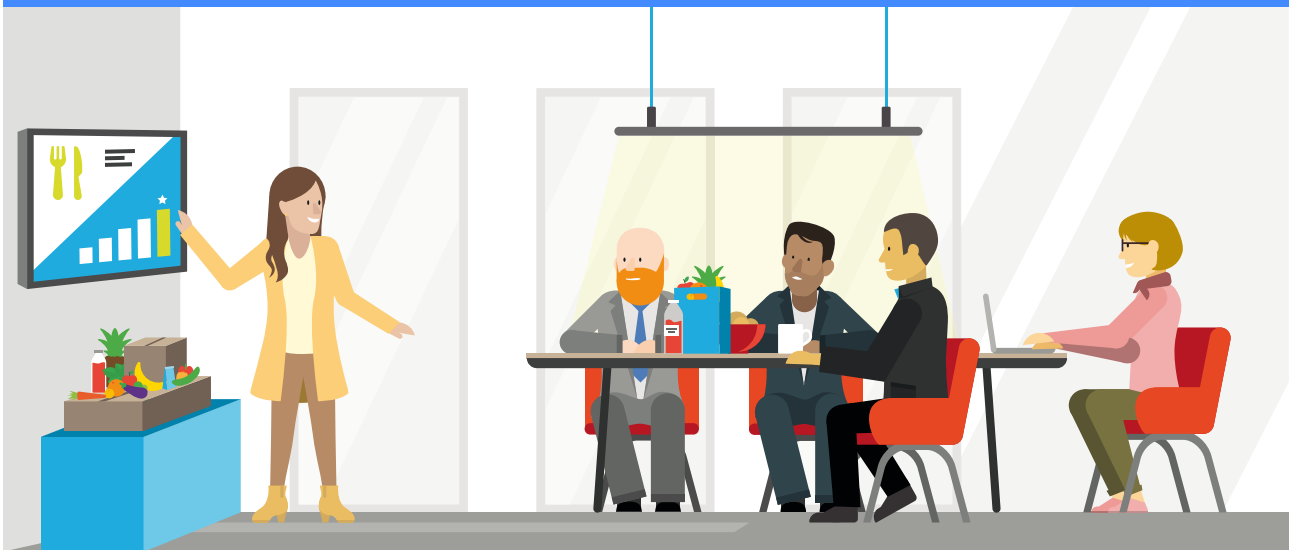


How to set up your startup for success



As a startup you build your services and products with scale in mind. While doing this, you need to closely measure, analyse and conclude on the basis of KPIs and insights to focus and pivot where it is necessary. Finding a scalable and efficient approach to set up your startup for the upcoming goals and the way ahead can be challenging.

The following guideline illustrates the tools you need, what they do and how to implement them, so you can measure and analyse for success from the get-go.

1. Tag Manager
2. Analytics
3. Measure Goals
4. Attribution

Set up your measurement once and be ready for scale

1. Tag Manager

Different measurement tags for your Web Analytics, Attribution, eCommerce tracking, Remarketing, Affiliate programs and many more are needed to fully leverage the advantages of your Online business. Implementing, managing and auditing many individual tags creates complexity and takes time which leads to inefficiency and complications.

With a tag manager you set up once a site-wide tag container and implement, operate and manage your tags through one effective and intuitive interface. Furthermore, you will shift measurement implementations from IT to Marketing which will help you to better use developer resources on your product while increasing implementation speed for your marketing.

The following resources give you a better understanding of the capabilities of the Google Tag Manager and also shows you how to set it up:

- [Google Tag Manager Overview](#)
- [Google Tag Manager Set up & Installation](#)
- [Tutorial Videos](#)

2. Analytics

Your startup will attract customer who will come from diverse entry channels and who will behave and complete an activity (convert) differently on your site. In order to make the right decisions towards your marketing activities an aggregated and holistic view is crucial.

Google Analytics makes it easy to keep track of your customers by connecting customer behavior, channel performance, and much more across your sites and apps in robust reports and dashboards. The generated insights can be directly transformed into actionables for your startup by surfacing users that are likely to convert, customers with high revenue potential, and other relevant and business insights.

The following resources give you a better understanding of the capabilities of the Google Analytics platform and also shows you how to set it up:

- [Google Analytics - Getting Started](#)
- [Google Analytics - The Interface](#)
- [Google Analytics - Set-up your measurements](#)

3. Measure Goals

Goals measure how well your site or app fulfills your target objectives. A goal represents a completed activity, called a **conversion**, that contributes to the success of your startup. Examples of goals include making a purchase (for an ecommerce site), completing a game level (for a mobile gaming app), or submitting a contact information form (for a marketing or lead generation site).

Defining goals is a fundamental component of any digital analytics measurement plan. Having properly configured goals in AdWords and/or Analytics will provide you with critical information, such as the number of conversions and the conversion rate for your site or app and how you achieved them. Without this information, it's almost impossible to evaluate the effectiveness of your online business and marketing campaigns.

The following resources give you a better understanding of the capabilities of the Analytics Goals and also shows you how to set them up:

- [Google Analytics Goals Overview](#)
- [Create, edit, and share goals](#)
- [Tracking across devices with AdWords Goals](#)

4. Attribution

On the path to a conversion, your customer is likely to do multiple searches and interact with multiple ads from the same advertiser. Attribution models let you choose how much credit each click gets for your conversions. You can attribute the credit to the customer's first click, the last click, or a combination of multiple clicks. For example, as a startup building and growing your brand you might want to emphasize the importance of your first customer interaction by giving the first click some credit instead of solely focus on the last click.

AdWords Attribution and Google Analytics Multi-Channel Funnels can help your startup to see the true contribution of your marketing campaigns. It helps you to understand how your channels, campaigns and keywords interact with each other on the path to purchase and to create a better, more accurate attribution model that reflects these interactions.

The following resources give you a better understanding of the capabilities and show you how to set-up the right attribution model for your startup.

- [Attribution models & Set up](#)
- [Compare the different attribution models in Analytics](#)
- [Cross device attribution](#)