



## Measuring Offline Advertising with Google Analytics

An easy strategy to measure effectiveness of offline marketing

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Small businesses and marketers often struggle with measuring the results of their advertising methods. Online advertising, for the most part, is easy to measure, especially with software like Google Analytics available. With online marketing efforts, such as banner ads or paid advertising, they can be easily measured. Google Analytics can easily tell you, how many people clicked on the advertisements, how long they stayed for, and if they took any further action.

Unfortunately, this isn't the case for offline advertising, such as mailers, newspaper ads or brochures. There is simply no way to accurately measure how many people have looked at the advertisements or how long they looked at the advertisements.

However, there is a simple way to measure how many people take action online due to the offline advertisements. Here's how it works.

Almost every advertisement today contains a URL for the company website. Most often it reads like

<http://www.YourCompany.com>

If this is the type of URL you include in your advertisement, you will not be able to measure, who came to the website due to your advertisement or marketing efforts. There is a simple solution.

Simply create a new sub-page or vanity URL; similar to <http://www.YourCompany.com/ad>

If you only include that URL in brochure, you will easily be able to measure how many people came to the website due to your advertisement. Not only will you be able to measure the effectiveness of your offline ad, you should be able to segment the visitors to understand how people who came to the website through the advertisement utilized the site, and how many of them took action.

***Measure your advertising efforts with your website analytics. It's simple to do, and offers real insight into how your marketing efforts are actually working.***



## About The Revived Group

The Revived Group is composed of analytics professionals who are experienced in making the most out of any web presence. We are a team of professionals that specialize in **web analytics, conversion rate optimization, usability testing, web development and design**. We offer our clients the tools to measure data, and the perspective to make the data useful.

*Our approach is simple, use analytic data to drive the development process.*

 Revived Group  
Analytics Laboratory



## Our Services

**Analytics** – The Revived Group analytic services helps you discover, plan and execute effective tactics to improve your website's effectiveness and marketing power to generate higher conversions yielding more sales.

**Web Development** - Research in the realm of website effectiveness shows that people often make assumptions about organizations based off their website in the first 30 seconds of visiting. It's simple psychology - people judge books by their covers. The real question obviously becomes, "*what does your website say about your organization?*"

**Consulting** - We have designed our consulting service around our core philosophy: *identify a problem, gather data to understand the problem, and then create an actionable solution to solve it.*

**Speaking** - *Loyalty, confidence, referrals, high conversion rates, and smoother sales* - these are all things business want. The Revived Group offers a variety of speaking engagements to show you how today's online analytic tools can show you the real areas of opportunity.

Visit us at

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