



SITECORE®
SYMPOSIUM
2019

Tracking Commerce Engagement with Google Tag Manager and PowerBI

Insights beyond the transaction

Presented by:
Rob Earlam
Jay Sanderson

Date:
November 6, 2019




**HUMAN CONNECTIONS
IN A DIGITAL WORLD**



Jay Sanderson

Sitecore Global Experience
Commerce Product Specialist

 jay.sanderson@sitecore.com


 [@jay_sanderson](https://twitter.com/jay_sanderson)



Rob Earlam

Sitecore Technical Evangelist

 <https://robearlam.com>

 <https://github.com/robearlam>

 [@RobEarlam](https://twitter.com/RobEarlam)

Agenda

- 01** Digital's evolution
- 02** The Fragmented Shopping Journey
- 03** The Digital Marketer's Dilemma
- 04** Engagement Value and it's Importance in Commerce
- 05** Tracking Engagement Value with Sitecore Experience Commerce
- 06** Enter Google Tag Manager – Taking engagement tracking to the next level with ease!
- 07** Aggregating Commerce Engagement Data From Sitecore's xDB
- 08** Engagement Visualization with Power BI

SITECORE®
SYMPOSIUM
2019

[#SitecoreSYM](#)

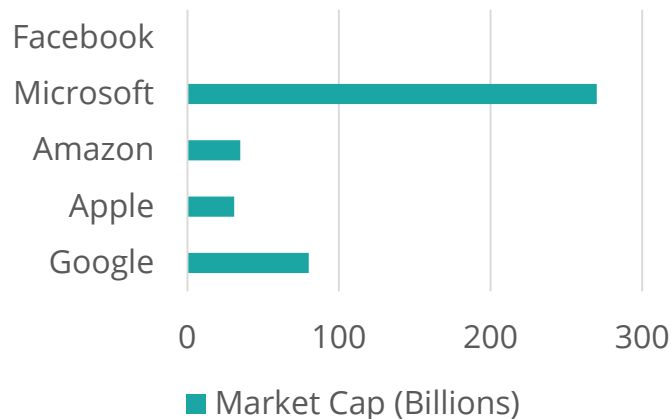
SITECORE®
SYMPOSIUM
2019

Digital's Evolution

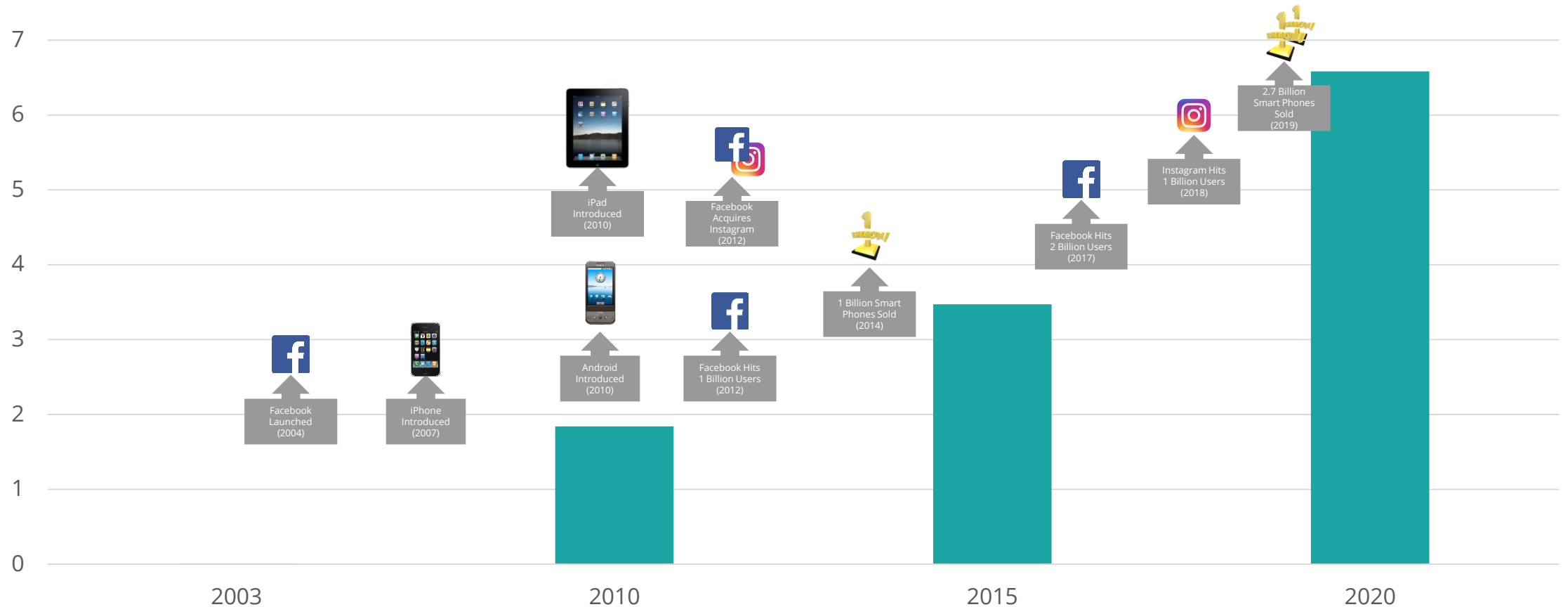


Going back to 2005...

- 1 billion internet users worldwide
- Amazon revenue \$8.49bn, introduced Amazon Prime
- Google Search 36% (Yahoo 26%)



Connected devices per person around the world from 2003 to 2020

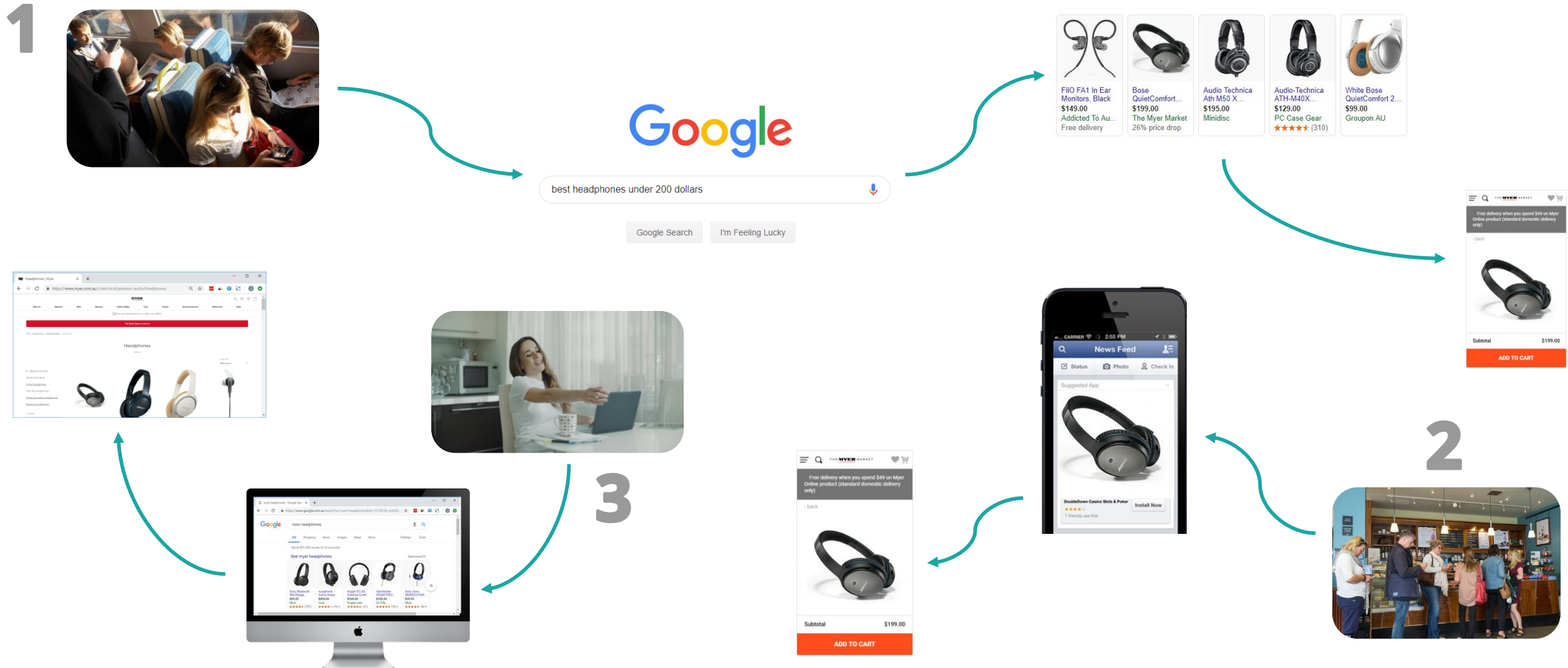


The Fragmented Shopping Journey

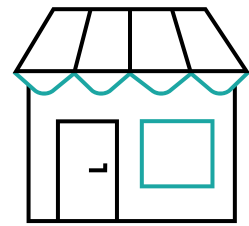


How has this changed the buying journey?

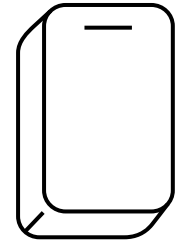
Shoppers are smashing their buying journeys into pieces...



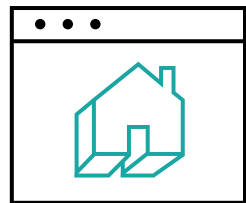
Making the purchase



In Store



By Phone



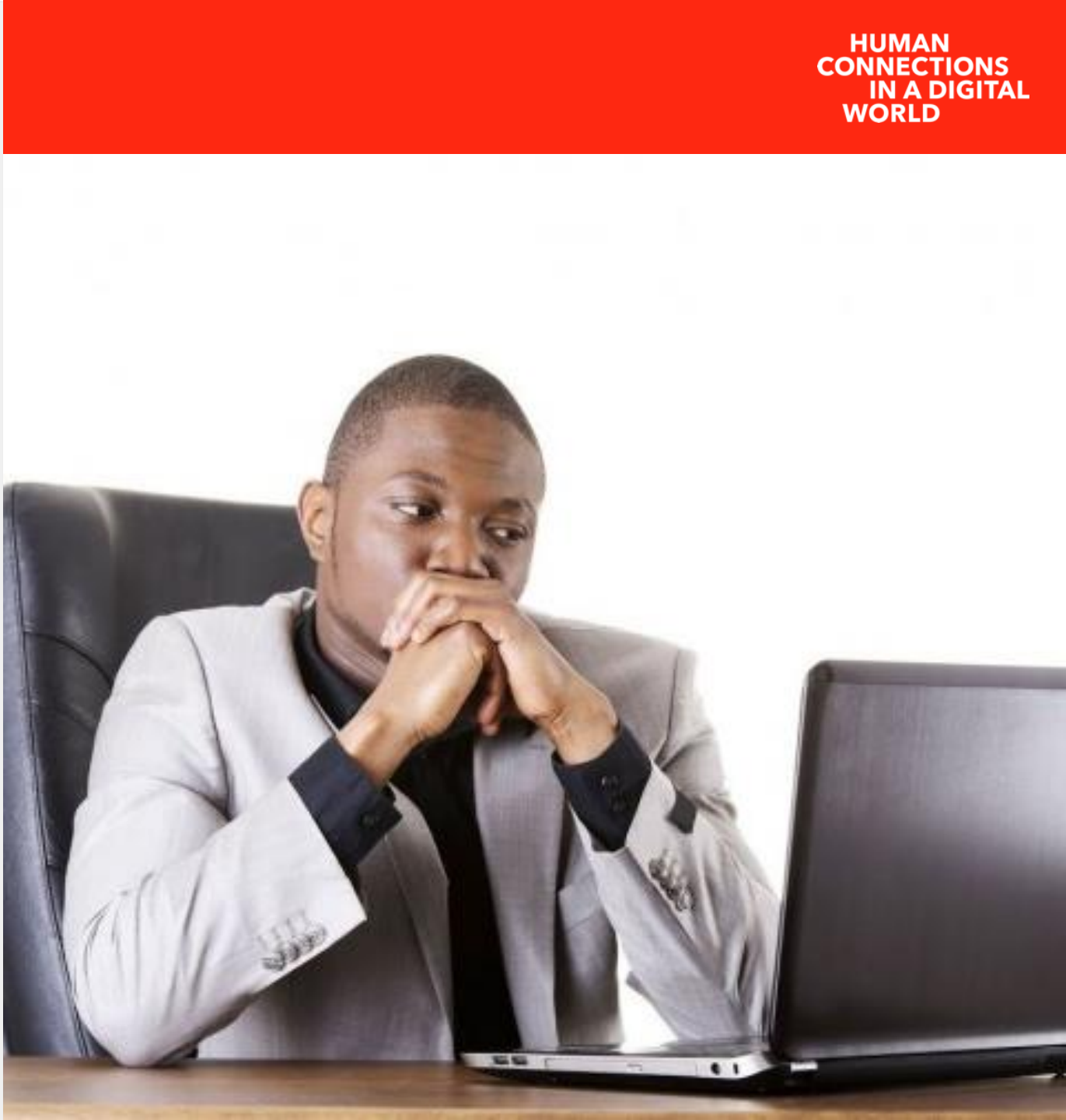
Online



Friends



The Digital Marketer's Dilemma

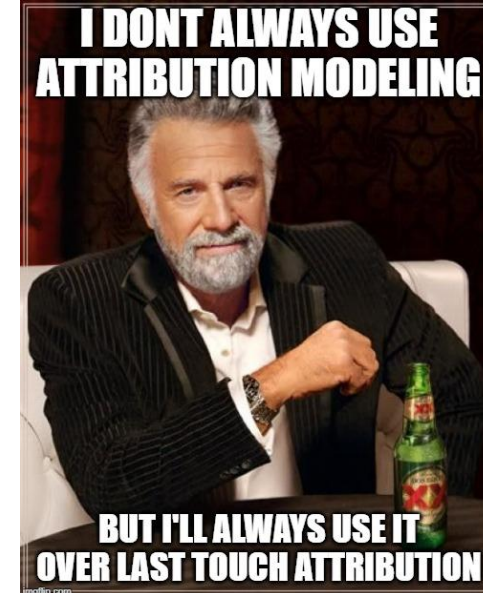


The acquisition report

	Acquisition			Behavior			Conversions		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	Transactions ↓	Revenue ↓	Ecommerce Conversion Rate ↓
	77,392	76,906	103,199	50.56%	4.15	00:02:41	368	\$71,623.65	0.36%
1 ■ Organic Search	46,403	<div style="width: 75%;"><div style="background-color: #0070C0; height: 10px;"></div></div>		50.20%	<div style="width: 75%;"><div style="background-color: #0070C0; height: 10px;"></div></div>		216	<div style="width: 75%;"><div style="background-color: #0070C0; height: 10px;"></div></div>	
2 ■ Direct	13,410	<div style="width: 15%;"><div style="background-color: #0070C0; height: 10px;"></div></div>		62.49%	<div style="width: 90%;"><div style="background-color: #0070C0; height: 10px;"></div></div>		80	<div style="width: 20%;"><div style="background-color: #0070C0; height: 10px;"></div></div>	
3 ■ Referral	1,580	<div style="width: 2%;"><div style="background-color: #0070C0; height: 10px;"></div></div>		53.17%	<div style="width: 85%;"><div style="background-color: #0070C0; height: 10px;"></div></div>		53	<div style="width: 15%;"><div style="background-color: #0070C0; height: 10px;"></div></div>	
4 ■ Social	13,924	<div style="width: 15%;"><div style="background-color: #0070C0; height: 10px;"></div></div>		41.58%	<div style="width: 75%;"><div style="background-color: #0070C0; height: 10px;"></div></div>		12	<div style="width: 5%;"><div style="background-color: #0070C0; height: 10px;"></div></div>	
5 ■ Paid Search	3,157	<div style="width: 2%;"><div style="background-color: #0070C0; height: 10px;"></div></div>		36.76%	<div style="width: 65%;"><div style="background-color: #0070C0; height: 10px;"></div></div>		4	<div style="width: 2%;"><div style="background-color: #0070C0; height: 10px;"></div></div>	
6 ■ Email	484	<div style="width: 1%;"><div style="background-color: #0070C0; height: 10px;"></div></div>		45.55%	<div style="width: 75%;"><div style="background-color: #0070C0; height: 10px;"></div></div>		3	<div style="width: 1%;"><div style="background-color: #0070C0; height: 10px;"></div></div>	

- Attributed ROI is not true ROI
- Attribution does not account for offline to online conversion and visa versa
- Attribution does not account for external influences and factors

Attribution modeling is still infinitely preferable to last touch attribution

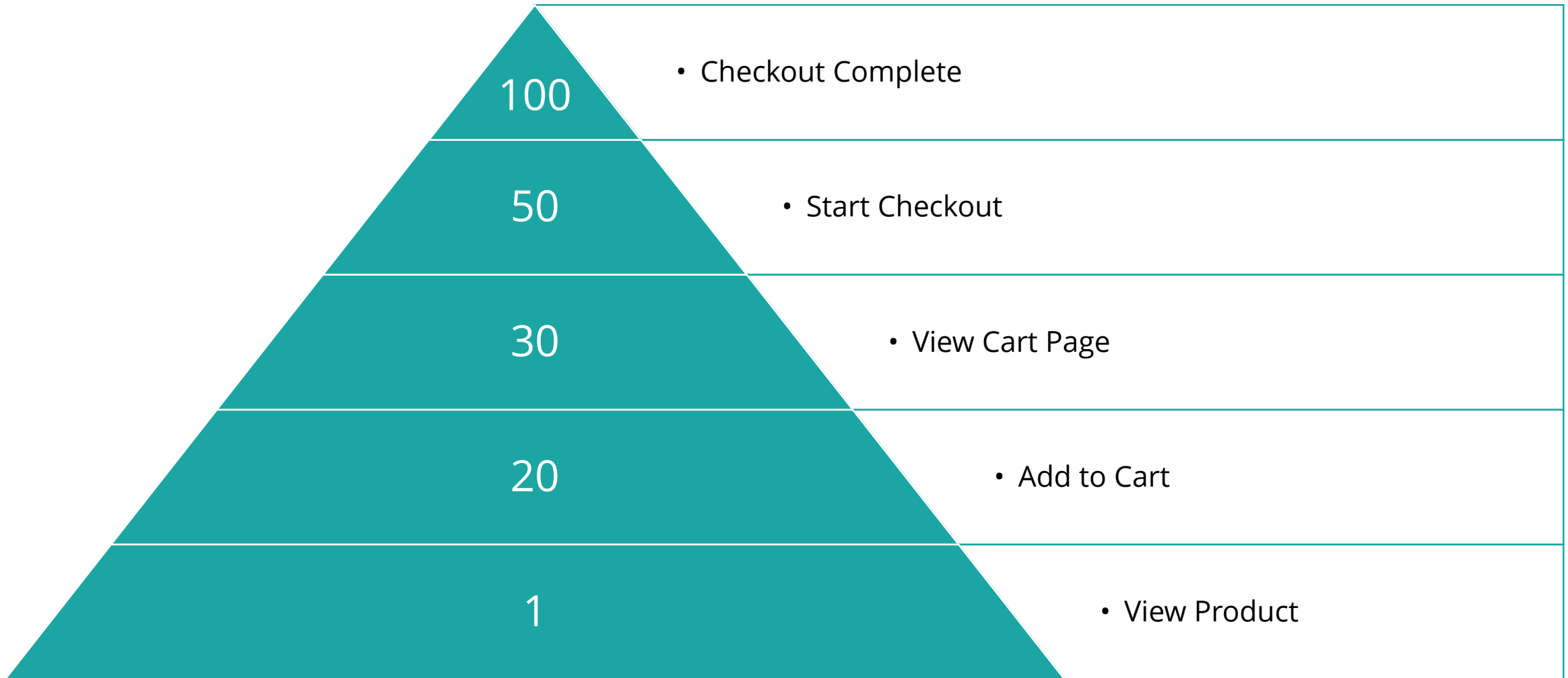


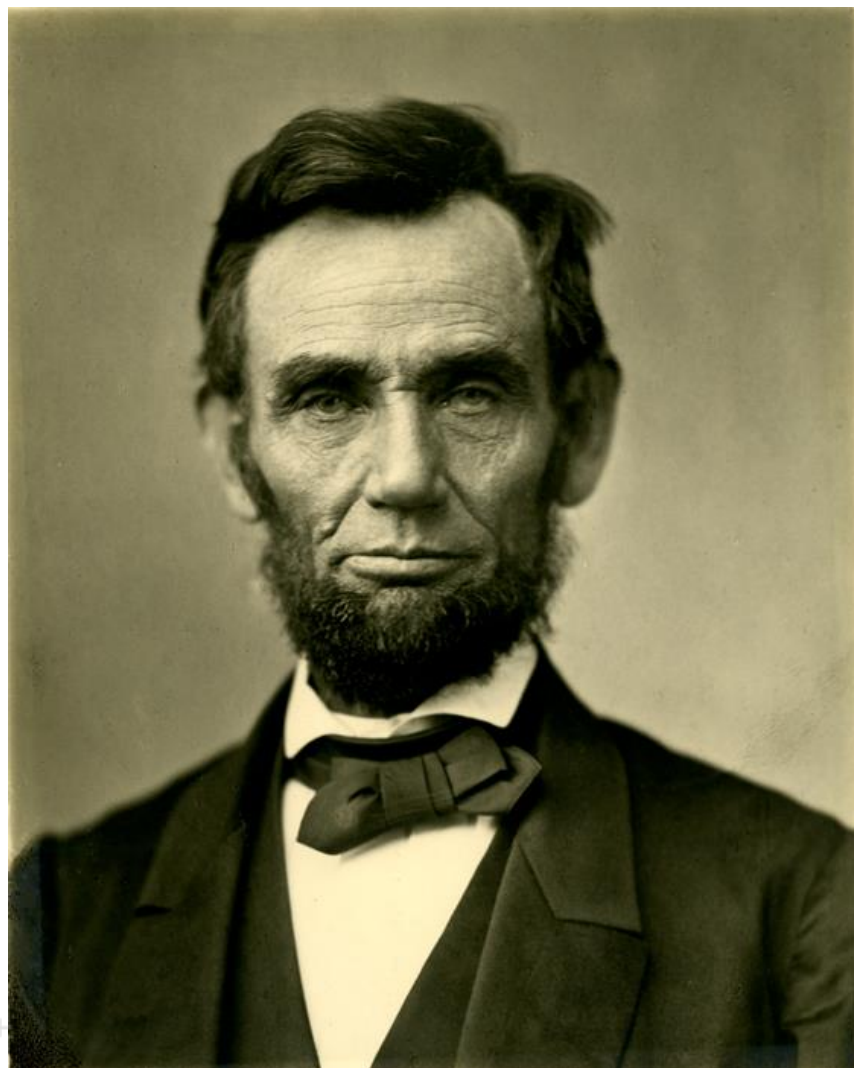


Engagement Value and it's Importance in Commerce



A simple Engagement Value Scale (EVS)



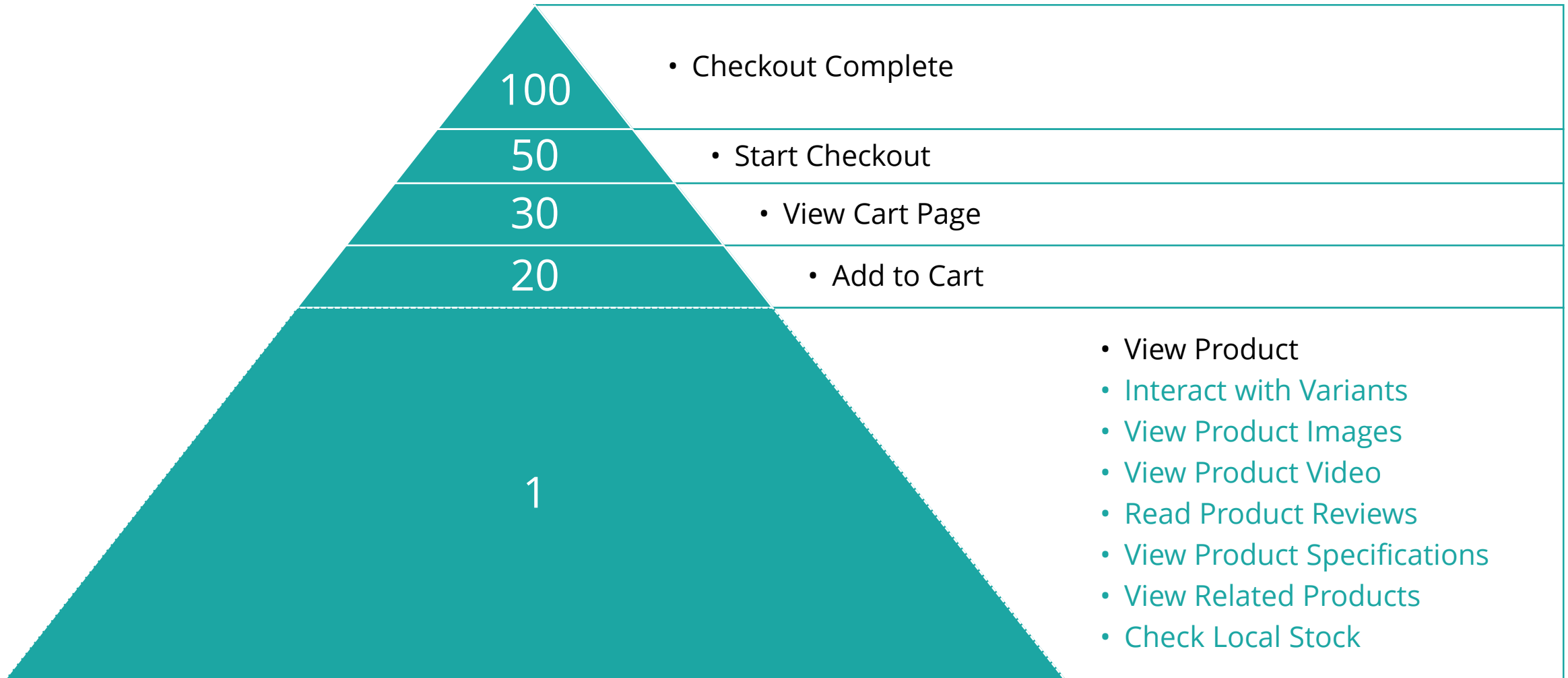


“The checkout is not much more than administrative paperwork. We must remember that the true sale occurs when the buyer’s pre-purchase engagement with a product reaches it’s pinnacle”

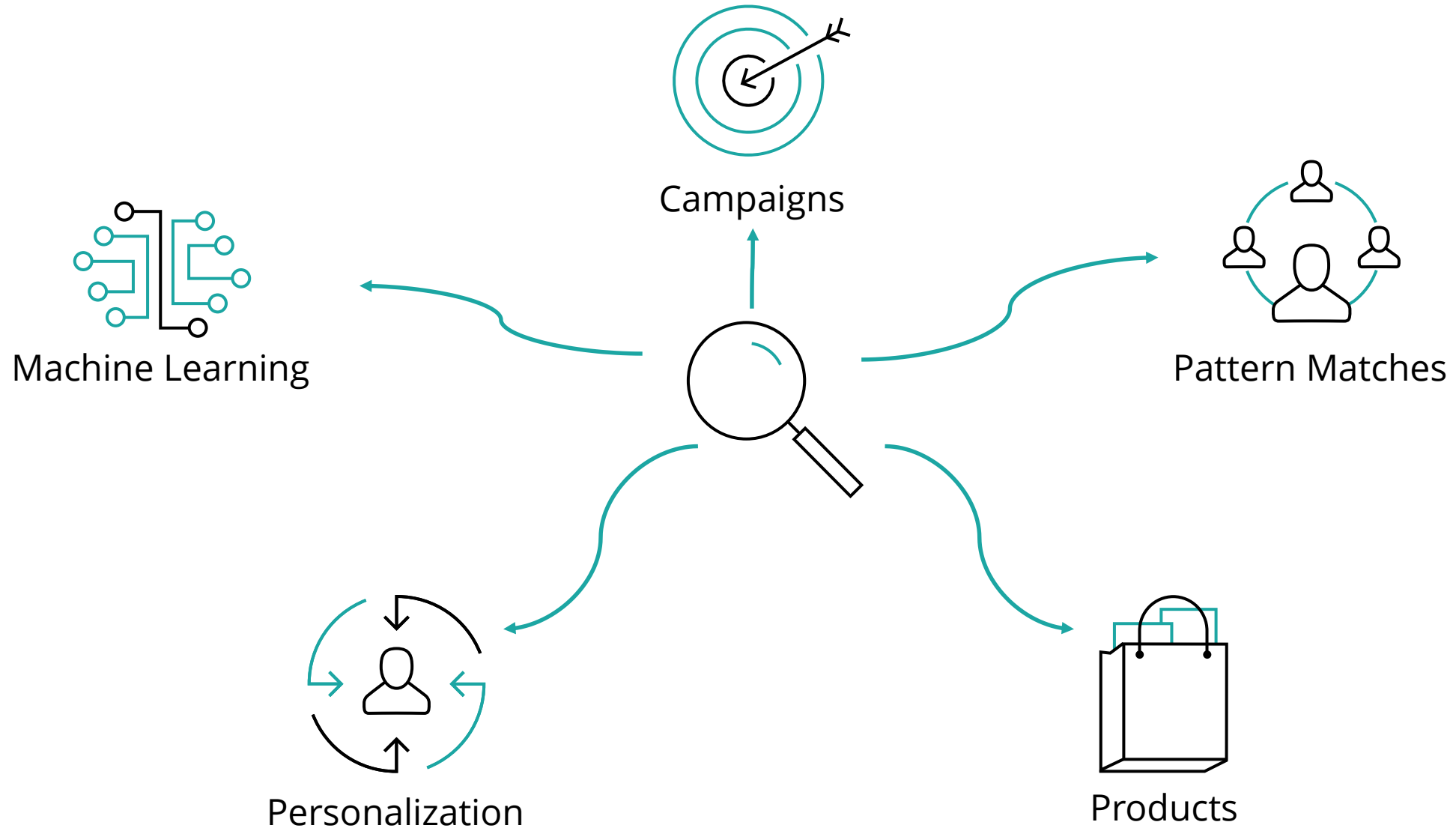
Abraham Lincoln

16th President of the United States

An advanced Engagement Value Scale (EVS)



How can product engagement value be used?



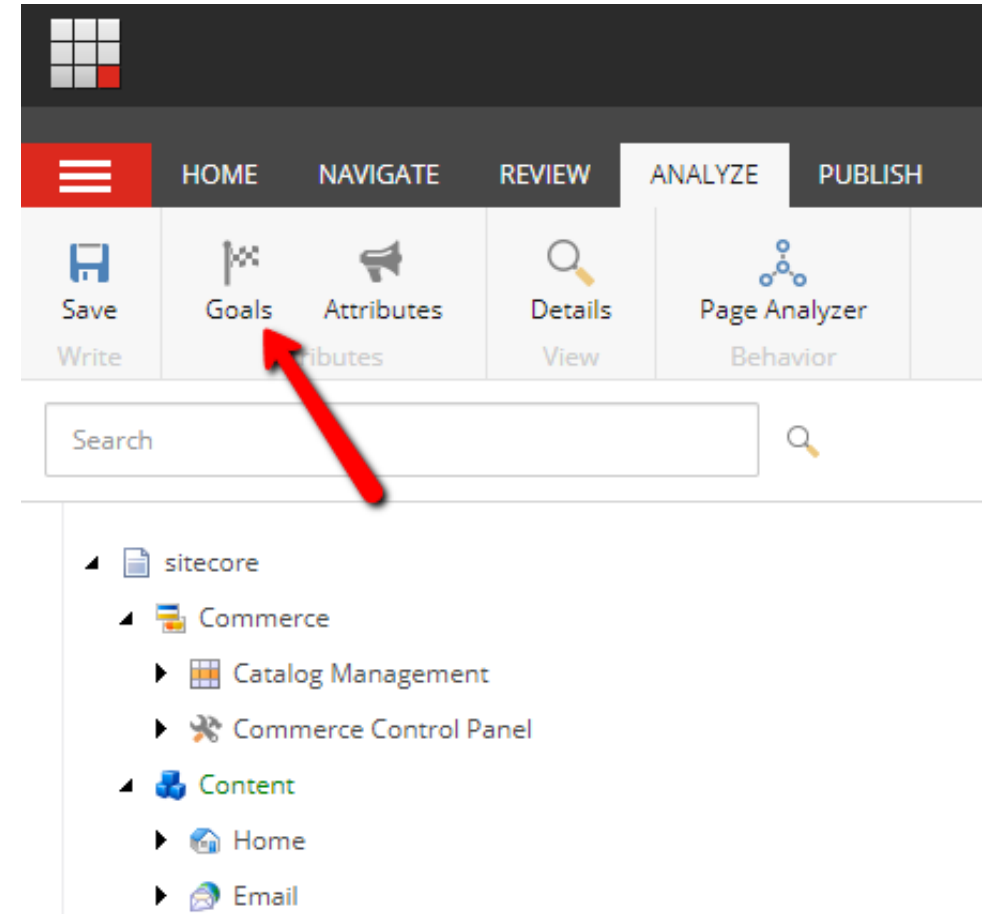


Tracking Product Engagement Value with Sitecore Experience Commerce



**Using out of the box functionality
Sitecore's goals are added at the
page event level.**

**But what about going beyond the
page? Or tracking single page
apps?**





Enter Google Tag Manager - Taking engagement tracking to the next level with ease!





Google Tag Manager




Page View


 Page View

 DOM Ready


 Window Loaded

Click


 All Elements


 Just Links

User Engagement


 Element Visibility

 Form Submission


 Scroll Depth


 YouTube Video

Other

 Custom Event

 History Change

 JavaScript Error

 Timer

 Trigger Group

Sitecore Goal Template for Google Tag Manager





Tag Configuration

Tag Type




<> **Custom HTML**
Custom HTML Tag

HTML ⓘ

```
1 <script>
2
3 AjaxAnalyticsGTM.RegisterProductGoal("{2ADAF998-27DC-4477-9085-535D641A457E}");
4
5 </script>
```

-  **Floodlight Sales**
Google Marketing Platform
-  **Conversion Linker**
Google
-  **Google Optimize**
Google Marketing Platform
-  **Google Surveys Website Satisfaction**
Google Marketing Platform

Custom

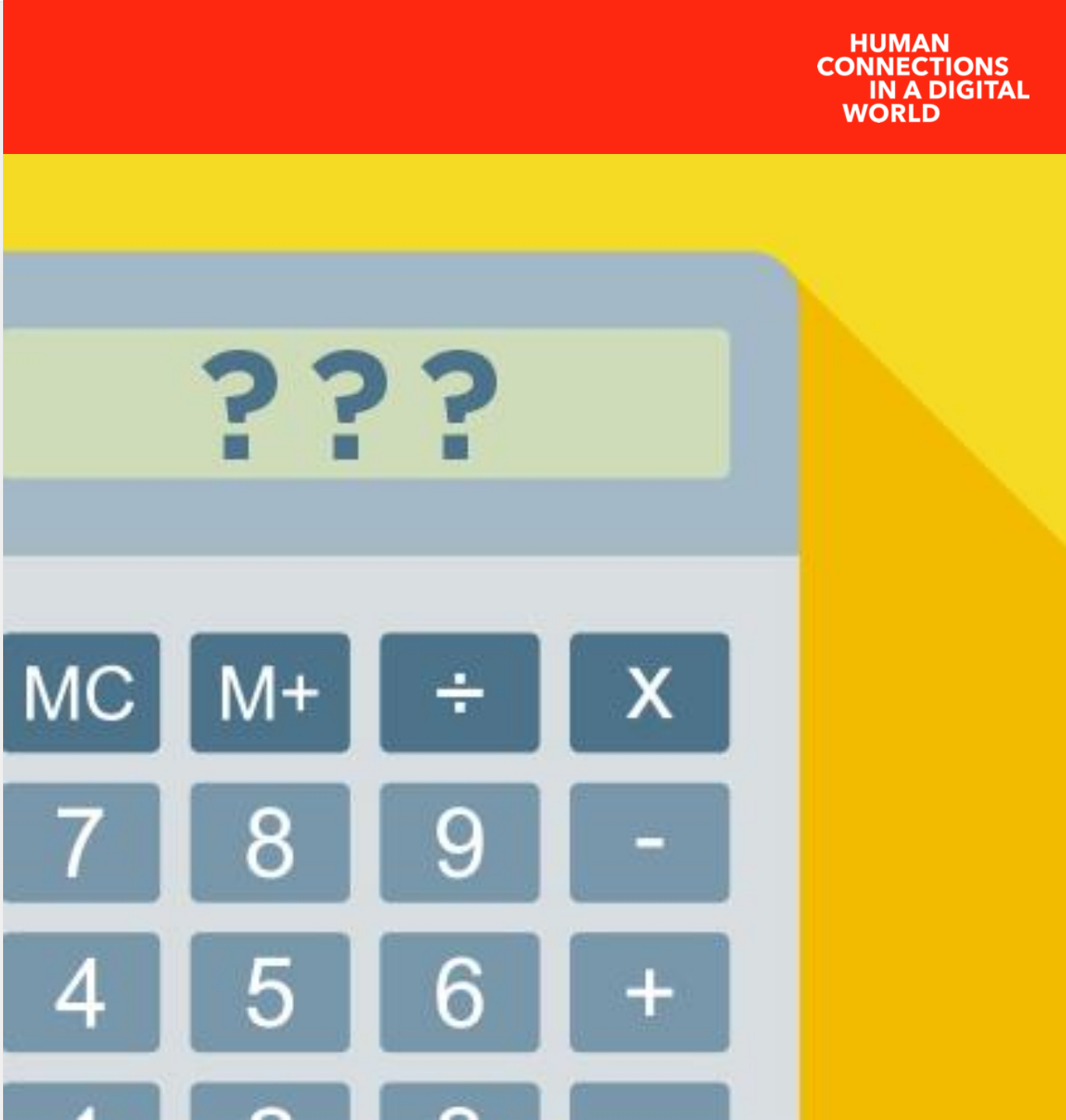
-  **Custom HTML**
Custom HTML Tag
-  **Custom Image**
Custom Image Tag
-  **Sitecore Goal**
Custom Template

Demo # 1 – The GTM Goal Extension & JavaScript

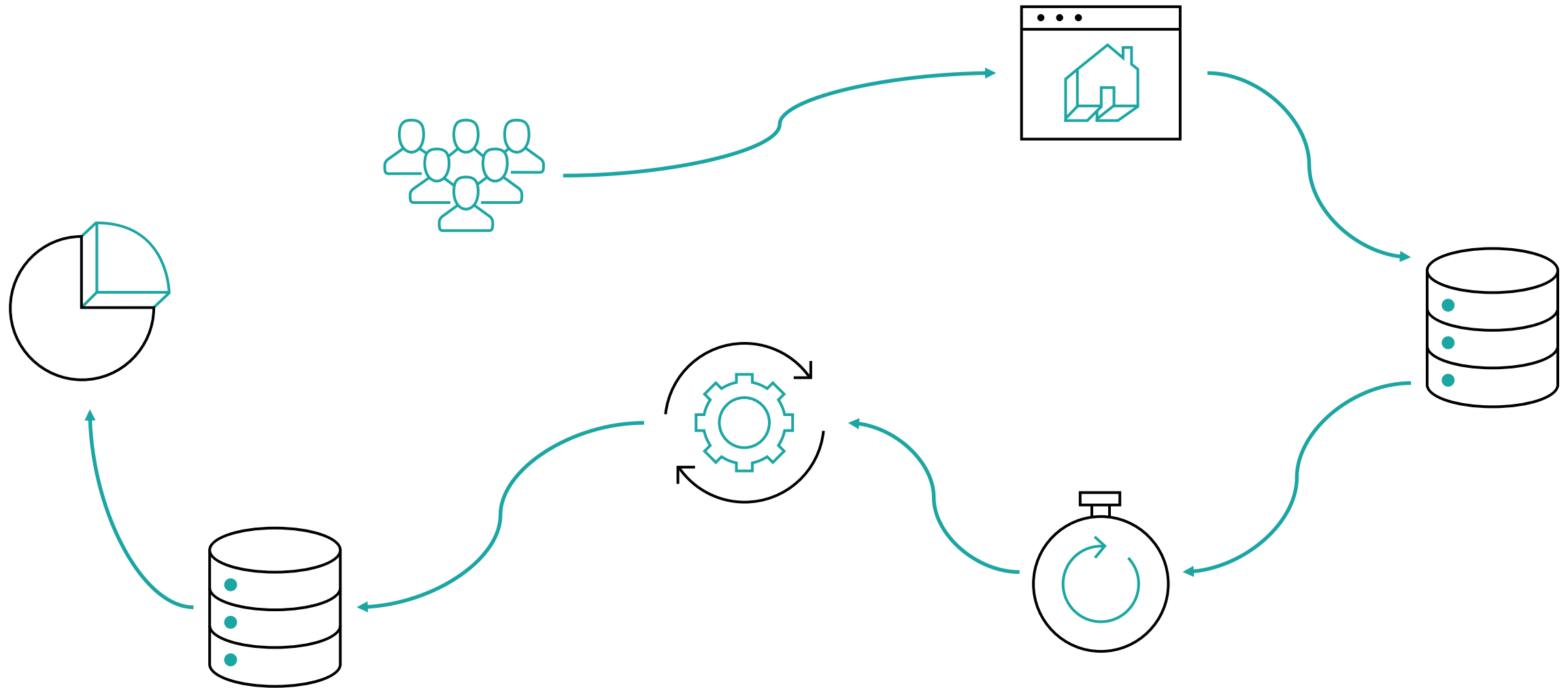


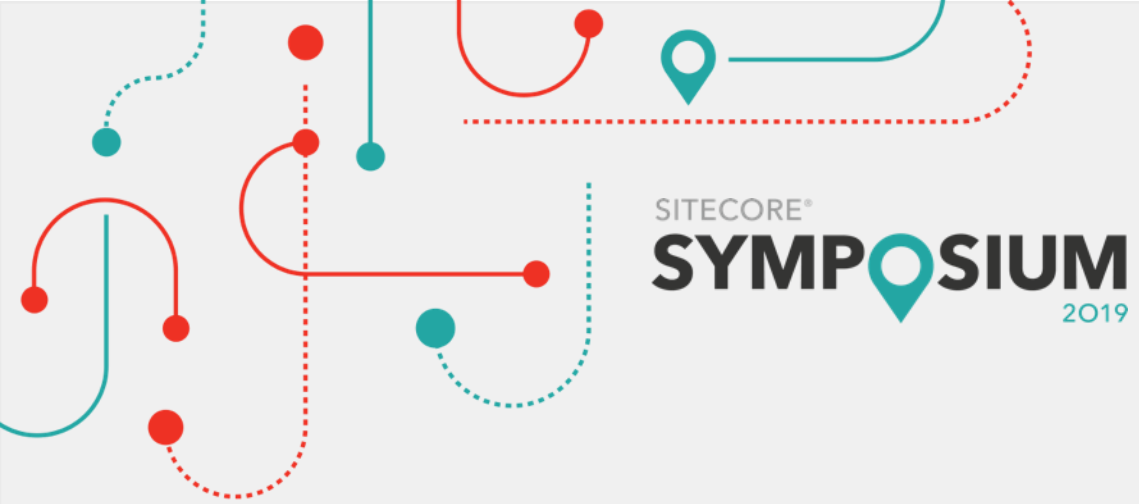


Aggregating Commerce Engagement Data From Sitecore's xDB



Aggregating the data





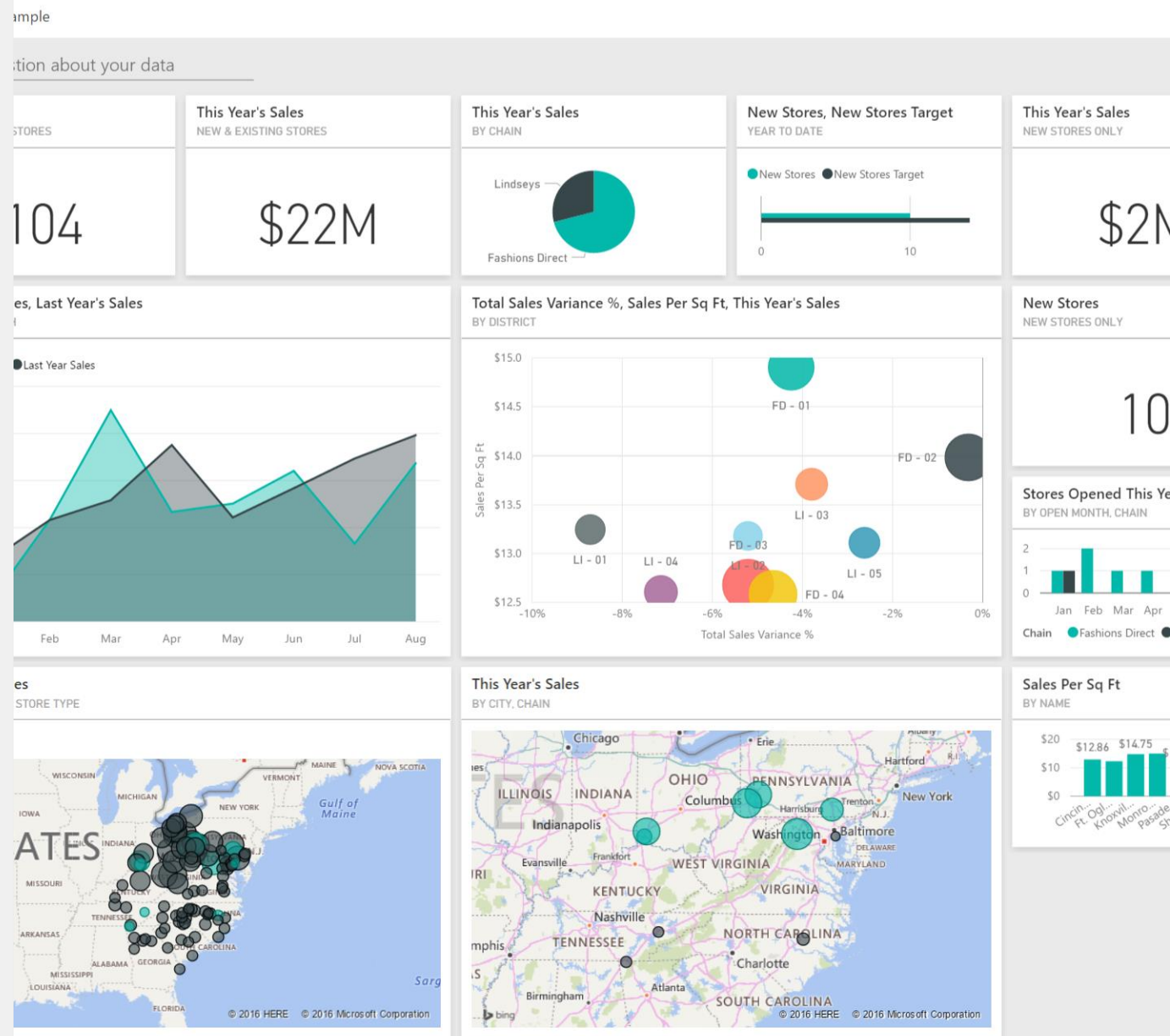
SITECORE®
SYMPOSIUM
 2019

Engagement Visualization

#SitecoreSYM

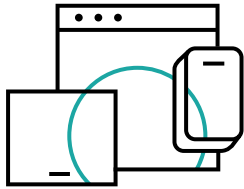
© 2001-2019 Sitecore Corporation A/S. Sitecore® and Own the Experience® are registered trademarks of Sitecore Corporation A/S. All other brand names are the property of their respective owners.

HUMAN CONNECTIONS IN A DIGITAL WORLD

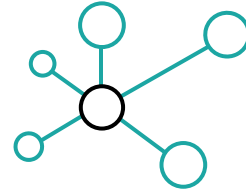


Demo # 2 – Visualizing our data

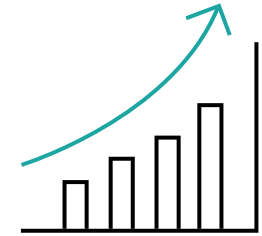




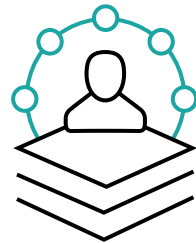
More devices than ever



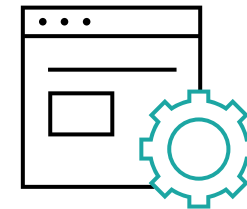
Micro-bursts of engagement



Look past attribution modelling



Look for micro conversions



Leverage Tooling



<https://tinyurl.com/SitecoreGTM>

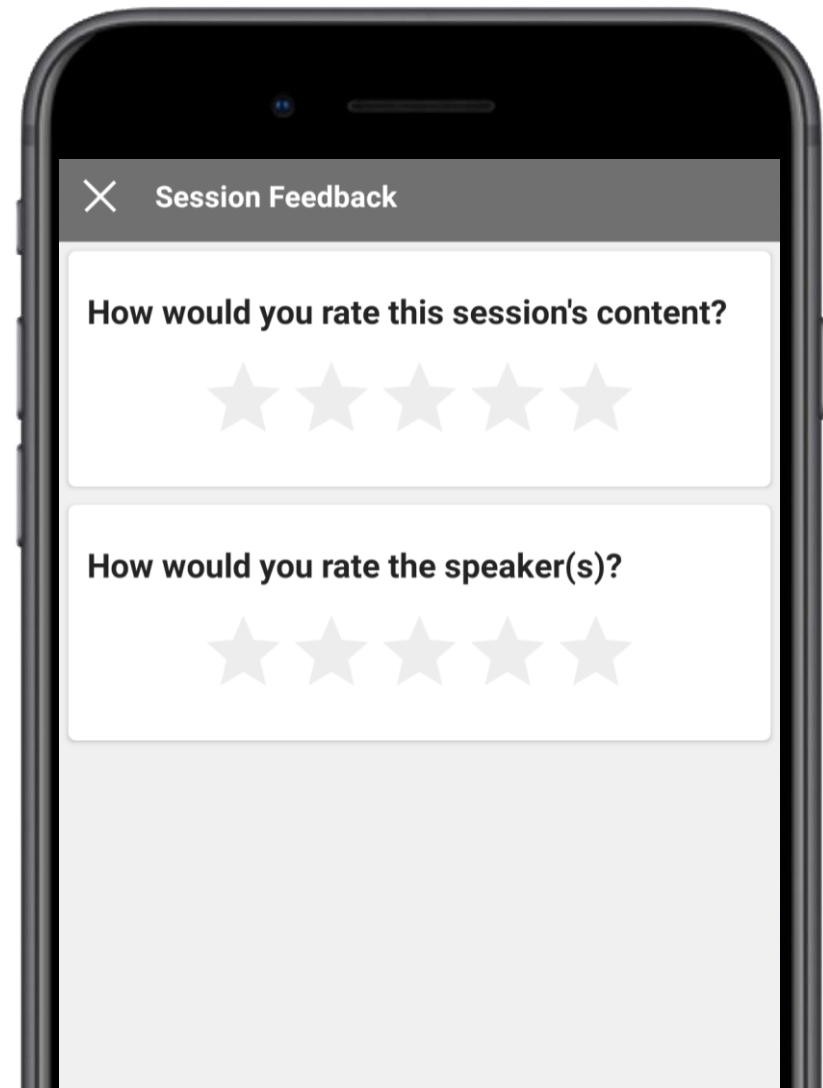
- GTM Extension
- xDB Aggregation Code
- Power BI Sample File

Share your feedback now

Please take a moment to
review this session in the
Symposium mobile app:

[Schedule](#) ▶ [Session](#) ▶ [Survey](#)

Thank you!





Thank you

FOR DISCUSSION PURPOSES ONLY.

Sitecore Confidential and Proprietary. ©2019 Sitecore Corporation A/S. Sitecore® and Own the Experience® are registered trademarks of Sitecore Corporation A/S. All other brand names are the property of their respective owners.

SITECORE®
SYMPOSIUM
2019

