



Metric Selection, tis the season.

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LASER LENS SERIES

SOME METRICS ARE POWER DRIVERS

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GOOGLE ANALYTICS Getting Metric Selection Right

from ThreeFronts.com

October and November probably have you and your teams deep into identifying 2018 Google Analytics goals. Has this year's exercise largely been a rehash of 2017?

Grab this quick chart (next page) to help conversations have that ah-ha moment of strategic planning clarify. This tool defines which metrics are recognized power influencers -- doing twice the work of other metrics in driving performance improvement across the board. Here's why.

Metrics Have Peer Influence

Most Google Analytics conversations focus on how to change numeric values earned. But this is only half of the job metrics is doing for you – they do another job few consider but is key when deciding whether a metric should be a KPI. Most metrics have a sphere of influence in which their performance

impacts other metrics by default. For example, a growing number for 'active users' is also going to improve pageviews, returning users, and quality of user data. So, now you have the choice of either tracking 3+ metrics, or just one power-lifter. (Finish your strategy by pairing your power-lifters with 1-2 related metrics so performance is easy to validate.)

Powerhouse Metrics

Identifying your power metrics is like going to the doctor. You have certain symptoms and you want a diagnosis to cure whatever root-cause of your condition. After all, you have better things to do than treat symptoms endlessly. You want an effective treatment plan, and the same holds for your metric selection expectations.

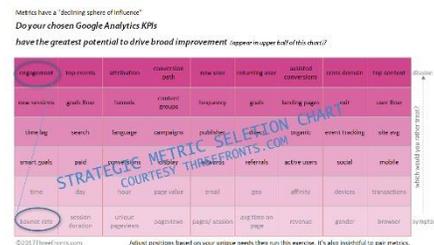


That's why we are offering this tool. Looking at your metrics through the lens of whether each is a powerhouse or more anecdotal gives you strategic muscle. The last step is to align your 2018 expectations with the reach/scope each powerhouse metric.

Reach versus Expectations

When it comes time to validate your 2018 Google Analytics plan, weigh your power metrics with your goal expectations to be sure their reach is strong enough to deliver on your goal. Now, you have a plan built for 2018 revelations!

This chart is a great tool for focusing efforts where they can have the most impact, and converting Big Data into meaningful 2018 performance insights.



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Do your chosen Google Analytics KPIs have the greatest potential to drive broad improvement (appear in upper half of this chart)?

Metrics have a downward sphere of influence

engagement	top events	attribution	conversion path	new user	returning user	assisted conversions	cross domain	top content
new sessions	goals flow	funnels	content groups	frequency	goals	landing pages	exit	user flow
time lag	search	language	campaigns	publisher	direct	organic	event tracking	site avg
smart goals	paid	conversions	display	adwords	referrals	active users	social	mobile
time	day	hour	page value	email	geo	affinity	devices	transactions
bounce rate	session duration	unique pageviews	pageviews	pages/ session	avg time on page	revenue	gender	browser

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Adjust positions based on your unique needs then run this exercise.
Add to your 2018 strategy a 'pair plan' -- plot each power metric with its influence metric(s).