How to Integrate Sitefinity Personalization with Your Google Analytics Account
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This tutorial explains how you can set up Google Analytics tracking for the pages and segments which you have already personalized in Sitefinity.
You've personalized your webpages to create more meaningful communication between your business and your online visitors. Now your prospects arrive on the most relevant pages to find the information, products or offers that they want. This marks your first steps to improve the user experience and transform prospects into buyers.

But what good is personalization if you’re not tracking the online behaviors of your segmented audience? By tracking a persona’s online actions, your business can make better predictions to provide more relevant content and calls-to-action for future prospects and return visitors.

This is where your initiatives with personalization and Google Analytics converge.

With Google Analytics, you already track things like time on site, engagement with a webpage, pages visited, and bounce rates. But you can really add muscle to your personalization efforts if you can also track conversion goals like filling out a form, downloading a product trial, subscribing to a newsletter, registering for an event or purchasing online.

For instance, if your conversion goal is to convert your online visitor to a trial registrant, you should be tracking how many of this segment are clicking on the trial offer. What pages did this segment frequent or downloads did they make prior to clicking on the trial. How many of the segment are actually registering for the trial?

But, the real value of tracking the personalized pages in Analytics is that you can see how they perform in comparison to the rest of the website, or the non-personalized pages. By comparing the engagement metrics and conversion goals of a personalized page to non-personalized pages you can gauge whether or not you’re getting the expected results.

This tutorial guide gives you the step-by-step process to set up Google Analytics Tracking for the webpages and segments that you have already personalized in Telerik Sitefinity CMS. Setting it up is easy and straightforward — allowing business users to do it on their own without development help.

In four easy steps, you will learn how to:

• Create segments and personas in Sitefinity
• Insert Custom Variables into tracking code for Google Analytics
• Add tracking code to pages in Sitefinity
• View and analyze the results in
Step 1: Create your segments in Sitefinity

First, create your user segments and assign them to the personalized versions of the pages of your choice. In this example, we have created six user segments per country:

![User segments](image)

Four of them are associated with a personalized version of the following page:

http://www.sitefinity.com/customers/overview
Step 2: Customize the Google Analytics Async Snippet

The tracking of the personalized segments in Google Analytics is done via Custom Variables. In essence, Custom Variables are name-value pair tags that you can insert in your tracking code in order to refine Google Analytics tracking. With custom variables, you can define additional segments to apply to your visitors other than the ones already provided by Analytics. You can read more about Custom Variables in this article.

2.1 How the default async snippet looks like

You will need to customize the Google Analytics Async snippet as follows:

```javascript
_gaq.push(['_setCustomVar',
  1,
  'Items Removed',
  'Yes',
  2
]);
_gaq.push(['_trackEvent',
  'Shopping',
  'Item Removal',
]);

// This is the custom variable slot #
// Category for the user activity: use for the name of the experiment
// Value of the custom variable: use for the name of the segment
```

2.2 Define the slot #, category and value for your experiment

To define a slot which is available in Google Analytics for your experiment, navigate to Audience -> Custom -> Custom Variables. By default, each free version of Google Analytics supports 5 Custom Variables. Check which one of them is free and use its number in the async snippet. In our example this is slot #2.
Secondly, the name of the category for the user activity that you choose should hint about the type of experiment you are performing. In this case we could use the name ‘Personalized’.

Thirdly, the value of the custom variable denotes the particular segment you are tracking. In our case, we have four such values: 1) AU + NZ, 2) UK, 3) Netherlands, Belgium and 4) DACH. This would mean that we will need to create one version of the async snippet for each of these four segments. Please note that as a best practice, it is good to have one default version of the async snippet, which you can add to the default, non-personalized page. This way you will be able to distinguish and compare easily in Google Analytics the performance of the personalized segments vis-à-vis the default page(s). For convenience, we can name this default segment ‘Original’.
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Step 2: Customize the Google Analytics Async Snippet

2.3 The customized async snippet

Now, if we combine all of the above, we will need 5 versions of the async snippet: the slot #2 and category 'Personalized' should repeat across all five, and we should only change the name of the value (the personalized segment).

Here is how the final async snippet would look like for the default version of the page and for the personalized version for AU+NZ:

```javascript
_gaq.push(['_setCustomVar',
  2,      
  'Personalized'', 
  'Original',               
  2                      
]);
_gaq.push(['_trackEvent',
  'Personalized', 
  'Original',
]);

_gaq.push(['_setCustomVar',
  2,      
  'Personalized'', 
  'AU+NZ',               
  2                      
]);
_gaq.push(['_trackEvent',
  'Personalized', 
  'AU+NZ',
]);
```

Step 3: Adding the tracking code to your pages in Sitefinity

As a next step, we will need to add the tracking codes to the Sitefinity pages. Open the page layout editor, navigate to Scripts and Styles, drag the JavaScript widget to the bottom of the page, and paste the code in it. This should be repeated for the non-personalized and all personalized versions of the page.

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Step 3: Adding the tracking code to your pages in Sitefinity
Step 4: Viewing data in Google Analytics

After you have set-up the tracking on your pages, allow for 24 hours for data to populate into Google Analytics and you can start tracking the results.

4.1 High-level reports

The easiest way to find the different values for the Custom Variables is to go to **Audience -> Custom - > Custom Variables.**

This will show you the various custom variables that you have set up. Click on the custom variable key associated with your Personalization experiment (In our example, this is Key 2). This will show you the possible key values associated with that slot.

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**Step 4: Viewing data in Google Analytics**

Clicking on that variable key you can see all the possible values associated with it.

This view will allow you to directly see and compare the main performance stats of the segments you have created. You can track Visits, Avg. Visit Duration, %New Visitors and Bounce Rate. In addition, you can select some of the Goal Sets above so as to see the goal conversion rates of each of the segments. If you need to drill-down further by metric, you can do that using the Secondary dimension drop-down.

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4.2 Creating advanced segments

Through Custom segments you will be able to create a segment to match each of your personalization segments. By applying it to any existing report in Google Analytics, you will be able to see the performance of this particular segment.

To create the custom segments, navigate to Custom Variables, click on 'Advanced Segments' and then click on the 'New Custom Segment' button.

First, you will need to create a metric for your advanced segment. Start typing 'custom variable' and select the 'Custom Variable (Key X)' where X is the custom variable slot that you have chosen for the Personalization tracking. In our example, this is Key 2.
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**Step 4: Viewing data in Google Analytics**

After you have selected the Custom Variable start typing the word ‘Personalized’ (this is the name of the category we used in the async snippet) and you should see the name auto-populate (please note that it may take up to 24 hours after installing the snippets for this auto-populate to start).

Now add another metric using the ‘And’ condition and select ‘Custom Variable (Value X)’ where X corresponds to the X from the experiment metric (in our case, this is 2). You will need to type in the name of the variation.

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**Step 4: Viewing data in Google Analytics**

What this will let you do is view all of your data by this custom metric. So, when you click ‘Save’ you will see a new advanced segment. We should create one such custom segment for each of our personalization segments:

![Custom Segments](image)

By toggling the Advanced Segments you can see how the different variations are affecting performance on the various pages.

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Step 4: Viewing data in Google Analytics

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About Sitefinity

Sitefinity is a modern CMS platform designed to help organizations pursue their online goals. Today the system powers over 11,000 websites worldwide across various industries— from Financial and Government Services, to Communications, Retail, and Entertainment. Thanks to Sitefinity’s flexible architecture and scalability, you can create successful commercial websites, community portals or intranets. Sitefinity offers a revolutionary easy-to-use interface, simplicity, scalability and unmatched performance – everything you need, beautifully crafted in one product.

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