Market Report & Automation

By Michael Brown
The Intent

To help WordPress users leverage the power of data to identify and determine next steps in not only bringing qualified traffic to your website but aiding in converting them into customers and/or leads.

What is another word for WordPress “User”? Let’s see...well...we have junkie and addict.

@MegaMikeJr
MegaMikeJr.com/WCJax
Items of Interest

This talk can be extremely simple or can get very complex.

Google Analytics
Google Tag Manager
Google Search Console
Campaign Tracking
Google Sheets
CRM Data
The What

There are two instances where market reporting and automation will help you become successful in Wordpress.

These instance are through:

- Self Awareness
- And, Data Transparency.
The How

Google Data Studio

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#WCJax
What Are You Providing?

Information

The Sales Funnel

Awareness

Consideration

Decision

Sale

Products / Services

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1. Gain deeper customer insight
2. Improve relationship management
3. Provide a personalized customer experience
datastudio.google.com
Connectivity

There are a variety of tools that Data Studio can connect to. Here are just a few:

Google Analytics  MailChimp
Google Search Console  CallRail
Google Sheets  Stripe
AdWords  Moz
YouTube  SEMrush
## Untitled Data Source

### Connectors
- File Upload
- AdWords
- Attribution 360
- BigQuery
- Cloud SQL
- DCM
- DFP
- Google Cloud Storage
- Google Analytics
- Google Sheets
- MySQL
- PostgreSQL
- Search Console
- YouTube Analytics

### File Upload
You can bring data into Data Studio from almost any source by uploading CSV (comma-separated values) files. File upload lets you report on data not supported by a specific connector. [LEARN MORE](#).

### Authorization
Data Studio uploads your data to Google Cloud Storage. We need your authorization to connect to Google Cloud Storage.

[AUTHORIZE](#)
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What To Report On?

Save time, energy, and money on reporting on things that matter. Typically this falls in line with your business goals and objectives:

**Conventional Applications**
- Number of Users
- Bounce Rate vs. Time on Page
- Keywords (CTR, Clicks, Impressions)
- Top Performing Pages
- Marketing Channels
- Device Performance
- Paid Marketing

**Unconventional Applications**
- Customer Location
- Seasonality
- Purchase-out-from Time
- Time of day purchases
- Impression Loss
- Browser Tracking
- Exact Match Keyword Identifier
- Search Terms
Clean & Remove

Clean up your unstructured data with things called segments and filters. Only report on the things you want. You can include and exclude any data field you want.
Functions & Expressions

Get technical with it. Create functions and leverage regular expressions to pull and calculate things much like excel or Google Sheets.

Regular Expression Example:
Match if name begins with a letter: `REGEXP_MATCH(name, '[a-zA-Z].*')`

Calculated Function Example:
COUNT(Ad Group)

Here is a list to common functions.
View Data Studio reports built by the community.

Submit your report

Featured Reports

- **Website & Marketing Performance Report**
  By Aro Digital
  High level Google Analytics template from Aro Digital

- **Facebook Ads Overview Report**
  By Supermetrics
  Pretty dashboard displaying facebook ads data from Supermetrics

- **Digital Economy and Society in Europe & T...**
  By SDM
  Information and communications technology usage in Europe and Turkey

- **eCommerce Speed**
  By Canonicalized
  Compare the impact of site performance to site revenue

- **Nonprofit Web Data Template**
  By Whole Whale
  We've put together this dashboard to help your nonprofit interact with important web data that will help you drive impact

- **Acme Marketing Website**
  By Data Studio Team
  Branded report created for the fictitious Acme Widgets company.

[https://datastudiogallery.appspot.com/gallery](https://datastudiogallery.appspot.com/gallery)