Advance User Segments
*From the Culture24 Action Research Project ‘How to evaluate online success’*

1. Set up advanced user segments for tracking brand and collections visitors

To set up advanced segments follow the following steps:

In the left hand navigation, under “My Customizations” click on Manage advanced segments > Create advanced segment (see screenshot i below).

**NB.** For an organization with multiple sites, set these up under 1 Google Analytics account with multiple sites underneath it.

*Screenshot: British Museum “Create advanced segments” screen in Google Analytics*

2. Begin to drag in ‘dimensions’ from the left hand bar and set up values against them according to the criteria stated below (see points A and B below which demonstrate how to set up custom segments by brand and by collection).

3. Click ‘Test segment’ once you have set up your criteria to run a test of this segment to see how many users are returned.

4. Once you are happy with the results of this test, you can give the segment a name and click on ‘Create segment’.

5. The results of this segment will then be displayed in the main dashboard, reports below the results for all users (see screenshots ii and iii below for examples).
**A. To set up an advanced segment by Brand**

This is to capture highly focused users who have targeted their online activity towards finding the organization directly.

*e.g.. British Museum*

Set up criteria for this segment as follows:

<table>
<thead>
<tr>
<th>Traffic source – matches exactly – (direct)</th>
<th>i.e. someone has bookmarked the site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Or</td>
<td></td>
</tr>
<tr>
<td>Keyword contains british museum</td>
<td>i.e. someone is searching for the BM directly</td>
</tr>
<tr>
<td>Or</td>
<td></td>
</tr>
<tr>
<td>Keyword contains afghanistan</td>
<td>i.e. major exhibitions</td>
</tr>
<tr>
<td>Or</td>
<td></td>
</tr>
<tr>
<td>Keyword contains book of the dead</td>
<td>i.e. major exhibitions</td>
</tr>
<tr>
<td>Or</td>
<td></td>
</tr>
<tr>
<td>Medium matches exactly email</td>
<td>i.e. driven from email marketing</td>
</tr>
<tr>
<td>And</td>
<td></td>
</tr>
<tr>
<td>Service provider does not contain british museum</td>
<td>This is to filter out internal users</td>
</tr>
</tbody>
</table>

*continues ...*
Screenshot iv: BM custom segment for Brand

e.g. Science Museum

Set up criteria for this segment as follows:

Source matches exactly (direct)

Or

Medium matches exactly email

Or

Keyword contains science museum
Screenshot vi: Science Museum custom segment for Brand
B. To set up an advanced segment for Collections

This is to capture users who are directly searching for the organization’s collections / are collections online users.

Results should show the % of total users who are collections users e.g. Tate

Set up criteria for this segment as follows:

- Page starts with /servlet/
- Or
- Page starts with /collection

Screenshot: Tate custom segment for Collections