

Understanding Your ROI With Google Analytics

As marketers we know that measuring your ROI with analytics is important. ContentMX collects a range of statistics that give you the big picture of how content marketing benefits your business.

We also recognize that many companies use Google Analytics to get a full measure of their website traffic. This data provides a lot of helpful information, but it is not always easy to correlate it to your content marketing efforts.

To help organize and present this information in a more meaningful way, ContentMX has developed a Google Analytics integration that adds data to your reports to show how your content drives web traffic.

Connecting To Google Analytics

Connecting to the new Google Analytics tool is simple:

1. Click the green + icon at the top right of the page.
2. Scroll to find the Google Analytics icon.
3. Click the Google Analytics icon to start the connection and authentication process.
4. Choose site to use for this connection. (Only applies if you have more than one site tracker.)

Here is a short video that shows the process: <http://quick.as/zg0umq9x>

To take advantage of these new features, we are asking all clients to use our Google Analytics integration feature. Soon, we will also release a new Blog Performance report to give you a more focused understanding about how your unique blog content is supporting your goals.