

Step-by-step guide to linking Google Analytics property to REACH Network campaign

You can track how visitors from different sources behave on your website and filter out the ones that don't match your criteria (view few pages; spend little time on the website etc.). To enable this option, you need to link your Google Analytics property to your REACH Network campaign. Find the instructions below.

Terms to know:

KPI (Key Performance Indicators) – the metrics that help you define your progress towards campaign objectives. In PPC advertising KPIs normally refer to specific traffic parameters required to achieve campaign goals. (KPIs example: goal ToS (time on site) = 2 min; goal PV (page views) = 4; goal view-through-rate = 65%).

UTM tag – a small code added to the click URL in campaign settings. UTM tags help to enhance statistics tracking with tools like Google Analytics. When tuning the campaign settings, don't forget to copy UTM tags to the Click URL.

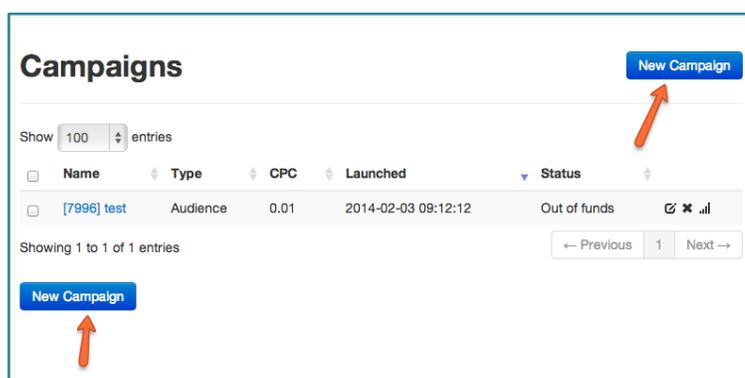
Before you begin:

- Make sure to sign in to your GA account in the same browser where you are tuning your campaign.

You may now proceed to step 1.

Step 1: Create a campaign

Go to campaign settings: create a new campaign or click on the edit sign next to any of your existing campaigns.



Step 2: Link GA property

2.1 1) Enable Goal and optimization field in your Campaign settings

2) Select the checkbox next to Google Analytics

3) Click on Connect

Goal and optimization:

1 Enable

2 Use weekly average data Google Analytics

Click Connect to link your GA account to the campaign. You have to use `utm_source={#source_id#}` in the click URL to enable optimization.

3 [Connect](#)

2.2 You'll then see the following message. Click on Accept.

 platform **pltfm.io analytics** ▾

This app would like to:

 View your Google Analytics data 

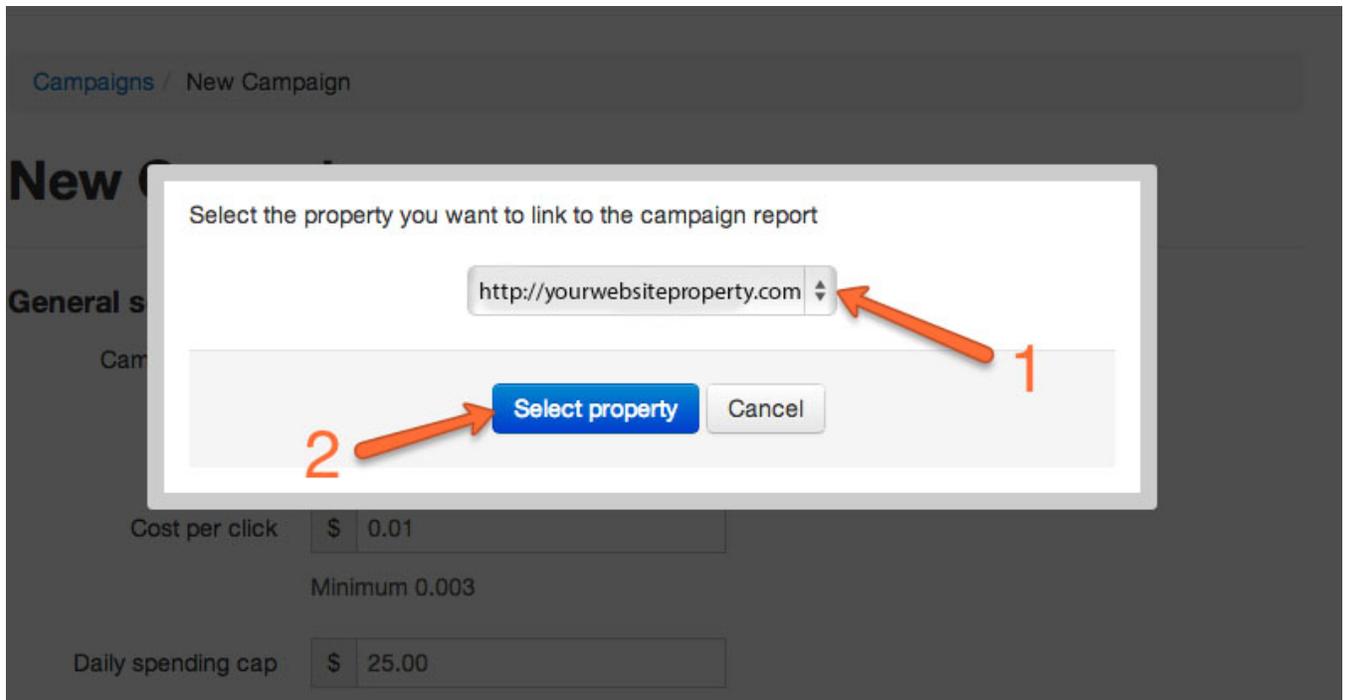
pltfm.io analytics and Google will use this information in accordance with their respective terms of service and privacy policies.

[Cancel](#) [Accept](#)

2.3 1) Select the corresponding Google Analytics property from the dropdown list

2) Click on Select property button.

The system will now have access to the data for this property. The property will be linked to all the campaigns you run for this website. If you want to run a campaign for a different website and link the corresponding property, you need to repeat steps 1-2 for the new campaign.



Step 3: Set the goals

Write the target traffic parameters into the corresponding fields.

Goal and optimization:

Enable

Use weekly average data Google Analytics

You have linked the GA property **yourwebsiteproperty.com** to the campaign

[Change](#)

[Disconnect](#)

Minimum page views



Minimum time on page,
s



Minimum time on site, s



Step 4: Evaluate

Now that your GA property is linked to your RN account, you may check your GA reports to see how the filtering is working. Go to Acquisition > Channels > CPC. You'll notice that the audience is driven only from high-performing sources.

If you have chosen Minimum time site equaling 120 seconds, you'll see something like the report below.

<input type="checkbox"/>	Source / Medium ?	Acquisition			Behavior		
		Visits ? ↓	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?
		19,562 % of Total: 7.44% (263,102)	98.57% Site Avg: 97.21% (1.41%)	19,283 % of Total: 7.54% (255,756)	37.32% Site Avg: 33.74% (10.60%)	2.72 Site Avg: 2.76 (-1.58%)	00:03:25 Site Avg: 00:04:00 (-14.95%)
<input type="checkbox"/>	1. 354100293137 / cpc	3,453 (17.65%)	100.00%	3,453 (17.91%)	26.96%	2.80	00:04:25
<input type="checkbox"/>	2. 354100353357 / cpc	1,747 (8.93%)	100.00%	1,747 (9.06%)	3.89%	4.29	00:03:36
<input type="checkbox"/>	3. 354100421782 / cpc	1,492 (7.63%)	100.00%	1,492 (7.74%)	70.51%	1.74	00:02:06
<input type="checkbox"/>	4. 354100442590 / cpc	1,376 (7.03%)	100.00%	1,376 (7.14%)	28.34%	2.75	00:04:21
<input type="checkbox"/>	5. 354100127641 / cpc	1,278 (6.53%)	100.00%	1,278 (6.63%)	20.11%	3.18	00:04:44
<input type="checkbox"/>	6. 354100422216 / cpc	683 (3.49%)	100.00%	683 (3.54%)	1.02%	4.45	00:03:31

Summary:

What does it take to tune advanced traffic filtering with REACH Network? – Account on Google Analytics, three minutes of your time.

What is the outcome? – The traffic sources for your website are selected in accordance with your Key Performance Indicators. You get more targeted audience at no additional cost.

