

NightJarr



Ferdie Bester

- 15 years digital experience
- GA certified
- Founder ClickMaven (now Jellyfish)
- Founder NightJarr



Completed

Google Analytics Individual
Qualification

on June 24, 2021

Strauss&co

Fine Art Auctioneers | Consultants

Virgin
active

SOUTH AFRICA
Devil's Peak
BEER COMPANY

Next workshops

GA4: Advanced functionality and reporting

22 Sep 2022 | 12pm

- Segmenting users into valuable audiences
- How to setup events to understand user engagement
- How and when to use offline conversion data
- How to build custom reports for greater insight

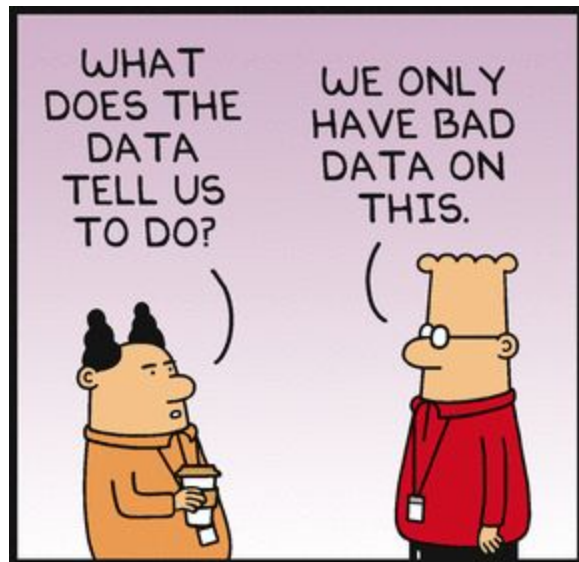
[Click for more](#)



Sheldon Singh from FNB

Agenda

- Google Data Studio - how it works
- How to connect & presenting the data
- How to build an ROI dashboard
- Best practises
- Q&A
- *Facebook and LinkedIn data*



DILBERT.COM @SCOTTADAMSSAYS



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Data studio - how it works

1# Free



Google Data Studio

Your data is beautiful. Use it.

Unlock the power of your data with interactive dashboards and beautiful reports that inspire smarter business decisions. It's easy and free.

USE IT FOR FREE

2# Easy integration



Google Data Studio

Presenting the data

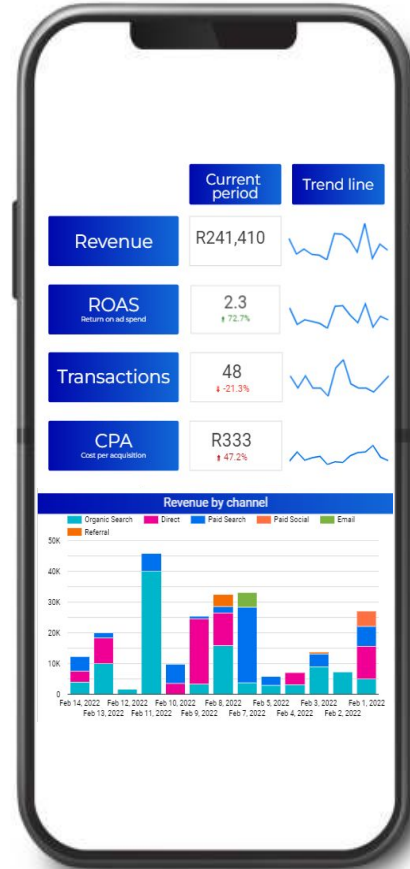


Google Ads



The data

3# You control what is seen



Poll

Which version of Google Analytics do you
use most often?



How to connect



Google Ads

hello@nightjarr.com



Google Data Studio



Create



Recent



Shared with me



Owned by me



Trash



Templates

Recent

Reports

Data sources

Explorer

Start with a Template

Template Gallery ↕

Blank Report
Data Studio



Learn how to view, edit and create a Data Studio report



Tutorial Report
Data Studio



Acme Marketing
Google Analytics

Google Search Console



Search Console Report
Search Console

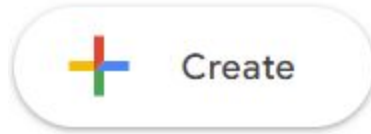
Name

Owned by anyone ▼

Last opened by me ▼ ↓



Create a blank report



Add data to report

Connect to data

My data sources

 Search

Google Connectors (22)

Connectors built and supported by Data Studio [Learn more](#)



Google Analytics

By Google

Connect to Google Analytics.



Google Ads

By Google

Connect to Google Ads performance report data.



Google Sheets

By Google

Connect to Google Sheets.



← Add data to report



Google Analytics

By Google

The Google Analytics connector lets you create a data source that connects to a Universal Analytics reporting view or Google Analytics 4 property.

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Account	Property	View
Ardmore Design	NightJarr.com 2 UA UA-198144556-1	All Web Site Data 243789903
FileCenter	NightJarr.com GA4 - Production GA4 285344838	
FullCirc		
Helm		
NightJarr.com		

Add data to report

[Connect to data](#)

My data sources

 Search

Google Connectors (22)

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Google Analytics

By Google

Connect to Google Analytics.



Google Ads

By Google

Connect to Google Ads performance report data.



Google Sheets

By Google

Connect to Google Sheets.



← Add data to report

ALL ACCOUNTS	Account	Managed by 7012591094	Report
MANAGER ACCOUNTS	Sasfin KJD 428-724-8707	FB 148-085-2166	Overall Account Fields
	NightJarr(40) ▶ 701-259-1094	Lockdown 735-022-1272	
	456-435-6929 456-435-6929	598-716-7001 598-716-7001	
	Fullcirl 621-875-3843	MPowered 303-162-1246	
		NightJarr.com 349-174-8947	
		Sparrot 903-950-7207	
		SABookFair 548-356-8329	
		Pet Hero 336-401-3587	
		Devil's Peak Beer Co. 714-985-5737	

An aerial photograph of a city skyline, likely Johannesburg, South Africa, featuring the prominent Communications Tower (M1 Tower) in the background. The image is overlaid with a solid blue color. The text "Building an ROI dashboard" is centered in a white, bold, sans-serif font. A thin white horizontal line is positioned at the bottom of the image.

Building an ROI dashboard

1. ROI data






KPIs / Conversions

1. Conversions | Google Ads
2. Form submissions | Google Analytics
3. Resource downloads | Google Analytics

GA3 - Goals

Goal	Id	Type	Past 7 day conversions	Recording
ContactPageView	Goal ID 4 / Goal Set 1	Destination	0	<input checked="" type="checkbox"/>
EventRegister	Goal ID 3 / Goal Set 1	Destination	0	<input checked="" type="checkbox"/>

GA4 - Conversion events

Existing events						
Event name ↓	Count	% change	Users	% change	Mark as conversion 	
WorkshopPageView	213	↓ 44.2%	63	↓ 5.0%		
Workshop-Register	87	-	60	-		

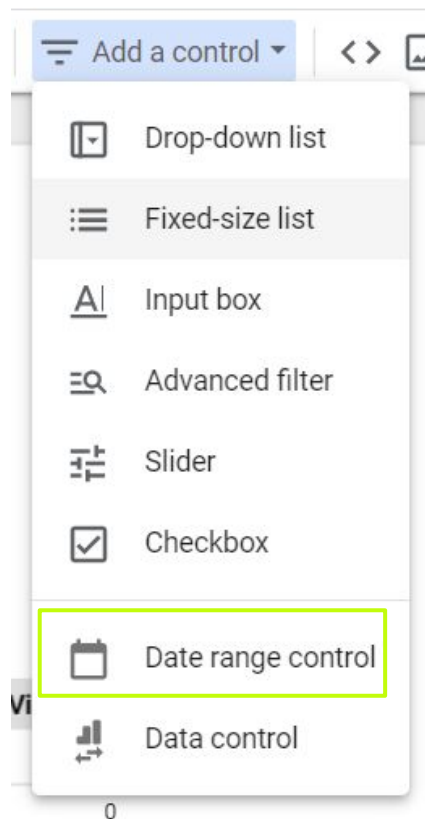
Top KPIs to generate more B2B sales

NightJarr

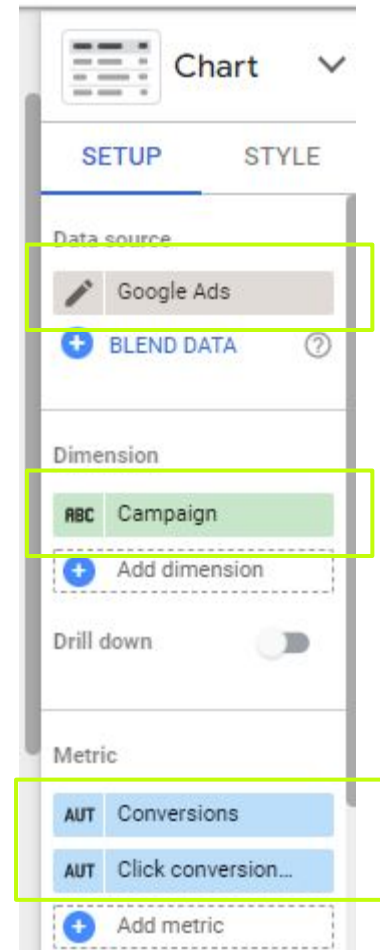
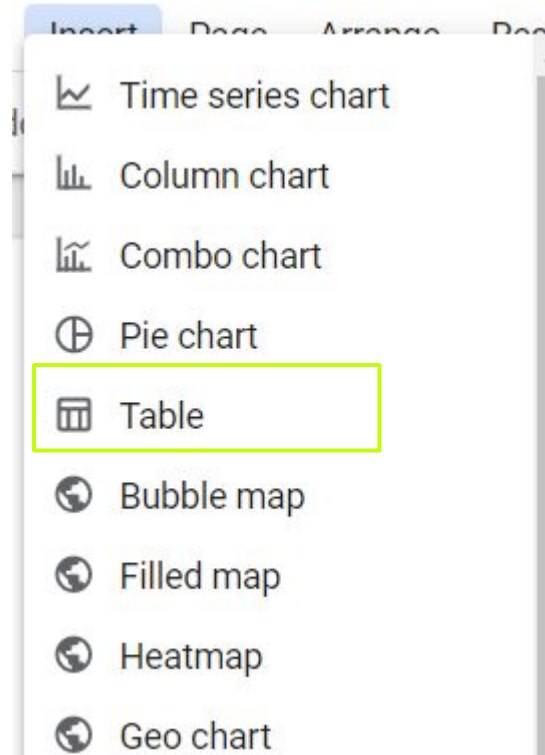


2. Presenting ROI data

Date range

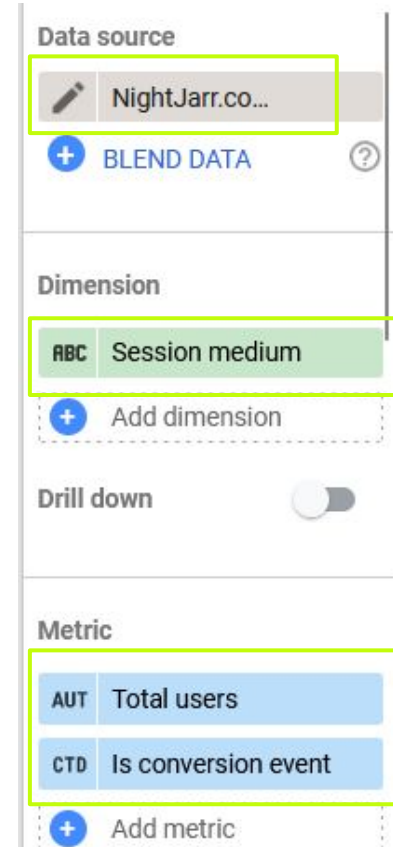
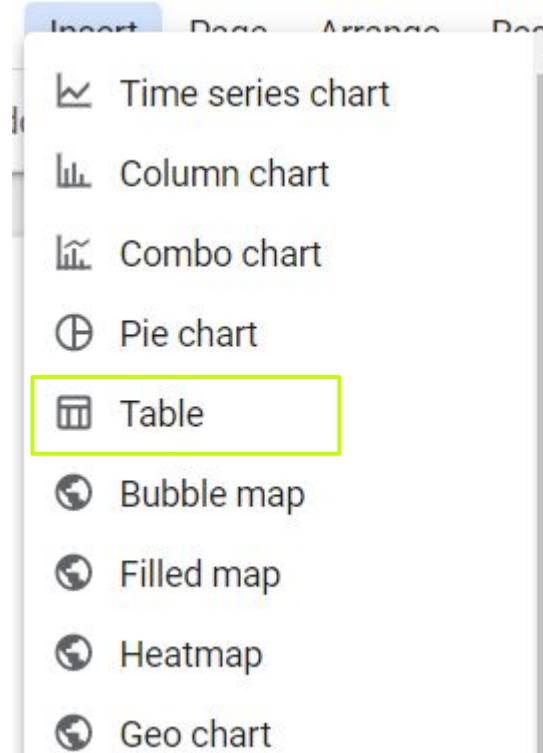


ROI from Google Ads



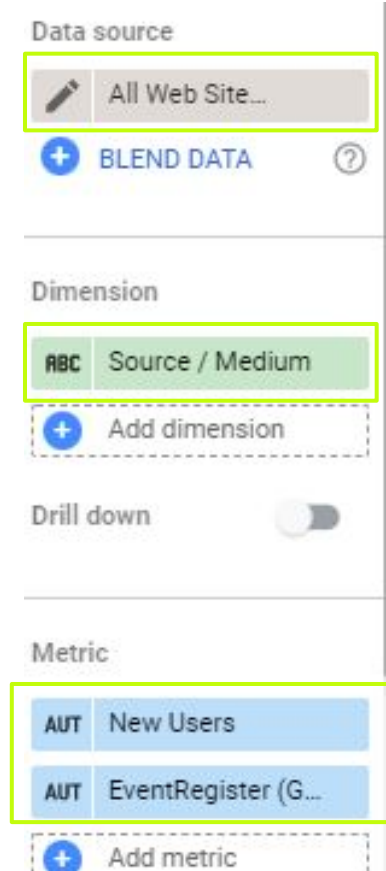
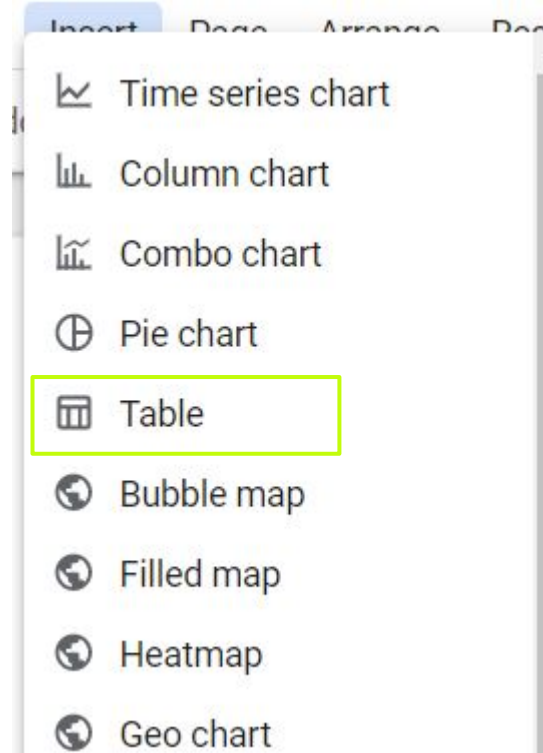
	Campaign ▲	Leads	Conversion rate
1.	1 Leads NightJarr Brand	2	4.44%
2.	2 D Leads Remarketing Display	0	0%
3.	3 Leads Tactical services	0	0%
4.	4 Leads Agency Services	0	0%
5.	4 Leads Digital Marketing	0	0%
6.	5 Clicks How to guides	1	0.56%
7.	5 Clicks How to guides for GMP	0	0%
8.	6 D Clicks Canvassing display Workshop	0	0%
9.	6 Discovery Clicks Canvassing display	0	0%

ROI from channels (GA4)



	Session medium	Total users ▼	Is conversion event
1.	(none)	118	2
2.	organic	98	2
3.	email	57	2
4.	referral	42	2
5.	cpc	34	2
6.	gmb	9	1
7.	(not set)	2	1

ROI from channels (UA)



Charts

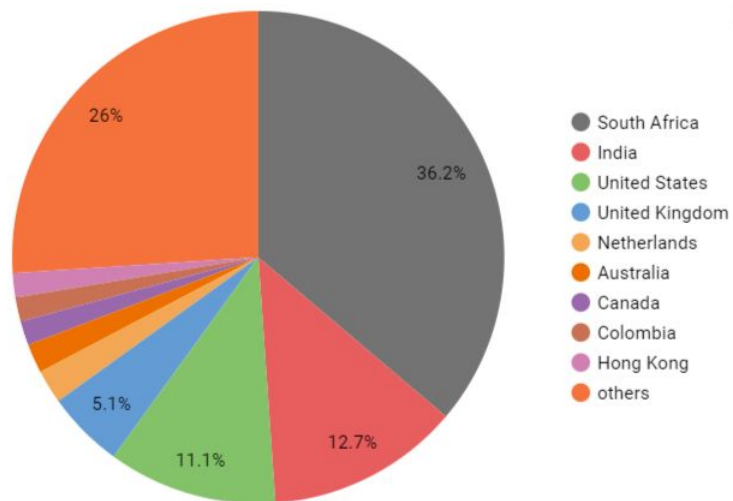


Chart

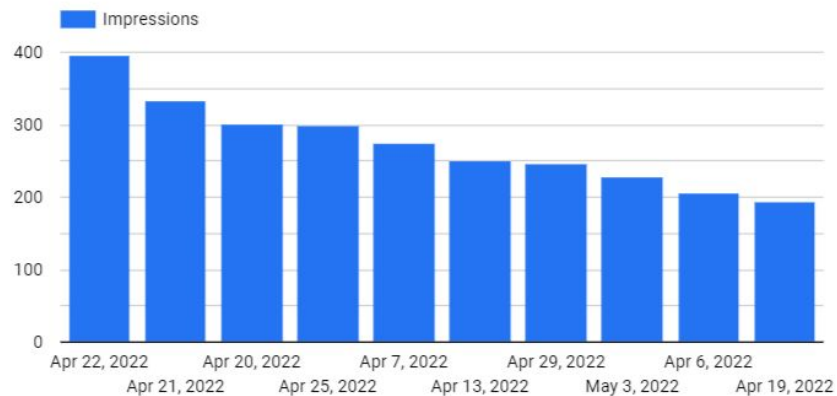


Examples

GA > Countries



Ads > Campaigns



3. Sharing the dashboard



Sharing with others

Share as  Ferdie Bester

Add people

Manage access

Link sharing: Off

Off - only specific people can access ▼

<https://datastudio.google.com/reporting/1efe9283-d2cd-47ba-b792-6ac46bcbb5bc>

[Copy](#)



Ferdie Bester

ferdie.bester@nightjarr.com

Is owner ▼

☐ Prevent editors from changing access and adding new people

☐ Disable downloading, printing and copying for viewers

Close

Save

Show image of link on your phone

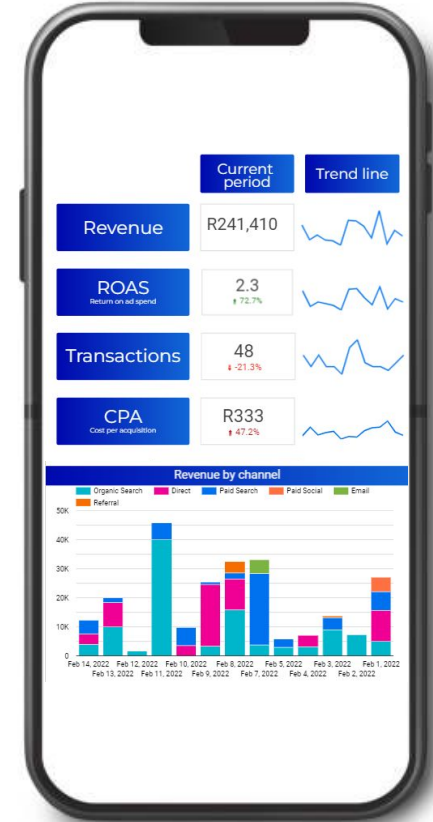


Best practises

1# Top 4-5 Kpi's

	Target
Impressions	175,000
CTR <small>Click through rate</small>	0.1%
Engagement	60.00%
Cost	£500

2# Build for mobile



3# Context is everything!



2	Sales	↓ -66.7%
6	New deals	↑ 20.0%
0	Workshop registrations	0
22	Workshop page views	↑ 175.0%
106	Website visitors	↑ 1.9%
610	Impressions	↓ -2.2%

An aerial photograph of a dense urban landscape, likely Hong Kong, featuring numerous high-rise buildings and skyscrapers. The entire image is overlaid with a solid blue color. In the center, the text 'Q&A' is displayed in a white, bold, sans-serif font. To the right of the text, a building facade has a sign that reads 'HAPPY PEOPLE LIVE CLOSE TO WHERE THEY WORK'. In the lower right, another building features a sign that says 'MAH JI MARKHAM'.

Q&A

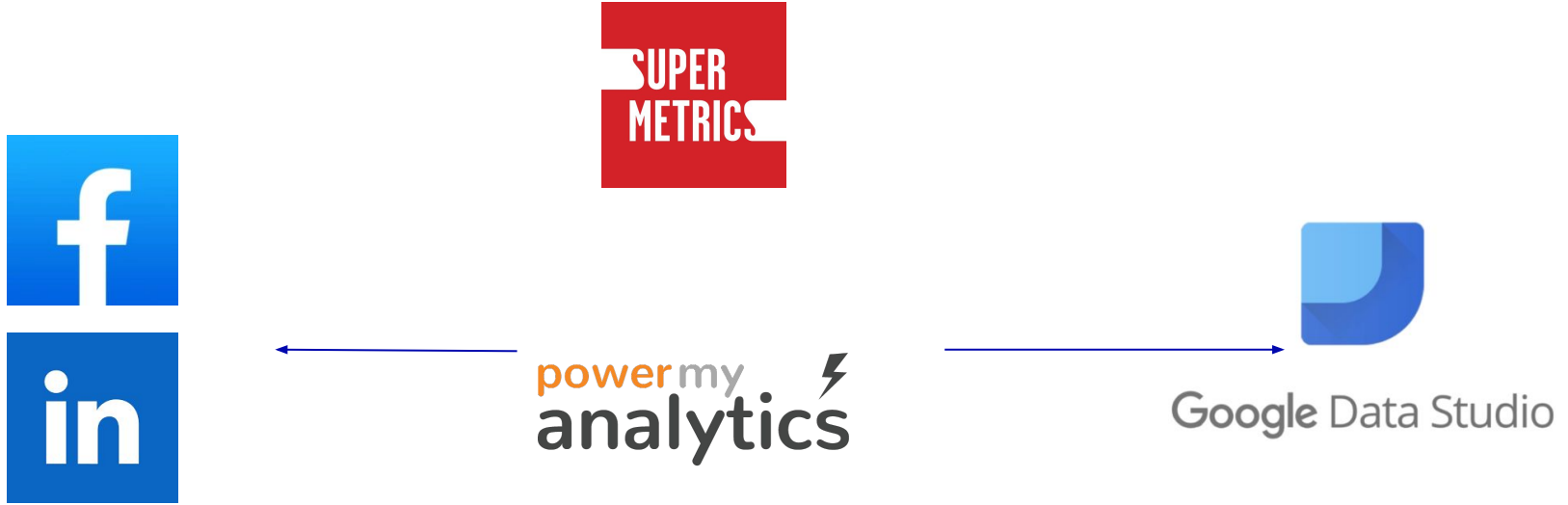
HAPPY
PEOPLE
LIVE
CLOSE TO
WHERE
THEY
WORK

MAH JI
MARKHAM



Facebook and LinkedIn

Need a connector!



Platform credentials

hello@nightjarr.com

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Google Analytics



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Connect to Google Analytics.



Google Ads



By Google

Connect to Google Ads performance report data.



Google Sheets



By Google

Connect to Google Sheets.



Overview



Reports



Data Studio



Google Sheets



Microsoft Excel



Data Explorer

Create Report

Search



Facebook Ads



Facebook
Insights



Instagram Ads



Instagram
Insights



Welcome Back

Don't miss your next opportunity. Sign in to stay updated on your professional world.

Email or Phone

ferdiebester@gmail.com



Password

.....

Show



Sign in

Cancel



Easy Call Tracker



By Power My Analytics

Analytics Importer 'Easy Call Tracker' Connector connects Easy Call Tracker data into Data Studio.



eBay



By Power My Analytics

Connect your eBay Seller data with a few clicks. Agency preferred connector. Phone support available.



Facebook Ads



By Power My Analytics

Connect your Facebook Ads data with a few clicks. Agency preferred connector. Phone support available.



Facebook Insights



By Power My Analytics

Connect your Facebook Page Insights data with a few clicks. Agency preferred connector. Phone



Google Ads



By Power My Analytics

Connect your Google Ads data with a few clicks. Agency preferred connector. Phone support available.



Google Analytics



By Power My Analytics

Connect your Google Analytics data with a few clicks. Agency preferred connector. Phone support available.

← Add data to report

You are logged in with hello@nightjarr.com

The Power My Analytics hub (<https://hub.powermyanalytics.com/>) is where you'll find the tools you need to automate reports and access the following features:

1) Connect and manage User Accounts for all of your Sources. 2) Use the Schema Explorer tool to search for metrics and dimensions. 3) Use the Report Templates tool to save time and see what's possible. 4) Add Team Members, adjust your Plan, and configure Settings.

Power My Analytics Hub

[hello@nightjarr.com](#) ▼

NEXT



LinkedIn Ads

By Power My Analytics

Connect your LinkedIn Ads data. Check the use report template option to create an instant demo dashboard and see the most popular metrics and dimensions for this data source. We are the agency preferred connector and known for our US-based, readily available customer service and phone support.

It is your responsibility to review and comply with all applicable third party TOS.

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Authorization

Data Studio requires authorization to use this community connector.

AUTHORIZED

Authorization

LinkedIn Ads requires authorization to connect to data.

AUTHORIZE

1 - 3 / 3 < >



An aerial, high-angle view of a dense urban landscape, likely a city center, with numerous skyscrapers and buildings. The entire image is overlaid with a solid blue color. In the center, the word "End" is written in a large, white, sans-serif font. To the right of the word, there is a vertical sign on a building that reads "HAPPY PEOPLE LIVE CLOSE TO WHERE THEY WORK". In the lower right, there is a building with a clock tower and the text "MARKHAM" visible.

End

HAPPY
PEOPLE
LIVE
CLOSE TO
WHERE
THEY
WORK

MARKHAM

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[Click for more](#)



Sheldon Singh from FNB

Our services

- Setup of ROI tracking in Google Analytics
- Building of dashboards
- Training on Google Analytics and Data Studio

ferdie.bester@nightjarr.com

Book a [timeslot](#)