Business type tracking *checklist*

The tracking everyone needs!

PREPARED BY KATE COOK
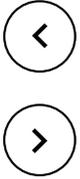
ECOMMERCE

Currency Check
- To ensure your currency is realised in the way you wish to treat it.

Google Analytics Enhanced eCommerce
- Measure partial checkouts/drop offs, customer lifetime value (in aggregate), internal behaviour through site navigation and more.

Do you have payment plans or Afterpay?
- Note this to your tagging expert to ensure traffic is not "double counted" from users being passed through third party platforms during the conversion process (we want a single session to draw a single source of truth)!

Customer Login + Wishlist
- Do you offer a customer login and "wishlist" or "like product to save" options which you could track as events?

Affiliates
- Do you offer an affiliate program?

Cross-domain / multi site tracking
- Do you use landing pages or subdomains for campaigns?

Goals
- Configure key events in the checkout process as goals in other words, add to carts and checkout completions.

Returns & refunds
- Talk to your developer or tagging expert about how you can send your refund or return data back into your analytics account for improved accuracy.

LEAD BASED

Cross-domain / multi site tracking
- Do you use landing pages or subdomains for campaigns?

How do you define a marketing qualified lead?
- Sometimes there can be one simple question that helps to define further detail about your prospect. Whether it be where they're located, whether they're a new or previous customer or when they're looking to make a purchase. Consider whether there is one key data point you could capture at this key stage to further refine and close the data loop between your top and bottom of funnel actions.

Goal/conversion values
- Consider setting conversion values for lead types. Do you know on average what an average lead for a particular product equates to? Why not add this in at the analytics level for ease of understanding which leads are most effective and attributing this back to the marketing source?

PRODUCT

If you've developed a digital product, web analytics is imperative to the success of your product. For this, I'd recommend considering a dedicated tool that specialises in product analytics.

Investigating tools like **MixPanel**, **Amplitude**, and **Heap.io** are a great place to start - though fair warning, these tools can come at a cost.

If you're in the early start up phases of your product journey, many of these tools have "freemium" options. Consider what analytics will offer you as a return on your investment as you grow.

Love checklists? No need to invent the wheel over here. I absolutely love and totally swear by LovesData's suite of in depth checklists. If you're wanting to get into more of the nitty gritty detail and thoroughly understand the tracking opportunities available to you, check them out!

→ LOVES DATA CHECKLISTS