



WEB ANALYTICS IMPLEMENTATION FOR A FINTECH COMPANY

Project Overview

We provided a comprehensive web analytics solution for the client by implementing key event tracking via Google Tag Manager (GTM) and integrating it with Google Analytics 4 (GA4). A custom GA4 dashboard was developed to visualize user behavior, leveraging tailored dimensions and metrics. The behavior-tracking interface enabled the client to make informed, data-driven decisions to optimize website performance and enhance user experience. Additionally, we configured custom dimensions, metrics, events, and goals in GA4, to capture specific data beyond standard tracking, providing deeper insights into user engagement. This helped us better understand user behavior and improve key performance indicators (KPIs).

Client

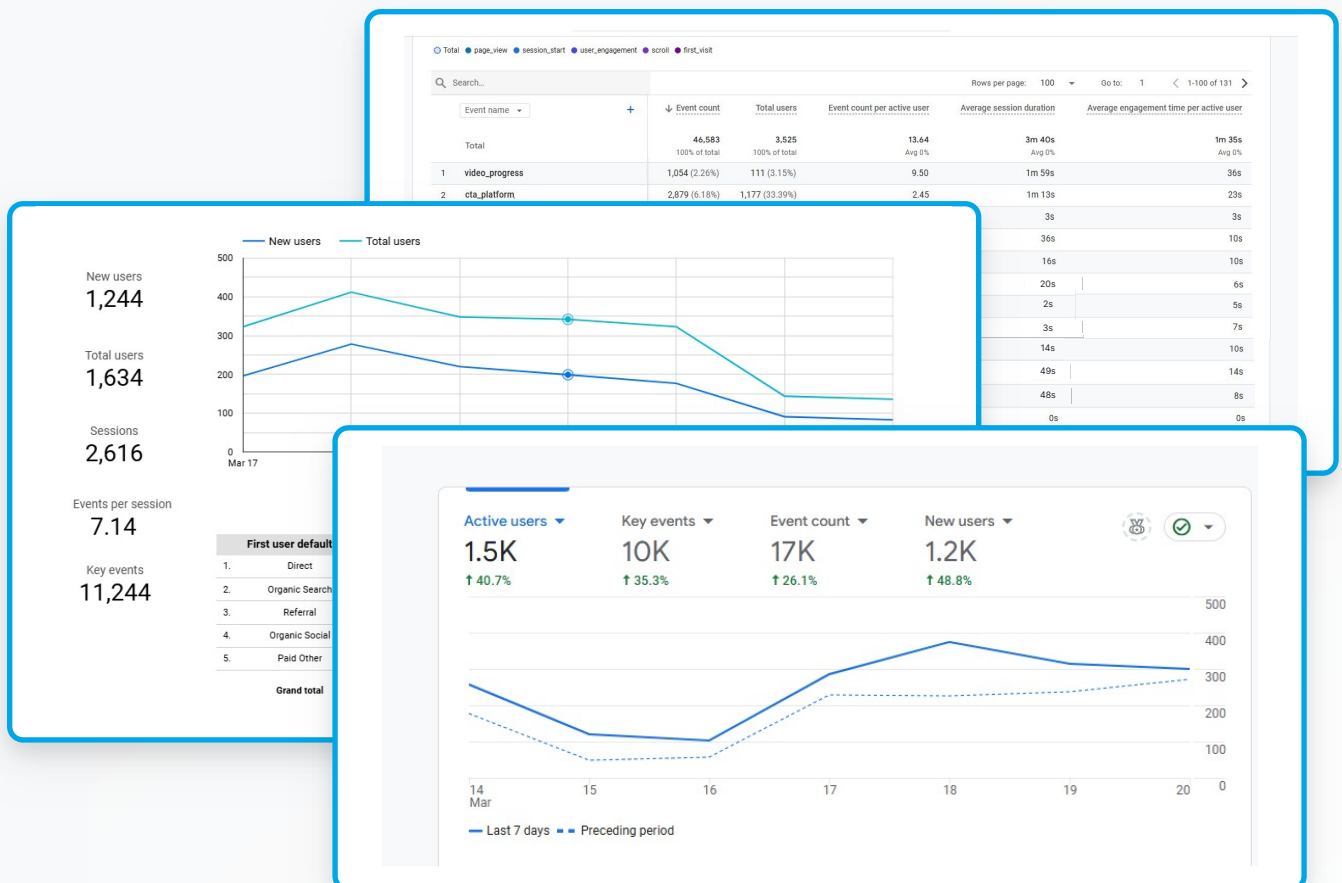
The client is a global leader in relationship banking software, providing SaaS solutions that enhance core banking systems and enable financial institutions to streamline operations, enhance customer experiences, and increase profitability.

Business Challenges

- Google Analytics was configured on the corporate website but was not tracking key events such as form submissions, button clicks, YouTube video views, and video drop-off points.
- The client was unable to gather actionable insights from Google Analytics in order to improve campaign effectiveness and user engagement.
- Generating meaningful reports in GA4 was more complex than in previous versions and required analytics expertise.

Business Requirement

- Implement robust event tracking through Google Tag Manager and Google Analytics to monitor key user actions.
- Design and execute a strategy for tracking video views, including metrics such as watch time and completion rates.
- Develop custom reporting dashboards in Google Analytics for real-time insights to visualize critical user interactions and website performance.
- Provide comprehensive documentation of the Google Analytics and Google Tag Manager setup, including configurations and event tracking implementation.
- Create Looker Studio reports to provide monthly insights into key performance metrics from GA4.



QBurst Solution

We conducted a detailed website audit to identify key user actions on the site that need to be tracked, such as button clicks, form submissions, and YouTube video interactions. We also audited GA4 and GTM to ensure accurate data collection and streamlined tag management.

Based on the audit findings, the GA4 configuration and GTM event setup were corrected, enabling clearer insights into user behavior and alignment with client's business objectives. DataLayer code was added for specific events, and custom dimensions and metrics were implemented based on requirements.

To gain deeper insights into video usage and performance, we integrated playback event tracking into the video player. We also tracked key video parameters, such as percentage viewed, current time, and video URL, ensuring a comprehensive understanding of both video performance and user behavior.

For events not tracked by default, we set up custom dimensions, metrics, and events in GA4. This setup enabled monitoring of YouTube videos, multiple forms, blog interactions, and button clicks, providing a more comprehensive view of user engagement and behavior.

We also developed Looker Studio reports that integrate data from GA4 to meet the client's requirement for monthly insights into key performance metrics. These reports highlighted essential metrics such as user engagement, conversion rates, and traffic sources in a visually engaging and easily interpretable format.

Comprehensive documentation of the GA4 event tracking setup, along with GTM tags and triggers, ensures that all stakeholders can

easily understand and utilize the analytics platform to make data-driven decisions.

Key Reports

- 1 The **user dashboard** provides an in-depth overview of user behavior and traffic acquisition. Additionally, the dashboard tracks key events such as multiple form submissions, interactions with social media share buttons, and other button clicks.
- 2 The **video dashboard** provides valuable insights into the performance of YouTube videos on the website. The dashboard also offers a detailed breakdown of individual videos, highlighting key metrics such as watch time, views, and duration.

Technologies



Google Analytics 4



Google Tag Manager



Looker Studio

Business Benefits

Accurate tracking of multiple events using GA4 and GTM provided the client with detailed insights, enhanced user journey analysis, precise reporting and attribution, improved ROI measurement, and enhanced user experience.

