



Google Analytics Premium Service

Delivered by Periscopix

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Introduction

Google Analytics Premium (GAP) is a paid for version of the popular free web analytics tool Google Analytics. It is can be purchased through a Google Analytics Premium Authorised Reseller such as Periscopix. The principle behind Google Analytics Premium is that a quality and reliable analytics implementation should be backed up by a support service that ensures data quality is maintained, users are skilled in using the tool and key data can be used to improve web services. To achieve this, Google has certified a very limited number of consultants to carry out consulting and support for the product.

This document assumes the reader has a working knowledge of the standard version of Google Analytics, it therefore does not seek to list all of the features of the standard Google Analytics tool*. Instead, it seeks to do two things:

1. Detail the key differentiations between the standard and premium products**
2. Introduce the Periscopix Google Analytics Premium support service.

It is relatively simple to transition from a standard Google Analytics account to a GAP account as the coding remains largely the same. Transition can happen in a matter of a day or two and many of the benefits are backdated to the period prior to purchase of the Premium license.

** For a comparison of the two feature sets please see the appendix*

***all correct at the time of submission, product features are introduced over time.*

Google Analytics Premium

Google Analytics Premium was developed by Google to answer the needs of high volume enterprise-level websites who rely heavily on web analytics data to inform business decisions. They addressed these needs at four levels:

- 1. Processing power**
- 2. Advanced analysis tools**
- 3. Performance SLAs**
- 4. Dedicated support**

Google identified these areas as common limiting factors for large sites using the standard version of Google Analytics. The improvements in these four areas benefit larger organisations where uptime, data accuracy and support are paramount.

In Google's own words:

*“To respond to our customer demands - to add to the **power** of the standard Google Analytics product with things that enable them to get the most out of Google Analytics”.*

Google September 2011

1. Processing Power

Data Collection

The Standard Google Analytics tool currently limits hit collection to 10 million hits per month. Google Analytics Premium is priced on a tiered basis. The first tier allowing for up to 1 billion hits per month and subsequent tiers reaching 10 billion. These can be applied across multiple domains so long as those domains are owned by the organisation purchasing the license.

Unsampled Reporting

The standard version of Google Analytics invokes sampling on reports that contain more than 500k visits and have been customised in one of the following ways:

- Secondary dimension added
- Table filter applied
- Pivot table applied
- Advanced segment applied
- Completely custom reports

Google choose to do this to prevent undue latency when accessing or downloading a report. It also allows them to reduce server and processing costs. Reports which have not been modified in one of the above ways will not be sampled. The degree to which sampling affects your data depends on factors such as the size of the sample used and the volatility of the dataset. For more on sampling and how it can affect your data please see our blog post on the subject: <http://www.periscopix.co.uk/blog/should-you-be-worried-about-sampling/>

Freshness

Another benefit of the increased processing power applied to GAP is that data freshness is vastly improved over the standard product. Where a 24 hour delay is the norm in GA Standard, there is a 4 hour SLA driven freshness in GAP. In reality the improvements to the processing pipeline mean that data is typically 2 hours fresh. As campaign management becomes increasingly scientific and real time, tools like GAP can be used to inform real time bidding (RTB) campaigns before the management platforms themselves can update. Coupled with DFA integration (see features section) this becomes a very powerful data stream that can create huge efficiencies when testing and optimising high volume marketing campaigns.

2. Advanced Analysis Tools

Custom Variables

Custom variables can be used to extend the tracking capabilities of Google Analytics to include multiple custom metrics based on features specific to a given website. For example they can be used to pass unique identifiers on a visitor-level. GA Standard carries a custom variable limit of 5. In GAP this has been expanded to allow 50 options for customization, making the tool even more flexible and customizable.

Roadmap and Confidential analytics tools

There are typically several further analysis tools available as part of the roadmap or beta testing. We are able to disclose these individually to potential GAP licensees, we cannot however disclose them in a public forum. At the time of writing, these features are some of the most exciting aspects of the GAP product. Please get in touch for more details on this.

3. Performance SLAs

Large organisations with Multi-million pound decisions to make based on web data need to be certain that they can access their data when they need to. To this end Google back up their already excellent performance with SLAs in uptime and other key measures. Infringements to these SLAs are remedied up to a maximum value commensurate to the value of the contract. Please see below for a summary:

- 99.9% collection up-time
 - 43.2 minutes in a 30-day month
 - 1-4 hours downtime: 25% credit
 - 4-24 hours downtime: 50% credit
 - 24+ hours downtime: 75% credit
- 99% interface/reporting availability
 - 432 minutes (7.2 hours) in a 30-day month
 - 7-12 hours downtime: 25% credit
 - 12-48 hours downtime: 50% credit
 - 48+ hours downtime: 75% credit

Neither SLA is affected by scheduled downtime for system maintenance or periods of unavailability of 60 minutes or less. In the event that the aggregate reduction in fees to be received is greater than 100%, the excess reduction shall be applied to subsequent month's invoice.



Data Ownership

Google Analytics Premium addresses many of the privacy and data ownership issues that prevented public bodies and financial institutions from using the standard version of the tool. It does this by handing over ownership of the data generated by the website to the licensee.

4. Dedicated Support

Whilst product level SLAs (freshness, uptime, data limits etc) are maintained by Google regardless, we also offer the same support guarantee as Google as a condition of our contract. The contact and escalation time SLAs are below. This is essential to ensure that marketing and content functions will not be delayed in making important judgments regarding campaigns as a result of a delay of service.

Issue	Contact	Method	Response time	Availability
System down	Relationship manager	Emergency number	1 hour	24/7
Minor functions down/access issues	Account lead	Dedicated line	4 hours	8am - 6pm UK mon-fri
Standard troubleshooting	Account lead	Dedicated line	same day	8am - 6pm UK mon-fri
Special/on-going issue	Area specialist	Personal email or phone	same day	8am - 6pm UK mon-fri

Periscopix

Established in 2004, Periscopix provides two distinct services: Google Analytics consulting to a broad range of organisations, from SME to blue chip to third sector and public sector. We have been Google Analytics Certified Partners since 2009 and Google Analytics Premium Resellers since 2012. We were also in the first wave of partners to be certified for Google Tag Manager.

We have one of the largest dedicated web analytics teams in the UK. Our approach is to remain quickly scalable and be agile during busy periods. Our partnership with Google gives us access to technical support and otherwise confidential beta projects. Our complete focus on Google Analytics has enabled us to invest significant time and resource in developing tools and methodologies for best practice Google Analytics consulting.

Experience

In total, Periscopix have carried out several hundred audits or installations of Google Analytics. Our processes and knowledge are regularly examined and certified by Google. Please see some similar projects with a brief description below. As a very basic measure all of these projects involved new script implementation and overall audit. The descriptions outline any foci particular to these projects.

Gov.uk: we currently consult and support the GDS with their Google Analytics account for the www.gov.uk website.

Local Government Association: Google Analytics set up on 13 of the local government websites, including the main political party sites. The culmination of this project was user training on the new setup.

IDEA.gov.uk: Migrating from a logfile webstats package to provide improved flexibility in reporting for a large web management team. Converting a page id system to 'readable' URLs by passing page title and breadcrumb variables to the Google Analytics trackpageview function. Account configuration and report structure.

Universal Music: Configuration of 75 profiles for the Universal Music portfolio of artist sites. Taking complex URLs created by their ecommerce CMS to render useful content report entries in GA. Modifying the ecommerce script to carry additional information in order to identify orders by artist. Multiple cross domain issues overcome.

Marine Stewardship Council: Site user base segmentation into 4 key persona groups using advanced segmentation and custom variables. Creation of event tracking matrix to track all key onsite actions. KPI analysis and structure implemented.

Berry Brothers & Rudd: Creation of a custom variable structure to track each of 8 different types of logged-in user separately. Additional tracking to measure lifetime value of customers by traffic source.



The Charity Commission: Full audit and KPI construction including event tracking implementation and form tracking using virtual page views.

Ofcom: Segmentation of the full Ofcom site into its component subdomains designed for serving individual stakeholder groups separately. New profiles created for each individual stakeholder group. User training and dashboard/report setup.

Periscopix GAP Support Service

We have designed our support service in-line with learnings from hundreds of implementation and support projects from both GA Standard and GA Premium contracts. In addition to the ‘Customer Minimum Required Terms’ imposed by Google on all GAP Resellers we offer extra support which will be tailored to your needs. The below table summarises the service we offer. Please note that this is an illustration of one possible configuration, a good consulting service should always be tailored to the organisation’s needs.

Cost and Service Overview

Periscopix Full service (illustration based on 4 days per month average) £90,000	
Pre-Implementation	
Sites/apps	<i>Up to 5</i>
Strategy consulting	<i>comprehensive</i>
Implementation documentation	<i>Comprehensive on 5 sites, inclusive of code</i>
Developer liaison	<i>Included all 5 sites</i>
Data audit	<i>Included all 5 sites</i>
Post-Implementation	
Report and dashboard setup	<i>0.5 days per month</i>
User training	<i>0.5 days per month</i>

In-housing our consultant	<i>2 days per month</i>
Data-led marketing or site optimisation advice	<i>Included</i>
API extraction advice & help	<i>Included</i>
Project managing new implementations	<i>included</i>
Phone and email support	<i>Included 12 months</i>
Hosted customisable dashboards	<i>Included</i>

Flexible Service

The above service overview is an estimation of time required on each activity based on previous engagements. In reality the mix may change from month to month. We pledge 4 days per month to be used as required by. In reality we envisage the service rolling out as below, although this will be subject to your revisions throughout.

Month	1	2	3	4	5	6	7	8	9	10	11	12
Time Requirement (days)	6	6	5	5	4	4	4	3	3	3	3	2
Support Activities	Primarily in-house support focussed on finishing tracking, setting reporting infrastructure and training new team members. Moving to help with analysis and optimisation by months 4,5,6.						Evolving to more ad hoc support for fully trained team, rolling new feature implementation schedule. Any extra time to be spent on analysis assistance.					

Service Features

Ultimately our service will be tailored to suit your requirements. Below are the details of the features of our service for a typical engagement, some of the implementation specific aspects will be unnecessary due to work already being carried out.

Initial Audit

The first step is to audit the data that is already being collected. We gauge it for:

1. Comprehensiveness
2. Accuracy
3. Fit to the brief

This involves on page auditing of the tags to ensure they are firing as well as mining the data to look for inaccuracies. We have a 25 point data audit using the Google Analytics API to automate some sections. If



there are known data points in other tools that can be used for comparison we will do this, for example from an ecommerce platform.

Data security

One of the biggest factors in unsuccessful web analytics projects is a lack of quality assurance. When code changes cause data collection problems or changes made directly in the accounts alter settings for features like goals, key metrics can fluctuate and cause major problems when reporting. Ultimately these problems cause mistrust in the validity of data.

Quarterly Review

We will schedule quarterly 'sense-check' reviews between Periscopix and to ensure:

- Metrics are remaining stable
- Any fluctuations can be explained or understood and accounted for
- Reporting setup remains fit-for-purpose
- Key metrics remain appropriate and comprehensive
- Key stakeholders are up to date on new developments with GA
- AOB

Deliverable: Quarterly meeting plus summary

Enduring knowledge and documentation

We anticipate a need for some enduring knowledge formalisation and document creation. We will document key issues such as:

- Account configuration
- Coding decisions
- Marketing tagging
- KPI details

Deliverable: documentation detailing decisions made

Reporting & dashboard design

The final step in this phase will be to create a standardised report or set of reports to be used you on an ongoing basis. The idea being that all teams can receive their key metrics in an easy to digest fashion on a

weekly and monthly basis. It's difficult to say exactly what this will look like at this stage. The requirements for this will be gathered pre-implementation and refined following implementation.

Typically, some standardised dashboards bolstered with a selection of custom reports can cover most needs. Where multiple organisational levels require separate reporting, particularly when this crosses more than one web property we tend to build bespoke dashboards using our own hosted solution or even directly in your own Google site using the data export API and Google charts plugin. This may even be possible to integrate in a CMS or intranet.

Deliverable: physical reports and/or dashboards, exact format TBC

Support Types

Phone support

You will have an account lead who will deal with most queries, a technical account lead for coding and technical queries, there will also be an account second. On the rare occasion that none of the account contacts are available, calls will be answered and dealt with by the wider team. Following the initiation of a query, communication may be on a direct line to the relevant operative handling the query.

Email support

Your contacts will have a dedicated email address distributing directly a team of Google Analytics certified support staff at Periscopix. Queries may be processed by the most appropriate member of staff according to areas of specialisation. There will be one main point of contact for the purpose of any general enquiries.

Timelines & service level agreement

In the event that you require resolution of a technical issue (tracking/coding etc.) the below procedure and timelines will apply:

1. If immediate, quick solution is evident – solution to be explained and actioned within 48 hours.
2. If no immediate solution is evident – response stating time required and next step within 24 hours.
3. Solution requires testing – response stating test steps – minimum 24 hours to test and 24 hours required for result to become evident in Google Analytics (due to standard 24 hour processing delay with Google Analytics).

In the event that you require immediate advice regarding a standard feature of the Google Analytics interface including understanding reporting and locating certain types of information:

1. Via phone – immediate resolution would be expected.
2. Via email – same day reply expected to all standard queries.

Training

We often cater for training requirements to surface following the initial stages of the project. We offer quarterly training sessions to:

1. Ensure new staff are up to speed
2. Maintain knowledge of new developments with GA
3. Continually raise level of knowledge to allow more advanced measurement and reporting

We envisage a quarterly training session to be delivered over one day at your office or ours. The content of the sessions can be formalised closer to the occasion but we anticipate each session to contain the following sections:

Core topic/s

These are the main requirements identified for the training session. For example:

- Deep dives on the reporting interface
- Step by step guides to marketing measurement
- Understanding event reports
- Analyses of onsite flow and user behaviour

Workshop session

Attendees bring questions, issues and troubleshooting requests to the session for immediate resolution.

Costs & Delivery

Outlined at the beginning of the Periscopix Support section is the service cost, this includes both the GAP license and Periscopix support service aspects. Both are subject to a 12 month minimum term and cannot be separated. GAP contracts can only begin on the first of a given month.

Selected Testimonials

"I couldn't be happier with their service. They are friendly, efficient, never miss a deadline and work with passion and incredible attention to detail. Issues are spotted proactively and dealt with very efficiently by a responsive team. For the first time in a long while eFinancialCareers can finally trust the data reported in our Web Analytics tool and can use it to improve product performance and understand our users better.

I would recommend Periscopix to any datavore company (as we are) as they're the perfect team to work with."

Alessandra Wood - Product Manager, Web Analytics – eFinancialCareers (GA Premium Client)

"The guys at Periscopix have done so much more than what was expected of them and have provided an exceptional service. What we've been trying to do for months, they did in a few hours. Thanks guys, you really have made a major difference in the way we do our reports and analysis."

Ryno Booyens idea.gov.uk

"Working in the public sector, I thought it might be difficult finding a company to help us with site analysis – our focus is much more about improving the user experience, rather than commercial gain. However, Periscopix really seemed to grasp our ambition from the get go! They have been incredibly receptive to queries and ponderings about our Google Analytics account and have offered us a much better insight into this programme. Not only has their work being technically sound, but they're also an upbeat bunch who have been a joy to work with."

Anna Faithfull, Website Manager, Heritage Lottery Fund

"We have thoroughly enjoyed working with Periscopix. Their no nonsense, easy to understand approach has resulted in the charity having a much clearer insight to how Google Analytics work and most importantly how the charity can benefit from it. They have always gone above and beyond even happy to answer our questions and provide ongoing assistance well after the training had finished."

Arthritis Research UK

"I commissioned Periscopix to undertake a large, complicated project. They were flexible on the changing requirements of the project, and they delivered exactly what I wanted, on time. Their approach to client management is congenial and professional. They are quick to respond to emails and phone calls. I will continue to recommend their services to my colleagues and clients."

Appendix: Comparison Summary - Premium vs Standard

Please see below for a standard comparison table for the Google Analytics Premium and Standard solutions.

Feature		
Support	Standard	Premium
24/7 Dedicated Support Team		✓
Account Management		✓
Implementation Specialist		✓
Training from Google experts		✓
Self-Service Support - Help Centre User Forum	✓	✓
Optional Certified Partner Support	✓	✓
Data Processing & Limits	Standard	Premium
Hits processed per month	10 Million	1 Billion
Rows of data available in reports	50,000	3M for unsampled reports
Unsampled Reporting		✓
Data Freshness	24+ Hours	4 Hours
Advertising & Multi-Channel	Standard	Premium
Attribution Modelling	Coming soon	✓

Campaign Measurement	✓	✓
AdWords Integration	✓	✓
Multi-Channel Reporting	✓	✓
Analysis Tools	Standard	Premium
Custom Variables	5	50
Advanced Segmentation	✓	✓
Custom Reporting	✓	✓
Analytics Intelligence	✓	✓
Flow Visualization	✓	✓
Real Time Data	✓	✓
Social, Mobile & Video	Standard	Premium
Social Referral and Conversion Reporting	✓	✓
Mobile Device and App Tracking	✓	✓
Video Performance Measurement	✓	✓
Customization & Integrations	Standard	Premium
Data Export and Tracking API	✓	✓
Custom Reports	✓	✓
Sharing & Workflow	Standard	Premium
Intuitive UI, Rapid Set Up	✓	✓
Dashboards, Custom Reports, Advanced Segments	✓	✓
Export and Email report functionality	✓	✓
Service Level Agreements & Guarantees	Standard	Premium
Freshness	24+ Hours	4 hours or less 98% of the time



	(note this is typically within 2 hours)
Collection	99.90%
Reporting	99%
Service Level Guarantees	✓