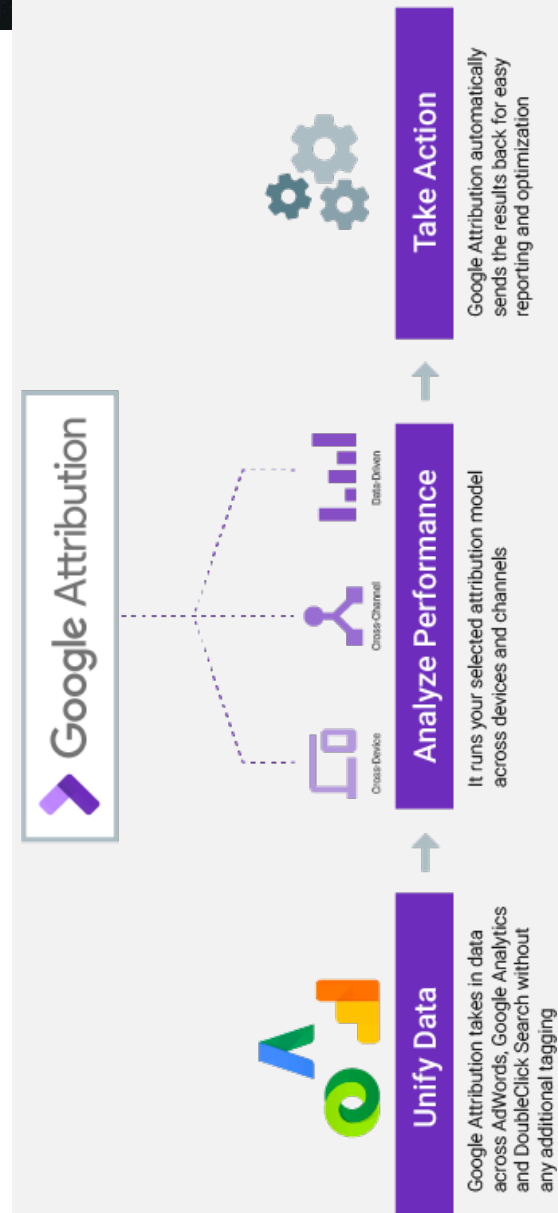# Google Attribution announced - but just few see it

Still in closed beta for selected 360 customers

I think this is the top of the list item for a lot of GA users. Attribution is an issue for nearly every business that is going beyond "buy keywords" in AdWords. GA already lets you compare different static models.

But Google Attribution is promising a rollout of their dynamic model based on machine learning to everyone (in the end).

Until now it's still in closed beta, but we should see more availability in 2018.

https://goo.gl/2CTJxt

Google Attribution

Take Action
Google Attribution automatically sends the results back for easy reporting and optimization

Analyze Performance
It runs your selected attribution model across devices and channels

Data-Driven

Cross-Channel

Cross-Device

Unify Data
Google Attribution takes in data across AdWords, Google Analytics and DoubleClick Search without any additional tagging

Just ask your Google Analytics Assistant

Natural language question now available in web

The Google Analytics Assistant was first available only in the GA apps for iOS and Android. Now it's rolled out in GA for web as well.

Sure, it's not perfect. Often you get no answer because the metrics are not available in the report (which is a strange answer). But the auto-generated insights are already nice.

https://goo.gl/jVgVJW
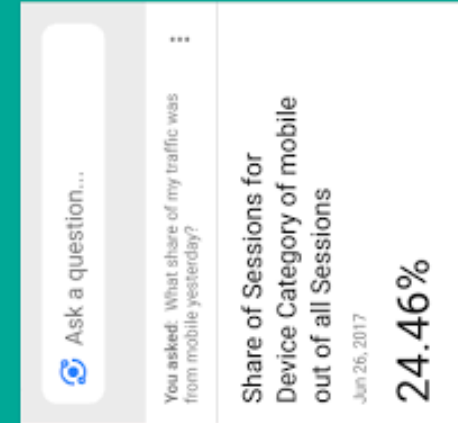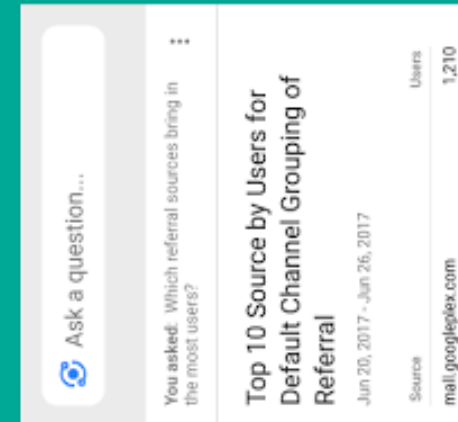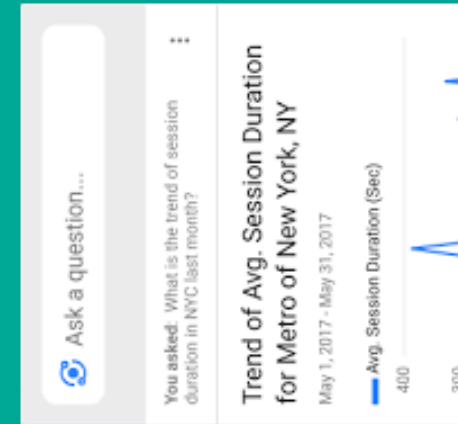
Track users across AMP and Non-AMP

Finally there is a way to unify the client id

The GA implementation for AMP pages had some a severe flaws. If you tracked everything into one property, you would end up with duplicate sessions and users because client ids where different between AMP and Non-AMP pages.

Now Google has introduced a solution to that. It needs some implementation, but this is worth when you go heavy with AMP.

https://goo.gl/KH2H3u

Near Real-Time stream into BigQuery

Sorry, only 360 accounts

Would you like to act immediately on your tracking data? The new feature allows you to activate a stream export every 10m into BigQuery. Not real-time but it's getting closer.

https://goo.gl/8bP6xh

4 Select current day

Please select level of dat

○ Data exported 3 tim
Data is refreshed m
your data will be ex

● Data exported cont
Data is refreshed ev
the next date bound

Continue   Cance

More and more user centric analytics

GA becomes a bit more user centric

User-based analytics was a right niche for players like Kissmetrics or Mixpanel for quite some time. But GA is constantly closing the gap here with Cohorts, User Explorer.

Now they start to show the users before sessions in the standard reports to highlight this change actively. New stuff is lifetime metrics & dimensions in the user explorer.

New is also a metric: Conversion Probability which you can use to remarket users that are likely to convert in the near future to kindly push them.

https://goo.gl/KdGNR4

Conversion Probabili
Which of my users are mos

All Users
100.00% Users

Users
2,786,452
% of Total: 100.00% (2,786,452)

	% Conversion Probabili
	0-1
⊞	**2-5**
⊞	**6-20**
⊞	**21-50**
⊞	**51-100**

Primary Dimension: Default Ch

Secondary dimension ▼

lt Channel Grouping

New Tracking code for everything

gtag.js to rule them all

Google has introduced a new tracking code covering all Google tracking services (GA, AdWords, not Doubleclick).

If you are using GTM (I hope you use some tag management) you don't have to worry. Everything will be done behind the scenes.

https://goo.gl/81keES

```
<script>
window.dataLayer = window.dataLayer || [];
function gtag(){dataLayer.push(arguments);}
gtag('js', new Date());

gtag('config', 'UA-1234567-8');
gtag('config', 'AW-1234567-8');
</script>
```

GOOGLE DATA STUDIO

CONNECT YOUR BACKEND DATA IN YOUR POSTGRES DB

A new Postgres DB connector for Data Studio

Postgres DB might be the primary source for small & medium Data Warehouse. This also includes the popular AWS Redshift instances.

This data can now be connected with Data Studio and used to create Dashboards with Google Analytics and Backend Data.

If you are looking for a cheap & straightforward Postgres DB solution - check out the Heroku offer for Postgres DBs. Simple & fast setup for a small data warehouse.

https://goo.gl/SJyp7c

Sweet Cookies

File   View   Page   Help

< > 1 / 1 ▾ 🕘

UNLIMITED FREE DASHBOARDS FOR EVERYONE

Google Data Studio becomes a free product

In February Google announced that they would remove the 5 report limit for everyone. So Data Studio became the free dashboard product (mainly for Google Data Sources).

https://goo.gl/yr9nYz

Google Search Console Connector

Create free & simple SEO Dashboards

With Google Search Console you can see how different Keywords and Pages are ranked, found and clicked by Google users. Since this is the only original Google search data, you get it is a valuable source for analyzing your SEO efforts.

You can already visualize this data directly in Google Analytics by connecting a Search console account.

Now you can also use the Search Console Data for creating Dashboards in Data Studio. But one thing still has not changed. Search console data is only saved for 90 days. If you want to build up a history, you still need to use the API to collect the data yourself.
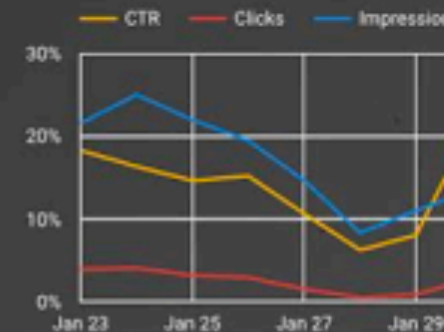
https://goo.gl/GKLmKH

AdWords MCC connector

Enhanced AdWords MCC support in Data Studio

Now you can connect your multi AdWords accounts

Enhanced AdWords structures often include multiple accounts (e.g. for countries). These master accounts holding all child accounts are called MCC accounts. Until now there was no way to use an MCC account to created Dashboards across all accounts in Data Studio.

With the new release, it's now possible to connect an MCC account and select sub-accounts you want to use as sources.

https://goo.gl/8gdYHC

Connectors   ALL

AdWords   MA

Attribution 360

BigQuery

Cloud SQL

DCM

Google Analytics

Google Sheets

MySQL

PostgreSQL

Search Console

YouTube Analytics

MONTHL

Choose Screen Layout options in Data Studio

Make your dashboards ready for the big screen

Every dashboard can have different use cases. Some are for regular computer displays. Some are used for TV using Chromecast.

With the new layout options you can define:

- visibility of the header
- if you use left or right pane for controls
- The height and width and margins of the screen

	Medium
1.	organic
2.	referral
3.	(none)
4.	affiliate
5.	cpc
6.	cpm
7.	social

Easily View Dashboards for different GA views

Switch the data source in report view

Before this release, you needed to create similar dashboards for different Google Analytics properties and views.

Now you can add a data control to your reports, and this control gives your users a select box for all their properties & views.

And it's not limited to GA. You can use this also for AdWords, Youtube, Search Console or Double-click connections.

https://goo.gl/3wPSpj
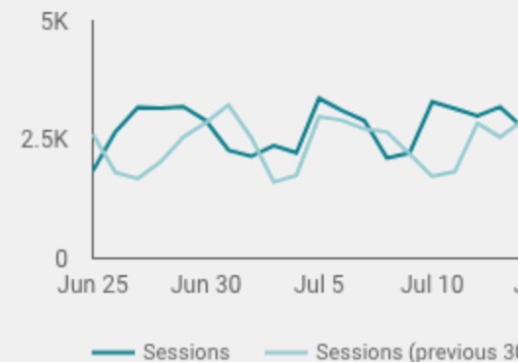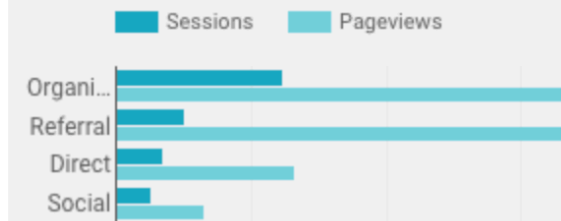
Embed your stats on your homepage or somewhere else
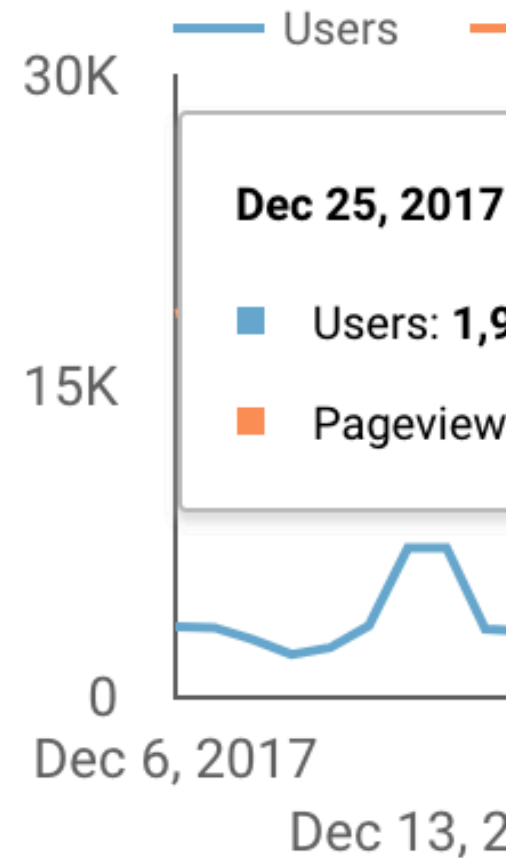
Reports are now embeddable

This will use an iFrame and embed a report in your website or apps.

Form an enhanced page counter to some insightful stats for your visitors everything is possible.

https://goo.gl/Z5Q8J9

Get Facebook, Amazon,… data into Data Studio

Finally, the essential connectors are there

This feature was apparently missing from the start, but for a complete dashboard & reporting solution, an integration of external data sources was a must.

Now it's there, and Google wisely included external partners with an open integration framework. Therefore everyone can provide a connector and can even charge for it.

On board is Supermetrics which is offering their well-known data integration now with data studio.

https://goo.gl/vdsKCt

Ad Networks + Google Analyti...
By Supermetrics

Combine campaign data from different ad networks together & merge with Google Analytics data.

ADD CONNECTOR

AdStage Connector: Search & ...
By AdStage

Connect and sync your Google AdWords, Bing Ad Facebook Ads, Twitter Ads, and LinkedIn Ads accounts with Google Data Studio from a single connector. Start...

ADD CONNECTOR

Amazon Seller - Sales
By Power My Analytics

Click 'LEARN MORE' below to activate - Analytics Importer Amazon Orders Connector connects Da Studio with Amazon seller data. Free 14-day trial. Import...

ADD CONNECTOR

Bing Ads
By Supermetrics

Fetch Bing Ads data into Google Data Studio

Pivot Tables and Coordinated Colors

The table chart gets some enhancements

The table integration in Data Studio was basic so far. It did the job but not more. With the new pivot tables, you get a tool to enhance table data in a way you know from Excel.

With coordinated colors you can define a color set for a set of dimensions, and all charts apply these in the report.

https://goo.gl/R7NH3u

Continent	country	2016 Q1	Q2	Q3	Q4	2017 Q1	Q2	Q3
North America	USA	9,341	10,823	12,575	14,521	15,712	16,865	18,322
	Mexico	6,133	7,384	8,942	10,319	11,566	12,945	14,350
Europe	Germany	7,603	8,349	9,539	10,262	10,764	11,833	12,830
	France	7,378	7,139	7,061	7,224	7,408	7,216	7,278
Grand total		30,455	33,695	38,117	42,326	45,450	48,859	52,780

Minor Feature Releases for Data Studio

Use your Google Analytics segments in Data Studio

Besides the major releases, smaller releases were introducing these features:

- Reuse of filters - create one time and use it in multiple charts
- Combine AND and OR for creating filters
- Metric filters - use now greater/lesser than or range filters
- Use Google Analytics Segments as filters
- More dimensions in the Youtube, AdWords and DoubleClick connectors
- Upload up to 2GB of CSV data
- Filter Controls: Search - you can now search in larger control select boxes
- Combo Charts - combine line and bar charts or something else
- Links in table views - links are now clickable in table views

https://goo.gl/EC4Sou

Create Filter

Name

Country

Include

Include

AND

Include

AND

This filter has 3 clauses

GOOGLE TAG MANAGER

Use general Google Analytics settings across Tags

Major improvement for consistent setups

Since you need to configure every Google Analytics Tag setups over time developed different settings for GA tags.

With the new centralized GA settings for GA tags, you can define config values in a central place and use them for all tags. So one place for property ids, fields to set, general custom dimensions.

https://goo.gl/zFK5YX

Tag Configuration

Tag type

Universal Analytic
Google Analytics

Track Type

Page View

Google Analytics Settin

Select Settings Varia

☐ Enable overriding

❯ Advanced Setting

Tracking Scroll depth: New built-in variables and triggers

Replace your custom scripts with built-in stuff

We all used a kind of the similar scripts to track the scroll level of website usage. A useful thing to see if people are consuming the content you are offering. But all this needed custom HTML tags.

Now it's built into GTM as a standard feature. You get a new scroll depth trigger that is firing at defined thresholds. And some new variables, like threshold, depth unit, direction.

https://goo.gl/y2uvYZ

Trigger Configuration

Trigger type

⬥ **Scroll Depth** ✏

☑ Vertical Scroll Dept

⦿ Percentages

25,50,75,10

○ Pixels

☐ Horizontal Scroll D

This trigger fires on

○ All Pages   ⦿

Tracking element visibility: New built-in variables and triggers

Replace your custom scripts with built-in stuff

The second one of Google's new GTM features that replaces often used custom scripts: Element visibility.

In some cases, it makes sense to know if an element is visible for a user: to get a reasonable CTR for buttons for example. Now you a visibility trigger and some supporting dimensions to do that natively.

https://goo.gl/ZqGuGh

Trigger Configuration

Trigger type

👁 **Element Visibility** ✏

Selection Method

ID

Element ID ?

form-thank-you

When to fire this trigger

⦿ Once per page ?

○ Once per element ?

○ Every time an element appears on-s

Advanced

Minimum Percent Visible ?

50

☐ Set minimum on-screen duration ?

☑ Observe DOM changes ?

This trigger fires on

⦿ All Visibility Events   ○ Some V

Finally - Youtube: New built-in variables and triggers

Replace your custom scripts with built-in stuff

The third one of Google's replacing custom scripts with built-in stuff (actually this was the first one they released). Youtube triggers (capturing start, pause, complete, seeking,…) and gives you built-in variables (title, duration, elapsed time, percent, visible).

Now youtube tracking in GA is a simple thing for everyone to implement.

https://goo.gl/4mXVyK

Trigger Configuration

Trigger type

▶ **Other - YouTube Video** ✏

Capture

☑ Start

☑ Complete

☑ Pause, Seeking, and Buffering

☑ Progress [?]

    ◉ Percentages

       25,50,75

       percent

    ○ Time Thresholds

Advanced

☑ Add JavaScript API support to

This trigger fires on

◉ All Videos   ○ Some Vid

Lookup table gets a sibling: the regex table

Reduce even more tags by using regex

The lookup table variable is a powerful tool to reduce your number of tags. Similar tags with different ids can be cut to one when the id is served based on the top level domain for example.

But the lookup table was always an "exact" check and in that way limited. With the regex table, you get plenty of ways to compare input and serve an output.

I would love to see more features like this may be something that can use multiple input values.

https://goo.gl/aNps2W

Variable Configuration

Variable type

⚙ **RegEx Table** ✏

Input Variable [?]

{{Page Path}}

RegEx Table [?]

Pattern

analytics

\+ ADD ROW

☐ Set Default Value [?]

⌄ Advanced Settings

☑ Ignore Case

☐ Full Matches Only [?]

☑ Enable Capture Groups

GOOGLE ANALYTICS FOR FIREBASE

New Name: Google Analytics for Firebase

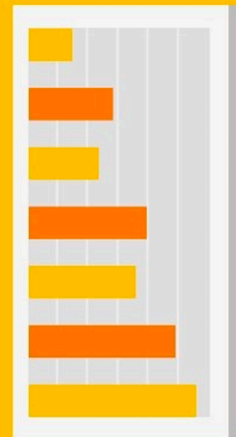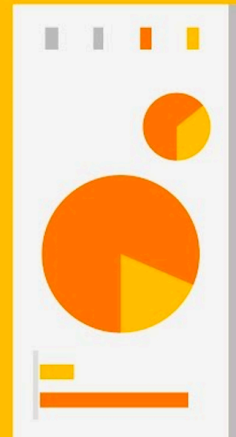**Coming home under the big brand**

The new mobile analytics product was introduced in 2016 as Firebase Analytics. Now Google decides to host all analytics products under the Google Analytics roof.

Besides that, you will now be able to access the firebase analytics data from Firebase and also from Google Analytics

https://goo.gl/zMQaeS

New Real-Time analytics reports out of beta

Check the map where your users are using your app.

The real-time reports were available since the Dev summit in Berlin, but now they are officially out of beta.

These reports are a nice example of useful real-time dashboards for checking where in the world your apps get traction and filter a bit to see if everything is working as expected.

https://goo.gl/iesoEt

user property value

Top location

Market your users that are likely to convert

Your first ML based segments

This year's Google's Marketing Next event was general themed by AI efforts. And there is the AI first strategy. Now we can see some of the early results of these efforts in the analytics products.

GA for Firebase introduced Segments based on Predictions. You get some segments out of the box with users likely to buy or to churn based on the standard events. But you can also create prediction segments with your custom events.

https://goo.gl/sTNFfs

Predictions and suggestions (next 7 days) ?

Predict: churn

Based on "firebase_churn" and other events ?

21%

2.2K users can be targeted

Low Risk Tolerance

TARGET USERS

Accuracy

Predict: spend

Based on "firebase_spend" and other events ?

(i)

Predictions needs more data

Predictions has not received enough data from your app to predict this event. Try instrumenting more related events in your app.

FINAL
WORDS
AND
OUTLOOK

Final words and what's up for 2018

A BUSY YEAR FOR GOOGLE PRODUCTS

Since the announcement of the 360 Suite, you see a lot of activity going into new data products and new features for the existing one.

The good news so far, a lot of stuff is ending up in the free versions of the products. Data Studio was announced to stay completely free. GTM and GA still are the free standard solutions for a decent analytics setup.

I was especially happy with the GTM stuff that made it into production in 2017. It shows that tag management is a severe topic for Google. And it helps us to build scalable and bulletproof tracking setups.

A lot effort went into Data Studio. This is great since it shows that it's now just a test that could be shut down in the near future. Sure it's a long way to match Tableau, but not everyone needs Tableau features.

What will happen in 2018?

The big announcement most people are waiting for is the general availability of Google Attribution (Free version). This could be a real game changer in the marketing analytics space. Attribution is still the major topic for most companies.

I hope that Data Studio will show the same traction like 2017 and finally get an export feature at least.

For Google Analytics I hope that custom funnels will make it into the free product (it's already available for 360 customers). And maybe a midrange product to get raw data.

GA for Firebase will hopefully continue to spread and start to become the same thing that GA is for a website, a standard solution.

More Machine Learning and Real-time features would be exciting to see, to enable more personalization features based on Google data.

More to come, watch your inbox.

That was part 1 of my 2017 in review series. Next up will be a feature of the post blog posts and videos for Google Analytics, Tag Manager, Data Studio and Firebase.

So you can catch up with high learning resources from last year. And save the pdf at a right place for a future reference when you look for something specific.

This report should arrive end of next week.