



## Analytic Coffee on Web Analytics 3/8 12:00 EST

**Date:** 22 March 2019 - All items on the board

**Time :** 17:16 (UTC+00:00)

### Facilitator

Tom Brown

### Attendees

Jodi Olson-Kidney, Madeline, Jim Reynolds, Don Youngberg, Adrienne, Kelsey Moriarty, Taylor, Susan Hayes, Cassidy Liz, Susan Hayes, Chris Wallingford, Heathw@sydneydancecompany.com , Neil Cole, Laura Burgos

### Summary

Our conversation about Analytic Topics

### Topics discussed

#### Double Counting

Suggested by Laura Burgos

Votes: 0

Suggested by: Tom Brown

Actions

Comments

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#### Lookback windows Suggested by Laura Burgos

Votes: 0

Suggested by: Tom Brown

Actions

Comments

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#### post-click vs post-impression Suggested by Laura Burgos

Votes: 0

Suggested by: Tom Brown

Actions

Comments

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#### Google Analytics - what are you tracking?

Jim

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Votes: 0  
Suggested by: Jim Reynolds

[Actions](#)

[Comments](#)

- **Tom Brown**  
Not a lot of vomment
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Tableau - connecting to Google Analytics - anyone doing this?

Jim

Votes: 0  
Suggested by: Jim Reynolds

[Actions](#)

[Comments](#)

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How are you using Google Analytics to drive decisions?

Votes: 0  
Suggested by: Madeline

[Actions](#)

[Comments](#)

- **Madeline (Guest)**  
Jim found through Analytics that linking directly to the production season page was better for special exhibitions than linking directly to the calendar.
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Can you embellish on Google Tag Manager and email use.

Votes: 0  
Suggested by: Susan Hayes

[Actions](#)

[Comments](#)

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New to Google Analytics - what areas do you find most useful? -Kelsey

Votes: 0  
Suggested by: Kelsey Moriarty

[Actions](#)

[Comments](#)

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Suggested topics with no votes

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What does this mean: • [Tracking Add Networks](#)

Votes: 0

Suggested by: Susan Hayes

[Actions](#)

[Comments](#)

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Should we have topics for next time and if so what it be?

Votes: 0

Suggested by: Tom Brown

[Actions](#)

[Comments](#)

- **Madeline (Guest)**  
What are people analyzing and to what end?
  - **Tom Brown**  
What Tools are you using
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