

Google Analytics Segment Importer for Optimizely User Guide

Table of Contents:

[Disclaimer](#)

[Objective](#)

[Prerequisites](#)

[Setup in Google Analytics](#)

[Setup in Optimizely](#)

[Using the Segment Importer to create Uploaded Audiences](#)

[Creating Optimizely Audiences using the uploaded segments](#)

[Known issues and limitations](#)

[Application source code](#)

Disclaimer

This application is beta software. Optimizely makes no warranties (express or implied). Use at your own risk.

Objective

The Google Analytics Segment Importer for Optimizely is designed to facilitate the creation of [Uploaded Audiences](#) which enable targeting of Optimizely Personalization campaigns and A/B Tests based on segments defined in Google Analytics.

Prerequisites

In order to use the GA Segment Importer, you will need the following configured in your Optimizely project:

- Optimizely Personalization Professional, or a legacy testing plan which includes access to Uploaded Audiences.

- These plan types are required in order to access the Uploaded Audiences feature.
- Note that Partner Sandboxes should also have access to Uploaded Audiences.
- Google Analytics (Free or Premium)

Setup in Google Analytics

In order for Optimizely to target visitors tracked in GA, we need a cookie-based ID which will be consistent across all visits :

1. Create a custom dimension by following these instructions:
<https://support.google.com/analytics/answer/2709829?hl=en>
2. Note the index of the new dimension (we'll use this later)
3. Implement code which will retrieve the value of the `_ga` cookie and set it as the value for a GA Custom Dimension on each page of your site. This sample code could be implemented as a [callback](#) which fires when the GA tracker finishes initializing:

```
ga(function(tracker) {
  var getCookie = function(name) {
    var match = document.cookie.match(name+'=([^\;]*)');
    return match ? match[1] : undefined;
  };
  ga('set', GA_COOKIE_DIMENSION_ID , getCookie("_ga"));
});
```

See here for an example of what this code looks like in the context of your GA tracking code on the page: <http://note.io/28IRoB8>

4. Define the segments you wish to import in Google Analytics:
<https://support.google.com/analytics/answer/3124493?hl=en>
 - a. Note that segments are defined at a user-level in GA. If you need to import segments which another user has defined, please ask them to adjust the segment's availability to make it visible to all collaborators on the View:
<https://support.google.com/analytics/answer/6121378?hl=en#availability>

Setup in Optimizely

The Google Analytics Segment Importer is currently distributed as an Optimizely App. To access it during the beta period, you must be “whitelisted” to access the app. Please contact partner-enablement@optimizely.com for assistance with whitelisting.

Once your account is whitelisted, please follow these steps to enable the app in your project:

1. Go to **Settings > Labs**

2. Select **Optimizely Apps** and enable the feature
3. You should now see an **Apps** tab between **Integrations** and **Collaborators**. Click the tab to see a list of available apps.
4. Select **GA Segment Importer** and turn it on
5. You will now see a tab for **GA Segment Importer** to the right of **Settings**. Click the tab to load the app.

The app has access to your project data automatically once it is loaded in the Optimizely interface (for more information about how this works, see the developer documentation for [Optimizely Apps](#)).

Using the Segment Importer to create Uploaded Audiences

Once you have loaded the app, you'll be walked through a sequence of steps to create your first Uploaded Audience.

1. **Authenticate with Google.** Click the link to authenticate with Google and grant the Segment Importer the right to access your GA reporting data. The app requests read-only access and will not have rights to change your GA settings. Make sure to authenticate with the Google account which has access to the segments you wish to import.
2. **Configure Google Analytics Settings.** The app prompts you for three pieces of information:
 - a. **GA View:** This is the GA View which contains the information you want to use for targeting in Optimizely.
 - b. **Number of days in the past:** The GA Reporting API requires a number of days in the past to look for data. Setting a large number will increase the amount of time required to process lists. Enter a whole number.
 - c. **Index of GA Dimension:** This is the index of the dimension you created to store the value of the visitor's `_ga` cookie. Enter a whole number.
3. **Import Google Analytics Segments:** Click the link to load a list of segments available in your GA user account. Select a segment from the list and click Submit to start the import process.
 - a. Note that the Segment Importer can only handle lists of up to 180,000 `_ga` ids.
 - b. Lists imported via Uploaded Audiences take up to 4 hours to propagate and be available for targeting.
 - c. Note that this process creates a one-time import.
4. **Configure Automatic Updating (Optional):** The feature makes it possible to keep Uploaded Audiences up-to-date with fresh data from Google Analytics.

- a. When you configure Automatic Updates, you'll be prompted to enter an Optimizely API token. This should be an administrative token for your project. You can generate a token by going to <https://app.optimizely.com/tokens>.
- b. You'll also be prompted to enter an update cadence. Segment importer will check for new data on this cadence (minimum is once per hour).
- c. After submitting your API token and cadence, go back to Auto-Update settings. You'll see a list of all the segments you've imported, and you can enable automatic updates for any number of them.

Creating Optimizely Audiences using the uploaded segments

The Google Analytics Segment Importer will create [Uploaded Audiences](#). These Audiences will be lists of _ga cookie ids which all belong to a particular segment.

In order to target an A/B test or Personalization campaign using this list of IDs, you will need to build an Optimizely Audience which includes an Uploaded List condition. Please follow [these instructions](#) to create an Optimizely Audience.

Known issues and limitations

1. [7/7/16] Queries which retrieve GA data submitted "today" are very slow and can cause timeouts in the app. Excluding today's data greatly improves the stability and reliability of the app, but it means that uploaded audiences will be up to 24 hours old. Implementing a [GAE Task Queue](#) would accommodate longer queries.
2. Imported segments can only contain up to 180,000 _ga ids. This is a limit imposed by the Uploaded Audiences API. Migrating to DCP would address this.
3. Data imported via the Uploaded Audiences API takes up to 4 hours to propagate and be available for targeting. Migrating to DCP would address this.
4. After migrating to DCP, switching the app to use the optimizelyEndUserId cookie value would be preferable (instead of _ga cookie). optimizelyEndUserId is a useful ga dimension for debugging the Optimizely > GA integration, and optimizelyEndUserId cookie should be consistently available.
5. Segments which contain GA Demographic Data (such as age, gender, affinity categories) are not supported due to [GA Data Thresholds](#).
6. The Optimizely Apps token expires after 2 hours. If your session has been inactive for a long time, you may need to reload the GA Segment Importer app tab.

7. If the app reaches an unrecoverable state for your project, navigate to <http://ga2optly.appspot.com/reset>. This will delete all project data and segment info from the GA Segment Importer (it will not delete data in GA or in Optimizely).

Application source code

This application code is freely available for review here:

https://github.com/optimizely/ga2optly_v2

This code is provided as a proof of concept and is for educational purposes only. This project will not be supported long-term.