

Google Analytics Integration

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Data Sheet



LIVEPERSON

Introduction

Google Analytics (GA) is a service offered by Google that generates detailed statistics about the visitors to your website. LivePerson's Google Analytics feature enables you to integrate your LivePerson chat and voice statistics with the powerful Google Analytics reporting engine. This feature is included by default in all LivePerson Pro and LivePerson Premier accounts.

The Google Analytics feature is especially useful in providing reports on the effectiveness of your online marketing activities. For example, you can easily generate reports of conversions to chat for each of your campaigns and even keywords. You can also track the impact of chat and voice on your sales.

Notes:

- i. This feature does not support the Safari web browser.
 - ii. This feature is not supported in the legacy chat window.
-

Setting Up the Feature

How it Works

When a chat or a call takes place, LivePerson sends information to Google Analytics to indicate that a chat or call occurred. Google Analytics tracks all interactions where a chat window, Pre Chat survey or Pre Call survey are open for at least 5 seconds, or 5 seconds after a call starts. A chat or call can be initiated by the visitor using a chat button, chat box, click-to-talk button etc. The setup process includes the following steps:

- Step 1.** Updating Your Google Analytics Tracking Code
- Step 2.** Enabling the Feature in LivePerson
- Step 3.** Setting Up Goals in Your Google Analytics Account

Step 1: Updating Your Google Analytics Tracking Code

By default, the Google Analytics tracking code does *not* include the parameters to enable tracking across multiple domains. You need to include these parameters in your Google Analytics tracking code. Without these parameters performance of your LivePerson service may be negatively impacted.

Google supports the Urchin, Traditional and Asynchronous analytics tags. You need to add the correct code according to the version you are using.

Note: *LivePerson's New Monitor Tag supports all three of the Google Analytics tags, while the Old Monitor Tag only supports the Urchin tag.*



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Urchin Tag

If the text `urchin` appears in the code, you are using the Urchin tag.

To update the Urchin tag:

- ◆ Add the following lines (in bold) to your Google Analytics tracking code. Be sure to update the tracking code on all your web pages.

```
<script src="http://www.google-analytics.com/urchin.js" type="text/  
javascript">  
</script>  
<script type="text/javascript">  
_uacct="UA-xxxx-x";  
_udn="none";  
_ulink=1;  
urchinTracker();
```

Note: *The Urchin integration is not supported for chat boxes.*



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Traditional Tag

If the text `ga.js` appears in the code, and the syntax in the Google code is `'pageTracker._trackPageview()'` then you are using the Traditional tag.

To update the Traditional tag:

- ◆ Add the following lines (in bold) to your Google Analytics tracking code. Be sure to update the tracking code on all your web pages.

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl."
: "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost +
"google-analytics.com/ga.js' type='text/javascript'%3E%3C/script%3E"));
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-xxxxxx-x");
pageTracker._setAllowLinker(true);
pageTracker._setDomainName("none");
pageTracker._setAllowHash(false);
pageTracker._trackPageview();
}
```



Asynchronous Tag

If the text `ga.js` appears in the code, and the syntax in Google code is

`'_gaq.push(['_trackPageview']);'` then you are using the new Asynchronous tag.

To update the Asynchronous tag:

- ◆ Add the following lines (in bold) to your Google Analytics tracking code. Be sure to update the tracking code on all your web pages.

```
<script type="text/javascript">
var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-xxxxxxx-x']);
_gaq.push(['_setDomainName', 'none']);
_gaq.push(['_setAllowLinker', true]);
_gaq.push(['_setAllowHash', false]);
_gaq.push(['_trackPageview']);

(function() {
var ga = document.createElement('script'); ga.type = 'text/javascript';
ga.async = true;
ga.src = ('https:' == document.location.protocol ? 'https://ssl' :
'http://www') + '.google-analytics.com/ga.js';
var s = document.getElementsByTagName('script')[0]; s.parentNode.
insertBefore(ga, s);
})();
</script>
```

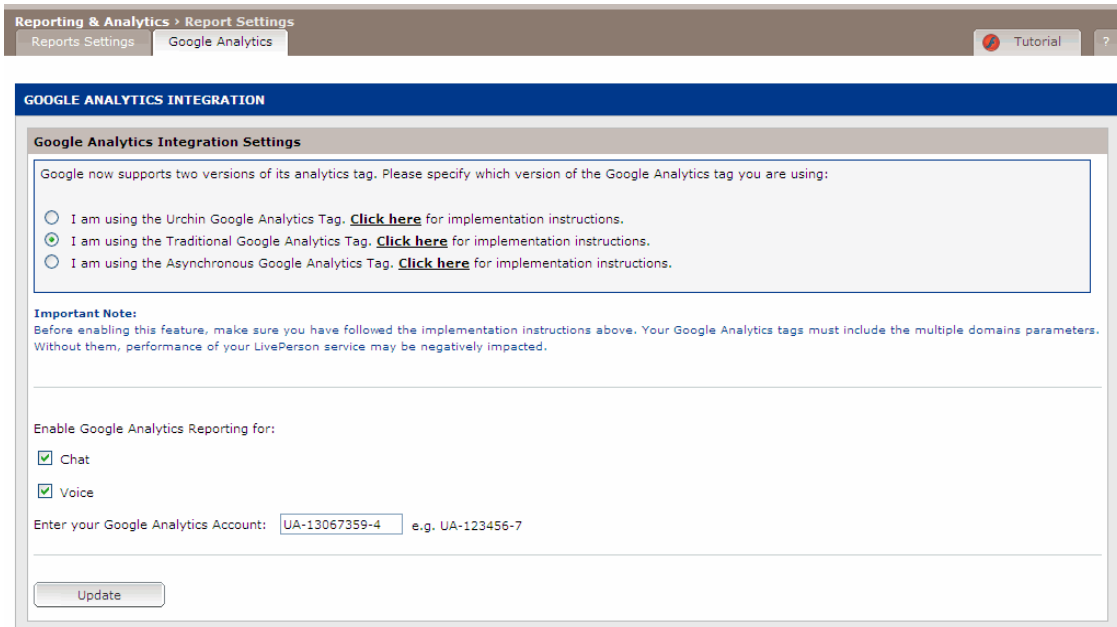


Step 2: Enabling the Feature in LivePerson

Use the following procedure to enable the Google Analytics reporting.

 **To enable Google Analytics reporting:**

- 1 From the Admin Console menu, select **Reporting & Analytics > Report Settings > Google Analytics** (tab). The Google Analytics Integration page appears.



Reporting & Analytics > Report Settings

Reports Settings Google Analytics Tutorial ?

GOOGLE ANALYTICS INTEGRATION

Google Analytics Integration Settings

Google now supports two versions of its analytics tag. Please specify which version of the Google Analytics tag you are using:

- I am using the Urchin Google Analytics Tag. [Click here](#) for implementation instructions.
- I am using the Traditional Google Analytics Tag. [Click here](#) for implementation instructions.
- I am using the Asynchronous Google Analytics Tag. [Click here](#) for implementation instructions.

Important Note:
Before enabling this feature, make sure you have followed the implementation instructions above. Your Google Analytics tags must include the multiple domains parameters. Without them, performance of your LivePerson service may be negatively impacted.

Enable Google Analytics Reporting for:

- Chat
- Voice

Enter your Google Analytics Account: e.g. UA-123456-7

Figure 1-1: *Google Analytics Integration Page*

- 2 Select the version of the Google Analytics tag that you are using, either Urchin, Traditional or Asynchronous.
- 3 Select the **Chat** and/or **Voice** check boxes. If your account is not enabled for voice the **Voice** check box will not be displayed.
- 4 Enter your Google Analytics Account number in the box. To obtain your Google Analytics account number, click the **Edit Analytics Account** in the Google Analytics home page.
- 5 Click the **Update** button. The Google Analytics Integration is now enabled on your LivePerson account.



Step 3: Setting Up Goals in Your Google Analytics Account

To generate chat and voice reports, you need to define LivePerson goals in your Google Analytics account. Each time an interactive chat or call takes place, it will trigger a conversion for the Chat or Voice goals. The following procedure shows you how to set up a LivePerson chat goal.

The following information can be used to set LivePerson goals in Google Analytics:

Chat Initiated by the Visitor	Chat from an Invitation
LivePersonChat	LivePersonInviteChat
LivePersonPreChat	LivePersonInvitePreChat

Call Initiated by the Visitor	Call from an Invitation
LivePersonCall	LivePersonInviteCall
LivePersonPreCall	LivePersonInvitePreCall

Notes:

- i. A chat that uses a Pre Chat survey will have two page views in the Google Analytics system. The first is the `LivePersonPreChat` or `LivePersonInvitePreChat` (if the visitor was invited to chat) and the second is the `LivePersonChat` or `LivePersonInviteChat`.
- ii. A call that uses a Pre Call survey will have two page views in the Google Analytics system. The first is the `LivePersonPreCall` or `LivePersonInvitePreCall` (if the visitor was invited to talk) and the second is `LivePersonInviteCall` or `LivePersonCall`.

Specifying Skills

To specify a particular skill add the following to the end of the Goal URL:

```
/<skill>_skill
```

Where `<skill>` is the name of the skill group. e.g., `LivePersonChat/Sales_skill`. If the skill comprises two names separated with a space such as `support english` use an underscore instead of a space e.g., `LivePersonChat/support_english_skill`.

To set up a LivePerson Chat goal:

- 1 Log in to your Google Analytics account.
- 2 Click the **Edit** link under the profile settings.

- 3 Navigate to the Goals section of the page and click **Add goal** in a Goals set. The following page appears.

Goals (set 1): Goal 1

Enter Goal Information

Goal Name:
Goal name will appear in conversion reports.

Active Goal: On Off

Goal Position:
Changing goal position will not move historical data for this goal

Please select a goal type

Goal Type: URL Destination
 Time on Site
 Pages/Visit

Goal Details

Match Type (e.g. For the goal page "http://www.mysite.com/thankyou.html" enter "/thankyou.html")
To help you verify that your goal URL is set up correctly, please see the tips [here](#).

Case Sensitive: URLs entered above must exactly match the capitalization of visited URLs.

Goal Value optional

Goal Funnel optional

A funnel is a series of pages leading up to the goal URL. For example, the funnel may include steps in your checkout process that lead you to the thank you page (goal).

+ Yes, create a funnel for this goal

Figure 1-2: *Defining Goals and Funnels*

- 4 In the Goal name box, enter the name of the goal. This should be something descriptive so you can easily differentiate between goals when you have multiple goals set up. For example, `LivePerson Chat`
- 5 Leave the Active Goal as On and use the default position for this goal.
- 6 Under Goal type select URL Destination.
- 7 In the Goal Details section in the Match Type box select Regular Expression Match.

8 In the Goal URL box define chat as a goal by entering one of the following options:

- ❖ To track all chats, enter `LivePersonChat`
- ❖ To only track chats from invitations, enter `LivePersonInviteChat`
- ❖ To track all Pre Chat surveys , enter `LivePersonPreChat`
- ❖ To track all Pre Chat surveys invites, enter `LivePersonInvitePreChat`

Note: You can also track specific skills as well as Call statistics, see ["How it Works"](#) on page 2.

9 Leave the **Case sensitive** check box cleared.

10 Leave the Goal value box as it is.

11 Click the **Save Goal** button.

Note: You can create multiple goals to capture different live chat metrics. For example, you can create one goal to track LivePerson chats and another goal to only track chats from invitations.

Viewing the LivePerson Reports

To view the LivePerson Chat or LivePerson Voice metrics in your Google Analytics report, simply select the report that interests you and click the Goal Conversion tab located under the graph.

Note: It can take up to 24 hours for Google Analytics to displays goal data.

Tracking a Specific Skill – Advanced Goal Setup

You can track chats or calls for a specific skill by specifying the skill in the goal URL. The goal URL must be entered as a regular expression for example:

To track chat for a skill called `support_english`, the goal URL will be:

`LivePersonChat/support_english_skill`

You can also leverage the Google Analytics funnel option to track additional metrics such as chat impact on your sales. Please contact an account manager for more information.



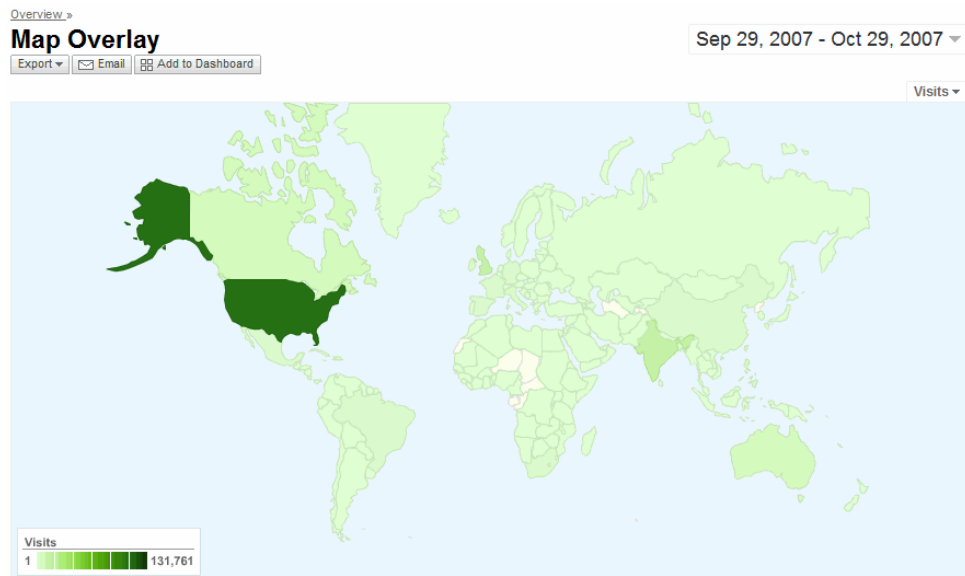
LIVEPERSON

Example Reports

Google Analytics offers a wealth of statistical reports. Here are some examples of reports that are useful and relevant for live chat.

- ◆ **Map Overlay Report:** Enables you to see statistics about the geographic location of your chatters.
- ◆ **Search Engine Report:** Provides information on which search engines and keywords drive the most chats.
- ◆ **Reverse Goal Path Report:** Displays the paths on your website that lead to the most chats.

Map Overlay Report



244,919 visits came from 197 countries/territories

Detail Level: [City](#) | [Country/Territory](#) | [Sub-Continent/Region](#) | [Continent](#) Segment: [Choose...](#)

Site Usage		Goal Conversion		Ecommerce				Views					
Visits	244,919	Goal1: Live Chat	4.00%	Goal2: LiveCall	N/A	Goal3: G3	N/A	Goal4: G4	N/A	Goal Conversion Rate	4.00%	Per Visit Goal Value	\$0.40
% of Site Total:	100.00%	Site Avg:	4.00% (0.00%)	Configure Now	Configure Now	Configure Now	Configure Now	Site Avg:	4.00% (0.00%)	Site Avg:	4.00% (0.00%)	Site Avg:	\$0.40 (0.00%)
Country/Territory	Visits ↓	Live Chat	LiveCall	G3	G4	Goal Conversion Rate	Per Visit Goal Value						
1. United States	131,761	3.88%	-	-	-	3.88%	\$0.39						
2. India	20,115	2.47%	-	-	-	2.47%	\$0.25						
3. United Kingdom	15,168	4.82%	-	-	-	4.82%	\$0.48						
4. Canada	9,145	4.32%	-	-	-	4.32%	\$0.44						

Figure 1-3: Map Overlay – Geographic Locations

Search Engine Report

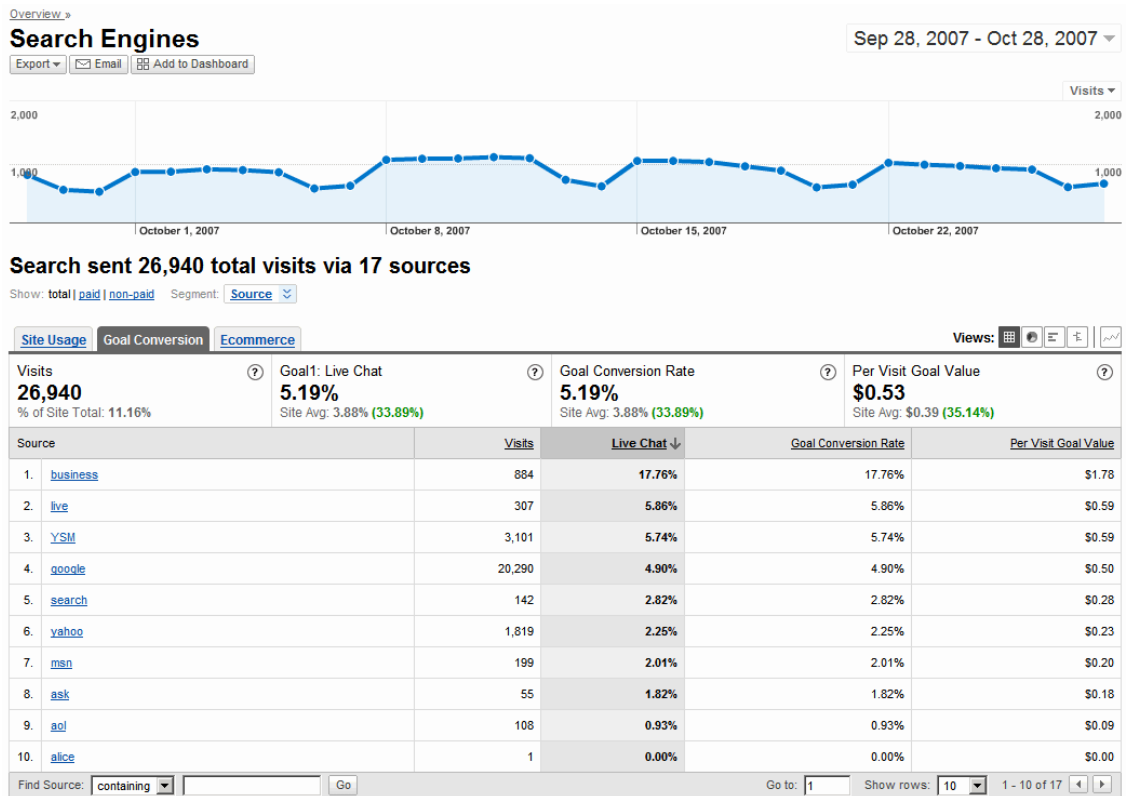


Figure 1-4: Live Chat Conversions per Search Engine

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