

Gerardo Perez:

One of the biggest things that I see new advertisers overlook is how to properly set up their columns. In this video, I'm going to be showing you how to set up your reporting columns for eCommerce. So the first thing I want you to do is click down here on default columns and select custom columns. As you can see here on the right hand side, we have 19 pre-selected columns. So we have to add a couple more of these to be able to clearly see our customer journey. What I want you to do is go to the left hand side of the page and click on page event. As you can see here, we have plenty of more options to choose from. The first one I suggest that you actually click on is page view. Page view is going to give you insights on all the people that actually made it to your landing page.

Next up we have add to cart. Add to cart is going to give you insights on all the people that actually clicked add to cart on your site. After that, I want you to select initiate checkout. Notice how we're selecting these in order. And yes, if you actually go out of order, you can rearrange them on the right hand side where it says column selected. Lastly, we have complete payment. For complete payment, I want you to select a couple more of these. So I want you to select total, cost and value per event. Lastly, I want you to select complete payment ROAS. For this one all you have to do is select total.

So now if we take a look at the right hand side, we're going to have a very clear view on where our customers are potentially dropping off. As you can see in order, we have total page view, total add to cart, total initiate checkout, total complete payment, cost per complete payment, value per complete payment and complete payment ROAS.

In order to save this, I want you to toggle this button right here on the left hand side. You can name it anything you want. Typically I either name it row as or e-comm so I know specifically what it's for. Once you hit confirm, it will actually pre-save it, and you can find it by clicking over here. And as you can see here, you're going to have a drastic difference in your column, and you're going to be able to clearly see your data insights on where your customer's dropping off. This is incredibly helpful for when you actually get to the stage where you want to create retargeting campaigns so that you know which audiences to include and segment. With that being said, I'll see you in the next lesson.