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academy

# Uğur Gürsel

- **iProspect** - Head of Data & Analytics
  - Head of SEO & Analytics
  - Insights & Analytics Director
  - Insights & Analytics Manager
- **GroupM**
  - Sr. Digital Analytics & Data Executive
- **PlanB**
  - Web Analyst
- 2015'ten beri dijital pazarlama sektöründe
- Pazarlama Analitiği & İş Geliştirme geçmişi
- BSc - Matematik - Bilgisayar & MBA
- **MeasureCamp İstanbul** komite üyesi
- **Dijital Bir Takım** kurucu üyesi



# İçerik

- Dijital Pazarlama Sektöründe Ölçümleme Kavramı
- Ölçümleme Stratejisi ve İmplementasyon Planlaması
- Ölçümlemede Kullanılan Başlıca Araçlar ve Çalışma Mantıkları
- Google Analytics Aracı
  - Çalışma mantığı
  - Yaygın terimler
  - Hesap, mülk ve görünüm özellikleri
  - Rapor arayüzlerinin değerlendirilmesi
- Google Data Studio ile Rapor Oluşturma

# Dijital Pazarlama Sektöründe Ölçümleme ve Analiz Kavramı

# Ölçümleme ve Analitik Kavramı

Dijital pazarlama alanında ölçümleme, son yıllarda veriye dayalı pazarlama kavramı ile önem kazanan ve markaların yatırım yapmaya başladıkları bir alan. Önceki yıllarda farklı dijital pazarlama ekiplerinin de yapması gereken bir iş olarak görülürken, ayrı bir uzmanlık alanı olduğu anlaşıldı.

## Müşteri/Marka Tarafı

- Ücretsiz bir hizmet olmalı.
- Ekstra bir harcama kalemi.
- Yönetilemeyecek kadar teknik konu.
- Ajansta yetişmiş uzmanları işe al.

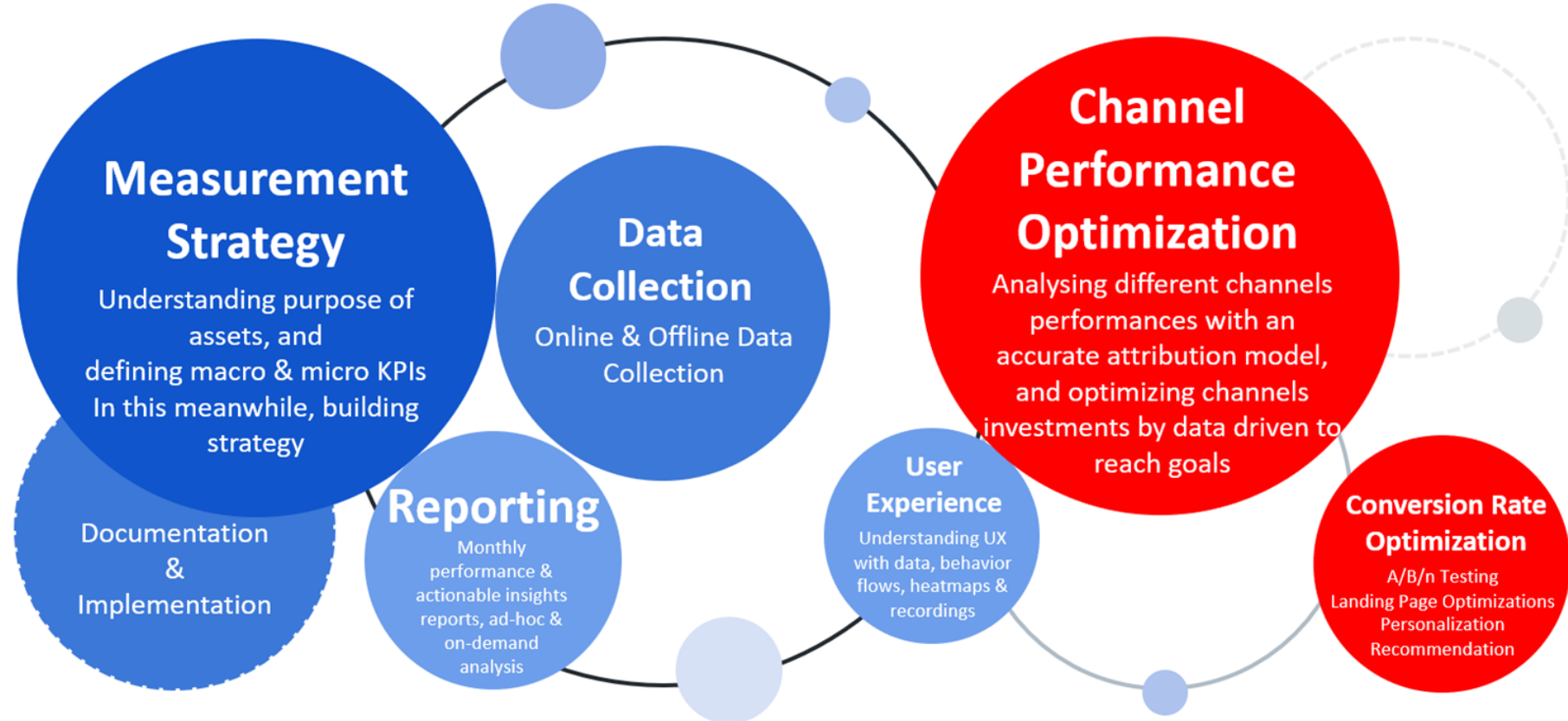
## Ajans Tarafı

- Diğer hizmetleri satmak için ücretsiz sunulabilir
- Çapraz satış yapılabilecek bir ürün
- SEO ve SEM/Sosyal Medya Reklamcılığı ekiplerini beslemek için kullanılabilir
- Diğer departmanlardan geçişler ile yetiştirilebilir

# Ölçümlleme ve Analitik Çerçevesi



# Ölçümleme ve Analitik Çerçevesi



# Major Engeller

Müşteri/Marka Tarafı

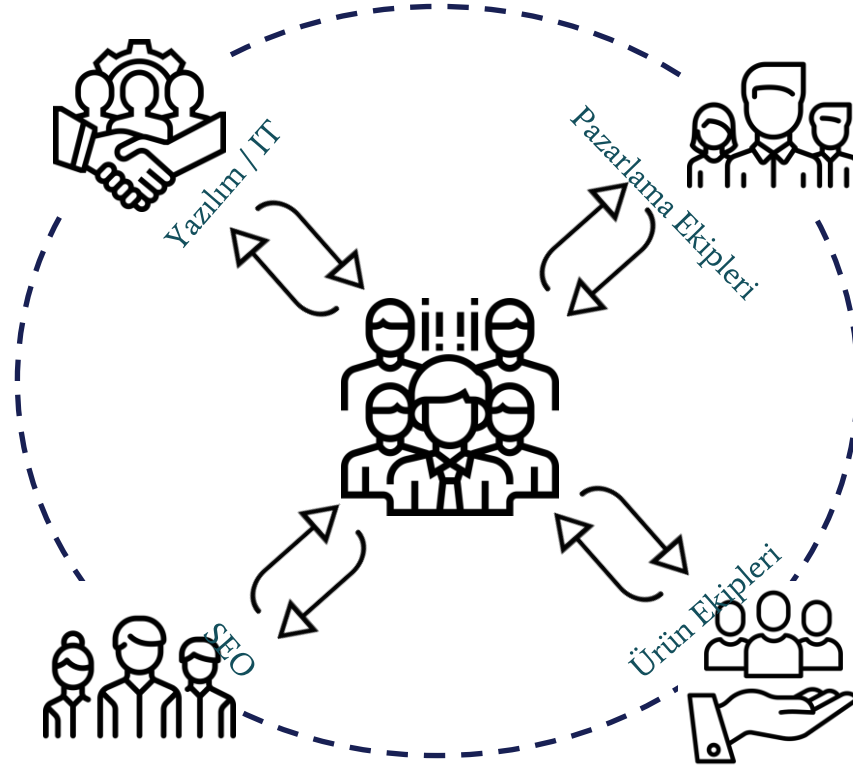
Ajans Tarafı



# En İyi Konumlama

Çoklu Disiplin

Teknoloji Odaklı



Araç Bağımsız

İyi İletişim

# Ölçümleme / Analiz Stratejisi ve İmplementasyon Planlaması

# Planlama

Ölçüleme stratejinizi belirlerken kendinize sormanız gereken 5 soru

- ★ Bu web sitesinin / mobil uygulamanın varoluş amaçları nedir?
- ★ Bu amaçların gerçekleşmesi, kullanıcıların hangi davranışları gerçekleştirmesi ile mümkün?
- ★ Bu davranışların gerçekleşmesini sağlayan / destekleyen metrikler hangileri?
- ★ Bu değerleri üreten kullanıcılar anlamlı gruplara ayrılabilir mi?
- ★ Bu metriklerin gelmesini hedeflediğim değerler neler?

# Planlama

İmplementasyon stratejinizi belirlerken kendinize sormanız gereken 4 soru

- ★ Teknik kaynaklarım neler? Kimden ne kadar destek alabilirim?
- ★ Hangi ölçümler / pazarlama aracında hangi verilere ihtiyacım var?
- ★ Öncelikli raporlarımı oluşturmam için şart olan veriler / ölçümler neler?
- ★ Uzun vadede hangi platformda hangi verileri almak istiyorum?

# Ölçümlemede Kullanılan Başlıca Araçlar ve Çalışma Mantıkları

# En Yaygın Araçlar

## Ölçme ve Analiz



## İmplementasyon



Google Tag Manager



## Raporlama



Google Data Studio



Google Sheets



Google BigQuery

## UX & Test



# Google Analytics

# İçerik

- Google Analytics Nedir & Nasıl çalışır?
- Google Analytics Kurulumu
- Google Analytics'teki Belli Başlı Terimler
- Google Analytics Hesap/Mülk/Görünüm Yapıları ve Ayarları
- Mülk & Görünüm Konfigürasyonları
- Temel Google Analytics Raporları
- Geliştirilmiş E-ticaret Modülü
- Entegrasyon Kontrolü İçin Tarayıcı Eklentileri
- Google Analytics Üzerinde Çalışmalar & Yorumlamalar



# Google Analytics nedir ve nasıl çalışır?

Google Analytics veri toplama, depolama, analiz etme ve raporlama amaçlarına hizmet eden, internet tabanlı bir iş zekası aracıdır. Google Analytics'in Temel Bileşenleri:

## Ölçümleme

Javascript kütüphanesi  
SDK'lar  
Measurement Protocol

## Analiz

Kullanıcı arayüzü

## Raporlama

API'ler



# Google Analytics nedir ve nasıl çalışır?

Google Analytics'e veriler JS kütüphanesi, SDK'lar ya da measurement protocol yoluyla aktarılır.

Web sitelerinde ağırlıklı olarak Google Analytics'in JS kütüphanesi kullanılmaktadır. Belirlediğiniz koşullar gerçekleştiğinde sayfa kaynağına eklediğiniz kodlar çalışarak GA üzerine göndermek istediğiniz bilgileri ilgili GA mülküne gönderir.

[https://www.google-analytics.com/collect?v=1&\\_v=j65&a=1318744224&t=pageview&\\_s=1&dl=https%3A%2F%2Fwww.simoahava.com%2Fgtm-tips%2Frespect-opt-out-from-advertising-and-analytics%2F&ul=en-us&de=UTF-8&dt=%23GTMTips%3A%20Respect%20Opt-Out%20From%20Advertising%20And%20Analytics%20-%20Simo%20Ahava%27s%20blog&sd=24-bit&sr=1366x768&vp=548x638&je=0&\\_u=QACAAEABIAAG~&jid=&gjid=&cid=107798784.1509874727&tid=UA-40669554-1&\\_gid=412174229.1510684337&gtm=GbdW92WQQ&cg1=2-3&cg2=500-800&cg3=11-12&cd6=1510685442226.0uuwq6wq&cd7=2017-11-14T21%3A50%3A42.226%2B03%3A00&cd5=107798784.1509874727&z=1026306362](https://www.google-analytics.com/collect?v=1&_v=j65&a=1318744224&t=pageview&_s=1&dl=https%3A%2F%2Fwww.simoahava.com%2Fgtm-tips%2Frespect-opt-out-from-advertising-and-analytics%2F&ul=en-us&de=UTF-8&dt=%23GTMTips%3A%20Respect%20Opt-Out%20From%20Advertising%20And%20Analytics%20-%20Simo%20Ahava%27s%20blog&sd=24-bit&sr=1366x768&vp=548x638&je=0&_u=QACAAEABIAAG~&jid=&gjid=&cid=107798784.1509874727&tid=UA-40669554-1&_gid=412174229.1510684337&gtm=GbdW92WQQ&cg1=2-3&cg2=500-800&cg3=11-12&cd6=1510685442226.0uuwq6wq&cd7=2017-11-14T21%3A50%3A42.226%2B03%3A00&cd5=107798784.1509874727&z=1026306362)

# Google Analytics Kurulumu

<https://support.google.com/analytics/answer/7538414>

## Website Tracking

### Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every web page that you want to track. If you already have a Global Site Tag on your page, simply add the **config** line from the snippet below to your existing Global Site Tag.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-54516992-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-54516992-1');
</script>
```

The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking and remarketing products – giving you better control while making implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic features and integrations as they become available. [Learn more](#)

### Google Tag Manager

Our free tool Google Tag Manager can help you add tags to your site if you have many analytics and tracking tags. Consider using Google Tag Manager if:

- You use multiple analytics and ad performance tracking tools that require site tags.
- Adding tags to your website slows down your ability to run marketing campaigns.

[Learn how to get started with Google Tag Manager.](#)

### Additional implementations

Global Site Tag (gtag.js) and Google Tag Manager are the recommended tracking methods for new implementations. Additional implementation options are also available including [analytics.js](#) and the Measurement Protocol. Learn more about additional [tracking methods](#).

# GA Hesap/Mülk/Görünüm Yapıları ve Ayarları

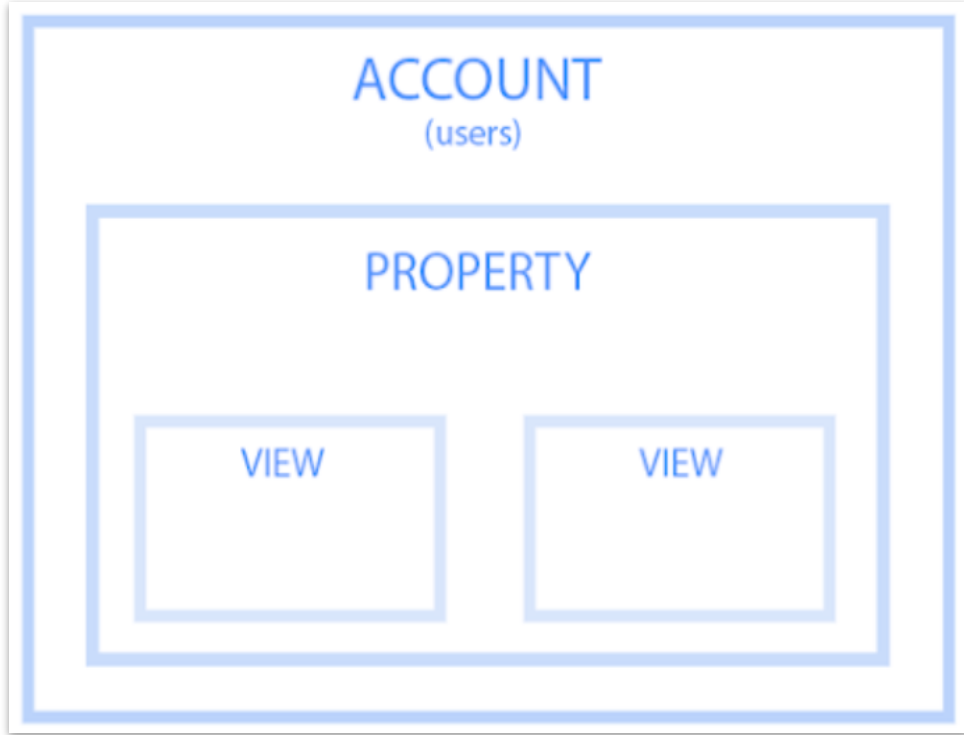
Google Analytics yapısı Hesap, Mülk ve Görünüm olmak üzere 3 temel bölümden oluşur.

**Hesap:** Google ile sözleşmeler, hesap adı vb. temel yapılandırmalar.

**Mülk:** Veri toplama ile ilgili tüm yapılandırmalar.

**Görünüm:** Verinin kullanımı ile ilgili tüm yapılandırmalar.

# GA Hesap/Mülk/Görünüm Yapıları ve Ayarları



The screenshot shows the Google Analytics interface. At the top, there is a search bar and two tabs: 'ALL' and 'FAVORITES'. Below the tabs, there is a table with three columns: 'Analytics Accounts', 'Properties & Apps', and 'Views'. The table contains the following data:

Analytics Accounts	Properties & Apps	Views
Brevitë	Google Merchandis... UA-54516992-1	1 Master View 92320289
Demo Account (Beta) >		2 Test View 92324711
Humanlytics		3 Raw Data View 90822334

1 hesaba bağlı **50** mülk ve her bir mülke bağlı **25** görünüm oluşturabilirsiniz.

# Google Analytics'te Belli Başlı Terimler

**Oturum (Session):** Oturum, bir kullanıcının web siteniz, uygulamanız vb. ile aktif olarak etkileşimde bulunduğu zaman aralığıdır. Tüm kullanım verileri (Ekran Görüntülenme Sayısı, Etkinlikler, E-ticaret vb.) bir oturum ile ilişkilendirilir.

**Kullanıcı (User):** Belirlenen tarih aralığında en az bir oturum başlatan kullanıcılar.

**Hemen Çıkma Oranı (Bounce Rate):** Sayfayla herhangi bir etkileşimin bulunmadığı, tek sayfalık oturumların yüzdesi. Hemen çıkılan oturumların süresi 0 saniyedir.

**Çıkma Yüzdesi (Exit Rate):** Çıkış Yüzdesi, belirli bir sayfa veya sayfa kümesinden yapılan site çıkışlarının yüzdesidir.

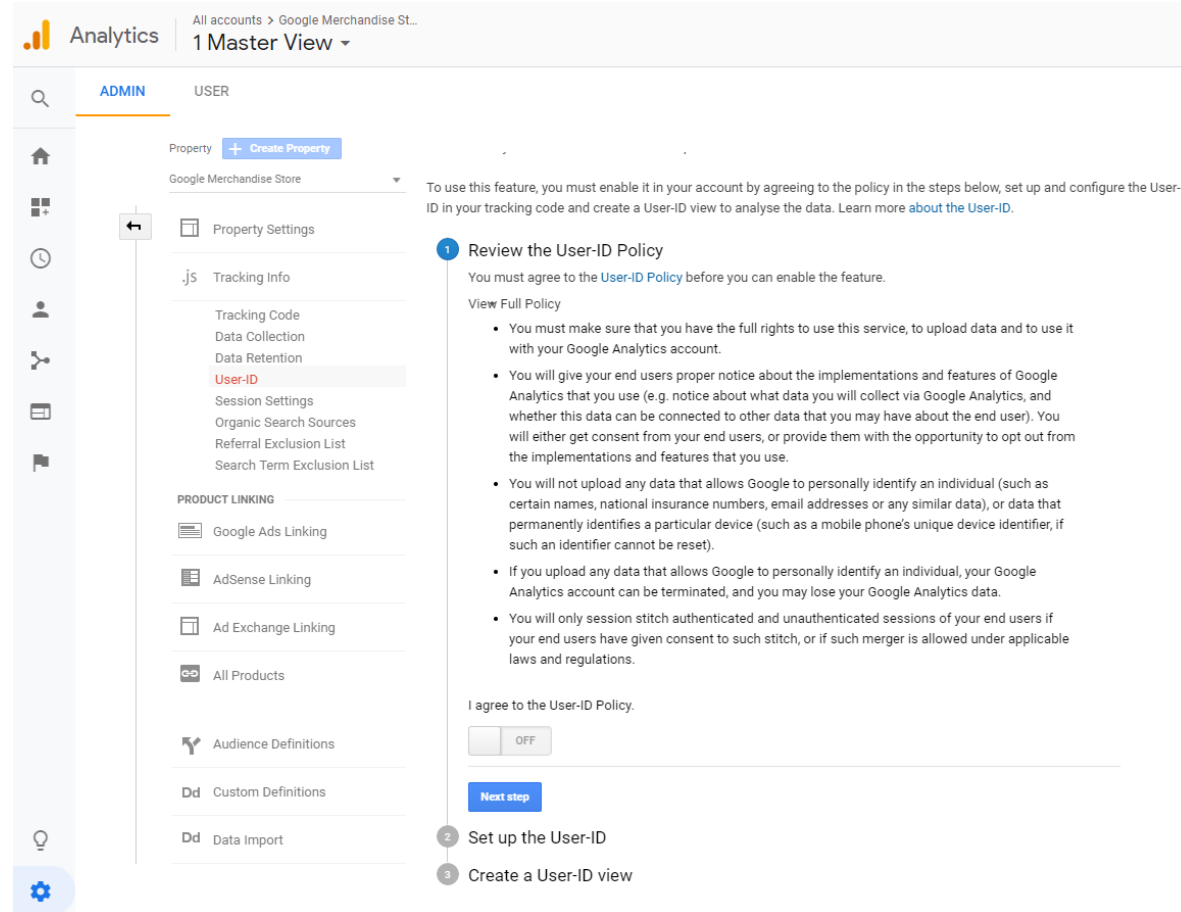
**Açılış Sayfası (Landing Page):** Ziyaretçilerin sitenize giriş yaptığı sayfalar.

**Yeni Kullanıcı (New User):** Seçilen tarih aralığında ilk kez gelen kullanıcılar.

**Geri Gelen Kullanıcı (Returning User):** Seçilen tarih aralığında birden fazla oturum oluşturan kullanıcılar.

# Mülk & Görünüm Konfigürasyonları

## User ID



The screenshot displays the Google Analytics Admin interface for a property named 'Google Merchandise Store'. The 'ADMIN' tab is selected, and the 'USER' section is active. The left sidebar shows a navigation menu with 'User-ID' highlighted. The main content area is titled 'Review the User-ID Policy' and includes the following text: 'To use this feature, you must enable it in your account by agreeing to the policy in the steps below, set up and configure the User-ID in your tracking code and create a User-ID view to analyse the data. Learn more [about the User-ID](#).' Below this, there are three numbered steps: 1. Review the User-ID Policy, 2. Set up the User-ID, and 3. Create a User-ID view. The first step is expanded, showing a list of bullet points detailing the policy requirements. At the bottom of the first step, there is a toggle switch for 'I agree to the User-ID Policy' which is currently set to 'OFF', and a 'Next step' button.

Analytics | All accounts > Google Merchandise St... | 1 Master View

ADMIN | USER

Property: Google Merchandise Store

Property Settings

.js Tracking Info

Tracking Code

Data Collection

Data Retention

User-ID

Session Settings

Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

PRODUCT LINKING

Google Ads Linking

AdSense Linking

Ad Exchange Linking

All Products

Audience Definitions

Custom Definitions

Data Import

1 Review the User-ID Policy

You must agree to the [User-ID Policy](#) before you can enable the feature.

View Full Policy

- You must make sure that you have the full rights to use this service, to upload data and to use it with your Google Analytics account.
- You will give your end users proper notice about the implementations and features of Google Analytics that you use (e.g. notice about what data you will collect via Google Analytics, and whether this data can be connected to other data that you may have about the end user). You will either get consent from your end users, or provide them with the opportunity to opt out from the implementations and features that you use.
- You will not upload any data that allows Google to personally identify an individual (such as certain names, national insurance numbers, email addresses or any similar data), or data that permanently identifies a particular device (such as a mobile phone's unique device identifier, if such an identifier cannot be reset).
- If you upload any data that allows Google to personally identify an individual, your Google Analytics account can be terminated, and you may lose your Google Analytics data.
- You will only session stitch authenticated and unauthenticated sessions of your end users if your end users have given consent to such stitch, or if such merger is allowed under applicable laws and regulations.

I agree to the User-ID Policy.

OFF

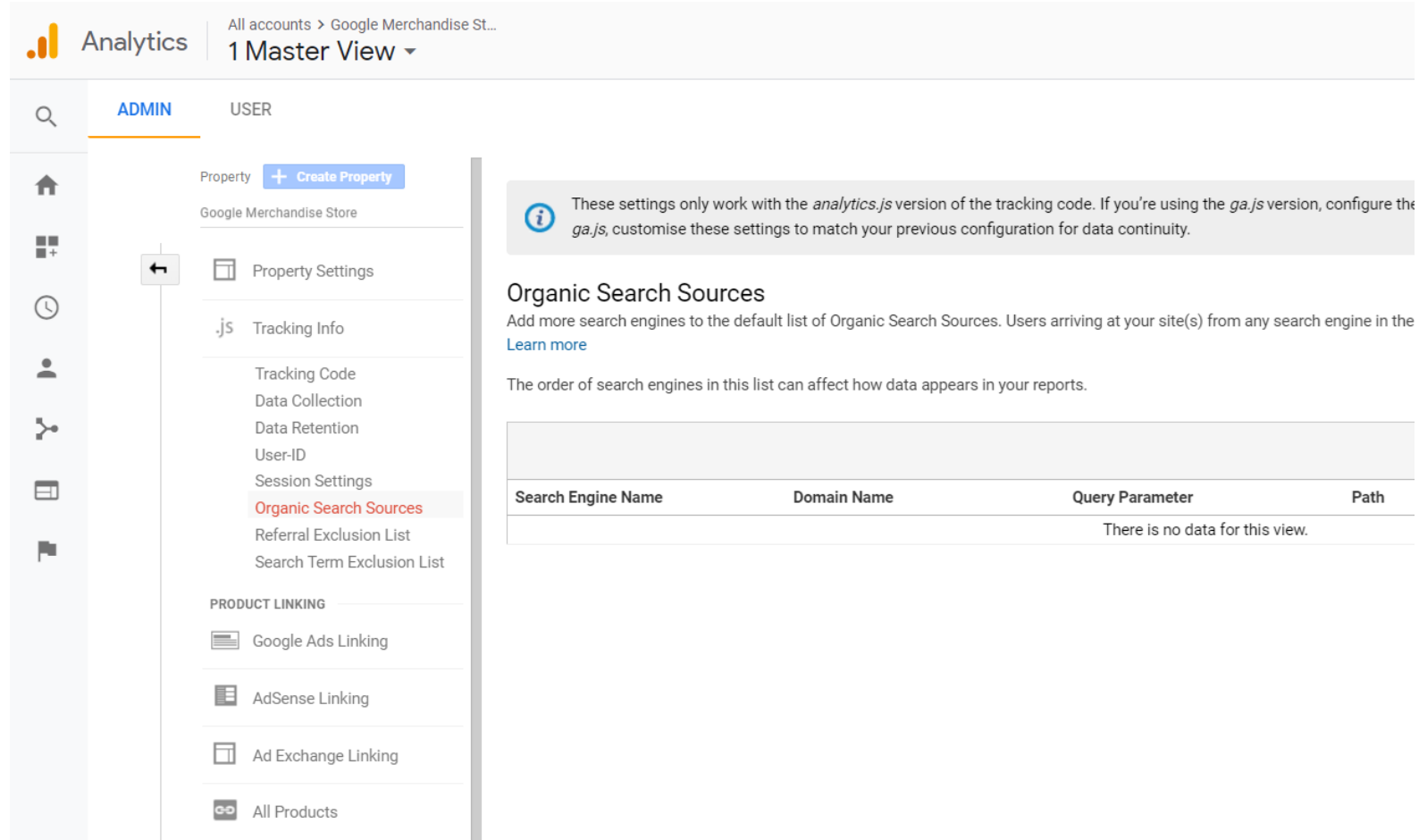
Next step

2 Set up the User-ID

3 Create a User-ID view

# Mülk & Görünüm Konfigürasyonları

## Organik Arama Kaynakları



The screenshot displays the Google Analytics Admin interface for the 'Google Merchandise Store' property. The left sidebar shows the navigation menu with 'Organic Search Sources' highlighted under the 'Tracking Info' section. The main content area shows the 'Organic Search Sources' configuration page. A warning message at the top states: 'These settings only work with the analytics.js version of the tracking code. If you're using the ga.js version, configure the ga.js, customise these settings to match your previous configuration for data continuity.' Below this, the 'Organic Search Sources' section explains that users can add more search engines to the default list and that the order of search engines affects data reporting. A table with columns 'Search Engine Name', 'Domain Name', 'Query Parameter', and 'Path' is shown, but it is currently empty, displaying the message 'There is no data for this view.'

Analytics | All accounts > Google Merchandise St... | 1 Master View

ADMIN | USER

Property [+ Create Property](#)

Google Merchandise Store

Property Settings

.js Tracking Info

Tracking Code

Data Collection

Data Retention

User-ID

Session Settings

**Organic Search Sources**

Referral Exclusion List

Search Term Exclusion List

PRODUCT LINKING

Google Ads Linking

AdSense Linking

Ad Exchange Linking

All Products

These settings only work with the *analytics.js* version of the tracking code. If you're using the *ga.js* version, configure the *ga.js*, customise these settings to match your previous configuration for data continuity.

### Organic Search Sources

Add more search engines to the default list of Organic Search Sources. Users arriving at your site(s) from any search engine in the [Learn more](#)

The order of search engines in this list can affect how data appears in your reports.

Search Engine Name	Domain Name	Query Parameter	Path
There is no data for this view.			



# Mülk & Görünüm Konfigürasyonları

## Yönlendirme Hariç Tutma Listesi

The screenshot displays the Google Analytics Admin interface for the 'Google Merchandise Store' property. The left sidebar shows the navigation menu with 'Referral Exclusion List' highlighted. The main content area shows the 'Referral Exclusion List' configuration page. A warning message at the top states: 'These settings only work with the analytics.js version of the tracking code. If you're using the ga.js version, configure these settings to match your previous configuration for data continuity.' Below this, the 'Referral Exclusion List' section is visible, with a description: '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 y'. A table with one row is shown, containing the domain 'googlemerchandisestore.com'.

Analytics | All accounts > Google Merchandise St... | 1 Master View

ADMIN | USER

Property: + Create Property

Google Merchandise Store

Property Settings

.js Tracking Info

Tracking Code

Data Collection

Data Retention

User-ID

Session Settings

Organic Search Sources

**Referral Exclusion List**

Search Term Exclusion List

PRODUCT LINKING

Google Ads Linking

AdSense Linking

Ad Exchange Linking

All Products

These settings only work with the *analytics.js* version of the tracking code. If you're using the *ga.js* version, configure these settings to match your previous configuration for data continuity.

### Referral Exclusion List

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 y

Domain Name
googlemerchandisestore.com

# Mülk & Görünüm Konfigürasyonları

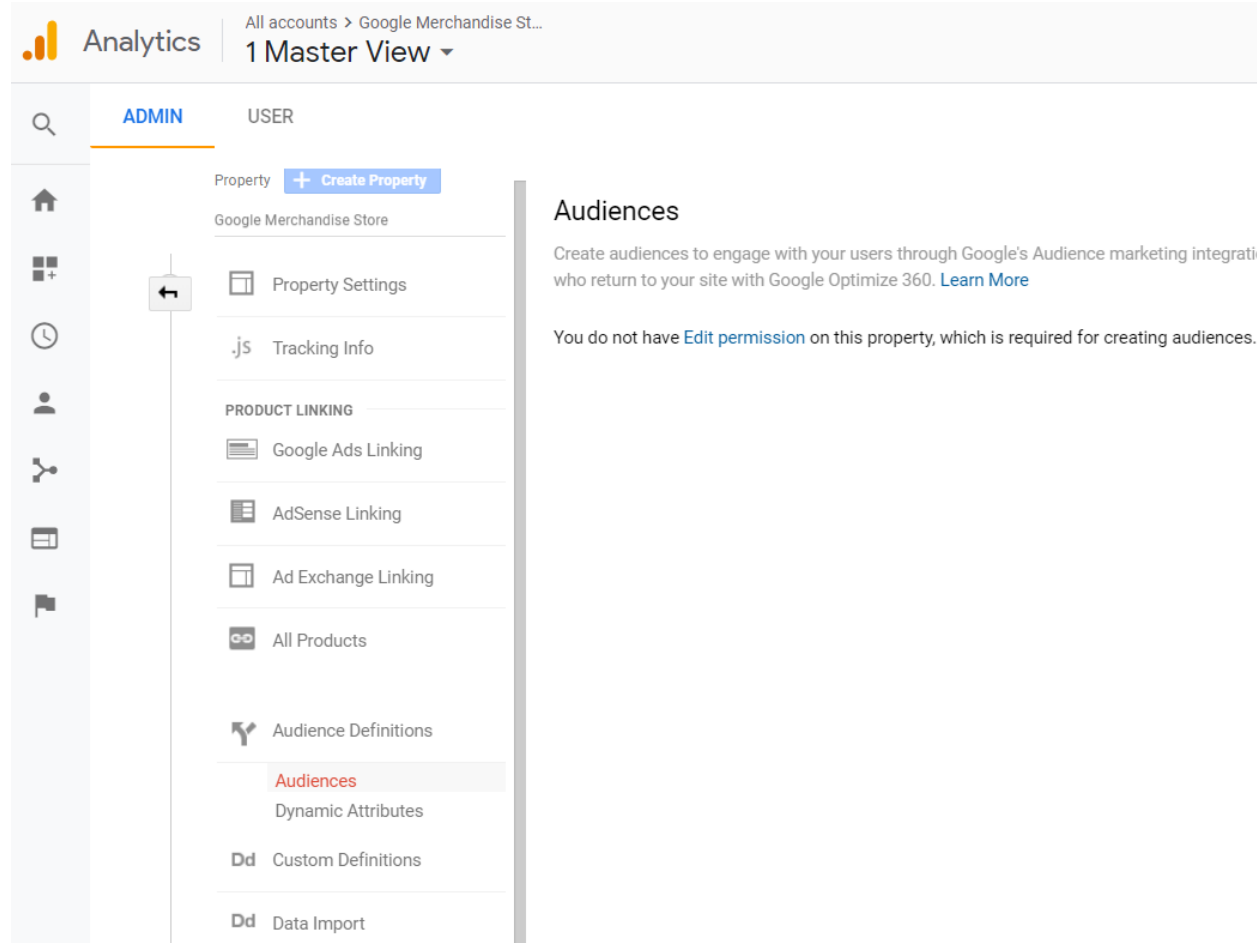
## Google Ads Bağlantısı

The screenshot displays the Google Analytics Admin interface. The top navigation bar shows 'Analytics' and 'All accounts > Google Merchandise St... 1 Master View'. The left sidebar contains navigation options for 'ADMIN' and 'USER'. The main content area is titled 'Google Ads Linking' and features a '+ NEW LINK GROUP' button and a search bar. Below this is a table with three columns: 'Link group name', 'Linked accounts', and 'Linked views'. The table lists two link groups: 'Google Merchandise Store - Shopping and Video' and 'Google Merchandise Store - Text and Display', each with 1 linked account and 3 linked views. At the bottom right of the table, there is a 'Show rows' dropdown set to 10 and a pagination indicator '1 - 2 of 2'.

Link group name	Linked accounts	Linked views
Google Merchandise Store - Shopping and Video	1 linked account	3 linked views
Google Merchandise Store - Text and Display	1 linked account	3 linked views

# Mülk & Görünüm Konfigürasyonları

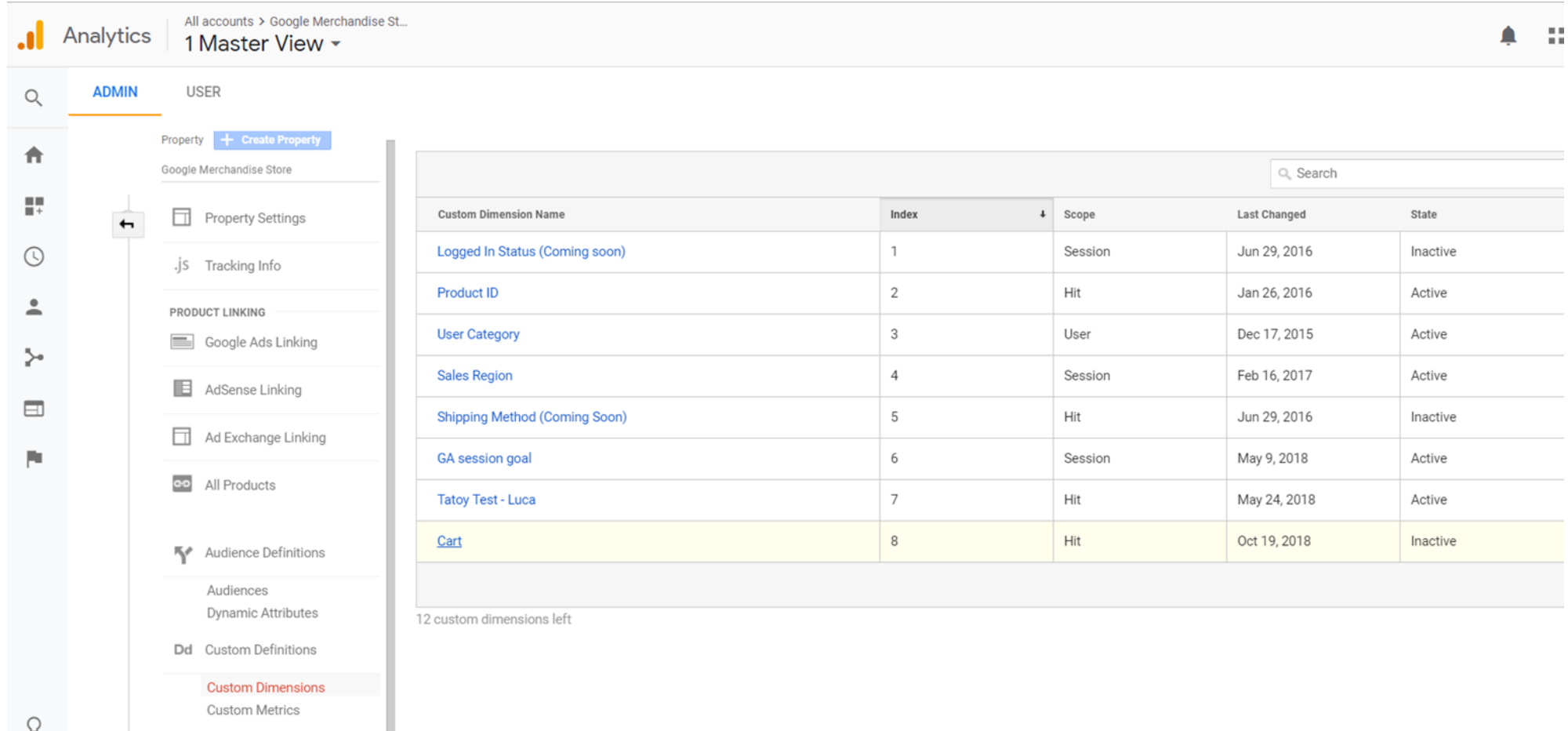
## Kitle Tanımları



The screenshot displays the Google Analytics Admin interface. At the top, the 'Analytics' logo is visible, along with the account path 'All accounts > Google Merchandise St...' and '1 Master View'. The interface is divided into 'ADMIN' and 'USER' tabs, with 'ADMIN' selected. A search bar is present above the navigation menu. The left sidebar contains icons for Home, Dashboard, Reports, Admin, and User Management. The main content area shows the 'Property' settings for 'Google Merchandise Store'. A '+ Create Property' button is located at the top right of the property settings. The 'Audiences' section is highlighted in the left sidebar, and the main content area displays the 'Audiences' page. The page title is 'Audiences', and the description reads: 'Create audiences to engage with your users through Google's Audience marketing integrati who return to your site with Google Optimize 360. [Learn More](#)'. Below the description, a message states: 'You do not have [Edit permission](#) on this property, which is required for creating audiences.'

# Mülk & Görünüm Konfigürasyonları

## Özel Tanımlar (Boyutlar ve Metrikler)



The screenshot displays the Google Analytics Admin interface for a property named "Google Merchandise Store". The left sidebar shows the navigation menu with "Custom Dimensions" selected. The main content area shows a table of custom dimensions with the following data:

Custom Dimension Name	Index	Scope	Last Changed	State
<a href="#">Logged In Status (Coming soon)</a>	1	Session	Jun 29, 2016	Inactive
<a href="#">Product ID</a>	2	Hit	Jan 26, 2016	Active
<a href="#">User Category</a>	3	User	Dec 17, 2015	Active
<a href="#">Sales Region</a>	4	Session	Feb 16, 2017	Active
<a href="#">Shipping Method (Coming Soon)</a>	5	Hit	Jun 29, 2016	Inactive
<a href="#">GA session goal</a>	6	Session	May 9, 2018	Active
<a href="#">Tatoy Test - Luca</a>	7	Hit	May 24, 2018	Active
<a href="#">Cart</a>	8	Hit	Oct 19, 2018	Inactive

12 custom dimensions left

# Mülk & Görünüm Konfigürasyonları

## Hedefler (Goals)

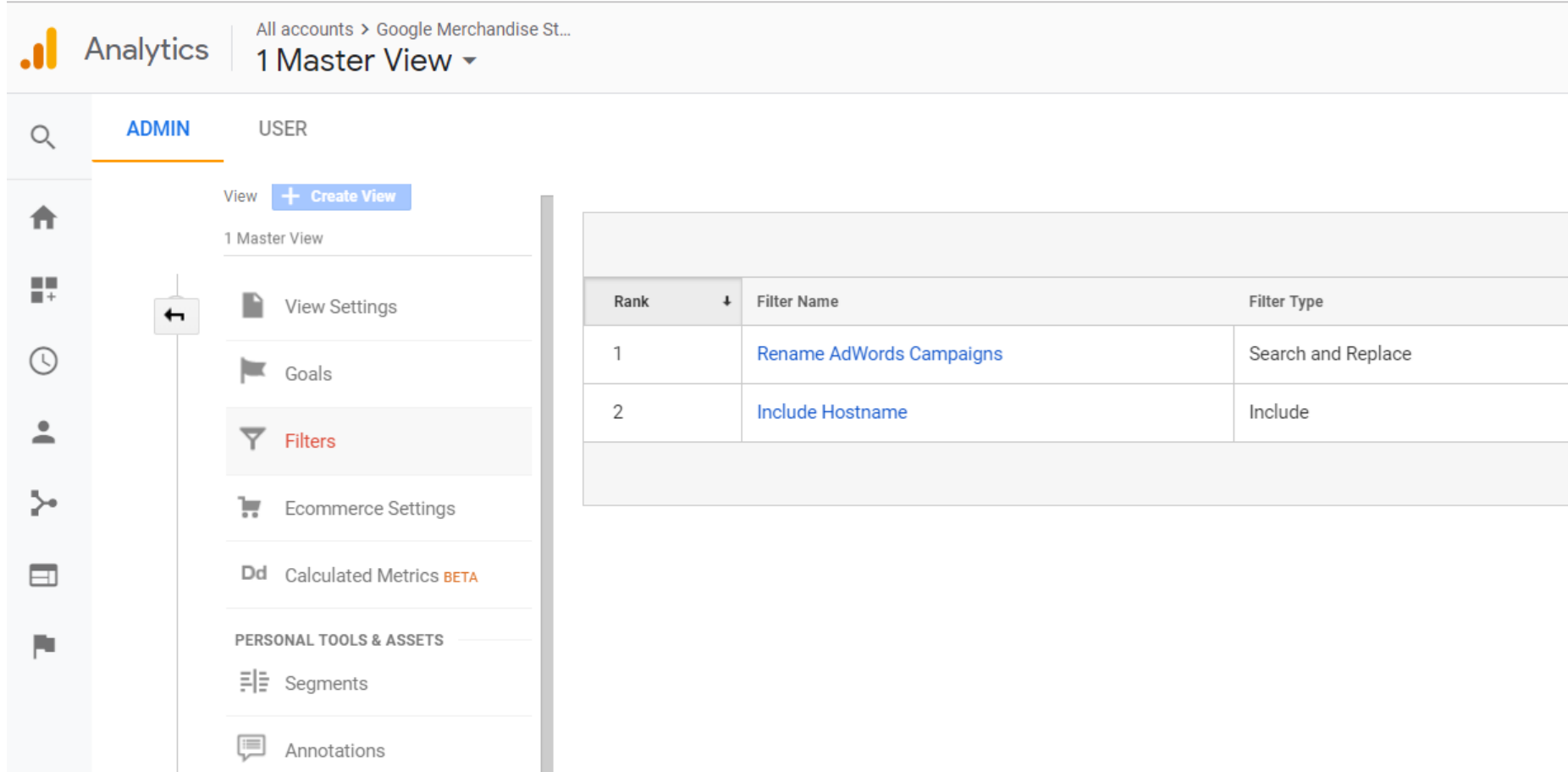
The screenshot shows the Google Analytics Admin interface for a Master View. The left sidebar contains a navigation menu with the following items: View Settings, Goals (highlighted), Filters, Ecommerce Settings, Calculated Metrics BETA, PERSONAL TOOLS & ASSETS, Segments, Annotations, Attribution Models, and Custom Channel Grouping BET. The main content area displays a table of goals with the following data:

<input type="checkbox"/>	Goal	Id	Goal Type	Past 7 day conversions	Recording
<input type="checkbox"/>	Engaged Users	Goal ID 2 / Goal Set 1	Pages/Screens per session	1623	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Entered Checkout	Goal ID 4 / Goal Set 1	Destination	278	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Purchase Completed	Goal ID 1 / Goal Set 1	Destination	13	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Registrations	Goal ID 3 / Goal Set 1	Destination	53	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Smart Goals	Goal ID 5 / Goal Set 1	Smart Goal	1173	<input checked="" type="checkbox"/>

15 goals left

# Mülk & Görünüm Konfigürasyonları

## Filtreler



Analytics | All accounts > Google Merchandise St... | 1 Master View

ADMIN | USER

View [+ Create View](#)

1 Master View

- View Settings
- Goals
- Filters**
- Ecommerce Settings
- Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

- Segments
- Annotations

Rank	Filter Name	Filter Type
1	<a href="#">Rename AdWords Campaigns</a>	Search and Replace
2	<a href="#">Include Hostname</a>	Include

# Mülk & Görünüm Konfigürasyonları

## Hesaplanmış Metrikler

Analytics | All accounts > Google Merchandise ST... | 1 Master View

ADMIN | USER

View + Create View

1 Master View

- View Settings
- Goals
- Filters
- Ecommerce Settings
- Calculated Metrics BETA**
- PERSONAL TOOLS & ASSETS
- Segments
- Annotations
- Attribution Models

Calculated Metrics are user-defined metrics that are computed from existing metrics and drive more relevant analysis and enable greater actionability without leaving the product. Use calculated metrics within custom reports, dashboards, or widgets. [Learn more](#)

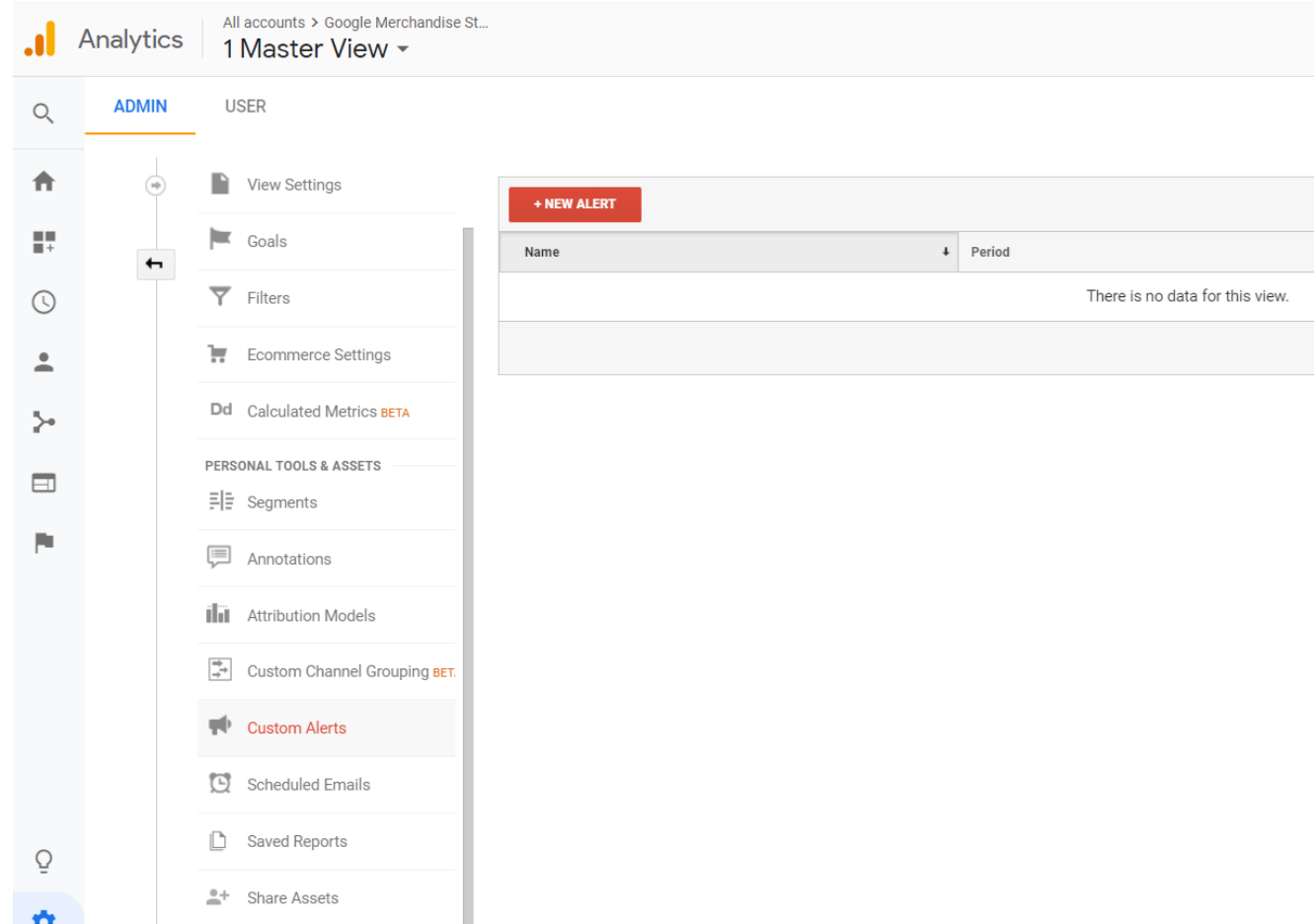
Search

Calculated Metric Name	External Name	Formatting Type	Last Changed
<a href="#">Avg User Duration</a>	calcMetric_AvgUserDuration	Time	Jul 26, 2016
<a href="#">Checkout to Purchase Rate</a>	calcMetric_EnteredCheckoutTo...	Percent	Jul 26, 2016
<a href="#">Conv Rate Per User</a>	calcMetric_ConvRatePerUser	Percent	Apr 11, 2016
<a href="#">Product Views Per Transaction</a>	calcMetric_ProductViewsPerTr...	Float	Apr 11, 2016
<a href="#">Revenue Per User</a>	calcMetric_RevenuePerUser	Currency (Decimal)	Apr 11, 2016

0 calculated metrics left

# Mülk & Görünüm Konfigürasyonları

## Özel Uyarılar



The screenshot displays the Google Analytics Admin interface. The top navigation bar shows "Analytics" and "All accounts > Google Merchandise St...". Below this, the "ADMIN" tab is selected, and the "USER" section is visible. The left sidebar contains various navigation options, with "Custom Alerts" highlighted in red. The main content area shows a table for managing alerts, with a "+ NEW ALERT" button at the top. The table has columns for "Name" and "Period". The current view is empty, displaying the message "There is no data for this view."

Name	Period
There is no data for this view.	



# Mülk & Görünüm Konfigürasyonları

## Özel Kanal Gruplaması

The screenshot displays the Google Analytics Admin interface. The top navigation bar shows 'Analytics' and 'All accounts > Google Merchandise St...'. Below this, the 'ADMIN' tab is selected, and the '1 Master View' dropdown is visible. The left sidebar contains various navigation options, with 'Custom Channel Grouping BETA' highlighted. The main content area shows a table for channel groupings with columns for Name, Aggregated, Last Modified, and Description. A red button '+ NEW CHANNEL GROUPING' is at the top left of the table. The table is currently empty, displaying the message 'There is no data for this view.'

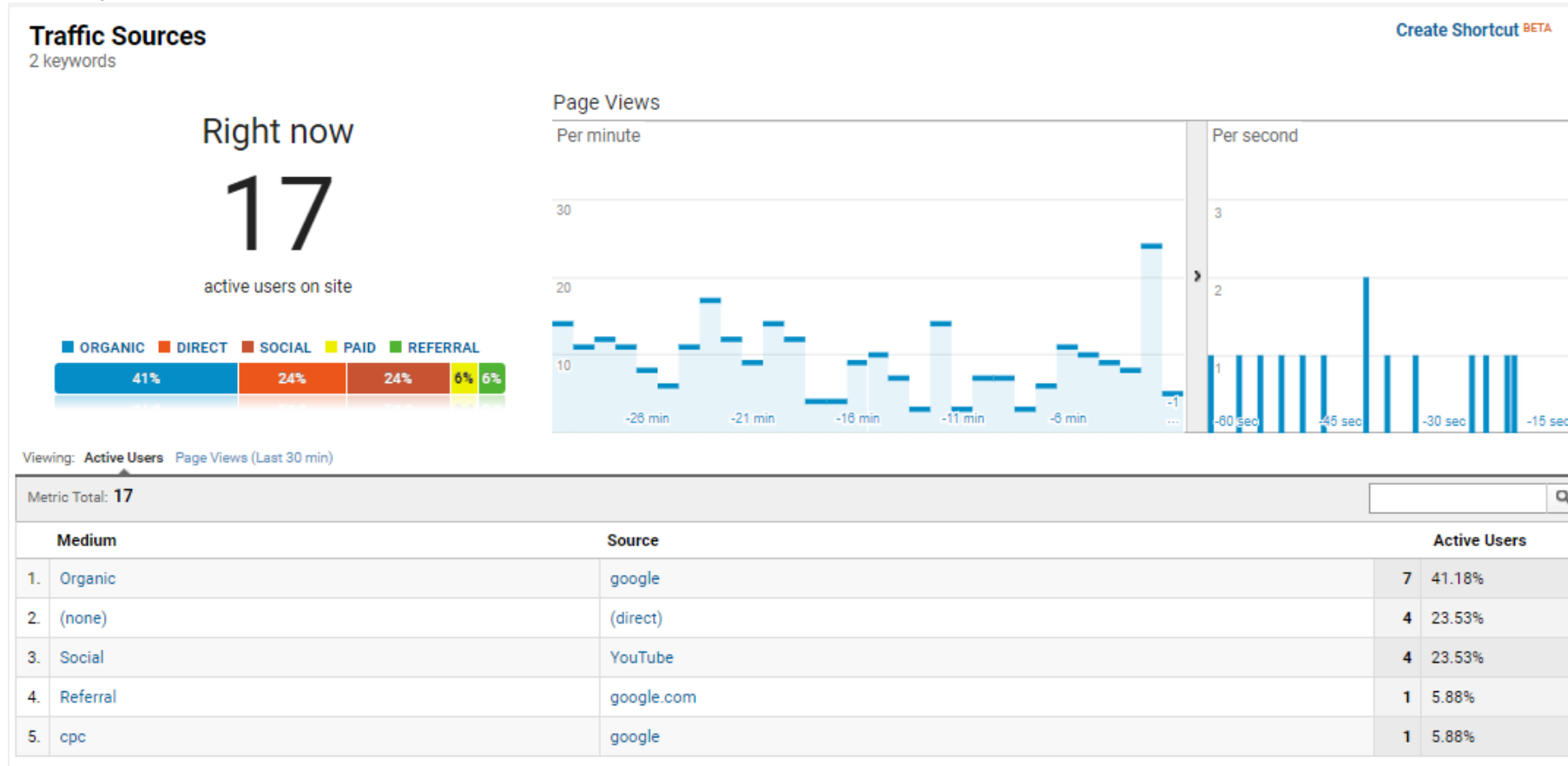
Name	Aggregated	Last Modified	Description
There is no data for this view.			

# GA Standart Raporlar



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## Gerçek Zamanlı Rapor (Real Time)



# GA Standart Raporlar

Kanal Raporu (Channels) <https://support.google.com/analytics/answer/3297892>

The screenshot displays the Google Analytics interface for a '1 Master View'. The primary dimension is set to 'Default Channel Grouping'. The report shows a summary for the entire group and a detailed breakdown for seven individual channels. The summary row indicates 14,884 users, 12,493 new users, 18,921 sessions, a 39.90% bounce rate, 4.67 pages per session, an average session duration of 00:02:59, a 1.26% eCommerce conversion rate, 239 transactions, and a total revenue of \$54,688.00. The channels are ranked by revenue, with Organic Search being the top source.

Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	14,884 % of Total: 100.00% (14,884)	12,493 % of Total: 100.07% (12,484)	18,921 % of Total: 100.00% (18,921)	39.90% Avg for View: 39.90% (0.00%)	4.67 Avg for View: 4.67 (0.00%)	00:02:59 Avg for View: 00:02:59 (0.00%)	1.26% Avg for View: 1.26% (0.00%)	239 % of Total: 100.00% (239)	\$54,688.00 % of Total: 100.00% (\$54,688.00)
1. Organic Search	8,226 (52.58%)	7,026 (56.24%)	9,593 (50.70%)	47.34%	4.06	00:02:34	0.65%	62 (25.94%)	\$9,490.49 (17.35%)
2. Referral	2,854 (18.24%)	1,571 (12.58%)	3,941 (20.83%)	21.16%	6.42	00:04:14	3.25%	128 (53.56%)	\$33,912.97 (62.01%)
3. Direct	2,697 (17.24%)	2,384 (19.08%)	3,242 (17.13%)	31.92%	5.13	00:03:20	1.30%	42 (17.57%)	\$10,387.23 (18.99%)
4. Affiliates	920 (5.88%)	717 (5.74%)	1,063 (5.62%)	43.18%	4.27	00:02:53	0.47%	5 (2.09%)	\$685.13 (1.25%)
5. Social	628 (4.01%)	569 (4.55%)	670 (3.54%)	60.45%	2.63	00:01:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Display	260 (1.66%)	202 (1.62%)	328 (1.73%)	72.26%	2.30	00:01:07	0.61%	2 (0.84%)	\$212.18 (0.39%)
7. Paid Search	60 (0.38%)	24 (0.19%)	84 (0.44%)	45.24%	4.13	00:02:20	0.00%	0 (0.00%)	\$0.00 (0.00%)

# GA Standart Raporlar

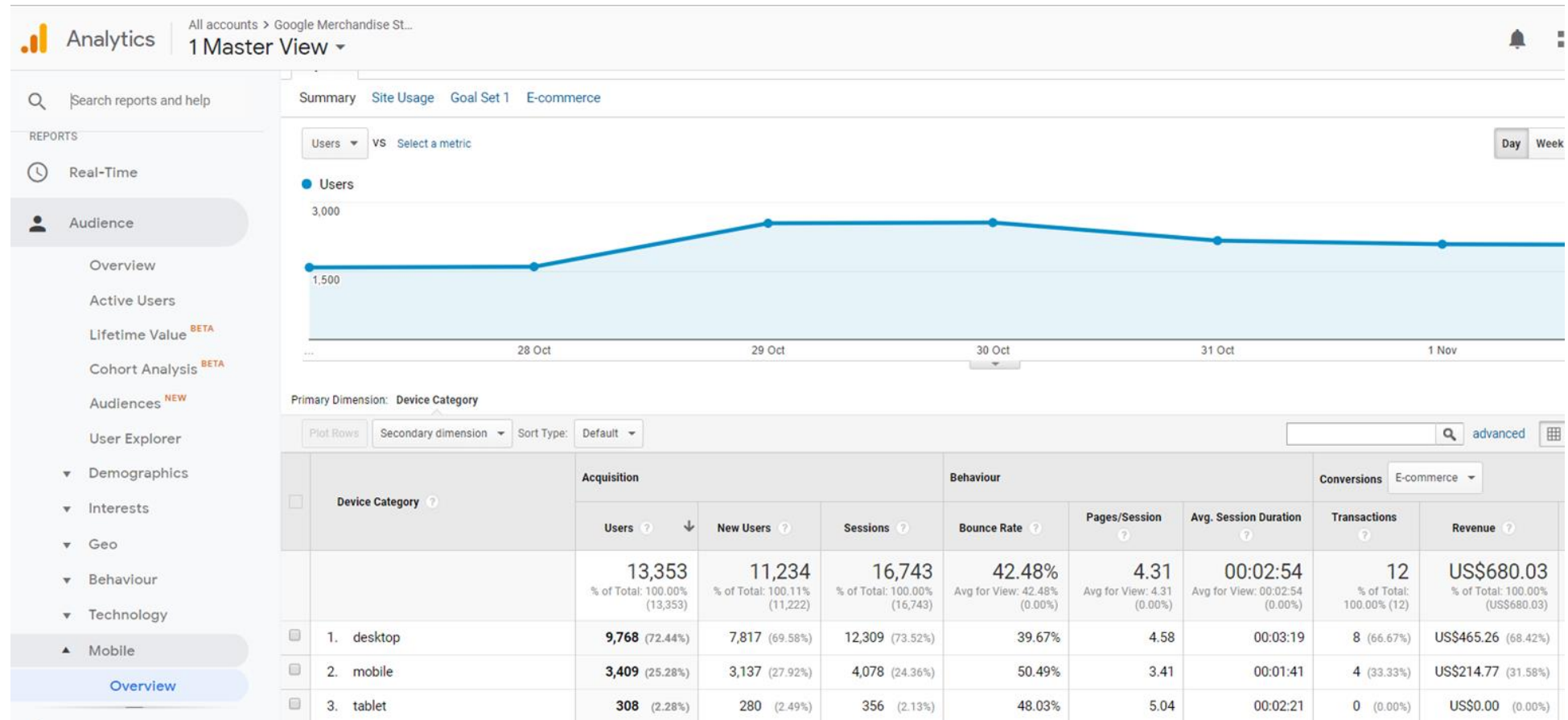
## Kaynak / Aracı Raporu (source/medium)

The screenshot displays the Google Analytics 'Source / Medium' report. The primary dimension is 'Source / Medium'. The report is organized into columns for Acquisition (Users, New Users, Sessions), Behavior (Bounce Rate, Pages / Session, Avg. Session Duration), and Conversions (Ecommerce Conversion Rate, Transactions, Revenue). The data is sorted by default, showing a total of 14,884 users and 12,493 new users across 18,921 sessions. The top source is 'google / organic', which accounts for 51.10% of users and 17.12% of new users.

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	14,884 % of Total: 100.00% (14,884)	12,493 % of Total: 100.07% (12,484)	18,921 % of Total: 100.00% (18,921)	39.90% Avg for View: 39.90% (0.00%)	4.67 Avg for View: 4.67 (0.00%)	00:02:59 Avg for View: 00:02:59 (0.00%)	1.26% Avg for View: 1.26% (0.00%)	239 % of Total: 100.00% (239)	\$54,688.00 % of Total: 100.00% (\$54,688.00)
1. google / organic	8,047 (51.10%)	6,872 (55.01%)	9,409 (49.73%)	47.04%	4.08	00:02:35	0.65%	61 (25.52%)	\$9,438.50 (17.26%)
2. (direct) / (none)	2,697 (17.12%)	2,384 (19.08%)	3,242 (17.13%)	31.92%	5.13	00:03:20	1.30%	42 (17.57%)	\$10,387.23 (18.99%)
3. mall.googleplex.com / referral	1,810 (11.49%)	939 (7.52%)	2,415 (12.76%)	12.96%	7.58	00:04:39	2.94%	71 (29.71%)	\$16,657.63 (30.46%)
4. Partners / affiliate	920 (5.84%)	717 (5.74%)	1,063 (5.62%)	43.18%	4.27	00:02:53	0.47%	5 (2.09%)	\$685.13 (1.25%)
5. analytics.google.com / referral	537 (3.41%)	347 (2.78%)	651 (3.44%)	47.31%	2.96	00:02:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. sites.google.com / referral	365 (2.32%)	122 (0.98%)	570 (3.01%)	15.79%	6.94	00:05:12	9.30%	53 (22.18%)	\$16,327.34 (29.86%)
7. dfa / cpm	260 (1.65%)	202 (1.62%)	328 (1.73%)	72.26%	2.30	00:01:07	0.61%	2 (0.84%)	\$212.18 (0.39%)
8. creatoracademy.youtube.com / referral	235 (1.49%)	230 (1.84%)	242 (1.28%)	68.60%	2.17	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. youtube.com / referral	195 (1.24%)	183 (1.46%)	210 (1.11%)	62.86%	2.38	00:00:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. baidu / organic	85 (0.54%)	84 (0.67%)	89 (0.47%)	85.39%	1.35	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)

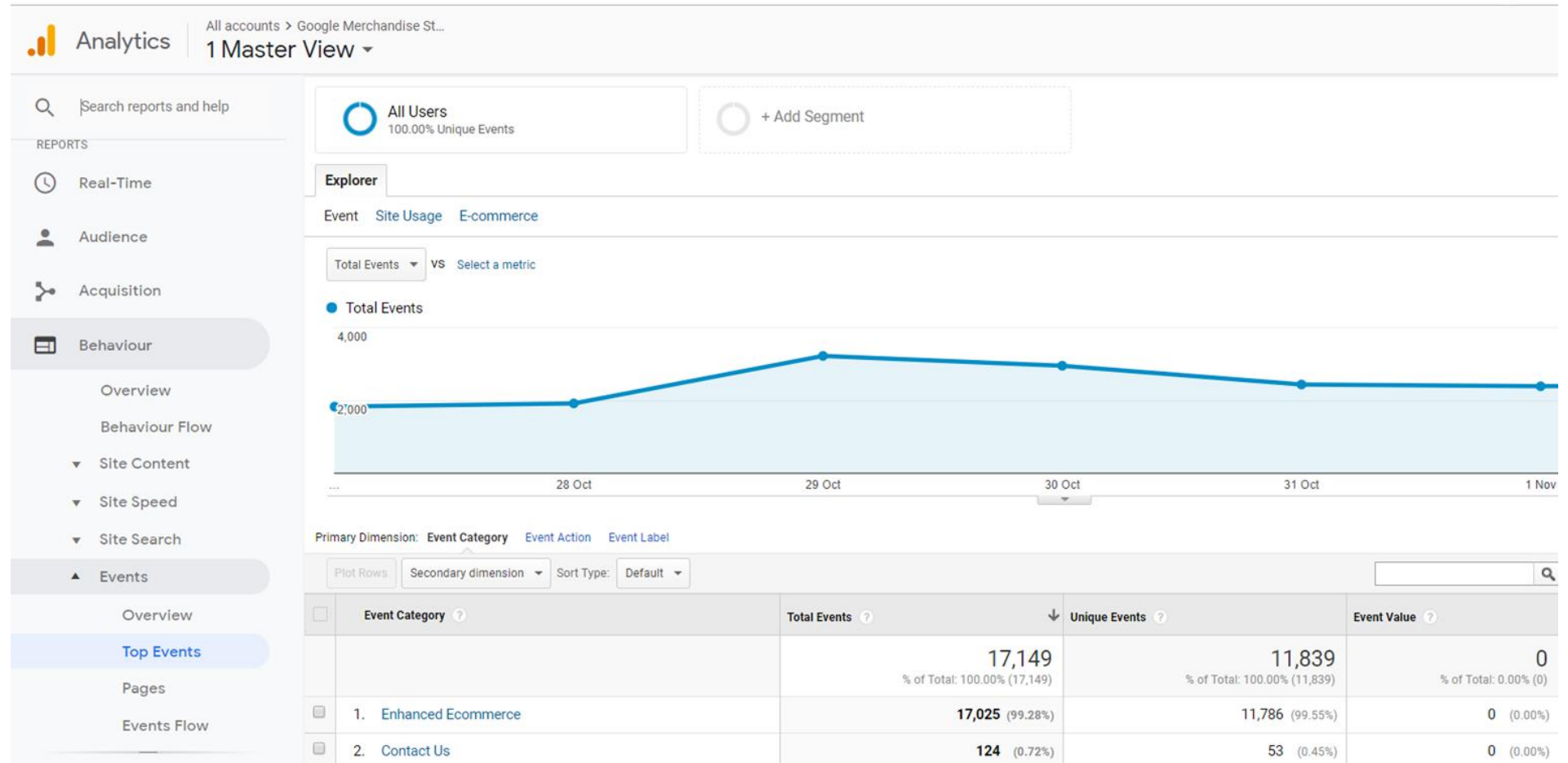
# GA Standart Raporlar

## Cihaz Raporu



# GA Standart Raporlar

## Etkinlik Raporu



# Geliştirilmiş E-ticaret Modülü

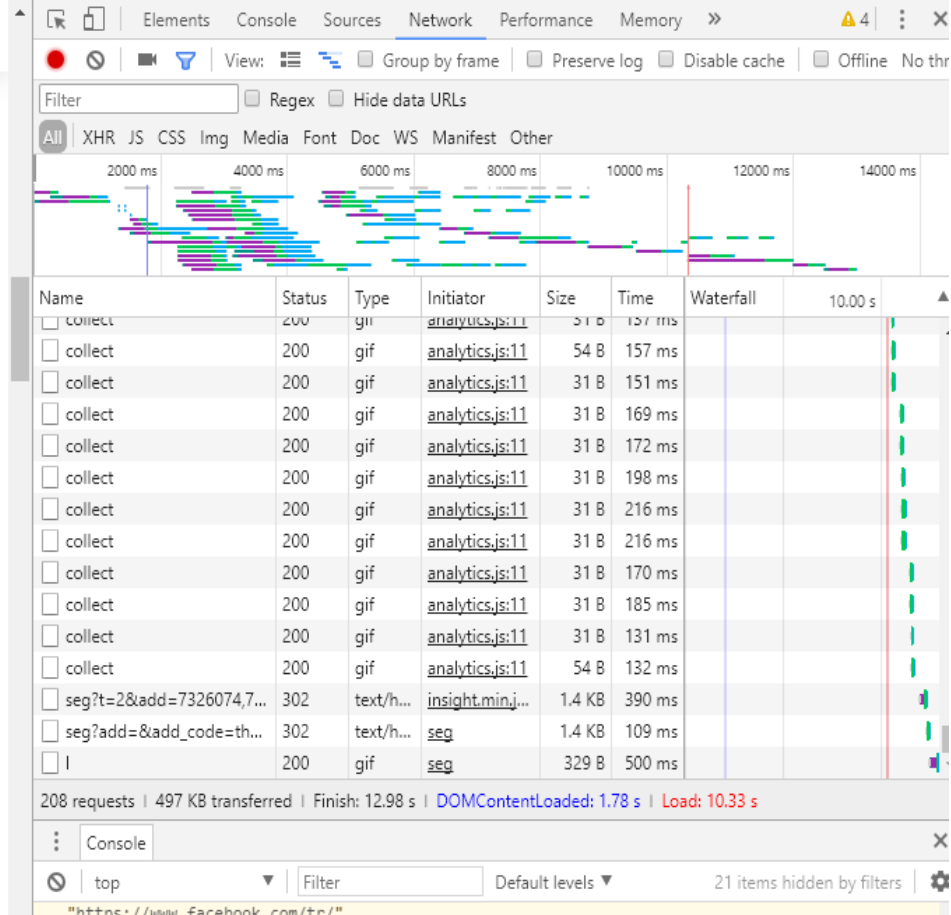


Geliştirilmiş e-ticaret raporları sayesinde, standart işlem izlemenin ötesine geçerek ürünlerinizin ve site içi kampanyalarınızın performansı hakkında daha derin içgörüler elde edebilirsiniz, kullanıcılarınızın alışveriş davranışları hakkında alacağınız detaylı raporlardan yola çıkarak işinizin performansını geliştirebilirsiniz.

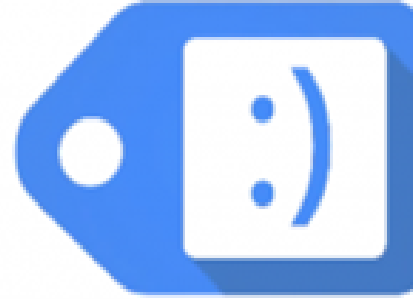
E-ticaret sitesi olmasanız dahi, enhanced e-commerce modülünün özelliklerinden faydalanarak içerik stratejinizi geliştirebilirsiniz. Bugün birçok blog ve içerik sitesi, Google Analytics Enhanced Ecommerce modülünden faydalanmakta.



# Entegrasyon Kontrolü için Tarayıcı Eklentileri



Tag Assistant



GA Debugger



# GA Üzerinde Çalışmalar & Yorumlamalar



Google Analytics

# Google Data Studio ile Rapor Oluřturma

# Data Studio Üzerinde Çalışmalar



# Google Data Studio



HAPPY education  
academy