



Google Data Studio Setup Guide

Version 1.0	April 2018
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Contents

Introduction	3
Step 1 - Setup New Dashboard Template	3
Step 2 – Updating Graphs and Tables	6
Appendix	9
About Delacon.....	13

Introduction

Google Data Studio is a data visualisation platform, letting you create ‘dynamic and visually compelling reports and dashboards’.

Its ability to connect to multiple data sources – both within the Google ecosystem and outside – makes it incredibly flexible to use.

Delacon’s call tracking data can be connected to Google Data Studio via AdWords and Google Analytics. By integrating call tracking into Google Analytics and AdWords, the call tracking data can be pushed into Data Studio to make it visually appealing and easy to read reports for your business or your clients.

Note: In order to populate the dashboard with correct data, you need to create or know your Google Analytics goal names and custom dimensions.

See Appendix for instructions on where these can be found.

Step 1 - Setup New Dashboard Template

Delacon has setup a base template with key metrics which you can edit. Your account manager or onboarding manager will email this to you. If you do not have it please contact them or email support@delaconcorp.com.

To setup please follow the below steps:

1. Click on the link provided by Delacon.
2. In the top menu bar, click on ‘Make a Copy’:

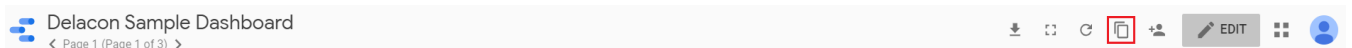


Figure 1

3. From the New Data Source Menu, you can either:
 - a. Select an existing data source Google Analytics profile you want to connect to Google Data Studio and click ‘Create Report’; or

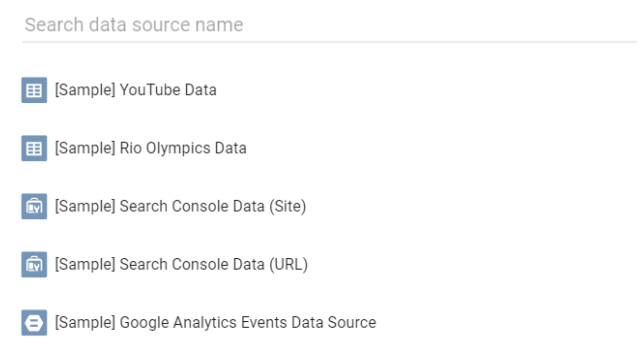


Figure 2

b. Click on Create New Data Source to select a new data source:

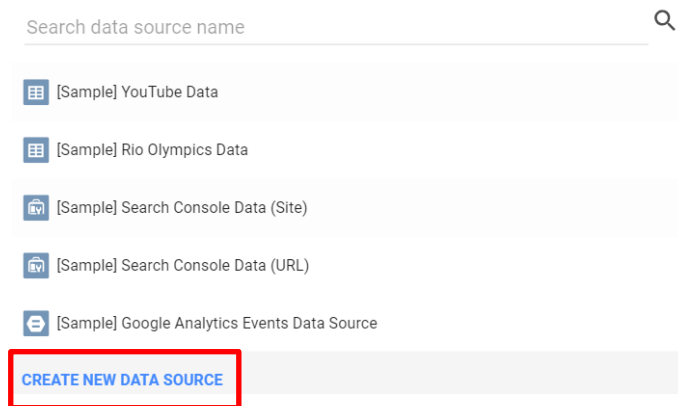


Figure 3

c. Search for Google Analytics in the search bar and click 'Select'

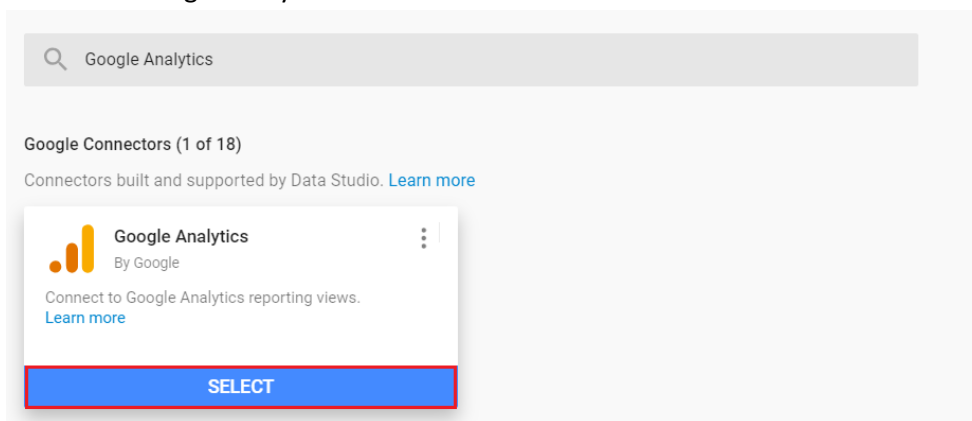


Figure 4

d. Search for the Google Analytics Account, Property and View you want to connect and click 'Connect':

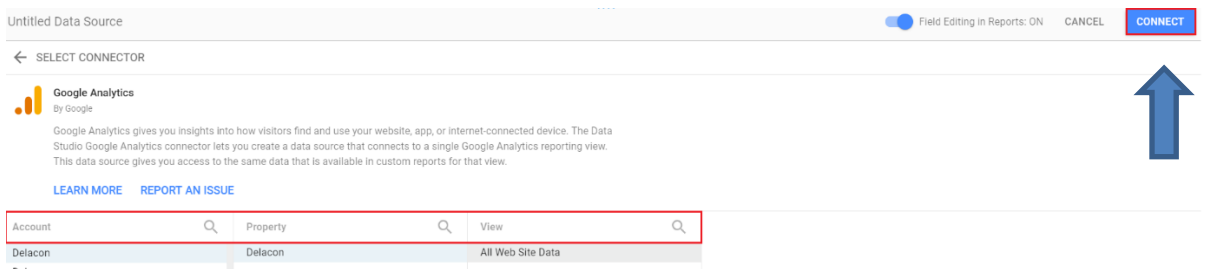


Figure 5

e. On the All Web Site Data screen, select 'Add to Report':



Figure 6

f. Click 'Create Report:

Create new report

Select a data source(s) to be added to the new report.

Original Data Source		New Data Source
 Excluded Staff Stats (IP Filtering)	→	 All Web Site Data
 Excluded Staff Stats (IP Filtering)	→	 Excluded Staff Stats (IP Filtering)

Note that **report editors** can create charts using the new data sources and can add dimensions and metrics not currently included in the report.

CANCEL

CREATE REPORT

Figure 7

Your dashboard will now be created.

Step 2 – Updating Graphs and Tables

When the dashboard is created, the graphs and tables in the dashboard will load as blank:

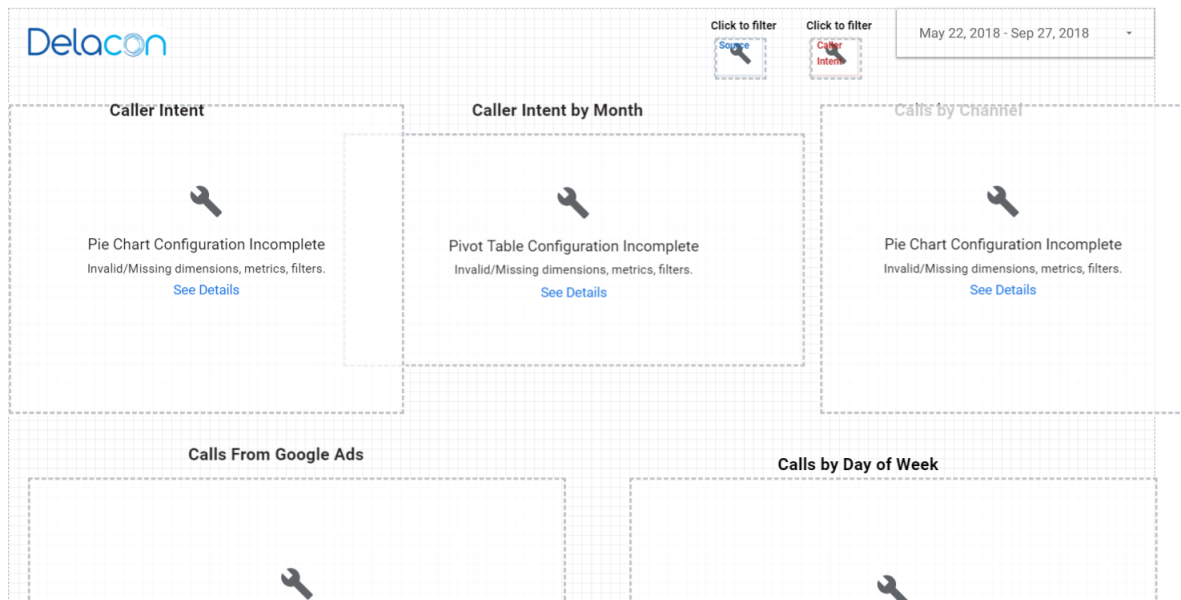


Figure 8

This is because you need to map your metrics and dimensions for each individual table or graph. As each company has different naming conventions for goals (metrics) and custom dimensions, it is not possible for Delacon to include these in a template.

For instructions on how to do this, please follow the below steps:

1. Click on the graph or table you want to update.

2. In the left side bar, click on the Metric label:

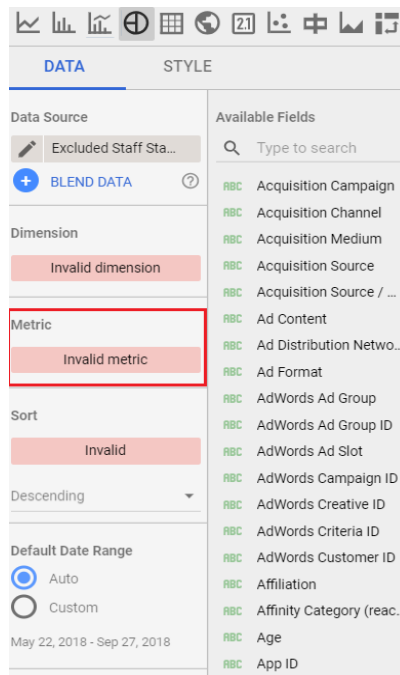


Figure 9

3. Search for the relevant goal or event (we recommend using goal) you have created and select it:

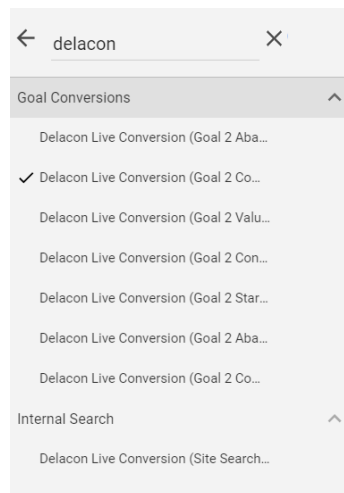


Figure 10

4. Click back into the dashboard to proceed.

5. Click on Dimension label in the left side bar:

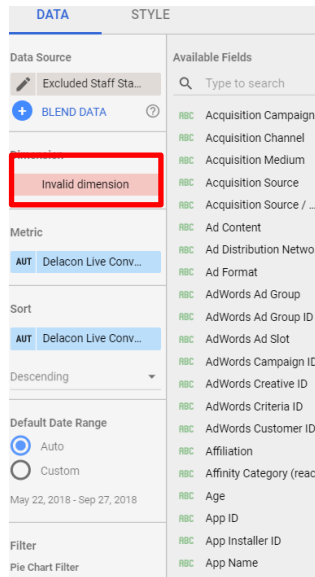


Figure 11

6. Search for the relevant dimension (in this case we searched for IVR Prompt) and click back on the dashboard:

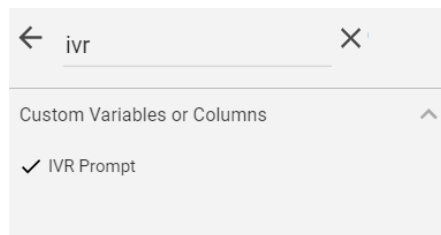


Figure 12

The graph will now populate with the relevant data:

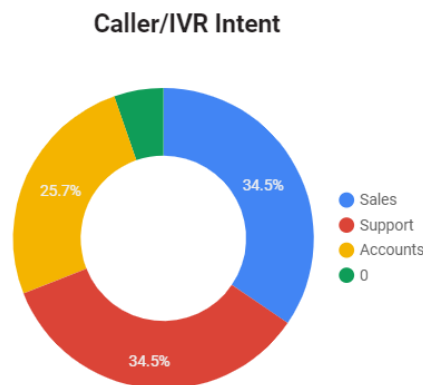


Figure 13

Repeat this process for all tables and graphs used in the dashboard. For additional support please contact support@delaconcorp.com or your Account Manager.

Appendix

Where can I find my goal names?

1. Login to Google Analytics
2. Click on Admin

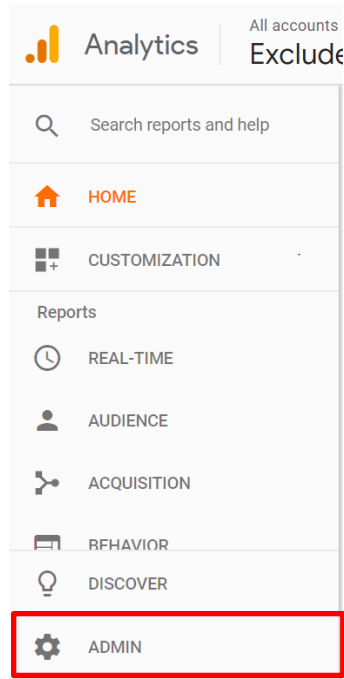


Figure 14

3. Click on Goals

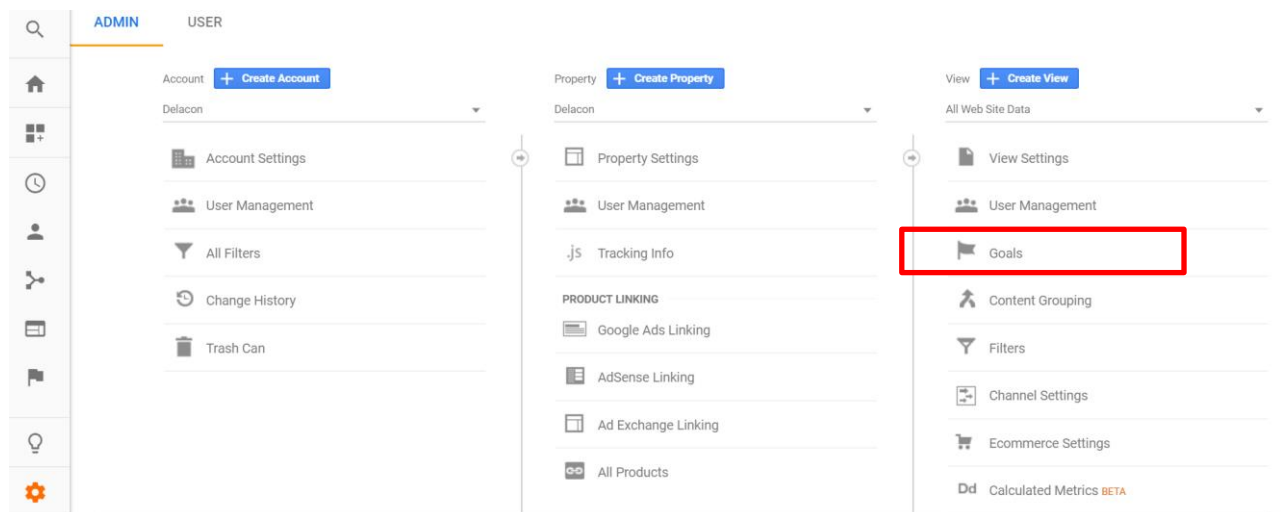


Figure 15

4. The goals page will now load. The goal names are the ones located in the first column:

<input type="checkbox"/>	Goal	Id	Goal Type	Past 7 day conversions	Recording
<input type="checkbox"/>	Delacon Call Tracking	Goal ID 1 / Goal Set 1	Event	0	<input type="checkbox"/> ON
<input type="checkbox"/>	Delacon Live Conversion	Goal ID 2 / Goal Set 1	Destination	0	<input type="checkbox"/> ON

18 goals left

Figure 16

Where can I find my custom dimension names?

1. Login to Google Analytics
2. Navigate to Admin Admin → Custom Definitions → Custom Dimensions.

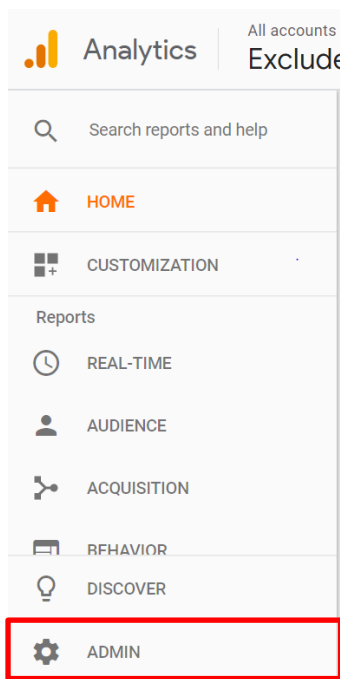


Figure 18

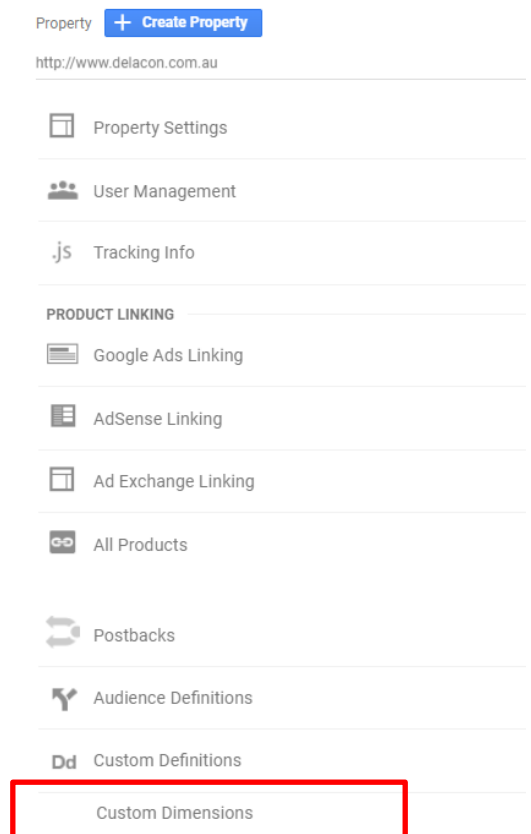
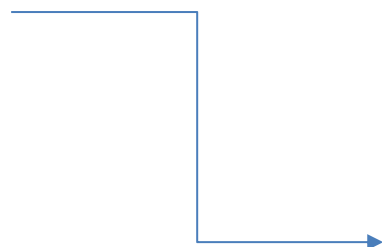


Figure 17

3. The Custom Dimensions page will now load:

Custom Dimension Name	Index	Scope	Last Changed	State
Call ID	1	Session	Sep 24, 2014	Active
Company ID	2	Session	Sep 24, 2014	Active
Match Type	3	Session	Sep 24, 2014	Active
Call Status	4	Session	Sep 24, 2014	Active
Survey Type	5	Session	Sep 24, 2014	Active
Extra Tracking	6	Session	Sep 24, 2014	Active
Landing Page	7	Session	Sep 24, 2014	Active
Keywords	8	Session	Sep 24, 2014	Active

12 custom dimensions left

Figure 19

How do I create a new goal?

1. Login to Google Analytics
2. Navigate to Admin Admin → Goals
3. Click on '+ New Goal':

Goal	Id	Goal Type	Past 7 day conversions	Recording
Delacon Call Tracking	Goal ID 1 / Goal Set 1	Event	0	<input checked="" type="checkbox"/>
Delacon Live Conversion	Goal ID 2 / Goal Set 1	Destination	0	<input checked="" type="checkbox"/>

18 goals left

Figure 20

4. Enter in your new goal details and click 'Continue':

Goal description

Name

Please specify the goal name.

Goal slot ID
 Goal ID 3 / Goal Set 1

Type

- Destination ex. thanks.html
- Duration ex. 5 minutes or more
- Pages/Screens per session ex. 3 pages
- Event ex. played a video

Smart Goal: Smart Goal not available. Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

Goal details

Figure 21

How do I create a new custom dimension?

1. Login to Google Analytics
2. Navigate to Admin Admin → Custom Definitions → Custom Dimensions

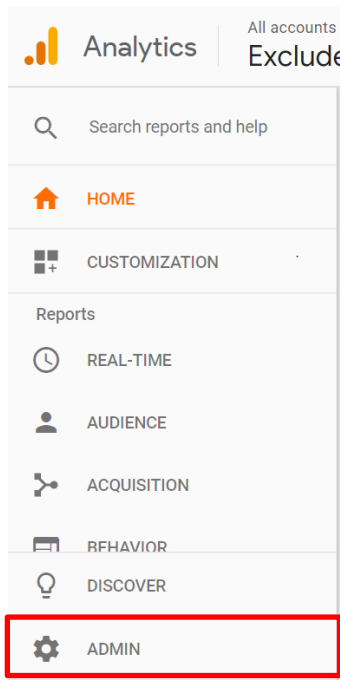


Figure 23

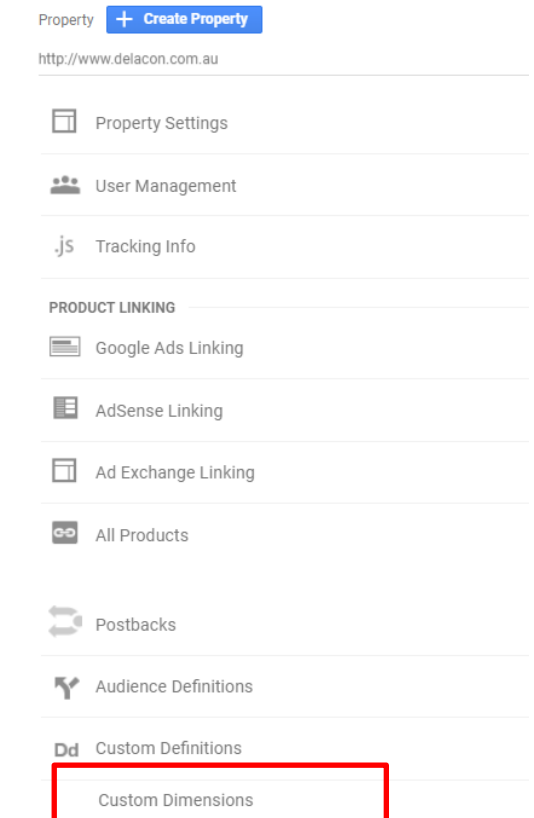


Figure 22

3. Click on '+ NEW CUSTOM DIMENSION':



Figure 24

4. In the name field type Call ID, as the dimension, change the Scope to Session and click Create.

Add Custom Dimension

Name

Scope

Active

Figure 25

About Delacon

Delacon has extensive expertise in developing leading edge telecommunication technologies that help businesses stay ahead. Since the company's beginning in 1996, Delacon has been committed to developing products that help businesses improve their day to day operations and marketing ROI. Over the past few years the company's efforts have been focused on delivering a world class call tracking solution to support directory companies, digital media agencies, data driven marketing professionals, direct marketers, SME and enterprise businesses.

