

CONVERSION MACHINE

MODULE 3 Data Analysis & Hypothesis

VIDEO 15 Transcript

Visitor Segmentation & Personalization

Visitor Segmentation & Personalization

Hey everyone and welcome.

In this video you'll learn about the importance of segmenting your Google Analytics reports and how personalization fits into your conversion optimization process.

Most people look at the base reports in Google Analytics. number of sessions, page views etc.

You as an optimizer know that to truly understand your visitor behaviour you need to segment your reports and dig deeper into the data.