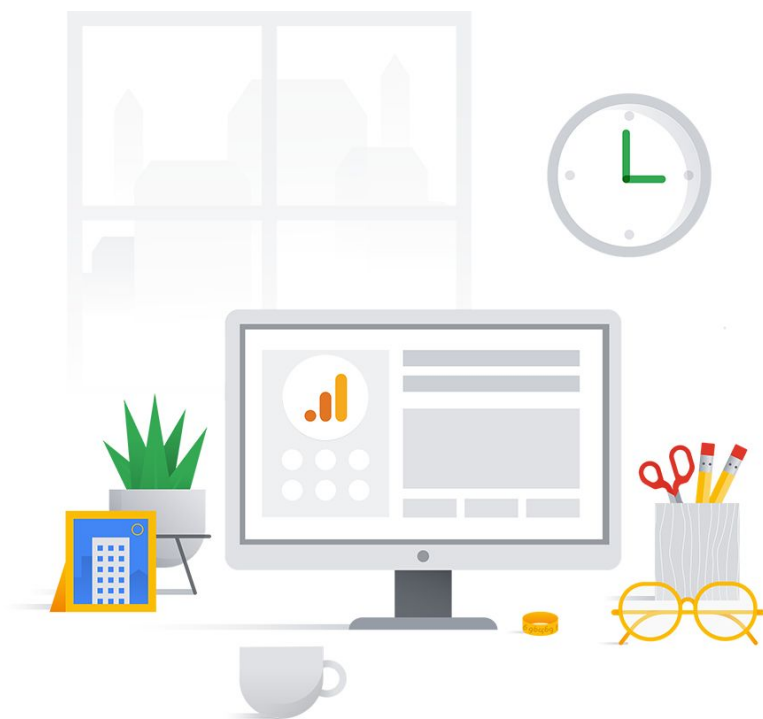

Top Google Analytics reports for publishers

Drive ad performance with Google Analytics

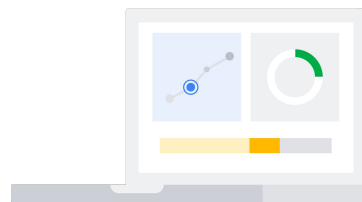


Contents

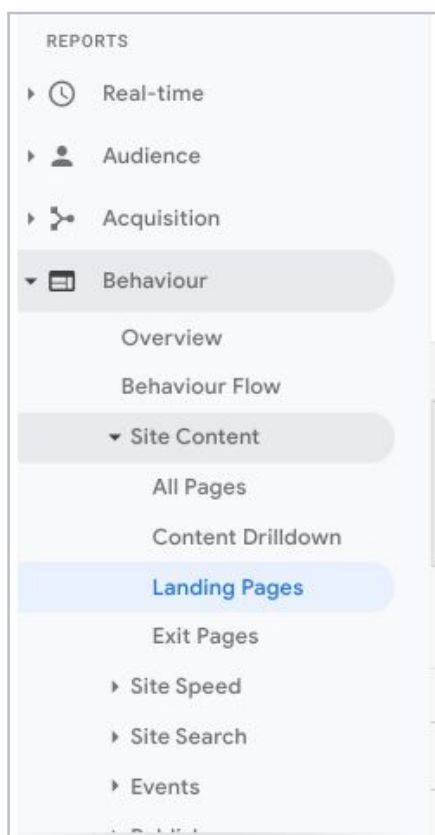
Use these 12 [Google Analytics](#) reports to learn about your users and help improve ad performance.

1. [Landing Pages](#)
2. [In-Market Segments](#)
3. [Affinity Categories](#)
4. [Session & Page Views](#)
5. [Mobile](#)
6. [Source/Medium](#)
7. [Exit Pages](#)
8. [Site Speed](#)
9. [Search Terms](#)
10. [Location](#)
11. [Top Events](#)
12. [Goals](#)

Landing Pages



This report shows which part of the site has the **most traffic** and which of your audiences are **most engaged** for the longest time.



Use the data in this report to:

- Find out which pages are popular and which aren't.
- Secure impressions with Programmatic Guaranteed or Programmatic Direct buys.
- Show your top pages in your publisher profile in Ad Manager under 'Sales' and 'Deals Settings'.

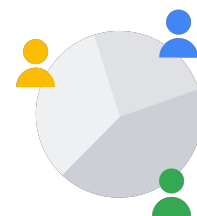


Find this report in your [Analytics](#) account by clicking: Reports > Behavior > Site Content > Landing Pages.

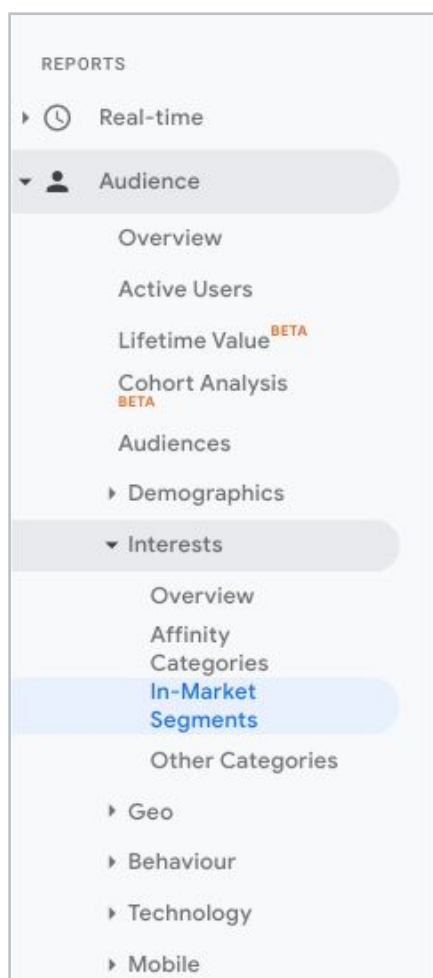


For more information about landing pages see [the Site Content reports](#).

In-Market Segments



This report shows you users who are more likely to make a **conversion**. This enables you to see the potential customers who are actively researching or looking to buy products and services.



Use the data in this report to:

- Target groups of users who are in the moment to purchase.
- Match buyers with ads directly relating to their interests, improving ad relevance.
- Conduct direct advertising deals.
- Personalize advertising and creatives to specific audiences



Find this report in your [Analytics](#) account by clicking: Reports > Audience > Interests > In-Market Segments.



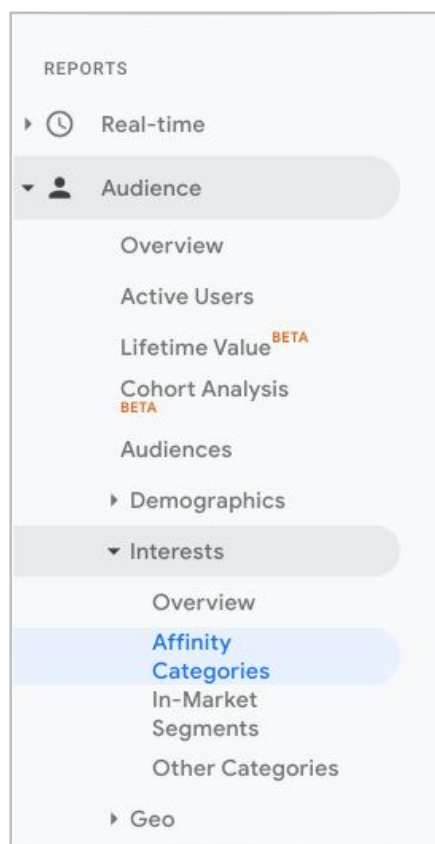
For more information about In-Market segments, read [about Demographics and Interests](#).

Affinity Categories



This report shows the audiences that have a general, long-standing interest aligned with a **specific segment**.

This takes more of a long-term view of audience understanding by analyzing your audience's interests, passions, and lifestyle to get a better sense of their overall identity.



Use the data in this report to:

- Determine your top categories and set an audience plan.
- Expand your audiences. This is especially important if they are fairly niche.
- Find categories that fit well together to steer publications in one direction or another.



Find this report in your [Analytics](#) account by clicking: Reports > Audience > Interests > Affinity Categories.

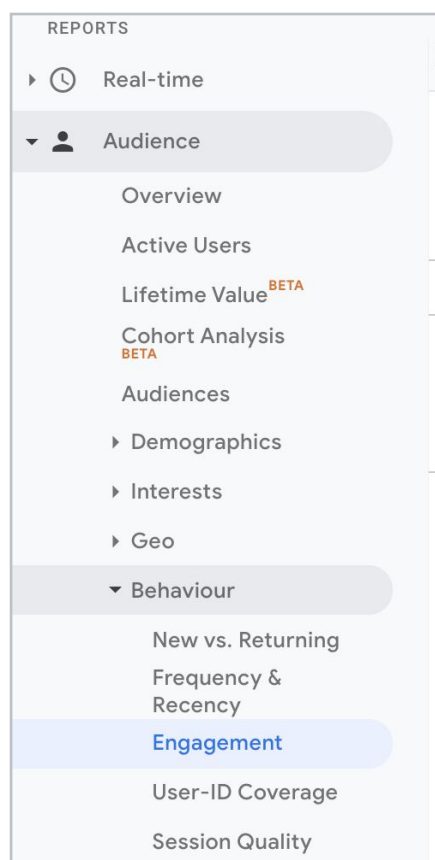


For more information about Affinity Categories, read [about Demographics and Interests](#).

Sessions & Page Views



This report shows you the **interaction** and **interest** that your audience has with your website.



Use the data in this report to:

- Understand whether you should use an ad or subscription model. See if your site is meant for quick, repetitive use (ad) or focused towards continuous engagement (subscription). A high number of sessions with duration of 0-10s means that users are more likely to click on ads than subscribe to you site.
- Gain insight on functionality choices to determine if you could better organize your site or implement better pagination. For example, page views with a higher duration would be well suited for enabling auto refresh. While having more page views within the lower brackets (30s or less) may suggest versatile pagination techniques to be more appropriate.



Find this report in your [Analytics](#) account by clicking: Reports > Audience > Behaviour > Engagement (Session Duration and Page Depth).

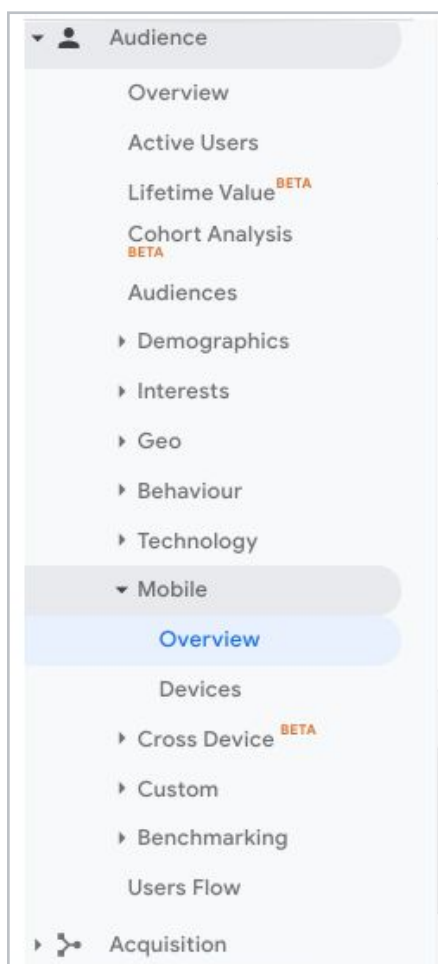


See more about the differences between [Sessions and Page Views](#).

Mobile



This report shows you performance by **device type**.



Use the data in this report to:

- Understand how much revenue is associated with each device type. Note: this is possible by setting up [ecommerce tracking](#).
- See mobile specific demand. You can use this knowledge to consider using a specific SSP dedicated to mobile monetization for non-standard ad types. In certain situations, this could be a smart addition to your regular stack of ads.

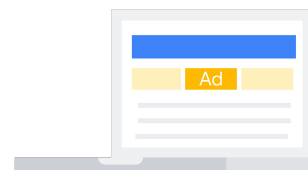


Find this report in your [Analytics](#) account by clicking: Reports > Mobile > Overview

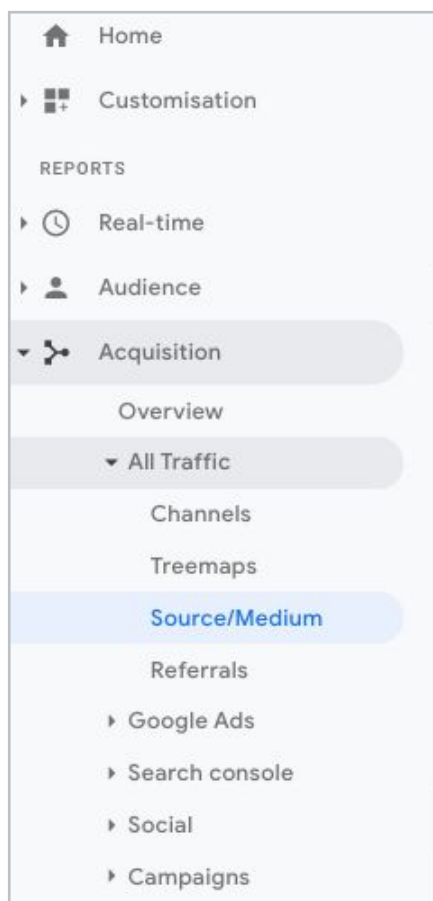


Read more about the [Mobile reports](#).

Source/Medium



This report shows the types of **categories** where users are coming from and the **actual domains** sending users to your site.



Use the data in this report to:

- See which domains or categories you should invest in. For example, if email users show the best engagement you might want to create email registration alert on your site.
- Understand the value of email engagement. See how your current newsletters perform and determine the value of engaging your users daily or weekly with this content.
- Find which traffic source your users come from. For example, if 50% of your readers come from one specific traffic source you could consider creating a personalized message for that source.



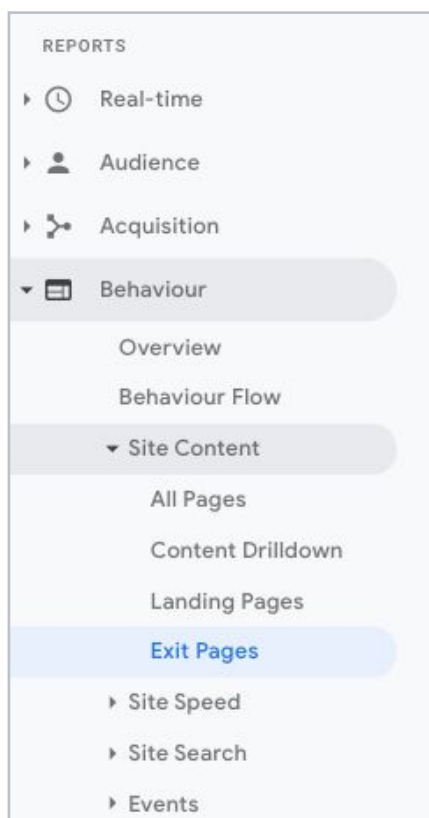
Find this report in your [Analytics](#) account by clicking: Reports > Acquisition > All Traffic > Source/ Medium.



Read more about the [Source/Medium reports](#).

Exit Pages

GA tracks the **last page viewed** in each user's session. This report shows the pages that appear most frequently as the last page viewed in visitor sessions.



Use the data in this report to:

- Create an exit experience. Ask users to sign up for a newsletter or subscription, or show them a final ad before they exit.
- Understand if you can better optimize your site experience. Add in different segments into this report to see if users from specific countries are leaving pages more than others.
- Determine if your site is a good fit for an ad revenue model in addition to a subscription model. You might want to consider placing ads on your exit pages.



Find this report in your [Analytics](#) account by clicking: Reports > Behavior > Site Content > Exit Pages.



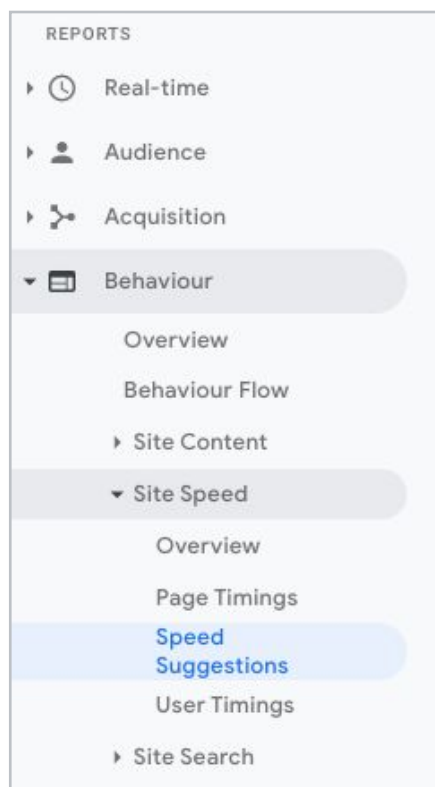
Read about the differences between [Bounce Rate and Exit Pages](#).

Site Speed



The report shows how quickly users are able to **see and interact** with content.

Site speed is correlated with user experience and search rankings, so it's important to keep track of your score. Identify areas of improvement and track your progress with this report.



Use the data in this report to:

- Improve your site load time. See optimization tips tailored to your site and implement these tips to make your pages load faster.

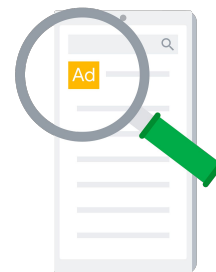


Find this report in your [Analytics](#) account by clicking: Reports > Behavior > Site Speed > Speed Suggestions.

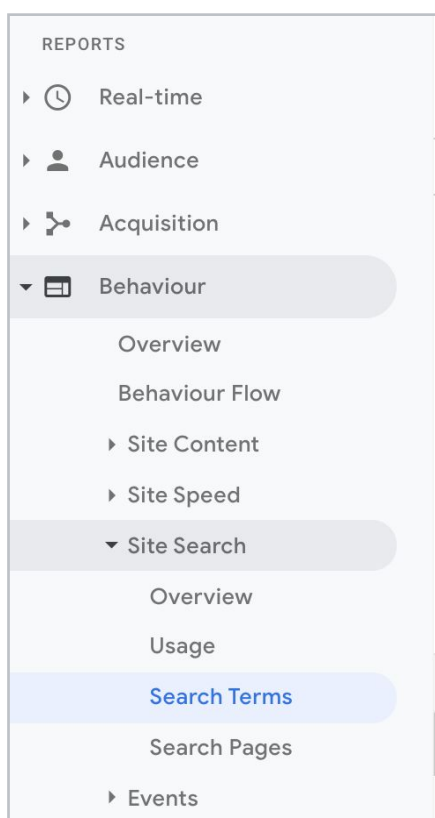


Read more about [Site Speed](#).

Search Terms



The report shows you the **actual queries** that people have searched for and the number of unique searches for each query. This feature requires that you have search functionality included on your site.



Use the data in this report to:

- Identify content gaps. See if people are looking for something that you do not currently have on your website, which identifies a content gap that you could fill.
- Identify terms to better inform the product or services you offer.

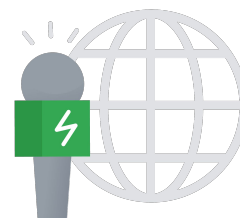


Find this report in your [Analytics](#) account by clicking: Reports > Behavior > Site search > Search Terms.

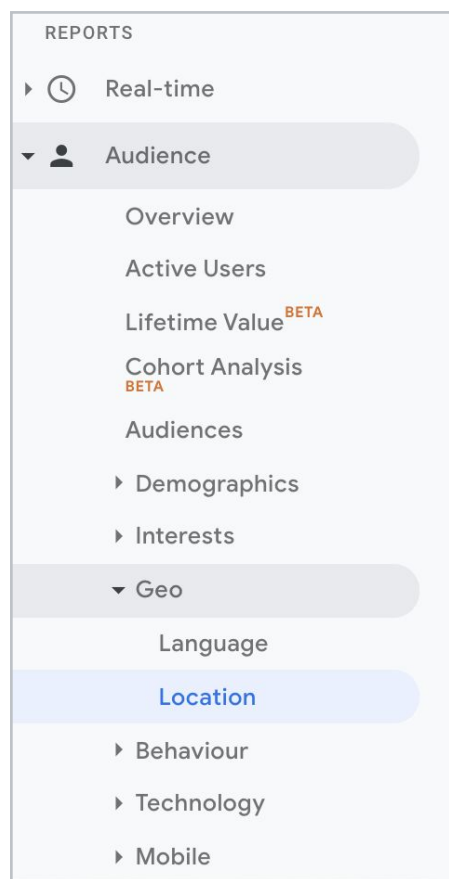


Read more about [Search Terms](#).

Location



This report shows traffic from other **geographic areas** whose users exhibit a natural interest in your products.



Use the data in this report to:

- Create separate campaigns for countries with high traffic in your ad server. This allows you to optimize campaigns individually, which can boost performance.
- Create local programmatic guaranteed or programmatic direct partnerships. Most marketplaces are international, but there are certain companies that would prefer attracting users from select locations.



Find this report in your [Analytics](#) account by clicking: Reports > Audience > Geo > Location.



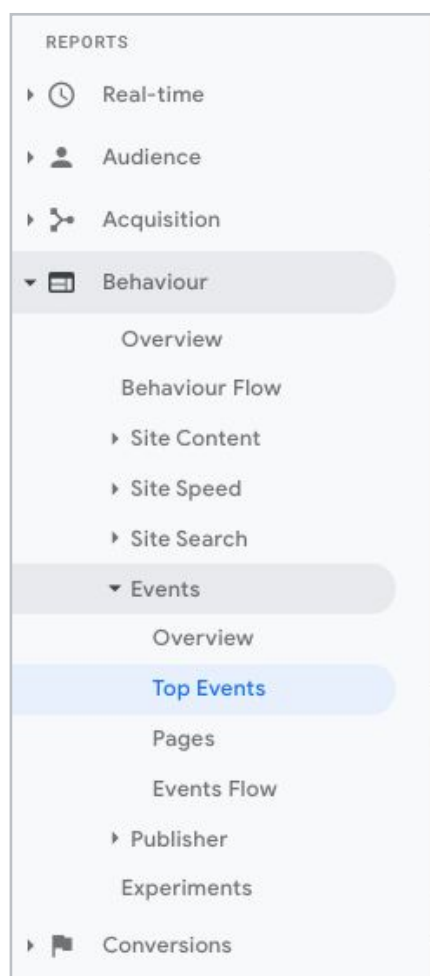
Read more about the [Geo reports](#).

Top Events



This report relates to **specific actions** that you want to monitor on your site. These actions are categorized by category, action and labels.

For example, you might set up a video "play" button on your site as a specific action so that it records an action with the following values: Category: "Videos", Action: "Play", Label: "Baby's First Birthday".



Use the data in this report to:

- Determine specific actions that you could monitor like 'clicked ad', 'watched a video', 'signed up to a newsletter', 'filled out a form', 'interacted with a slider' etc. and add a value to these actions to determine which actions your users frequently take.
- Align actions with your top goal. Learning which actions your users most frequently take can help you better setup a path to achieve your goals.



Find this report in your [Analytics](#) account by clicking: Reports > Behavior > Events > Top Events.



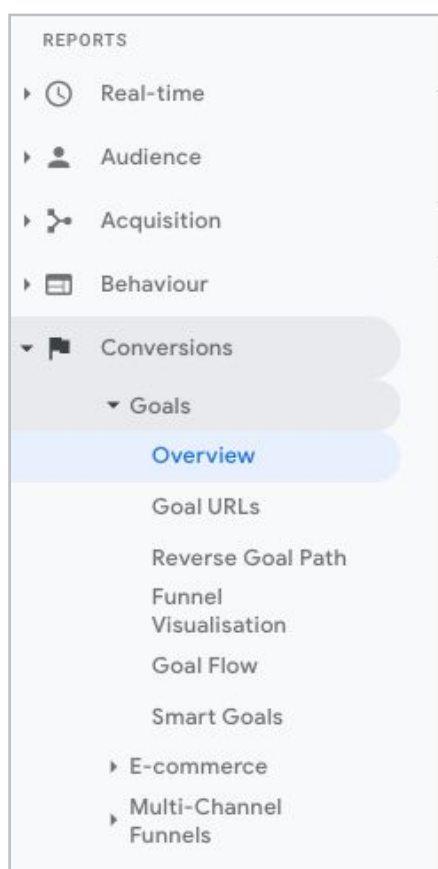
Read more about [Events](#).

Goals



This report measures how well your site or app fulfills your **target objectives**. It represents a completed activity, called a conversion, that contributes to the success of your business.

Examples of these include making a purchase (for an ecommerce site), completing a game level (for a mobile gaming app), or submitting a contact information form (for a marketing or lead generation site).



Use the data in this report to:

- Evaluate the effectiveness of your online business and marketing campaigns. Learn how many conversions you have and your conversion rate for your site or app.



Find this report in your [Analytics](#) account by clicking: Reports > Conversions > Goals > Overview.



Read more about [Goals](#).