



## Elevate your brand's social media measurement sophistication

### At a glance

Social reports let you:

- Refine your social media marketing to become data-driven
- Measure the performance of social channels on your goals and conversions
- Understand the upper funnel impact that social has on the business outcomes
- Ecommerce sites can measure revenue generated from social
- Learn how visitors coming from various social channels interact differently with content on your site
- View how people engage with your content publicly off of your site, across the social web

Measuring the value of social media has been a challenge for marketers. And with good reason: it's challenging to understand exactly what is happening in an environment where activity occurs both on and off your website. With social media often being an upper funnel player in buyer journeys, it is often difficult to make the right decisions on how to best allocate budget and tactics for each individual network.

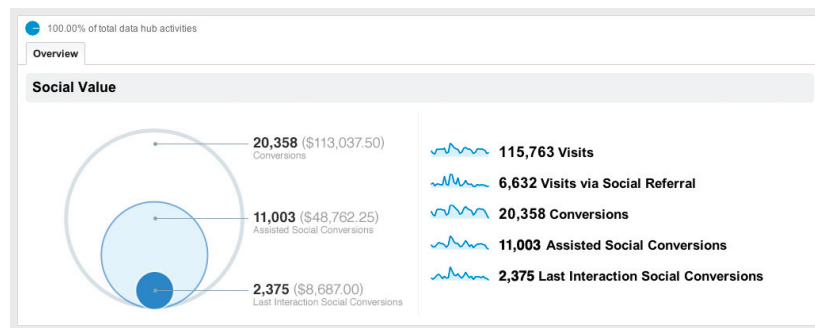
But as the social industry matures, marketers and web analysts need true outcome-oriented reports. After all, although social is growing in popularity, brand websites – not social networks – remain the place where people most often purchase or convert.

That's why we're releasing a new set of Social reports within Google Analytics. The new reports bridge the gap between social media and the business metrics you care about – allowing you to better measure the full value of social channels for your business. We wanted to help you with 3 things:

- Better identify the value of socially referred traffic and measure direct and socially-assisted conversions
- Understand both on and off-site social activities to help optimize user engagement and increase social key performance indicators (KPIs)
- Make better, more efficient data-driven decisions in your social media marketing programs

## View social media measurement in one inclusive set of reports

**The overview report** provides an immediate, highly visual way to identify the impact of social on your business goals. Instantly see the \$ value social media has influenced along with the highest performing social networks for your brand.



**Using the Conversions reports** marketers can see which social source related to their content drove a conversion on their site. Integration with goals and ecommerce enables marketers to see which social sources drive value.

Assisted Conversions	Assisted Conversion Value	Last Interaction Conversions	Last Interaction Conversion Value	Assisted / Last Interaction Conversions	
424 % of Total: 4.55% (8,310)	\$2,319.50 % of Total: 4.49% (\$51,684.00)	429 % of Total: 2.11% (20,358)	\$2,229.00 % of Total: 1.97% (\$113,037.50)	0.99 Site Avg: 0.46 (116.12%)	
Primary Dimension: Source					
			<input type="text"/>	<input type="button" value="Q"/> <a href="#">advanced</a>	
<div><input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div>					
Source	Assisted Conversions	Assisted Conversion Value	Last Interaction Conversions	Last Interaction Conversion Value	Assisted / Last Interaction Conversions
1. t.co	166	\$925.00	118	\$552.50	1.41
2. plus.url.google.com	81	\$454.50	66	\$388.00	1.23
3. reddit.com	38	\$204.00	46	\$237.50	0.83

## About Google Analytics

Google Analytics provides a powerful web analytics solution that's easy to use across your entire enterprise. Industry-leading tools designed with Google's signature simplicity give your decision-makers the insights they need to improve the performance and ROI of their marketing and online initiatives.

For more information visit:  
[google.com/analytics](http://google.com/analytics)

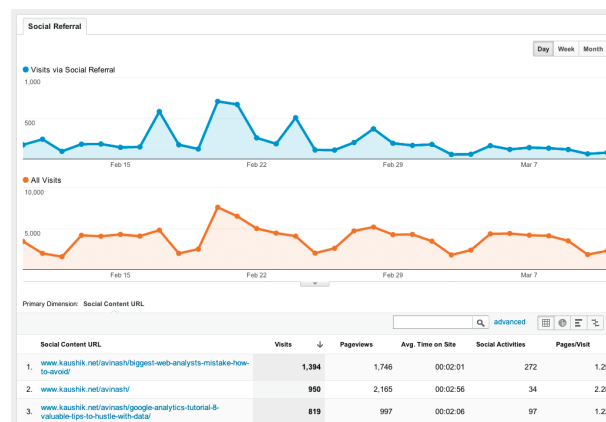
**Using the Sources reports** with the expanded source list of social networks, businesses can identify a robust, comprehensive list of social networks that are important to their business. They can then identify and monitor new social communities and use the activities reports to optimize against.

Social Network	Visits	Pageviews	Avg. Visit Duration	Pages/Visit
1. Google+	2,598	3,355	00:01:19	1.29
2. Facebook	1,205	1,575	00:01:34	1.31
3. Twitter	660	1,396	00:03:17	2.12
4. StumbleUpon	496	548	00:00:31	1.10
5. Blogger	310	461	00:03:26	1.49

## Using Sharing reports:

- **Plugins (on-site sharing)** a marketer or publisher can identify how visitors to their site interact with social plugins. This can be analysed in an advanced segment against entry referrer, keyword used to find the site, or which content was of interest.
- **The Activity Stream (off-site sharing):** marketers can analyze interactions with their published content off their site across the social web. This helps identify and understand the value of earned media from content, and optimising a goal that is NOT on your website – e.g. a network engagement goal may be to increase number of people on G+ sharing content, drive 20% increase in number of bookmarks on delicious, etc.

**The Pages reports** shows a list of which social content is most popular as well as how that content performed from an engagement and sharing perspective.



**Social Visitor Flow** provides a visualization of how socially-referred traffic flows through your site. The data shown can be customized to show just the segment you're interested in, such as traffic from a specific social source.