The Second Most popular Web analytics tool which you probably haven’t used.

Yandex Metrica

About Yandex Metrica

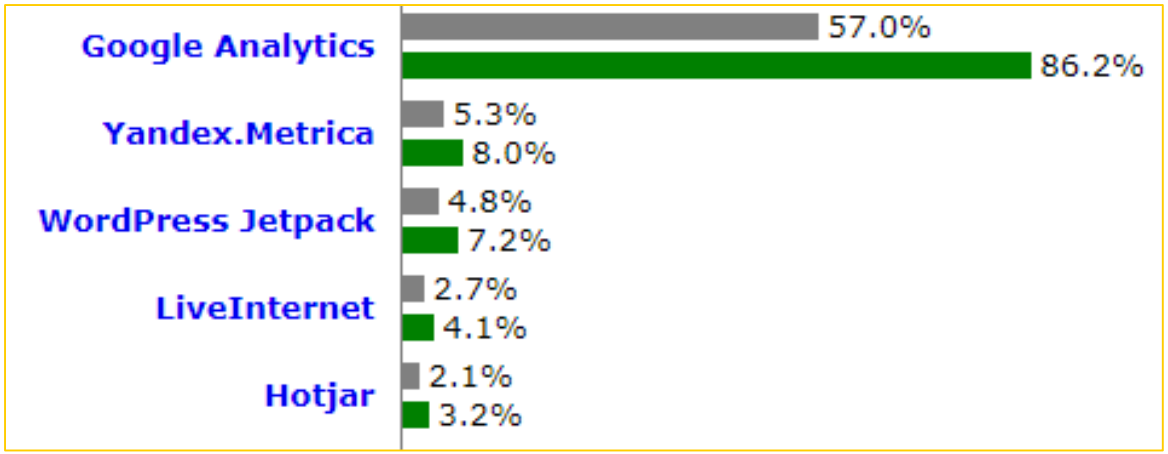
#1
Intro

Yandex Metrica

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.

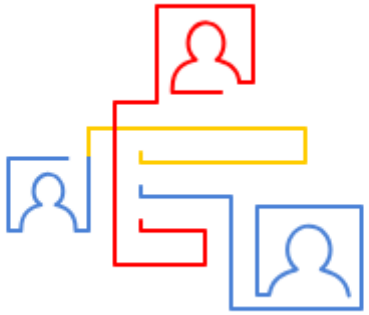
#2 Intro-- why metrica



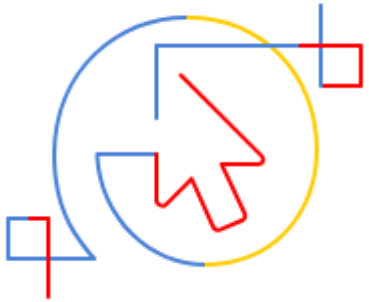
https://w3techs.com/technologies/overview/traffic_analysis/all

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

#3
Intro--
topics
today



1. Reports

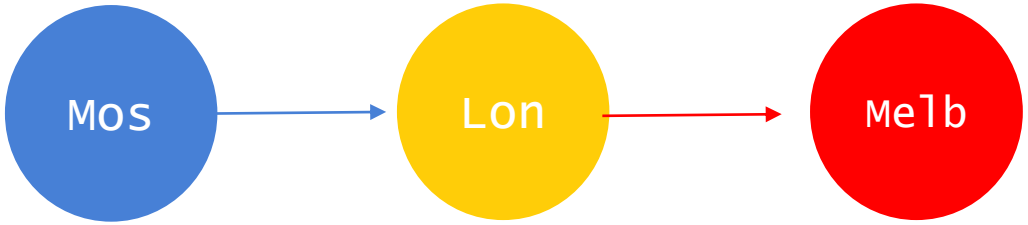


2. Unique Features

3. Quick Set-up

About Me

Experience



1.5 years

3 years

2 months

#4
FAQ

IS IT ONLY IN RUSSIAN?

NO

#5
FAQ --
two

IS IT FREE?

YES

#6
FAQ --
three

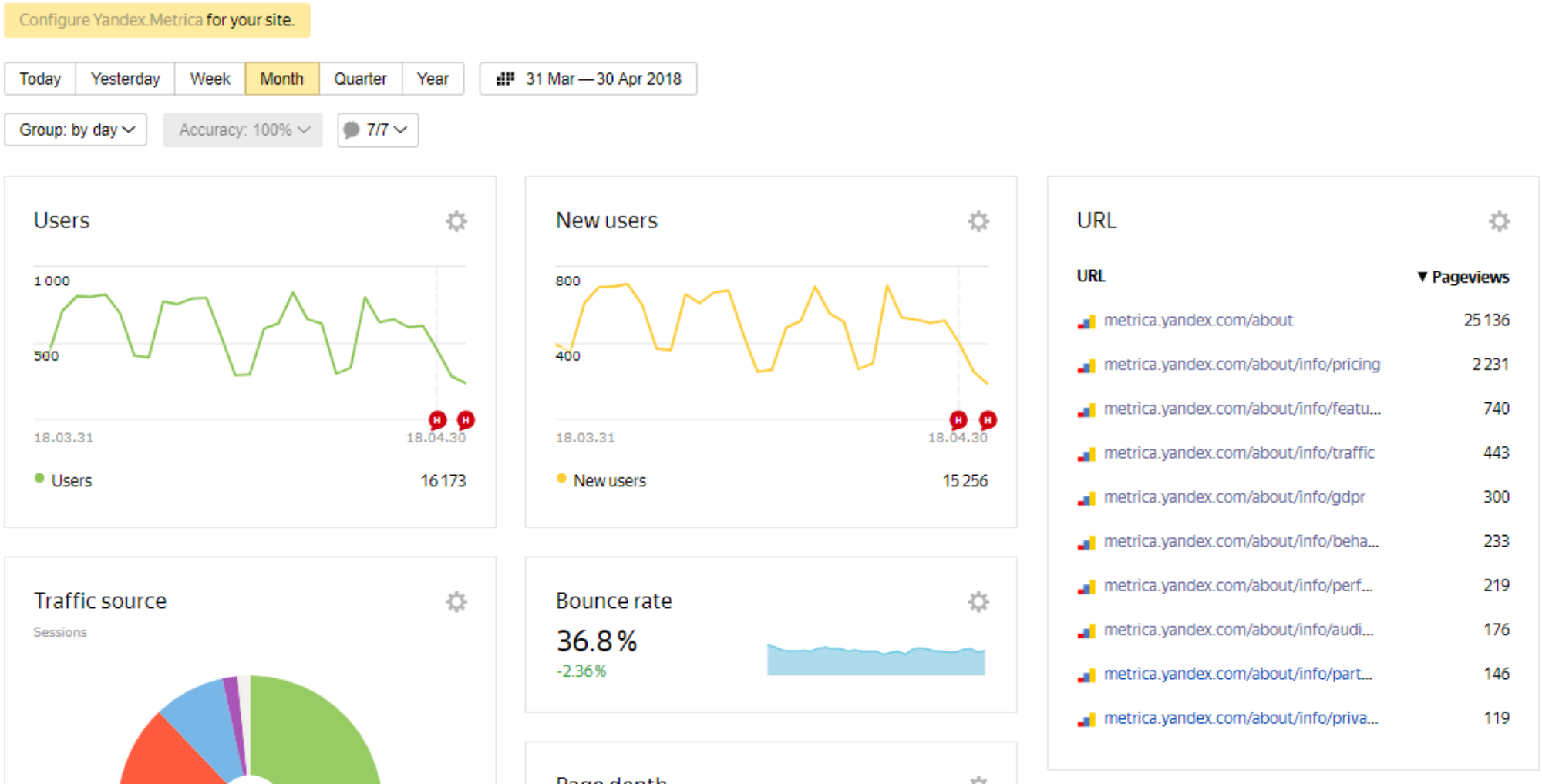
IS IT SECURE?

DA

Reports

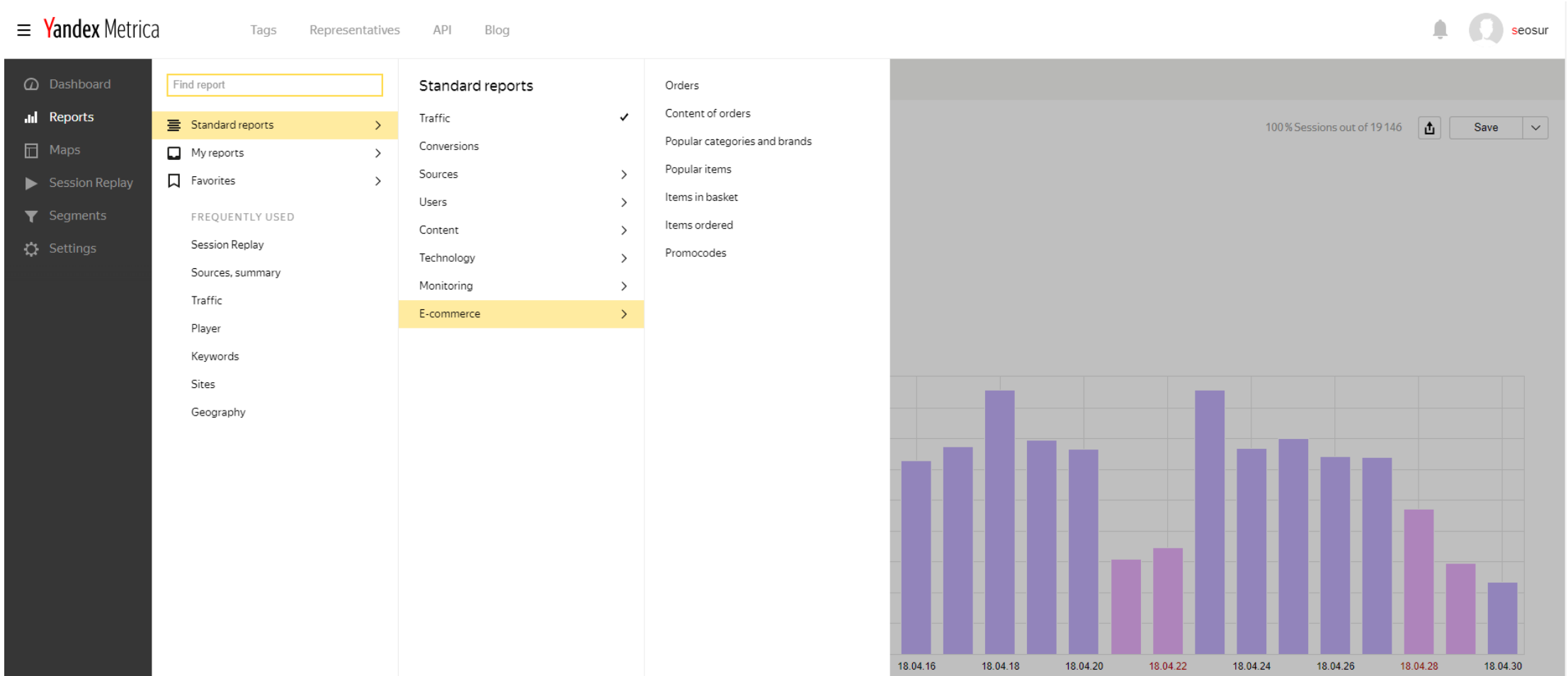
#7 Reports -- Dashboard

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



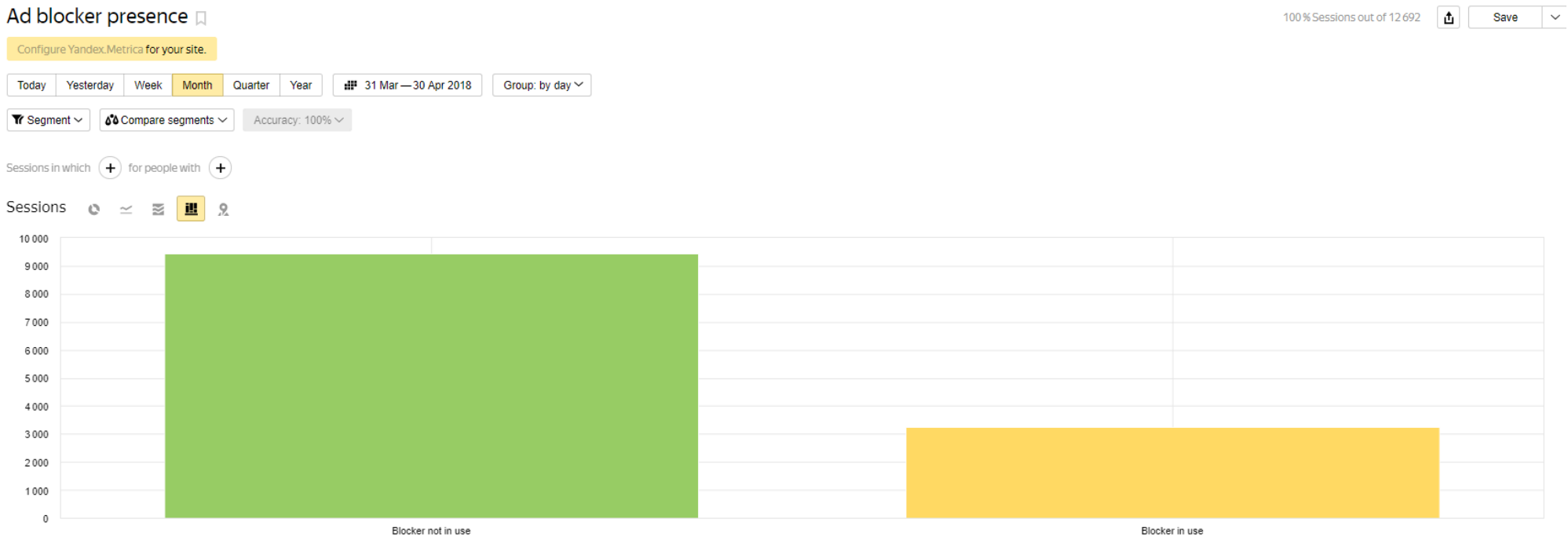
#8 Reports -- Standard

- 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 then two dimensions at the same time



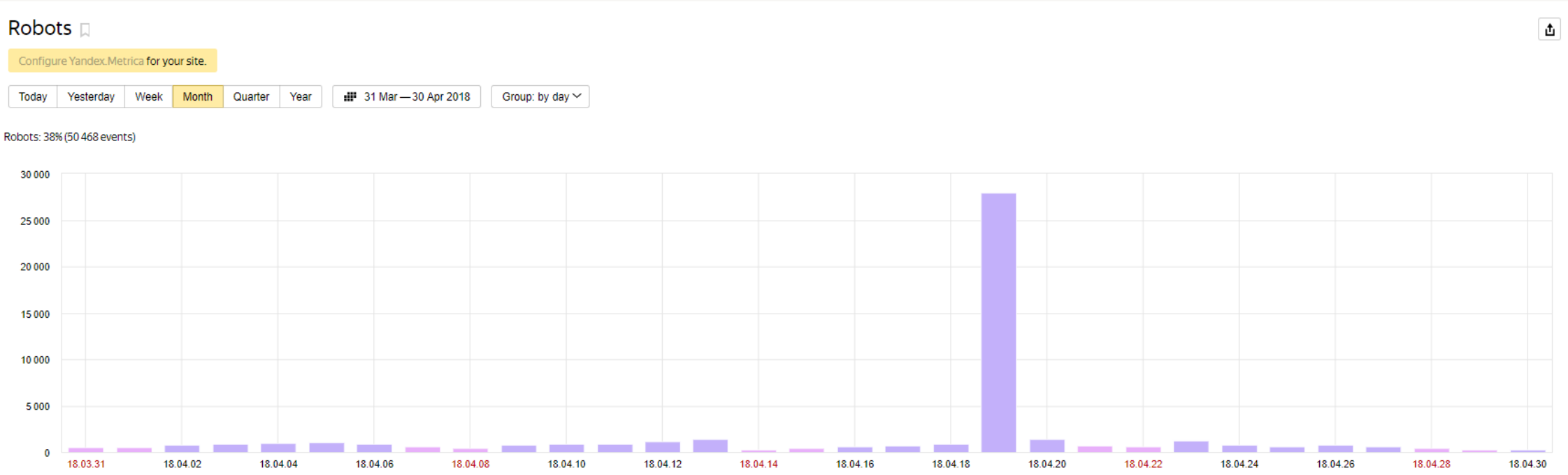
#9 Reports -- Ad Blockers

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



#10 Reports -- Bots Traffic

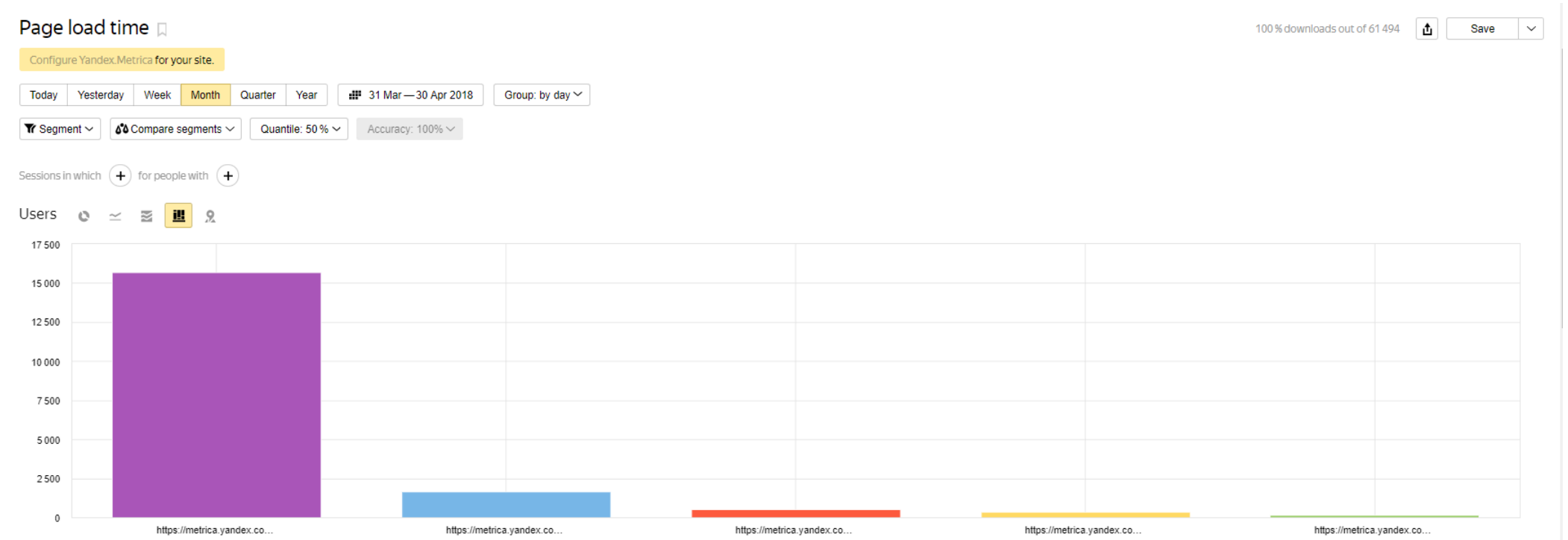
- Bots determined by User Agent and “sophisticated machine learning algorithms”



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

#11 Reports -- Load Speed

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



Dimensions | Hide statistically insignificant da... | 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
Find										
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 %

Unique Features

– Webvizor and Click Maps

#12
Features
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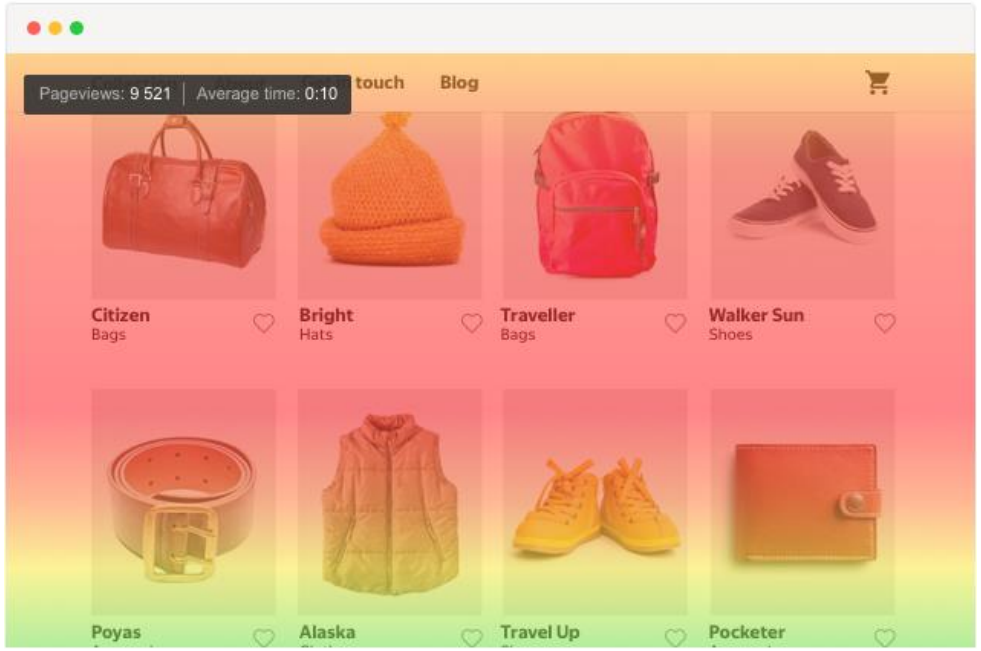
Maps

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



#13
Features
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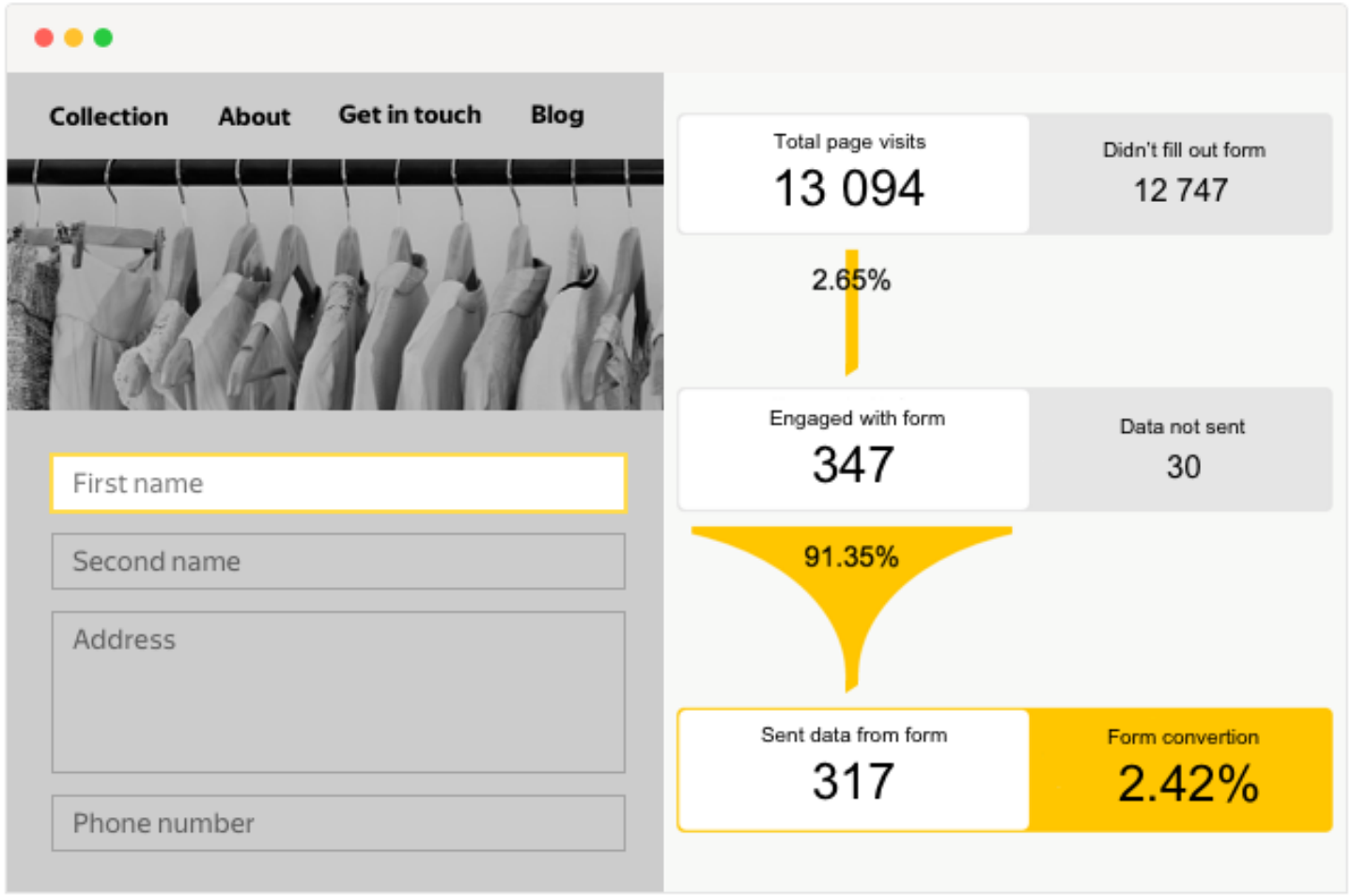
Forms

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



#14
Features
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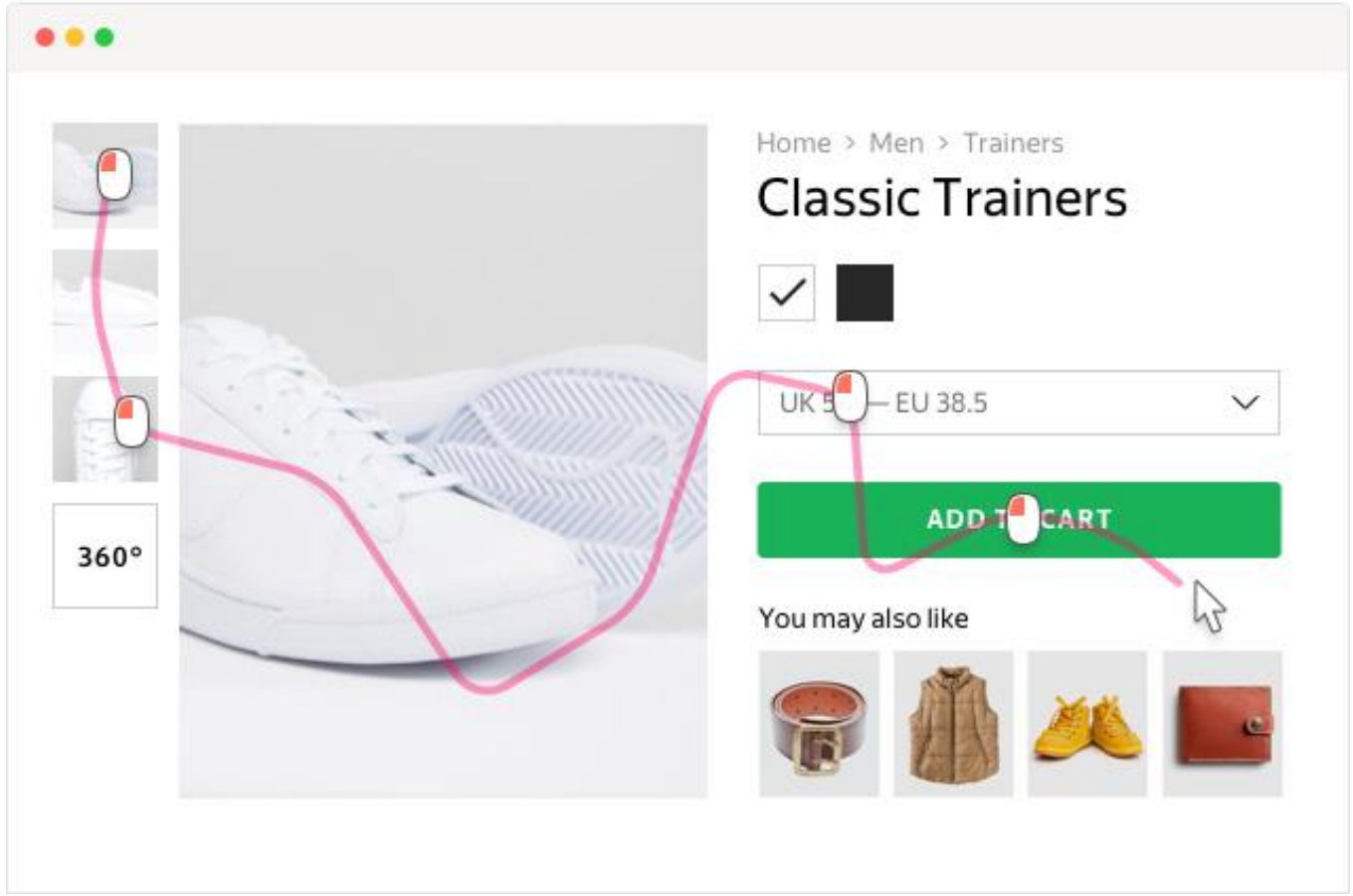
Recordings

- 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/

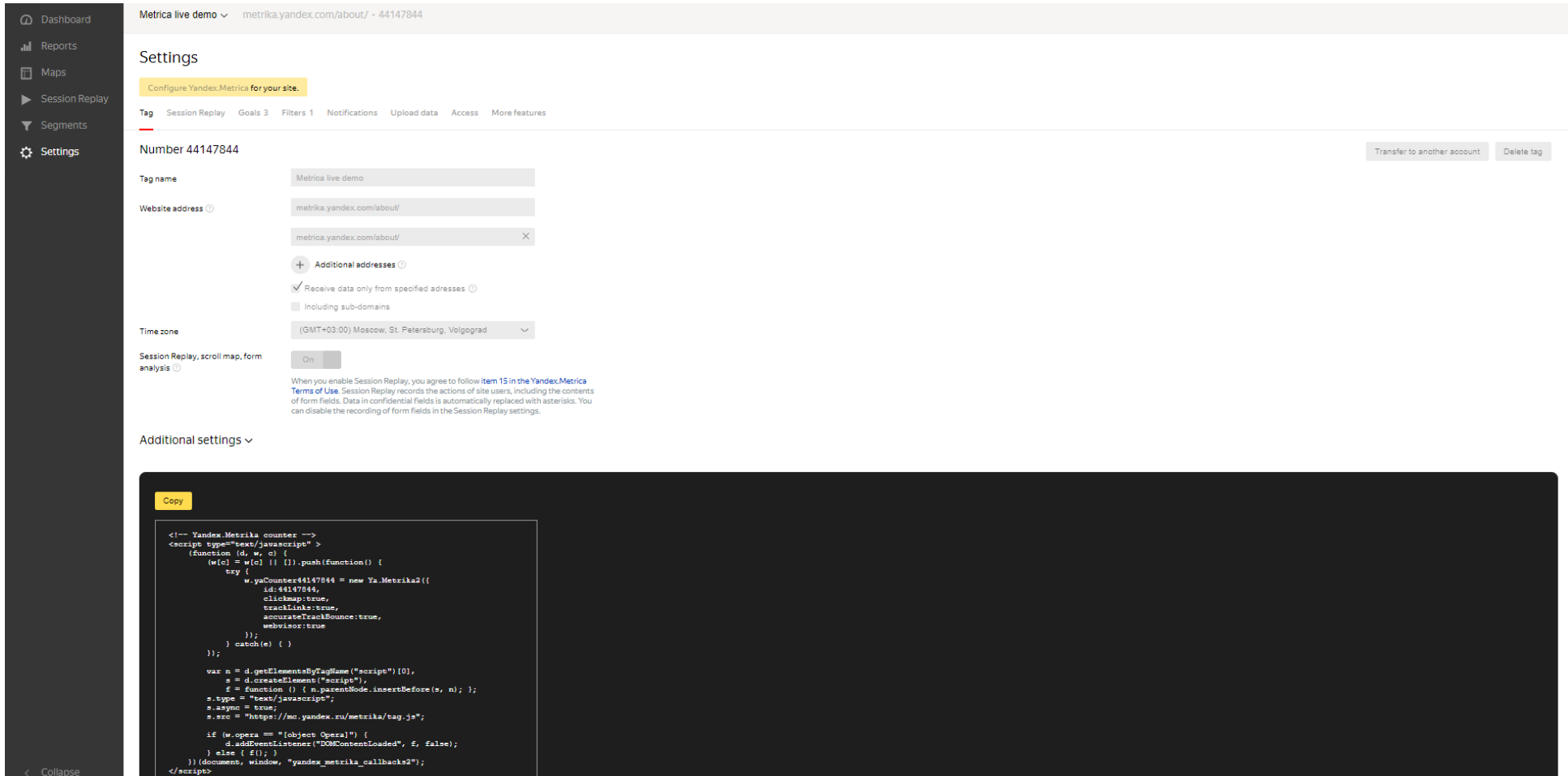


Settings

– 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



#16
Links
Links
Links

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.metrica

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

Metrica API - https://tech.yandex.com/metrika/

Certification - https://yandex.com/adv/expert/exam/metrica-en

Keep in Touch:

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

Thank you!

Questions?