

# Case Study

An Educational Institution case study from Nabler

## Google Analytics Implementation Audit For A Leading North American University

### Introduction

- A leading university in North America had gone through a complete website redesign and wanted to conduct analytics implementation audit to make sure that the KPIs were tracked accurately.
- Nabler enabled the client in identifying the various issues that were causing inaccurate analytics. We found the root of the problems and corrected them to assure precise insights and results.

### The Need

The client is one of the leading universities in North America, with a presence of over 50 years in the education vertical, across six locations. Their website is primarily used for lead generation and hence it was critical to monitor it accurately in order to increase conversion rates. The client reached out to Nabler for an implementation audit of their website.

For the past 14 years, the client was using Google Analytics for their reporting requirements. During this period, the website was redesigned in mid-2013 and was slowly overhauled to achieve a complete redesign by November 2013. With the fresh website that offered new features and functionalities, there arose a requirement for analytics audit. The client wanted to make sure that all the essential KPIs were being tracked and monitored with complete accuracy.

### The Solution

Nabler is a veteran in the field of analytics, focused primarily on the digital world. We have audited multiple large, medium and small entities, managed their tag implementation, created and guided on some very insightful dashboards on leading platforms and helped in their analytics. Nabler quickly assembled a team of Google Analytics and auditing experts and used various tools and technologies to conduct a thorough implementation audit.

#### About Nabler

Nabler is a solutions-focused digital analytics consulting firm that assists enterprises and media agencies in leveraging the best out of their digital infrastructure by playing a consultative role throughout their digital maturity journey.

Founded in 2004, with offices in Charlotte (USA) and Bangalore, Nabler has consulted some of the top 100 global brands and Fortune 500 firms.

To talk more about your needs, write to [info@nabler.com](mailto:info@nabler.com)



# Our Implementation Audit Approach



Utilizing the above process, we helped the client resolve several challenges:

## Problem 1

**Business Case:** Lack of a holistic view of analytics data and inability to answer key business questions.

**Reason:** Multiple teams deploying their codes on the site leading to duplication and mismanagement.

**Audit Action:** Creation of a unified account structure to integrate the different properties of the website hosted on various domains and sub-domains. The different properties that were used as landing pages, student portals, content pages, etc., were brought under the unified structure.

## Problem 2

**Business Case:** Gross mismatch of leads data reported between Google Analytics and the backend system.

**Reason:** Error in tagging one of the multiple forms on the site was causing the submission to not be measured.

**Audit Action:** Fixed the tagging of the Submission Form using event tracking. We also enabled the tracking of content downloads such as brochures, PDFs, etc., to understand the engagement with content.

## Problem 3

**Business Case:** Better gauge the interest of visitors with regards to the degrees, courses, or campuses.

**Reason:** Though the internal site search was tracked, the 'Program Search', which enabled users to filter down their search for various courses, degrees or campuses on the site, remained in the dark without any tracking.

**Audit Action:** Enabled tracking of the 'Program Search' that allowed users to refine their search results.

## Problem 4

**Business Case:** In spite of a clear identification of the user segments such as visitors, prospects, and applicants, the client was not able to leverage the information.

**Reason:** The use of Custom Variables was not at par with the industry standards and the maximum value out of them was not being extracted.

**Audit Action:** The main tool to achieve the above objective, i.e., the Custom Variables, was not being used in the best way possible but was used to track redundant data which was already tracked in the Pages Report or was event tracked. The variables were scraped and reused to capture the user behavior.



## Problem 5

**Business Case:** No clear visibility of how the campaigns, marketing spends, and AdWords campaigns were performing.

**Reason:** There were multiple/duplicate/unusable campaign codes implemented on the campaigns due to lack of governance and coordination between the internal teams.

**Audit Action:** Deployed UTM parameters correctly and fixed the inconsistent codes.

## The Outcomes

**Fast-track audit:** Nabler completed Google Analytics site auditing in two weeks to ensure analytics accuracy.

**Integrated data and insights:** LAn integrated view of the different profiles empowered the senior managers, who wanted to measure the performance of all the properties while also analyzing the segmented view by channels or domains.

**Gaps eliminated:** With the rectification of tracking errors, the glaring gaps in the reported leads were eliminated.

**Key insights generated:** A treasure box of information unfolded with a great visibility of which degree, campus, or courses were the prospects searching for.

**Segmented view of visitors:** The client achieved a much more segmented view of user behavior, clearly distinguishing between prospects vs. applicants.

**Clear visibility of marketing performance:** Deeper and detailed information on the campaign and AdWords performance helped the client measure the campaign performance and ROI with ease.

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## The Perfect Digital Analytics Partner

Nabler enables marketers take advanced data-driven decisions and boost the effectiveness and success of their digital properties including websites, social media, online platforms, digital devices, web or mobile-based applications, and more. Combining progressive analytics practices, technology, and domain expertise, our custom solutions help clients connect data and insights with business decisions.

