

# Google Analytics Connector User Guide

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## Content

If you use Google Analytics to track traffic and conversions for your clients' advertising campaigns, no doubt you have struggled to find a way to include the Google Analytics detailed statistics into your existing pay-per-click reports. Our Google Analytics Connector module seamlessly incorporates every valuable metric from your GA profiles and maps them to the appropriate keywords and ads in associated PPC campaigns.

In addition, Acquisio features a large selection of *calculated columns* designed to provide deep analysis you desire, such as Page Views/Click, Cost/Users, and many more.

This document describes the steps required to implement the Google Analytics Connector in your Acquisio campaigns.

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## Important Notice

### Campaign Level Tracking Templates

As part of setting up Google Analytics, we may encode additional UTM parameters into the Campaign-level Tracking Templates of your campaigns. For campaigns running on Google Ads, you will have the option to apply UTM tags or not. For Microsoft Advertising, we will apply the UTM tagging to the tracking template in all cases. These additional parameters are required to track your campaign performance at Google Analytics.

#### Important Notes:

1. We use the tracking templates as a way to have the search engine apply the required parameters without affecting the actual Final URLs of your ads.

2. Campaign tracking templates modified by Acquisio are not compatible with other parameters you may have placed in the template previously. Any previously existing parameters in the template will be replaced automatically. We recommend that any custom parameters you may be using be placed directly on the Final URLs of the ads.
3. Acquisio has other trackers such as the Acquisio Tracker, or UniqueID which also use the campaign level tracking template when required. Our systems apply these parameters automatically and guarantee compatibility with other templates managed by Acquisio.

## Account-Level Encoding

When you add Google Analytics as a data source, we automatically begin importing GA metrics for active Google Ads and Microsoft Advertising campaigns in the client account. Any new campaigns, whether created in Acquisio or imported from the publisher, will automatically be connected and updated nightly.

In order to assure accurate updates of Google Analytics data, we recommend that you sync your campaigns between Acquisio and the publishers prior to adding the Google Analytics connector. You can easily sync a campaign in the Workbench by selecting one or more campaigns on the Campaigns tab and clicking the button "Update From Publisher".

## Google Ads Auto-Tagging

Google Ads has auto-tagging turned on by default, which automatically associates a parameter called "gclid" with the click on your ad. During setup of the connector, our system provides you with the option to continue with Google Ads auto-tagging, or to migrate to UTM tagging on our platform.

Google Ads passes certain data such as the search query report to Google Analytics that cannot be passed using UTM tagging. UTM is perfectly acceptable for Microsoft Advertising and other publishers, but Google passes additional valuable data in auto-tagging that cannot be duplicated within the UTM specification. In order to pass all supported data from Google Ads to Google Analytics, we highly recommend that you use Google Ads auto-tagging.

If you want Acquisio to do the encoding of your Google Ads's URLs (using UTM tagging), it's important to turn off auto-tagging in Google Ads so that it does not interfere with our tracking system. Whichever way you decide to go, you must ensure that the option you select in our platform conforms to your setting in Google Ads. For example, if you decide to let Google Ads auto-tag, the same option must be selected during the setup of the

connector. To review or change your auto-tagging setting, log in to Google Ads (Figure 1) and edit as necessary.

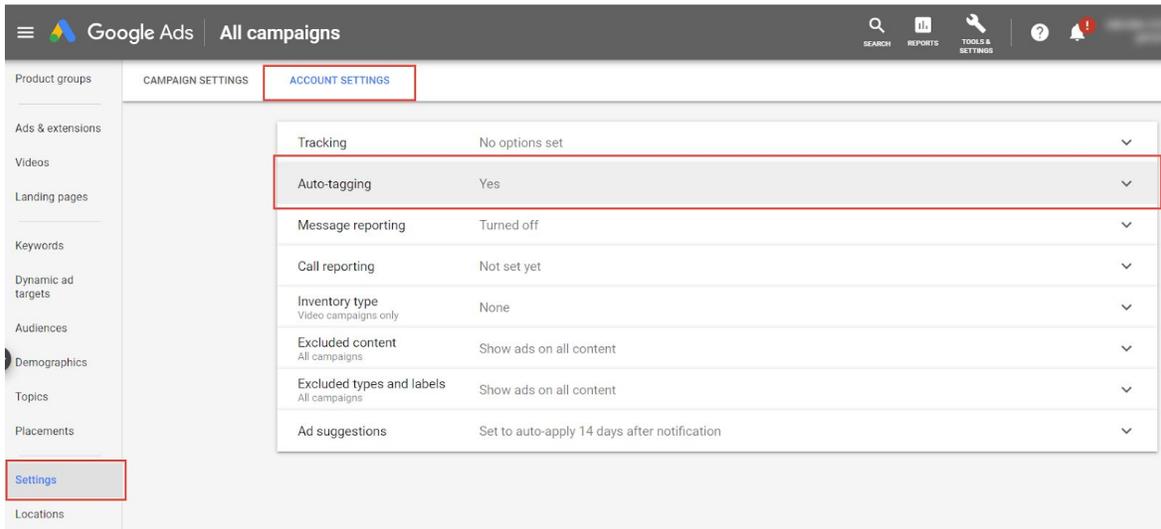


Figure 1 - Auto-tagging setting in Google Ads

### Microsoft Advertising Auto-Tagging

Microsoft Advertising provides an auto-tag feature that adds UTM parameters to the destination URLs of your ads; however you should not use it with Acquisio. These tags provide less data than parameters added automatically by Acquisio’s Google Analytics connector. If auto-tagging has been enabled in your Microsoft Advertising account, please disable it before continuing (see Figure 2).

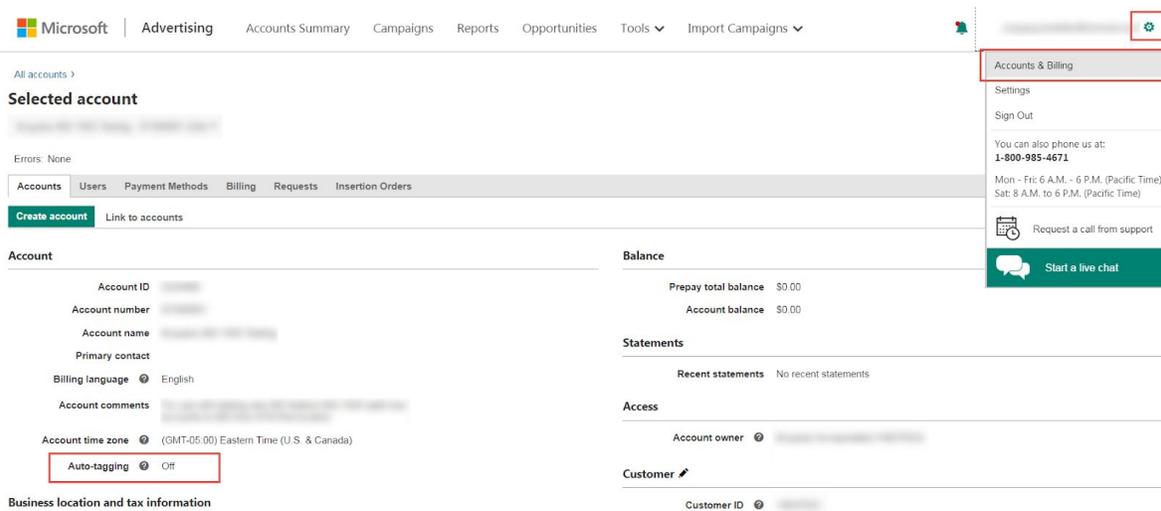


Figure 2 - Click the Gear icon, choose Accounts and Billing, turn Auto-tagging off

## What will change?

- In the case of Google ads with auto-tagging previously enabled, nothing will change at all. We will not add any tracking parameters to your Google campaigns and we will simply import GA data on a nightly basis, using Google's own tools. In the case of Microsoft Advertising, we will add the necessary UTM parameters to the campaign tracking template and begin importing data the following evening.
- If you choose to turn off Google's auto-tagging, some metrics will no longer be passed from Google to Google Analytics and will not be visible there in the future. Cost and several calculated metrics will be tracked by Acquisio instead. If you keep auto-tagging enabled, the Cost metric will remain at GA and we will import it for calculations.
- If you are using GA's UTM\_content URL parameter to pass variables for your own use, please note that this will no longer be available to you because Acquisio will use this variable to track all of your data. (Most people will not be affected by this change.)
- A new statistical history of Google Analytics data will begin today at Acquisio. You will still be able to view your historical data at GA, but we will not import that history unless you have been using Google Ads auto-tagging for a minimum of 30 days and will continue to use it. If this is the case, we will import the last 30 days of historical Google Ads stats from GA to your Acquisio account. Historical GA data for Microsoft campaigns will still be visible in GA, but will not be imported into Acquisio.

Note: If you leave auto-tagging enabled and decide to turn it off at a later date (or vice versa), the procedure will be to remove the GA connector from your client account and then reinstall it. This causes Acquisio to lose the historical Google Analytics data from the day the first connection was made and a new statistical history will begin. GA will still maintain historical data on its servers.

## What will you gain by migrating Google Analytics to Acquisio?

- Acquisio will now auto-tag your destination URLs at Microsoft Advertising seamlessly and automatically. GA data for Google Ads and Microsoft Advertising will be imported nightly and matched with PPC campaigns at the keyword level..
- Raw Cost metrics will be used in the platform for several calculated cost metrics:
  - o Cost / Goal 1-20 Completion
  - o Cost / New Users
  - o Cost / Page View
  - o Cost / Sessions
  - o Cost / Total Goal Completions
  - o Cost/ Transactions
  - o Cost / Users
- All Google Analytics metrics appear alongside your standard PPC metrics and can appear in all client reports, graphs and data grids.

## Connect a Google Analytics profile to an Acquisio client account

The first step is to specify which of your client accounts in Acquisio will be associated with Google Analytics. Login to Acquisio and choose *Settings* from the side navigation panel. Then select *Client Account Settings* and then *Tracking*.

You will have to use the drop-down menu at the top of the screen to choose which client account you want to connect to Google Analytics.

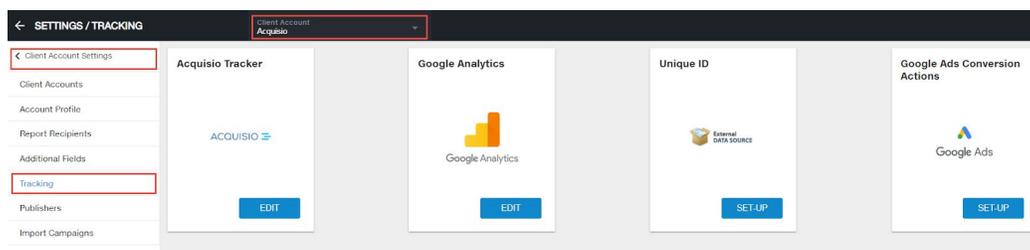


Figure 3 – The Tracking screen

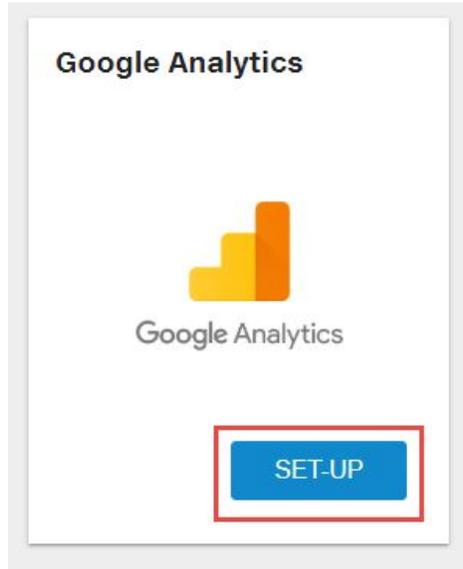


Figure 4 - Click *Setup* to begin connecting this client to GA

You must retrieve an *Authentication Token* from Google Analytics that will require the credentials of the GA account profile containing this client's data. This process is explained below.

### Edit the Google Analytics data source

 Google Analytics

Link your Google Analytics Account

Auth. Token  [RETRIEVE AUTH. TOKEN](#)

Username

Google Ads auto-tagging

Encode  Do not encode, I am using auto-tagging

UTM Parameters

utm_medium <input type="text"/>	utm_source for Google Ads <input type="text"/>
cpc <input type="text"/>	google <input type="text"/>
	utm_source for Microsoft Advertising <input type="text"/>
	bing <input type="text"/>
	utm_source for Facebook <input type="text"/>
	facebook <input type="text"/>

### Important Notice

The external data connector you are about to install may not be compatible with non-Acquisio tracking solutions but you can add multiple Acquisio external data connectors to an account.

If you have **auto-tagging turned on at Google Ads** we recommend selecting 'Do Not Encode' in your Acquisio Google Analytics Tracker configuration. When 'Do Not Encode' is selected, Acquisio will not update URLs or tracking templates for Google Ads campaigns and the details below do not apply. But don't worry, Acquisio will still import your Google Analytics data for these campaigns provided auto-tagging is turned on at Google Ads. Please review the details below to understand the impact on your Microsoft Advertising campaigns and your Google Ads campaigns when 'Encode' is selected.

Microsoft Advertising Campaign Tracking Templates will be encoded in all cases with new UTM parameters that are compatible with Acquisio. Do NOT use Microsoft Advertising own auto-tagging for GA, since it does not include all the variables we need to accurately import your GA data.

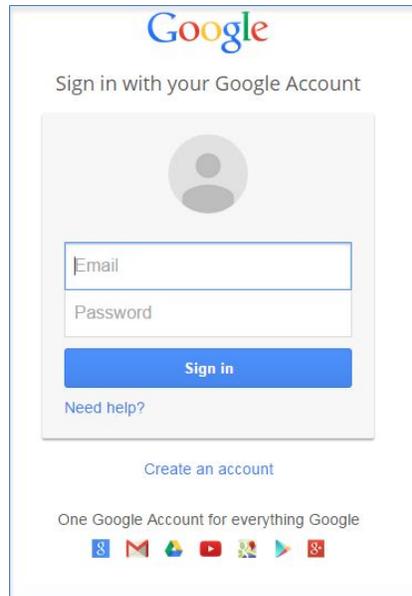
**When you turn on this data connector, Acquisio will:**

1. Remove any pre-existing tracking templates from campaigns, ad groups, ads, keywords and auto targets that have been imported to Acquisio.
2. Remove any pre-existing tracking templates from sitelinks associated with the campaigns and ad groups.
3. Populate all campaigns with the new tracking templates.
4. Make tracking templates read-only in Acquisio.
5. Remove any tracking templates created outside Acquisio when campaigns are imported from or synchronized with publisher accounts.

**WARNING!** Modifying tracking templates outside Acquisio can result in data discrepancies.

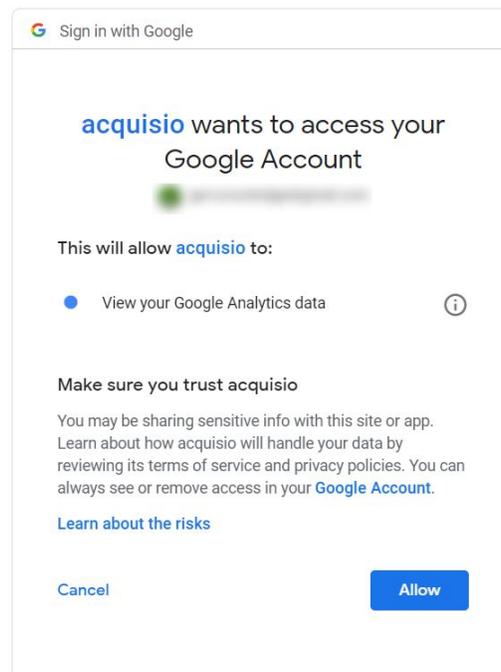
Figure 5 - Review the Notice about Auto-tagging and click the button to retrieve the GA token.

The token retrieval process requires you to login to Google Analytics with your *Google Account* and then retrieve the security token. A new window or tab will open in your browser, asking for you to login.



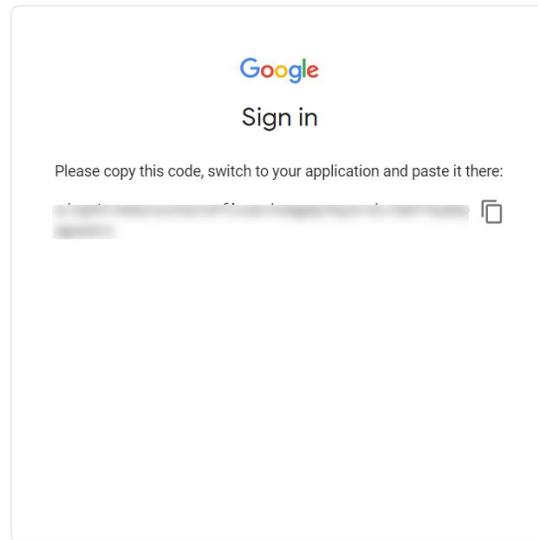
**Figure 6 - Login to the Google Account that you use to access Analytics for this client.**

After you click "Sign in", you will be asked to permit access to Acquisio.



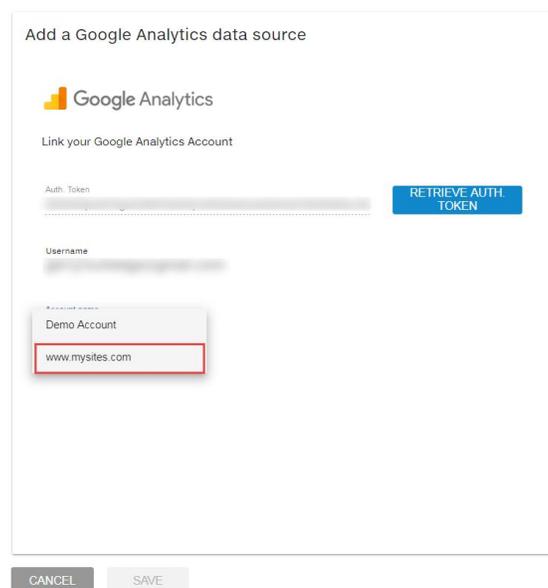
**Figure 7 - Click "Accept" to permit Acquisio to pull analytics data on your behalf.**

You will be shown the Authorization Token that Acquisio requires to access your Google Analytics profile. Your next steps will be to Copy & Paste this token into the Acquisio credentials screen.

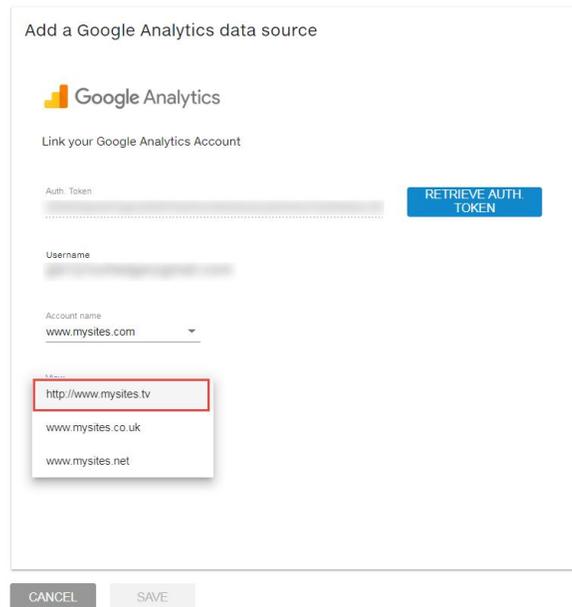


**Figure 8 - Each GA client profile has its own token that must be copied to the credentials screen in Acquisio.**

Acquisio will validate your token with the Google Analytics servers and a list of available accounts will appear. After selecting the account, you are required to select the single profile that will be associated to this client account.



**Figure 9 - Paste the token and select the GA Account to be associated to your client.**



Add a Google Analytics data source

 Google Analytics

Link your Google Analytics Account

Auth. Token  [RETRIEVE AUTH. TOKEN](#)

Username

Account name  
www.mysites.com

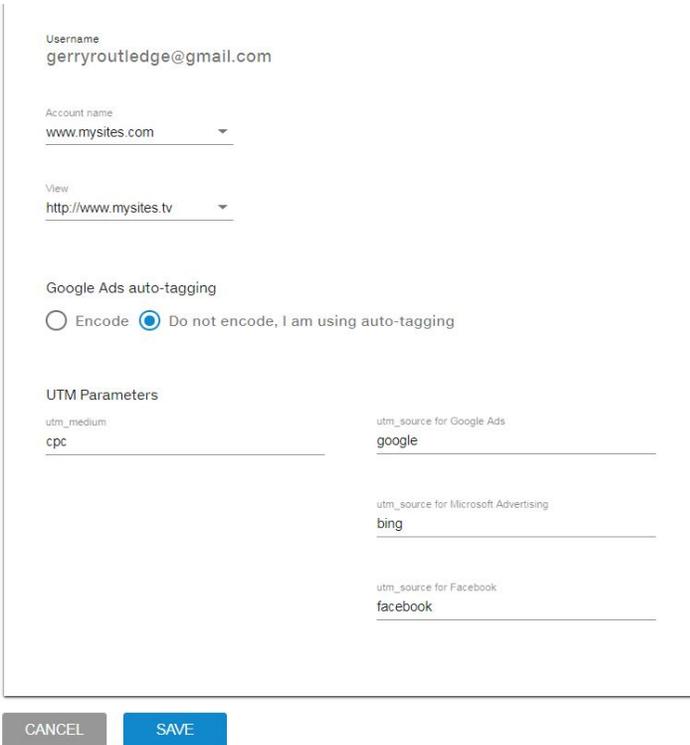
Account  
http://www.mysites.tv  
www.mysites.co.uk  
www.mysites.net

[CANCEL](#) [SAVE](#)

**Figure 10 - Paste the token and select the GA Account to be associated to your client.**

You are now offered the option of using Google’s auto-tagging, or having Acquisio apply UTM-tags to your URLs for Google Ads campaigns. Select “Do not encode, I am using auto-tagging” if you want Google Ads to apply its GCLID parameters. If you prefer UTM-encoding, select “Encode” and the task will be handled by Acquisio. Remember, if you select “Encode”, you must also disable auto-tagging at the Google Ads server (see previous Figure 1).

Any selection you make regarding auto-tagging will have no effect on the encoding of URLs for Microsoft Advertising. Non-Google Ads publishers must have their URLs trafficked with the UTM parameters in order to pass data to Google Analytics. If you intend to associate campaigns from other publishers with GA, Acquisio will seamlessly encode the destination URLs of these campaigns as part of the connection process.



Username  
gerryroutledge@gmail.com

Account name  
www.mysites.com

View  
http://www.mysites.tv

Google Ads auto-tagging  
 Encode  Do not encode, I am using auto-tagging

UTM Parameters

utm_medium	utm_source for Google Ads
cpc	google
	utm_source for Microsoft Advertising
	bing
	utm_source for Facebook
	facebook

CANCEL SAVE

**Figure 11 – Select whether or not you want to use auto-tagging for your Google Ads campaigns ONLY.**

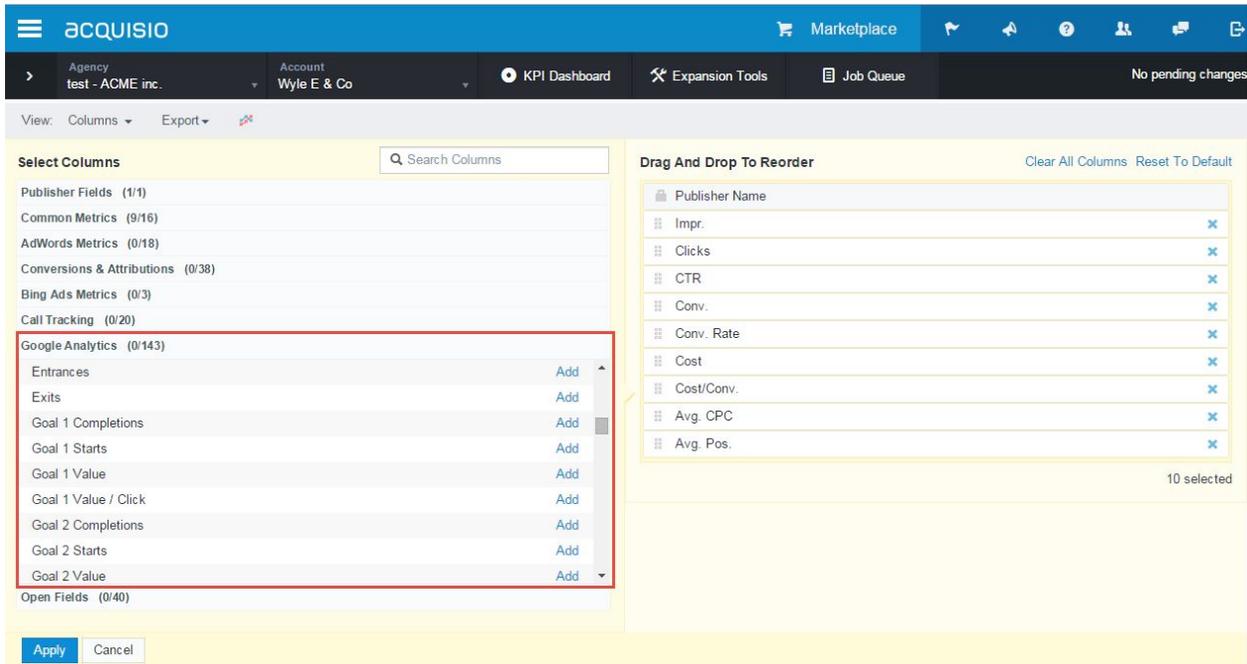
After selecting your auto-tagging option, you *may* choose to modify the UTM parameters for each of the supported search engines that could appear in your URLs. Most agencies will not require this step, but it is available in case the corresponding parameters have been modified already in the Google Analytics account.

For example, if you have already been passing UTM parameters for a Microsoft Advertising campaign to Google Analytics, you may have added a parameter in the past saying “UTM\_source=Bing”. The UTM Parameters fields allow you to specify the UTM\_source parameters you have used in the past, so that your Google Analytics statistics continue to update smoothly.

Verify that all profiles, views and encoding options are correct, then click *Save* at the bottom of the screen. The Google Analytics connector is now activated for all Google and Microsoft campaigns in that client account.

## Display your imported metrics in Acquisio

Once you have connected your Google Analytics account to Acquisio, you can begin to display corresponding Google Analytics data in the Acquisio platform. Typically, this is done by selecting the appropriate data columns in a column-picker.



**Figure 12 - Use the Customize Columns option to display GA data in the Workbench.**

In addition to monitoring campaign data through the Acquisio Workbench, Google Analytics data can also be accessed through the Report Center, Client Center and Bulksheet Management.

## Google Analytics Calculated Metrics

In addition to the import of standard Google Analytics metrics, the following table lists all the calculated columns that appear in Acquisio.

Average Cost on GA Metrics	
Cost / Goal 1-20 Completion	Average Cost per Goal 1-20 Completion.
Cost / New Users	Average Cost per New User.
Cost / Page View	Average Cost per Page View.
Cost / Sessions	Average Cost per Session
Cost / Total Goal Completions	Average Cost per Total Goal Completion.
Cost / Transactions	Average Cost per Transaction.
Cost / Users	Average Cost per User.
x Rate on Click	
Bounces / Click	Bounces Rate (on click).
New Users / Click	New Users Rate (on click).
Page Views / Click	Page Views Rate (on click).
Sessions / Click	Sessions Rate (on click).
x Rate on Impressions	
Bounces / Impression	Bounces Rate (on impressions).
New Users / Impression	New Users Rate (on impressions).
Page Views / Impression	Page Views Rate (on impressions).
Sessions / Impressions	Sessions Rate (on impressions).
Average Revenue per Click	
Item Revenue / Click	Average Item Revenue per Click.
Transaction Revenue / Click	Average Transaction Revenue per Click.
Goal 1-20 Value / Click	Average Goal 1-20 Value per Click.
Return On Ad Spend (ROAS)	
Item Revenue / Cost (ROAS)	ROAS on Item Revenue.
Total Goal Value / Cost (ROAS)	ROAS on Total Goal Value.
Transaction Revenue / Cost (ROAS)	ROAS on Transaction Revenue.