

The Second Most popular web analytics tool which you probably haven't used.

# Yandex Metrica



# About Yandex Metrika



# #1 Intro

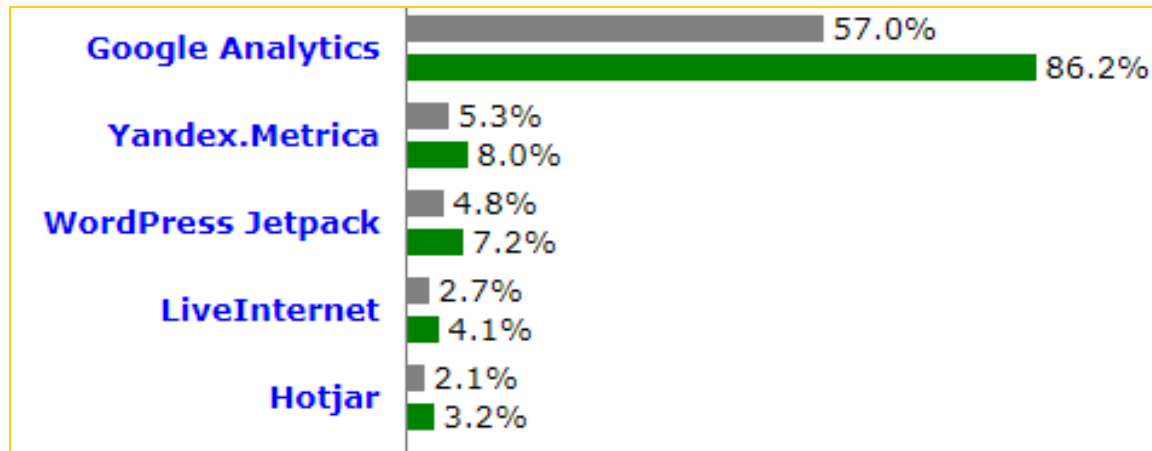
# Yandex Metrika

is a web analytics service for websites and ecommerce. You can use it to analyse:

- The site's audience and user behaviour.
- Site conversion and revenue.
- Effectiveness of internet and offline advertising.
- Traffic sources.
- Site availability and response time.



## #2 Intro-- why metrica



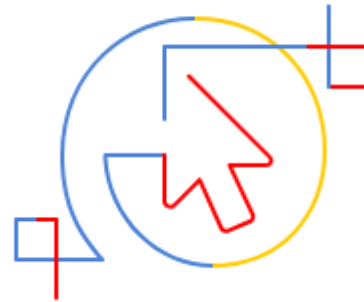
[https://w3techs.com/technologies/overview/traffic\\_analysis/all](https://w3techs.com/technologies/overview/traffic_analysis/all)

Yandex is the second most popular analytical platform in the world with a market share about 8%.

#3  
Intro--  
topics  
today



**1. Reports**



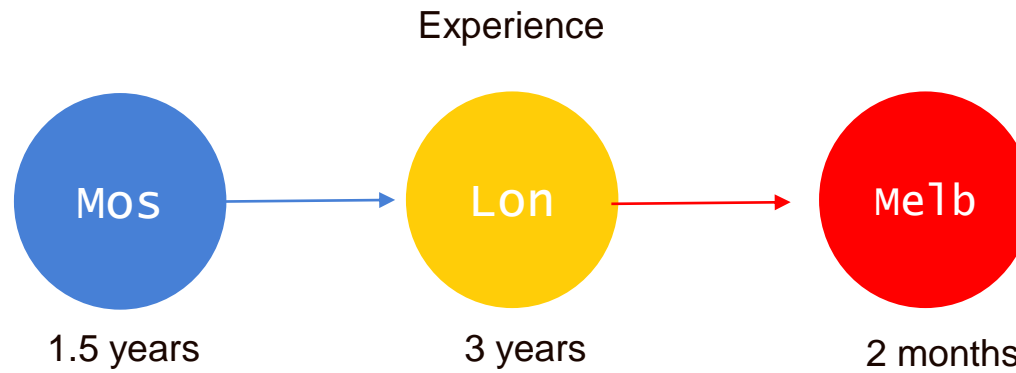
**2. Unique Features**



**3. Quick Set-up**



**About Me**



**IS IT ONLY IN RUSSIAN?**

**NO**

**IS IT FREE?**

**YES**

#5  
FAQ --  
two

**IS IT SECURE?**

**DDA**

#6  
FAQ --  
three

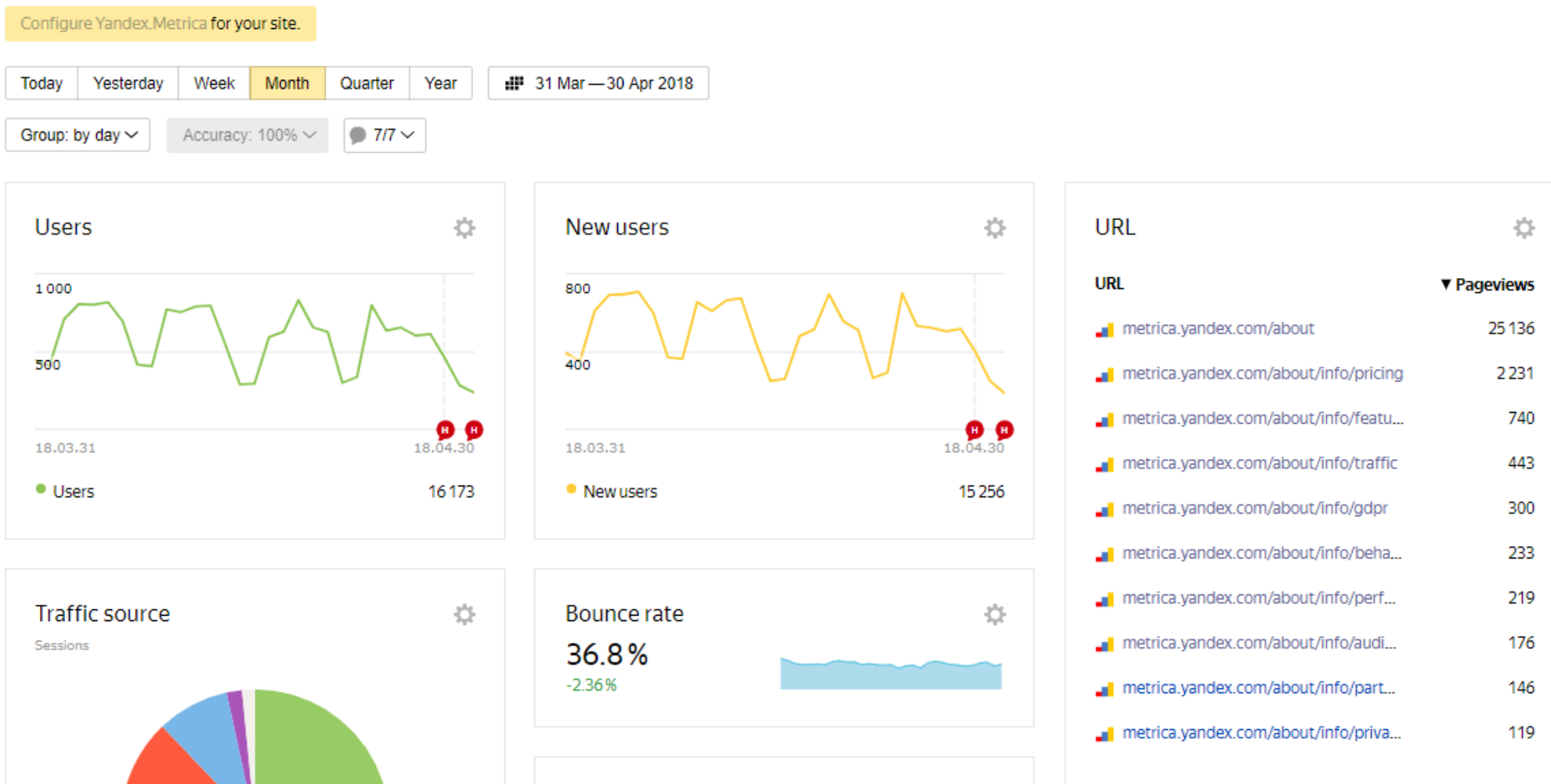


# Reports



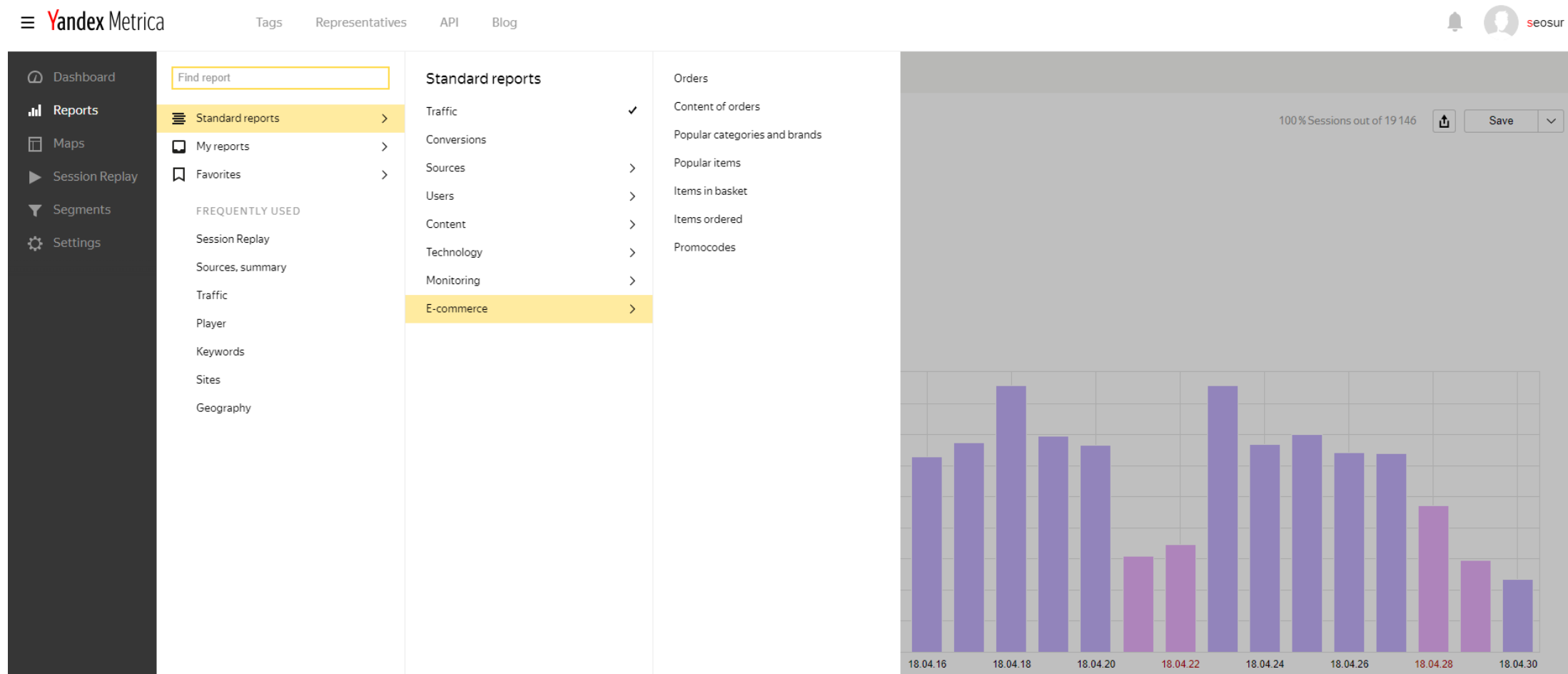
# #7 Reports -- Dashboard

- Widgets can be changed and adjusted
- A library with premade widgets is available
- Can't be exported 😞



# #8 Reports -- Standard

- Majority of metrics are similar to the Google Analytics
- Some metrics are calculated differently (bounce rate)
- Segments and custom report are available
- Some in-depth statistical features are available
- Same Goals, Events and E-commerce functionality as in Google Analytics
- You can choose more than two dimensions at the same time




# #9 Reports -- Ad Blockers





- Do you users use adblockers?
- You can use all analytical magic on this report

## Ad blocker presence

100% Sessions out of 12 692  Save 

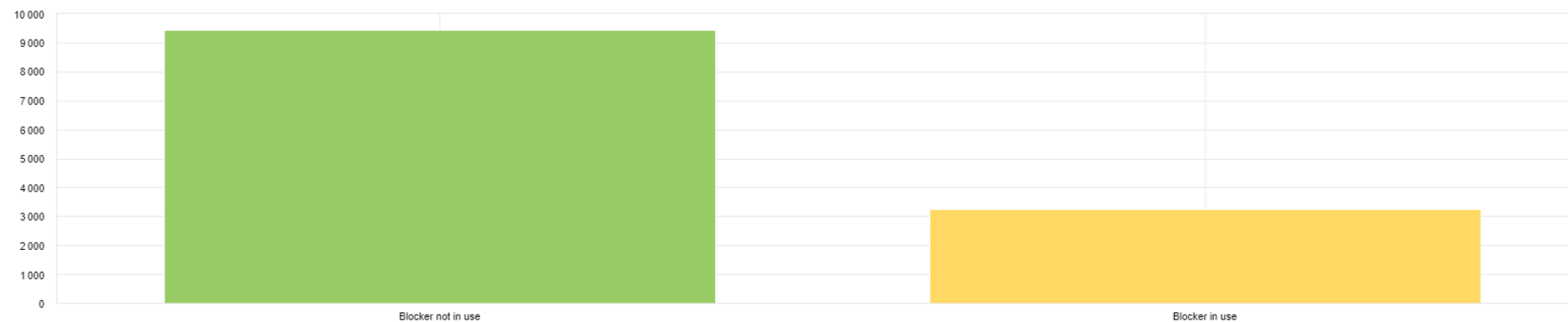
Configure Yandex.Metrica for your site.

Today Yesterday Week **Month** Quarter Year  31 Mar — 30 Apr 2018 Group: by day 

 Segment  Compare segments  Accuracy: 100% 

Sessions in which  for people with 

Sessions     



# #10 Reports -- Bots Traffic

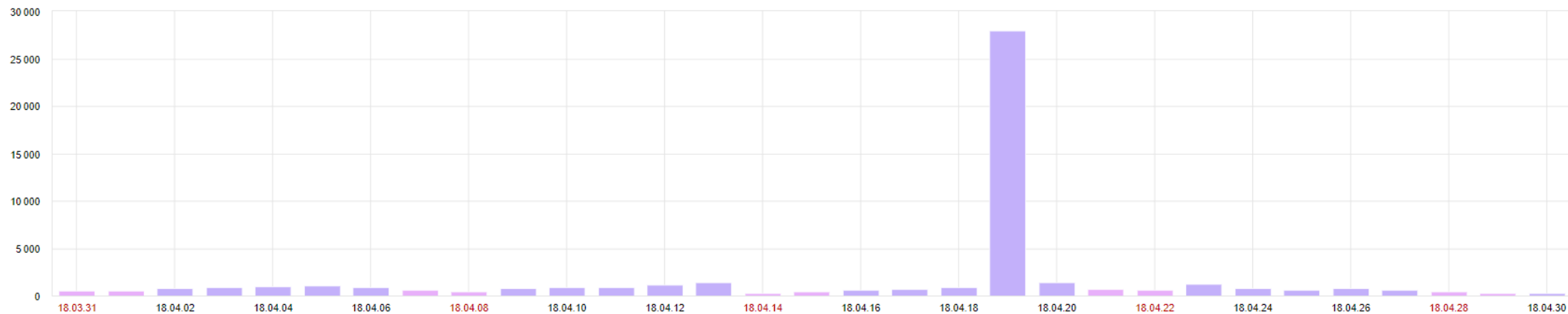
- Bots determined by User Agent and “sophisticated machine learning algorithms”

## Robots

Configure Yandex.Metrica for your site.

Today Yesterday Week **Month** Quarter Year 31 Mar — 30 Apr 2018 Group: by day

Robots: 38% (50 468 events)



## Robot

Robot	Time(s) data sent
Total and average	50 468
Google Ad Checker	23 805
Filtered by statistical rules	17 980
Google Ad Checker	8 024
Google Ad Checker	278
Yandex bots	229

- Sample is 50% of pages!
- Loads of metrics

### Page load time

100% downloads out of 61 494 Share Save

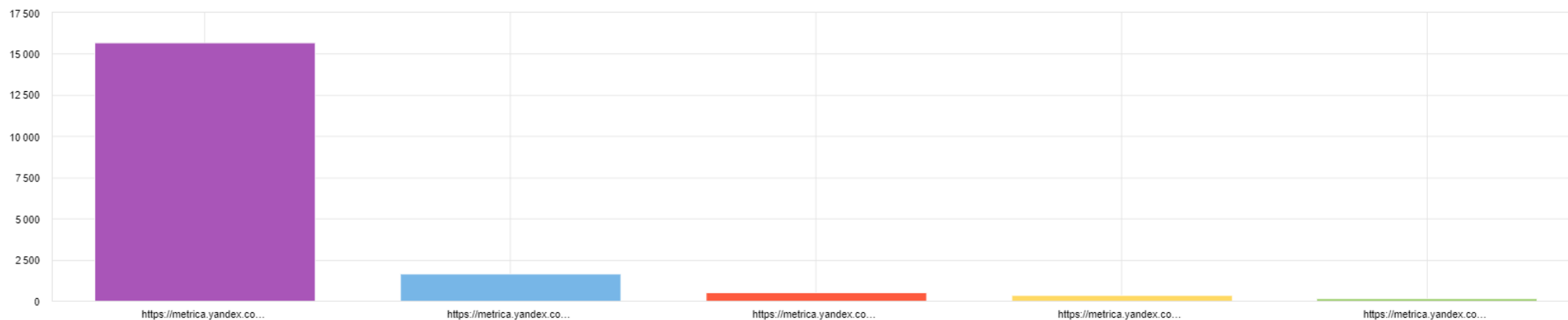
Configure Yandex.Metrica for your site.

Today Yesterday Week **Month** Quarter Year 31 Mar — 30 Apr 2018 Group: by day

Segment Compare segments Quantile: 50% Accuracy: 100%

Sessions in which + for people with +

Users Refresh Zoom Table Legend



Dimensions	Metrics									
URL	Pageviews	Users	Time until drawing	DOM load time	DNS	Redirects	Time to establish connection	Server response	HTML load and parsing time	Percentage of DNS queries sent
Total and average	30 353	32 662	00.938	04.080	00.072	00.375	00.257	00.200	00.743	24.6%
https://metrica.yandex.com/about	25 160	15 704	00.977	03.793	00.072	00.374	00.256	00.204	00.714	25.5%
https://metrica.yandex.com/about/info/pricing	2 235	1 650	00.728	01.360	00.065	-	00.321	00.181	00.604	19%

#11  
Reports  
--  
Load  
Speed

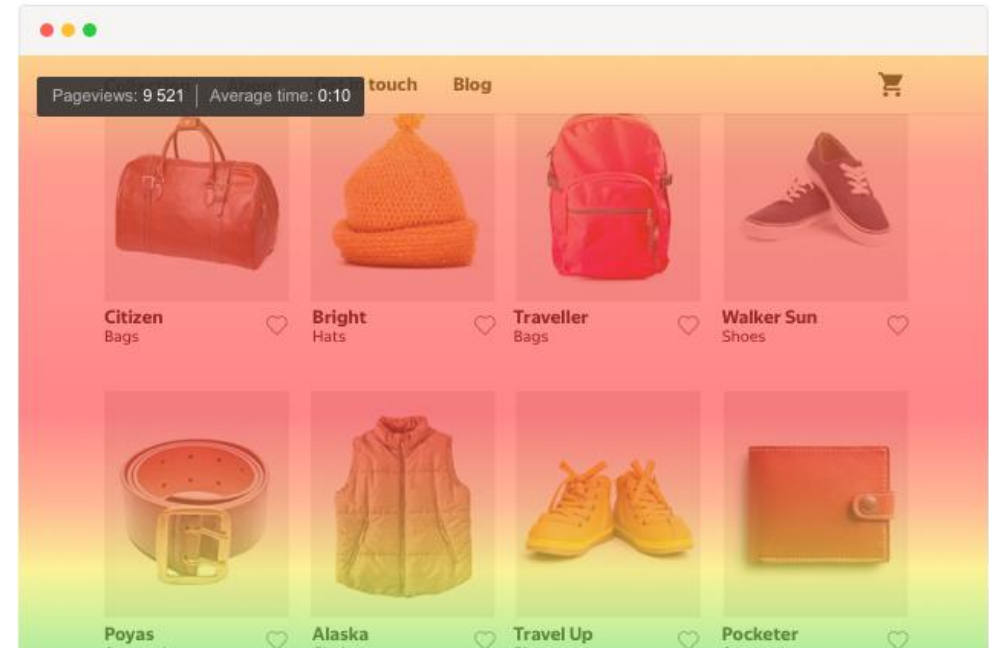
## **Unique Features**

**– Webvizer and Click Maps**



# #12 Features -- Maps

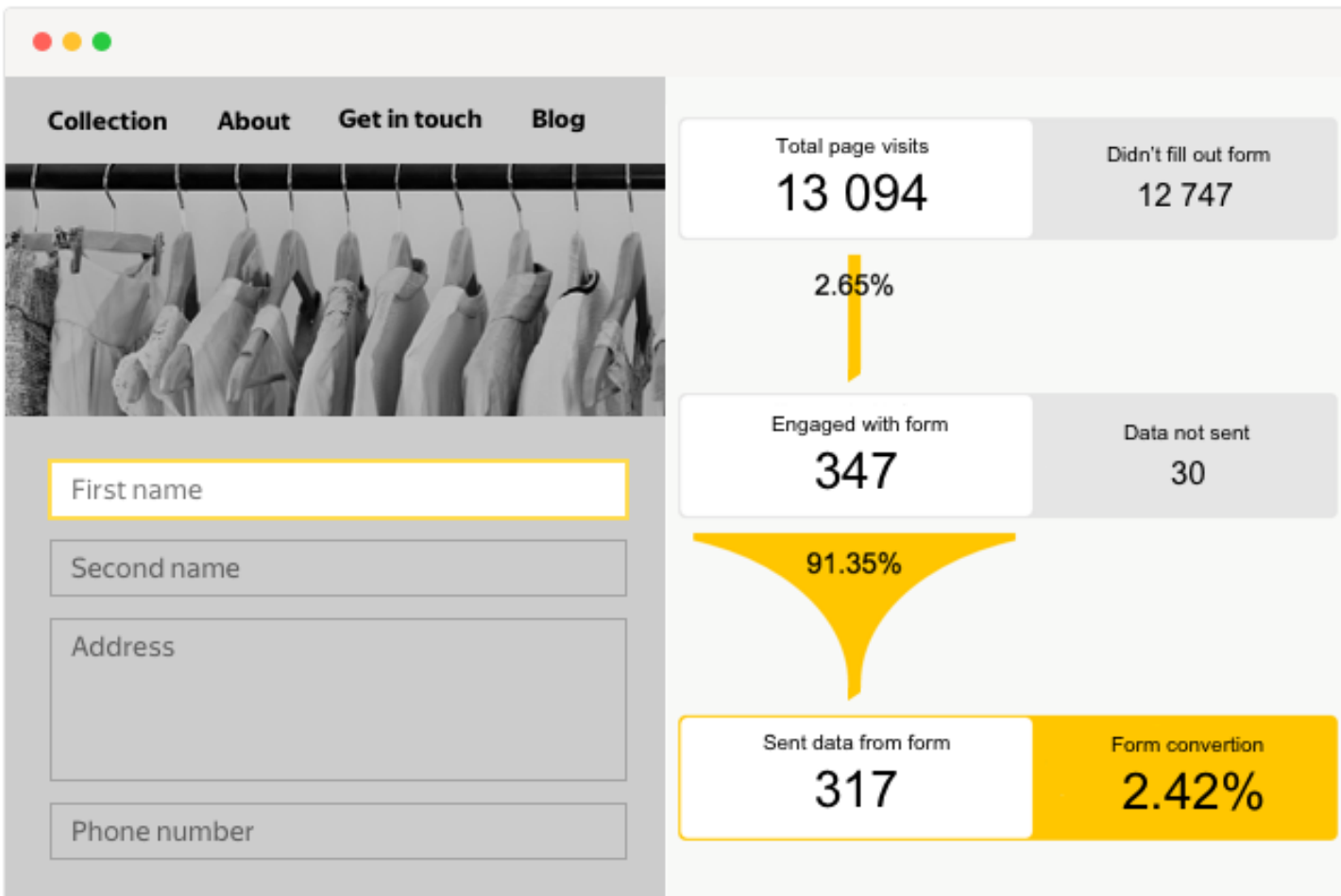
- Link, Click and Scroll maps are available
- Amazing for UX
- No Sampling





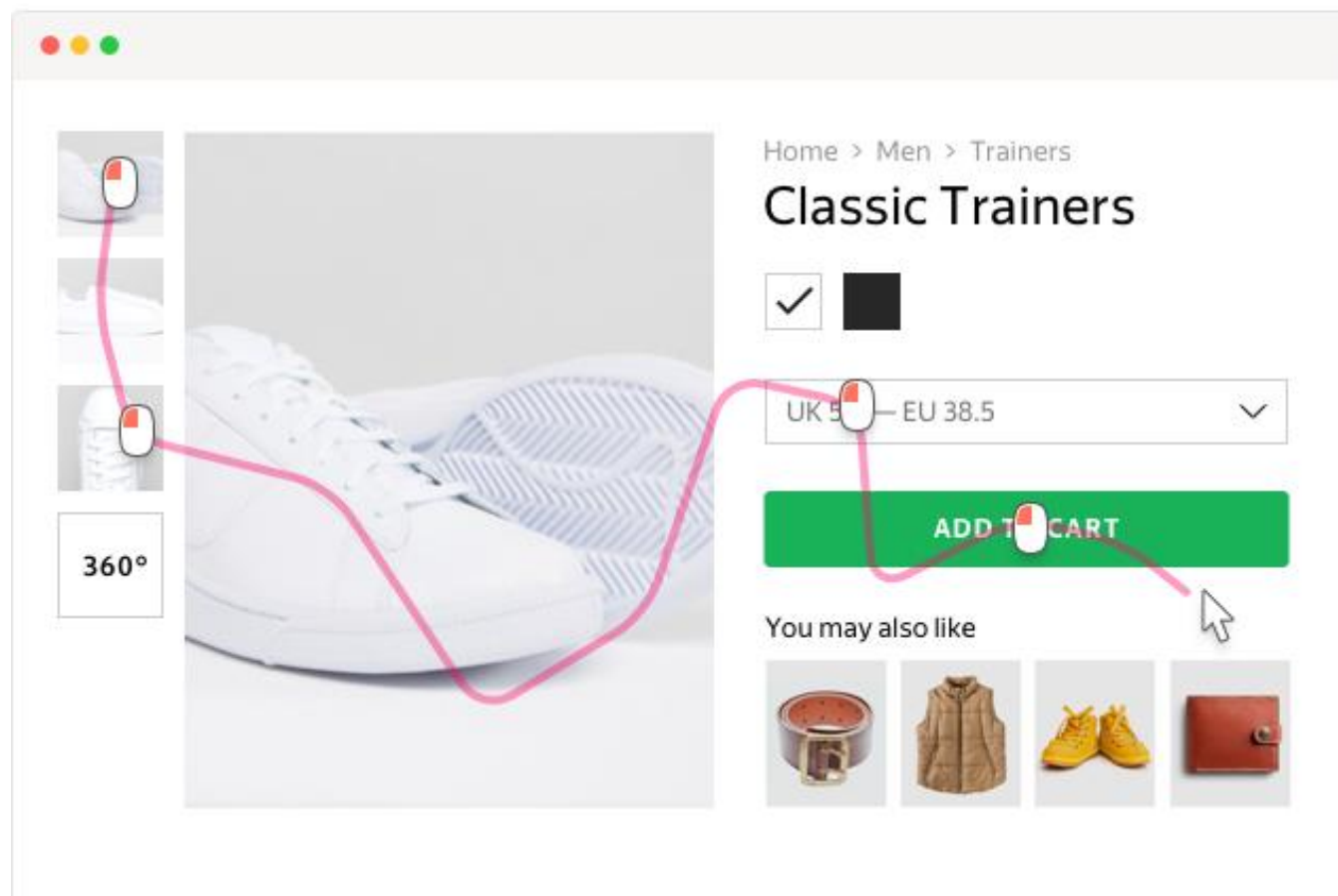
# #13 Features -- Forms

- 150,000 analysis per day
- The report shows data on forms for 15 days, including the current day.



# #14 Features -- Recordings

- 150,000 hits per day – for free! (15 days)
- Amazing for CRO
- All analytics magic is enabled including segments
- <https://metrica.yandex.com/promo/webvisor/>



# Settings

– ways to set up



# #15 Settings & Set Up

- Counter is a simple JS code
- Can be added with any tag manager including GTM
- Session Reply is not enabled out of the box

Dashboard  
Reports  
Maps  
Session Replay  
Segments  
Settings

Metrika live demo | metrika.yandex.com/about/ - 44147844

### Settings

Configure Yandex.Metrica for your site.

Tag | Session Replay | Goals 3 | Filters 1 | Notifications | Upload data | Access | More features

Number 44147844 Transfer to another account Delete tag

Tag name: Metrika live demo

Website address: metrika.yandex.com/about/

Additional addresses: metrika.yandex.com/about/

Receive data only from specified addresses

Including sub-domains

Time zone: (GMT+03:00) Moscow, St. Petersburg, Volgograd

Session Replay, scroll map, form analysis:  On

When you enable Session Replay, you agree to follow [item 15 in the Yandex.Metrica Terms of Use](#). Session Replay records the actions of site users, including the contents of form fields. Data in confidential fields is automatically replaced with asterisks. You can disable the recording of form fields in the Session Replay settings.

Additional settings

```
Copy

<!-- Yandex.Metrica counter -->
<script type="text/javascript">
(function (d, w, c) {
  (w[c] = w[c] || []).push(function() {
    try {
      w.yaCounter44147844 = new Ya.Metrica2({
        id:44147844,
        clickmap:true,
        trackLinks:true,
        accurateTrackBounce:true,
        webvisor:true
      });
    } catch(e) {}
  });
  var n = d.getElementsByTagName("script")[0],
      s = d.createElement("script"),
      f = function () { n.parentNode.insertBefore(s, n); };
  s.type = "text/javascript";
  s.async = true;
  s.src = "https://mc.yandex.ru/metrika/tag.js";

  if (w.opera == "[object Opera]") {
    d.addEventListener("DOMContentLoaded", f, false);
  } else { f(); }
})(document, window, "yandex_metrika_callbacks2");
</script>
```

Yandex Metrica - <https://metrica.yandex.com>

App Metrica - <https://appmetrica.yandex.com/>

Chorme Extention – [click](#)

Android App - <https://play.google.com/store/apps/details?id=ru.yandex.mobile.metrice>

iOS App - <https://itunes.apple.com/app/yandex.metrice/id1148059310?l=en&mt=8>

Metrica API - <https://tech.yandex.com/metrice/>

Certification - <https://yandex.com/adv/expert/exam/metrice-en>



**Keep in Touch:**

<https://www.linkedin.com/in/anton-surov/>

**Thank you!**

**Questions?**