

# Splunk For Google Analytics

Charles Adriaenssens, Business Analytics Lead  
Rory Blake, Staff PS Consultant

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splunk >

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During the course of this presentation, we may make forward looking statements regarding future events or the expected performance of the company. We caution you that such statements reflect our current expectations and estimates based on factors currently known to us and that actual events or results could differ materially. For important factors that may cause actual results to differ from those contained in our forward-looking statements, please review our filings with the SEC. The forward-looking statements made in the this presentation are being made as of the time and date of its live presentation. If reviewed after its live presentation, this presentation may not contain current or accurate information. We do not assume any obligation to update any forward looking statements we may make. In addition, any information about our roadmap outlines our general product direction and is subject to change at any time without notice. It is for informational purposes only and shall not, be incorporated into any contract or other commitment. Splunk undertakes no obligation either to develop the features or functionality described or to include any such feature or functionality in a future release.

# How to gain more insight into site performance and user activity



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# Agenda

- The Business Problem
- The Solution: Employing Splunk for Google Analytics
- The Business Outcome

# The Business Problem

Developing a better understanding of customer journeys



Returning  
customer

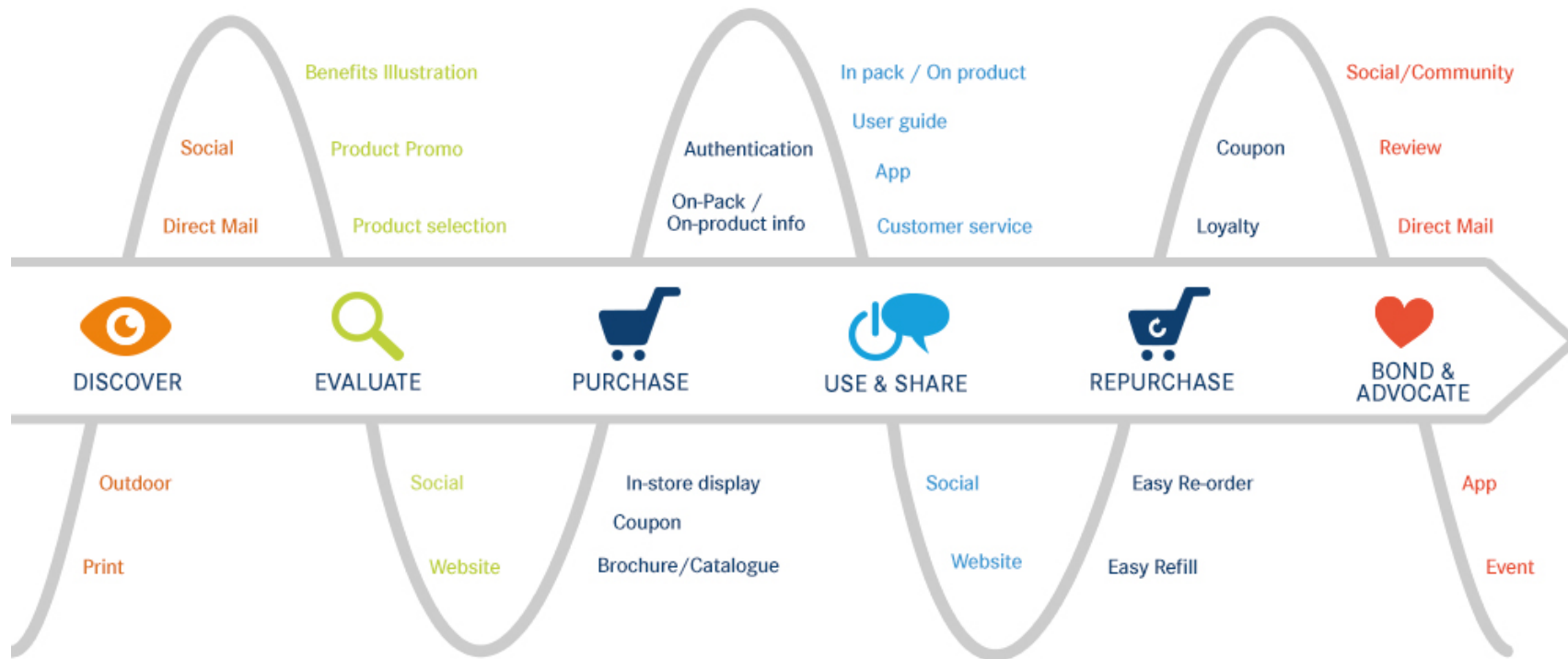


Returning site  
visitor



New  
customer

# The customer journey is designed to be linear



# Routes to the site



Returning  
customer



Returning site  
visitor



New  
customer

# The Mindset



*"Is this a  
good deal"*

Returning  
customer



*"Is this a  
good product  
for me"*

Returning site  
visitor



*"Is this a  
good brand"*

New  
customer



# The Goal



Returning  
customer



Returning site  
visitor

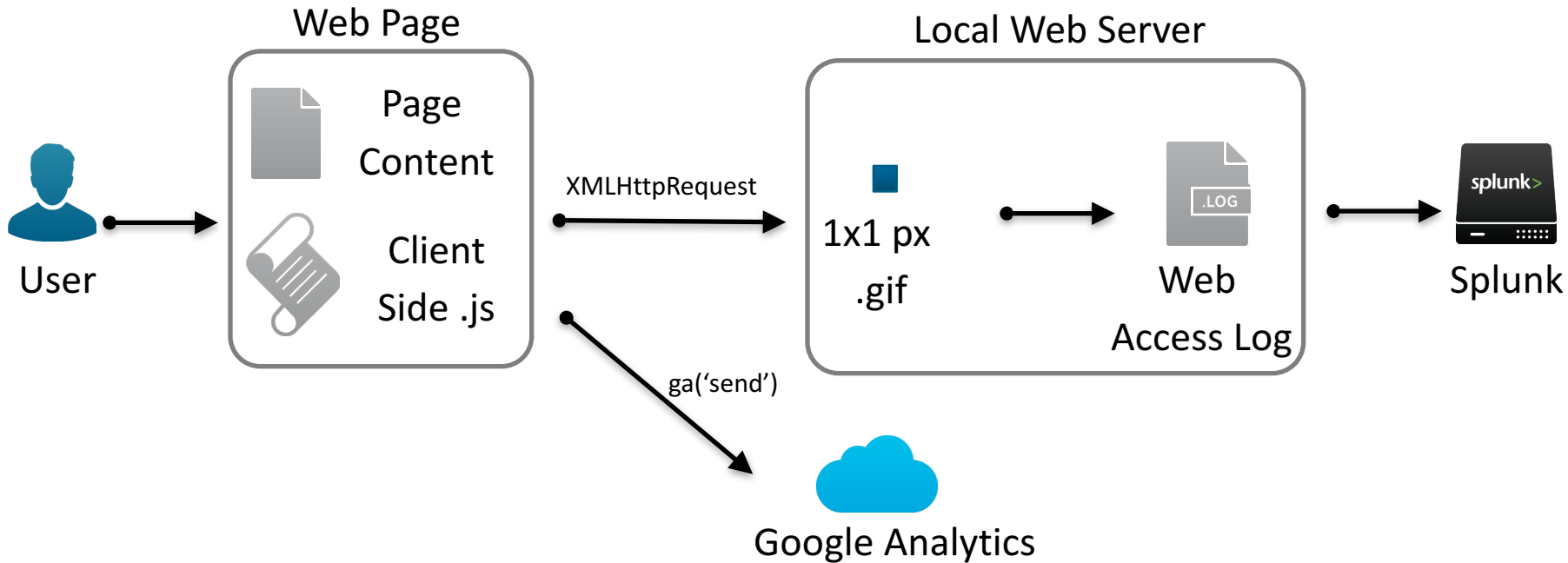


New  
customer



# The Solution

## Splunk for Google Analytics



# The Solution

## Implementation

1. Add 1x1 pixel .gif to the site root.
2. Add code snippet to google analytics tracking code.
3. Splunk your web access logs.

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');
ga('create', 'UA-XXXX-YY', 'auto');
// START local backup of GA data request for Splunk
ga(function(tracker) {
  var originalSendHitTask = tracker.get('sendHitTask');
  tracker.set('sendHitTask', function(model) {
    var payload = model.get('hitPayload');
    originalSendHitTask(model);
    var gifRequest = new XMLHttpRequest();
    // Send __ua.gif to the local server
    var gifPath = "/__ua.gif";
    gifRequest.open('get', gifPath + '?' + payload, true);
    gifRequest.send();
  });
});
// END local backup of GA data request for Splunk
ga('send', 'pageview');
</script>
```

# The Solution

## Benefits

- No data sampling
- Track activity by user name
- Track user activity across multiple devices.
- Track user activity before log in.
- Leverage existing GA implementation
- KV Pair logging format
- Correlate with other data sources.

### Additional Client Data

- Screen Resolution
- Viewport Size
- Screen Colors (24 Bit)
- User Language
- Flash Version
- Java Enabled
- Document Encoding

# The Business Outcome

An optimal customer journey for everyone



“This a good deal”



“This a good product for me”



“This a good brand”

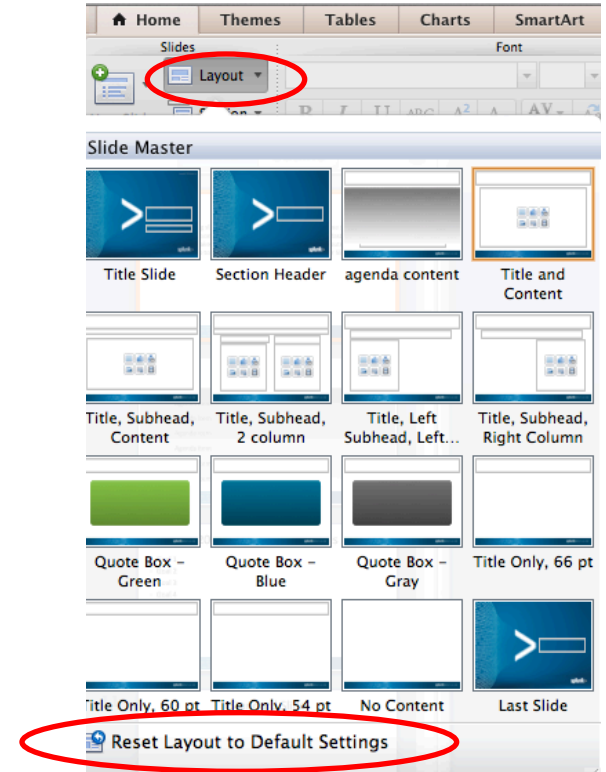


Go Ahead and try it yourself!

<http://splk.it/splunkgoogle>

# Migrating Slides for Mac

1. For best results, simply paste your slides into this template.
2. Apply slide layouts using the **Layout** button under the Format tab.
3. If Layout still does not reflect the desired Master Layout, choose **Reset Layout to Default settings**.
4. Delete unwanted template slides (any slides after **Last Slide**).
5. Choose **Save As** to save the file without overwriting the template.



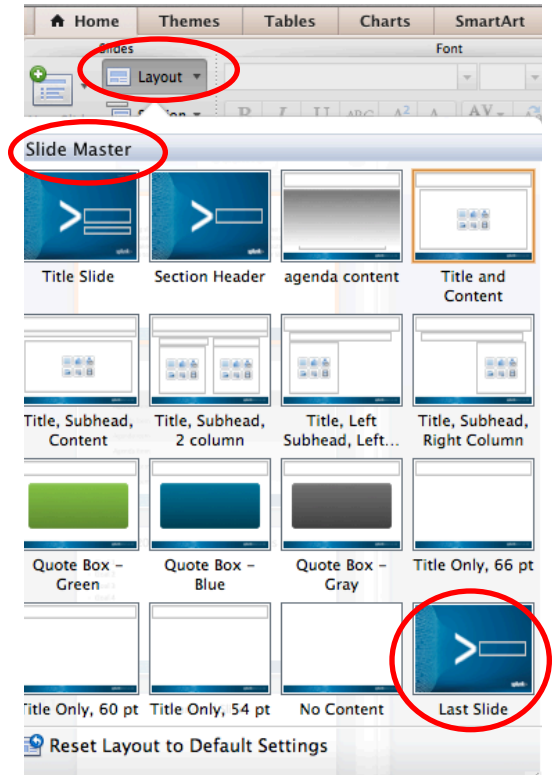
# Migrating Slides for PC

1. For best results, simply paste your slides into this template.
  - Pasting after a bullet slide is recommended
2. Review all slides and make formatting adjustments as needed
  - On the **Home** ribbon, click **Layout** and select the correct slide layout
  - Click **Reset** to reset all slide elements to the default size and position
  - Check for hidden text, such as white text on a white background
3. Delete unnecessary template slides
4. **Save As** to save the file without overwriting the template



# Slide Masters

- When importing slides from another presentation, the **Slide Masters** associated with those slides may also import to this template. This is a 'feature' of PPT and cannot be turned off.
- To delete unwanted **Slide Masters**:
  - make sure all slides in the presentation have the new template Slide Master Layouts assigned (first 16 Slide Masters shown under **Layout**)
  - Go to **View/Master** to delete any unwanted Slide Masters
- The last Slide Master in this template is called **Last Slide**. Any Slide Masters after this slide were likely imported from another presentation and can be deleted (if no longer used by any slides.)



# Important Tips

- This template uses a reduced slide size. You may have to manually decrease the size of some items such as strokes and fonts.
- If fonts appear bigger than desired, remember to assign a **Layout** to your slide and **Reset to Default Settings**.
- If page numbers do not appear or are the wrong formatting, remember to assign a **Layout** to your slide and **Reset to Default Settings**.
- The colors in your graphics will automatically be shifted to the new palette. Please adjust as needed.

# 2012 Goals and Objectives Example

- Goal Item
- Goal Item
- Goal Item

# Sample Title, 66 pt. Calibri

# Sample Title, 66 pt. Calibri

Subhead

# Title Only Slide, 60 pt. Calibri

# Title Only Slide, 54 pt. Calibri

# Sample with screenshot



Screenshot here



# Sample Two-column Format

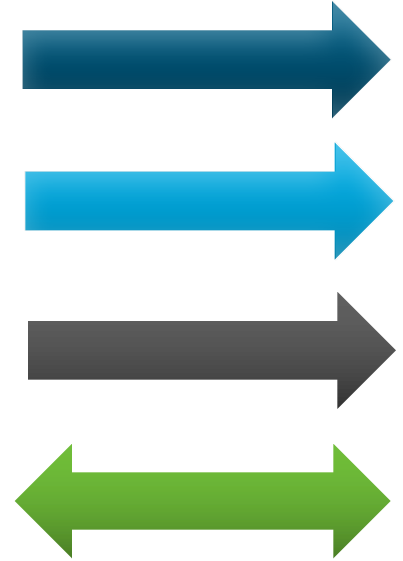
## Subhead

Sample two-column format

Sample two-column format

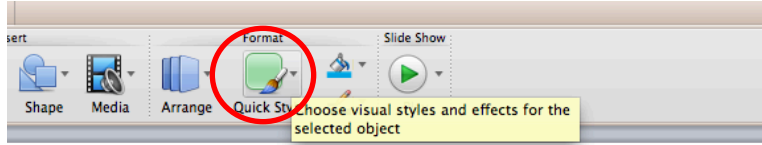
- Sample two-column format,  
sentence
  - Second bullet

# Splunk Object Style and Color

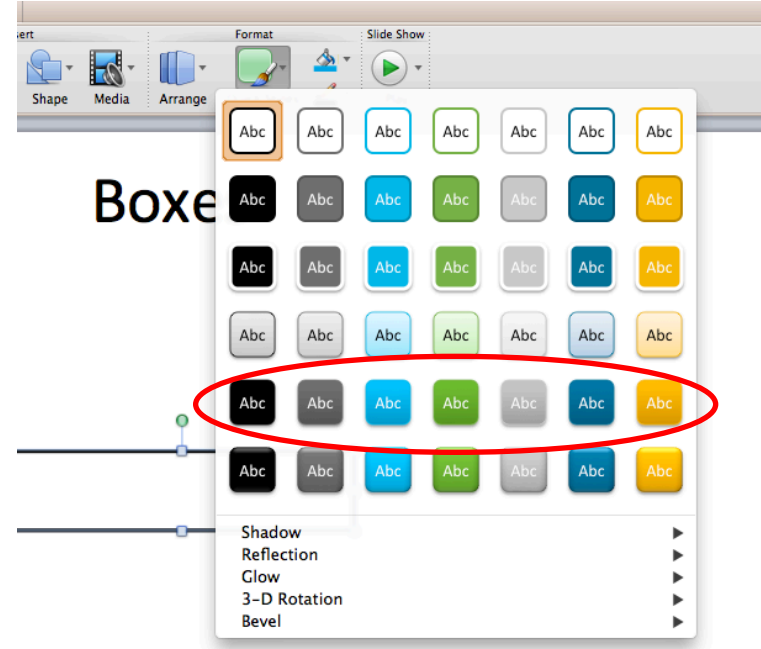


These are suggested uses for colors only.

# Assign Default Object Style



Boxes



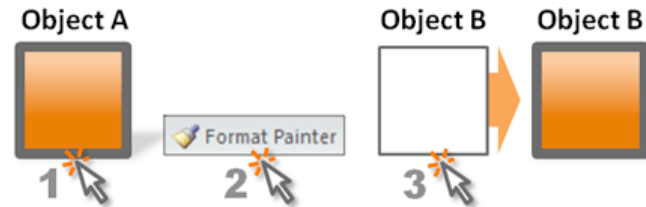
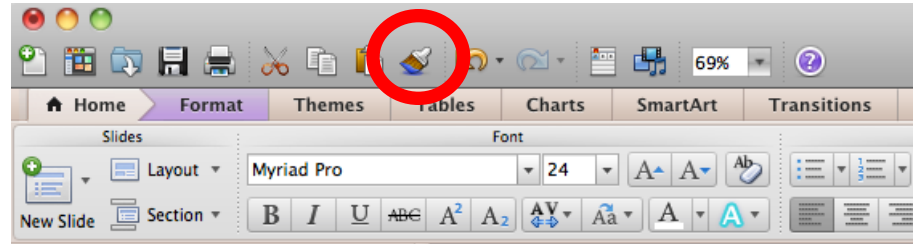
Boxes



# Applying Splunk Object Style

To apply the Splunk object style to any shape:

1. Select the shape with the desired style
2. Click on Format Painter (paintbrush) tool in toolbar
3. Apply style to any new shape



# Logos



Corporate Logo



Product Logo

# Logos

splunk>6.2

splunk>enterprise

splunk>6.2

splunk>enterprise

# Logos



splunk > cloud

Hunk

# Splunk Icons



search



bar chart



lock



cloud



open cloud



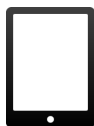
check mark



envelope



android



iPad



iPhone



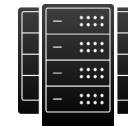
storage



storage - 3



firewall



datacenter



server



indexer



forwarder



search head



Splunk server



desktop



laptop



# Splunk Icons Cont'd



application



virtual machine



virtual server



network



www or global



tools



document



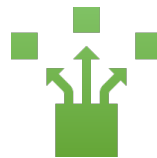
log file



RFID



router



load balancer



script



shopping cart



alert



user



users



gears/settings



gear



messaging



tag/ticket



gps tower

# Splunk Icons



Android



iPad



iPhone



Checkmark



Alert



Info



Stop



Twitter



Facebook



LinkedIn



RSS



You Tube



GPS Tower



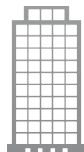
Shopping cart



Healthcare



Hospital



Office building



VoIP Phone



Support



POS Card Reader



RFID

# Splunk Icons



# Security Icons



Attacker,  
Generic



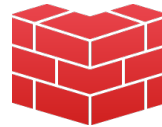
Attacker,  
Insider



Attacker,  
Nation/State



Botnet



Firewall



Key



Security Badge



Footsteps



Malware



Malware  
Document



Malware  
Packaged



Security  
Server



Shield



Virus

# The Internet of Things Icons



Internet of Things



Meter



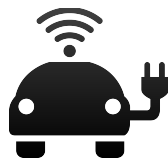
POS Card Reader



EMV Reader



Factory



Electric Car



Signature Capture



RFID

# Arrows



# Table Example

Column Title	Column Title	Column Title	Column Title
Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text

# Table Example

Column Title	Column Title	Column Title	Column Title
Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text



# Sample Customer Success

“Splunk makes it cheaper and easier for Hughes to analyze network traffic for enterprise customers as well as manage bandwidth for consumer and small business customers.”

**Customer name**

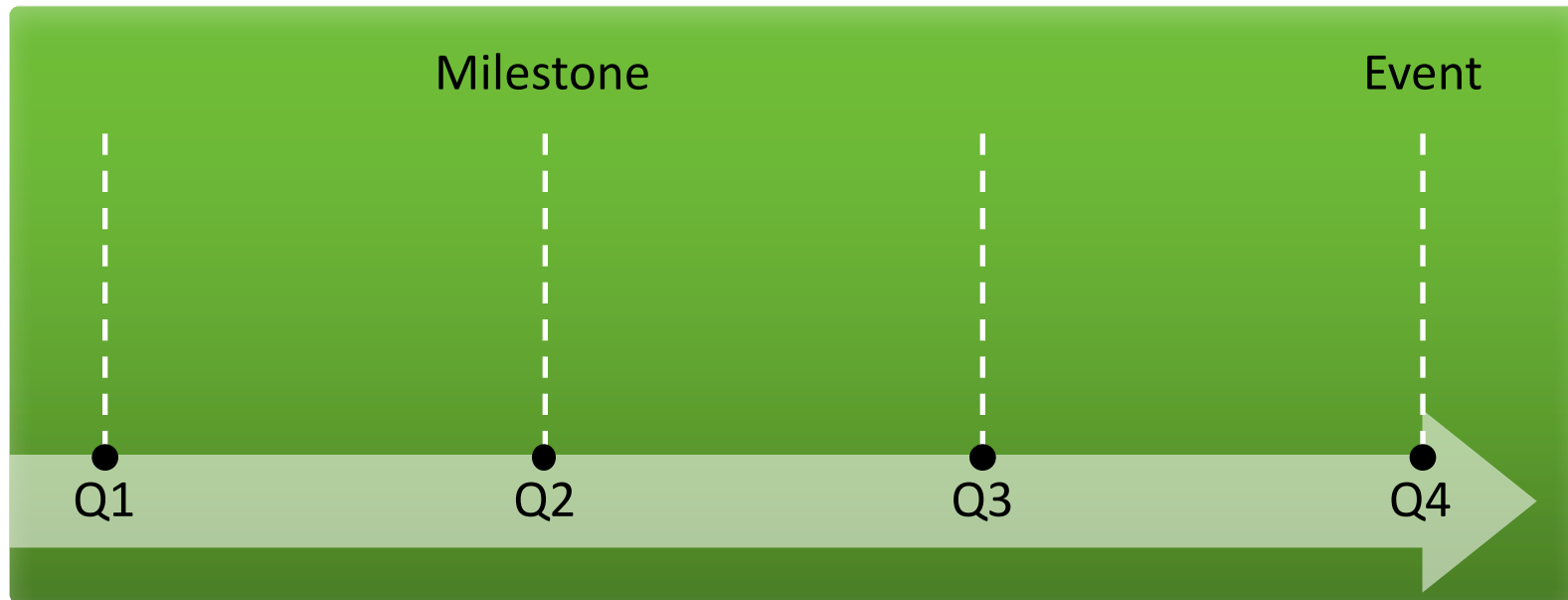
Customer company

Customer logo here

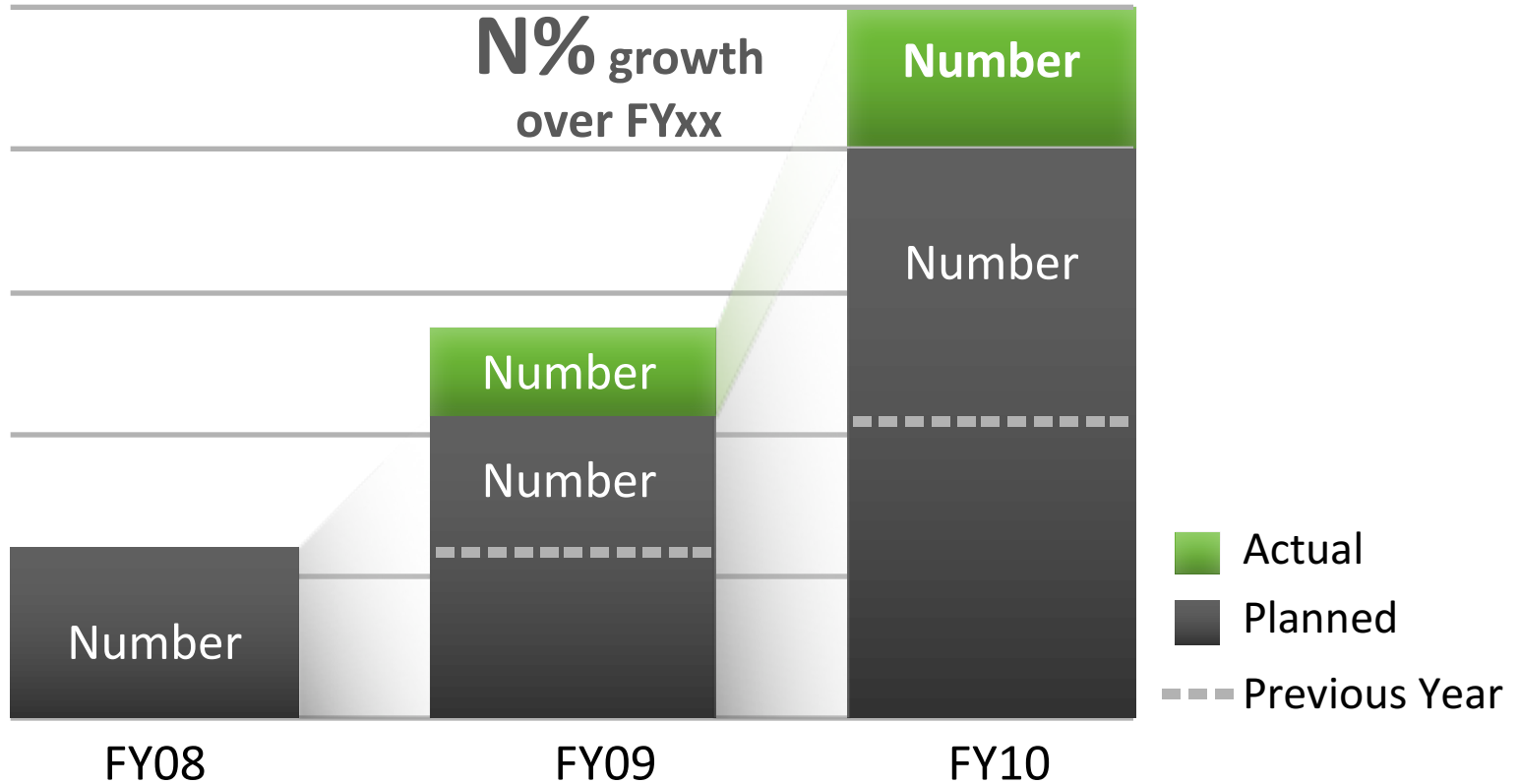
Screenshot or graphic here

- Bullet placeholder
- Bullet placeholder
- Bullet placeholder

# Timeline Chart



# Chart Example



# Quote Box

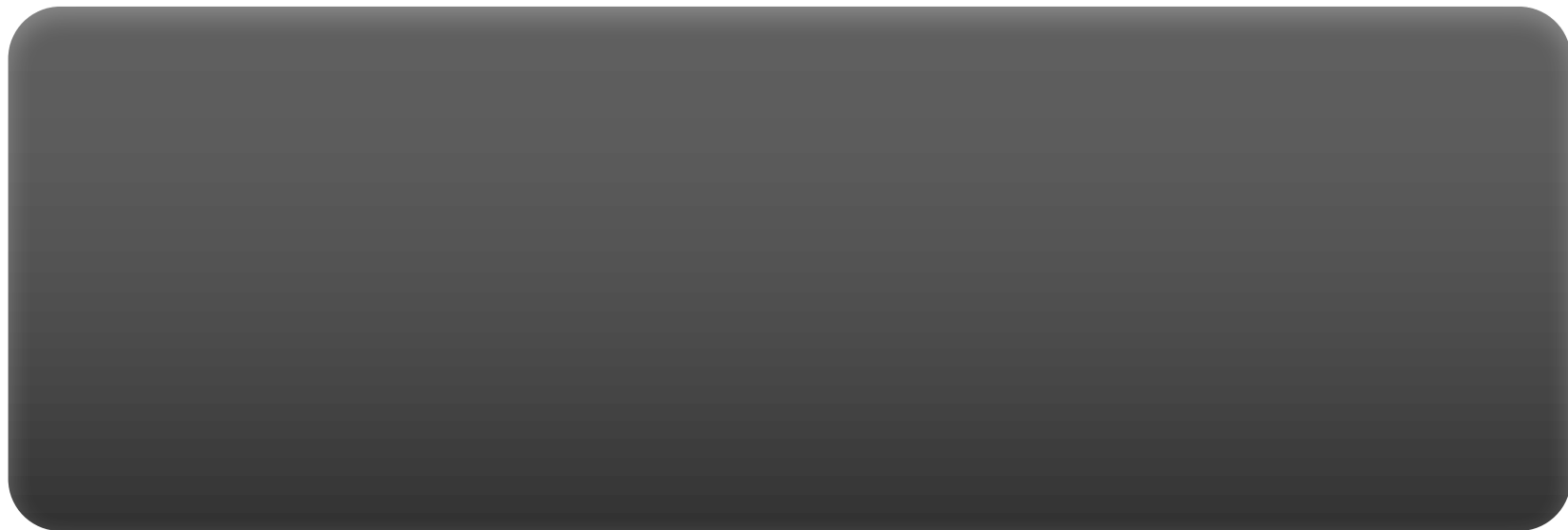
“A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.”

- *Winston Churchill*

# Quote Box



# Quote Box



# What Now?

Related breakout sessions and activities...

# THANK YOU

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