



Example #3 of the Measurement
Strategy(for non-profit organization)

Case: Analytics Strategy for European Non-Profit Organization

We started working with this client on an Audit, and then proceeded to build a Measurement Strategy.

After a few discussions with the client, we developed a Strategy that included tracking various types of content consumption, form submissions, and link clicks.

In addition to that, we developed a UTM-tagging guide for different traffic sources.

Creating such a document allowed us to expedite Implementation, which was the next step.

Below, you can find the document.

Want a Google Analytics 4 strategy for your website?

If you would like to develop a Measurement Strategy, please contact us:

- Submit any contact form on our website: <https://triodox.com/contact/>
- Or simply send an email to ceo@triodox.com

Intro

This document summarizes all the measurement features we need and keeps all the necessary info in one place. So during the implementation, we will be able to refer to it.

It includes 2 parts:

- Tracking of key users' actions.
- UTM-tagging.

Tracking the key users' actions

We need to track the following actions:

1. Views of specific pages,
2. PDF downloads,
3. Video views,
4. E-mail subscriptions,
5. E-mail links clicks.

We will configure tracking using Google Analytics and Google Tag Manager(to simplify the setup for non-technical team members) for such actions.

Google Tag Manager container

We will use **GTM-LW2WESJ** as this container is installed on all website pages, and we have access to it.

Definitions

Google Tag Manager(GTM) variables

Entities like *Page Type* below are GTM variables. They are used for keeping the dynamic values(that change during the time or after specific actions).

Some of them are *built-in*, some we will create for our needs(*user-defined*).

Views of specific pages

There is a list of pages that we need to track and have data for.

We will use 3 ways of tracking and reporting for these pages:

- Google Analytics Events
- Google Analytics Goals(combines all key pages views)
- Google Data Studio report(table, we create it in the later stages).

Page name/title	URL
Homepage	https://www.iwebsite.org/
Country profiles	https://www.iwebsite.org/countries
Mid-Year Update	https://www.iwebsite.org/mid-year-figures
Covid-19	https://www.iwebsite.org/crises/coronavirus
PRDD project	https://www.iwebsite.org/pacific-disasters
Publications	https://www.iwebsite.org/publications
Blogs	https://www.iwebsite.org/expert-opinion
Features	https://www.iwebsite.org/features
Media	https://www.iwebsite.org/media-centre
Events	https://www.iwebsite.org/events
About us	https://www.iwebsite.org/about-us
What we do	https://www.iwebsite.org/our-work

Google Analytics event configuration for Key pages views

Event Category	Key Page Viewed
Event Action	{{Page Type}}(one of 17 types above)
Event Label	{{Page Path}}

Google Analytics goal configuration for Key page views

Goal Name	Key Page Viewed
Goal Type	Event: <ul style="list-style-type: none">• [Category] [Equals to] [Key Page Viewed]

PDF downloads

We already have the Event tracking for file downloads, but need to:

- Remove current hard-coded tracking.
- Re-install the tracking in Google Tag Manager

Google Analytics event configuration for PDF downloads

Event Category	Downloads(GTM)
Event Action	{{File Type}} <i>e.g., PDF, PPTX, ZIP, and so on. We assume that after some time, there will be available for downloading PDF-files only)</i>
Event Label	{{Click URL}} <i>E.g.,/sites/default/files/documents/ing-principles-Eng2.pdf</i>

Google Analytics goal configuration for PDF downloads

Goal Name	File download
Goal Type	Event: <ul style="list-style-type: none">• [Category] [Equals to] [Downloads(GTM)]

Video views

For embedded YouTube-videos, we will track the following actions:

- Start
- Complete
- Progress:
 - 10% step
 - “Key” percentage of 30%

Google Analytics event configuration for Video Views

Event Category	YouTube videos
Event Action	YouTube Action Type: <ul style="list-style-type: none">• Start• Complete• Progress: {{Video Percent}}%
Event Label	{{Video Title}}

Google Analytics goal configuration for 30% viewed

Goal Name	YouTube embedded video - 30% viewed
Goal Type	Event: <ul style="list-style-type: none">• [Category] [Equals to] [YouTube videos]• [Action] [Equals to] [Progress: 30% viewed]

E-mail subscriptions

After the user submits the Email-subscription form, we need to track this action using Event and Goal.

Google Analytics event configuration for E-mail subscriptions

Event Category	Forms
Event Action	E-mail subscription form submitted
Event Label	{{Page Path}}

Google Analytics goal configuration for E-mail subscriptions

Goal Name	E-mail subscription form submitted
Goal Type	Event: <ul style="list-style-type: none">• [Category] [Equals to] [Forms]• [Action] [Equals to] [E-mail subscription form submitted]

E-mail link clicks

The purpose is to track clicks on email links like info@iwebsite.ord in the website footer and other places.

Google Analytics event configuration for E-mail link clicks

Event Category	Links
Event Action	Email link clicked: {{Click Text}}
Event Label	{{Page Path}}

Google Analytics goal configuration for E-mail link clicks

Goal Name	E-mail link clicked
Goal Type	Event: <ul style="list-style-type: none">• [Category] [Equals to] [Links]• [Action] [Regular Expression] [Email link clicked]

UTM-tagging

Some traffic sources are detected in Google Analytics automatically (like referrals or Google Ads). But for sources like email or links inside of PDF, it is necessary to use advanced tracking features, like UTM-tags.

UTM-tagging - is adding GET-parameters to links to your website:

www.iwebsite.org?utm_source=facebook.com&utm_medium=social&utm_campaign=post-human-mobility-data

There are 5 UTM-parameters:

1. Source: *utm_source*, used to identify search engine, domain, newsletter
2. Medium: *utm_medium*, used for medium (like "cpc", "social", "email")
3. Campaign Name: *utm_campaign*, used for certain campaigns
4. Term: *utm_term*
5. Content: *utm_content*

For clarity, we will use only the first three of them: Source(*utm_source*), Medium(*utm_medium*), and Campaign(*utm_campaign*).

Google URL Builder

[This tool](#) simplifies the process of UTM-tagging - you need to put the Landing Page link and parameters and then get the “tagged link”. It helps to avoid technical mistakes.

For example, to get the link above were used the following parameters:

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL	<input type="text" value="https://www.example.com"/>
The full website URL (e.g. <code>https://www.example.com</code>)	
* Campaign Source	<input type="text" value="facebook.com"/>
The referrer: (e.g. <code>google</code> , <code>newsletter</code>)	
* Campaign Medium	<input type="text" value="social"/>
Marketing medium: (e.g. <code>cpc</code> , <code>banner</code> , <code>email</code>)	
* Campaign Name	<input type="text" value="post-human-mobility-data"/>
Product, promo code, or slogan (e.g. <code>spring_sale</code>)	
Campaign Term	<input type="text"/>
Identify the paid keywords	
Campaign Content	<input type="text"/>
Use to differentiate ads	

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

<input type="text" value="https://www.example.com?utm_source=facebook.com&utm_medium=social&utm_campaign=post-"/>
<input type="checkbox"/> Set the campaign parameters in the fragment portion of the URL (not recommended).

Custom UTM parameters for IDMC campaigns

We are planning to use UTM-tagging for the following sources:

- Email(Mailchimp)
- PDF
- Facebook
- Twitter
- LinkedIn
- Youtube

UTM-tagging for Email(Mailchimp)

Email campaigns - one of the most important sources where UTM-tagging should be applied. As you use Mailchimp [integrations with Google Analytics](#), UTM-parameters are added *automatically*.

Nice to check this data from time to time in Google Analytics reports.

UTM-tagging for PDF

In the shared documents, all links to the website(www.www.iwebsite.org and internal pages) should be UTM-tagged to track which documents bring more traffic.

UTM-parameter	Value(s)
Source(<i>utm_source</i>)	Document category, one of the following*: <ul style="list-style-type: none">● flagship-report● thematic-series-report● one-off-report● corporate-communications● in-country-engagement
Medium(<i>utm_medium</i>)	pdf
Campaign Name(<i>utm_campaign</i>)	The name of the document
Notes	Use one set of all 3 UTM-parameters(<i>utm_source</i> , <i>utm_medium</i> , <i>utm_campaign</i>) for a single document.

*there might be added/used more categories in the future. Just make sure that the same category will be used across different documents.

UTM-tagging for Facebook(Social traffic)

UTM-parameter	Value(s)
Source(<i>utm_source</i>)	facebook.com
Medium(<i>utm_medium</i>)	social
Campaign Name(<i>utm_campaign</i>)	The “name” or “headline” post where a link is inserted. For example, “mobility-data”
Notes	If the same post shared across several Social media platforms(Facebook, YouTube, Twitter, LinkedIn) - nice to have the same utm_campaign as well. This will simplify the analysis of post performance between social media platforms.

UTM-tagging for Twitter(Social traffic)

UTM-parameter	Value(s)
Source(<i>utm_source</i>)	twitter.com
Medium(<i>utm_medium</i>)	social
Campaign Name(<i>utm_campaign</i>)	The “name” or “headline” of the tweet where a link is inserted. For example, “15k-people-were-moved-in”

UTM-tagging for LinkedIn(Social traffic)

UTM-parameter	Value(s)
Source(<i>utm_source</i>)	linkedin.com
Medium(<i>utm_medium</i>)	social

Campaign Name(<i>utm_campaign</i>)	The “name” or “headline” of the post where a link is inserted. For example, “mobility-data”
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UTM-tagging for YouTube

UTM-parameter	Value(s)
Source(<i>utm_source</i>)	youtube.com
Medium(<i>utm_medium</i>)	social
Campaign Name(<i>utm_campaign</i>)	The “name” or “headline” of the video where a link is inserted. For example, “measuring-mobility”

Further steps

After we approve this Measurement Strategy, we can proceed to the implementation part.

It includes:

- Configuration of Google Analytics
- Configuration of Google Tag Manager
- Some web-development
- UTM-tagging of links in Social media and documents
- Testing

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Please feel free to contact us in one of the following ways:

- Submit a contact form on our website at <https://triodox.com/contact/>
- Alternatively, you can directly email us at ceo@triodox.com