

## **Differences between Google Analytics and gemiusTraffic – general explanations**

Google Analytics and gemiusTraffic are different site-centric systems which measure the Internet traffic according to different assumptions and definitions.

Below please find the main issues which may lead to discrepancies between gemiusTraffic and Google Analytics.

### **1. Range of measured web pages**

In the case when one site-centric system measures a different range of pages than the other one, the statistical values may differ. In this situation especially the difference in number of page views becomes higher than the difference in number of cookies.

When making comparisons between Google Analytics and gemiusTraffic it is recommended to analyze exactly the range of web pages that are measured by both systems.

### **2. Changes in scripting**

The discrepancies between Google Analytics and gemiusTraffic may also result from changes in scripting of web pages by Gemius and/or Google tracking scripts. When during analyzed period some web pages were not scripted by both tracking scripts the discrepancies in registered traffic will not be stable and will increase.

### **3. Excluding IP addresses**

In site-centric systems it is possible to block measuring traffic from selected IP addresses (e.g. excluding the traffic generated by the company's IP addresses).

The differences between results registered by Google Analytics and gemiusTraffic may result from not exactly the same range of excluded IP addresses.

### **4. Placing tracking scripts in the html code**

Tags placed closer to the beginning of the html code (e.g. in the HEAD section) are usually run earlier than the tags placed further on the web page (e.g. just before the closing of the BODY section) and as such may cause overvaluation of statistics.

## **5. Double scripting**

In Google Analytics pasting two tracking scripts on the same webpage results in double counting of page views. In the case of gemiusTraffic placing two tracking scripts on the same webpage result in counting only one page view (Gemius scripts are protected from double scripting). This fact may increase the differences between the two site-centric systems.

What is more, the discrepancies may grow in the case when the webpage is built on iframes and scripts are pasted in several different places. In gemiusTraffic on the page with iframes generally only one page view should be registered since it is required for gemiusAudience study to paste the tracking script only in the main content of the page. The different way of scripting iframes on web pages may also lead to disparities between the two site-centric systems.

## **6. First-party cookies versus third-party cookies**

The disparity in number of visitors (cookies) can be caused by the different way of setting cookies in two systems. Gemius sets third-party cookies. It means that they are created per third-party domain: hit.gemius.pl. Other words: third-party cookies are cookies that are set by one domain, but can be read by another domain. Such solution enables Gemius to count users/cookies duplication between websites from different domains. Google system use first-party cookies (they do not allow to calculate duplication of cookies between different domains) which are more often acceptable by browsers (they are blocked less than third-party cookies). This means that Google registers more cookies than Gemius.

The different way of setting cookies does not entail discrepancy in number of page views as Gemius can register a page view even if the cookie is not set (those are non-cookie page views).

## **7. Visits**

The differences between visits in analyzed systems may result from the same reasons that the discrepancies in the visitors level (see above).

What is more in Google Analytics it is possible to change the defined visit duration while in gemiusTraffic the interval between successive page views in the visit cannot exceed 30 minutes. Apart from that, in Google system a visit is ended with closing a browser. If a user visits site A, then closes a browser and then relaunches it within 30 minutes and again visits site A, Gemius counts it as one visit, but Google – as two. The exact definition of Google visit (or session, because Google treats them as a one) can be found at below URLs:

<http://www.google.com/support/analytics/bin/answer.py?answer=33073>

[http://services.google.com/analytics/breeze/en/interpreting\\_reports\\_visits/index.html](http://services.google.com/analytics/breeze/en/interpreting_reports_visits/index.html)

## 8. Technical differences

Technical differences in tracking script structure between Google Analytics and gemiusTraffic may also influence the differences in registered traffic.

## 9. General recommendations

Taking into account possible reasons of disparities between traffic registered by Google Analytics and gemiusTraffic (listed above) it is recommended to accept the following levels of biases:

- **±5%** for differences in number of **page views**
- **±15%** for differences in number of **cookies** (visitors)
- **±15%** for differences in number of **visits**

If the discrepancies between traffic registered by Google Analytics and gemiusTraffic exceed the established limits in important way, more complex analysis should be conducted.

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