

## Advance User Segments

### From the Culture24 Action Research Project 'How to evaluate online success'

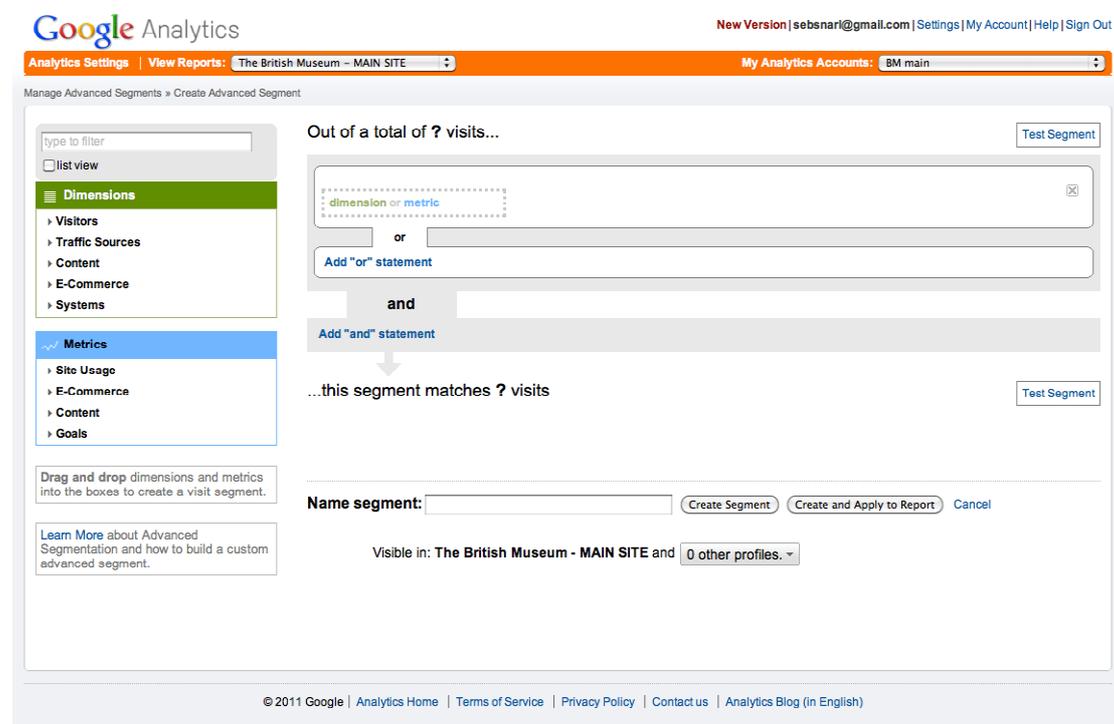
#### 1. Set up advanced user segments for tracking brand and collections visitors

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:

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

*continues ...*

## Screenshot iv: BM custom segment for Brand

Out of a total of **2,556,359** visits...

- Source matches exactly (direct) → **359,639** visits
- or
- Keyword contains (british museum) → **873,891** visits
- or
- Keyword contains (afghanistan) → **6,345** visits
- or
- Keyword contains (book of the dead) → **29,835** visits
- or
- Medium matches exactly (email) → **398** visits
- or
- and
- Service Provider does not contain (british museum) → **2,524,207** visits

...this segment matches **1,243,271** visits

Name segment:

Visible in:  and

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

Google Analytics

New Version | sebsnari@gmail.com | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: Science Museum - NEW | My Analytics Accounts: NMSI

Manage Advanced Segments » Create Advanced Segment

type to filter

list view

**Dimensions**

- Traffic Sources
  - Campaign
  - Ad Group
  - Keyword
  - Ad Content
  - Ad Slot
  - Ad Slot Position
  - Source
  - Medium
  - Referral Path

**Metrics**

- Site Usage
- E-Commerce
- Content
- Goals

Drag and drop dimensions and metrics into the boxes to create a visit segment.

[Learn More](#) about Advanced Segmentation and how to build a custom advanced segment.

Out of a total of **1,521,915** visits...

Test Segment

Condition	Value	Visits
Source Matches exactly	(direct)	215,452
or		
Medium Matches exactly	referral	5,394
or		
Keyword Contains	science museum	406,755

case sensitive

Add "or" statement

and

Add "and" statement

...this segment matches **627,601** visits

Test Segment

Name segment: Science Museum Brand

Visible in: Science Museum - NEW and

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## **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*

The screenshot shows the Google Analytics 'Manage Advanced Segments' interface. The page title is 'Tate Online (FULL SITE)'. The breadcrumb trail is 'Manage Advanced Segments > Edit Advanced Segment'. The main content area is titled 'Out of a total of ? visits...' and contains two criteria for a segment:

- Page starts with /servlet/
- or
- Page starts with /collection

Below these criteria, there is an 'and' section with an 'Add "and" statement' button. The segment is named 'Tate Collection' and is visible in '\*Tate Online (FULL SITE)' and '0 other profiles'. The interface includes a sidebar with 'Dimensions' (Visitors, Traffic Sources, Content, E-Commerce, Systems) and 'Metrics' (Site Usage, E-Commerce, Content, Goals). The footer contains copyright information for 2011 Google and links to Analytics Home, Terms of Service, Privacy Policy, Contact us, and Analytics Blog (in English).