TRACKING CHAT DRIVEN CONVERSIONS

Integrating Google Analytics with BoldChat

BOLDCHAT

Introduction

Live chat has come of age. Gone are the days when chatting with website visitors was seen only as a way to reduce support costs. For some time now, savvy internet retailers have utilized intelligent chat interactions as a key contributor in the sales cycle. This technology-datasheet explains how to implement Google's Analytics code to uncover, at a granular level, exactly how important live chat can be to increasing close-rates online.

Audience

This paper is geared toward persons who are comfortable working with HTML code. Advanced HTML coding is not required but some level of familiarity with the basics of HTML will be helpful.

Experience implementing Google Analytics code and setting up Goal Funnels is a requirement for anyone wanting to follow the best practices contained herein.

Overview

For a given conversion event (sale, newsletter sign-up, filling out an email form, etc..) two Google funnels will need to be set up. The first funnel will not include live chat but the second one will. Used together, these two funnels will allow website administrators to calculate how many conversions occurred with a live chat interaction as an antecedent.

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The Funnel without Live Chat

For a given conversion event, users will need to create a funnel which doesn't include live chat as part of the conversion process. In reality, the funnel need only include the last step of the conversion process, as this will provide the total number of conversions that occurred both with and without a live chat interaction. In our example, the conversion event is simply visiting the "contact us" page. The first funnel is:

Homepage > About Us > Contact Us

If you include other steps in the funnel, it is important that they are truly steps that users must take in order to reach the final conversion event. If users can arrive at the final step in any other way besides going through the funnel, then your data will be inaccurate. In our example, we assume that the only way to arrive at the contact us page is to follow the funnel.

It is important that the Google Analytics code be modified so that when a chat is launched from your site, Analytics will understand that the chat is resident on your domain. Our modifications (see below) also enable the system to recognize real chat interactions and not just launches of the pre-chat form.
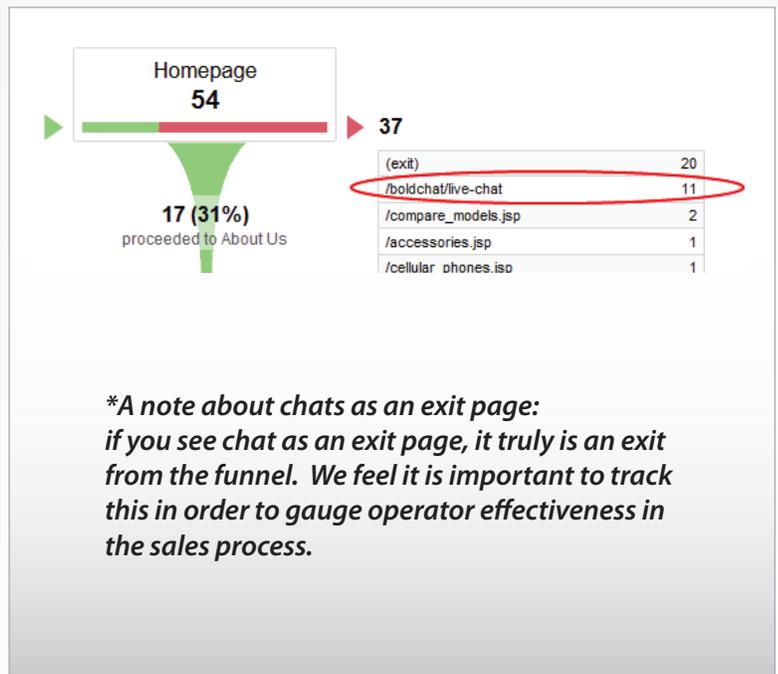
*A note about chats as an exit page:
if you see chat as an exit page, it truly is an exit from the funnel. We feel it is important to track this in order to gauge operator effectiveness in the sales process.*

The Funnel with Live Chat

The live chat funnel for any given conversion event should only include two steps – the live chat window itself and the same conversion page as the funnel without chat. This simple two-step funnel will tell you how many of the conversions had a live chat before or during conversion.

When setting up this funnel, the "Step 1" URL you input into the Google Analytics setup screen will be:

/boldchat/live-chat

Also, it is important that you check the "Required Step" check box next to the first step.

The Funnels Together

The first funnel will show the total number of the specified conversions, how many exited via chat, and the second funnel will show how many of those conversions involved a live chat.

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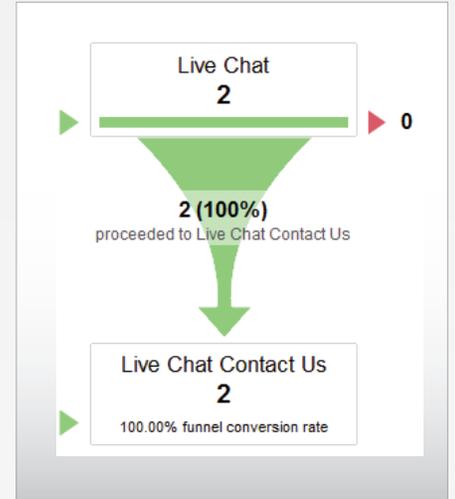
Technical Details

The Google Analytics code that will be pasted into the chat window footer needs to be modified as follows in order to work appropriately as discussed above.

The text below that appears in red needs to be added to the existing Google Analytics code that you access through your Google account.

To make things easier for you, simply follow these steps to generate the complete code snippet you'll need:

1. Replace the "UA-XXXXXX-X" string in the code below with what is provided in the Google Analytics code associated with your Google account.
2. Once you've made the change specified in #1 to the code below, copy the entire snippet, making sure that everything between the two lines is included.

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js'
type='text/javascript'%3E%3C/script%3E"));
</script>
<script type="text/javascript">
If(document.body.className.substring(document.body.className.indexOf('page-')+5)=='1'){
var pageTracker = _gat._getTracker("UA-XXXXXX-X");
pageTracker._setDomainName("none");
pageTracker._initData();
pageTracker._trackPageview("/boldchat/live-chat");
}
</script>
```

3. Once you have the modified code copied, access the BoldChat client and navigate to:
    Setup > Account Setup > Chats > Custom Chat Windows > New/Edit.
4. From the *New/Edit Custom Chat Window* form, select the *Brandings* tab and check the *Custom Branding* radio button under Branding Type.
5. Then select *Header/Footer > Footer Include* from the bottom half of the form.
6. Inside the text area on the right, paste the code you just created and Save your changes. If other code already exists, paste this code below it.