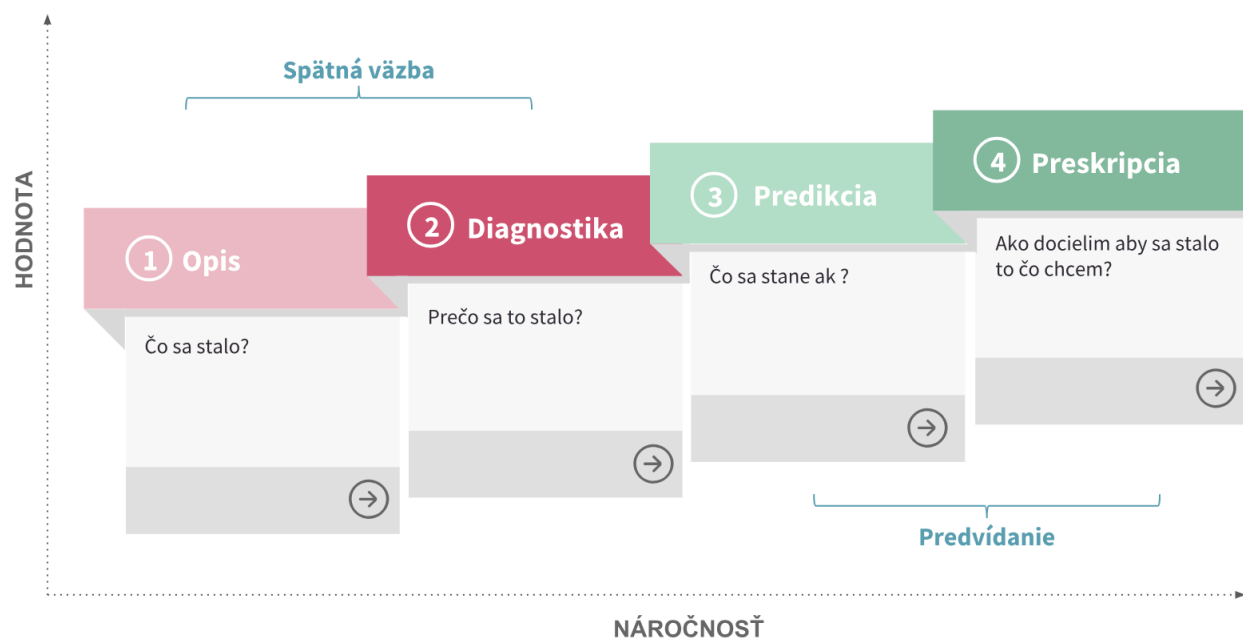


ZÁLOHA DÁT  
Z UNIVERSAL ANALYTICS  
DASE



## AKO POSTUPUJEME



V prípade každej spolupráce je potrebné určiť jasný postup. Kam ideme a ako sa tam chceme dostať. V DASE na tento účel používame Gartnerov model analytickej vyspelosti. Viac sa o ňom dočítate [v tomto našom článku](#) a [vo videu](#).

Napriek tomu, že sme analytíckí a technologickí maniaci v našich srdciach, veríme tomu, že analytika má byť o (nepriamej) návratnosti investícií. Preto odolávame nášemu nutkaniu implementovať najnovšie technológie a inovácie len pre to, aby sa to spravilo. Namiesto toho sa sústreďujeme na dosahovanie reálnych výsledkov.

Na začiatku je nevyhnutná práca na prvých fázach venujúcich sa spätnej väzbe, aby sme sa neskôr mohli zamerať na predvídanie a využívanie dát v budúcnosti.

## NAŠA VÍZIA

Naš slogan znie “We help you to make data-driven business decisions.” Chceme robiť efektívne a prinášať klientovi skutočnú hodnotu v podobe reálnych biznis výsledkov. Na to však potrebujete mať aj reálny vplyv na biznis a rozhodovania klienta. Na dosiahnutie tohto cieľa len zbieranie a vyhodnocovanie dát nestačí. Výsledky analýz je potrebné premeniť na akciu. Toto nás odlišuje od iných firiem, ktoré riešia analytiku:

### Reálne výsledky > Technická dokonalosť

Milujeme predstavu, že sú vaše dáta 100% správne. Práca na stovkách klientov, ktorí boli na rôznych stupňoch analytickej vyspelosti, nás však naučila, že nič ako dokonalé dáta neexistuje. **Dáta by mali byť postačujúce pre zlepšenie biznisových rozhodnutí.**

### Ak sa niečo dá automatizovať, malo by sa to automatizovať

Snažíme sa vyhnúť opakujúcim sa úkonom za každú cenu. Preto je automatizovaný reporting jedným z hlavných cieľov v úrodných fázach spolupráce.

### Vzdelávanie našich klientov nie je pre nás hrozba, ale príležitosť

Ak sa nám podarí posunúť klienta na vyšší stupeň analytickej vyspelosti, znamená to pre nás príležitosť robiť na pokročilých a zaujímavejších projektoch. Vzdelávanie nášho klienta je pre nás kľúčom k úspešnej kontinuálnej spolupráci.



## ZÁLOHA DÁT Z UNIVERSAL ANALYTICS

Universal Analytics bol po dlhé roky pre drvivú väčšinu majiteľov webov primárnym (a častokrát aj jediným) analytickým nástrojom. S ukončením podpory Universal Analytics nastáva otázka, ako tieto cenné dáta archivovať. Všetky vlastníctva v službe Universal Analytics totižto budú k 31. decembru 2023 **bez náhrady vymazané**.

V DASE si toto riziko plne uvedomujeme, a tak sme poctivo pristúpili k vývoju systému na zálohu dát. Naše riešenie, ktoré opisujeme v tomto dokumente, je ideálne pre všetkých, ktorí chcú riešiť zálohu dát z Universal Analytics komplexne a najmä bez potreby zapájať vlastných dátových inžinierov, webových analytikov, či developerský tím.

### Prečo si vybrať na zálohu dát z Universal Analytics práve DASE:

- široký rozsah zálohovaných dát (viac ako 100 dimenzií a metrík)
- denná granularita zálohovaných dát
- voliteľný rozsah dát, kombinácia dimenzií a metrík
- minimálne zapojenie klienta (len 30 minútový call na začiatku projektu)
- záloha dát na cloude (BigQuery) s nízkymi nákladmi za uloženie dát
- bez zásahu analytikov, či developerov zo strany klienta
- možnosť vytvorenie interaktívneho dashboardu v Google Looker Studiu za doplatok
- spracovanie zálohy dát už do 3 týždňov od objednania
- bezkonkurenčne najnižšia cena v porovnaní s konkurenciou

**Cena za zálohu dát z Universal Analytics do BigQuery je 500 € bez DPH za jedno UA zobrazenie.**

Nutnou podmienkou pre zálohu dát z Universal Analytics je dostupnosť služby BigQuery. So zálohou dát v BigQuery môžu súvisieť ďalšie poplatky.



## ROZSAH DÁT

V nasledujúcej kapitole uvádzame štandardný rozsah zálohovaných dát vhodný pre väčšinu webov a e-shopov. Rozsah dát, či kombinácia dimenzií a metrik sa môže upraviť podľa požiadaviek klienta. Pri rozsiahlych zmenách v štruktúre zálohovaných dát si vyhradzuje právo navýšiť cenu za zálohu dát podľa časovej náročnosti spracovania zálohy.

Tabuľka 1: **Events**

Názov	Dimenzia / metrika	Popis
date	dimenzia	The date of the session formatted as YYYYMMDD
view_id	dimenzia	User profile or ID
view_name	dimenzia	Name of the view
event_category	dimenzia	Event category
event_action	dimenzia	Event action
event_label	dimenzia	Event label
users	metrika	Total number of users
sessions	metrika	Total number of sessions
pageviews	metrika	The total number of pageviews for the property
total_events	metrika	The total number of events for the profile, across all categories
unique_events	metrika	The number of unique events. Events in different sessions are counted as separate events
event_value	metrika	Total value of events for the profile
sessions_with_event	metrika	The total number of sessions with events

Tabuľka 2: Pages

Názov	Dimenzia / metrika	Popis
date	dimenzia	The date of the session formatted as YYYYMMDD
view_id	dimenzia	User profile or ID
view_name	dimenzia	Name of the view
landing_page_path	dimenzia	The first page in users' sessions, or the landing page
exit_page_path	dimenzia	The last page or exit page in users' sessions
previous_page_path	dimenzia	A page visited before another page on the same property, typically used with the pagePath dimension
page_path	dimenzia	A page on the website specified by path and/or query parameters. Use this with hostname to get the page's full URL
page_title	dimenzia	The page's title. Multiple pages might have the same page title
bounces	metrika	The total number of single page (or single interaction hit) sessions for the property
entrances	metrika	The number of entrances to the property measured as the first pageview in a session, typically used with landingPagePath
exits	metrika	The number of exits from the property
page_value	metrika	The average value of this page or set of pages, which is equal to (ga:transactionRevenue + ga:goalValueAll) / ga:uniquePageviews
pageviews	metrika	The total number of pageviews for the property

unique_pageviews	metrika	Unique Pageviews is the number of sessions during which the specified page was viewed at least once. A unique pageview is counted for each page URL + page title combination
time_on_page	metrika	Time (in seconds) users spent on a particular page, calculated by subtracting the initial view time for a particular page from the initial view time for a subsequent page. This metric does not apply to exit pages of the property

Tabuľka 3: **Traffic**

Názov	Dimenzia / metrika	Popis
date	dimenzia	The date of the session formatted as YYYYMMDD
view_id	dimenzia	User profile or ID
view_name	dimenzia	Name of the view
channel_grouping	dimenzia	The Channel Group associated with an end user's session for this View (defined by the View's Channel Groupings)
source	dimenzia	The source of referrals. For manual campaign tracking, it is the value of the utm_source campaign tracking parameter. For AdWords autotagging, it is google. If you use neither, it is the domain of the source (e.g., document.referrer) referring the users. It may also contain a port address. If users arrived without a referrer, its value is (direct).
medium	dimenzia	The type of referrals. For manual campaign tracking, it is the value of the utm_medium campaign tracking parameter. For Google Ads

		autotagging, it is cpc. If users came from a search engine detected by Google Analytics, it is organic. If the referrer is not a search engine, it is referral. If users came directly to the property and document.referrer is empty, its value is (none).
campaign	dimenzia	For manual campaign tracking, it is the value of the utm_campaign campaign tracking parameter. For AdWords autotagging, it is the name(s) of the online ad campaign(s) you use for the property. If you use neither, its value is (not set).
ad_content	dimenzia	For manual campaign tracking, it is the value of the utm_content campaign tracking parameter. For AdWords autotagging, it is the first line of the text for the online Ad campaign. If you use mad libs for the AdWords content, it contains the keywords you provided for the mad libs keyword match. If you use none of the above, its value is (not set).
keyword	dimenzia	For manual campaign tracking, it is the value of the utm_term campaign tracking parameter. For Google Ads traffic, it contains the best matching targeting criteria. For the display network, where multiple targeting criteria could have caused the ad to show up, it returns the best matching targeting criteria as selected by Ads. This could be display_keyword, site placement, boomuserlist, user_interest, age, or gender. Otherwise, its value is (not set).
full_referrer	dimenzia	The full referring URL including the hostname and path
landing_page_path	dimenzia	The first page in users' sessions, or the landing page
users	metrika	Total number of users
new_users	metrika	Total number of new users



sessions	metrika	Total number of sessions
bounces	metrika	The total number of single page (or single interaction hit) sessions for the property
pageviews	metrika	The total number of pageviews for the property
session_duration	metrika	Total duration (in seconds) of users' sessions
goal_starts_all	metrika	Total number of times users started a goal in any session
goal_completions_all	metrika	Total number of times users completed a goal in any session
goal_value_all	metrika	Total numeric value for all goals completed in any session
transaction_revenue	metrika	The total sale revenue (excluding shipping and tax) of the transaction
transactions	metrika	The total number of transactions
transaction_tax	metrika	Derived tax for the transaction
transaction_shipping	metrika	Derived shipping cost for the transaction
ad_impressions	metrika	Total number of campaign impressions
ad_clicks	metrika	Total number of times users have clicked on an ad to reach the property
goal_01_completions goal_02_completions goal_03_completions goal_04_completions goal_05_completions goal_06_completions goal_07_completions goal_08_completions goal_09_completions goal_10_completions goal_11_completions	metrika (20x)	Total number of completions for Goal 1-20 (20 different metrics, each for single goal)



<p>goal_12_completions  goal_13_completions  goal_14_completions  goal_15_completions  goal_16_completions  goal_17_completions  goal_18_completions  goal_19_completions  goal_20_completions</p>		
<p>goal_01_value  goal_02_value  goal_03_value  goal_04_value  goal_05_value  goal_06_value  goal_07_value  goal_08_value  goal_09_value  goal_10_value  goal_11_value  goal_12_value  goal_13_value  goal_14_value  goal_15_value  goal_16_value  goal_17_value  goal_18_value  goal_19_value  goal_20_value</p>	<p>metrika (20x)</p>	<p>Total numeric value for Goal 1-20 completions (20 different metrics, each for single goal)</p>



Tabuľka 4: **Paid Traffic**

Názov	Dimenzia / metrika	Popis
date	dimenzia	The date of the session formatted as YYYYMMDD
view_id	dimenzia	User profile or ID
view_name	dimenzia	Name of the view
adwords_campaign_id	dimenzia	AdWords API Campaign.id
adwords_ad_group_id	dimenzia	AdWords API AdGroup.id
adwords_creative_id	dimenzia	AdWords API Ad.id
campaign	dimenzia	For manual campaign tracking, it is the value of the utm_campaign campaign tracking parameter. For AdWords autotagging, it is the name(s) of the online ad campaign(s) you use for the property. If you use neither, its value is (not set).
ad_content	dimenzia	For manual campaign tracking, it is the value of the utm_content campaign tracking parameter. For AdWords autotagging, it is the first line of the text for the online Ad campaign. If you use mad libs for the AdWords content, it contains the keywords you provided for the mad libs keyword match. If you use none of the above, its value is (not set).
ad_group	dimenzia	The name of the AdWords ad group
ad_matched_query	dimenzia	The search query that triggered impressions
ad_match_type	dimenzia	The match type (Phrase, Exact, Broad, etc.) applied for users' search term. Ads on the content network are identified as 'Content network'. For details, see

		<a href="https://support.google.com/adwords/answer/2472708?hl=en">https://support.google.com/adwords/answer/2472708?hl=en</a> .
users	metrika	Total number of users
new_users	metrika	Total number of new users
sessions	metrika	Total number of sessions
bounces	metrika	The total number of single page (or single interaction hit) sessions for the property
pageviews	metrika	The total number of pageviews for the property
session_duration	metrika	Total duration (in seconds) of users' sessions
goal_starts_all	metrika	Total number of times users started a goal in any session
goal_completions_all	metrika	Total number of times users completed a goal in any session
goal_value_all	metrika	Total numeric value for all goals completed in any session
transaction_revenue	metrika	The total sale revenue (excluding shipping and tax) of the transaction
transactions	metrika	The total number of transactions
transaction_tax	metrika	Derived tax for the transaction
transaction_shipping	metrika	Derived shipping cost for the transaction
ad_impressions	metrika	Total number of campaign impressions
ad_clicks	metrika	Total number of times users have clicked on an ad to reach the property
goal_01_completions goal_02_completions goal_03_completions goal_04_completions	metrika (20x)	Total number of completions for Goal 1-20 (20 different metrics, each for single goal)



<p>goal_05_completions  goal_06_completions  goal_07_completions  goal_08_completions  goal_09_completions  goal_10_completions  goal_11_completions  goal_12_completions  goal_13_completions  goal_14_completions  goal_15_completions  goal_16_completions  goal_17_completions  goal_18_completions  goal_19_completions  goal_20_completions</p>		
<p>goal_01_value  goal_02_value  goal_03_value  goal_04_value  goal_05_value  goal_06_value  goal_07_value  goal_08_value  goal_09_value  goal_10_value  goal_11_value  goal_12_value  goal_13_value  goal_14_value  goal_15_value  goal_16_value  goal_17_value  goal_18_value  goal_19_value  goal_20_value</p>	<p>metrika (20x)</p>	<p>Total numeric value for Goal 1-20 completions (20 different metrics, each for single goal)</p>



Tabuľka 5: **Users**

Názov	Dimenzia / metrika	Popis
date	dimenzia	The date of the session formatted as YYYYMMDD
view_id	dimenzia	User profile or ID
view_name	dimenzia	Name of the view
continent	dimenzia	Users' continent, derived from users' IP addresses or Geographical IDs
country	dimenzia	Users' country, derived from their IP addresses or Geographical IDs
region	dimenzia	Users' region, derived from their IP addresses or Geographical IDs. In U.S., a region is a state, New York, for example
city	dimenzia	Users' city, derived from their IP addresses or Geographical IDs
language	dimenzia	The language, in ISO-639 code format (e.g., en-gb for British English), provided by the HTTP Request for the browser
session_count	dimenzia	The session index for a user. Each session from a unique user will get its own incremental index starting from 1 for the first session. Subsequent sessions do not change previous session indices. For example, if a user has 4 sessions to the website, session_count for that user will have 4 distinct values of '1' through '4'
users	metrika	Total number of users
new_users	metrika	Total number of new users
sessions	metrika	Total number of sessions



bounces	metrika	The total number of single page (or single interaction hit) sessions for the property
pageviews	metrika	The total number of pageviews for the property
session_duration	metrika	Total duration (in seconds) of users' sessions
goal_starts_all	metrika	Total number of times users started a goal in any session
goal_completions_all	metrika	Total number of times users completed a goal in any session
goal_value_all	metrika	Total numeric value for all goals completed in any session
time_on_page	metrika	Time (in seconds) users spent on a particular page, calculated by subtracting the initial view time for a particular page from the initial view time for a subsequent page. This metric does not apply to exit pages of the property
transaction_revenue	metrika	The total sale revenue (excluding shipping and tax) of the transaction
transactions	metrika	The total number of transactions
transaction_tax	metrika	Derived tax for the transaction
transaction_shipping	metrika	Derived shipping cost for the transaction
goal_01_completions goal_02_completions goal_03_completions goal_04_completions goal_05_completions goal_06_completions goal_07_completions goal_08_completions goal_09_completions goal_10_completions goal_11_completions	metrika (20x)	Total number of completions for Goal 1-20 (20 different metrics, each for single goal)



<p>goal_12_completions  goal_13_completions  goal_14_completions  goal_15_completions  goal_16_completions  goal_17_completions  goal_18_completions  goal_19_completions  goal_20_completions</p>		
<p>goal_01_value  goal_02_value  goal_03_value  goal_04_value  goal_05_value  goal_06_value  goal_07_value  goal_08_value  goal_09_value  goal_10_value  goal_11_value  goal_12_value  goal_13_value  goal_14_value  goal_15_value  goal_16_value  goal_17_value  goal_18_value  goal_19_value  goal_20_value</p>	<p>metrika (20x)</p>	<p>Total numeric value for Goal 1-20 completions (20 different metrics, each for single goal)</p>





Tabuľka 6: **Transactions**

Názov	Dimenzia / metrika	Popis
date	dimenzia	The date of the session formatted as YYYYMMDD
view_id	dimenzia	User profile or ID
view_name	dimenzia	Name of the view
transaction_id	dimenzia	The transaction ID, supplied by the ecommerce tracking method, for the purchase in the shopping cart
transaction_revenue	metrika	The total sale revenue (excluding shipping and tax) of the transaction
transactions	metrika	The total number of transactions
transaction_tax	metrika	Derived tax for the transaction
transaction_shipping	metrika	Derived shipping cost for the transaction
product_quantity	metrika	Total number of items purchased. For example, if users purchase 2 frisbees and 5 tennis balls, this will be 7

Tabuľka 7: **Products**

Názov	Dimenzia / metrika	Popis
date	dimenzia	The date of the session formatted as YYYYMMDD
view_id	dimenzia	User profile or ID
view_name	dimenzia	Name of the view



product_sku	dimenzia	The product SKU, defined in the ecommerce tracking application, for purchased items
product_name	dimenzia	The product name, supplied by the ecommerce tracking application, for purchased items
product_category_hierarchy	dimenzia	The hierarchical category in which the product is classified (Enhanced Ecommerce)
product_brand	dimenzia	The brand name under which the product is sold (Enhanced Ecommerce)
product_variant	dimenzia	The specific variation of a product, e.g., XS, S, M, L for size; or Red, Blue, Green, Black for color (Enhanced Ecommerce)
currency_code	dimenzia	The local currency code (based on ISO 4217 standard) of the transaction
product_detail_views	metrika	Number of times users viewed the product-detail page (Enhanced Ecommerce)
product_adds_to_cart	metrika	Number of times the product was added to the shopping cart (Enhanced Ecommerce)
product_checkouts	metrika	Number of times the product was included in the check-out process (Enhanced Ecommerce)
product_quantity	metrika	Total number of items purchased. For example, if users purchase 2 frisbees and 5 tennis balls, this will be 7
unique_purchases	metrika	The number of product sets purchased. For example, if users purchase 2 frisbees and 5 tennis balls from the site, this will be 2
product_revenue	metrika	The total revenue from purchased product items



Tabuľka 8: **Technology**

Názov	Dimenzia / metrika	Popis
date	dimenzia	The date of the session formatted as YYYYMMDD
view_id	dimenzia	User profile or ID
view_name	dimenzia	Name of the view
browser	dimenzia	The name of users' browsers, for example, Internet Explorer or Firefox
browser_version	dimenzia	The version of users' browsers, for example, 2.0.0.14
hostname	dimenzia	The hostname from which the tracking request was made
device_category	dimenzia	The type of device: desktop, tablet, or mobile
operating_system	dimenzia	Users' operating system, for example, Windows, Linux, Macintosh, or iOS
operating_system_version	dimenzia	The version of users' operating system, i.e., XP for Windows, PPC for Macintosh
screen_resolution	dimenzia	Resolution of users' screens, for example, 1024x738
users	metrika	Total number of users
new_users	metrika	Total number of new users
sessions	metrika	Total number of sessions
bounces	metrika	The total number of single page (or single interaction hit) sessions for the property

pageviews	metrika	The total number of pageviews for the property
session_duration	metrika	Total duration (in seconds) of users' sessions
goal_starts_all	metrika	Total number of times users started a goal in any session
goal_completions_all	metrika	Total number of times users completed a goal in any session
goal_value_all	metrika	Total numeric value for all goals completed in any session
transaction_revenue	metrika	The total sale revenue (excluding shipping and tax) of the transaction
transactions	metrika	The total number of transactions
transaction_tax	metrika	Derived tax for the transaction
transaction_shipping	metrika	Derived shipping cost for the transaction
goal_01_completions goal_02_completions goal_03_completions goal_04_completions goal_05_completions goal_06_completions goal_07_completions goal_08_completions goal_09_completions goal_10_completions goal_11_completions goal_12_completions goal_13_completions goal_14_completions goal_15_completions goal_16_completions goal_17_completions goal_18_completions goal_19_completions goal_20_completions	metrika (20x)	Total number of completions for Goal 1-20 (20 different metrics, each for single goal)



goal_01_value goal_02_value goal_03_value goal_04_value goal_05_value goal_06_value goal_07_value goal_08_value goal_09_value goal_10_value goal_11_value goal_12_value goal_13_value goal_14_value goal_15_value goal_16_value goal_17_value goal_18_value goal_19_value goal_20_value	metrika (20x)	Total numeric value for Goal 1-20 completions (20 different metrics, each for single goal)
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Tabuľka 9: Custom dimensions & metrics

Názov	Dimenzia / metrika	Popis
date	dimenzia	The date of the session formatted as YYYYMMDD
view_id	dimenzia	User profile or ID
view_name	dimenzia	Name of the view
???	dimenzia	Relevant dimensions based on clients setup
???	metrika	Relevant metrics based on clients setup



## LOOKER STUDIO DASHBOARD

Voliteľným, ale odporúčaným doplnkom k zálohe dát je interaktívny dashboard v Google Looker Studiu. Tento rozsiahly dashboard je členený do 9 sekcií podľa štruktúry dát v BigQuery a celkovo obsahuje 19 až 22 podstránok pri maximálnom počte troch podstránok pre report vlastných dimenzií a metrik. V prípade záujmu o dodatočné prehľadky je možné report za doplatok rozšíriť. Pri používaní reportu môžu vzniknúť dodatočné náklady za spracovanie dát v BigQuery



Cena za vytvorenie dashboardu je 199 € bez DPH za jedno UA zobrazenie.



## AKO PRACUJEME

V spolupráci s klientom hľadáme partnerský vzťah. V rámci neho veríme, že spoločne nájdete tie pravé riešenia pre vás. Merania nenastavujeme len tak “od ruky”. Vždy im predchádza **diskusia s klientom, aby sme pochopili váš biznis** a vedeli sme navrhnúť zmysluplné riešenia.

Môžete sa na nás kedykoľvek obrátiť. Sme tu pre vás, aby sme pomohli rozvíjať váš biznis.

Viac informácií o nás získate [na našom webe](#).



## TOTO SÚ NAŠE HODNOTY :)

# D

### DATA-DRIVEN

V DIGITÁLNOH SVETE VIEME ODMERAŤ (TAKMER) VŠETKO. NAPRIEK TOMU SA PODĽA ČÍSEL RIADI LEN MÁLOKTO. NÁM SPRÁVNE DÁTA A SKÚSENOSTI POMÁHAJÚ ROBIŤ VŠETKY NAŠE ANALYTICKÉ ROZHODNUTIA.

# A

### ALWAYS HONEST

KOMUNIKUJEME OTVORENE. NAŠE NACENENIA SÚ VŽDY TRANSPARENTNÉ, CHYBY SI PRIZNÁME A NAPRAVÍME, S ÚSPECHMI SA RADI PODELÍME. ÚPRIMNÚ KOMUNIKÁCIU APLIKUJEME V RÁMCI TÍMU, ALE AJ V KOMUNIKÁCIÍ S KLIENTOM.

# S

### SUPER SMART

VŽDY SI STANOVUJEME KONKRÉTNE (SPECIFIC), MERATEĽNÉ (MEASURABLE), DOSIAHNUTEĽNÉ (ACHIEVABLE), RELEVANTNÉ (RELEVANT) A ČASOVO OBMEDZENÉ (TIME-LIMITED) CIELE A ROBIEME VŠETKO PRETO, ABY SME ICH DOSIAHLI.

# E

### EXPANDING WORLDWIDE

NAŠE SLUŽBY POSKYTUJEME CELOSVETOVO FIRMÁM Z HOLANDSKA, NEMECKA ČI AUSTRÁLIE. VĎAKA TÝMTO MEDZINÁRODNÝM SKÚSENOSTIAM POMÁHAME AJ KLIENTOM, KTORÍ PÔSOBIA VO VIACERÝCH KRAJINÁCH ALEBO CHCÚ EXPANDOVAŤ.







V prípade otázok ma neváhajte kontaktovať  
Tešíme sa na spoluprácu :)  
Júlia, DASE

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