

Custom RTP Dashboards in Google Universal Analytics

What's in this article?

[Setting up a Custom Dashboard](#)

[RTP B2B Dashboard](#)

[RTP Engagement Dashboard](#)

Prerequisites

[Integrate RTP with Google Universal Analytics](#)

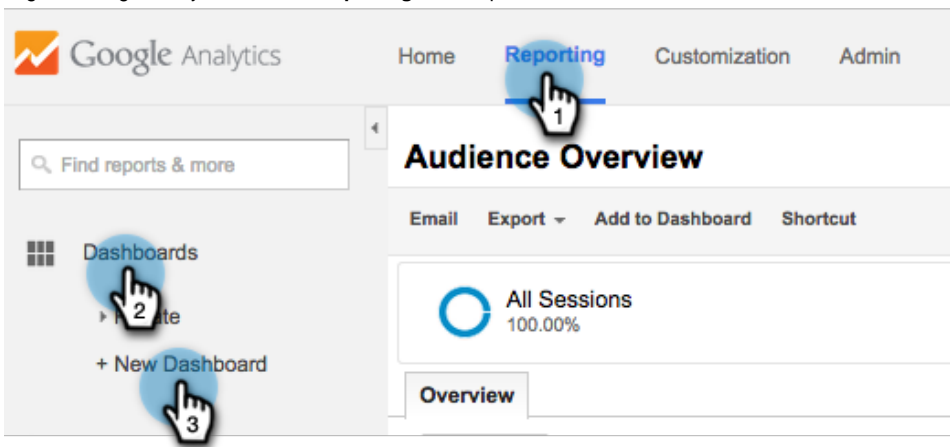
This post explains how to setup RTP dashboards in Google Universal Analytics (GUA).

The data sent from RTP to GUA can be set up as two separate custom dashboards called:

- RTP B2B
- RTP Engagement

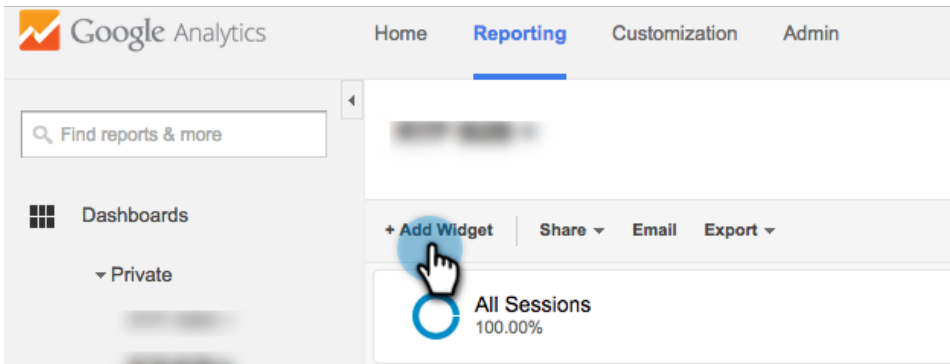
Setting up a Custom Dashboard

1. Login to Google Analytics. Click on **Reporting** in the top menu. Click **Dashboards** and **+New Custom Dashboard**.



2. Select **Blank Canvas**, add a **Dashboard Name** and click **Create Dashboard**.

3. Click **Add Widget** to create a new widget.



RTP B2B Dashboard

This dashboard allows users to analyze their website performance from a B2B perspective.

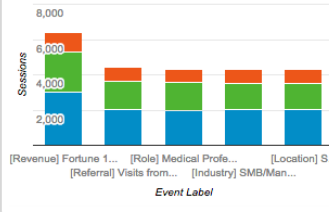
It provides information like visit source and onsite behavior by industry, revenue, size, Account-Based lists, and target segments.

The dashboard consists of 3 columns

- Traffic source
- Segmentation
- Firmographic drill down

1. Create a new dashboard called **RTP B2B Dashboard** and define the following widgets:

Sessions by Segments and Chan... ✕

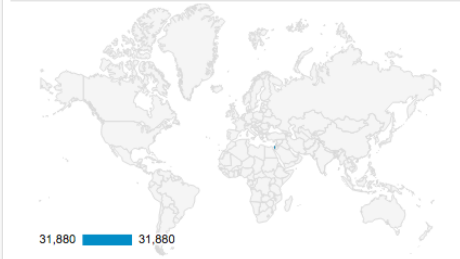


of RTP Segmented Users

31,867
% of Total: 65.20% (48,877)

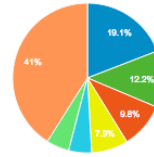


Segmented Sessions by Country

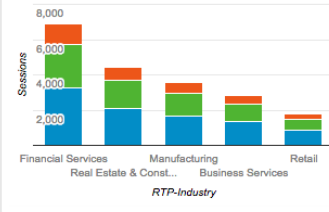


Sessions by Industry

- Financial Services
- Real Estate & Construction
- Manufacturing
- Business Services
- Retail
- Computers & Electronics
- Other

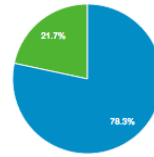


Sessions by Industry and Channels

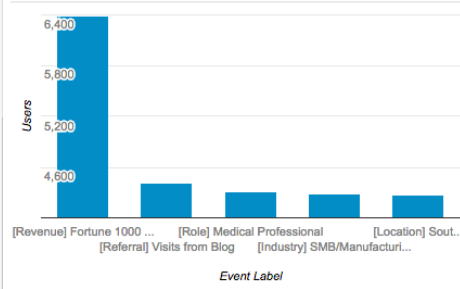


Sessions by RTP Category

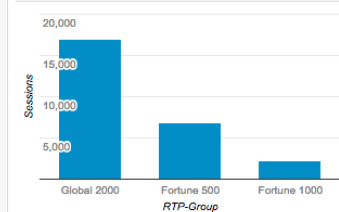
- Enterprise
- SMB



Top Target Segments



Sessions by RTP-Groups



Sessions & Goals by Top Segments

Event Label	Sessions	Goal Conversion Rate
[Revenue] Fortune 1000 - Early Stages	6,398	0.00%
[Referral] Visits from Blog	4,419	0.00%
[Role] Medical Professional	4,317	0.00%
[Industry] SMB/Manufacturing	4,297	0.00%
[Location] Southern California	4,283	0.00%
[Location] LATAM	4,244	0.00%
[Industry] Financial Services	4,208	0.00%
[PBM,MLM,Known] CEOs	2,306	0.00%
[Location] Visitors from EMEA	2,254	0.00%
[Search Terms] Enterprise Solutions	2,240	0.00%

Column 1 - Traffic Sources

- Name: Sessions by Segments and Channels
- Widget type: Bar
- Create a bar chart showing: Session
- Grouped by: Event label
- Pivot by: Default Channel Grouping
- Filter: Only Show | Event Category (containing) RTP-Segments

Column 2 - Segmentation

- Name: # of RTP Segmented Users
- Type: 2.1 Metric
- Show the following metric: Users
- Filter: Only Show | Event Category (containing) RTP-Segments

Widget title: Sessions by Segments and Channels

Standard:

2.1 METRIC TIMELINE GEOMAP TABLE PIE BAR

Real-time:

2.1 COUNTER TIMELINE GEOMAP TABLE

Create a bar chart showing:

Sessions

grouped by:

Event Label

Pivot by (optional):

Default Channel Grouping

Show up to: 5 bars

Use a horizontal version of this chart

Stack series elements such as pivoting, segmentation or date comparison

Show values of the vertical axis

Show values of the horizontal axis

Show title of the vertical axis

Show title of the horizontal axis

Show up to: Auto

Filter this data:

Only show: Event Category Containing RTP-Segments

Add a filter

- Name: Sessions by Industry and Channels
- Widget type: Bar
- Create a bar chart showing: Session
- Grouped by: RTP-Industry
- Pivot by: Default Channel Grouping

Widget title: Sessions by Industry and Channels

Standard:

2.1 METRIC TIMELINE GEOMAP TABLE PIE BAR

Real-time:

2.1 COUNTER TIMELINE GEOMAP TABLE

Create a bar chart showing:

Sessions

grouped by:

RTP-Industry

Pivot by (optional):

Default Channel Grouping

Show up to: 5 bars

Use a horizontal version of this chart

Stack series elements such as pivoting, segmentation or date comparison

Show values of the vertical axis

Show values of the horizontal axis

Show title of the vertical axis

Show title of the horizontal axis

Show up to: Auto

Widget title: # of RTP Segmented Users

Standard:

2.1 METRIC TIMELINE GEOMAP TABLE PIE BAR

Real-time:

2.1 COUNTER TIMELINE GEOMAP TABLE

Show the following metric:

Users

Filter this data:

Only show: Event Category Exactly matching RTP-Segments

Add a filter

- Name: Segmented Sessions by Country
- Type: Geomap
- Plot selected metric: Country | Sessions
- Select a region: The World
- Filter: Only Show | Event Category (containing) RTP-Segments

Widget title: Segmented Sessions by Country

Standard:

2.1 METRIC TIMELINE GEOMAP TABLE PIE BAR

Real-time:

2.1 COUNTER TIMELINE GEOMAP TABLE

Plot selected metric:

Country Sessions

Select a region:

The World

Filter this data:

Only show: Event Category Exactly matching RTP-Segments

Add a filter

- Name: Top Target Segments
- Type: Bar
- Create a bar chart showing: Users
- Grouped by: Event Action
- Filter: Only Show | Event Category (containing) RTP-Segments

Add a Widget

Widget title:
Top Target Segments

Standard:

2.1
METRIC

TIMELINE

GEOMAP

TABLE

PIE

BAR

Real-time:

2.1
COUNTER

TIMELINE

GEOMAP

TABLE

Create a bar chart showing:

Users

grouped by
Event Action

Pivot by (optional):
Add a dimension

Show up to 5 bars

Use a horizontal version of this chart

Stack series elements such as pivoting, segmentation or date comparison

Show values of the vertical axis

Show values of the horizontal axis

Show title of the vertical axis

Show title of the horizontal axis

Show up to Auto

Filter this data:
Only show Event Category Containing RTP-Segment

[Add a filter](#)

- Name: Sessions & Goals by Top Segments
- Type: Table
- Display the following columns:
Event Label | Sessions | Goal Conversion Rate
- Filter:
Only Show | Event Category (containing) RTP-Segments

Widget title:
Sessions & Goals by Top Segments

Standard:

2.1
METRIC

TIMELINE

GEOMAP

TABLE

PIE

BAR

Real-time:

2.1
COUNTER

TIMELINE

GEOMAP

TABLE

Display the following columns:
Event Label Sessions Goal Conversion Rate

Show a table with 10 rows

Filter this data:
Only show Event Category Containing RTP-Segments

RTP Engagement Dashboard

This dashboard allows users to analyze their RTP campaign performance and recommendation engine engagements. It provides comparison of avg. session duration and pages per session between:

- Unengaged
- Engaged (impressions and clicks on a personalized campaign)
- Clicks on the Recommendation Engine and top recommended content

Create a new dashboard called **RTP Engagement Dashboard** and define the following widgets:

Total CTA (Engagement)
20,926
% of Total: 25.87% (80,904)

Total CTA (Clickthrough)
6,462
% of Total: 7.99% (80,904)

CRE - Total Clicks
12,375
% of Total: 11.30% (109,557)

Avg. Visit Duration (Engagement)
00:00:49
Avg for View: 00:00:17 (190.52%)

Avg. Visit Duration (Clickthrough)
00:01:26
Avg for View: 00:00:17 (410.74%)

CRE - Top Recommended Content

Page Title	Pageviews
Turner Technology - Home Page	1,017
Financial Services Solutions	604
Healthcare Solutions	582
Hybrid Cloud Based Backup for Hospitals	319
Technology	319
Oxford University - Case Study	315
Products - Obi-Wan	305
Company	299
Enterprise	299
Massachusetts Institute Technology - Case Study	296

Pages / Session (Engagement)
4.83
Avg for View: 2.24 (115.58%)

Pages / Session (Clickthrough)
8.19
Avg for View: 2.24 (265.82%)

Impressions per CTA

Event Label	Total Events	Users
[PBM] CEO Testimonial - In-Zone	2,275	2,157
[Target Accounts] Fortune 1K - V2	2,234	2,118
[Target Accounts] - Ebook for Enterprises	2,222	2,103
[Events] Upcoming EMEA Webinar	2,219	2,117
[Target Accounts] Fortune 1K - V3	2,199	2,106

Clickthrough per CTA

Event Label	Total Events	Users
[PBM] CEO Testimonial - In-Zone	714	689
[Target Accounts] Fortune 1K - V1	708	687
[Target Accounts] - Ebook for Enterprises	690	652
[Events] Upcoming EMEA Webinar	682	659
[Target Accounts] Fortune 1K - V2	682	657

Column 1 Campaigns Exposure

- Name: **Total CTA (Engagement)**
- Type: **2.1 Metric**
- Show the following metric: **Total Events**
- Filters:
 - [only show] Event Category (contains): RTP-Campaigns
 - [only show] Event Action (exactly matching): Impression
 - [don't show] Event Label (containing): #

Widget title:
Total CTA (Engagement)

Standard:

2.1
METRIC

TIMELINE

GEOMAP

TABLE

PIE

BAR

Real-time:

2.1
COUNTER

TIMELINE

GEOMAP

TABLE

Show the following metric:
Total Events

Filter this data:

Only show Event Category

Exactly matching RTP-Campaigns

Only show Event Action

Exactly matching Impression

Don't show Event Label

Containing #

Column 2 Campaigns Clickthrough

- Name: **Total CTA (Clickthrough)**
- Type: **2.1 Metric**
- Show the following metric: **Total Events**
- Filters:
 - [only show] Event Category (contains): RTP-Campaigns
 - [only show] Event Action (exactly matching): Clicks
 - [don't show] Event Label (containing): #

Widget title:
Total CTA (Clickthrough)

Standard:

2.1
METRIC

TIMELINE

GEOMAP

TABLE

PIE

BAR

Real-time:

2.1
COUNTER

TIMELINE

GEOMAP

TABLE

Show the following metric:
Total Events

Filter this data:

Only show Event Category

Exactly matching RTP-Campaigns

Only show Event Action

Exactly matching Clicks

Don't show Event Label

Containing #

- Name: **Avg. Session Duration (Engagement)**
- Type: **2.1 Metric**
- Show the following metric: **Avg. Session Duration**
- Filters:
 - [only show] Event Category (exactly matching): RTP-Campaigns
 - [only show] Event Action (exactly matching): Impression
 - [don't show] Event Label (containing): #

- Name: **Avg. Session Duration (Clickthrough)**
- Type: **2.1 Metric**
- Show the following metric: **Avg. Session Duration**
- Filters:
 - [only show] Event Category (exactly matching): RTP-Campaigns
 - [only show] Event Action (exactly matching): Clicks
 - [don't show] Event Label (containing): #

Widget title: Avg. Visit Duration (Engagement)

Standard: 2.1 METRIC, TIMELINE, GEOMAP, TABLE, PIE, BAR

Real-time: 2.1 COUNTER, TIMELINE, GEOMAP, TABLE

Show the following metric: Avg. Session Duration

Filter this data:

- Only show: Event Category (Exactly matching) RTP-Campaigns
- Only show: Event Action (Exactly matching) Impression
- Don't show: Event Label (Containing) #

- Name: Pages / Session (Engagement)
- Type: 2.1 Metric
- Show the following metric: Pages / Session
- Filters:
 - [only show] Event Category (exactly matching): RTP-Campaigns
 - [only show] Event Action (exactly matching): impression
 - [don't show] Event Label (containing): #

Widget title: Pages / Session (Engagement)

Standard: 2.1 METRIC, TIMELINE, GEOMAP, TABLE, PIE, BAR

Real-time: 2.1 COUNTER, TIMELINE, GEOMAP, TABLE

Show the following metric: Pages / Session

Filter this data:

- Only show: Event Category (Exactly matching) RTP-Campaigns
- Only show: Event Action (Containing) Impression
- Don't show: Event Label (Containing) #

- Name: Impressions by CTA
- Type: Table
- Display the following columns: Event Label | Total Events | Users
- Filters:
 - [only show] Event Category (exactly matching): RTP-Campaigns
 - [only show] Event Action (exactly matching): impression
 - [don't show] Event Label (containing): #

Widget title: Impressions by CTA

Standard: 2.1 METRIC, TIMELINE, GEOMAP, TABLE, PIE, BAR

Real-time: 2.1 COUNTER, TIMELINE, GEOMAP, TABLE

Display the following columns: Event Label, Total Events, Users

Show a table with 5 rows

Filter this data:

- Only show: Event Category (Exactly matching) RTP-Campaigns
- Only show: Event Action (Exactly matching) Impression
- Don't show: Event Label (Containing) #

Widget title: Avg. Visit Duration (Clickthrough)

Standard: 2.1 METRIC, TIMELINE, GEOMAP, TABLE, PIE, BA

Real-time: 2.1 COUNTER, TIMELINE, GEOMAP, TABLE

Show the following metric: Avg. Session Duration

Filter this data:

- Only show: Event Category (Exactly matching) RTP-Campaigns
- Only show: Event Action (Exactly matching) clicks
- Don't show: Event Label (Containing) #

- Name: Pages / Session (Clickthrough)
- Type: 2.1 Metric
- Show the following metric: Pages / Session
- Filters:
 - [only show] Event Category (exactly matching): RTP-Campaign
 - [only show] Event Action (exactly matching): clicks
 - [don't show] Event Label (containing): #

Widget title: Pages / Session (Clickthrough)

Standard: 2.1 METRIC, TIMELINE, GEOMAP, TABLE, PIE, BA

Real-time: 2.1 COUNTER, TIMELINE, GEOMAP, TABLE

Show the following metric: Pages / Session

Filter this data:

- Only show: Event Category (Exactly matching) RTP-Campaigns
- Only show: Event Action (Exactly matching) clicks
- Don't show: Event Label (Containing) #

- Name: Clickthrough by CTA
- Type: Table
- Display the following columns: Event Label | Total Events | Users
- Filters:
 - [only show] Event Category (exactly matching): RTP-Campaign
 - [only show] Event Action (exactly matching): clicks

Widget title: Clickthrough by CTA

Standard: 2.1 METRIC, TIMELINE, GEOMAP, TABLE, PIE, BA

Real-time: 2.1 COUNTER, TIMELINE, GEOMAP, TABLE

Display the following columns: Event Label, Total Events, Users

Show a table with 5 rows

Filter this data:

- Only show: Event Category (Exactly matching) RTP-Campaigns
- Only show: Event Action (Exactly matching) clicks

Related Articles

[Integrate RTP with Google Universal Analytics](#)

[Custom RTP Reports in Google Universal Analytics](#)

