

# AUTOMATED PACKAGING SYSTEMS

Automated Packaging Systems is a world leader in designing and manufacturing flexible bag packaging systems. With more than 30,000 packaging systems across 5 continents, Automated Packaging produces more bags-on-a-roll and bagging systems than all of their competitors combined. The original inventor of Autobag® bagging machines and pre-opened bags on a roll – they are dedicated to providing their customers with the best complete bag packaging solutions.

## New Dynamic Reporting Suite Significantly Reduces Internal Efforts

### GOALS OF THE ENGAGEMENT

Automated Packaging has been a longtime client of Wakefly, primarily leveraging our web development and SEO services. In the fall of 2017, they came to us looking for a way to streamline their Google Analytics reporting process. With over 60 domains worldwide in over 40 languages, it was extremely time consuming to gather useful data about each site on a regular basis. They needed a solution that would provide a global view of all of their websites' key data points, as well as views for individual websites and regions. It also needed to be user-friendly and easily exportable to a PDF so that it could be shared and emailed with other team members.

They provided a requirements document outlining all of the data that would need to be aggregated. All of this information would be in support of three primary KPIs:

- Distribute Information
- Create Brand Awareness
- Generate Leads

The most important requirement was...

*"...To get a nice looking, accurate report of all of our web traffic into as much of a consolidated format as possible!"*

### CHALLENGES

- **Amount of Data:** The biggest challenge was the sheer amount of data. Each of the 50+ websites had their own Google Analytics properties and unique data sets.
- **Time:** Prior to working with Wakefly on this reporting project, Automated Packing Systems had to manually go into each property in Google Analytics to aggregate data and manually enter it into a separate spreadsheet. The result was not appealing to the eye and difficult to read. This process would take days/weeks to complete every month.
- **Accuracy:** Since everything was manual and took so long, it was impossible to stay up to date and there was a lot of room for error.

### SOLUTION

In order to solve these problems, Wakefly recommended building an automated reporting system using Google Sheets that integrated with Google Analytics (GA Add-on) to dynamically generate all of the data they needed for each site. This would require a fair amount of upfront work but the end result would be an easy-to-read, accurate report for each of their properties that would be generated automatically for them whenever they needed it. Our process for developing this reporting system was as follows:

## Planning Phase

Before we could build out this suite of custom reporting tools, we worked with Automated Packaging to understand all of their data reporting requirements. We gathered the list of URLs that would need to be reported on. We then verified that we had proper access and permissions to the Google Analytics properties for all of those domains so that we could extract the View IDs. Finally, we established all of the metrics that would need to be displayed for each property in accordance with each of Automated Packaging's primary KPIs. Metrics included were:

- # of Visitors to the Website in Past 12 Months
- Average Time Spent on Website
- # New Visitors vs. Returning Visitors
- Bounce Rate
- Pages per Session
- Average Load Speed
- Most Viewed Pages
- Top Videos and Downloads
- Top 10 Search Terms
- Product Page Performance
- Traffic Sources
- Top Referrers
- Lead Conversions/Goal Completions

## Architecture Phase

Due to the available integrations, we selected Google Sheets as our platform to build out our custom reports. All of the data we needed to access lived in Google Analytics and Google Sheets offers a Google Analytics add-on that allows you to hook in analytics data directly to your sheet(s) via their Core Reporting API.

By leveraging the capabilities of the API, we set up the report configuration for each region, each on their own Google Sheet. For each view needed, we configured the start and end date and the metrics we wanted to collect. We were able to control the display by setting dimensions, order, filters, segments, and limits (if applicable).

This report configuration created a connection between all of Automated Packaging's Google Analytics properties and Google Sheets to dynamically pull in the data. A sheet was created for each of the report views per location.

## Implementation

Now that all the data was being pulled in, additional work needed to be done to turn it into an easy-to-read report. The report configuration generated data in multiple tabs within each sheet so the next step was to set up a single tab with all of the key metrics displayed clearly in a readable, printable, and sharable format. Wakefly Digital Marketing Specialist Sonny Choun developed a single tab in each sheet that consolidated all of the key data from the other tabs to form a single, unified summary report for each property.

Some of the regions had additional complexities. For example: Europe, Asia, Africa had multiple Properties for each country, so we used the import range feature, matched report ids, and linked reports to create a single view.

Additionally, we needed to make some styling and formatting adjustments because we knew that Automated Packaging would have a need to print these and needed to develop a print-friendly layout. To keep the data fresh, we scheduled these reports to run automatic updates every morning at 7am EST.

## Testing and Validation

Now that the report was fully developed, we tested data to validate it and ensure accuracy in reporting for each property. Thorough testing was performed by manually checking each of the data points in the Google Sheets reports against the dashboards in Google Analytics to make sure no errors were made when inputting all of the formulas. We also tested that data updated correctly when dates were changed. This allowed us to work out any kinks in the way data was dynamically pulling and how it would display before fully rolling it out.

## RESULTS

The entire reporting project took about 10 weeks start to finish and while it was a manual, time-consuming process to develop these initial reports, the benefits are already being realized. Prior to having these reports available, it used to take the marketing team at Automated Packaging weeks to compile this data and it needed to be manually collected every time. Now, they can use their dynamic reporting suite to give them a real-time view of all the metrics they care about for all of their sites in minutes. This resulted in a time savings of 15 hours per month!

*"We are thankful to Wakefly for guiding us down this path to user-friendly reporting that is much easier to maintain. Wakefly took the time to thoroughly understand what we needed and suggested a solution that not only works for now, but for our growing needs. We spent far too much time generating manual reports that were not pleasant or easy to comprehend. Now, key players and management are reading, understanding, and engaging in our reporting. More importantly, now we can spend our time analyzing our data in order to come up with meaningful ways to improve our results. Our old process used to take us 15+ hours a month to do. Now it takes less than an hour."*

### Lori Braunscheidel

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