

NightJarr



Ferdie Bester

- 15 years digital experience
- GA certified
- ClickMaven > Jellyfish > NightJarr
- ferdie.bester@nightjarr.com



Completed

Google Analytics Individual
Qualification

on June 24, 2021

Strauss&co

Fine Art Auctioneers | Consultants

Virgin
active



&BEYOND

Next workshops

How to setup ROI tracking in Google Analytics 4

14 June 2022 | 10am

Learn how to identify conversions, setup events and conversions.

[Click for more](#)

Better marketing decisions with Google Analytics 4

30 June 2022 | 1pm

Learn how to use data from Google Analytics 4 to improve your marketing effectiveness.

[Click for more](#)

Agenda

- Use your CRM data to improve lead quality
(lower cost per sale)
- Improve your Google Ads campaigns with CRM data
- See offline sales in Google Analytics 4 (Improved ROI reporting)

An aerial photograph of a city skyline at dusk, with a blue color overlay. The image shows a dense urban landscape with various buildings, including a prominent telecommunications tower in the center. The text "Use your CRM data to improve lead quality" is overlaid in white, bold, sans-serif font across the middle of the image.

**Use your CRM data to improve
lead quality**

Why is this valuable?

View from Google Analytics + excel

Channel	Cost	Leads	Cost per lead
Google Ads	R300k	1000	R300
Facebook	R180k	400	R450
Email	R50k	500	R100
Outbound	R40k	200	R500

+ Sales data

Channel	Cost	Leads	Sales	Cost per sale
Google Ads	R300k	1000	120	R 2 500
Facebook	R180k	400	20	R 9 000
Email	R50k	500	150	R 333
Outbound	R40k	200	5	R8 000

+ Sales data

CRM

Channel	Cost	Leads	Sales	Cost per sale
Google Ads	R300k	1000	120	R 2 500
Facebook	R180k	400	20	R 9 000
Email	R50k	500	150	R 333
Outbound	R40k	200	5	R8 000

How?

UTM tags



Regular URL



UTM Parameter



[www.personal-training-example.com/program?](http://www.personal-training-example.com/program?utm_source=facebook&utm_medium=social&utm_campaign=wellness-blog-outreach)

[utm_source=facebook&utm_medium=social&utm_campaign=wellness-blog-outreach](http://www.personal-training-example.com/program?utm_source=facebook&utm_medium=social&utm_campaign=wellness-blog-outreach)



Fill in your details below to get a quote

First name

Cellphone number

ID Number





Fill in your details below to get a quote

First name

Cellphone number

ID Number



Pass the info

URL	UTM
GoogleAds	www.standardbank/insurance.php?utm_source=googleads
Facebook	www.standardbank/insurance.php?utm_source=facebook
Email	www.standardbank/insurance.php?utm_source=email
Outbound	www.standardbank/insurance.php?utm_source=outbound



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First name

Cellphone number

ID Number



Fill in your details below to get a quote

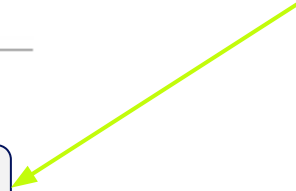
First name 

Cellphone number

ID Number

utm_source=googleads

Hidden field





Fill in your details below to get a quote


First name












Cellphone number

ID Number



Create a custom field

New Fields 

 Single Line	 Multi-Line
 Email	 Phone
 Pick List	 Multi-Select
 Date	 Date/Time
123 Number	 Auto-Number
\$ Currency	.00 Decimal
% Percent	9...9 Long Integer
 Checkbox	 URL
<input type="checkbox"/> NEW SECTION	

Report

Channel	Cost	Leads	Sales	Cost per sale	Conversion rate
Google Ads	R300k	1000	120	R 2 500	12%
Facebook	R180k	400	20	R 9 000	5%
Email	R50k	500	150	R 333	30%
Outbound	R40k	200	5	R8 000	2.5%

An aerial photograph of a city skyline, heavily color-cast in a monochromatic blue. The image shows a dense urban environment with various building heights and styles. A prominent feature is a tall, slender tower with a circular observation deck near the top, located in the upper-middle part of the frame. In the foreground, a large, circular building with a flat roof and a central structure is visible. A multi-lane highway or road curves through the lower half of the image. The sky is filled with dark, textured clouds. The text "Ad break" is centered in the middle of the image in a white, bold, sans-serif font.

Ad break

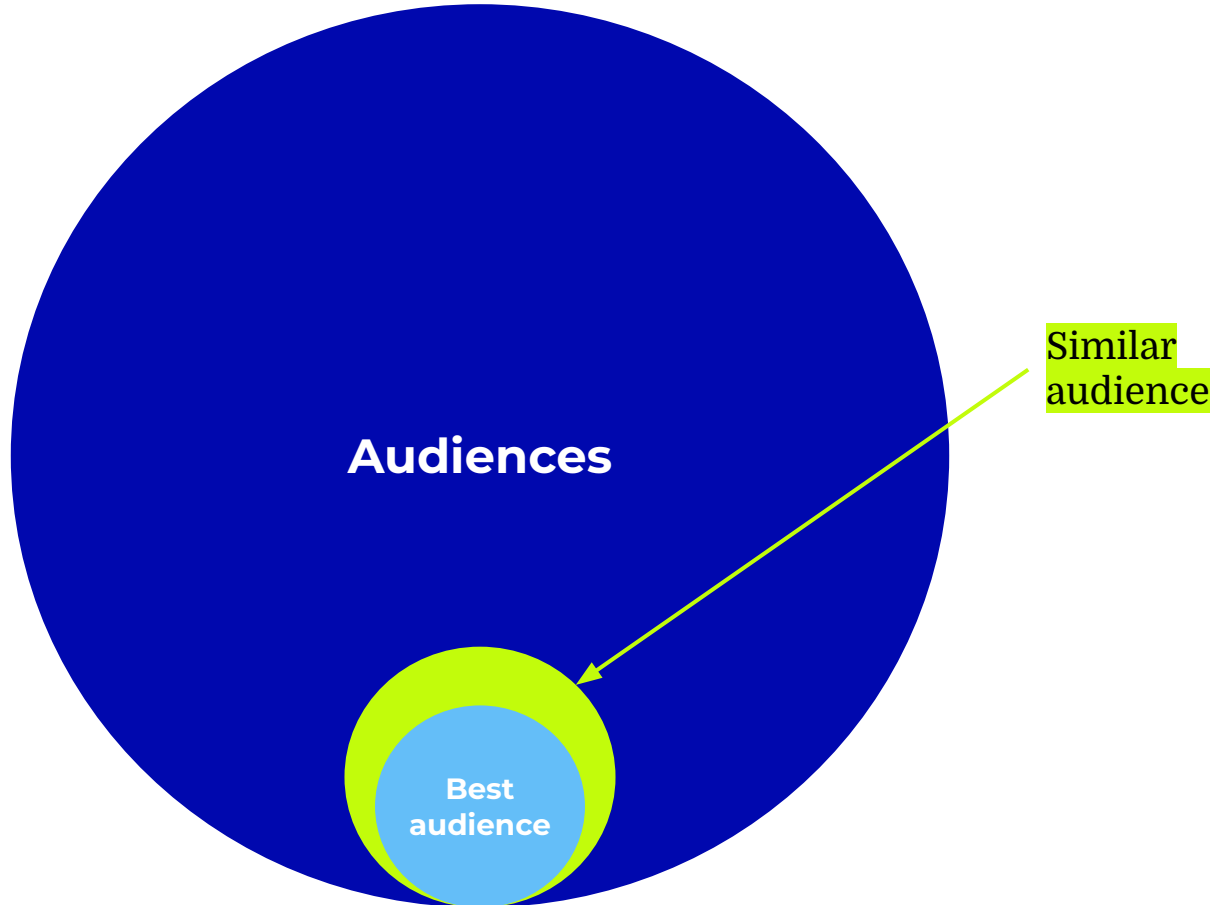
Free 30 min session

[Click here to book](#)



**Improve your Google Ads
with CRM data**

Why is this important?





How to setup



Minimum requirements

- R750k in spend (Baller status)
- Big list. 3000 names

Customer Match features available	Accounts with 90 days of history in Google Ads and more than USD \$50,000 lifetime spend	All policy compliant accounts*
"Targeting" setting	Yes	No
"Observation" setting	Yes	Yes
Similar audiences	Yes	Yes (in "Observation" setting)
Manual bid adjustments	Yes	No
Exclusions	Yes	Yes

1. Export your best customers

dale@wineandsomething.com -	wineandsomething.com	dale@wineandsomething.com
Craig Hills	WhoYou	craig@whoyou.co.za
Asuya Pemba	Wet Paint	asuya@wetpaint.co.za
Francois De Wet	Wamly	francois@wamly.io
Scott Gray	Virgin Active	scott@virginactive.co.za
Ross Mains-Sheard	Versofy	ross@versofy.com
David Lichtenstein	VATIT	david@vatit.humansales.com
Liezel -	Turn	liezel@turn.io

2. Upload into Google Ads

The screenshot displays the Google Ads interface. At the top, a dark navigation bar contains the account name 'NightJarr' with a dropdown arrow, the phone number '349-174-8947', and the page title 'Audience manager'. On the right side of this bar are icons for 'SEARCH', 'REPORTS', 'TOOLS AND SETTINGS' (highlighted with a yellow box), 'REFRESH', and 'HELP'. Below the navigation bar, the main content area is organized into five vertical columns. The first column is titled 'Planning' and includes 'Performance Planner', 'Keyword Planner', 'Reach Planner', 'Ad Preview and Diagnosis', and 'App advertising hub'. The second column is titled 'Shared Library' and includes 'Audience manager' (highlighted with a yellow box), 'Bid strategies', 'Negative keyword lists', 'Shared budgets', 'Location groups', 'Placement exclusion lists', and 'Asset library' with a 'NEW' badge. The third column is titled 'Bulk Actions' and includes 'All bulk actions', 'Rules', 'Scripts', and 'Uploads'. The fourth column is titled 'Measurement' and includes 'Conversions', 'Google Analytics', and 'Attribution'. The fifth column is titled 'Setup' and includes 'Business data', 'Policy manager', 'Access and security', 'Linked accounts', 'Global site tag', 'Preferences', and 'Google Merchant Center'.

NightJarr >
NightJarr.com 349-174-8947 ▾

Audience manager

SEARCH REPORTS TOOLS AND SETTINGS REFRESH HELP

Planning

Performance Planner

Keyword Planner

Reach Planner

Ad Preview and Diagnosis

App advertising hub

Shared Library

Audience manager

Bid strategies

Negative keyword lists

Shared budgets

Location groups

Placement exclusion lists

Asset library NEW

Bulk Actions

All bulk actions

Rules

Scripts

Uploads

Measurement

Conversions

Google Analytics

Attribution

Setup

Business data

Policy manager

Access and security

Linked accounts

Global site tag

Preferences

Google Merchant Center

+ Website visitors

+ App users

+ YouTube users

+ Customer list

+ Custom combination

File format

Email	First Name	Last Name	Country	Zip	Email	Zip	Phone
test@gmail.com	john	smith	us	94016			1-800-888-8888
test2@gmail.com	joanna	smith	cn	101300	test4@gmail.com	101500	

An audience!

<input type="checkbox"/> Customer Match List	Customer list Customer contact information	Open
--	--	------

3. Create similar audience

+ Website visitors

+ App users

+ YouTube users

+ Customer list

+ Custom combination

Audience segments to combine

Select the audience segments to combine into one audience :

Combining certain segment types may result in unintended lists only eligible for Search and YouTube. [Learn more](#)

Any of these audience segments (OR) ▼

Search



Website visitors



Similar audiences





Similar to ~~Advertiser & Product~~ Customer Match
List

4. Use in Google Ads

Overview ● Enabled Status: Limited by budget Type: Display Budget: £6.00/day [More details](#) ▼

Audiences

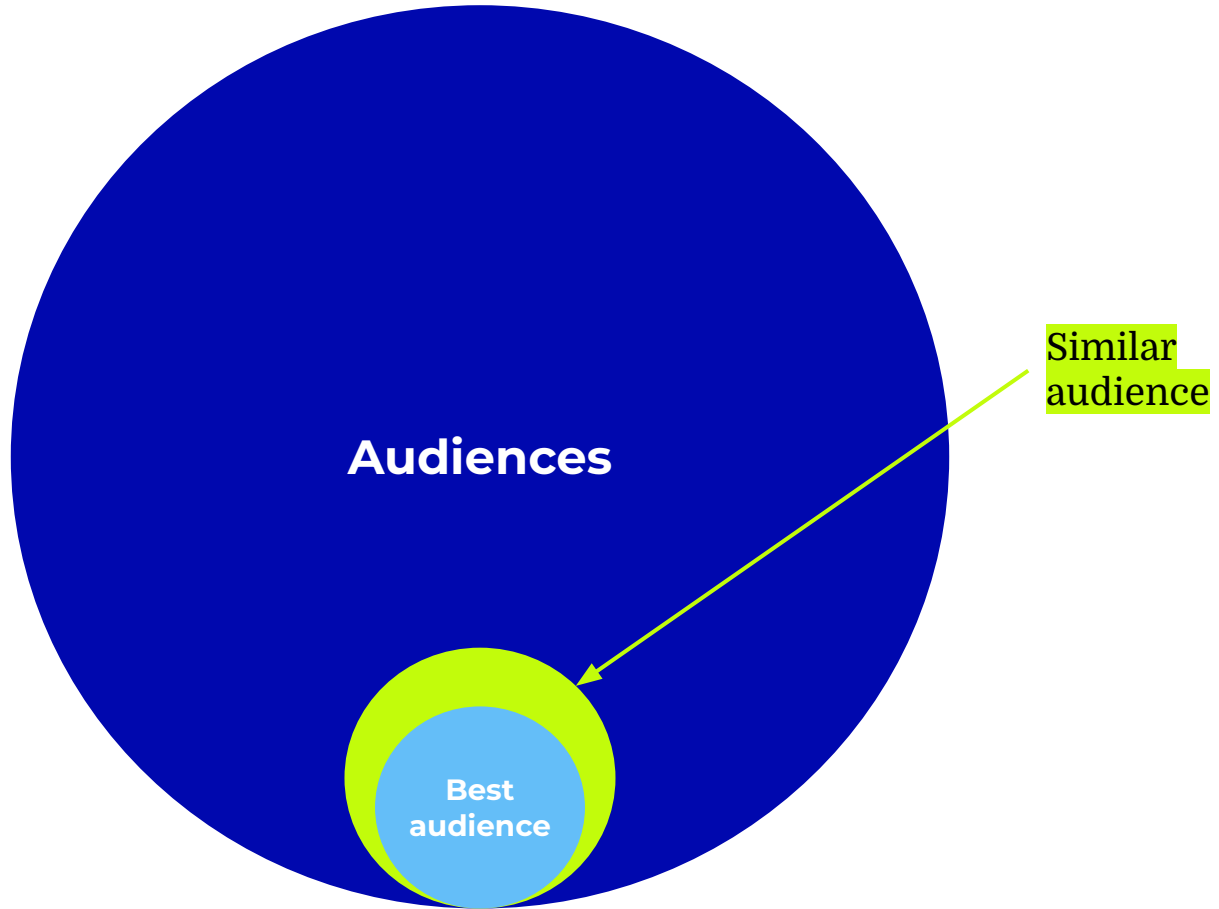
This month May 1 – 24, 2022 ◀

[Hide table](#) [Edit audience segments](#)

[Add filter](#) Ad group view ▼ SEGMENT COLUMNS MORE

<input type="checkbox"/>	<input type="radio"/>	Audience segment	Type	Ad group	Status	Viewable impr.	Avg. viewable CPM	↓ C
<input type="checkbox"/>	<input checked="" type="radio"/>	Banking & Finance	Affinity segment	Affinity Audiences	Eligible	2,550	£4.33	
<input type="checkbox"/>	<input checked="" type="radio"/>	Business Services > Business Technology Enterprise Software	In-market segment	In-Market Audiences	Eligible	3,700	£4.40	
<input type="checkbox"/>	<input checked="" type="radio"/>	Business Services > Business Technology ... Helpdesk & Customer Support Solutions	In-market segment	In-Market Audiences	Eligible	1,458	£4.56	
<input type="checkbox"/>	<input checked="" type="radio"/>	Job Change Recently Started New Job	Life event	Life Events Audiences	Eligible	482	£5.39	
<input type="checkbox"/>	<input checked="" type="radio"/>	Software Business & Productivity Software	In-market segment	In-Market Audiences	Eligible	1,811	£4.26	

[+ Show more](#) •



Audiences

**Similar
audience**

**Best
audience**



**Advanced:
Offline sales in GA4**

Why is this valuable?

- Online and offline sales in GA
- More accurate ROI
- Attribute sales (not just leads) to channels / media



No personal info in GA

The screenshot shows the Google Analytics Admin interface. At the top, there are two tabs: 'ADMIN' (selected) and 'USER'. Below the tabs, there is a 'Property' section with a blue '+ Create Property' button. The current property is 'NightJarr.com GA4 - Production (28534...'. A left-hand navigation menu is visible, with a back arrow icon. The menu items are: Setup Assistant, Property Settings, Property Access Management, Data Streams, Data Settings, and Data Import. The 'Data Import' option is highlighted with a yellow rectangular box.

Offline event data

Import offline events from sources without an internet connection

- These events, once uploaded, are processed as though they were
- Removing this data requires a user or data deletion.

- User Data Collection Acknowledgment provided

measurement_id	client_id	user_id	timestamp_micros	event_name
G-12345ABCDE	1234567890.0987654321	1000001	1609488000000000	page_view
G-12345ABCDE	1234567890.0987654321	1000001	1609488060000000	page_view
G-12345ABCDE	1234567890.0987654321	1000001	1609488120000000	video_play
G-67890ABCDE	2345678901.9876543210	1000002	1609574400000000	page_view
G-67890ABCDE	2345678901.9876543210	1000002	1609574460000000	page_view
G-67890ABCDE	2345678901.9876543210	1000002	1609574520000000	page_view
G-67890ABCDE	121212.3434	1000003	1609574520000000	page_view
G-67890ABCDE	121212.3434	1000003	1609660801000000	view_item_list
G-67890ABCDE	121212.3434	1000003	1609660860000000	select_item
G-67890ABCDE	121212.3434	1000003	1609660870000000	page_view
G-67890ABCDE	121212.3434	1000003	1609660930000000	view_item
G-67890ABCDE	121212.3434	1000003	1609660950000000	add_to_cart
G-67890ABCDE	121212.3434	1000003	1609660970000000	begin_checkout
G-67890ABCDE	121212.3434	1000003	1609660975000000	page_view
G-67890ABCDE	121212.3434	1000003	1609660980000000	purchase

See offline sales

First user default channel grouping ▾ +	Engagement rate	Engaged sessions per user	Average engagement time	Event count <u>All events</u> ▾	Conversions <u>All events</u> ▾	Total revenue
Totals	57.42% Avg 0%	0.85 Avg 0%	1m 20s Avg 0%	2,486 100% of total		
1 Organic Search	62.2%	0.92	1m 47s	1,673		
2 Direct	49.57%	0.78	0m 41s	595		
3 Paid Search	46.34%	0.63	0m 34s	172		
4 Email	66.67%	0.67	0m 16s	18		
5 Display	100%	2.00	0m 32s	13		
6 Organic Social	100%	1.00	0m 21s	7		
7 Unassigned	100%	1.00	0m 50s	8		

Search

- All events
- purchase
- ContactFormSubmit
- workshop_register_button_click

Field mapping

How to

GA field	Map to	What is it?
measurement_id	GA4 measurement ID <i>G-MB57W3K07V</i>	The id to identify your Google Analytics instance
client_id	Unique ID per Google client (per device) inside _ga (cookie) xxxxx.xxxxxx	User variable from Google passed via the form
user_id	CRM_id	An id from your CRM system
timestamp_micros	Sales closed	When it happened
event_name		Transaction name
event_param.value		Transaction value
event_param.currency		ZAR

Client ID

Fill in your details below to get a quote

First name

Cellphone number

ID Number



google_client_id=19110523.4234234234

Hidden field

Client ID

DevTools - www.nightjarr.com/

Elements Console Sources Network Performance Memory Application Security Lighthouse Recorder

Application

- Manifest
- Service Workers
- Storage

Storage

- Local Storage
- Session Storage
- IndexedDB
- Web SQL
- Cookies
 - https://www.nightjarr.co

Filter

Name	Value
_hjlIncludedInPageviewSample	1
nightjarr-_zldp	iSBg4%2FkM%2FfgIAoAA5N%2FAfDoII0MRzVaG0sINKsjjVimZs...
wp-settings-4	editor%3Dtinymce%26libraryContent%3Dbrowse%26mfold%3...
wordpress_test_cookie	WP%20Cookie%20check
_gat_UA-198144556-1	1
_ga_MB57W3K07V	GS1.1.1653379508.257.0.1653379508.60
sales_7dd45ef219bd4653ae51ea856a192...	%7B%22id%22%3A%22020e40c4-4412-4b0d-8370-8f7ce6b46...
_gid	GA1.2.2069049157.1653289461
_ga	GA1.1.1911054701.1621331865
nightjarr-_zldt	020e40c4-4412-4b0d-8370-8f7ce6b46592-1
zabBucket	%7B%22nM9oArk%22%3A%221rTI%22%7D

measurement_id	client_id	user_id	timestamp_micros	event_name
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G-67890ABCDE	2345678901.9876543210	1000002	1609574460000000	page_view
G-67890ABCDE	2345678901.9876543210	1000002	1609574520000000	page_view
G-67890ABCDE	121212.3434	1000003	1609574520000000	page_view
G-67890ABCDE	121212.3434	1000003	1609660801000000	view_item_list
G-67890ABCDE	121212.3434	1000003	1609660860000000	select_item
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G-67890ABCDE	121212.3434	1000003	1609660930000000	view_item
G-67890ABCDE	121212.3434	1000003	1609660950000000	add_to_cart
G-67890ABCDE	121212.3434	1000003	1609660970000000	begin_checkout
G-67890ABCDE	121212.3434	1000003	1609660975000000	page_view
G-67890ABCDE	121212.3434	1000003	1609660980000000	purchase

An aerial photograph of a city skyline, likely Johannesburg, South Africa, featuring the prominent Mopani Tower. The image is overlaid with a blue color cast. The text "Q&A" is centered in the middle of the image in a white, sans-serif font. A thin white horizontal line is positioned near the bottom of the frame.

Q&A

An aerial, monochromatic blue-tinted photograph of a city skyline. In the foreground, a large, circular building with a flat roof and a central tower is prominent. A multi-lane highway curves through the middle ground. The background is filled with a dense urban landscape of various skyscrapers and buildings. A tall, thin tower with a circular observation deck is visible in the distance. The sky is filled with dark, dramatic clouds. The text "The end" is overlaid in the center of the image.

The end



Q&A

HAPPY
PEOPLE
LIVE
CLOSE TO
WHERE
THEY
WORK

MAHARAJA

An aerial view of a dense city skyline, heavily overlaid with a blue color. The buildings are packed closely together, with various architectural styles visible. In the center, the word "End" is written in a large, white, sans-serif font. To the right of the word, a building has a sign that reads "HAPPY PEOPLE LIVE CLOSE TO WHERE THEY WORK". Another building to the right has a sign that reads "MAHARAJA".

End









HAPPY
PEOPLE
LIVE
CLOSE TO
WHERE
THEY
WORK

MAHARAJA

Or link

Select a data platform

Search

-  HubSpot
via Zapier
-  Google Sheets
via Zapier
-  Mailchimp
via Zapier
-  Agile CRM
via Zapier
-  Salesforce
via Zapier
-  Zoho CRM
via Zapier
-  Campaign Monitor
via Zapier
-  Pipedrive
via Zapier

Upcoming workshop

Automate your marketing reporting with Google Data Studio

5 May 2022 | 10am

Learn how to build dashboards and connect your data sources.

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