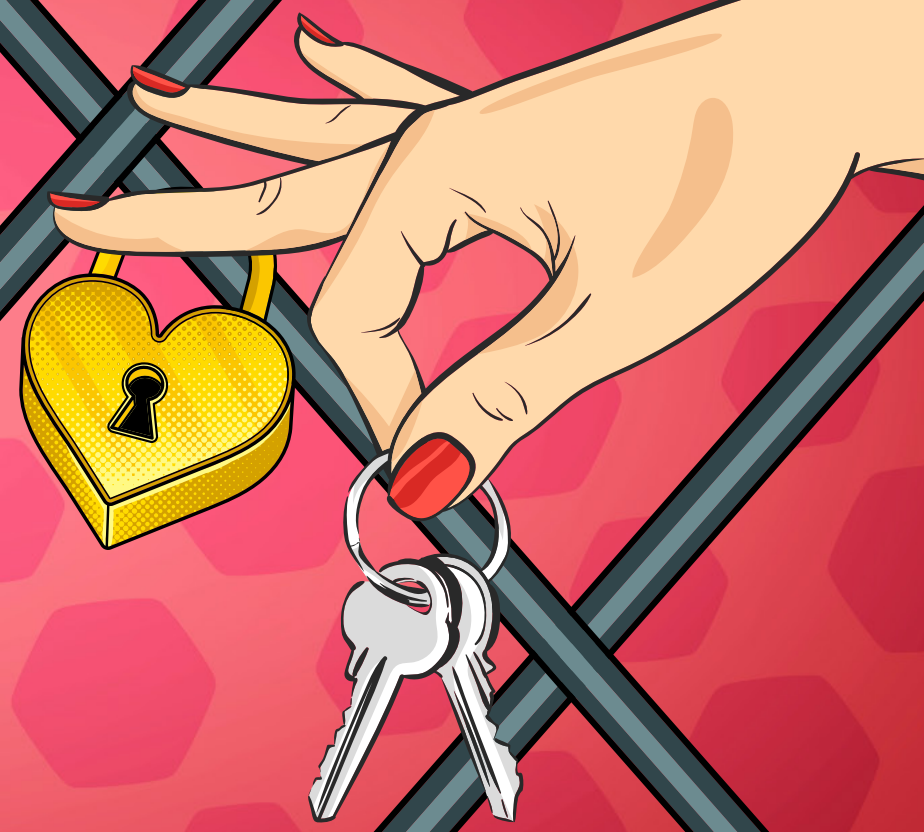


What is Data Import?

Data Import is underused, in our humble opinion. If your experience to date got you to thinking about creating new dimensions and metrics, Data Import lets you upload data from external sources and combine it with data you collect. Which is - awesome!

Again you need a **'key' to 'lock' the data together**. Whilst you don't have to create Custom Dimensions and Metrics in order to use Data Import, it certainly helps. If it already exists, you just need to work out what data you are going to Import.

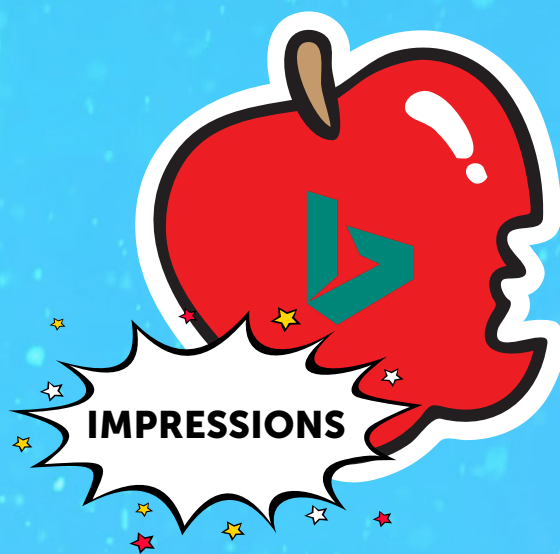
The data is usually uploaded into your Google Analytics account as a formatted CSV file. You can also look at pushing data into Google using the Analytics Management API, but this will take some additional help from your development team. In some cases, it does make sense to put them to work though!



How could you use Data Import in your Google Analytics account?

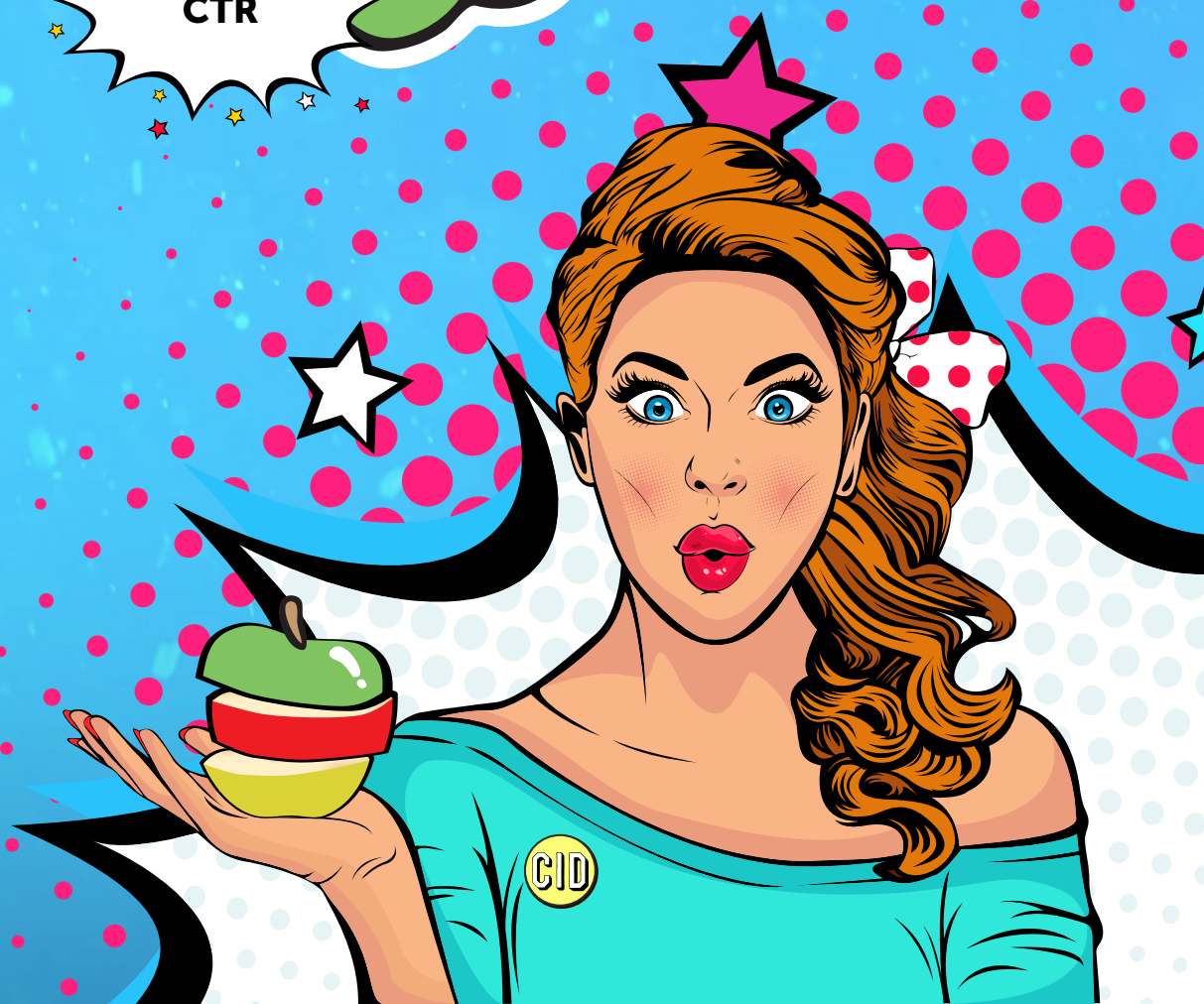
A really good use case for Data Import, and to really highlight the use-cases for this feature, is cost data for marketing programs that are not part of the Google party. Like, Facebook Ads.

Inside your Google Analytics Admin settings, at Property level, there are so many ways to link up to other Google products like Google Ads - as you might expect. This will push in additional data into your acquisition reports, things like the cost of that traffic, the impressions and the click-through rate. But what if you are using loads of Bing Ads or another search engine that offers pay per click ads as a solution?



Well, simply put, you could create a dataset and import that data into Google Analytics. Which means that when you're looking at your data you see a better "apple for apple" comparison of your paid search wizardry.

So, it's really thinking hard about the information that sits in different places that would be really useful for you to pull together into Google Analytics - which fruit for the fruit bowl. Then you can better understand causality, and to get a better insight into how your marketing campaigns are working, your content, and how well this is being received by your visitors.



RETURNS DEPARTMENT

Types of Data Import

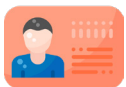
When you are looking at Data Import, there are **three types of data** that you can import.

1 HIT DATA

This type you send hit data directly into Analytics. This is an alternative way to get data into your account outside of using the tracking code, or the standard Measurement Protocol. You would use this for something like Refund Data. If you want to import your internal E-Commerce reporting into Google so you can see Refund Data against sales, this is a solid option for you.

2 EXTENDED DATA

This type lets you upload data that has already been collected, processed or being processed for your reporting views. You may need to create a Custom Dimension or Metric for this to happen.



USER DATA

No Personal Identifiable information here, but if you have user metadata, from your CRM or equivalent data pot you can load this in. Think about things like loyalty rating, lifetime customer value, Monthly Recurring Revenue, Churn Rate.



CONTENT DATA

Who wrote the content, when was it published, what type of article, did it have a video, how many words, etc.



GEOGRAPHICAL DATA

Create custom geographical regions that are better aligned with your business' organization. Think about businesses that want to move out from Google Analytics standard settings for say, the USA as a whole. You may wish to put in your own Sales Regions to help analysis.



PRODUCT DATA

This uses the SKU as a key and you need to have Enhanced E-Commerce for this to work. Use it to gain better-merchandising insights by importing product metadata, such as size, color, style, or other product-related dimensions.



CAMPAIGN DATA

Can be used to expand and reuse your existing non-Google campaign codes by importing ad campaign-related dimensions, such as source, new campaign classifications, or variations of the campaign.



CUSTOM DATA

Basically anything that doesn't fit in the above :)

3 SUMMARY DATA

This lets you import metrics into the reporting views that have already **processed** your data. You use this option for Cost Data. So, anything that you pay for outside of the Google Ecosystem.

Think about the non-Google costs for marketing campaigns, ad network clicks, cost, and impression data to gain a more complete picture of your ad spend. Twitter Ads, Bing Ads, Facebook Ads, can all be pushed here.



100 Data Sets per GA Property

You can create up to 100 data sets. That doesn't mean you can only load up data 100 times. It just means you can create 100 data sets to load.

So, if we were to create data sets for our non-Google marketing I would create:



Etc etc

For your Google Analytics audit, have a look at your **Property > Data Import** to see if you have anything in there already. If you see a use for this feature, write it in your measurement plan.

We have a whole Module in our Online Google Analytics course that dives into the more advanced features in Google Analytics like Data Import.

It's the result of thousands of hours of Google Analytics teaching, training and troubleshooting. It breaks down everything (and we mean everything) we know about analytics into in-depth but digestible, no-nonsense content.

GO CHECK IT OUT!

