



Google Analytics

VIABILL'S SHOP OVERVIEW

Google Analytics Tutorial

Intro

We look forward to developing our partnership and making it a success! It's important to us that you have all the information and tools you need. All outbound links are therefore tracked and here you see a Google Analytics guide to help you gain insight into the traffic and conversions coming through ViaBill's Shop Overview.

About

ViaBills shop overview on <https://shops.viabill.com/us/en/#/> promotes thousands webshops offering ViaBill as a payment solution to our customer base of approximately 30,000, ready-to-buy account holders. That's why we're also experiencing a pretty impressive growth on the Shop Overview.

Facts

- ❑ **Viabill receives up to 33,000 visitors every month.**
- ❑ **Merchants on ViaBill's Shop Overview often have higher AOV and conversion rates.**
- ❑ **Top positions on the Shop Overview have on average 20% higher conversion rates.**
- ❑ **The CPC price is 50c per click, and it's possible to set a maximum usage. (e.g. maximum. \$100 /month)**
- ❑ **Generic UTM tagging supports detailed traffic tracking.**

FAQ

- What is a UTM code?
- How much traffic will I get?
- Where does my traffic come from?
- What is the conversion rate from the traffic?
- What transactions do I get from that traffic?
- What is the total value of these orders?
- How do I create a Conversion Goal?
- How do I set up eCommerce tracking?

What is a UTM code?

A UTM code allows Google Analytics to track the source of traffic to your website.

These are the UTM codes we use on Viabill's Shop Overview:

A-Z : [ViaBill_SearchPage_a-z](#)

Featured : [ViaBill_SearchPage_topselected](#)

Popular : [ViaBill_SearchPage_popular](#)

Latest : [ViaBill_SearchPage_newest](#)

Understand your data in Google Analytics.

The Source/Medium report gives you all the details you need about your traffic.

Get started using this report:

[Source/Medium report - Acquisition > All Traffic > Source/Medium.](#)

Audience		Acquisition			Behavior			Conversions		
Source / Medium ?		Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Getting Started - Business (Goal 2 Conversion Rate) ?	Getting Started - Business (Goal 2 Completions) ?	Getting Started - Business (Goal 2 Value) ?
		145 % of Total: 100.00% (145)	130 % of Total: 100.00% (130)	169 % of Total: 100.00% (169)	50.89% Avg for View: 50.89% (0.00%)	1.77 Avg for View: 1.77 (0.00%)	00:02:30 Avg for View: 00:02:30 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	DKK 0.00 % of Total: 0.00% (DKK 0.00)
<input type="checkbox"/>	1. linkedin.com / referral	59 (39.60%)	49 (37.69%)	68 (40.24%)	38.24%	1.99	00:03:40	0.00%	0 (0.00%)	DKK 0.00 (0.00%)
<input type="checkbox"/>	2. (direct) / (none)	47 (31.54%)	47 (36.15%)	47 (27.81%)	70.21%	1.34	00:00:06	0.00%	0 (0.00%)	DKK 0.00 (0.00%)
<input type="checkbox"/>	3. stackoverflow.com / referral	21 (14.09%)	20 (15.38%)	23 (13.61%)	39.13%	1.91	00:04:54	0.00%	0 (0.00%)	DKK 0.00 (0.00%)
<input type="checkbox"/>	4. google / organic	7 (4.70%)	2 (1.54%)	9 (5.33%)	77.78%	1.44	00:00:09	0.00%	0 (0.00%)	DKK 0.00 (0.00%)
<input type="checkbox"/>	5. remotive / (not set)	4 (2.68%)	4 (3.08%)	5 (2.96%)	40.00%	2.80	00:02:46	0.00%	0 (0.00%)	DKK 0.00 (0.00%)

Identifies the source of traffic and medium.
Source = Brand of traffic.
Medium = Type of traffic.
Look for Viabills UTM Codes here.

Informs you about the amount of traffic from each source.
Total visitors
New/unique visitors and Sessions.

Track user behaviour on your side. How long do visitors stay? How many pages are they looking at?

Displays the results generated from each traffic source if you have set up Conversion.
Goals that can measure actions such as purchases, leads and orders. Select one of your targets from the drop-down menu to compare traffic sources vs different results.

Have you not set Conversion Goals?

Step 1: Select "Admin" tab in the bottom left corner. This will take you to a page with 3 columns: Account, Property, and View.

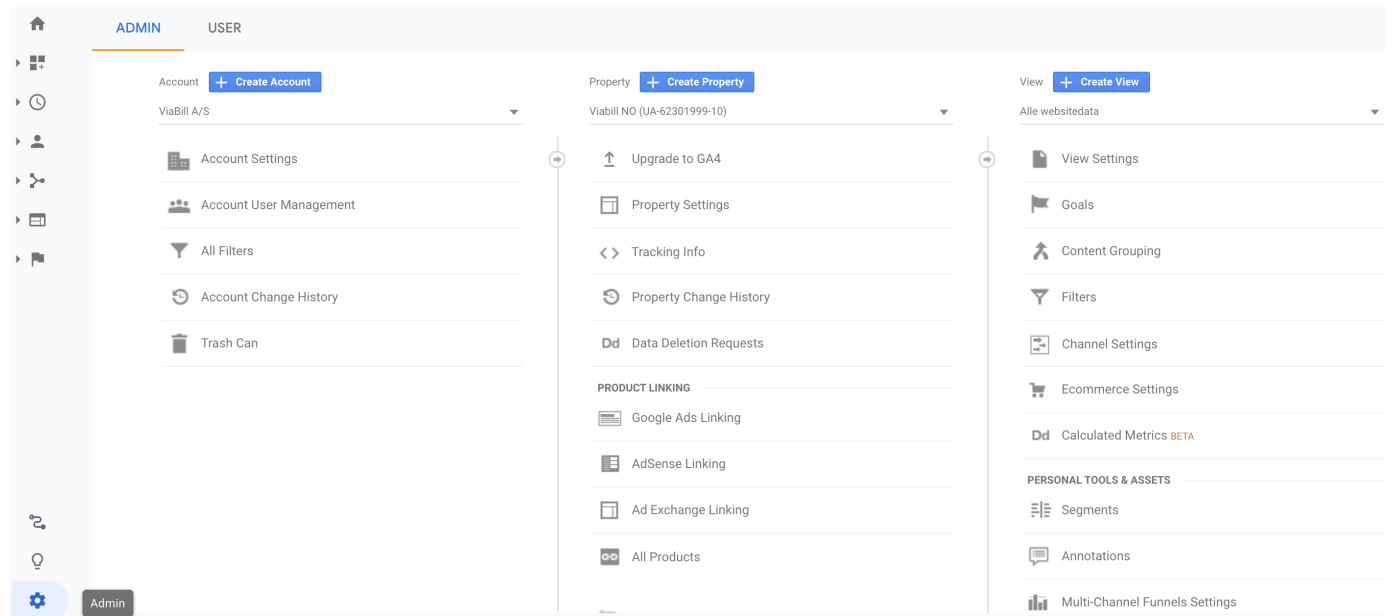
Step 2: Set up a Conversion Goal: Go to "Goals" under the "View" column and add a new goal.

Last Step : Activate eCommerce tracking!

Activate eCommerce tracking to analyze purchase activity, information on transactions, average order value, eCommerce conversion rate, time to purchase and other data.

Step 1: To enable Ecommerce tracking: go to "Ecommerce Settings"

Step 2: Activate "Ecommerce set-up"



You are now ready to see the value of the traffic that ViaBill's Shop Overview sends to your webshop.

Don't hesitate to reach out to us if you have any other questions. Our support team is here to help you.