

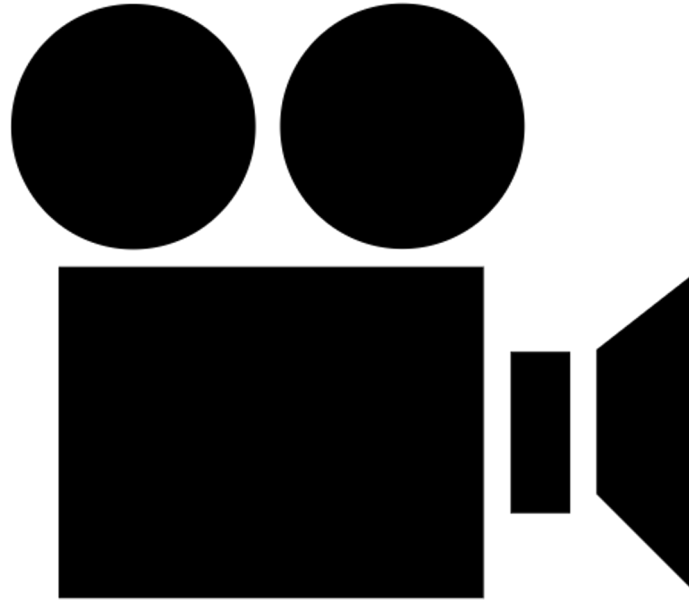


Google Analytics is Under-Reporting Your Donations

EMERGENCY WEBINAR

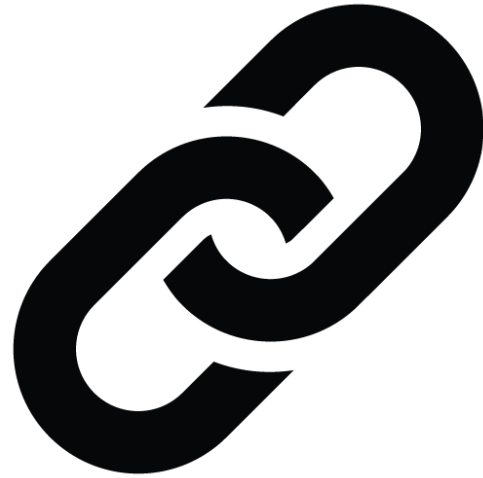


A Few Quick things...



A video recording of this live webinar will be sent to you afterwards.

A Few Quick things...



Links to the slide deck and other featured resources will be sent out with the recording.

A Few Quick things...



We have time for additional Q&A.



**2 Days.
16+ Speakers.
600+ Fundraisers
& Marketers**



Standard Price: ~~\$1295~~
Super Early Bird: 50% Off

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Get Your Tickets**

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Standard Price: ~~\$1295~~
Super Early Bird: 50% Off

**Learn More and
Get Your Tickets**

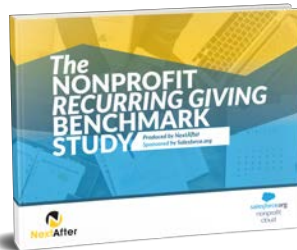
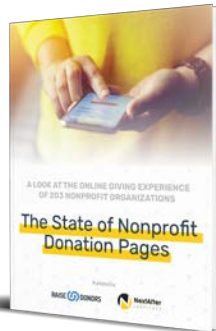
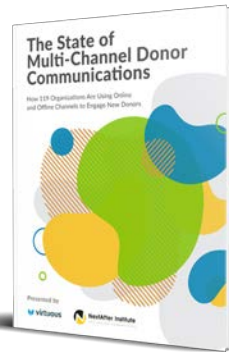
NIOSummit.com



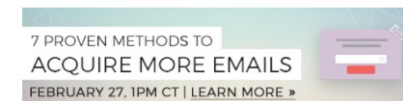
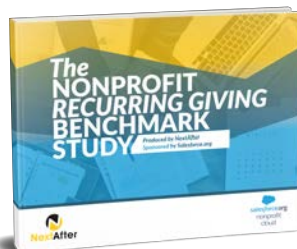
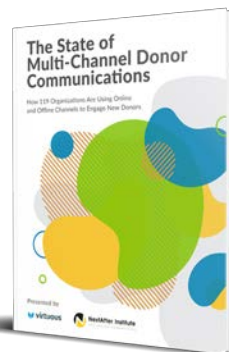
ON A **MISSION** TO DECODE WHAT WORKS IN
FUNDRAISING AND MAKE IT ACCESSIBLE TO AS
MANY ORGANIZATIONS AS POSSIBLE.



RESEARCH



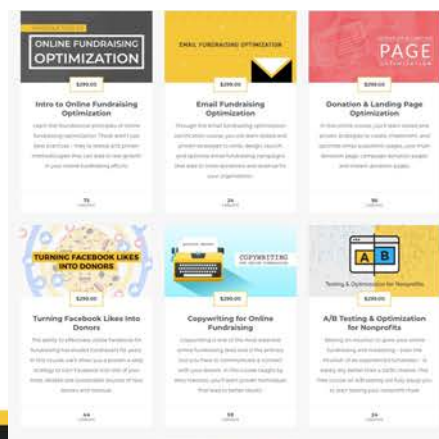
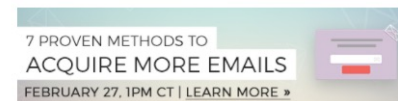
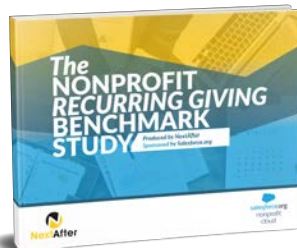
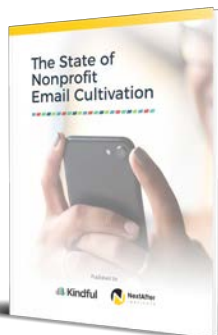
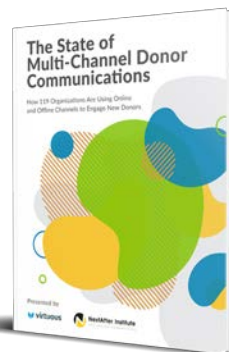
RESEARCH → RESOURCES



RESEARCH

RESOURCES

TRAINING



Today's Speakers



**Does not develop products.
However...**

- WinstonKnows
- Data Dash
- UTM Ge
- Friction
- Auto eB
- Online Soc
- Platforms
- MiniatureHorseTrader.com

DO NOT ask me
about developing
an online social
game.





Google Analytics is Under-Reporting Your Donations

EMERGENCY WEBINAR





This is Greg*

* Executive Vice President of
NextAfter's Client Services



Greg's campaign revenue was being underreported by ~25%.

Analytics vs. Actuals



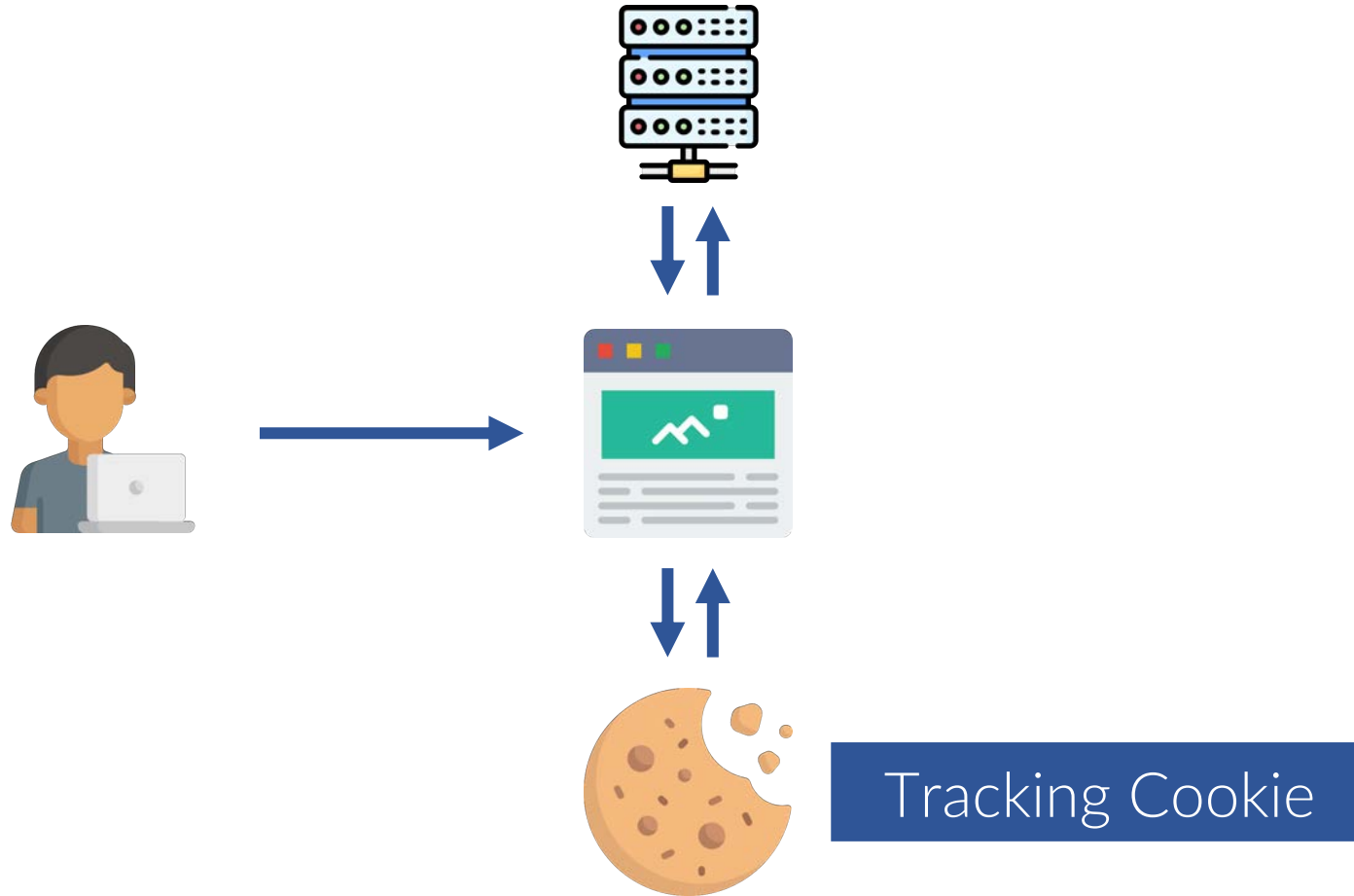
Where did my
data go?



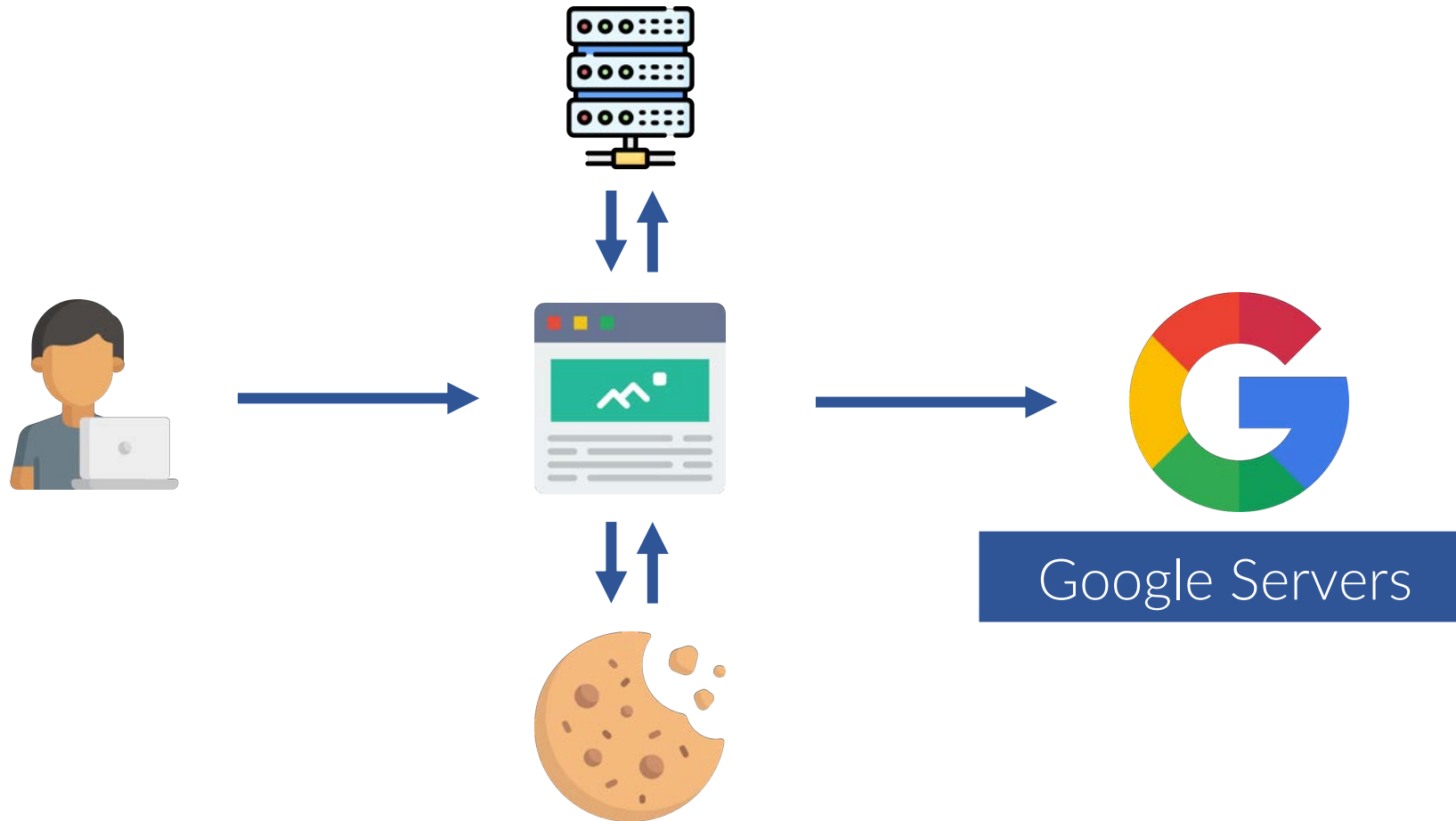
How Google Analytics Works...



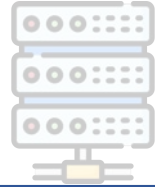
How Google Analytics Works...



How Google Analytics Works...



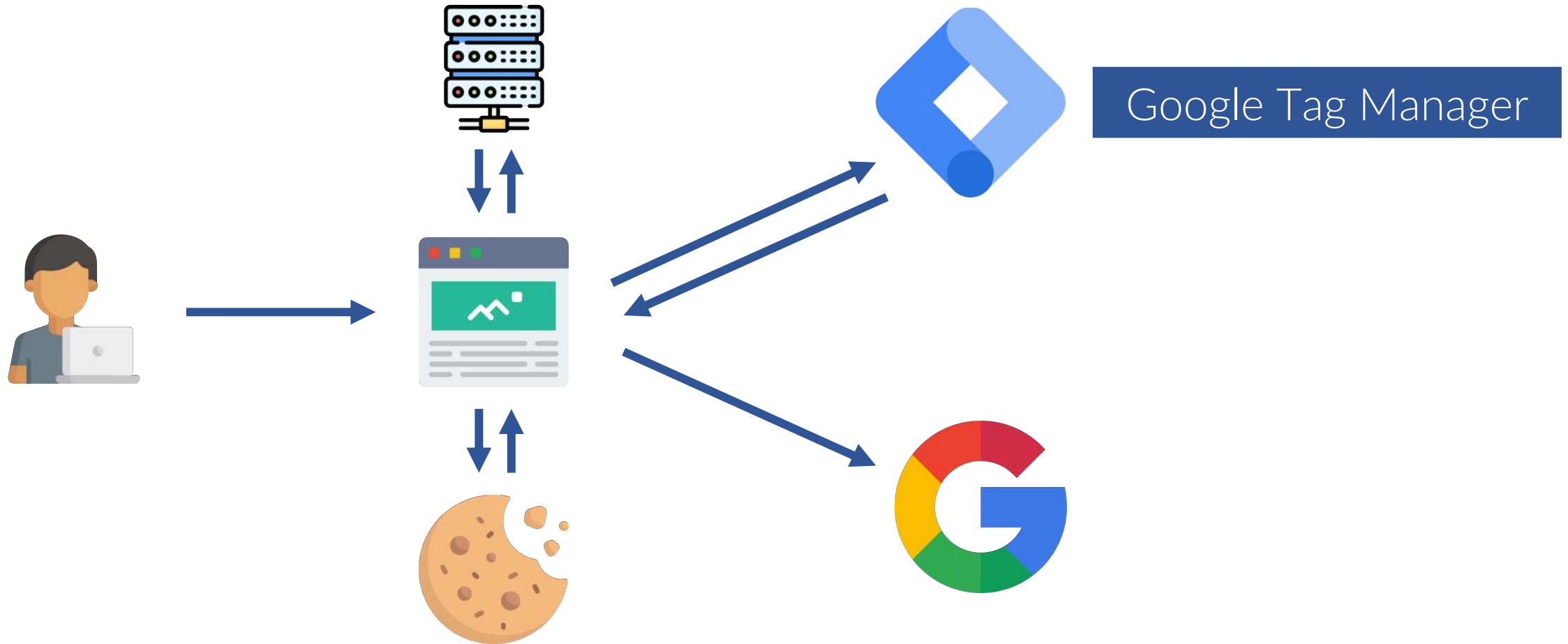
How Google Analytics Works...



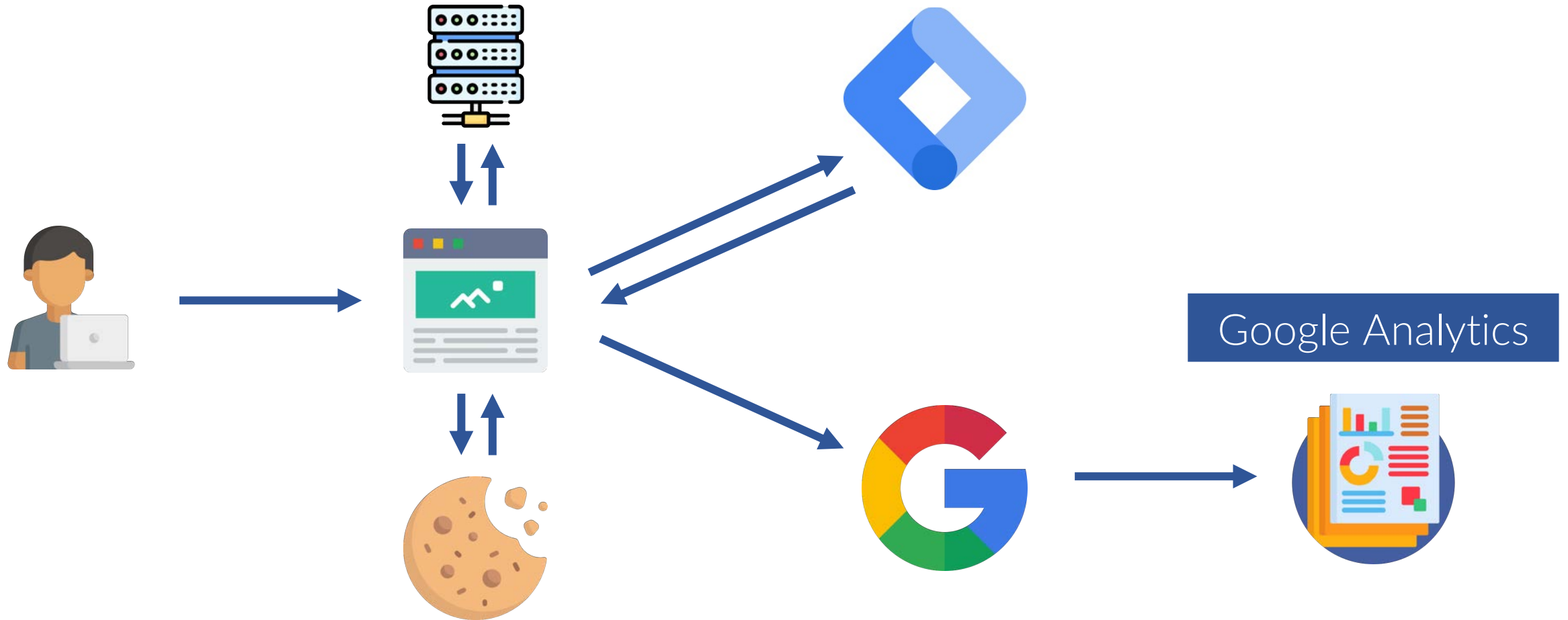
```
<!-- Global site tag (gtag.js) - Google Analytics -->  
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-44835436-1"></script>  
<script>  
  window.dataLayer = window.dataLayer || [];  
  function gtag(){dataLayer.push(arguments);}  
  gtag('js', new Date());  
  
  gtag('config', 'UA-44835436-1');  
</script>
```



How Google Analytics Works...



How Google Analytics Works...



“Make it as good as possible, but do not pursue perfection. Data deviation of about 5% is expected and harmless.”

- Dan McGaw, Conversion XL
(<https://cxl.com/blog/martech-stack-mistakes/>)

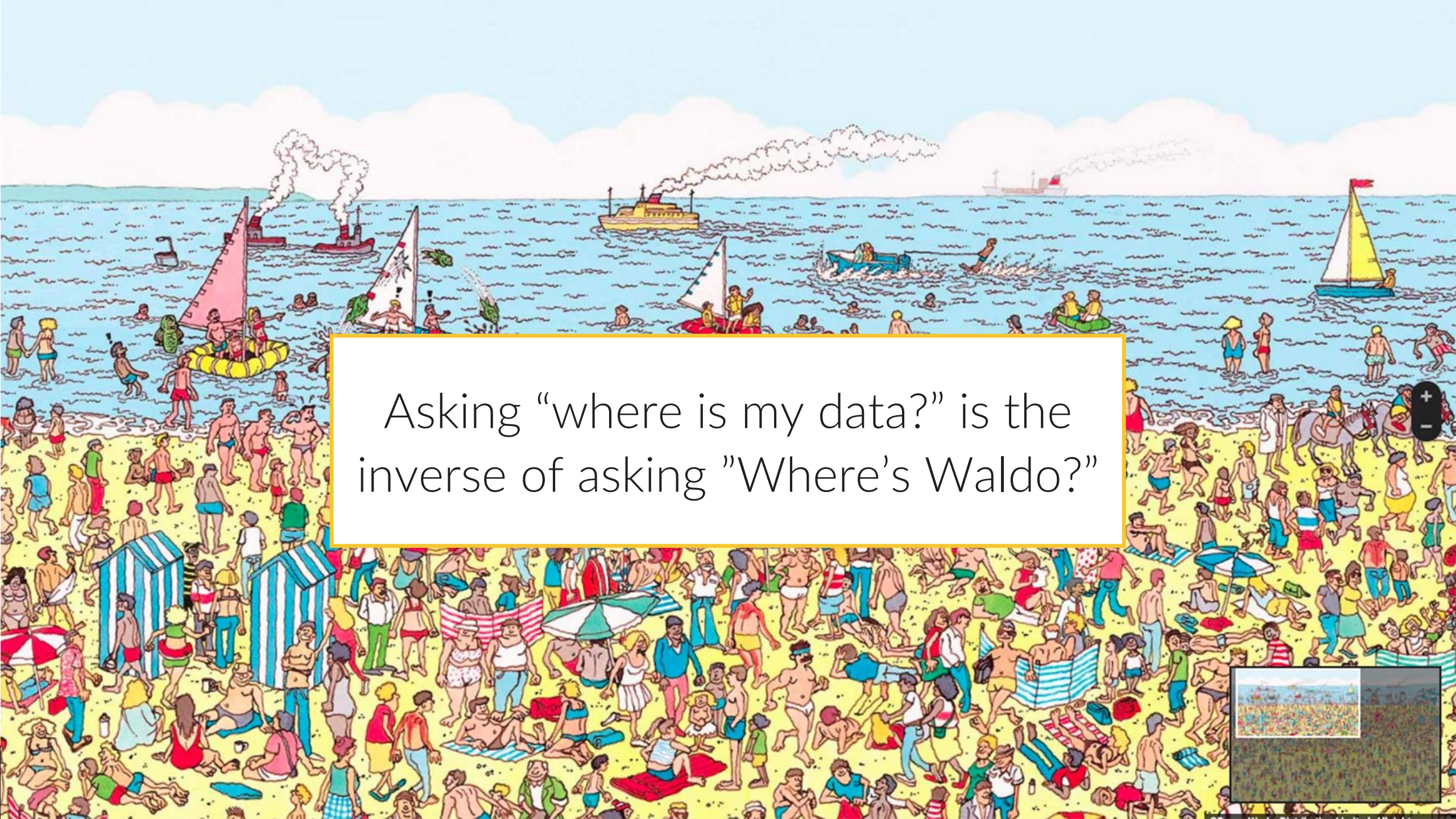


“Perfect isn’t the goal. If you have 90-95% accuracy, you’ve got plenty of good data to work with.”

- Michelle Noonan, Seer Interactive

(<https://www.seerinteractive.com/blog/10-reasons-ga-data-never-match-other-sources/>)



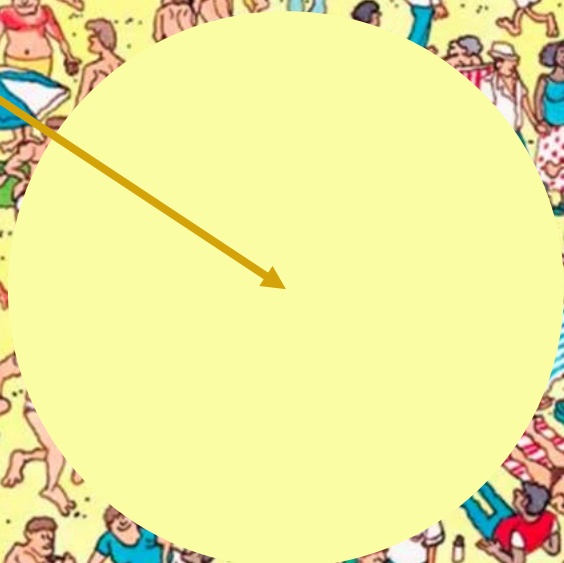


Asking “where is my data?” is the
inverse of asking “Where’s Waldo?”





It is like asking:
“Who is missing?”



How do we find the gap?

```
<input id="utm_source" name="utm_source" type="hidden" class="hidden" value>
<input id="utm_medium" name="utm_medium" type="hidden" class="hidden" value>
<input id="utm_content" name="utm_content" type="hidden" class="hidden" value>
<input id="utm_campaign" name="utm_campaign" type="hidden" class="hidden" value>
<input id="ac" name="ac" type="hidden" class="hidden" value>
<input id="pc" name="pc" type="hidden" class="hidden" value>
<input id="ad_blocker" name="ad_blocker" type="hidden" class="hidden" value>
<input id="browser_name" name="browser_name" type="hidden" class="hidden" value="Chrome">
<input id="browser_version" name="browser_version" type="hidden" class="hidden" value="89.0.4389.90">
<input id="device_vendor" name="device_vendor" type="hidden" class="hidden" value="undefined">
<input id="device_model" name="device_model" type="hidden" class="hidden" value="undefined">
<input id="device_type" name="device_type" type="hidden" class="hidden" value="undefined">
<input id="os_name" name="os_name" type="hidden" class="hidden" value="Mac OS">
<input id="os_version" name="os_version" type="hidden" class="hidden" value="11.2.3">
<input id="user_agent" name="user_agent" type="hidden" class="hidden" value="Mozilla/5.0 (Macintosh; Intel
<input id="screen_resolution" name="screen_resolution" type="hidden" class="hidden" value="2560x1055">
<input id="cookies_enabled" name="cookies_enabled" type="hidden" class="hidden" value="true">
<input id="ga_enabled" name="ga_enabled" type="hidden" class="hidden" value="No">
<input id="gtm_enabled" name="gtm_enabled" type="hidden" class="hidden" value="Yes">
```

We track EVERYTHING

How do we find the gap?

Add enhanced tracking to over 107.5K form submissions:

- Browser
- Device
- Operating System
- Screen Resolution
- Capabilities (Cookies, Ad Blocking, etc.)
- Tag Enablement & Success (Google Analytics & Google Tag Manager)



What the *heck* is happening to Google Analytics tracking?

Jan 1, 2021 - Dec 31, 2021

Client ID	Submission... ▾	GA Enabled	GTM Enabled	GA Success	GTM Success
5	62,257	83.83%	85.69%	85.72%	69.74%
3	26,074	99.17%	99.41%	99.41%	99.37%
4	13,699	98.93%	98.34%	98.34%	98.31%
2	8,328	94.84%	95.61%	95.64%	95.53%
Grand total	107,529	89.98%	91.1%	91.12%	81.95%

↑ ↓ ✖ ⋮

Browser Name	Submissions ▾	GA Enabled	GTM Enabled	GA Success	GTM Success
Facebook	50,374	99.8%	99.93%	99.93%	84.96%
Chrome	22,042	81.5%	81.82%	81.8%	78.52%
Mobile Safari	10,881	97.06%	97.61%	97.61%	92.74%
Edge	7,886	87.21%	92.25%	92.25%	88.12%
Safari	5,524	82.04%	82.71%	82.69%	78.08%
Firefox	5,309	55.08%	65.57%	65.47%	62.27%
Grand total	107,529	89.98%	91.1%	91.12%	81.95%

↑ ↓ ✖ ⋮

Device Type	Submissions ▾	GA Enabled	GTM Enabled	GA Success	GTM Success
mobile	63,057	97.47%	97.83%	97.83%	86.29%
undefined	35,237	74.07%	76.75%	76.72%	73.12%
tablet	9,813	99.41%	99.64%	99.64%	85.75%
	112	33.04%	35.71%	70.54%	66.07%
smarttv	2	100%	100%	100%	100%
console	1	100%	100%	100%	100%
Grand total	107,529	89.98%	91.1%	91.12%	81.95%

Ad Blocker	Submissions ▾	GA Enabled	GTM Enabled	GA Success	GTM Success
No	102,515	92.02%	93.02%	93.01%	83.48%
Yes	5,041	48.92%	52.31%	52.25%	50.35%
	49	0%	0%	79.59%	77.55%
Grand total	107,529	89.98%	91.1%	91.12%	81.95%

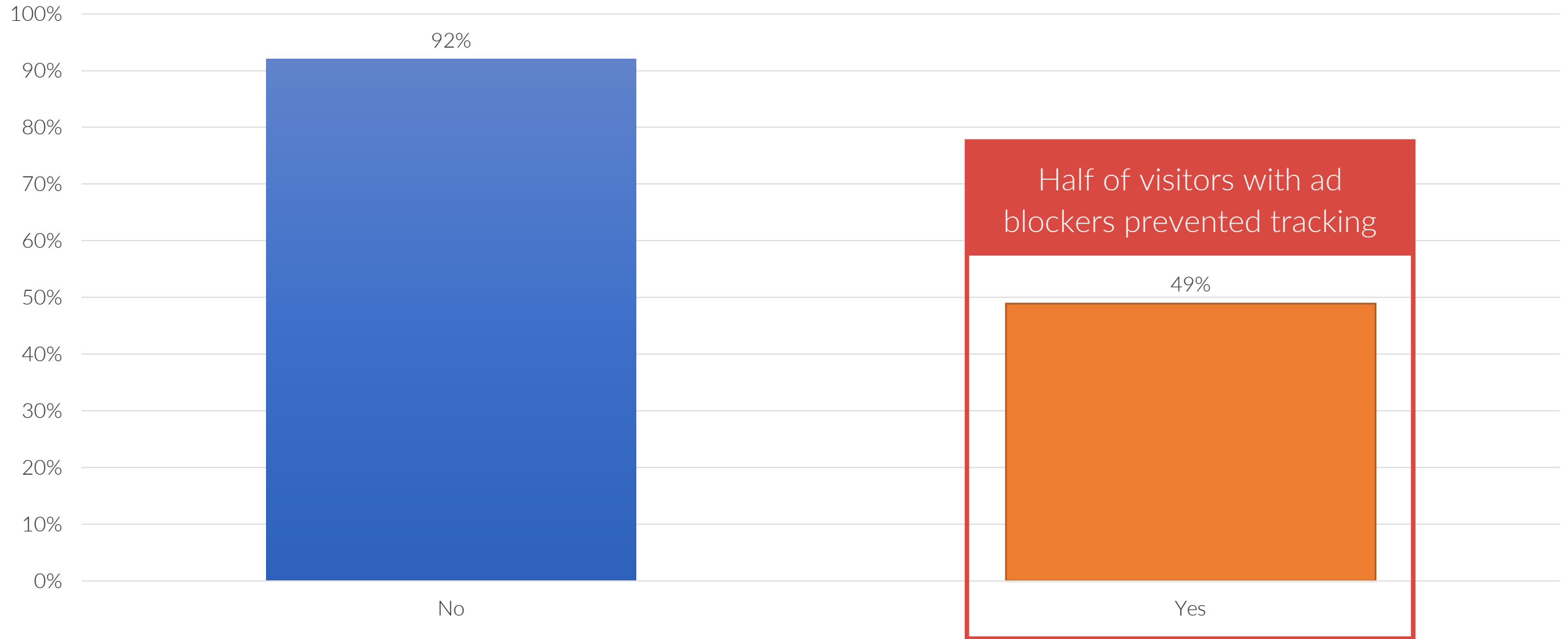
Medium	Submissions ▾	GA Enabled	GTM Enabled	GA Success	GTM Success
email	45,020	78.94%	81.27%	81.31%	80.56%
newsfeed	26,017	99.18%	99.42%	99.42%	99.38%
Grand total	107,529	89.98%	91.1%	91.12%	81.95%

↑ ↓ ✖ ⋮

Operating Sys...	Submissions ▾	GA Enabled	GTM Enabled	GA Success	GTM Success
iOS	42,896	97.58%	97.87%	97.87%	84.62%
Android	31,306	92.84%	93.14%	93.14%	83.74%
Windows	26,152	75.27%	78.62%	78.59%	75.14%
Mac OS	6,455	86.85%	88.15%	88.09%	82.91%
Chromium OS	704	93.04%	93.18%	93.32%	89.49%
Linux	193	68.91%	71.5%	71.5%	68.91%
Grand total	107,529	89.98%	91.1%	91.12%	81.95%

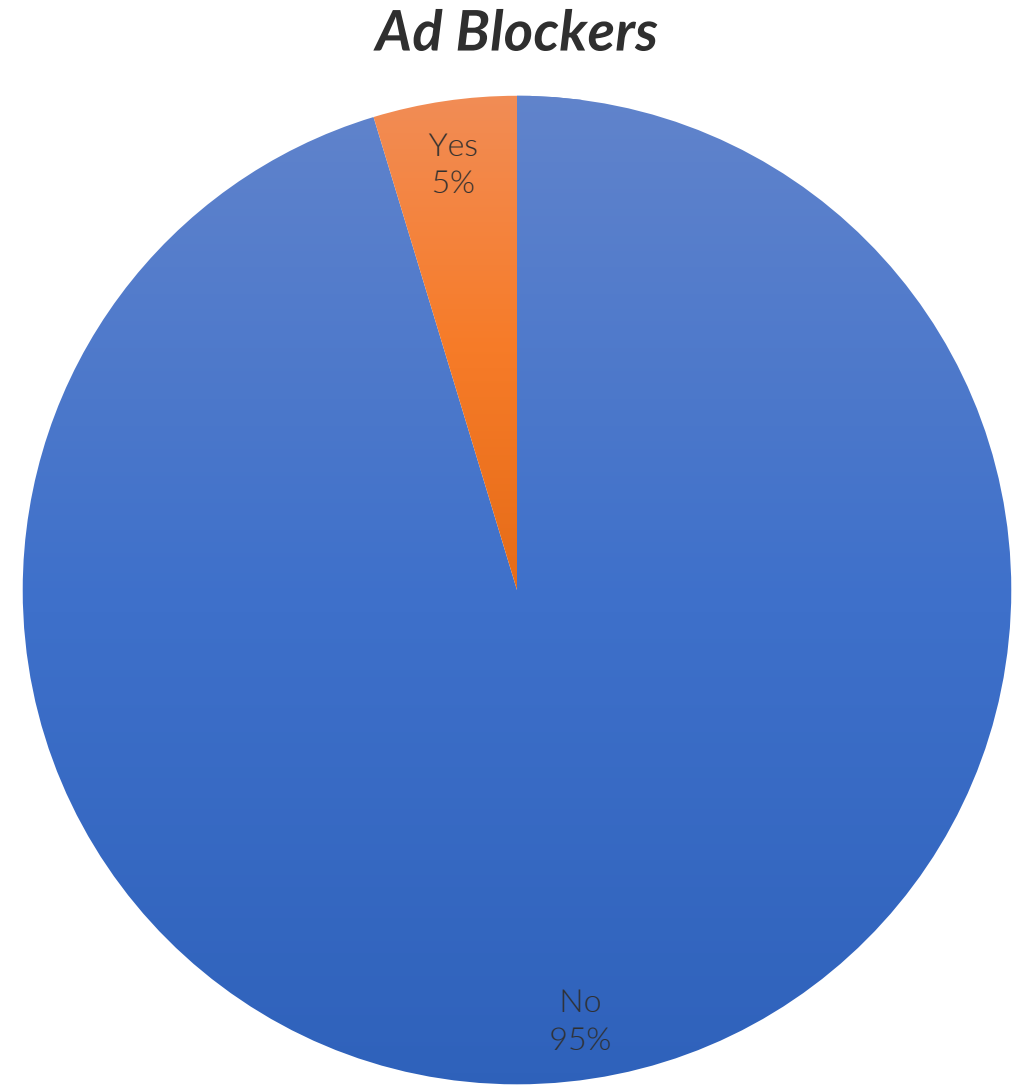
Screen Resolution	Submissions ▾	GA Enabled	GTM Enabled	GA Success	GTM Success
375x667	10,277	97.6%	97.88%	97.88%	84.66%
414x896	9,317	96.87%	97.21%	97.21%	83.87%
375x812	5,830	95.95%	96.3%	96.3%	84.37%
400x812	5,007	88.18%	88.78%	88.87%	83.82%
Grand total	107,529	89.98%	91.1%	91.12%	81.95%

GA Enablement with Ad Blockers

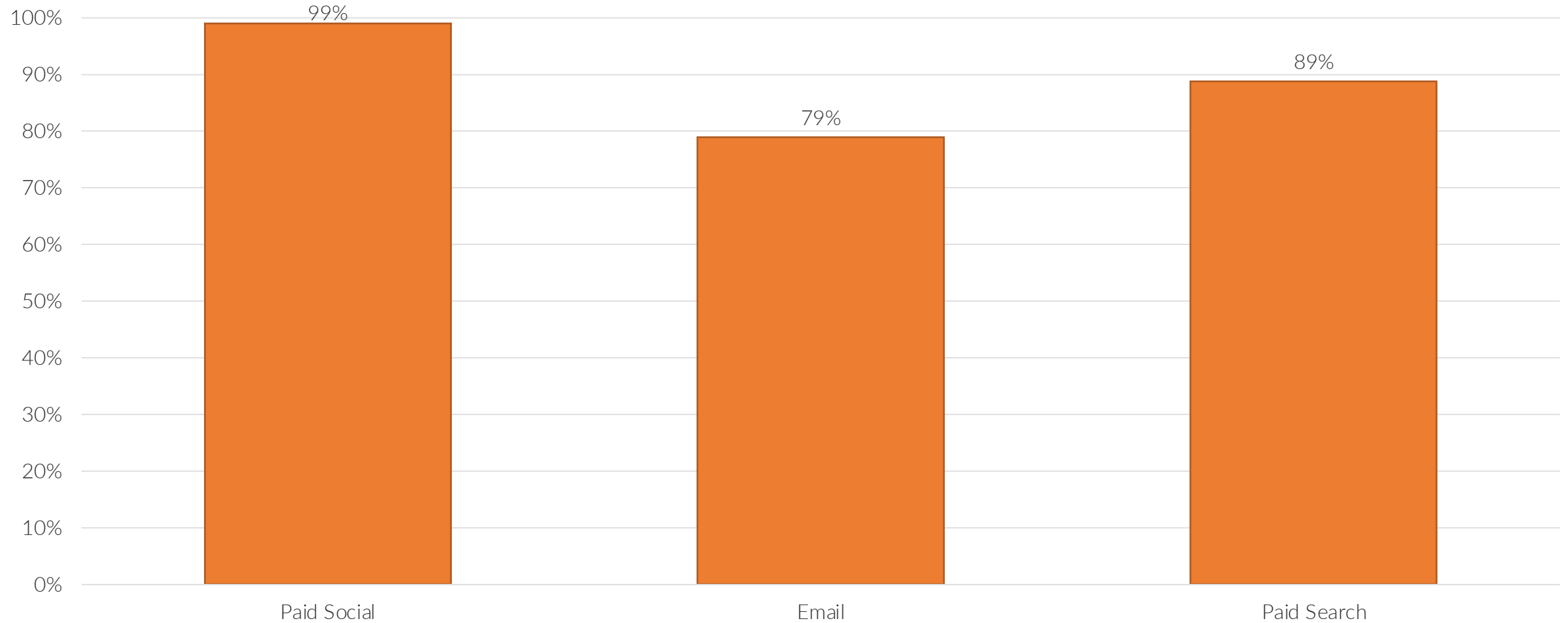


However, only 1 out of 20 visitors had an ad blocker.

This wasn't a major contributing factor...



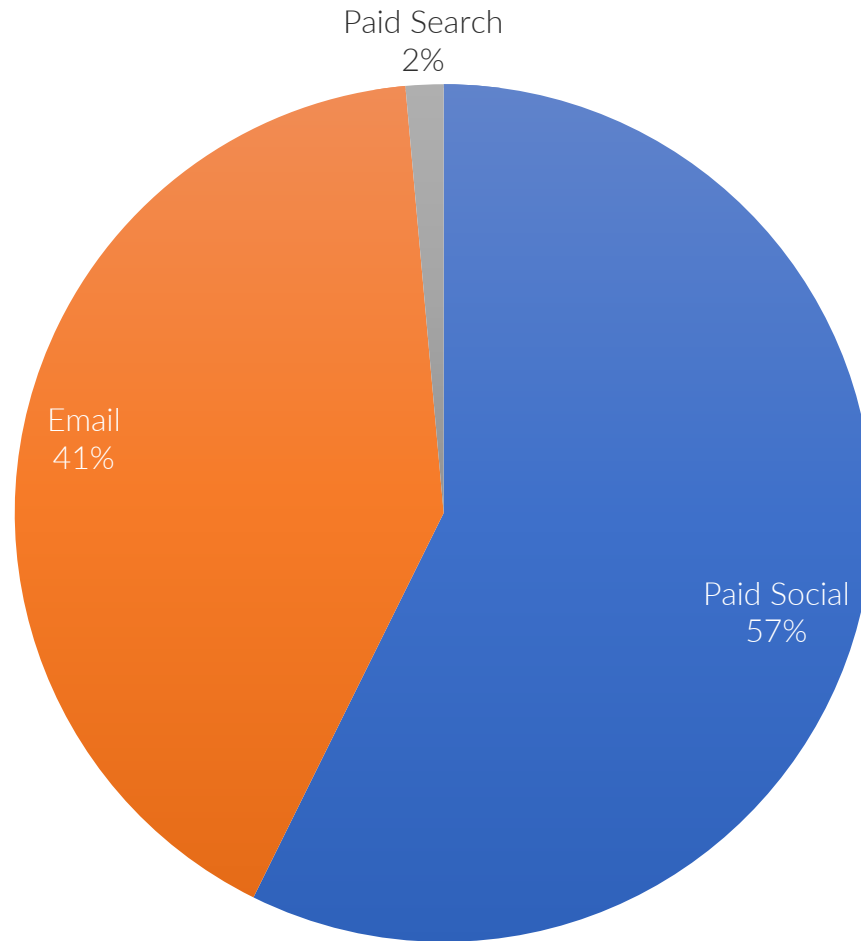
GA Enablement by Traffic Source



* Based upon 41.6K form submissions across five organizations between March 3, 2021 and March 14, 2021



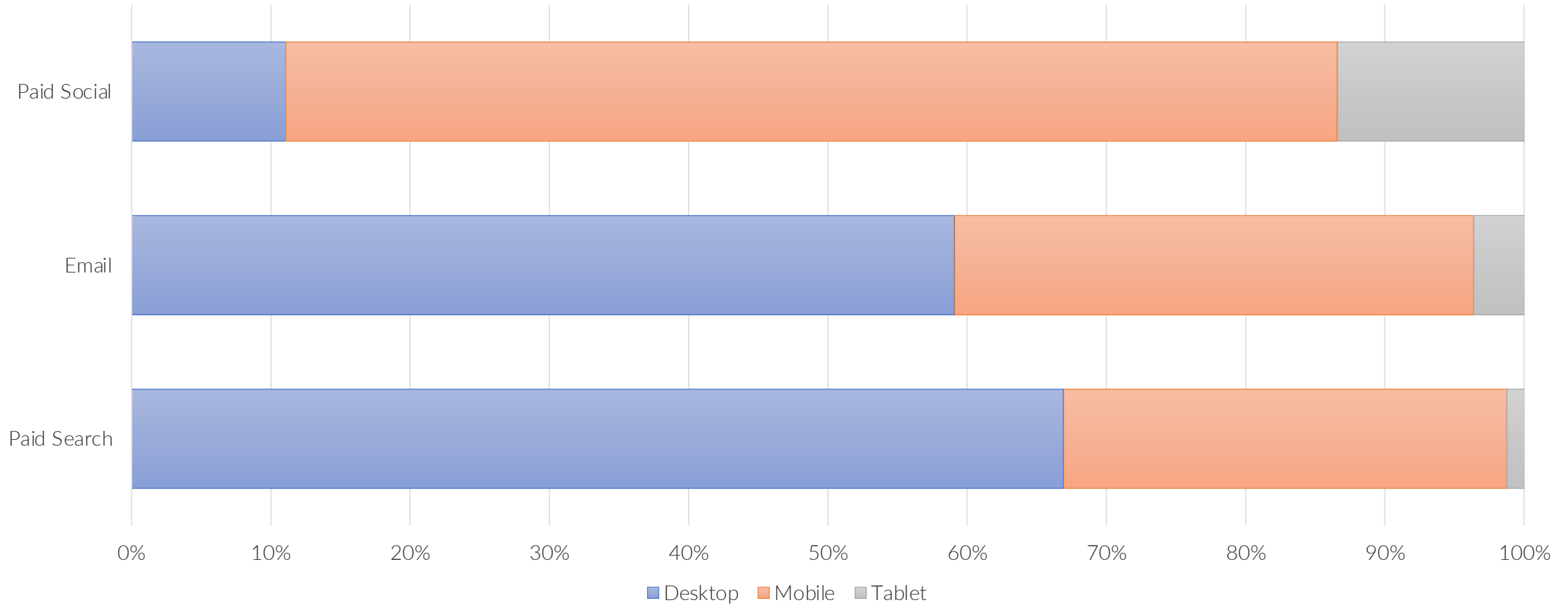
Percent of Traffic by Channel



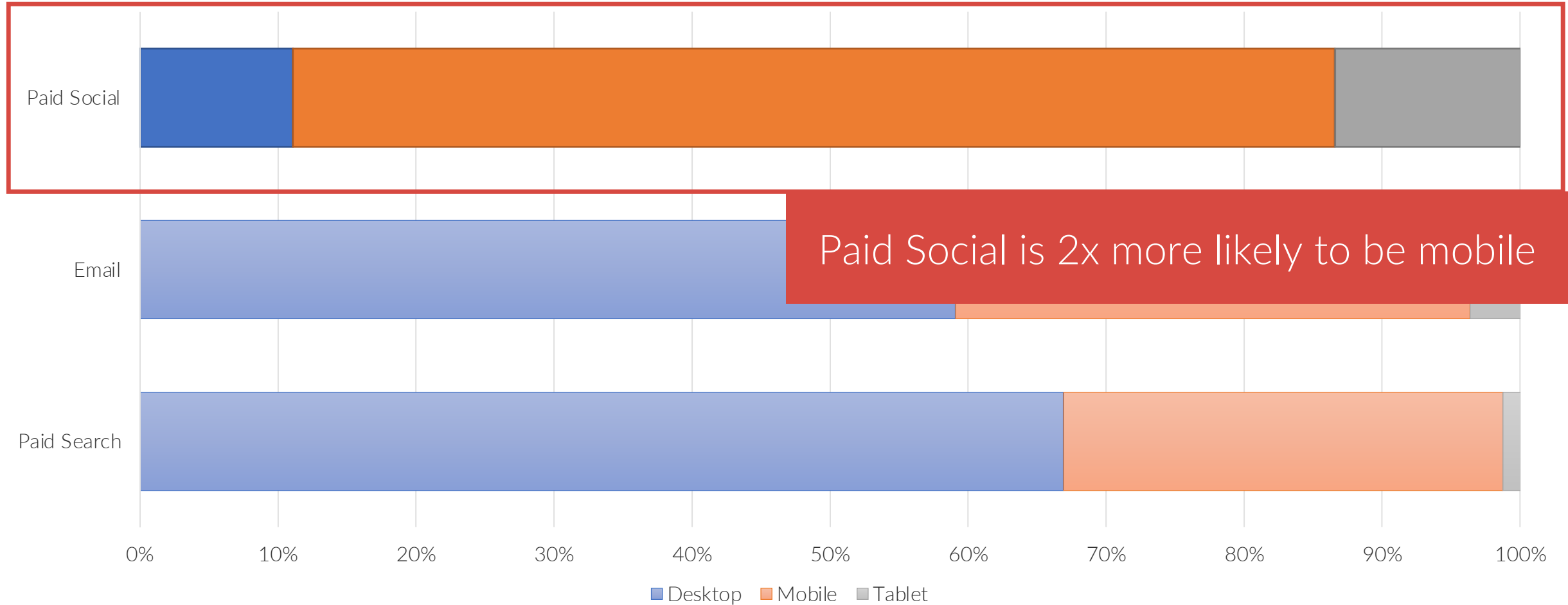
It was a significant split between Email and Paid Social



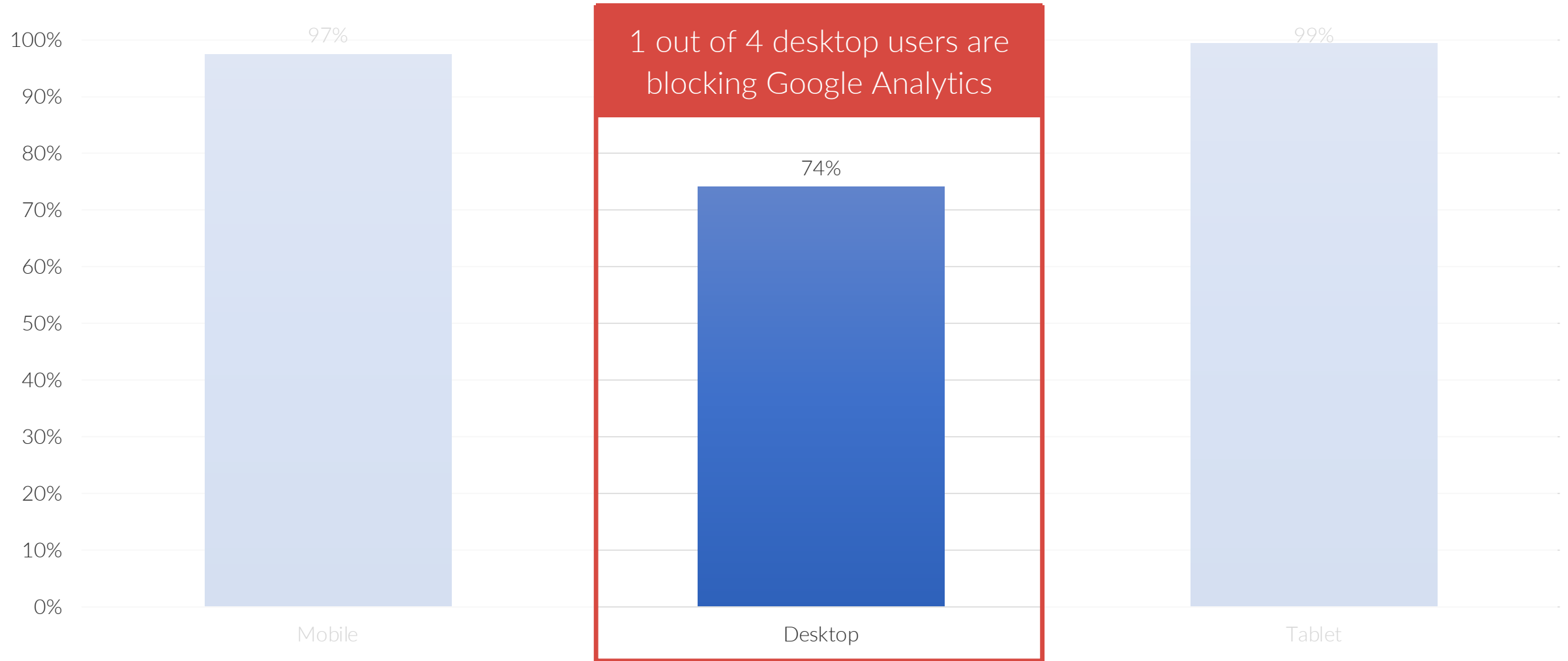
Traffic Source by Device Type



Traffic Source by Device Type

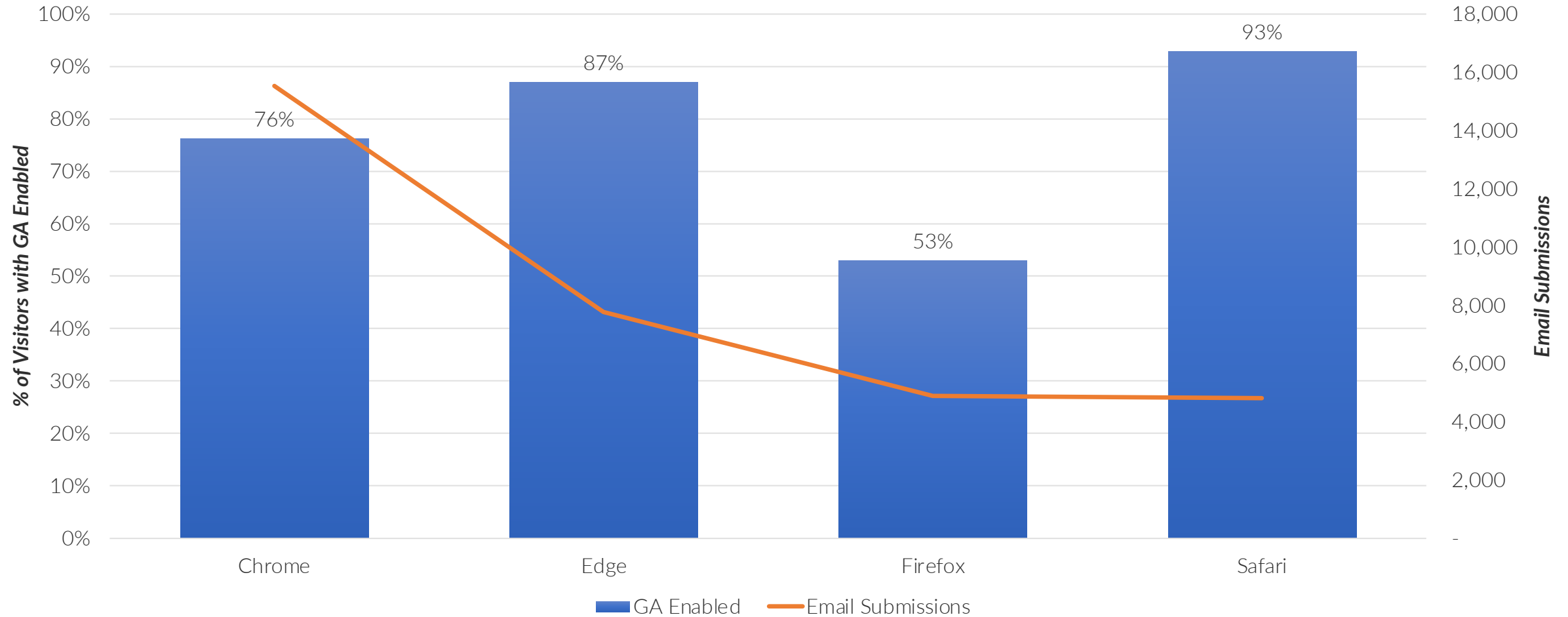


GA Enablement by Device



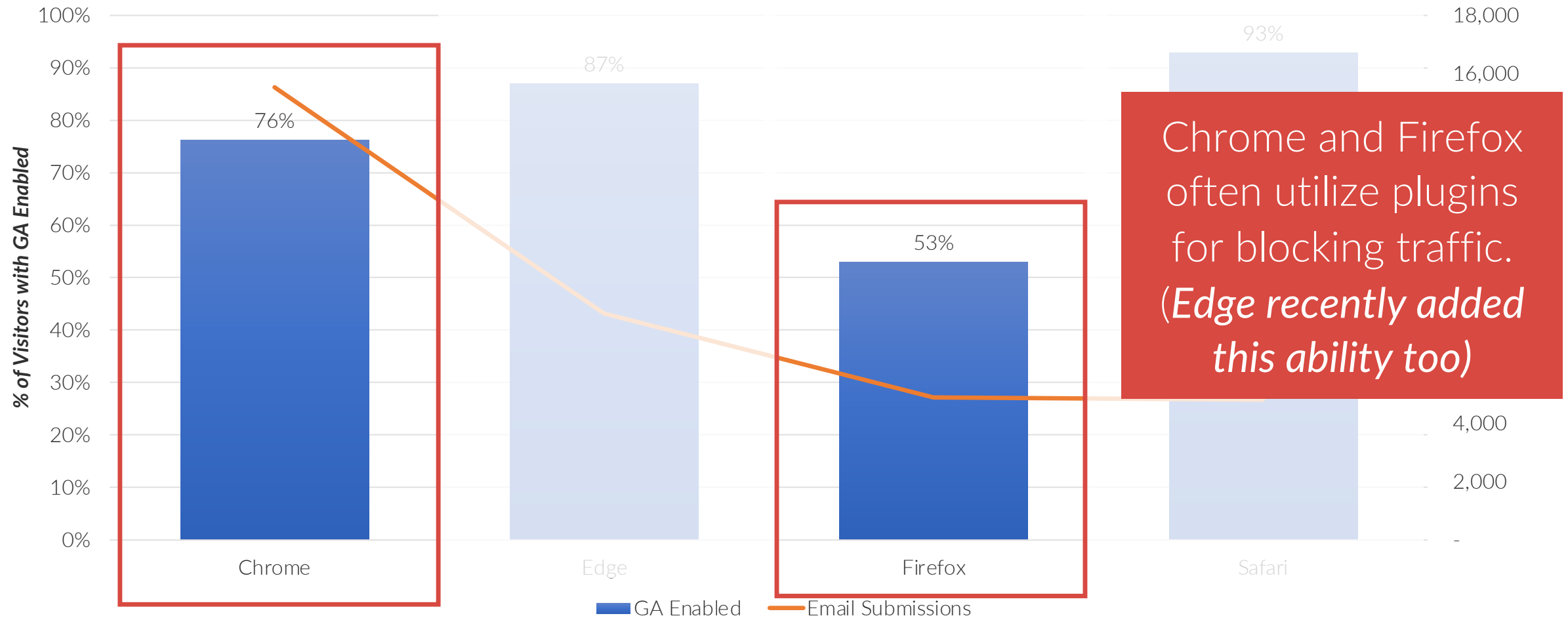
GA Enablement by Browser

(Desktop Only)

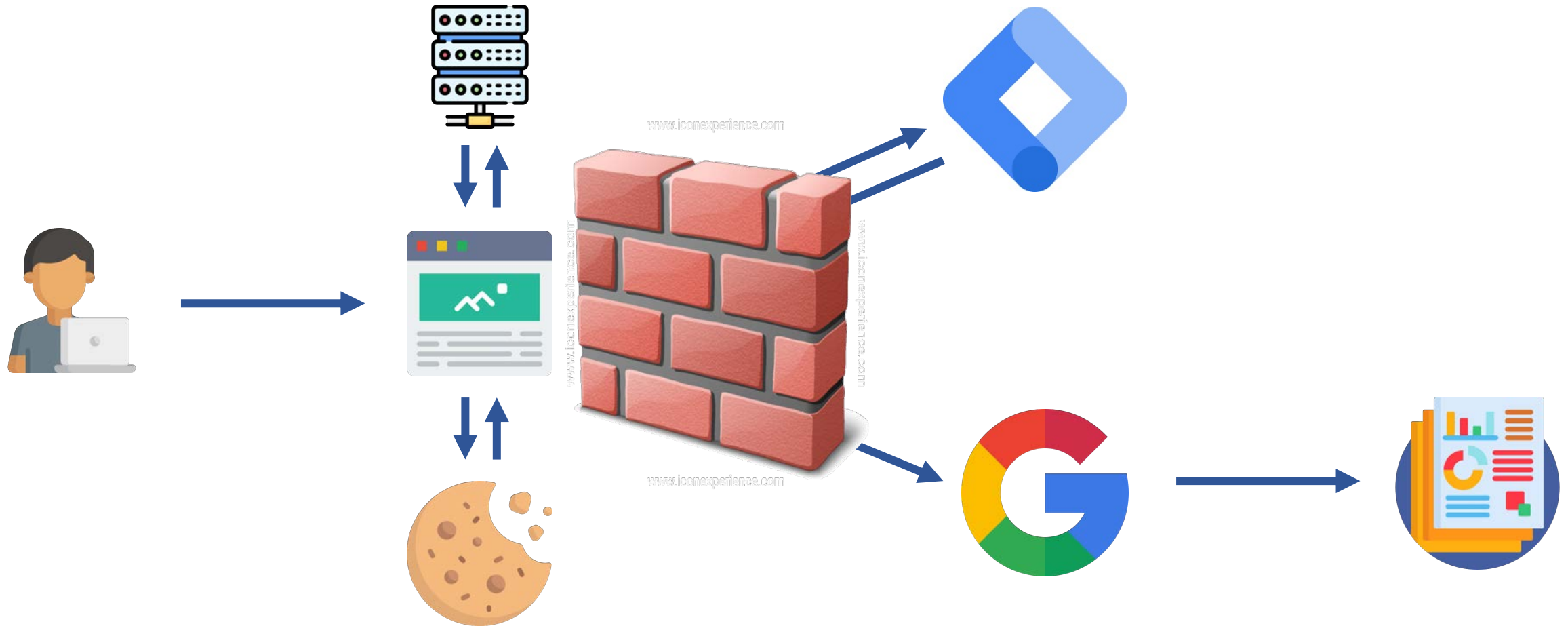


GA Enablement by Browser

(Desktop Only)



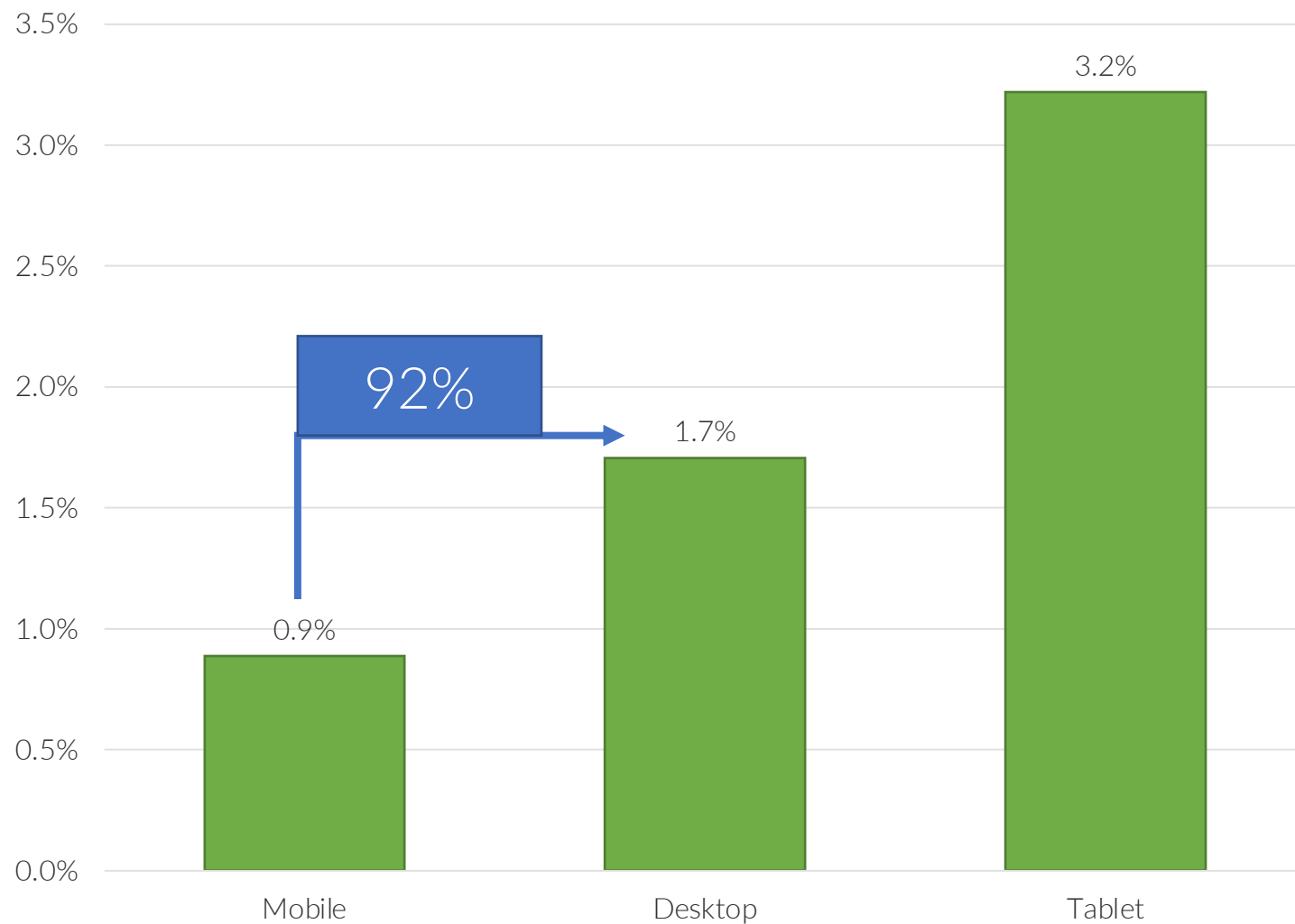
How Google Analytics Works...



Desktop devices are roughly
2x more likely to be donors
than mobile.

(At least those we can track)

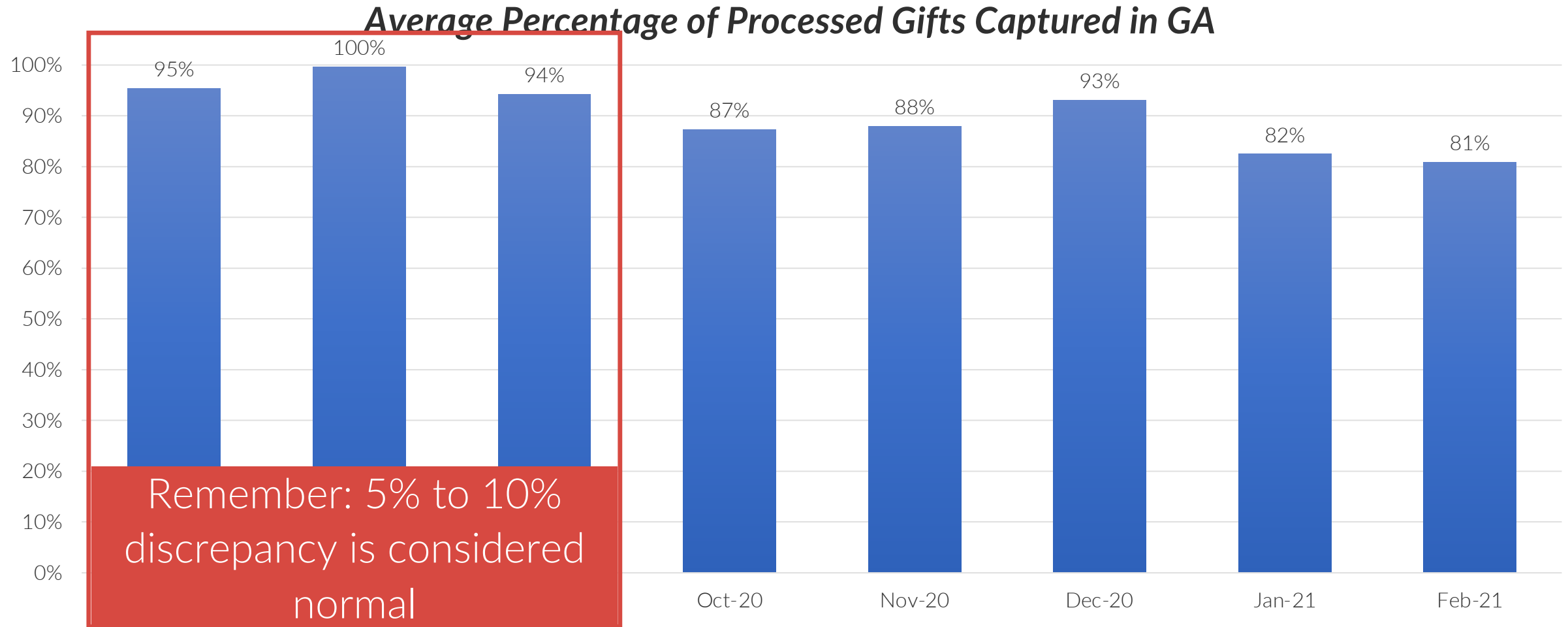
Consolidated Conversion Rate by Device



When did all of this **START**?



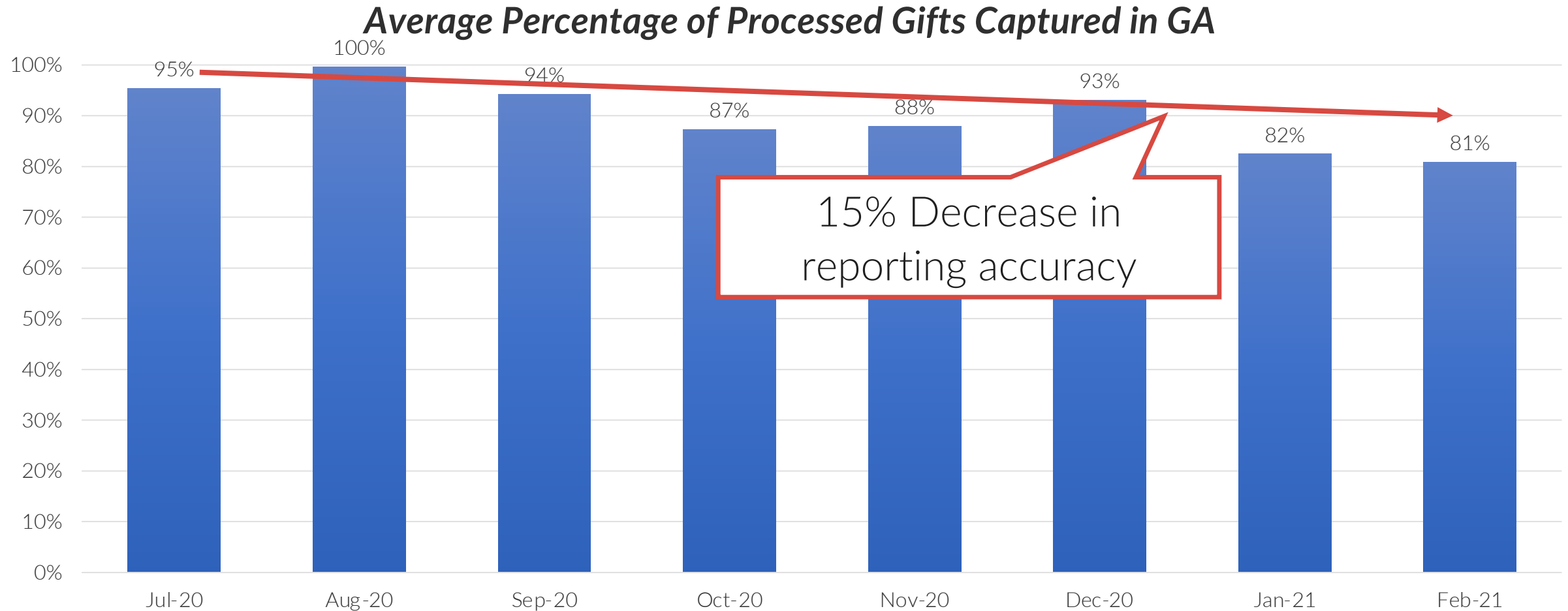
Google Analytics vs. CRM Discrepancy



* Based upon a comparison of Google Analytics to CRM recorded one-time donations for five nonprofit organizations




Google Analytics vs. CRM Discrepancy



* Based upon a comparison of Google Analytics to CRM recorded one-time donations for five nonprofit organizations





“HALF THE MONEY I
SPEND ON ADVERTISING
IS WASTED;
THE TROUBLE IS I DON'T
KNOW WHICH HALF.”

JOHN WANAMAKER

What are the implications
of this LACK of
TRACKING?



There are two primary areas of concern:

Reporting

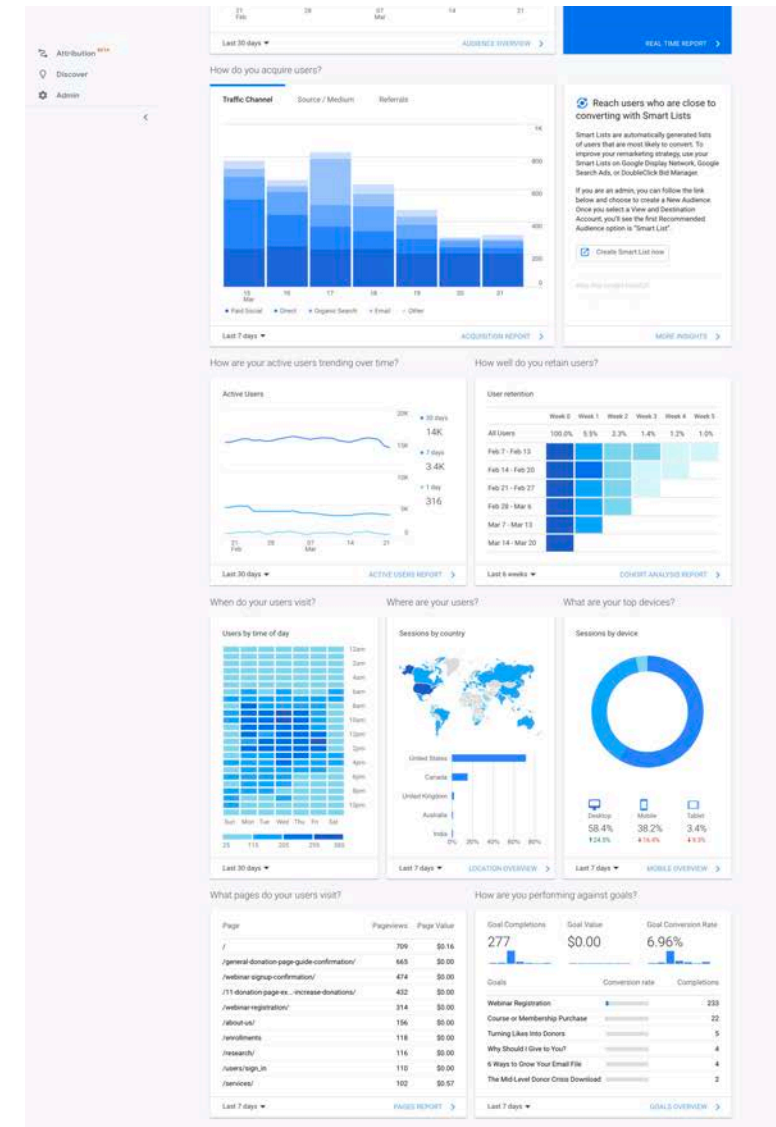


Advertising



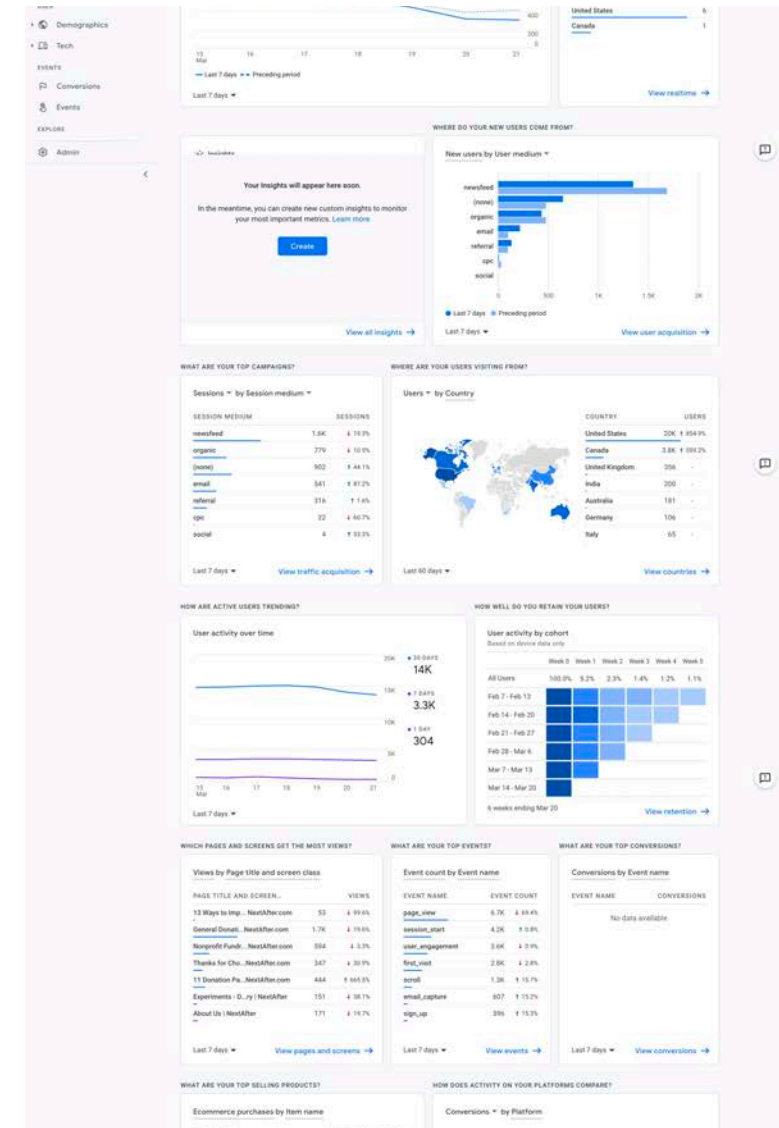
Google Analytics

- Will continue to see reduced tracking from desktop users (~25%)
- Data should be viewed as *directional*
- Use for quick decision making



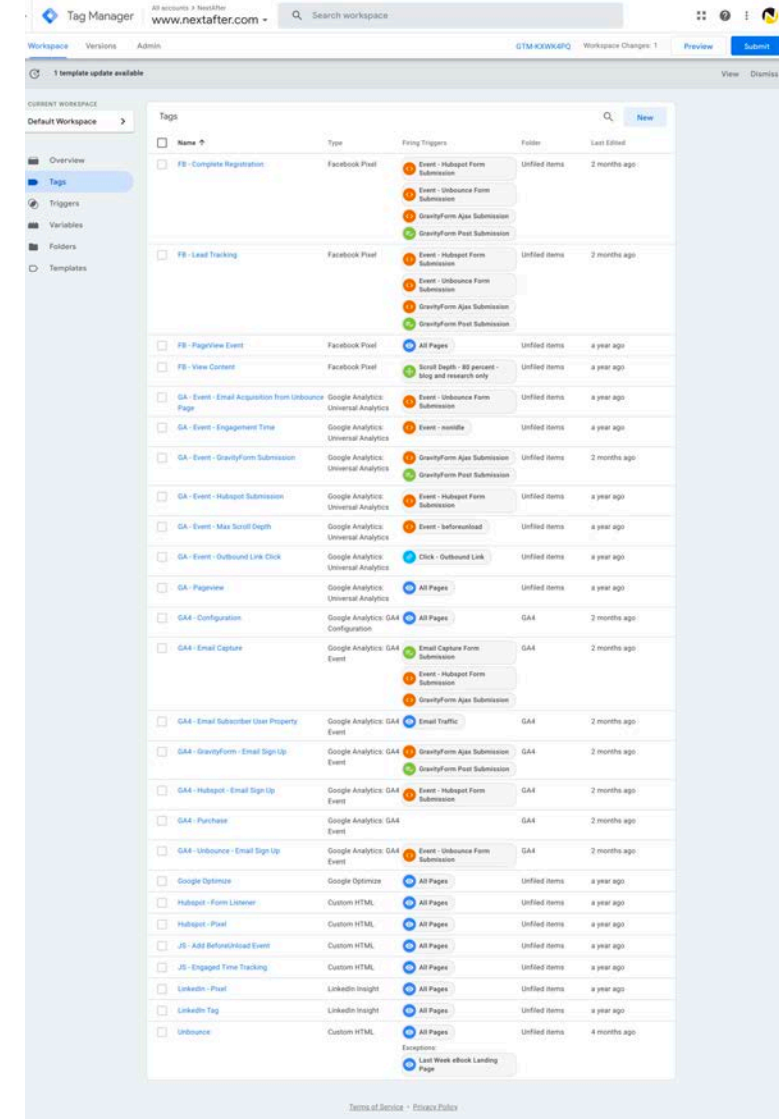
Google Analytics 4

- Will suffer same lack of tracking as GA3
- However, machine learning projections may begin supplementing actual data



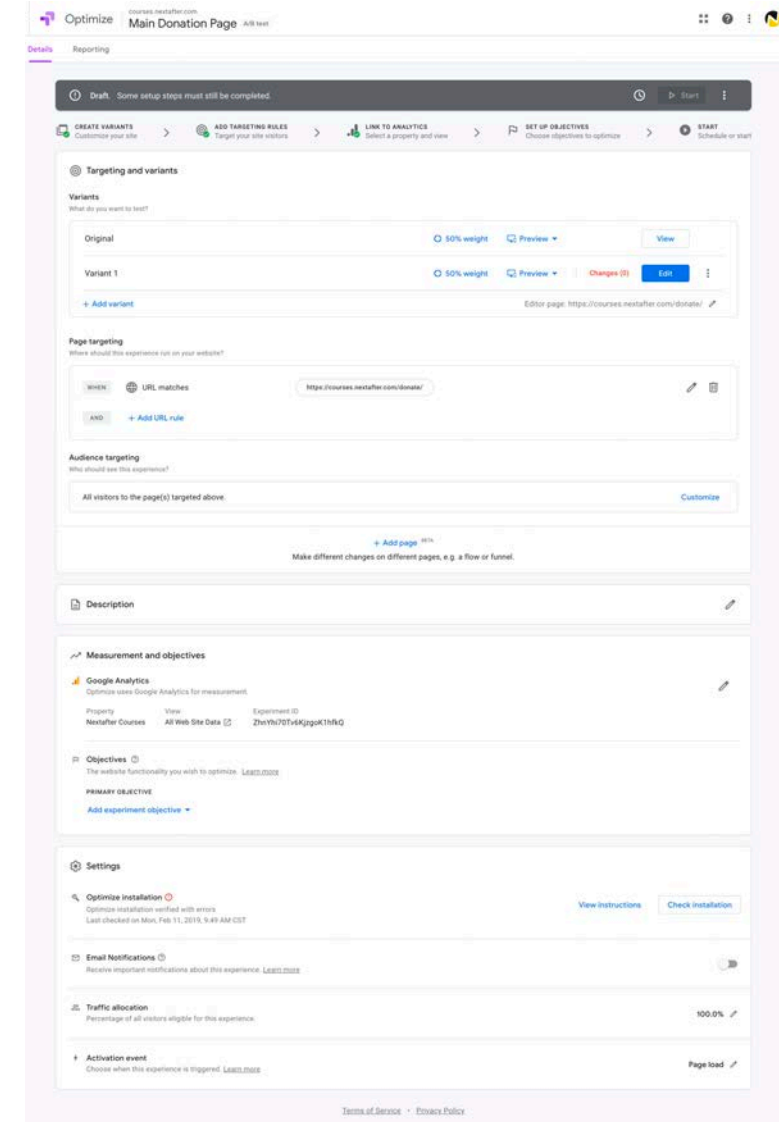
Google Tag Manager

- Appears to be blocked along with GA
- Keep using but only for tracking and non-necessary scripts



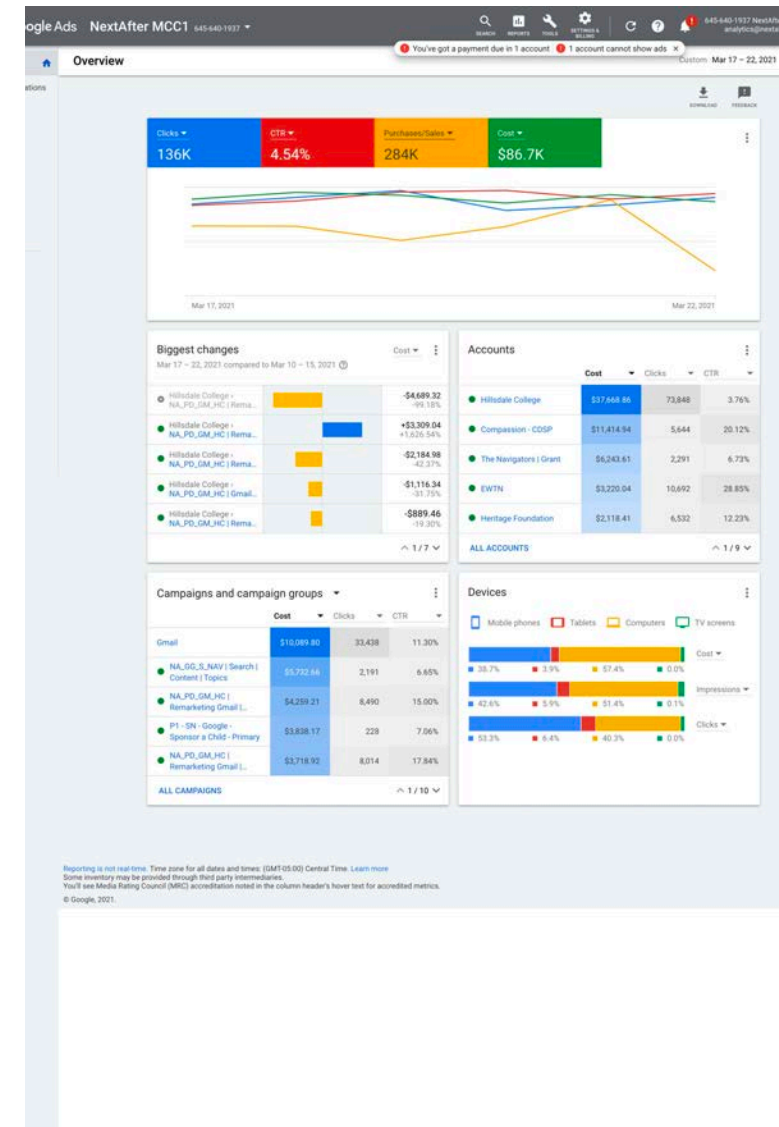
Google Optimize

- Will not be activated for those blocking GA and/or GTM
- However, samples and conversions will both be blocked
- Results will be “sampled” but directionally accurate



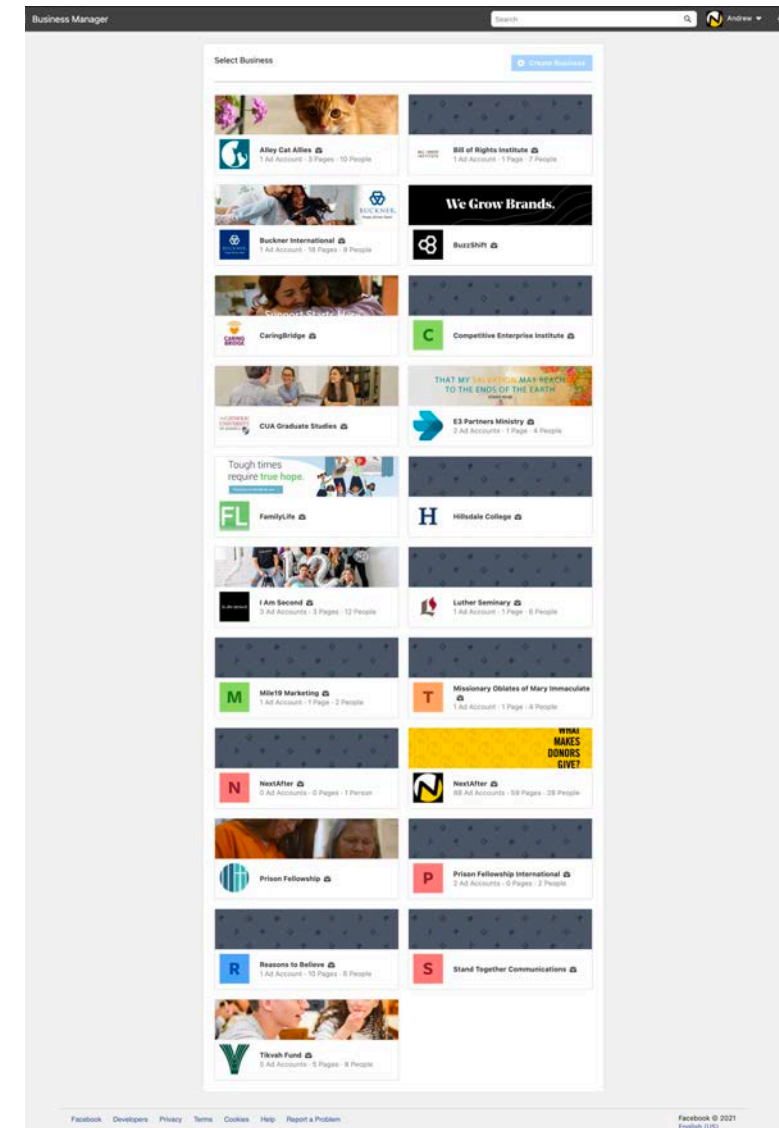
Google Ads

- Tracked conversions will be lower
- Remarketing lists will be smaller (even more so with iOS14)
- Google rolling out new options in coming months



Facebook Advertising

- If FB is loaded with GTM, it will lose tracking for visitors and conversions
- Reported conversions will be lower for ads
- We did not test loading the script directly on the page



Without Remarketing Ads

No
Ad
Shown|

With Remarketing Ads

Boost Your
#GIVING
TUESDAY
Revenue

Join the Webinar >>

 NextAfter

44%

In Emails Acquired



Email Acquisition Optimization

Conversion

Conversion Event Location

☒ Website

● Our Lady of Lourdes Novena Registrants × ⓘ

We'll optimize delivery of your ads to get the most of these conversions at the lowest cost.

☐ App

☐ Messenger ⓘ

☐ WhatsApp ⓘ

"Purchase" Optimization

Conversion

Conversion Event Location

☒ Website

● Purchase × ⓘ

We'll optimize delivery of your ads to get the most of these conversions at the lowest cost.

☐ App

☐ Messenger ⓘ

☐ WhatsApp ⓘ



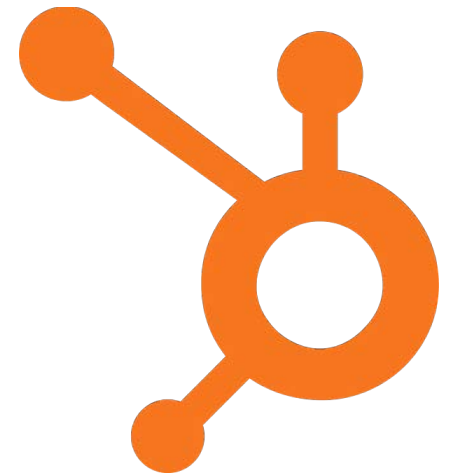
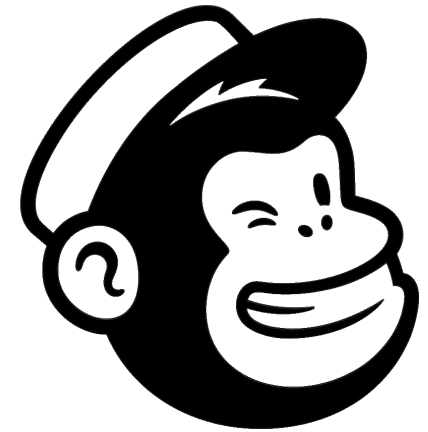
157%

In Purchase



Email Service Providers

- Should not be affected! (Except potentially pixel tracking)
- Forms will still function, and open / click metrics will still be somewhat accurate



What can we DO about it?



Option #1: Do Nothing...



Option #2: Enhanced Source Codes

Example:

AT2102E01



Option #2: Enhanced Source Codes

Example:

AT2102E01



Department / Fund



Option #2: Enhanced Source Codes

Example:

AT2102E01



Fiscal Year



Option #2: Enhanced Source Codes

Example:

AT2102E01



Month



Option #2: Enhanced Source Codes

Example:

AT2102E01



Subchannel



Option #2: Enhanced Source Codes

Example:

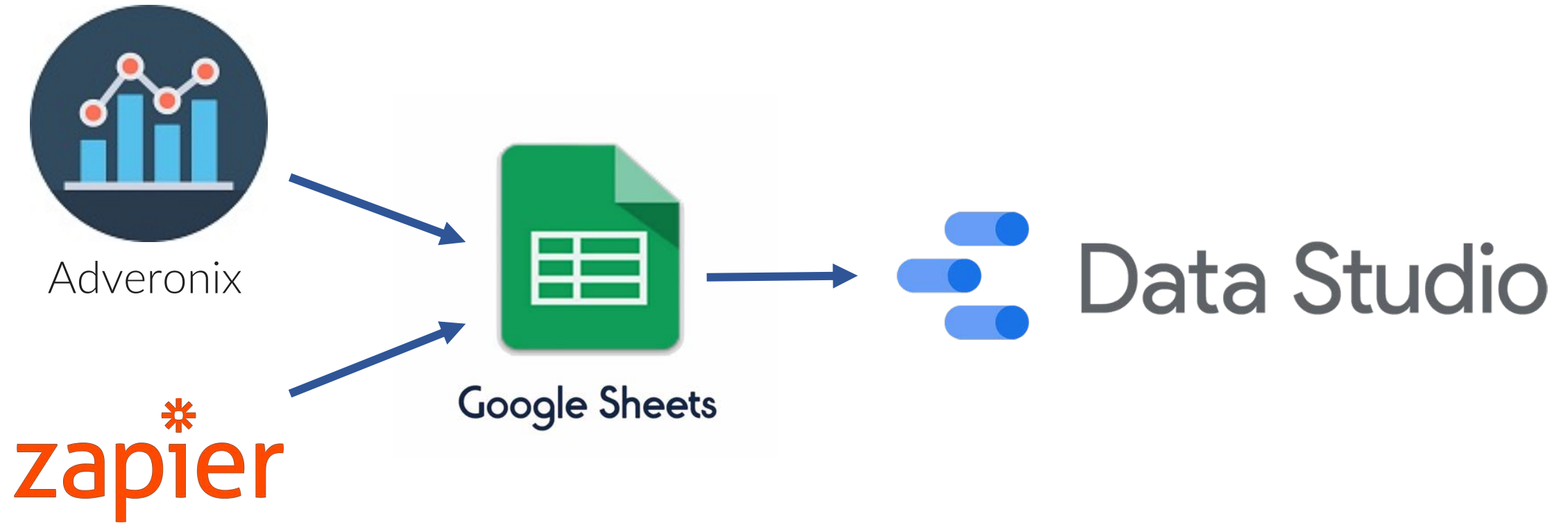
AT2102E01



Marketing Effort



Option #3: Aggregate Your Reporting



Option #3: Google Sheets Reporting

[illegible]

Option #3: Google Data Studio

Acquisition Report Comparison Report FB Setup Fixes

NextAfter Acquisition Dashboard



DATA SHOWN:

• Last Date: Mar 14, 2021

PERIOD:

Feb 15, 2021 - Mar 14, 2021

CLIENT DETAILS:

Client

Vertical

Traffic Size

CAMPAIGN DETAILS:

UTM Campaign

UTM Medium

UTM Source

UTM Content

Offer Type

What are the results from paid advertising?

Data is being pulled from Facebook, Google Analytics, Unbounce, Hubspot, Donation Platforms, and GA4 on a daily basis. Campaigns run on Facebook are then matched up to Google Analytics using their UTM campaign, medium, source, and content variables. Where possible, "actuals" utilized in place of GA events and transactions.

Spend
\$468,022
↑ 350.7%

Emails Acquired
256,141
↑ 887.6%

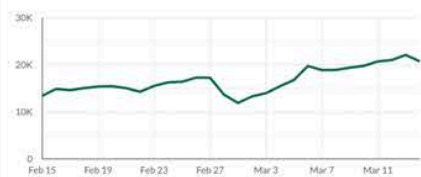
Gifts
4,912
↑ 626.6%

Instant Donor Conv. Rate
1.9%
↓ -26.4%

Gross Cost per Email
\$1.83
↓ -54.4%

Net Cost per Donor
\$41
↓ -66.5%

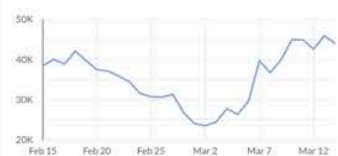
Spend



Emails Acquired



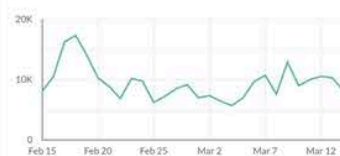
Sessions



Gifts



Revenue



What campaigns are leading to the trends above?

The charts below break the donors and revenue down by time period, history with the organization, and channel of the gift.

Client/Offer* Summary

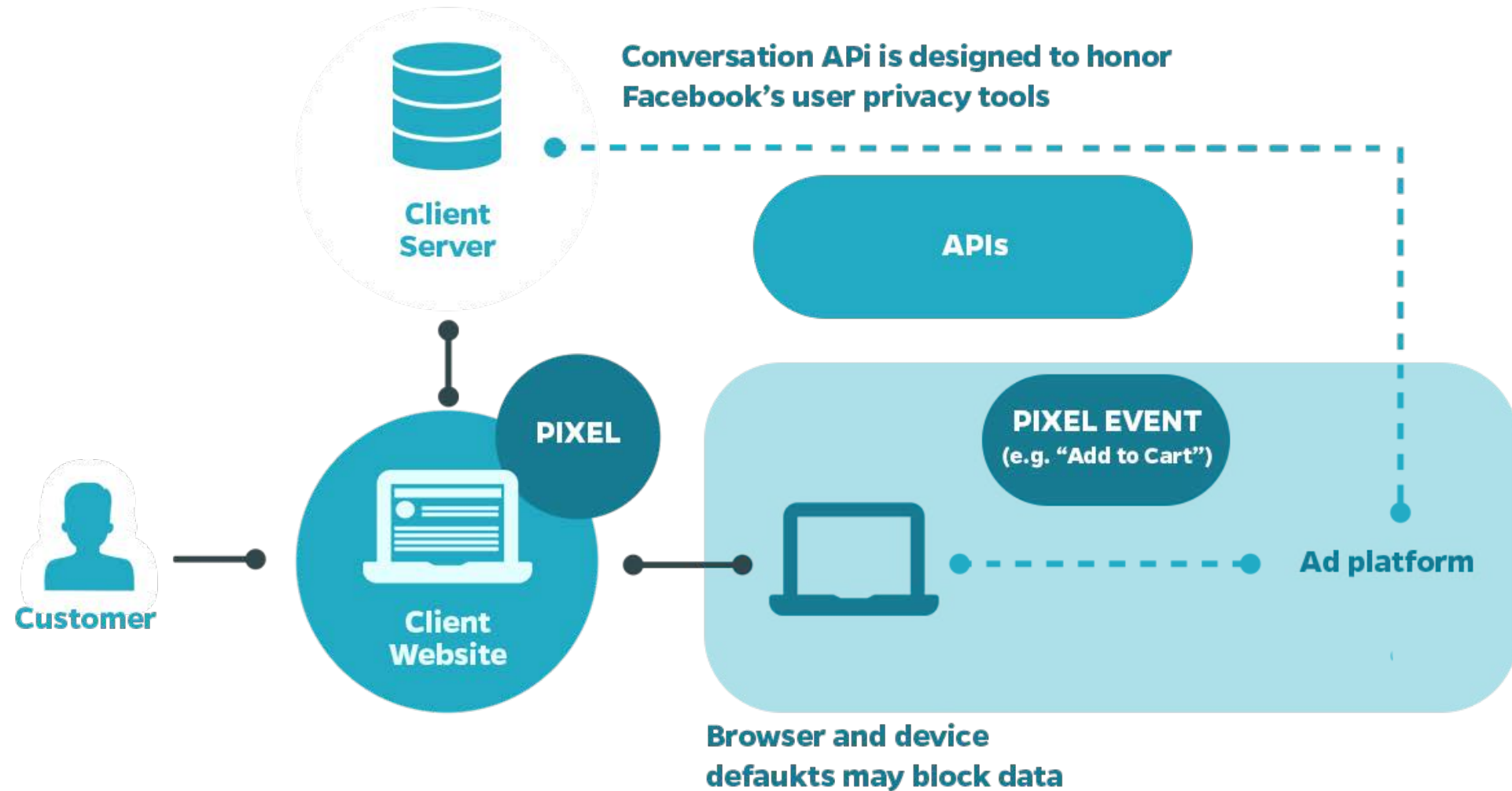
Client	Spend	Impressions	Sessions	CTR	CPC	Emails Acquired	% Signed Up	Gifts	Revenue	Avg. Gift	ICR	GCPN	GCPD	NCPD	ROI
Facebook (Overall)	\$112,263	16.4M	319.6K	2.0%	\$0.35	30,008	9.4%	295	\$33,957	\$115.11	0.1%	\$3.74	\$381	\$265	0.3
Facebook	\$42,279	4.2M	40.6K	1.0%	\$1.04	14,646	36.1%	467	\$15,268	\$32.69	3.2%	\$2.89	\$91	\$58	0.4
Facebook (Donor)	\$40,009	1.3M	752.0	0.1%	\$53.20	1	0.1%	6	\$258	\$43.00	0.8%	\$40,008.88	\$6,668	\$6,625	0.0
Facebook (Gift)	\$35,715	8.1M	77.5K	1.0%	\$0.46	24,086	31.1%	805	\$40,219	\$49.96	3.3%	\$1.48	\$44	\$-6	1.1
Facebook (Revenue)	\$27,841	2.0M	21.6K	1.1%	\$1.29	10,129	47.0%	441	\$9,717	\$22.03	4.4%	\$2.75	\$63	\$41	0.3
Facebook (Net Cost)	\$21,940	2.6M	25.0K	1.0%	\$0.88	7,112	28.5%	355	\$21,825	\$61.48	5.0%	\$3.08	\$62	\$0	1.0
Facebook (Gross)	\$20,845	3.0M	41.0K	1.4%	\$0.51	20,179	49.2%	202	\$5,280	\$26.14	1.0%	\$1.03	\$103	\$77	0.3
Facebook (ICR)	\$17,791	2.2M	16.0K	0.7%	\$1.11	388	2.4%	12	\$232	\$19.34	0.1%	\$45.85	\$1,483	\$1,463	0.0
Facebook (GCPN)	\$15,360	2.0M	134.1K	6.6%	\$0.11	8,379	6.2%	88	\$2,639	\$29.99	0.1%	\$1.83	\$175	\$145	0.2
Facebook (GCPD)	\$14,075	1.5M	20.6K	1.4%	\$0.68	10,196	49.6%	513	\$22,505	\$43.87	5.0%	\$1.38	\$27	\$-16	1.6
Facebook (NCPD)	\$13,715	1.2M	57.2K	4.8%	\$0.24	38,261	66.8%	201	\$7,128	\$35.46	0.5%	\$0.36	\$68	\$33	0.5
Facebook (ROI)	\$13,372	3.0M	40.9K	1.4%	\$0.33	16,610	40.6%	362	\$7,300	\$20.17	2.2%	\$0.81	\$37	\$17	0.5
Facebook (Revenue)	\$12,928	2.2M	17.1K	0.8%	\$0.76	1,963	11.5%	119	\$2,205	\$18.53	6.1%	\$6.59	\$109	\$90	0.2
Facebook (Net Cost)	\$12,004	891.2K				0		0	\$0						0.0
Facebook (Gross)	\$10,167	1.4M	10.1K	0.7%	\$1.01	947	9.4%	121	\$4,481	\$37.03	1.2%	\$10.74	\$84	\$47	0.4
Facebook (ICR)	\$9,957	1.9M	95.4K	4.9%	\$0.10	52,589	55.1%	224	\$26,432	\$118.00	0.4%	\$0.19	\$44	\$-74	2.7
Facebook (GCPN)	\$9,274	746.9K	20.7K	2.8%	\$0.45	12,136	58.6%	256	\$7,461	\$29.14	2.1%	\$0.76	\$36	\$-7	0.8
Facebook (GCPD)	\$468,022	58.1M	989.7K	1.7%	\$0.47	256,141	25.9%	4,912	\$265,663	\$54.08	1.9%	\$1.83	\$95	\$41	0.6

Related Facebook Campaigns Data

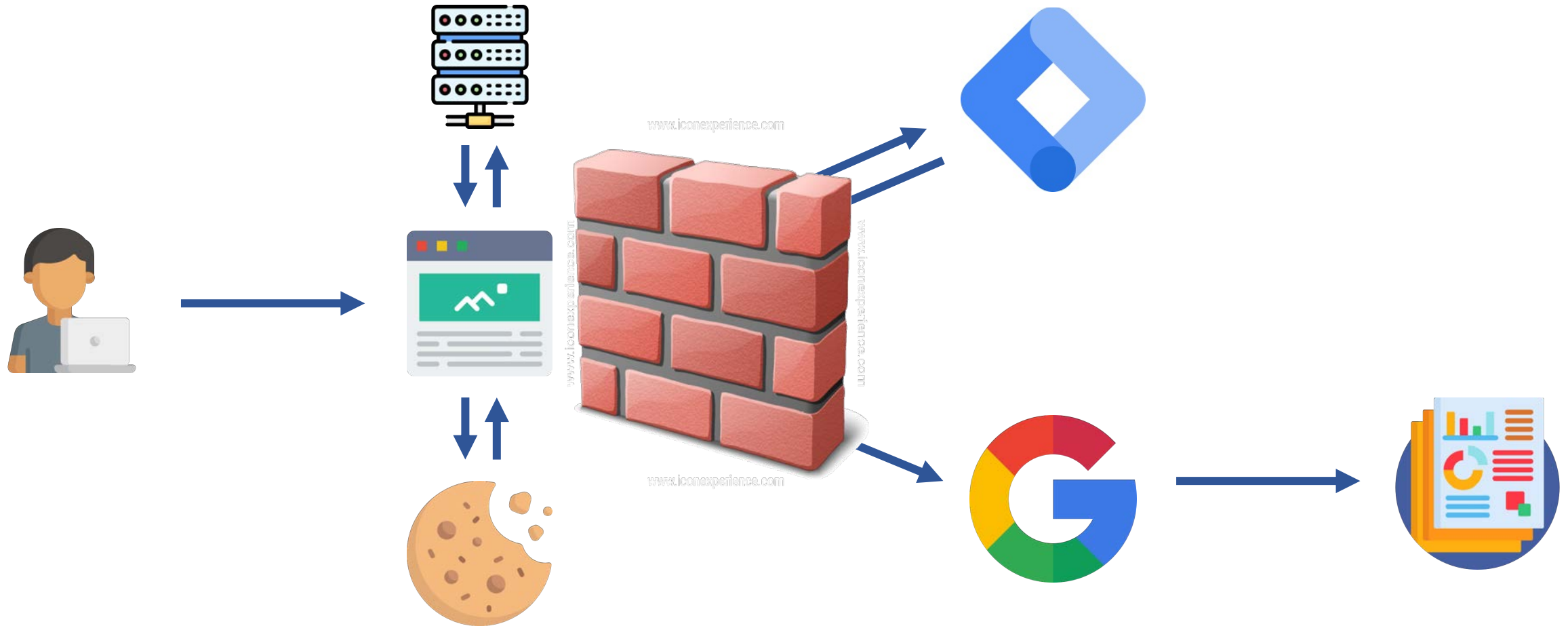
FB Campaign Name	Spend	Impressions	Clicks	Click Rate
Facebook (Overall)	\$35,978.43	1,281,977	26,346	2.1%
Facebook (Donor)	\$22,390.65	4,413,683	225,928	5.1%
Facebook (Gift)	\$21,939.95	2,602,328	77,572	3.0%
Facebook (Revenue)	\$17,520.92	3,168,531	132,694	4.2%
Facebook (Net Cost)	\$16,283.61	1,947,754	30,534	1.6%
Grand total	\$468,022.26	58,080,182	2,894,534	5.0%



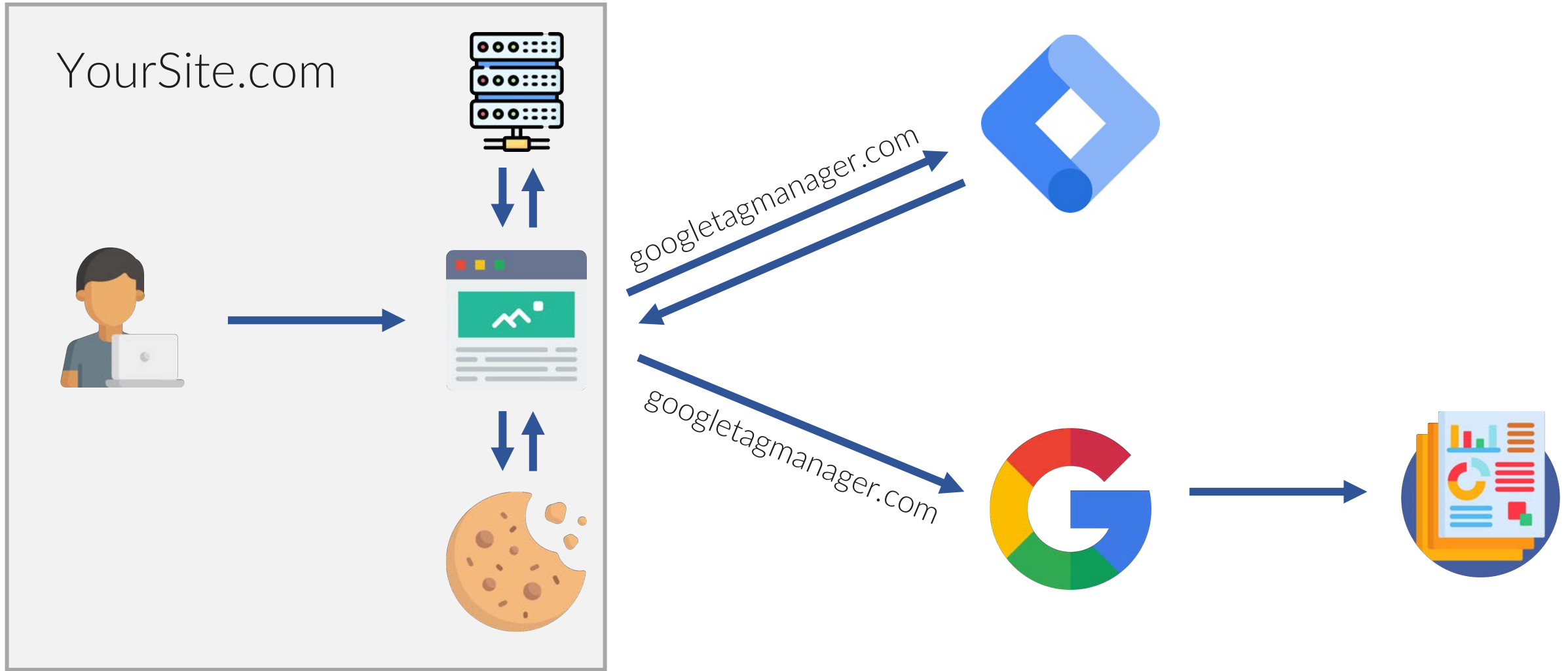
Option #4: Facebook Conversions API



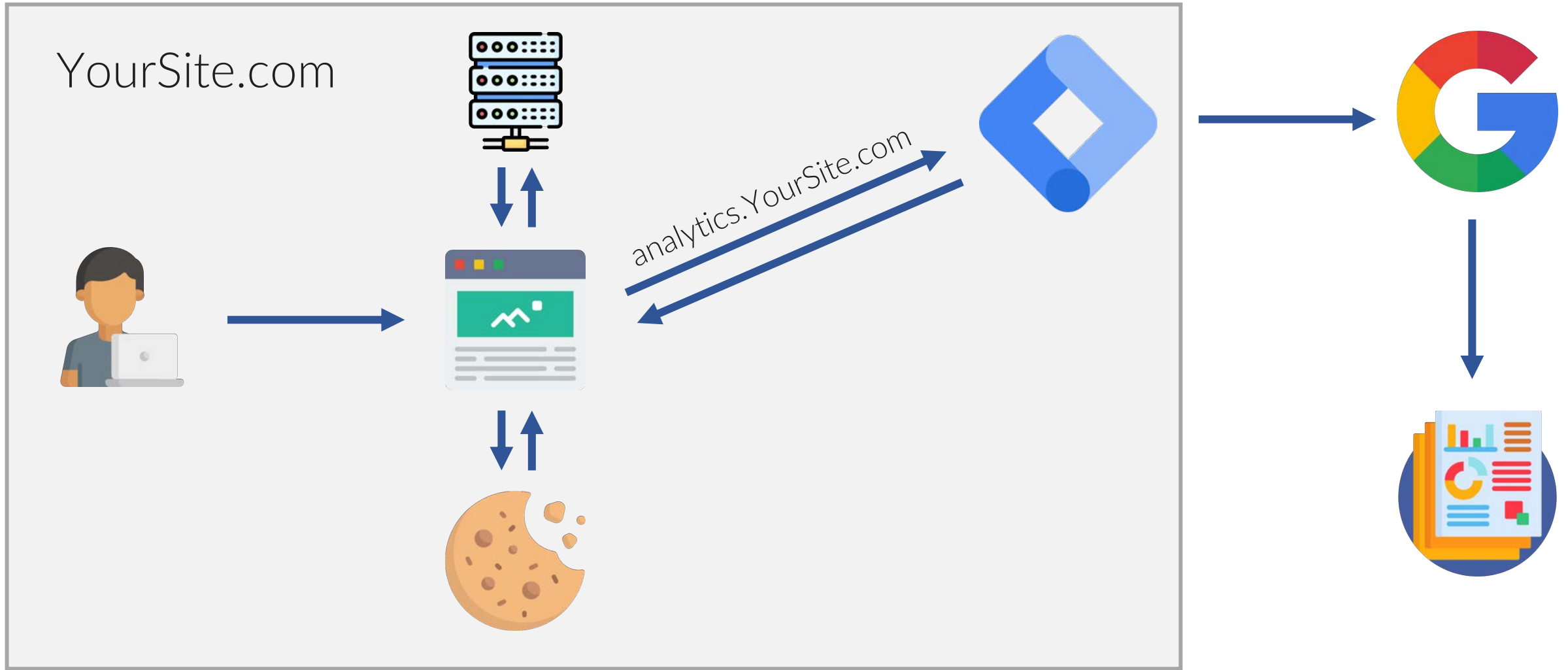
Option #5: Server-Side GTM



Option #5: Server-Side GTM



Option #5: Server-Side GTM



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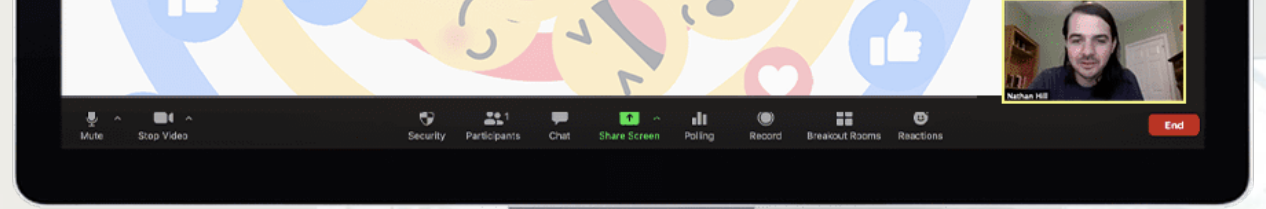


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Data Universe

- Historical Google Analytics Comparisons:
 - Google Analytics from 5 organizations each with a unique GA Ecommerce implementation
 - CRM data represents online-only one-time gifts and aligns with GA time period
- Google Analytics Enablement Analysis:
 - Based upon Unbounce form submissions from 7 different organizations
 - Data analyzed between 3/3/2021 and 3/22/2021

