Conversions

Goal Value

Next: Goal…

About Goal Value

When you set up a Goal, you have the option of assigning a monetary amount to the conversion. Each time the Goal is completed by a visitor, this amount is recorded and then added together and seen in your reports as the Goal Value. *Change the currency unit for the Goal Value in your profile settings.*

Every action a visitor takes can be translated into a dollar amount. One way to help determine what a Goal value should be is to evaluate how often the visitors who complete the Goal become customers. For example, if your sales team can close 10% of people who sign up for a newsletter, and your average transaction is $500, you might assign $50 (i.e. 10% of $500) to your Newsletter sign-up Goal - a Goal visitors complete when they reach the final sign-up page. In contrast, if only 1% of signups result in a sale, you might only assign $5 to your Newsletter sign-up Goal.

Although assigning a Goal Value is optional when setting up Goals, we recommend you use it to help monetize evaluate all visitor interactions. Note that Google Analytics also uses the Goal Value data to calculate other metrics like ROI and Average Score.

Set up Goal Value

Set the monetary amount for a Goal Value during the setup process. Event Goals and Goals that involve Ecommerce tracking require additional consideration during the set up process. Read set up and edit Goals for guidance when creating one of these Goals. Destination Goals, Page/Screens per view Goals and Duration Goals don't require any additional information to set up.

Next: Goal…

Mar 25, 2013

For sites and apps using Universal Analytics, some information about data collection might be different. Find out more about Universal Analytics.

©2013 Google

Privacy Policy
Terms of Service