October 2019

Measuring the Effect of Paywalls on Publisher Revenue and User Engagement

bounteous in partnership with Google News Initiative
# Table of Contents

**Introduction** 3

**Value of Paywall Measurement with Google Analytics 360** 4

**Implementation Guide** 5

Solution Design 6
Planning Resources 6
The Paywall 7
Implementation 8
1.0 The Data Layer 8
2.0 Custom Dimensions 10
2.1 Article Details 11
2.2 User Details 14
3.0 Enhanced Ecommerce 16
3.1 Google Analytics Configuration 17
3.2 Promotion Impressions 18
3.3 Promotion Clicks 21
3.4 Product Detail Views 23
3.5 Add to Cart 26
3.6 Checkout Steps 28
3.7 Purchases 30

**Data Analysis Resources** 35

Goals 36
Reports 37
Segments 38
1.0 Data Studio 39
2.0 BigQuery 39
3.0 Creating Audiences 40

**Acknowledgements** 42
Introduction

Paywalls have become an increasingly popular way for publishers to monetize content through paid subscriptions. Users get to dip their toes by viewing a number of articles for free before being asked to jump in and pay for a subscription to unlimited content. The tradeoff for introducing a paywall is lost ad revenue from restricting content. That is why it is crucial for publishers to understand the effects of the paywall and optimize to increase conversion.

This Playbook will serve as an implementation guide for measuring the effects of a paywall using Google Analytics and also provide guidance for data analysis. This analysis should be used to refine audiences, serve remarketing ads, and A/B test to increase conversion rate.
Value of Paywall Measurement with Google Analytics 360

Measuring the effects of a paywall can be incorporated into your current Google Analytics 360 implementation. This Playbook will incorporate Google Analytics’ Enhanced Ecommerce measurement of purchase decisions while making use of custom dimensions to provide added context about users and articles. Additionally, we can use the native integrations that come with Google Analytics 360.

**Tie together your users’ experiences from start to finish.**
By incorporating the paywall into your current implementation, we can paint a complete picture from content consumption to transaction.

**Connect to Data Studio for performance reporting.**
Create dashboards and visuals to report on the data and deliver actionable insights.

**Integrate with BigQuery for additional analysis.**
BigQuery can be a valuable tool for answering complicated questions and digging deeper into the data.

**Create audiences to share with Google Ads and Optimize.**
Reach users who disengage after reaching the paywall or A/B test paywall messaging to increase your conversion rate.
Implementation Guide

This Implementation Guide will walk through the steps of adding Google Analytics measurement to your paywall. Using Enhanced Ecommerce, we can measure website activity — from paywall views through subscription and checkout. Custom Dimensions will provide additional insights into how specific articles perform and how users engage with the paywall.
Solution Design

Prior to implementing our solution, you should have already conducted stakeholder interviews with all teams or individuals who will use this data. Consider their reporting needs and how the data can be used to answer their questions. Create a Business Requirements Document to record each team’s questions and how these questions will be incorporated into the implementation. It’s important to decide what type of data is required to answer these questions.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>BUSINESS QUESTION</th>
<th>OWNER/TEAM</th>
<th>PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td>Which article type drives the most subscriptions?</td>
<td>Content Team</td>
<td>High</td>
</tr>
<tr>
<td>----</td>
<td>----</td>
<td>----</td>
<td>----</td>
</tr>
</tbody>
</table>

Planning Resources

At minimum, you will need the following people involved for a successful implementation:

- **Project Champion**: This person will advocate for and prioritize your Paywall project. This person provides resources, communicates the business strategy, and is held accountable for the success of the project.
• **Project Manager:** This person will help identify and clarify the project’s scope, manages day to day tasks and sees that the project is delivered on time and on budget.

• **Analytics Consultant or Implementation Specialist:** This person will implement and configure your data collection through Google Analytics and Google Tag Manager.

• **Developer:** This person can implement any required changes to the data layer following the instructions provided. Plan for this person to spend 4 – 6 weeks on data layer development.
  - This role is critical to the success of the project! If the implementation doesn’t happen in a timely fashion, the whole project schedule could be thrown off.

• **QA Engineer:** This person will plan and execute testing after implementation.

• **Data Analyst/Data Scientist:** This person will analyze the data for the purpose of making decisions and iterating for improvement.

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**The Paywall**

This Playbook will not detail how to implement a paywall, but rather how to measure it. Before getting started, you should already have (or at least have plans to) put a paywall in place. You may show a warning growl prior to the user hitting the paywall, something to the effect of “you’re approaching your limit — consider subscribing today.” You may also show different messaging for the paywall based on audiences you’ve defined. These decisions should already be made with technical plans for implementation prior to undertaking this exercise of developing a measurement plan.
Implementation

This playbook will outline implementation steps using Google Tag Manager, but all instructions can be modified if you are using analytics.js or gtag.js. The concepts and variables will be used in the same manner, but you will need to implement using the appropriate Analytics library. This Playbook makes the assumption that you are using the Google Analytics settings variable within Google Tag Manager, and have subdomain and cross domain measurement working properly, if necessary.

While the pre-planning phases of this project are highly recommended and best practice, the implementation steps of this playbook are all required for a successful outcome. The following data layer, Google Analytics, and Google Tag Manager configurations must be implemented.

Resources:
- Google Analytics Settings Variable
- Measuring Activity Across Domains

1.0 The Data Layer

The data layer is a JavaScript array that Google Tag Manager monitors and interacts with in order to collect various types of information. You are likely already using the data layer if you are working with Google Tag Manager. Typically, information is populated in or pushed to the data layer by your website developers. Google Tag Manager can then be configured to access values from the data layer and where to send those values.
To use the data layer, information needs to be programmatically added in the data layer on the page within key:value pairs. In some cases, information needs to be available before the Google Tag Manager container loads. This would usually include information about pages or users.

```javascript
var dataLayer = window.dataLayer = window.dataLayer || [];
dataLayer.push({
    'key1': 'value',
    'key2': 'value'
});

<!-- Google Tag Manager -->
Google Tag Manager Container Code
<!-- End Google Tag Manager -->
```

In other cases, a user action is required before we can send any information to the data layer, for example when a user clicks on a paywall promotion. In those cases, a Google Tag Manager event should be pushed to the data layer along with any other values that are relevant to that interaction.

```javascript
<!-- Google Tag Manager -->
Google Tag Manager Container Code
<!-- End Google Tag Manager -->
```

```javascript
var dataLayer = window.dataLayer = window.dataLayer || [];
dataLayer.push({
    'event': 'value',
    'key1': 'value'
});
```
Here are some common problem areas to watch for when configuring the data layer:

- The data layer should always exist just above the Google Tag Manager container, unless a user action is required first.
- The last item in each array within the data layer should not end with a comma.
- String values should not contain apostrophes (or the apostrophes should be escaped).
- Quantity values should be integers, not strings.
- All other values (including currency amounts) should be numbers stored as strings, not integers.
- Do not add comma separators or currency symbols in revenue or price values.
- If any data layer variables do not have values, pass an empty string.

2.0 Custom Dimensions

Google Analytics provides a lot of information about our pages and users out of the box. For example, we can see where our users are located geographically, what device types they are using, and their traffic sources. Google Analytics also tells us our most popular pages, how much time is spent on those pages, and bounce rates.

Custom dimensions allow us to create additional fields in Google Analytics to send and store custom information. We can utilize custom dimensions to better understand our article performance and users. This information is useful for understanding general content consumption for any publisher, but will be especially useful for understanding how articles contribute to paywall performance, segmenting users, and creating audiences for A/B testing.
Keep in mind that standard Google Analytics is limited to 20 custom dimensions and Google Analytics 360 has a limit of 200 custom dimensions.

This Playbook will assume that you are already familiar with custom dimension scopes and configuring custom dimensions in Google Tag Manager.

**Resources:**
- Custom Dimensions and Metrics
- Custom Dimensions and Metrics

### 2.1 Article Details

Using the data layer and Google Tag Manager, we can dynamically populate custom dimensions to drive deeper insights into the types of articles users are most interested in and which articles or topics drive the most subscriptions. The following table entails recommended custom dimensions around article details, but you may consider adding dimensions to fit requirements from your Business Requirements.

<table>
<thead>
<tr>
<th>DIMENSION NAME</th>
<th>DATA LAYER VARIABLE NAME</th>
<th>SCOPE</th>
<th>EXAMPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>pageDetails.author</td>
<td>Hit</td>
<td>John Smith</td>
</tr>
<tr>
<td>Headline</td>
<td>pageDetails.headline</td>
<td>Hit</td>
<td>See Taylor Swift’s New Cat</td>
</tr>
<tr>
<td>Publish Date</td>
<td>pageDetails.publishDate</td>
<td>Hit</td>
<td>2019-05-09</td>
</tr>
<tr>
<td>Feature Type</td>
<td>pageDetails.featureType</td>
<td>Hit</td>
<td>News Commentary</td>
</tr>
<tr>
<td>-----------------------</td>
<td>----------------------------</td>
<td>-----</td>
<td>------------------</td>
</tr>
<tr>
<td>Page Type</td>
<td>pageDetails.pageType</td>
<td>Hit</td>
<td>Article</td>
</tr>
<tr>
<td>Content Channel</td>
<td>pageDetails.contentChannel</td>
<td>Hit</td>
<td>Celebrity</td>
</tr>
<tr>
<td>Vertical</td>
<td>pageDetails.vertical</td>
<td>Hit</td>
<td>MyNews Magazine</td>
</tr>
<tr>
<td>Days Since Published</td>
<td>pageDetails.daysSincePublished</td>
<td>Hit</td>
<td>54</td>
</tr>
<tr>
<td>Weeks Since Published</td>
<td>pageDetails.weeksSincePublished</td>
<td>Hit</td>
<td>7</td>
</tr>
<tr>
<td>Months Since Published</td>
<td>pageDetails.monthsSincePublished</td>
<td>Hit</td>
<td>1</td>
</tr>
<tr>
<td>Article Tags</td>
<td>pageDetails.articleTags</td>
<td>Hit</td>
<td>[Celebrity</td>
</tr>
<tr>
<td>Article Words</td>
<td>pageDetails.articleWords</td>
<td>Hit</td>
<td>800-1.1k</td>
</tr>
</tbody>
</table>
Information about articles should be available before the page is loaded so Google Tag Manager can pass this information along with the pageview tag. The following information should be pushed to the data layer before the GTM code snippet:

```javascript
var dataLayer = window.dataLayer = window.dataLayer || [];
dataLayer.push({
  'pageDetails': {
    'author': 'John Smith',
    'headline': 'See Taylor Swift\'s New Cat',
    'publishDate': '2019-05-09',
    'featureType': 'News Commentary',
    'pageType': 'Article',
    'contentChannel': 'Celebrity',
    'vertical': 'MyNews Magazine',
    'daysSincePublished': '54',
    'weeksSincePublished': '7',
    'monthsSincePublished': '1',
    'articleTags': 'Celebrity|music|Taylor Swift',
    'articleWords': '800-1.1k'
  }
});
```
These data layer attributes can be configured as Custom Dimensions in the Google Analytics setting variable in Google Tag Manager. Use data layer variables to grab these values and set the appropriate index number.

<table>
<thead>
<tr>
<th>Index</th>
<th>Dimension Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>{{dlv - pageDetails.author}}</td>
</tr>
<tr>
<td>2</td>
<td>{{dlv - pageDetails.headline}}</td>
</tr>
<tr>
<td>3</td>
<td>{{dlv - pageDetails.publishDate}}</td>
</tr>
</tbody>
</table>

### 2.2 User Details

Details about users can provide valuable insights into our audiences. With information about how loyal readers are or the average number of articles read, we can better re-engage them with Ads or understand when to show the paywall. These user details should help to better slice and dice data around content and paywall performance.

Details about users should persist throughout each visit. These values may be populated either using local storage or a customer database.

The following table entails recommended custom dimensions around user details, but you may consider adding dimensions to fit requirements from your Business Requirements.
<table>
<thead>
<tr>
<th>DIMENSION NAME</th>
<th>DATA LAYER VARIABLE NAME</th>
<th>SCOPE</th>
<th>EXAMPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loyalty Level</td>
<td>userDetails.loyaltyLevel</td>
<td>User</td>
<td>Loyal</td>
</tr>
<tr>
<td>Subscription Status</td>
<td>userDetails.subscriptionStatus</td>
<td>User</td>
<td>Subscribed</td>
</tr>
<tr>
<td>Subscription Product</td>
<td>userDetails.subscriptionProduct</td>
<td>User</td>
<td>Digital Unlimited</td>
</tr>
<tr>
<td>Subscription Variant</td>
<td>userDetails.subscriptionVariant</td>
<td>User</td>
<td>Subscription - monthly</td>
</tr>
<tr>
<td>Subscriber Age/ Days Subscribed</td>
<td>userDetails.daysSubscribed</td>
<td>User</td>
<td>54</td>
</tr>
<tr>
<td>Article Read Count</td>
<td>userDetails.articleReadCount</td>
<td>User</td>
<td>12</td>
</tr>
</tbody>
</table>
The following user information should be pushed to the data layer before the GTM code snippet:

```javascript
var dataLayer = window.dataLayer = window.dataLayer || [];
dataLayer.push({
  'userDetails': {
    'loyaltyLevel': 'loyal',
    'subscriptionStatus': 'Subscriber',
    'subscriptionProduct': 'Digital Unlimited',
    'subscriptionVariant': 'subscription - monthly',
    'daysSubscribed': '54',
    'articleReadCount': '12'
  }
});
```

### 3.0 Enhanced Ecommerce

Publishers don’t always use Enhanced Ecommerce within Google Analytics, but when we introduce a subscription model, we are introducing a product for purchase. Paywalls are essentially promotions that are displayed on the website. Paid subscriptions are products. Users go through the checkout process before purchasing a product.

Enhanced Ecommerce opens up a new set of reports in Google Analytics. These reports can be used not only to see how many purchases were made and the revenue generated, but also dig into which paywall messaging has the best click through rate, which subscription plans are purchased most frequently, and perform funnel analysis.
Conversions > Ecommerce > Product Performance

Enhanced Ecommerce will need to be enabled within your Google Analytics view. You will also need to push the ecommerce information to the data layer and then configure tags in Google Tag Manager to receive that information and pass it along to Google Analytics.

**Resources:**
- Enhanced Ecommerce - Google Tag Manager
- Enhanced Ecommerce - analytics.js
- Enhanced Ecommerce - gtag.js

### 3.1 Google Analytics Configuration

The first step to enabling Enhanced Ecommerce is simply toggling the feature on in your view settings. To do this, go to Admin > Ecommerce Settings under your view. From there, you will need to toggle Ecommerce ‘ON’ and then toggle Enhanced Ecommerce ‘ON’. Naming your checkout steps is optional.
3.2 Promotion Impressions

When a user is presented with a growl or paywall, we should consider that a promotion impression. Promotion impression and click events will help us to report on click-through rate and which growl or paywall messaging is converting the most users.

There are four fields needed for measuring promotions:

- **id** - Identifies the type of promotion shown (e.g. ‘growl’, ‘paywall’)
- **name** - Name of promotion shown (e.g. ‘Digital Growl’)
- **creative** - Messaging shown (e.g. ‘Consider subscribing today’)
- **position** - Promotion position on the page (e.g. ‘footer’, ‘in-article’)
When the growl or paywall is visible to the user the following should be pushed to the data layer:

```javascript
var dataLayer = window.dataLayer = window.dataLayer || [];
dataLayer.push({
    'event': 'promoView',
    'ecommerce': {
        'promoView': {
            'promotions': [{
                'id': 'growl',
                'name': 'Digital Growl',
                'creative': 'Consider subscribing today',
                'position': 'footer'
            }
        ]
    }
});
```
Next, configure a new Universal Analytics event tag in Google Tag Manager to pass information from the data layer into Google Analytics.

Use a custom event trigger with the event name `promoView`. The event label should be populated with the promo creative, using a data layer variable with the data layer variable name `ecommerce.promoView.promotions.creative`. 
3.3 Promotion Clicks

When a growl or paywall is clicked, fire a promotion click event. Using the same variable fields as the promotion impression event, push the following information to the data layer:

```javascript
var dataLayer = window.dataLayer = window.dataLayer || [];
dataLayer.push({
  'event': 'promoClick',
  'ecommerce': {
    'promoClick': {
      'promotions': [{
        'id': 'growl',
        'name': 'Digital Growl',
        'creative': 'Consider subscribing today',
        'position': 'footer'
      }
    }
  }
});
```
Configure the following tag in Google Tag Manager:

**Tag Configuration**

- **Tag Type**: Google Analytics - Universal Analytics
  - Google Marketing Platform

- **Track Type**: Event

- **Category**: Ecommerce

- **Action**: Promo Click

- **Label**: 
  - `((div : promo creative))`
  - Google Analytics Settings
  - `((Google Analytics Settings))`

  - Enable overriding settings in this tag

- **Ecommerce**
  - Enable Enhanced Ecommerce Features
  - True

- **Use Data Layer**

**Triggering**

- Firing Triggers
  - **Event** - promoClick
    - Custom Event

Use a custom event trigger with event name `promoClick`. 
3.4 Product Detail Views

Product detail events should fire when the user is taken to the paid subscription page and shown additional information about your subscription type(s). Each subscription type is considered a product.

The product detail view event requires new fields regarding the subscription:

- **list** - List is an optional field, but can be used to describe where the product detail view occurred (e.g. ‘Subscriptions’, ‘In Article’)
- **name** - The name of the subscription type (e.g. ‘Digital and Print Subscription’, ‘Digital Unlimited’)
- **id** - The subscription plan SKU number (e.g. ‘12345’)
- **price** - The price of the subscription plan. If the plan is charged on a monthly basis, record the monthly amount (e.g. ‘10.00’)
- **brand** - The vertical which the product is purchased from (e.g. ‘MyNews Magazine’)
- **category** - General type of subscription plan (e.g. ‘subscription’, ‘trial’)
- **variant** - Additional information about the subscription plan (e.g. ‘subscription - monthly’, ‘subscription - annual’)

Each subscription type visible should be added to the product array of the data layer push. Remember you can also use product scoped custom dimensions to add information required by your Solution Design.
When the subscription details are visible, push the following information to the data layer:

```javascript
var dataLayer = window.dataLayer = window.dataLayer || [];
dataLayer.push({
    'event': 'detail',
    'ecommerce': {
        'detail': {
            'actionField': {
                'list': 'Subscriptions'
            },
            'products': [{
                'name': 'Digital Unlimited',
                'id': '12345',
                'price': '10.00',
                'brand': 'MyNews Magazine'
            },
            {
                'name': 'Digital and Print Subscription,
                'id': '12346',
                'price': '80.00',
                'brand': 'MyNews Magazine'
            }
        }
    }
});
```
Configure the following tag in Google Tag Manager:

**Tag Configuration**

**Tag Type**
- Google Analytics - Universal Analytics
  - Google Marketing Platform

**Track Type**
- Event

**Category**
- Ecommerce

**Action**
- Detail view

**Label**
- `{{dl - product list}}`

**Non-Interaction Hit**
- True

**Google Analytics Settings**
- `{{Google Analytics Settings}}`

- Enable overriding settings in this tag

**Ecommerce**
- Enable Enhanced Ecommerce Features
  - True

- Use Data Layer

**Triggering**

**Firing Triggers**
- Event - detail
  - Custom Event

Use a custom event trigger with the event name **detail**. The event label should be populated with the product list name, using a data layer variable with the data layer variable name `ecommerce.detail.actionField.list`. 
3.5 Add to Cart

When the user selects a subscription type, fire an add to cart event to indicate their selection. Tracking adds to the cart also allows us to use the cart-to-detail metric in Google Analytics (how often the product is viewed vs. how often the product is added to cart). A high cart-to-detail ratio compared to a low buy-to-detail ratio could be a sign of bottlenecks in the checkout funnel.

When the user selects a subscription type, push the following to the data layer:

```javascript
var dataLayer = window.dataLayer = window.dataLayer || [];
dataLayer.push({
  'event': 'addToCart',
  'ecommerce': {
    'add': {
      'actionField': {
        'list': 'Subscriptions'
      },
      'products': [{
        'name': 'Digital Unlimited',
        'id': '12345',
        'price': '10.00',
        'brand': 'MyNews Magazine',
        'category': 'subscription/monthly',
        'quantity': 1
      }]
    }
  }
});
```
Configure the following tag in Google Tag Manager:

Use a custom event trigger with the event name `addToCart`. The event label should be populated with the product name, using a data layer variable with the data layer variable name `ecommerce.add.products.name`, and the event value should be populated with the product price, using a data layer variable with the data layer variable name `ecommerce.add.products.price`. 
3.6 Checkout Steps

We want to measure checkout steps to analyze user behavior and the flow through checkout. The checkout may span multiple pages or be a single form on a page. Fire a checkout event as users reach each section of checkout.

When a user reaches each checkout step, push the following information to the data layer:

```javascript
var dataLayer = window.dataLayer = window.dataLayer || [];
dataLayer.push({
  'event': 'checkout',
  'ecommerce': {
    'checkout': {
      'actionField': {
        'step': 1
      },
      'products': [
        {
          'name': 'Digital Unlimited',
          'id': '12345',
          'price': '10.00',
          'brand': 'MyNews Magazine',
          'category': 'subscription/monthly',
          'quantity': 1
        }
      ]
    }
  }
});
```
Configure the following tag in Google Tag Manager:

Use a custom event trigger with the event name `checkout`. The event label should be populated with the checkout step number, using a data layer variable with the data layer variable name `ecommerce.checkout.actionField.step`. 
3.7 Purchases

Finally, record subscription purchases when the user completes a transaction.

There are additional required fields at the transaction level for Google Analytics:

- **id** - The transaction ID. Note that this is different than the product ID field (e.g. ‘T01234’)
- **affiliation** - The brand or vertical associated with the purchase (e.g. ‘MyNews Magazine’)
- **revenue** - Total revenue of purchase. (e.g. ‘10.00’)
- **tax** - If your product requires tax, add amount (e.g. ‘1.00’). Omit this field if there is no tax required.
- **shipping** - If your product requires shipping, add amount (e.g. ‘1.00’). Omit this field if there is no shipping required.
- **coupon** - Pass coupon code if a coupon is used for the purchase (e.g. ‘NEWSUB1’)

When a user reaches the thank you page, push the following information to the data layer:

```javascript
var dataLayer = window.dataLayer = window.dataLayer || [];
dataLayer.push({
  'event': 'purchase',
  'purchase': {
    'checkout': {
      'actionField': {
        'id': 'T01234',
        'affiliation': 'MyNews Magazine',
        'revenue': '10.00',
        'coupon': 'NEWSUB1'
      },
      'products': [{
        'name': 'Digital Unlimited',
        'id': '12345',
        'price': '10.00',
        'brand': 'MyNews Magazine',
        'category': 'subscription/monthly'
      }]
    }
  }
});
```
Configure the following tag in Google Tag Manager:

Use a custom event trigger with the event name **purchase**. The event label should be populated with the transaction id, using a data layer variable with the data layer variable name `ecommerce.purchase.actionField.id`. The event value should be populated with the transaction revenue, using a data layer variable with the data layer variable name `ecommerce.purchase.actionField.revenue`. 
Beware of duplicate transactions in Google Analytics. By default, Google Analytics will filter duplicate transactions if they happen within the same session. Duplicate transactions often happen when a user refreshes, navigates back to, or reopens a site on the confirmation page, and transaction information is sent again. This can inflate your transactions, revenue, and conversion rate within Google Analytics. You can check to see if you have duplicate transactions by creating a custom report with the dimension of Transaction ID and Transactions metric. Are there transaction IDs with multiple transactions?
There are a few methods to fix duplicate transactions. The preferred method is to implement server-side logic using a database to ensure that the data layer push or analytics code is sent once per transaction.

Another method to fix duplicate transactions is to set a browser cookie to record the transaction ID. If the transaction ID already exists, don’t send the purchase event. For an added backup, set a timestamp on the transaction. If there is no transaction ID cookie, check the timestamp. If the timestamp is from several days or weeks ago, we know that the transaction is a duplicate (or it would have a timestamp from our validation). If the timestamp is from more than 30 minutes ago, we know this is a duplicate transaction. If the timestamp is within the last 30 minutes, we can assume this is a new transaction.

**Resource:**
Duplicate Transactions in Google Analytics - the Check and the Fix 🌐
Data Analysis Resources

Once analytics reporting is implemented, it's time to analyze and act upon the data. There are several ways we can utilize Google Analytics to measure performance and slice and dice the data. Set up Goals, use Standard and Custom Reports, and create Segments to understand paywall conversions and your audiences.

In addition to the out-of-the-box features of Google Analytics, Data Studio and BigQuery can be used for analysis and visualization. All together these reporting tools should allow you to derive insights into your top performing content and users.
Goals

Set up Goals to measure conversions and micro-conversions. Since the purchase of a paid subscription is measured with ecommerce, we can measure the number of completions and conversions with the Transactions and Ecommerce Conversion Rate metrics. Goals can be used to measure other micro-conversions such as promo clicks or other events you may already have in place, for example, a newsletter sign up.

Event conditions
Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. You must have at least one Event set up to create this type of Goal. Learn more

Use the Event value as the Goal Value for the conversion

If you don’t have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

Verify this Goal See how often this Goal would have converted based on your data from the past 7 days.

Resources:
About Goals
Create, Edit, and Share Goals
Reports

Use standard or custom reports to analyze the success of your paywall. Ecommerce metrics are available in most standard reports. Which traffic sources are driving the most subscriptions? Are new vs. returning users more likely to subscribe? Where are our subscribers located geographically?

Custom reports allow you to use the Custom Dimensions implemented above as your primary dimension. Google Analytics 360 customers can utilize Custom Funnel Reports to measure continuation rates from promo impressions to clicks through checkout to transaction.

<table>
<thead>
<tr>
<th>Default Channel Grouping</th>
<th>Users</th>
<th>Sessions</th>
<th>Revenue</th>
<th>Transactions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>49,290</td>
<td>66,847</td>
<td>$4,381.62</td>
<td>103</td>
</tr>
<tr>
<td>% of Total</td>
<td>100.00%(49,290)</td>
<td>100.00%(66,847)</td>
<td>100.00%(4,381.62)</td>
<td>100.00%(103)</td>
</tr>
<tr>
<td>1. Organic Search</td>
<td>29,719</td>
<td>37,120</td>
<td>$2,985.75</td>
<td>73</td>
</tr>
<tr>
<td>% of Total</td>
<td>60.00%(29,719)</td>
<td>55.53%(37,120)</td>
<td>68.14%(2,985.75)</td>
<td>70.87%(73)</td>
</tr>
<tr>
<td>2. Referral</td>
<td>8,365</td>
<td>12,167</td>
<td>$0.00</td>
<td>0</td>
</tr>
<tr>
<td>% of Total</td>
<td>16.83%(8,365)</td>
<td>18.20%(12,167)</td>
<td>0.00%(0.00)</td>
<td>0.00%(0)</td>
</tr>
<tr>
<td>3. Direct</td>
<td>8,242</td>
<td>10,332</td>
<td>$1,139.98</td>
<td>22</td>
</tr>
<tr>
<td>% of Total</td>
<td>16.67%(8,242)</td>
<td>15.46%(10,332)</td>
<td>26.02%(1,139.98)</td>
<td>21.36%(22)</td>
</tr>
<tr>
<td>4. Social</td>
<td>1,779</td>
<td>1,983</td>
<td>$0.00</td>
<td>0</td>
</tr>
<tr>
<td>% of Total</td>
<td>3.57%(1,779)</td>
<td>2.97%(1,983)</td>
<td>0.00%(0.00)</td>
<td>0.00%(0)</td>
</tr>
<tr>
<td>5. (Other)</td>
<td>1,735</td>
<td>2,057</td>
<td>$71.16</td>
<td>3</td>
</tr>
<tr>
<td>% of Total</td>
<td>3.47%(1,735)</td>
<td>3.08%(2,057)</td>
<td>1.62%(71.16)</td>
<td>2.91%(3)</td>
</tr>
<tr>
<td>6. Affiliates</td>
<td>1,158</td>
<td>1,349</td>
<td>$0.00</td>
<td>0</td>
</tr>
<tr>
<td>% of Total</td>
<td>2.32%(1,158)</td>
<td>2.02%(1,349)</td>
<td>0.00%(0.00)</td>
<td>0.00%(0)</td>
</tr>
<tr>
<td>7. Paid Search</td>
<td>767</td>
<td>976</td>
<td>$184.73</td>
<td>5</td>
</tr>
<tr>
<td>% of Total</td>
<td>1.54%(767)</td>
<td>1.46%(976)</td>
<td>4.22%(184.73)</td>
<td>4.85%(5)</td>
</tr>
<tr>
<td>8. Display</td>
<td>745</td>
<td>863</td>
<td>$0.00</td>
<td>0</td>
</tr>
<tr>
<td>% of Total</td>
<td>1.49%(745)</td>
<td>1.29%(863)</td>
<td>0.00%(0.00)</td>
<td>0.00%(0)</td>
</tr>
</tbody>
</table>

Resources:
Create and manage Custom Reports ☝️
Segments

Segments empowers us to really slice and dice the data and compare audiences. Creating separate segments allows for more efficient analysis and greater insight. Separate segments are recommended for both segmenting traffic types and if additional goals are desired for unique types of content or reporting requirements. For example:

**Acquisition-based segments:**
- Paid search traffic
- Organic search traffic
- Social traffic
- Cross-site traffic

**Engagement-based segments:**
- Article types read
- Loyalty levels
- Perceived interest groups
- Subscribers vs. non-subscribers
- Entered checkout but did not complete purchase

**Goal-based segments:**
- Created a free account
- Commented on an article
- Shared on social media
1.0 Data Studio

Google Analytics easily integrates with Data Studio to create beautiful visualizations. Create custom reports with company branding that can be shared with team members or schedule email delivery. The Goals and Segments created in Google Analytics can be used in Data Studio reports, as well as all of the custom dimensions and ecommerce data implemented above.

Resources:
Data Studio Product Overview
About Data Blending

2.0 BigQuery

Google Analytics 360 customers can enable an automated, daily export of Google Analytics data into tables. BigQuery goes beyond the reports available in the Google Analytics interface. Within BigQuery, we can answer complex questions and derive even deeper insights including methods such as journey mapping or content scoring.
BigQuery is a great place to pull in other data sources and query Google Analytics and outside data together. For instance, you may want to stream payment processing data into BigQuery to analyze recurring revenue and churn among paid subscribers.

With Google Analytics 360 + BigQuery, your data science team can draw valuable insights to help optimize and grow your paid subscribers.

**Resources:**
- Set Up BigQuery Export
- Standard SQL Query Syntax

### 3.0 Creating Audiences

The Playbook has already discussed building segments in Google Analytics to group sessions and users by behavior or traffic source information. We can also use those segments to create audiences in Google Ads or Optimize. Both of these tools can be extremely useful in the ultimate goal of optimizing for conversions.

Google Ads enables you to build campaigns and effectively reach your intended audience. By creating audiences in Google Analytics, you can push more relevant ads to different user groups. How would your ads differ for your new vs. loyal visitors? How can you re-engage with someone who has hit the paywall?

Google Optimize is a great tool for simple A/B testing. You can also use your Google Analytics data to set up experiments. For example, we can test how different paywall messaging differs for users of different interest groups.
To create an audience from an existing segment, you will need Edit permissions at the Property level. You should always have Google Ads and/or Optimize already linked to your Google Analytics. From your list of segments, select ‘Build Audience’ from the Actions drop down.

You will then be directed to the Audiences tab in the Admin panel. From here, you can change the membership duration and lookback period, and finally choose the platforms where you will share your audiences.

**Resource:**
Create and Edit Audiences 📜
About Bounteous

Founded in 2003 in Chicago, Bounteous creates big-picture digital solutions that help leading companies deliver transformational digital brand experiences. Our expertise includes Strategy, Experience Design, Technology, Analytics and Insight, and Marketing. Bounteous forms problem-solving partnerships with their clients to envision, design, and build their digital futures.

For more information, please visit www.bounteous.com

About Google News Initiative

The Google News Initiative is our effort to help journalism thrive in the digital age through evolving business models to drive sustainable growth, elevating quality journalism and empowering news organizations with new technology.

You can learn more about our work at g.co/newsinitiative