## Why should you be using Segments in GA ?

AVERAGE DATA = AVERAGE INSIGHTS

Looking at all of your Google Analytics data at once sucks like a sour lemon. If you don't segment the data, you'll never find the good, the bad, or the wonderful. Plus, we all know that your customers take different journeys on your awesome website, so you want to know how your marketing channels perform, how to find your best customers, as well as how to enhance channels and help customers that are struggling.
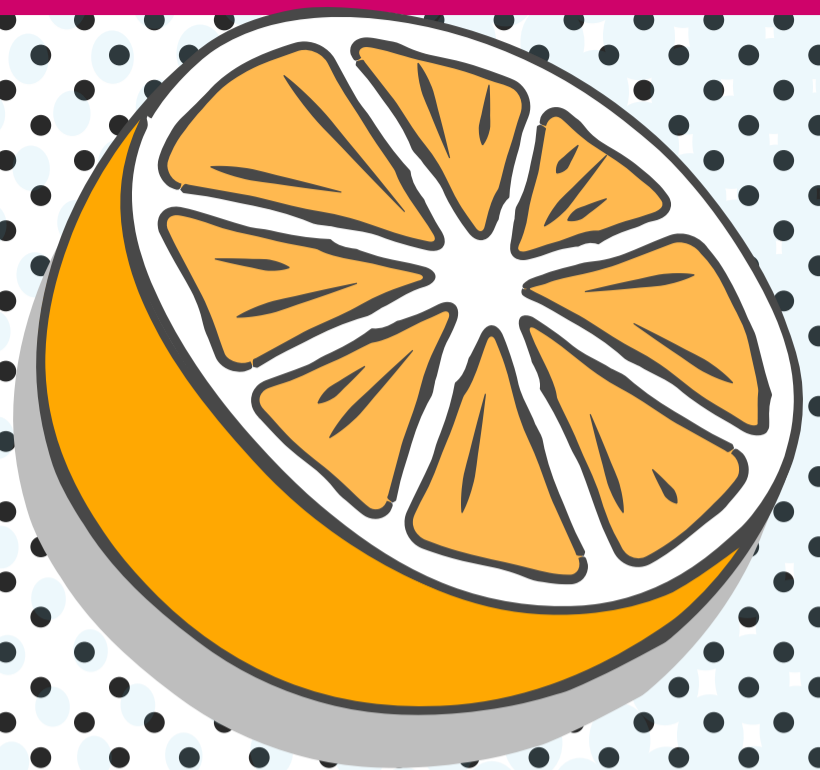
Why should you get excited about Segments?

Well, simply put, you want to segment your data to find your best performing and worst performing customers.

BEST

Who are your best users?
Low Cost & High Return on Investment (ROI)

WORST

Who are the worst users?
High Cost & Low Return on Investment (ROI)

You also want answers to your questions.

For example. How did my last campaign do? Show me all the users from New York. Show all my traffic from Organic Search etc.

## What are the Pros & Cons of Segments?

PROS

- You can share them
- They can be applied to historical data
- You can layer multiple segments onto your reports
- You can build remarketing lists with them
- You move away from ALL of the data, and start to see some insight
- FYI - as a Google Analytics user you can have 1000 segments and apply 100 to each view, but no more than 4 applied to a report at one time

CONS

- You can only apply 4 to each report!
- They can be subject to sampling
- You can build a segment for users or sessions - it's easy to confuse one for the other, and then make poor decisions
- If you select users, there's a 90 day time frame where you can look back on data
- System segments are a mix of sessions and users so you need to check before you apply (we have created a handy guide for this so don't worry!)
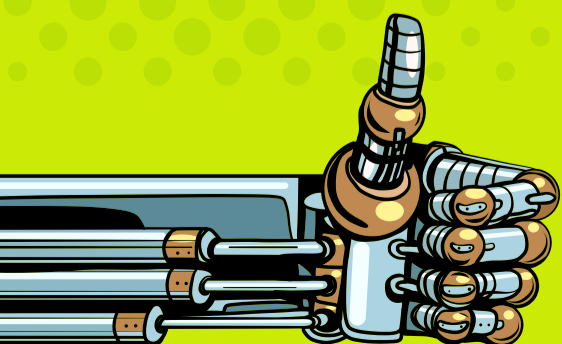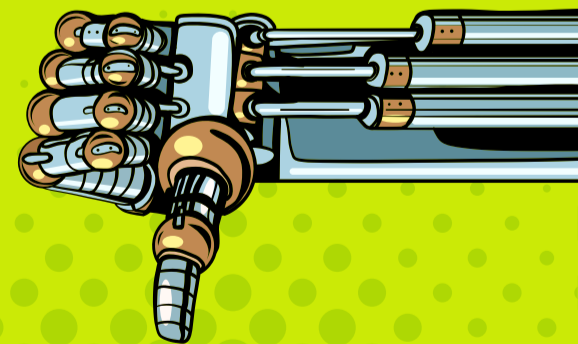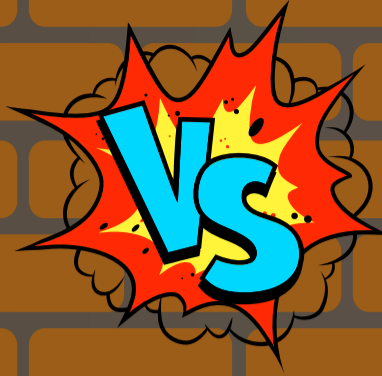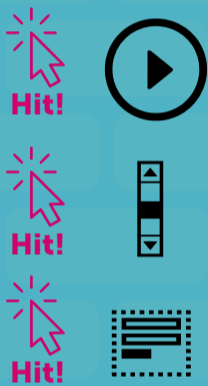
USERS VS SESSION

USER SEGMENT

🕐 **Session 1**
🕐 **Session 2**
🕐 **Session 3**

All the sessions that belong to that user

Hit! ▶
Hit!
Hit!

And the interactions they had on the site

SESSION SEGMENT

🕐 **Session 1**
🕐 Session 2
🕐 Session 3

The final session where the users interacted with site also includes the final session that the user converted

Hit! ▶
Hit!
Hit!

The case for Segments is a no brainer. However, you really need to know how Google Analytics works when it comes to Segmentation so you don't get the wrong end of the data-insights-stick.

First thing, you have a user - which refers to someone who has visited your website. Secondly, you have **Sessions** - which count how many times your user visited. Thirdly, you have **Interactions** - which are when a user visits your website and is recorded as a session. Anything they interact with on the website will be recorded as a hit. Something will fire in the code to say, for example, a page was loaded, or a video was watched.

This is important to remember because your Segments will have either a *user* or *session* scope and that will impact the results. They are not all created or applied equally.

Some Ideas

Remember here, that your Google Analytics reports are all built on the basis of Dimensions and Metrics. Segments are looking at your data set to find a match for the Dimensions and Metrics you want to focus on.
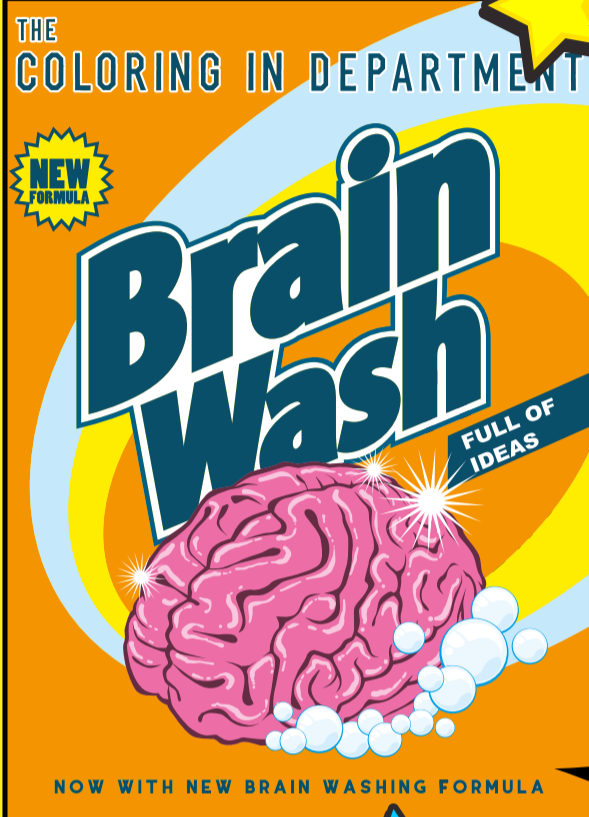
DEMOGRAPHICS
You can look at your data - and dive into people, places, ages and language.

TECHNOLOGY
Isolate users or sessions by device, so things like mobile/tablet/desktop. The browser they are using or the size of screen resolution.

BEHAVIOUR
This is all down to recency and frequency, so the number of sessions. The days since their last session, how many transactions they had.

DATE OF FIRST SESSION
Create a Segment based on cohorts, that match a definition, for instance, the dates between their first and last visit to your website.
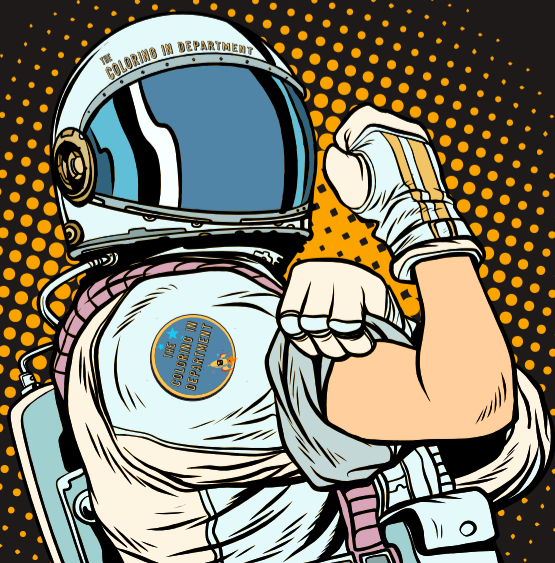
TRAFFIC SOURCES
How do your users find you? Which campaigns, channels, mediums, sources, paid keywords etc.

ENHANCED ECOMMERCE
Segment your users by their shopping actions. Revenue per user, the product they bought, the brand they purchased etc.

Want to learn more? We'll make you an analytics wizard overnight. When it comes to Google Analytics, we want more marketers to GET IT, USE IT, and absolutely CRUSH IT with their insights. And that includes you! 10 hours of content, over 17 modules, with a ton of editable templates,

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