



Custom Google Analytics and Google Tag Manager Training

Document Details

Version	Date	Notes	Editor(s)
0.1	03.02.2020	Initial schedule created based off of discussion with <CLIENT NAME> team from 31.01.2020	Steve Carrod Will Taplin
0.2	01.04.2020	Updated schedule based on email exchange and confirmation of modules and audiences	Steve Carrod

Overview

This document details the course schedule, intended audience and what the outcomes of the training will be. It will act as a statement of work for <CLIENT NAME> once all the specific modules and outcomes are agreed upon.

Background

<CLIENT NAME> has recently migrated analytics tools to Google Analytics. They have completed an initial implementation via Google Tag Manager.

In order to effectively analyse their site and app data to continue efforts in improving their user experience and product offerings the <CLIENT NAME> team now require detailed training to help them understand how to use the tool in the most efficient and effective way.

<CLIENT NAME> has contacted DMPG who are recognised Certified Partners (an accreditation provided by Google) for Google Analytics and have completed a significant number of custom training sessions for their clients over the last 6 years.

Course Summary

This course will be delivered by highly experienced Google Tag Manager and Analytics consultants. Their knowledge has been built-up by working with a number of large clients across multiple industry verticals and as such can call upon many practical examples during the course. This will be a very hands-on, detailed and intensive course and as such attendees should be prepared for a fast-pace learning environment. Supporting materials and follow up email support will also be provided as part of this course to help attendees achieve the greatest value.

To fit best with the needs of the <CLIENT NAME> team DMPG proposes splitting the course into two modules (A and B). The first will be focused on business users to cover reporting and analysis for marketing, product and data teams. The second one will be focused on technical

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users covering all aspects of implementation and debugging of existing Google Analytics implementations across the differing <CLIENT NAME> platforms. There will naturally be some overlap between the two sessions and as such we have designed them in such a way that allows for optimal time allocation from the <CLIENT NAME> teams.

Module A - Description

- What data types are available within Google Analytics
- How sampling works and how to interpret sampled data
- How to use Standard Reporting and manipulate the data
- How to build Custom Reports and Dashboards
- How to export and share data from Google Analytics
- How to create data alerts
- How to design and create segments
- How to support the rest of the business in using and interpreting segments
- Demonstrating how to answer specific business questions relating to acquisition, behaviour and conversion of users via standard and custom reporting methods.
- An introduction to Google Analysis and how to use this tool

Pre-requisites

- Attendees will need to have access to Google Analytics (Read or Collaborator)
- Knowledge of the Google Analytics interface is beneficial but not required.

We recommend all attendees refresh their Google Analytics knowledge (in case it is a little out of date) by reading the various articles detailed under the "Report and analyze" section on the page below which outlines the type of reporting that is available in Google Analytics:

<https://support.google.com/analytics/?hl=en#topic=3544907>

Agenda - Module A (Business Users)

30 mins	Arrive, welcome and introductions.
45 mins	How to use Standard Reports / overview of data types
30 mins	How to manipulate reports in Google Analytics and how sampling works
15 mins	BREAK
75 mins	How to build Custom Reports and Dashboards
45 mins	LUNCH
30 mins	How to build and use Segments

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75 mins	Follow along with instructor - Deeper dive into reporting for specific scenarios such as understanding campaign performance, user behaviour and pathing and conversion reporting including attribution modelling. Throughout this section we will utilise features covered earlier in the day for manipulating standard reports, building segments and creating custom reports.
15 mins	BREAK
45 mins	Google Analysis - An introduction to Analysis, how to build the various report types and manipulate Analysis data.
15 mins	Follow along with instructor - Building out a report in Analysis
30 mins	How to use additional Google Analytics features such as exporting, sharing, and creating data alerts
30 mins	Closing & follow up support discussion.

Module B - Description

- An introduction to Tag Management and benefits.
- How to identify a correct Google Tag Manager implementation.
- An introduction to Google Tag Manager including its features, capabilities and architecture.
- Demonstrating how to set up Google Analytics tags and third party marketing tags for websites and apps.
- Demonstrating how to debug and QA different types of tags for websites and apps.

Pre-requisites

- Attendees will need to have access to Google Tag Manager (Edit, Approve or Publish)
- If an app implementation exists and is tracked in Firebase then attendees should have access to Google Firebase (Editor)
- Attendees should familiarise themselves with the Google Tag Manager interface

Agenda - Module B (Development Team)

30 mins	Arrive, welcome and introductions
15 mins	What is Tag Management and its benefits
75 mins	Introduction to Google Tag Manager including its capabilities, architecture and relationship with the Google recommended data layer
15 mins	BREAK

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75 mins	Follow along with instructor: Building basic Google Analytics page view and event tags and an example third party marketing tag for a website.
45 mins	LUNCH
45 mins	Follow along with instructor: Building basic Google Analytics screen view and event tags and an example third party marketing tag for an app..
15 mins	BREAK
105 mins	How to Test / Check / Debug a Google Implementation on both sites and apps
15 mins	Closing & follow up support discussion

About your trainers

Role: Digital Enablement Director (Google-stack)

Technologies: Google Analytics, Google Tag Manager, Google Optimize, Data Studios

Bio: Will manages all DMPG clients operating on the Google Marketing Platform. He has been using Analytics and Tag Manager since 2010, followed by Optimize in 2018. There are very few people in the world who know as much as Will does about these technologies.

Will Taplin



Role: Digital Data Collection Lead

Technologies: Adobe Launch, Google Tag Manager

Bio: Alex 'The Whizz Kid' Peckham can make a Tag Manager do things you'd think were not physically possible. His ability to blend business acumen and expert coding knowledge makes him somewhat of a data collection oracle in DMPG.

Alex Peckham





Commercial Details

Scope

Parties to this SOW	DMPG Limited (Supplier) <CLIENT NAME> (Customer)
Platforms	www.domain.com
Effective Date	7th May 2020
Delivery Location	All training services to be delivered remotely via video conferencing software provided by Customer. Follow-up support to the training to be provided via phone/email.

Customer Obligations

Google Analytics	To provide any named DMPG employees with 'Edit' access to the necessary Properties required to complete all training by effective date of this SOW.
Google Tag Manager	To provide any named DMPG employee with 'Editor' access to the necessary Containers required to complete all training by effective date of this SOW.

Costs/Hours

Total Hours	32
Hourly Rate	£125.00
SOW Start Date	7th May 2020
SOW End Date	6th August 2020
Billing Frequency	After training has been satisfactorily delivered
Total Cost	£4,000 + VAT
Payment Terms	As per <CLIENT NAME> Standard Terms - www.domain.com/terms



Acceptance

Signed on behalf of DMPG Limited	
Name	
Position	
Date	

Signed on behalf of Customer	
Name	
Position	
Date	