

The Google Analytics Exact Query Solution...

1. Create a new Google Analytics Profile

We do NOT want to overwrite any core data, so a new profile keeps everything intact. Even [Google says it is a good idea](#).

Add a Profile for a new domain OR Add a Profile for an existing domain

Add a Profile for an existing domain

Select Domain:

Profile Name:

Apply Cost Data: Automatically apply your AdWords cost data to this profile for reporting calculations.

Select *Add a Profile for an existing domain*, select which domain, and enter any name for the profile you choose - the more descriptive the better. You will not have to add any tracking code or tag anything, so no need to get the ponytail guys involved.

2. Create the first filter

Locate your newly created profile and click *Edit* under the Settings column. Then click *Add Filter*.

Edit Filter

Enter Filter Information

Filter Name:

Filter Type:

Exclude
 Include
 Lowercase
 Uppercase
 Search and Replace
 Lookup Table
 Advanced

Field A -> Extract A:

Field B -> Extract B:

Output To -> Constructor:

Field A Required: Yes No

Field B Required: Yes No

Override Output Field Yes No
 Case Sensitive Yes No

Save Changes Cancel

Field A -> Extract A: Referral: (\?!&)(q|p|query)=[^&]*

Field B -> Extract B: Campaign Medium: (cpc|ppc)

Output To -> Constructor: Custom Field 1: \$A3

3. Create the second filter

Locate your new profile again and click *Edit* under the Settings column. Then click *Add Filter*.

Edit Filter

Enter Filter Information

Filter Name: AdWords Keywords Exposure Filter Part 2

Filter Type: Custom filter

- Exclude
 Include
 Lowercase
 Uppercase
 Search and Replace
 Lookup Table
 Advanced

Field A -> Extract A: Custom Field 1 (*)

Field B -> Extract B: Campaign Term (*)

Output To -> Constructor: Campaign Term \$B1 (\$A1)

Field A Required Yes No

Field B Required Yes No

Override Output Field Yes No

Case Sensitive Yes No

Save Changes Cancel

Field A -> Extract A: Custom Field 1: (*)

Field B -> Extract B: Campaign Term: (*)

Output To -> Constructor: Campaign Term: \$B1 (\$A1)

As with almost all multi-part filters, **sequence is critical and must be ordered accordingly** using the “Assign Filter Order” page for the profile.