

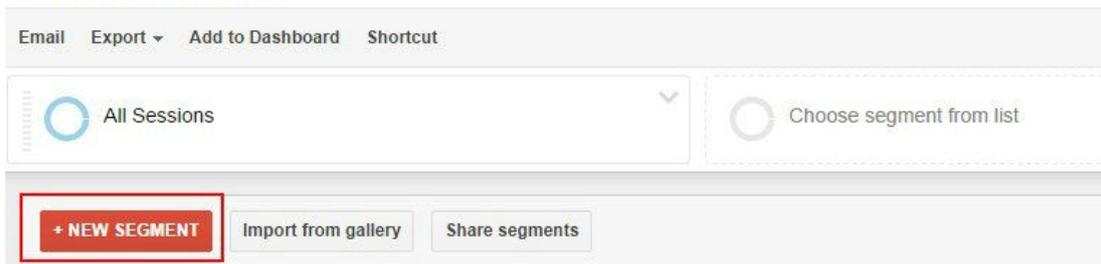
## Measuring ROI from PriceMe Traffic using Google Analytics

How do the PriceMe visitors convert on your website? What kind of products do they buy? Here's a brief outline on how to answer the above questions using [Google Analytics](#). Please note that PriceMe users might return to your website directly at a later date, so actual conversion rates are higher than those reported by Google Analytics.

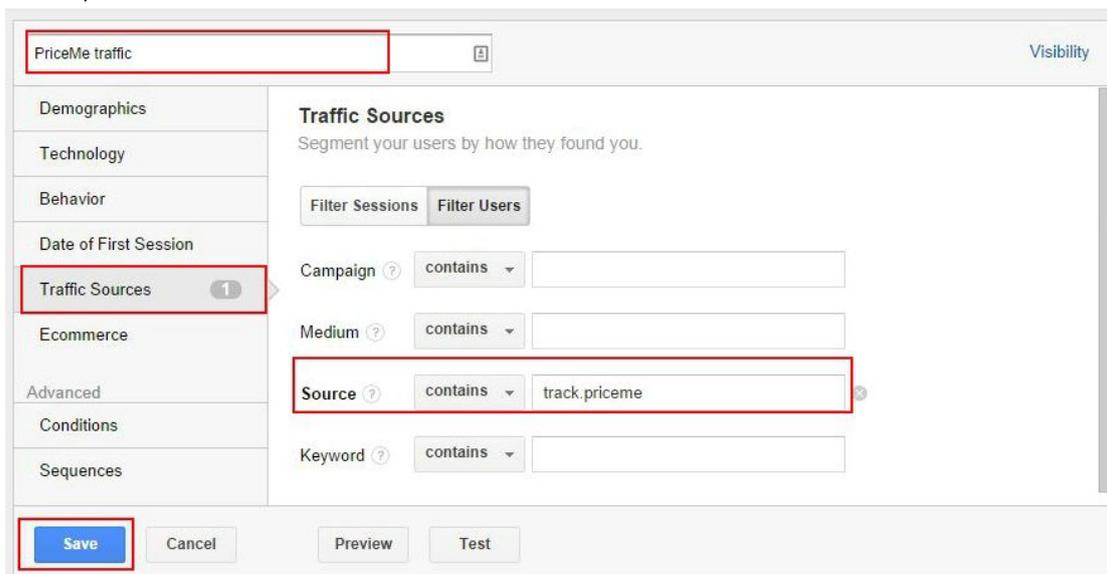
### Step 1. Create a segment.

- Navigate to *Audience -> Overview* (normally displayed by default)
- Click on “+ Add Segment” at the top add a new segment.

#### Audience Overview



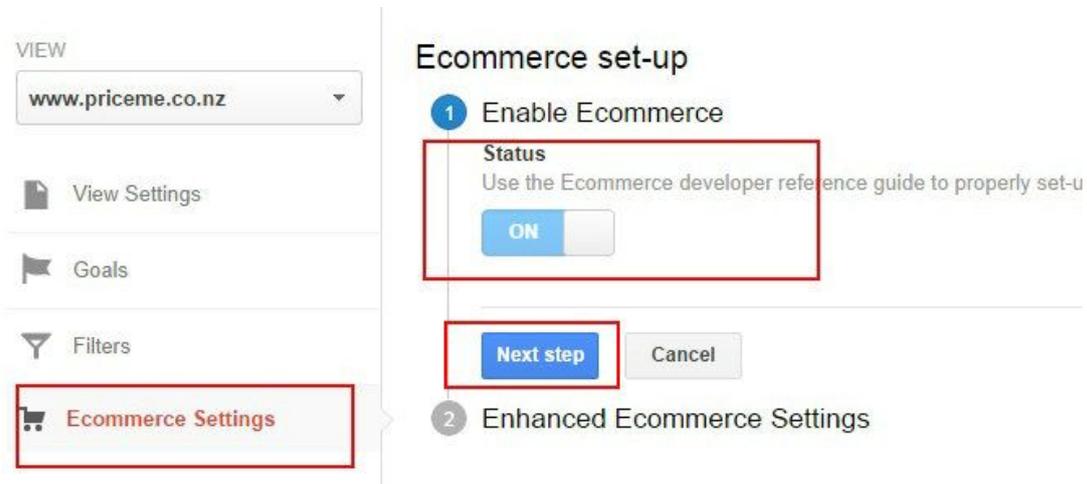
- Create a new segment by clicking the red “+ NEW SEGMENT” button.
- Select “Traffic sources” in the navigation and then “Source” to the right. Please see the image below.
- Use “contains” as a condition and enter 'track.priceme' as value. You have now created a segment.
- Finally give it a name like “PriceMe traffic” (in the box "Segment Name" and click the “Save” button).



### Step 2. Enable eCommerce Tracking if you haven't already done so.

Most likely you already have enabled eCommerce tracking in Google Analytics . If so, please

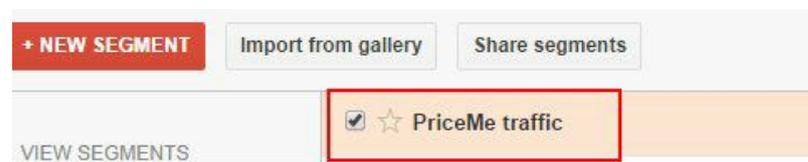
- continue to step 3 below. If not, please follow the steps below
- Go to *Admin* section (accessible from the menu at the top)
  - Click on "*eCommerce Settings*" in the "*View*" column to the right.
  - Click on "*Enable eCommerce*" and click "*Submit*" button.



### Step 3. Analyse conversions by the "PriceMe" segment

You have now created a segment and have enabled eCommerce tracking in Google Analytics

- Apply the newly created segment created in step 1 by clicking "+Add Segment".
- Select "PriceMe traffic" or whatever you called the PriceMe segment in step 1, and click 'Apply'.



- Analyse conversions from PriceMe as you normally would by navigating to *Conversions* -> *eCommerce* in the left-hand navigation.

