



## **Uploading Ad Cost, Clicks and Impressions to Google Analytics**

This document describes the Google Analytics cost data upload capabilities of NEXT Analytics v5.

## Step 1. Planning Your Upload

Google Analytics allows only certain metrics and dimensions to be uploaded at this time, and they align with the items you would expect from an ad source similar to adWords. Your first challenge is to figure out what data fields you have available and how it might map to Google's existing metrics and dimensions. You need to consider the impact on your reporting as well, especially if you want to see other Google Analytics content related your uploaded data. For example, using existing values for ga:medium and ga:source will allow you to show cost (from your uploaded data) and conversions (from existing Google Analytics data) by source/medium in one report (like the new Cost Analysis report).

### METRICS

ga:adCost	<b>REQUIRED*</b> . The numeric cost for the advertising campaign. Currency cannot be set when uploading cost data. The reporting currency will be based on currency settings for the linked profile.
ga:adClicks	<b>REQUIRED*</b> . The total number of times users clicked on the ad to reach your website.
ga:impressions	<b>REQUIRED*</b> . Total number of campaign impressions.

\*Data must include at least one of the three metrics. Missing metrics will be created with a value of zero.

### DIMENSIONS

ga:source	<b>REQUIRED</b> . The campaign source. e.g. Bing, Yahoo! Also corresponds to sources identified with utm_source used in tagged campaigns. This can be specified as part of the uploaded data or as an entered value for the entire upload.
ga:medium	<b>REQUIRED</b> . Identifies mediums related to the Cost Data, such as cost-per-click (cpc), email etc. Also corresponds to mediums identified with utm_medium used in tagged campaigns. This can be specified as part of the uploaded data or as an entered value for the entire upload.
ga:campaign	The name of the campaign. Also corresponds to campaigns identified with utm_campaign used in tagged campaigns.
ga:adwordsCampaignId	The numeric ID of the campaign.
ga:adGroup	The name of the Ad Group
ga:keyword	The related keywords for the Ad. Also corresponds to campaigns identified with utm_term used in tagged campaigns.
ga:adMatchedQuery	The search queries that triggered impressions of your the ad.
ga:adContent	Content used in the Ad. Also corresponds to content identified with utm_content used in tagged campaigns.
ga:referralPath	The path of the referring URL
ga:adwordsCriteriaId	The numeric ID of the Ad criteria.
ga:adSlot	The location of the advertisement on the hosting page.
ga:adSlotPosition	The numeric ad slot position in which the ad appeared.
ga:adDisplayUrl	The URL the Ad displayed.
ga:adDestinationUrl	The URL to which the Ad referred traffic.

Data uploaded must include at least the two required dimensions.

## Step 2. Preparing Your Data

Since you are starting with a file downloaded from another source, you will need to convert it into a properly-formatted CSV (comma-separated-value) file to be uploaded. You can do this manually using a spreadsheet tool like Excel, or you can use NEXT Analytics to process the file and save a script that can be repeated with future downloads.

### Comma-Separated File Format Required

Be aware that “CSV” files downloaded from sources like Bing adCenter are actually tab-delimited and must be converted to comma-separated format. The conversion is more than just replacing tabs with commas; if any of the fields contain commas, the whole field needs to be wrapped in double quotes. Additionally, if the field contains double-quotes, they have to be ‘escaped’ by pairing them up.

If you are using Microsoft Excel, this means you have to save the file as CSV (MS-DOS) – Excel actually supports THREE different CSV files export options, but the MS-DOS version saves with the proper transformations you need.

NEXT Analytics saves to this format by default, and can read the tab-delimited files, so you can use NEXT to perform your conversion as well as the upload.

### Multiple Day Import Supported

Although the Google API will only upload a single day worth of data, NEXT Analytics will make multiple uploads for you if you have data that spans more than one day. All you need is a column in your file with the date. Any column name is acceptable to NEXT, but you need to avoid the field names listed above; we suggest “date”.

### Header Row Required

The file will need to have a header row as the first row, referencing the Google dimensions and metrics as listed above (additional columns will be ignored). At a minimum, this means it must have a column for ga:medium, ga:source and at least one of the three metrics. The actual data will have to start on the very next row. Columns with names other than the fields listed above will be ignored, and any order is permitted.

### Using NEXT For Conversion – Loading the File

NEXT Analytics can read real CSV and tab delimited files, including those with multiple title and description rows typically found in downloaded reports. For the conversion, create a new File query and you are presented with a number of file loading parameters. If the file is tab-delimited, enter the word 'tab' in the Delimiter box. If there are multiple title rows in the file, enter values for the header and first data row, where the first row is 0, the second row is 1, and so on. If there is a date in the file, you should match the date format so that NEXT will recognize it properly.

The screenshot shows the 'File' tab in the NEXT Analytics interface. The 'File Load Parameters' section is expanded, showing the following settings:

- Culture (of file):** en-US
- Encoding:** utf-8
- Delimiter (put 'tab' if tab):** tab
- Header Row (zero-based):** 0
- Data Starts at (zero-based):** 1
- Incoming Date Format:** M/d/yyyy

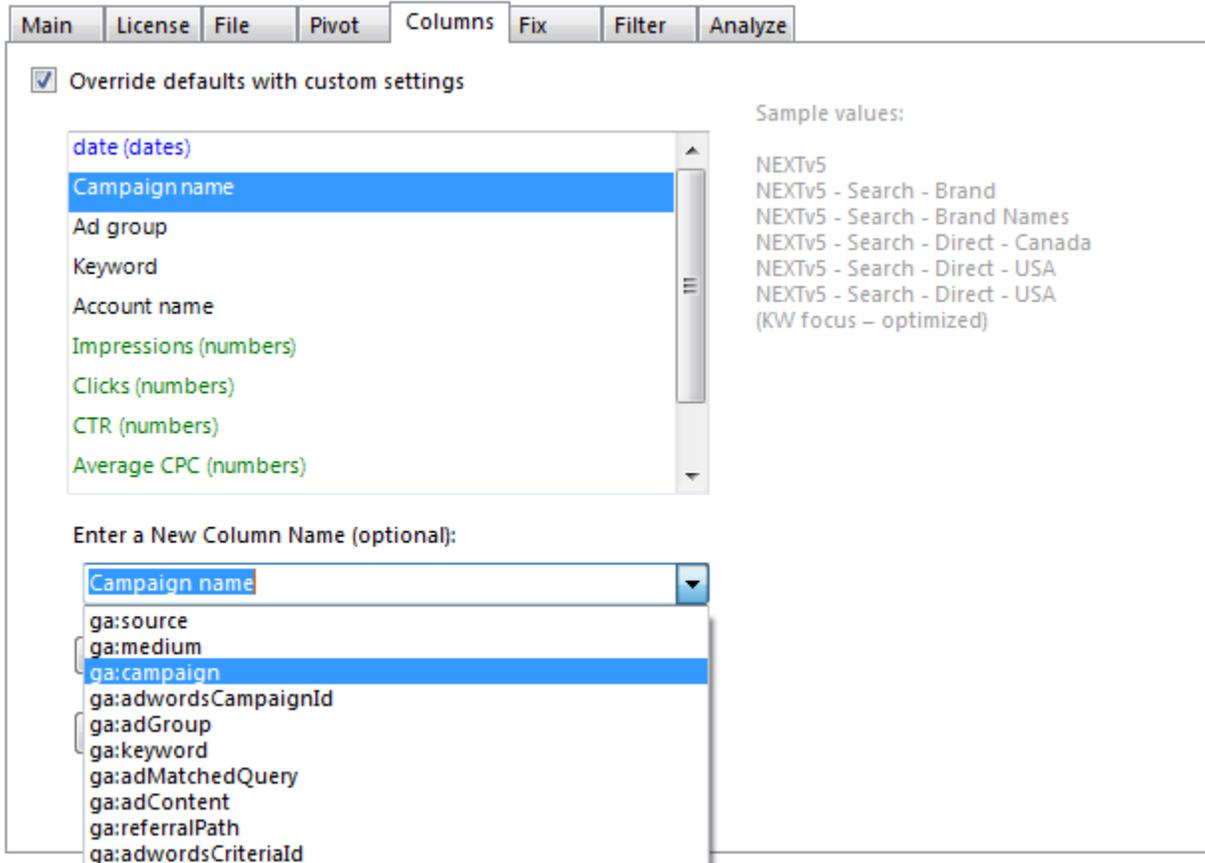
The file path shown is C:\Users\Mike\Documents\nextanalytics\data\.

When you have the parameters set, choose or browse to your file and check the Preview to make sure NEXT has read the file properly. Adjust the parameters as necessary.

### Selecting and Renaming the Columns

At this point, you can start to modify the file to suit your needs, and NEXT has a number of data transformation capabilities to make your job easier, and the results better. The first step is to select the columns you want to keep and to assign them with the proper names. Switching to the Columns tab, NEXT allows you to override the imported column names with values that align with Google's fields. You can also choose to Exclude unwanted columns from the import. NEXT has the standard Google field names available in a drop-down list, but you can type your own into the list at any time. Once you have

entered the field name, click the button for the type of field, whether it is a text, date or numeric column. Note that Google's dimensions should be loaded as Text columns.



When you have selected and renamed the columns desired, you will see NEXT displays the list with the new names as well as indicating the date columns in blue, text columns in black, numeric columns in green and excluded columns in red.

Main License File Pivot Columns Fix Filter Analyze

Override defaults with custom settings

Sample values:

date (dates)  
ga:campaign  
ga:adGroup  
ga:keyword  
Account name =  
ga:impressions (numbers)  
ga:adClicks (numbers)  
CTR =  
Average CPC =

Enter a New Column Name (optional):  
ga:adCost

Text Date Numeric Exclude

Apply

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File Content Preview Help

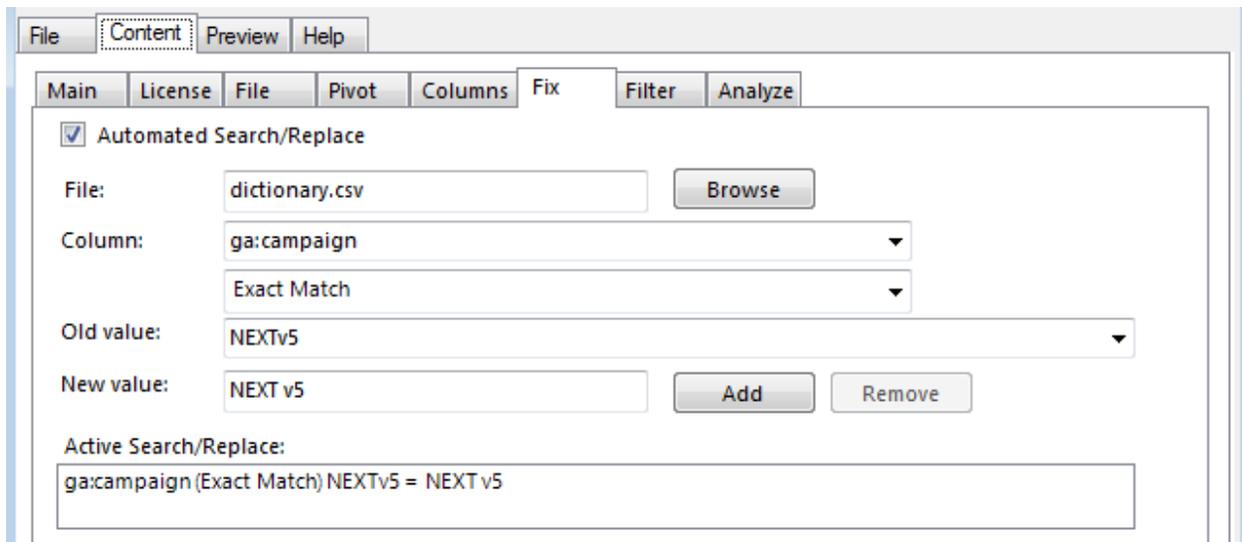
**Bing adCenter Conversion.xlsx**

	A	B	C	D	E	F	G	H	I	J	K
1	ga:campaign	ga:adGroup	ga:keyword	date	ga:impressions	ga:adClicks	ga:adCost				
2	NEXT v5	lorem ipsum	omnis in lo	8/1/2012	6	0	0				
3	NEXT v5	lorem ipsum	iste ipsum	8/1/2012	24	0	0				
4	NEXT v5	dolor adipi	can dolors	8/1/2012	50	0	0				
5	NEXT v5	lorem ipsum	ipsum in lo	8/1/2012	28	0	0				
6	NEXT v5	lorem ipsum	ipsum aute	8/1/2012	9	1	0.4				
7	NEXT v5	dolor adipi	tempor eiu	8/1/2012	24	0	0				
8	NEXT v5	dolor adipi	tempor eiu	8/1/2012	24	0	0				

### Fixing the Data for Compatibility

We now have the file formatted for import, but since we are merging information from two different systems, it is important to get any common fields to match so we can get the maximum value from any

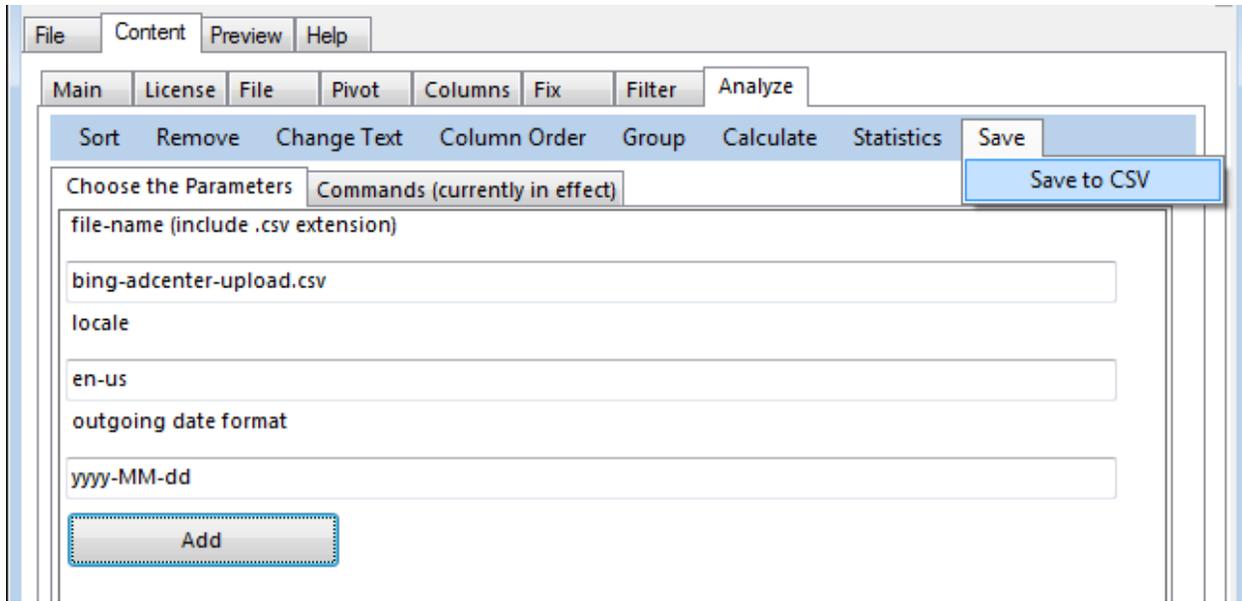
analysis. A prime example is the campaign name, which have been entered slightly differently between adWords and Bing. Using NEXT's search/replace capabilities found on the Fix tab, we can make the uploaded campaign names exactly match those already in Google Analytics.



Likewise, you can modify any of the other fields, fix typos, and even combine multiple entries. The full power of NEXT's scripted analytics is available. When you are satisfied with the results, all of your options are written out so they can be repeated for subsequent uploads. No more tedious and error-prone data manipulation – let NEXT automation take care of it for you.

### **Saving the Results as a CSV File**

As the last step, use the Analyze tab to save the results to a CSV file. NEXT handles the date formatting and creates the properly formatted CSV file needed for the upload. NEXT automatically writes all of the steps you have performed into an 'actions' worksheet so they can be performed automatically the next time.



### Step 3. Uploading Cost Data to Google Analytics

Now that we have a properly formatted CSV file, we can begin our upload into Google Analytics. Start up NEXT, create a new spreadsheet file to contain the automation script, and select GA Upload. On the Server Choices tab, select the login ID, account, web property and data source you want to load your data into [this must be set up in Google Analytics' web interface]. The affected profiles will be listed as confirmation.

Main License GA Upload

Server Choices File Choices

**After you have chosen your data source, switch to File Choices...**

Your Google Login IDs: mike@nextanalytics.com

Choose a GA Account: www.nextanalytics.com (6163261) (UA-6163261-x)

Choose a web property: UA-6163261-2 http://www.nextanalytics.com http://www.nextanalytics.com (...)

Choose a data source: New CSV file from source XYZ C:\Users\ward\AppData\Local\NextAnalytics\d...

Affected Profiles

34734498  
37667603

On the File Choices tab, Browse to your prepared CSV file. If you have a date column in your data, enter the column name (you can Preview the file if you have forgotten already). If your file includes columns for ga:medium and ga:source, just click Upload. If not, then enter the values you want to use first.

The screenshot shows a software dialog box with a tabbed interface. The top tabs are 'Main', 'License', and 'GA Upload'. The 'GA Upload' tab is active and contains two sub-tabs: 'Server Choices' and 'File Choices'. The 'File Choices' sub-tab is selected. The main area of the dialog is enclosed in a rounded rectangle and contains the following elements:

- 'File to upload:' text label followed by a text input field containing the path 'C:\Users\Mike\Documents\NextAnalytics\data\bing-adcenter-upload.csv'. Below this is a 'Browse...' button.
- A section with two tabs: 'My file has a date column in it' and 'I wish to supply a date for the upload'. The second tab is selected.
- Below the selected tab is a text label 'Enter the name of the date column (row 1 in the worksheet)' followed by a text input field containing the word 'date'.
- Below the input field is a note: 'Data will be grouped by day and each day uploaded separately. It must be in yyyy-MM-dd format. e.g. 2012-09-25'.
- An 'Upload' button is located to the right of the date column section.
- At the bottom, there is a label 'Upload ID (1 to 20)' followed by a text input field containing '1' and a checked 'Replace' checkbox.
- Below that is a label 'ga:source (if not in file):' followed by a text input field containing 'bing'.
- At the bottom is a label 'ga:medium (if not in file):' followed by a text input field containing 'cpd'.

That's it. NEXT will confirm the upload with a status update at the bottom of the dialog. Your data should be available in Google Analytics in a couple of hours for reporting purposes.

### **Addendum. Appending or Replacing Cost Data in Google Analytics**

Once data has been uploaded for a particular date, Google allows you to append more data, but the column format must be identical to the initial upload. To perform an append, follow all the same steps as the initial upload, but in the final dialog, increment the "Upload ID" number and uncheck the "Replace" checkbox.

Server Choices File Choices

File to upload: C:\Users\Mike\Documents\NextAnalytics\data\Bing data to upload.csv  
Browse...

My file has a date column in it  I wish to supply a date for the upload

Enter the name of the date column (row 1 in the worksheet)  
date

Data will be grouped by day and each day uploaded separately.  
It must be in yyyy-MM-dd format. e.g. 2012-09-25

Upload

Upload ID (1 to 20) 2  Replace

ga:source (if not in file): bing

ga:medium (if not in file): cpc

For subsequent uploads, continue to increment the Upload ID number (3,4,5,6, etc). Google permits a total of 20 uploads for any given date, and all must have the same columns. **All appends must be completed within 10 days of the initial upload.**

Each upload is limited to 5 Meg of data per date. If your upload is larger than 5 meg for any given date, then you need to split the file and upload the parts separately.

If you want to replace previously uploaded data and start over, simply leave the “Replace” checkbox checked and Upload ID as “1”. All previously uploaded cost data for the dates in your upload will be replaced with the new upload.