

CloudAmp Analytics Dashboards for Salesforce & Google Analytics Documentation



Last Updated: March 26, 2018

Table of Contents

1. [About the App](#)
2. [Technical Support](#)
3. [Requirements](#)
4. [Installation](#)
 - a. [Click on the AppExchange Listing to initiate the installation](#)
 - b. [Approve Third-Party Access](#)
 - c. [Click Next Through the Installation Screens](#)
 - d. [After Installation, select the App in the top right dropdown](#)
5. [Configuration](#)
 - a. [Click the "Connect to Google Analytics Button"](#)
 - b. [Select a Google Account](#)
 - c. [Allow Access](#)
 - d. [Choose up to 5 Google Analytics Profiles](#)
 - e. [Select the date range for import](#)
 - f. [Select up to 10 Countries and 10 States for import \(optional\)](#)
 - g. [Select up to 10 Custom Metrics](#)
 - h. [Success!](#)
 - i. [Select the Dashboard from the Dashboard tab](#)
 - j. [The Dashboard will refresh](#)
 - k. [Your Dashboards are ready!](#)
 - l. [Identifying Your Dashboards](#)
6. [Syncing Salesforce and Google Campaigns](#)
7. [Customization](#)
8. [Marketing & Sales Funnel](#)
9. [Updates](#)
10. [Upgrading](#)
11. [Limitations](#)

About the App

CloudAmp Analytics Dashboards lets you easily see top level metrics from Google Analytics, directly in Salesforce in a standard dashboard.

Now for the first time, you can easily see the top of your funnel -- your web site traffic -- right inside of Salesforce alongside your other marketing and sales data.

Release Notes

- **March 26, 2018:** Version 3.6 adds the ability to import Google Analytics UTM Campaign and UTM Source Data directly into your Salesforce Campaigns, and see the Session, User, and Bounce Rate and other data in your Salesforce Campaigns.
- **August 28, 2017:** Version 3.4 includes a number of performance and stability updates, as well as dynamic support for new Salesforce instances.
- **October 5, 2015:** Version 2.3 now offers the ability to import up to 10 custom metrics per Google Analytics profile, and also includes the new Marketing & Sales Funnel tab.
- **January 23, 2015:** Version 2.0 now imports metrics on sessions from your selection of up to 10 Countries and 10 U.S. states, plus aggregated data on Unique Visitors (users).
- **January 27, 2014:** Version 1.10 now imports up to 2 years of Google Analytics data, plus includes Goal Conversion dashboards and metrics for all 20 goals.
- **October 8, 2013:** Version 1.7 now supports up to 5 different web sites or Google Analytics profiles.

Technical Support

Please read through this brief documentation, but if you have any questions or need assistance during the installation of the application, don't hesitate to contact us at:

support@cloudamp.com

CloudAmp's Dashboard for Google Analytics is a paid application for Salesforce, so we provide full support in getting it implemented and strive to answer any questions the same day we receive them.

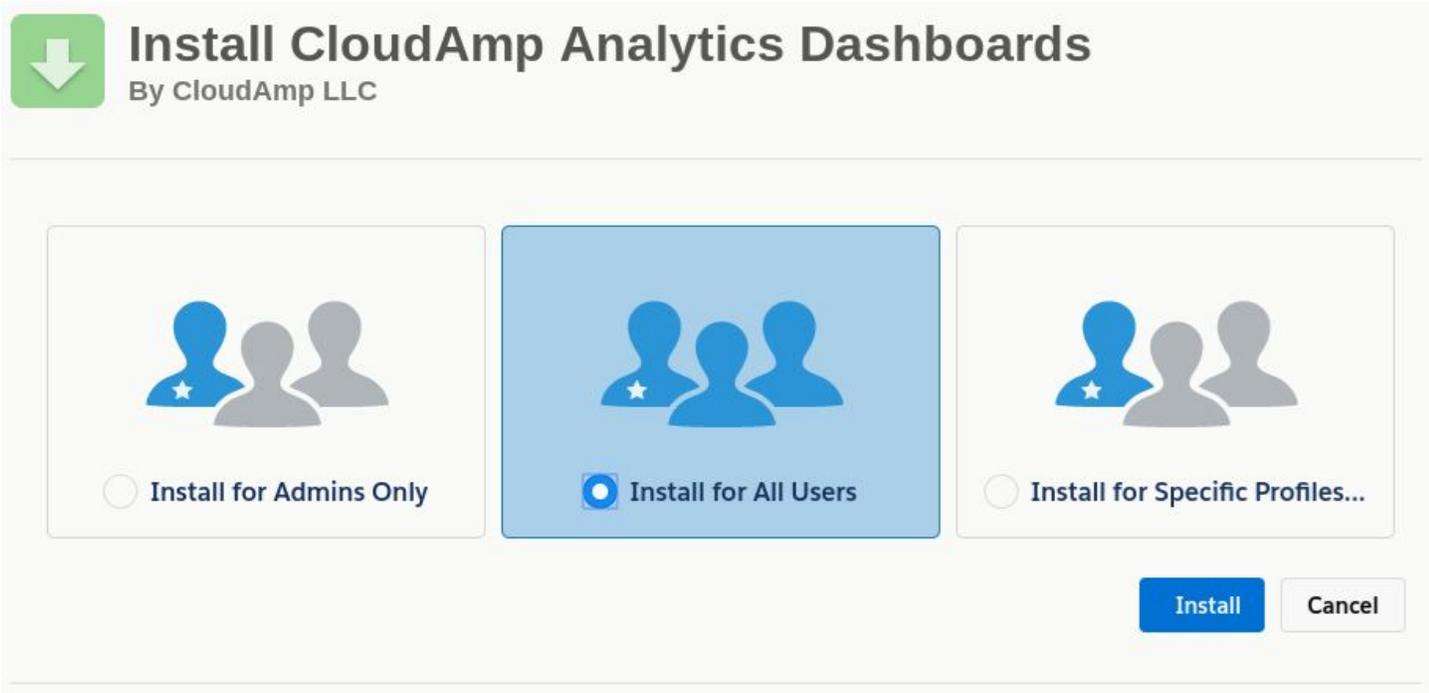
Requirements

1. Salesforce Enterprise, Unlimited, Performance or Developer Edition
2. A Google Account that is connected to a Google Analytics account

Installation

1. Click on the AppExchange Listing to initiate the installation

Go to the AppExchange listing for the CloudAmp Dashboard for Google Analytics and click “Get it Now”
<http://appexchange.salesforce.com/listingDetail?listingId=a0N30000008bGGSEA2>



Install CloudAmp Analytics Dashboards
By CloudAmp LLC

Install for Admins Only

Install for All Users

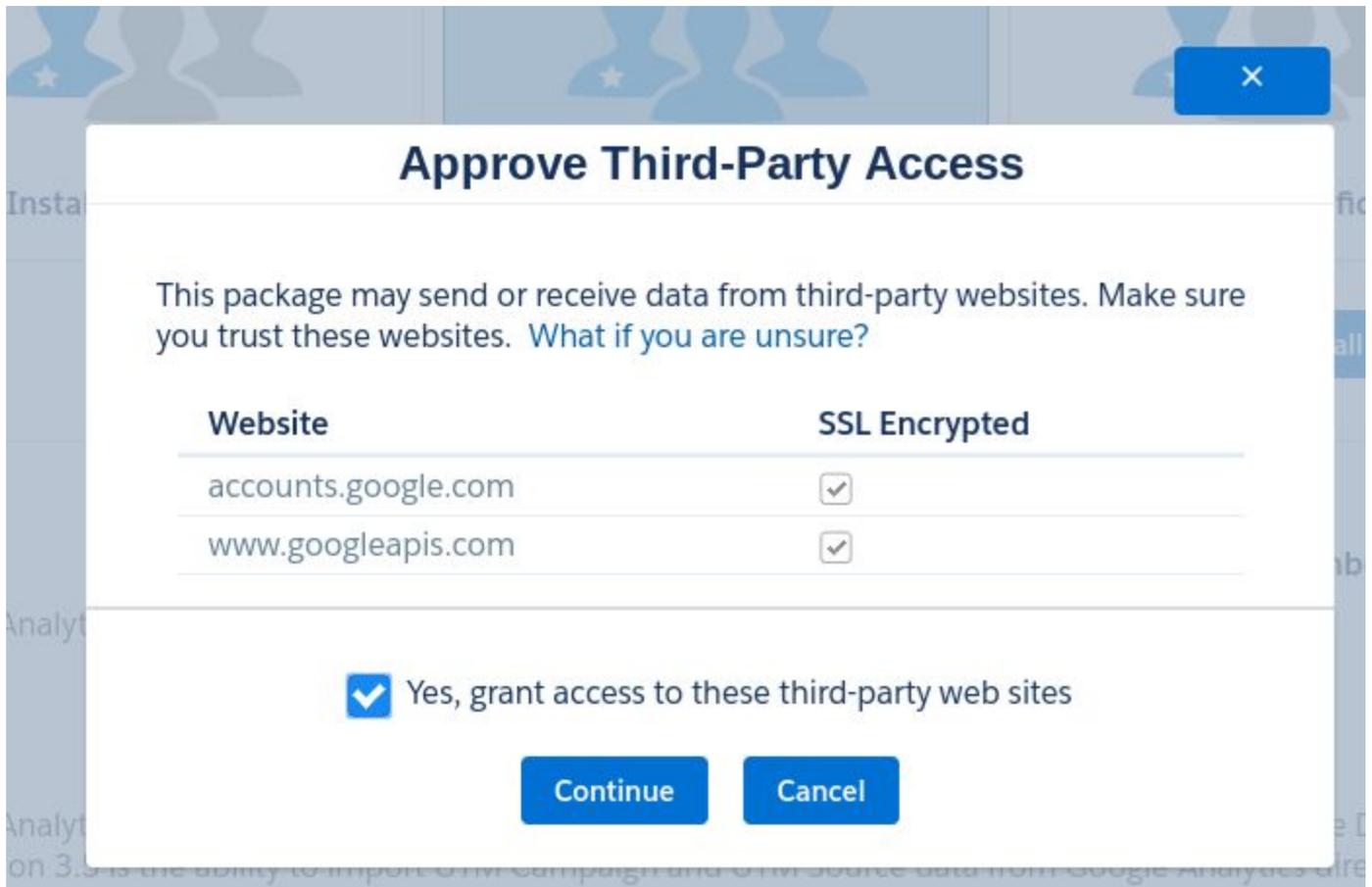
Install for Specific Profiles...

Install **Cancel**

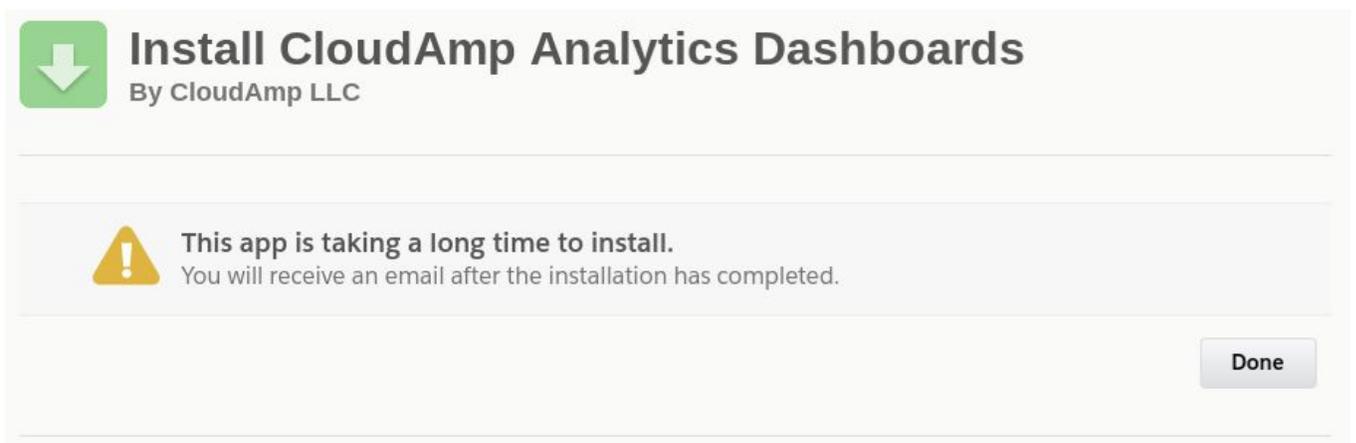
2. Approve Third-Party Access

1. Check the box “Yes, grant access to these third party sites”
2. Click “Continue”

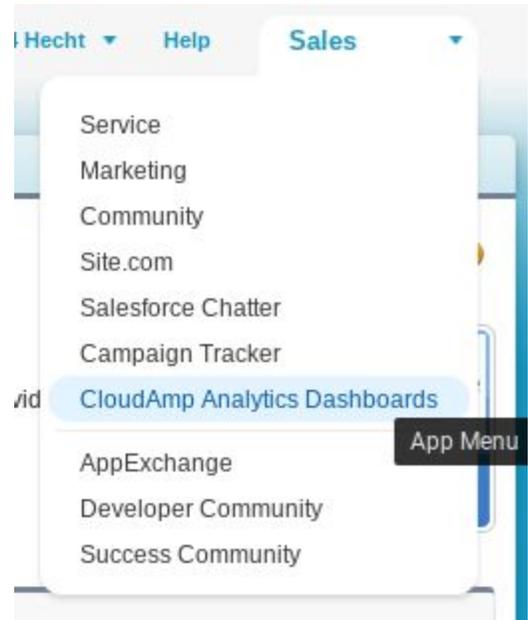
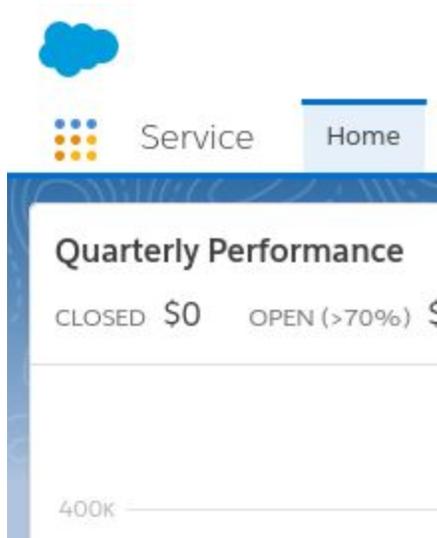
This allows Salesforce access to Google’s API and Account web sites. These are necessary to authenticate from inside Salesforce and then import data using the API.



3. Click Done if you get this message:



4. After Installation, select “CloudAmp Analytics Dashboards” from the Apps
- Salesforce Classic: The App Menu is top right drop down
 - Salesforce Lightning: The App Launcher is top left 9 dot grid

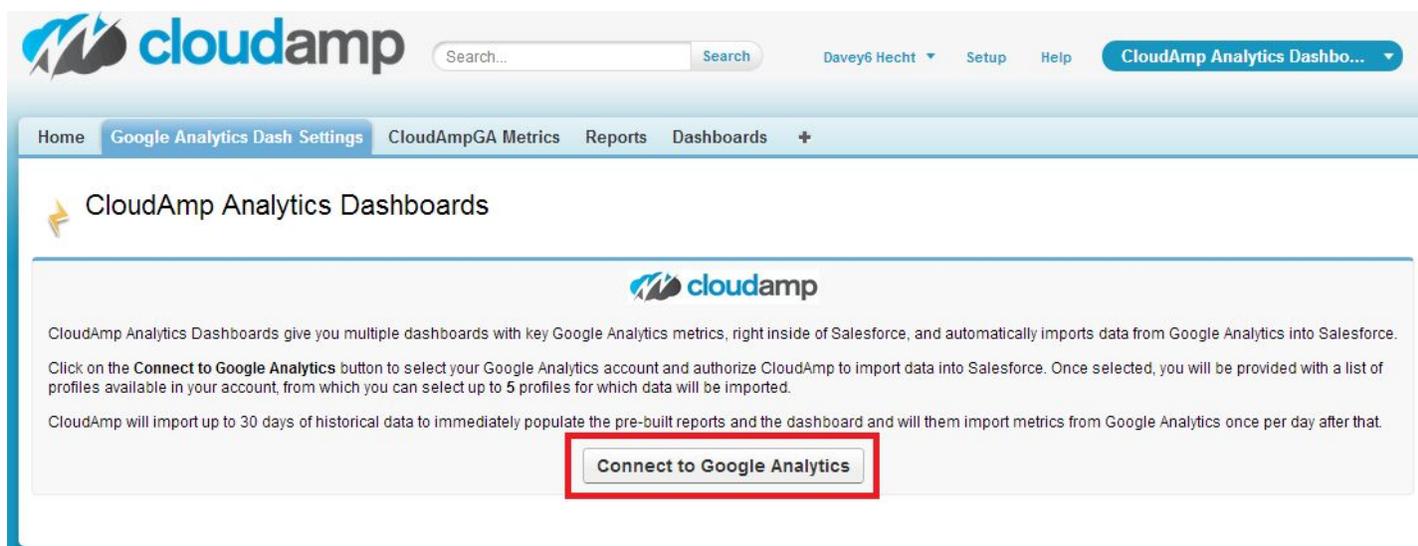


Configuration

Setting up the CloudAmp Dashboard for Google Analytics is as easy as authenticating to Google using a Google Account, and selecting a Google Analytics profile related to that Google Account.

1. Click the “Connect to Google Analytics Button”

This settings page is available when you go to the “CloudAmp Analytics Dashboards” by selecting the app in the top right hand corner drop down menu.

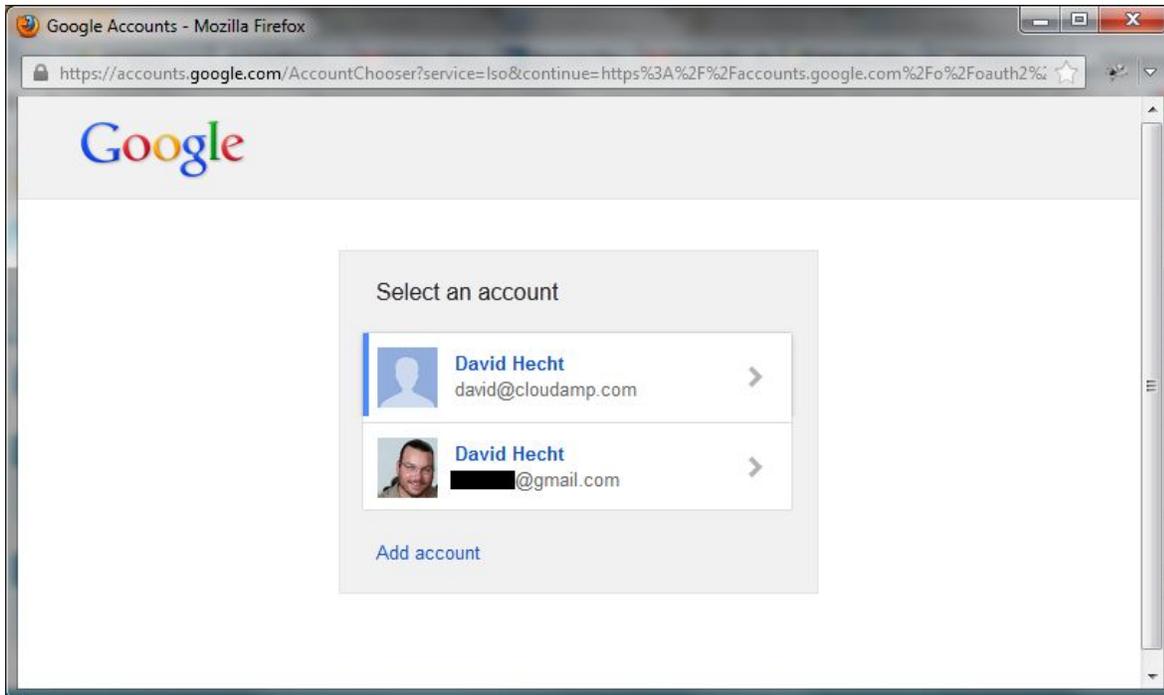


2. Select a Google Account

If you are not already logged in to a Google Account in your web browser, you will need to log in on this screen. If you are logged into more than one account, you will need to choose one.

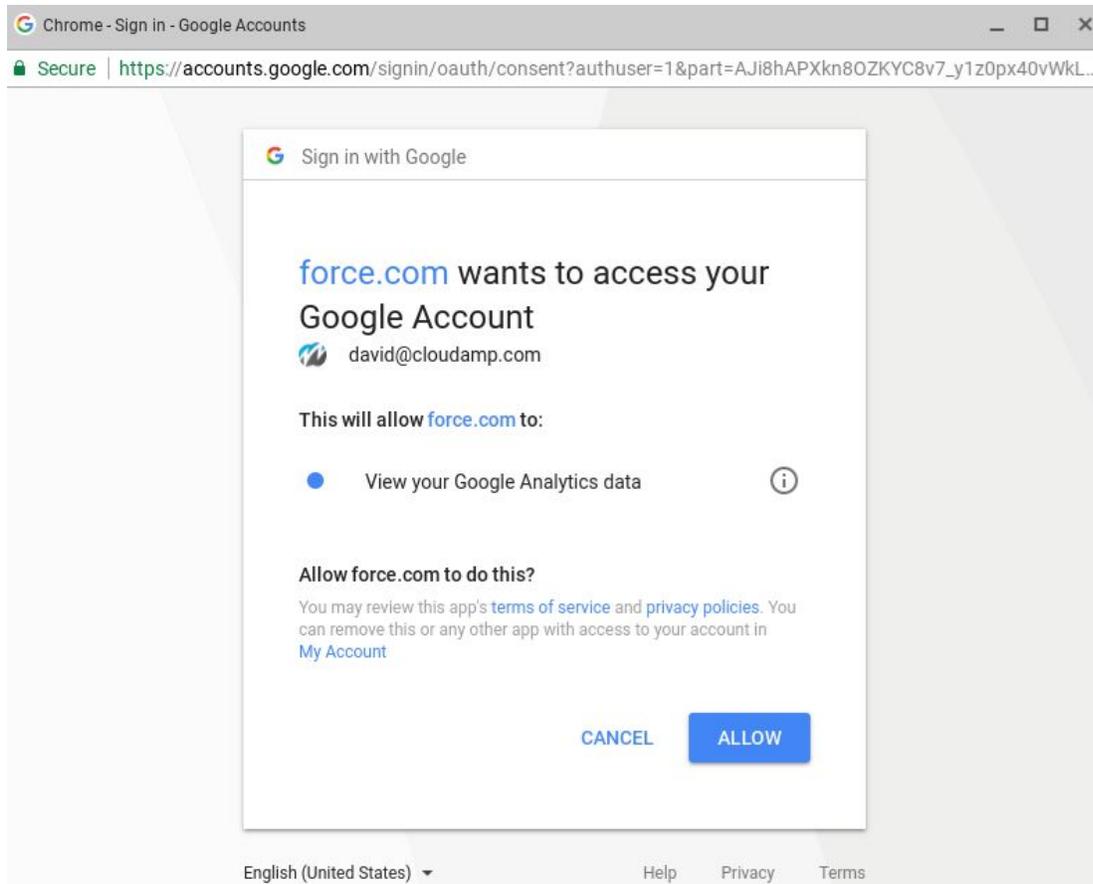
Either way, be sure to choose a Google Account that has access to the Google Analytics Profile of the web site you want to display in your dashboard.

If you accidentally choose a Google Account which is not connected to Google Analytics, please click the “Clear Data” button to reset and try again.



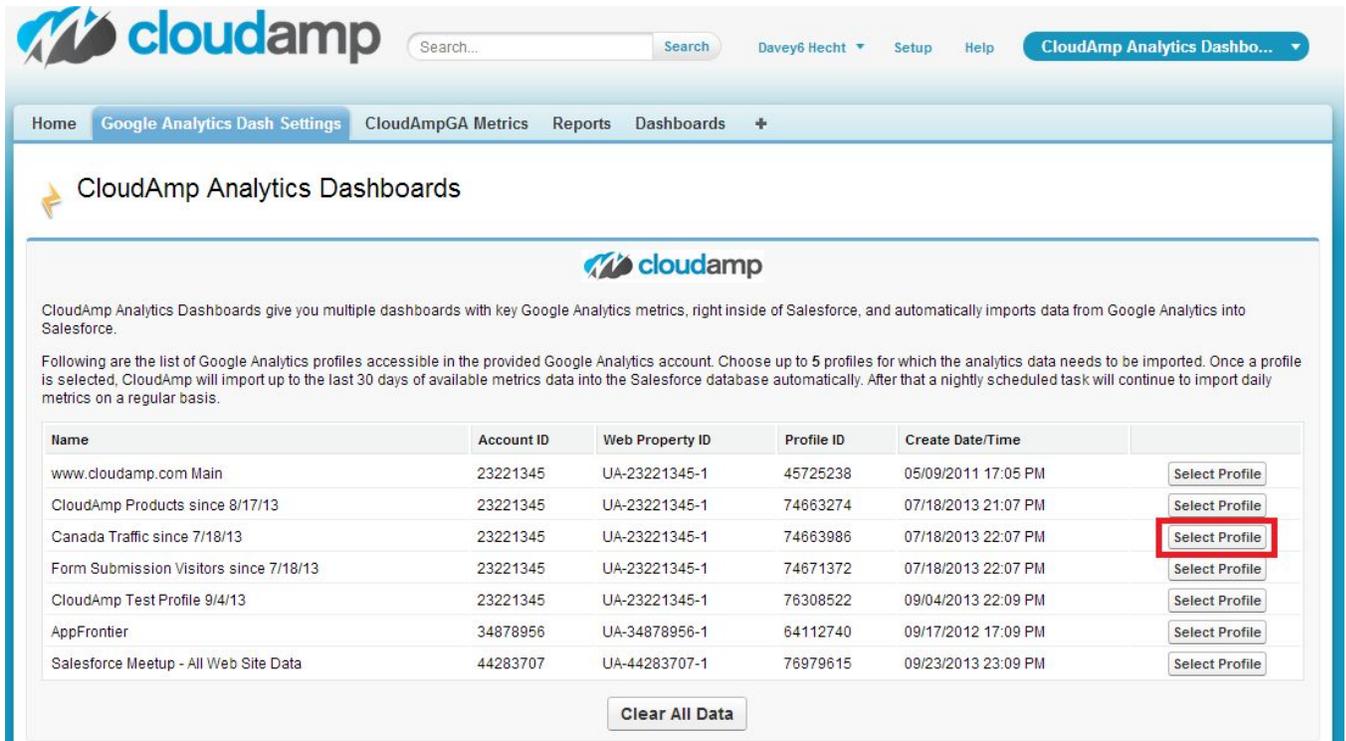
3. Allow Access

This is a secure login through Google. Neither CloudAmp nor Salesforce.com has access to your Google Account username and password.



4. Choose up to 5 Google Analytics Profiles

Click the "Select Profile" button next to the Google Analytics profile you wish to display in your dashboard. If your Google Account has access to multiple Google Analytics profiles (web sites), you will see them all listed on this page.



CloudAmp Analytics Dashboards give you multiple dashboards with key Google Analytics metrics, right inside of Salesforce, and automatically imports data from Google Analytics into Salesforce.

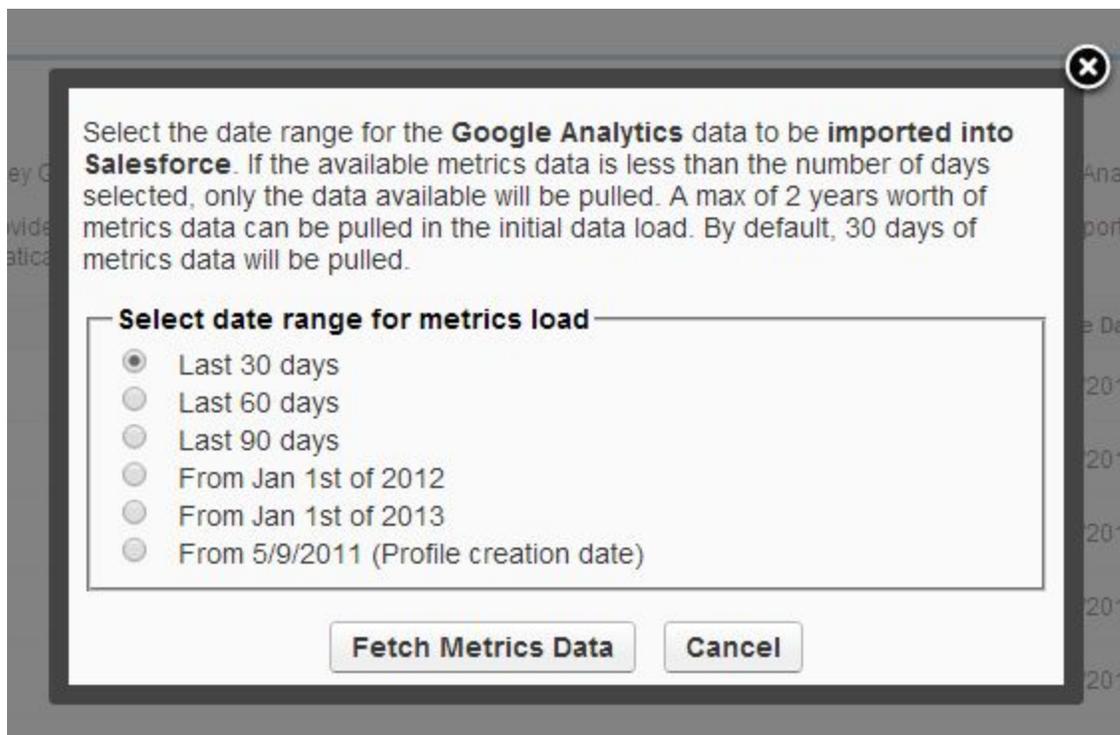
Following are the list of Google Analytics profiles accessible in the provided Google Analytics account. Choose up to 5 profiles for which the analytics data needs to be imported. Once a profile is selected, CloudAmp will import up to the last 30 days of available metrics data into the Salesforce database automatically. After that a nightly scheduled task will continue to import daily metrics on a regular basis.

Name	Account ID	Web Property ID	Profile ID	Create Date/Time	
www.cloudamp.com Main	23221345	UA-23221345-1	45725238	05/09/2011 17:05 PM	Select Profile
CloudAmp Products since 8/17/13	23221345	UA-23221345-1	74663274	07/18/2013 21:07 PM	Select Profile
Canada Traffic since 7/18/13	23221345	UA-23221345-1	74663986	07/18/2013 22:07 PM	Select Profile
Form Submission Visitors since 7/18/13	23221345	UA-23221345-1	74671372	07/18/2013 22:07 PM	Select Profile
CloudAmp Test Profile 9/4/13	23221345	UA-23221345-1	76308522	09/04/2013 22:09 PM	Select Profile
AppFrontier	34878956	UA-34878956-1	64112740	09/17/2012 17:09 PM	Select Profile
Salesforce Meetup - All Web Site Data	44283707	UA-44283707-1	76979615	09/23/2013 23:09 PM	Select Profile

Clear All Data

5. Select the date range for import

For each Google Analytics profile, you can import up to 2 years worth of data. Select the date range you would like to import.



Select the date range for the **Google Analytics** data to be imported into **Salesforce**. If the available metrics data is less than the number of days selected, only the data available will be pulled. A max of 2 years worth of metrics data can be pulled in the initial data load. By default, 30 days of metrics data will be pulled.

Select date range for metrics load

- Last 30 days
- Last 60 days
- Last 90 days
- From Jan 1st of 2012
- From Jan 1st of 2013
- From 5/9/2011 (Profile creation date)

Fetch Metrics Data Cancel

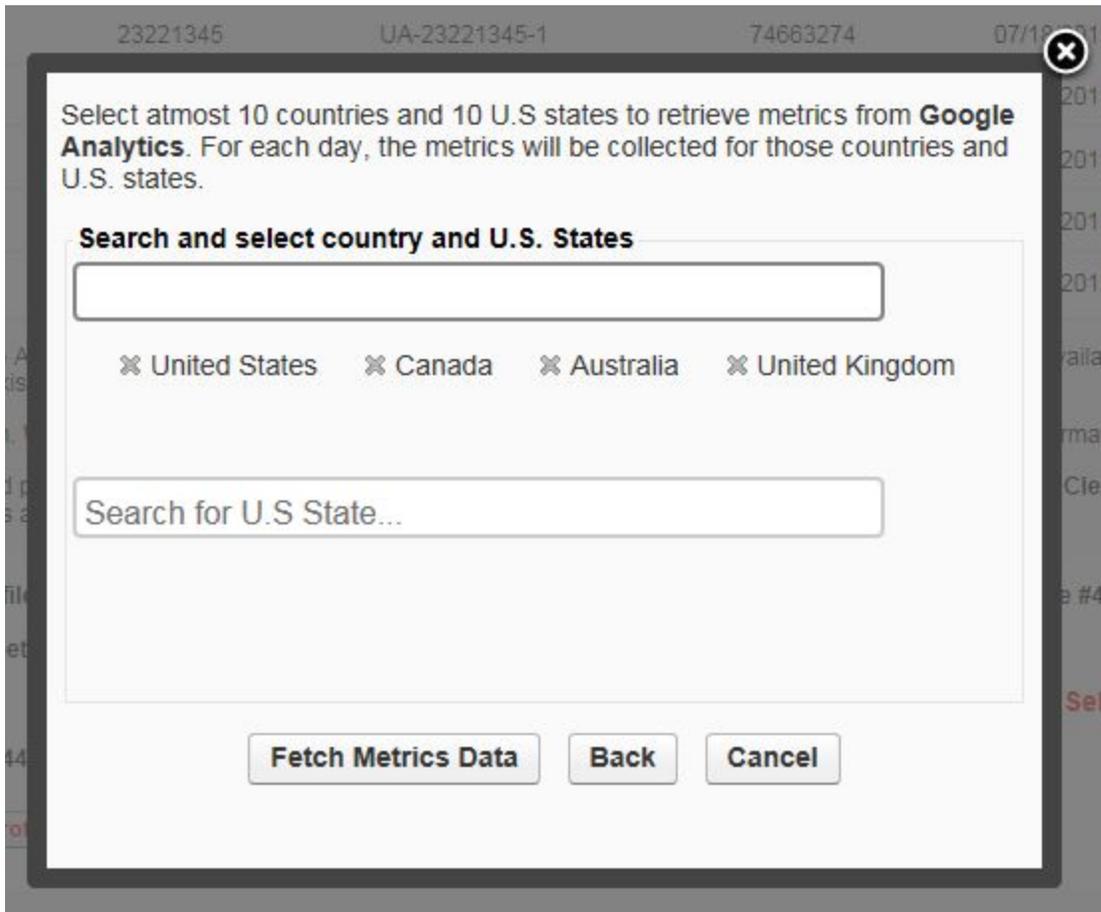
6. Select up to 10 Countries and 10 States for import (optional)

For each Google Analytics profile, you can choose up to 10 countries and 10 US States to import the daily number of sessions you received from each location.

Simply begin typing the name of a country or state and then choose it as it appears. You may wish to refer to your Google Analytics account to see what the top 10 countries sending your site visitors are, and then select those.

This step is optional, but if you do not choose the locations to import, you will need to delete the profile and re-add it in the future if you wish to add in this geographical data.

NOTE: Due to Google API limitations, only 1 day of historical location data is imported when you first add the countries and states, so it will take a week or two to properly populate these graphs in your dashboard.



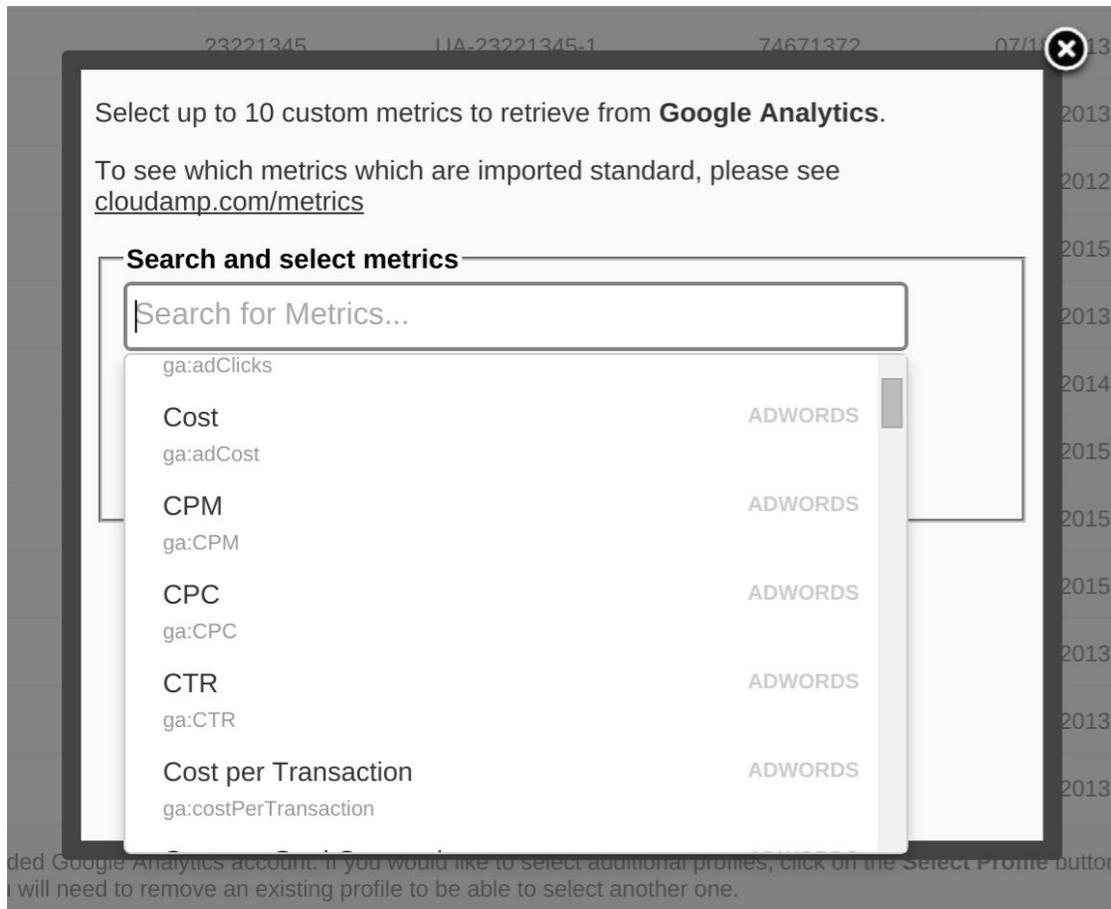
The screenshot shows a modal dialog box with a close button in the top right corner. The text inside reads: "Select atmost 10 countries and 10 U.S states to retrieve metrics from **Google Analytics**. For each day, the metrics will be collected for those countries and U.S. states." Below this is a section titled "Search and select country and U.S. States" containing a search input field. Underneath the search field, there are four items with an 'x' icon: "United States", "Canada", "Australia", and "United Kingdom". Below these items is another search input field labeled "Search for U.S State...". At the bottom of the dialog are three buttons: "Fetch Metrics Data", "Back", and "Cancel".

7. Select up to 10 Custom Metrics

This final (optional) step gives you a chance to import up to 10 Google Analytics metrics of your choosing, such as Adwords data, ecommerce metrics, events, etc.

To see the list of metrics which CloudAmp Analytics Dashboards already imports automatically, please visit <http://www.cloudamp.com/metrics>

Please note that there are some metrics which cannot be queried with other metrics, and may cause an error from Google. In this case, select only this metric and not other metrics, or contact us for assistance.



8. Success!

The app has imported the past 30 to 730 days of data from your Google Analytics profile. The profile information is displayed on the settings page.

CloudAmp Analytics Dashboards supports up to 5 different web sites / Google Analytics profiles, so you can select additional profiles if you wish.

Name	Account ID	Web Property ID	Profile ID	Create Date/Time	
www.cloudamp.com Main	23221345	UA-23221345-1	45725238	05/09/2011 17:05 PM	Select Profile
CloudAmp Products since 8/17/13	23221345	UA-23221345-1	74663274	07/18/2013 21:07 PM	Select Profile
Form Submission Visitors since 7/18/13	23221345	UA-23221345-1	74671372	07/18/2013 22:07 PM	Select Profile
CloudAmp Test Profile 9/4/13	23221345	UA-23221345-1	76308522	09/04/2013 22:09 PM	Select Profile
AppFrontier	34878956	UA-34878956-1	64112740	09/17/2012 17:09 PM	Select Profile
Salesforce Meetup - All Web Site Data	44283707	UA-44283707-1	76979615	09/23/2013 23:09 PM	Select Profile

Following are the list of profiles selected by you from the provided Google Analytics account. If you would like to select additional profiles, click on the **Select Profile** button available above in the list of profiles. You can select a maximum of 5 profiles. Once you have selected 5 profiles, you will need to remove an existing profile to be able to select another one.

To remove an already selected profile click on the **Remove Profile** button. **WARNING:** All of the collected metrics data for the profile will be deleted along with the profile information from the Salesforce database.

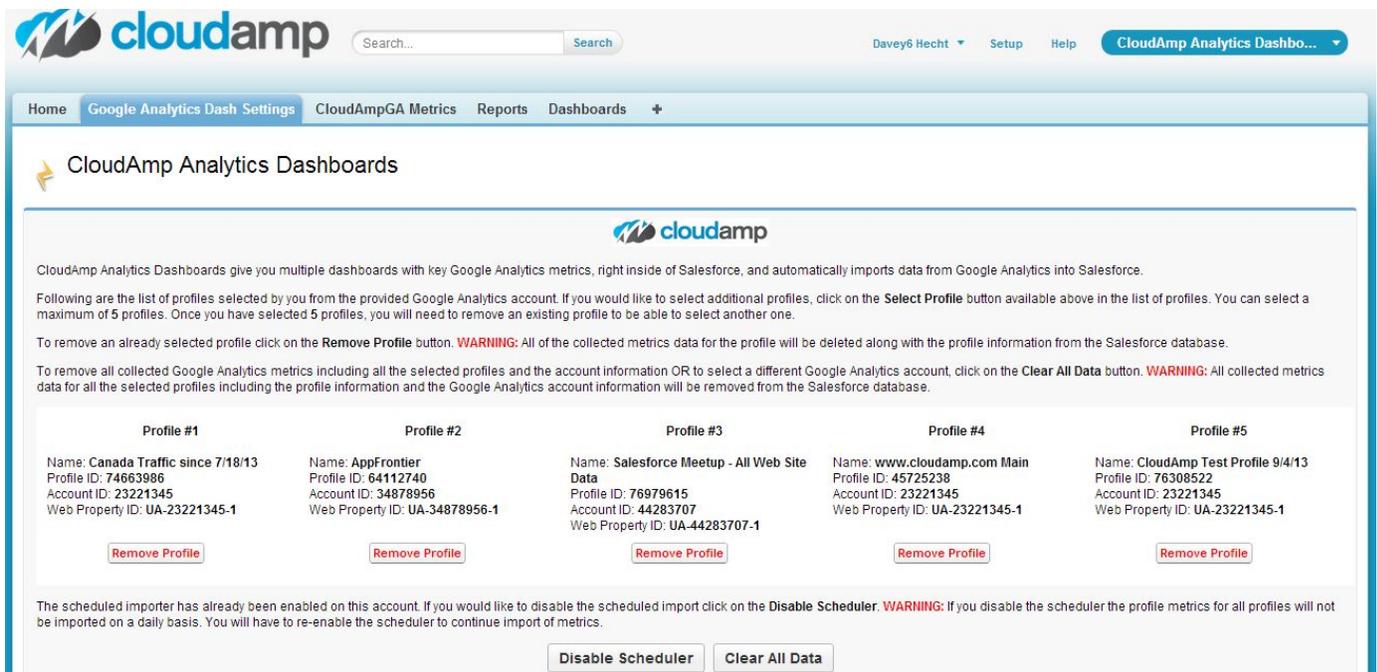
To remove all collected Google Analytics metrics including all the selected profiles and the account information OR to select a different Google Analytics account, click on the **Clear All Data** button. **WARNING:** All collected metrics data for all the selected profiles including the profile information and the Google Analytics account information will be removed from the Salesforce database.

Profile #1	Profile #2	Profile #3	Profile #4	Profile #5
Name: Canada Traffic since 7/18/13 Profile ID: 74663986 Account ID: 23221345 Web Property ID: UA-23221345-1 Remove Profile	No Profile Selected	No Profile Selected	No Profile Selected	No Profile Selected

The scheduled importer has already been enabled on this account. If you would like to disable the scheduled import click on the **Disable Scheduler**. **WARNING:** If you disable the scheduler the profile metrics for all profiles will not be imported on a daily basis. You will have to re-enable the scheduler to continue import of metrics.

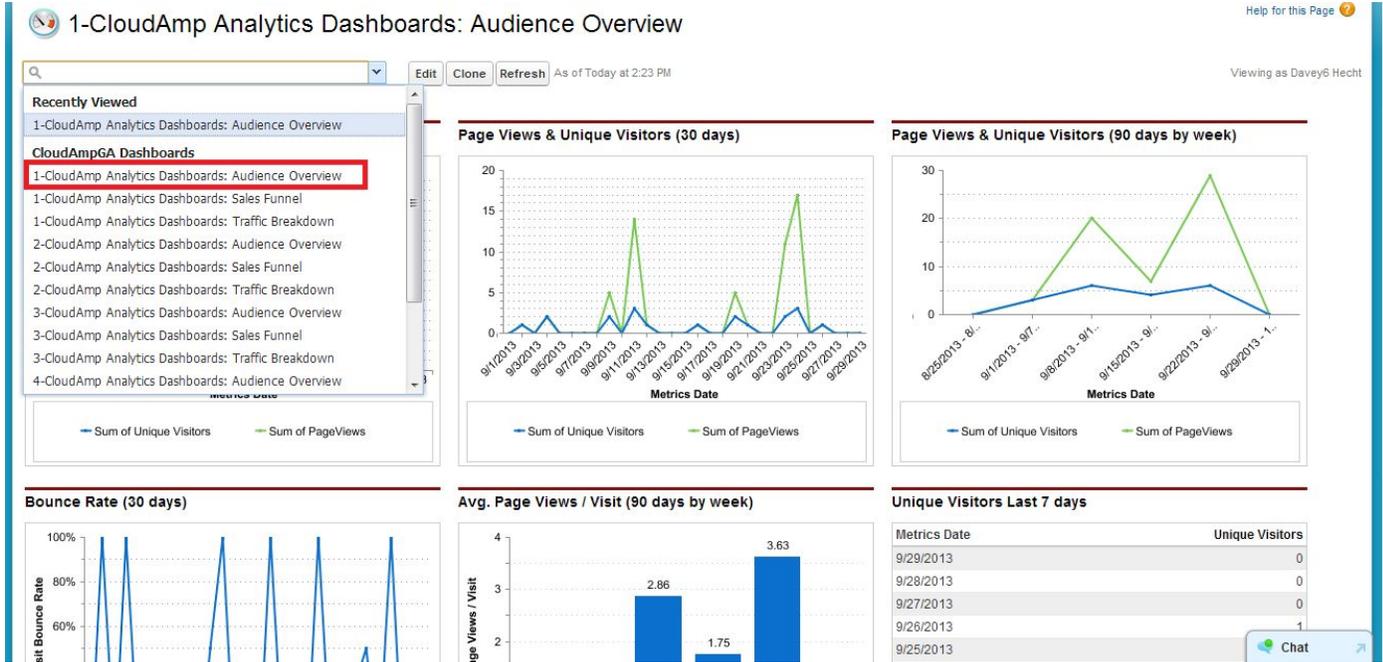
Disable Scheduler Clear All Data

When you have selected all 5 profiles, the list of available profiles will disappear. To change profiles, simply click the "Remove Profile" button below any of the profiles and the list of available profiles will reappear.

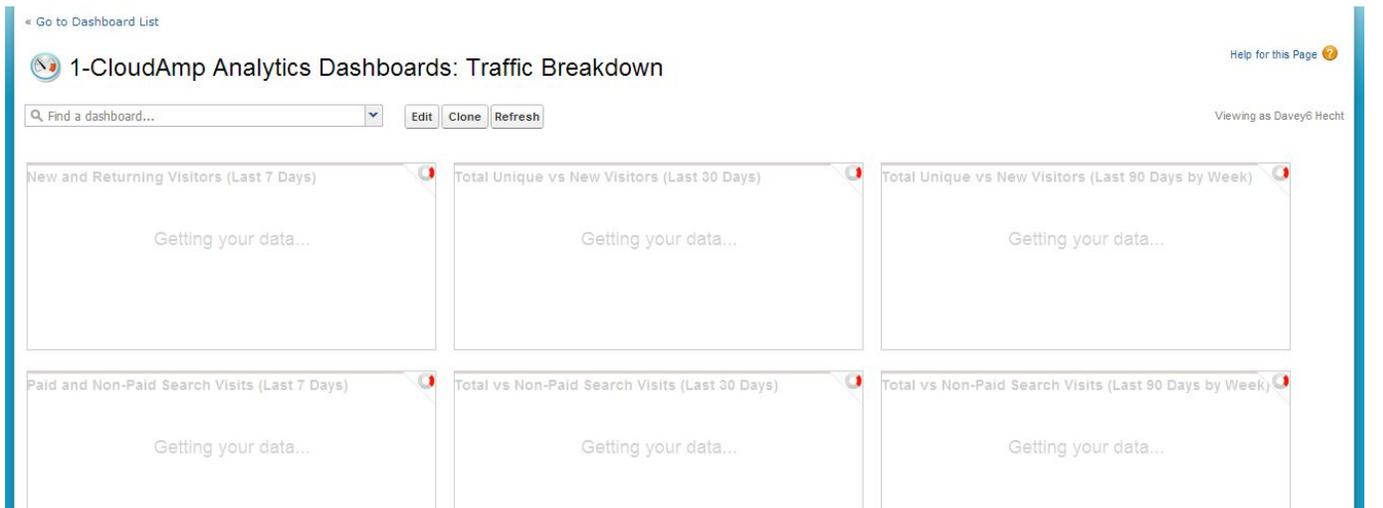


The screenshot shows the CloudAmp Analytics Dashboards interface. At the top, there is a search bar and navigation links for "Home", "Google Analytics Dash Settings", "CloudAmpGA Metrics", "Reports", and "Dashboards". The main content area is titled "CloudAmp Analytics Dashboards" and contains the same profile selection table and instructions as seen in the previous image. The table shows five profiles, each with a "Remove Profile" button. Below the table, there are buttons for "Disable Scheduler" and "Clear All Data".

8. Select the Dashboard from the Dashboard tab



9. The Dashboard will refresh



10. Your Dashboards are ready!

A new record of the previous day's data will be imported nightly between 2 and 4 AM local time. You may want to schedule a refresh of the dashboard after that time and/or configure it to be emailed to you.

There are 5 sets of 6 dashboards already configured. Each set has the number of the Google Analytics profile it corresponds to (1-5) before the dashboard name to identify it, as you can see below:

4-CloudAmp Analytics Dashboards: Audience Overview

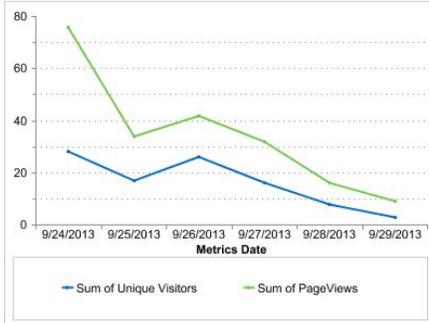
Help for this Page

Find a dashboard...

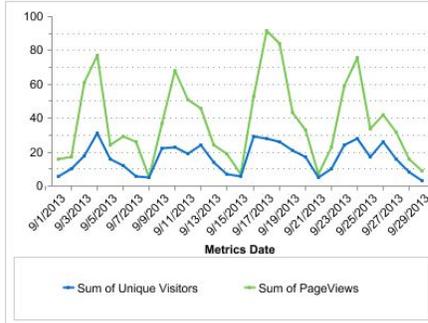
Edit Clone Refresh As of Today at 2:39 PM

Viewing as Davey6 Hecht

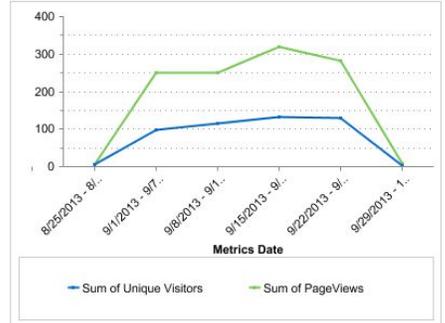
Page Views & Unique Visitors (7 days)



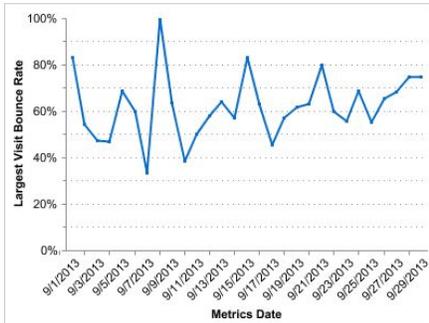
Page Views & Unique Visitors (30 days)



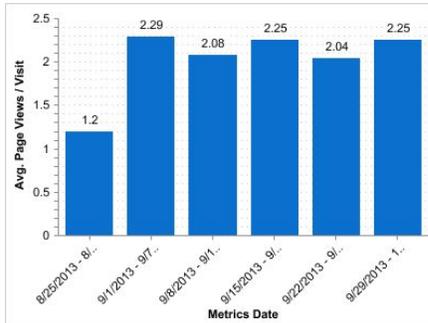
Page Views & Unique Visitors (90 days by week)



Bounce Rate (30 days)



Avg. Page Views / Visit (90 days by week)



Unique Visitors Last 7 days

Metrics Date	Unique Visitors
9/29/2013	3
9/28/2013	8
9/27/2013	16
9/26/2013	26
9/25/2013	17
9/24/2013	28
9/23/2013	24

Google Analytics Profile: [Redacted]



Dashboard by CloudAmp LLC
[Contact CloudAmp](#)

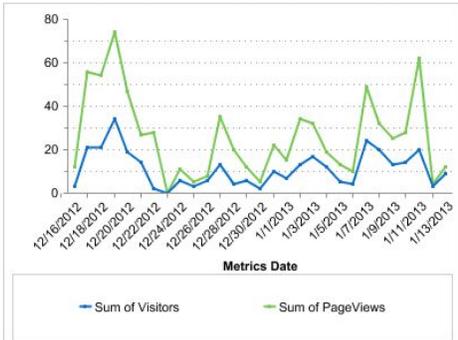
4-CloudAmp Analytics Dashboards: Sales Funnel

Find a dashboard...

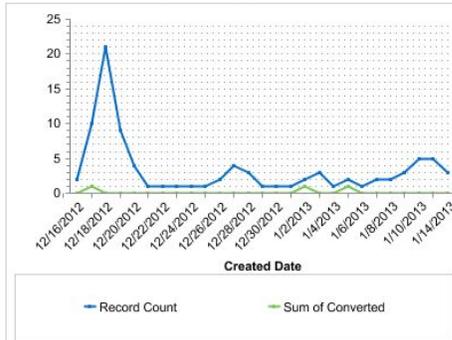
Edit Clone Refresh As of Today at 3:49 PM

Viewing as Davik

Website Page Views & Unique Visitors (30 days)



Leads & Converted Leads (30 Days)



Last 7 Days Funnel

Website Unique Visitors:	79
Leads Created:	18
Leads Converted:	0
Opportunities Created:	0

Last 30 Days Funnel

Website Unique Visitors:	325
Leads Created:	92
Leads Converted:	3
Opportunities Created:	0

Last 90 Days Funnel

Website Unique Visitors:	757
Leads Created:	77
Leads Converted:	11
Opportunities Created:	36

Unique Visitors (Last 10 days)

Metrics Date	Visitors
2/5/2013	24
2/4/2013	24
2/3/2013	6
2/2/2013	8
2/1/2013	26
1/31/2013	13
1/30/2013	14
1/29/2013	33
1/28/2013	18
1/27/2013	10

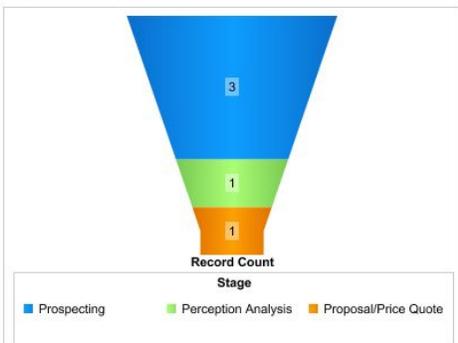
Leads Created (Last 10)

Company / Account	Converted
AppFront	0
Appfrontier	0
Blah Inc	0
never neverland	0
never inc	0
None	0
Appy	0

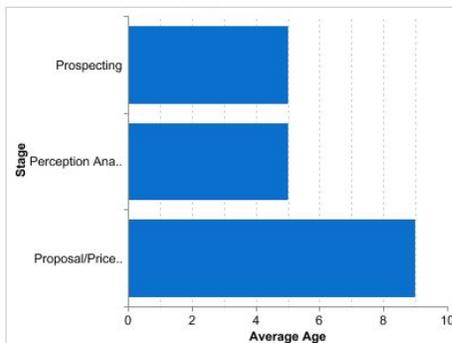
Opportunities Created (Last 10)

Opportunity Name	Amount
Appfrontier-Big Sale	\$0
Delphi Chemicals-Chemicals!	\$400
Appy-Big Deal #1	\$0
neverland inc.-	\$0
Abbott Insurance-	\$4K
Edge SLA	\$60K
Grand Hotels Kitchen Generator	\$15K
Grand Hotels SLA	\$90K
Express Logistics Portable Truck Generators	\$80K
Express Logistics SLA	\$120K

Opportunity Pipeline by Stage



Opportunity Pipeline by Age



Google Analytics Profile: [REDACTED]



Dashboard by CloudAmp LLC
[Contact CloudAmp](#)

4-CloudAmp Analytics Dashboards: Traffic Breakdown

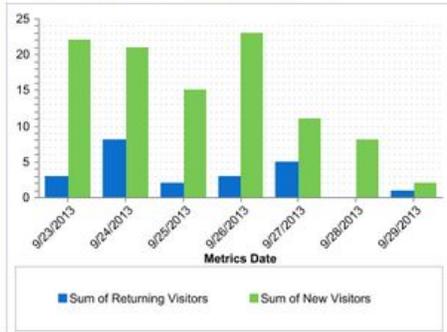
Help for this Page

Find a dashboard...

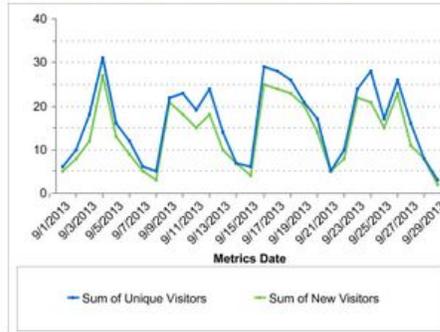
Edit Clone Refresh As of Today at 2:45 PM

Viewing as Davey6 Hecht

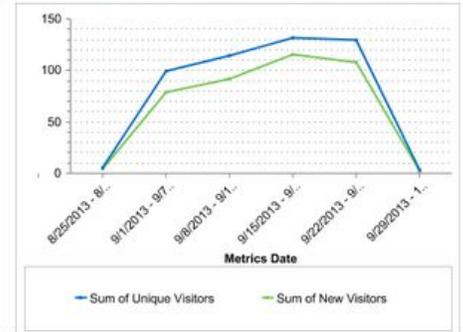
New and Returning Visitors (Last 7 Days)



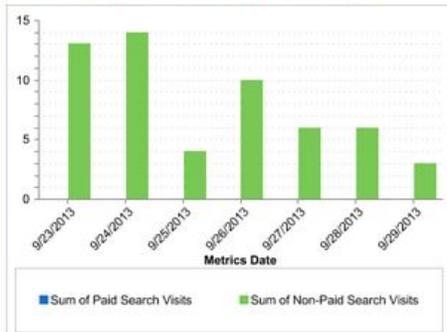
Total Unique vs New Visitors (Last 30 Days)



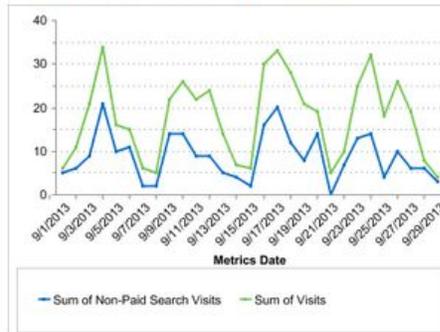
Total Unique vs New Visitors (Last 90 Days by Week)



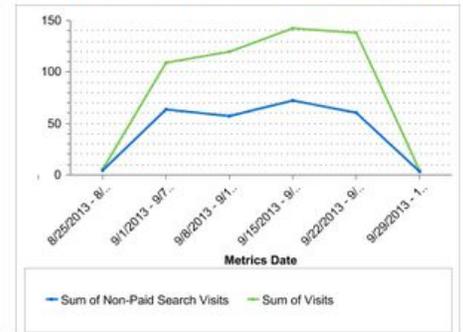
Paid and Non-Paid Search Visits (Last 7 Days)



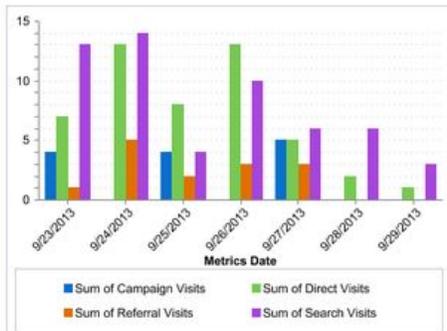
Total vs Non-Paid Search Visits (Last 30 Days)



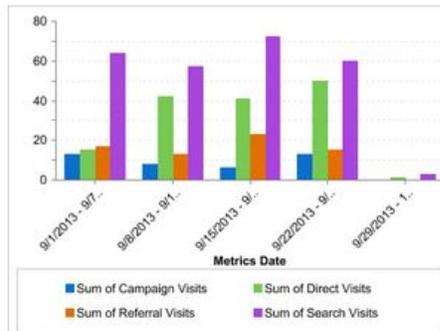
Total vs Non-Paid Search Visits (Last 90 Days by Week)



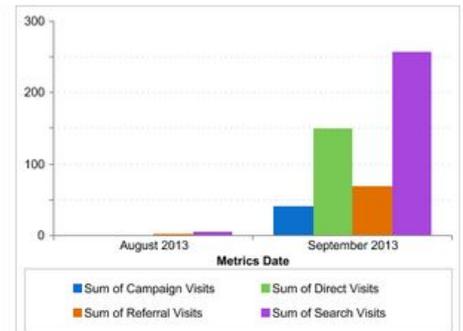
Visits by Type (Last 7 Days)



Visits by Type (Last 30 Days by Week)



Visits by Type (Last 90 Days by Month)



11. Identifying Your Dashboards

Each of the 5 sets of 6 dashboards identifies the Profile Number (1-5) in the beginning of its name, and the Profile Name (usually the web site name in Google Analytics) is shown in the lower right hand corner of the dashboard.

You may wish to customize the names of the dashboards or charts to make identification easier.

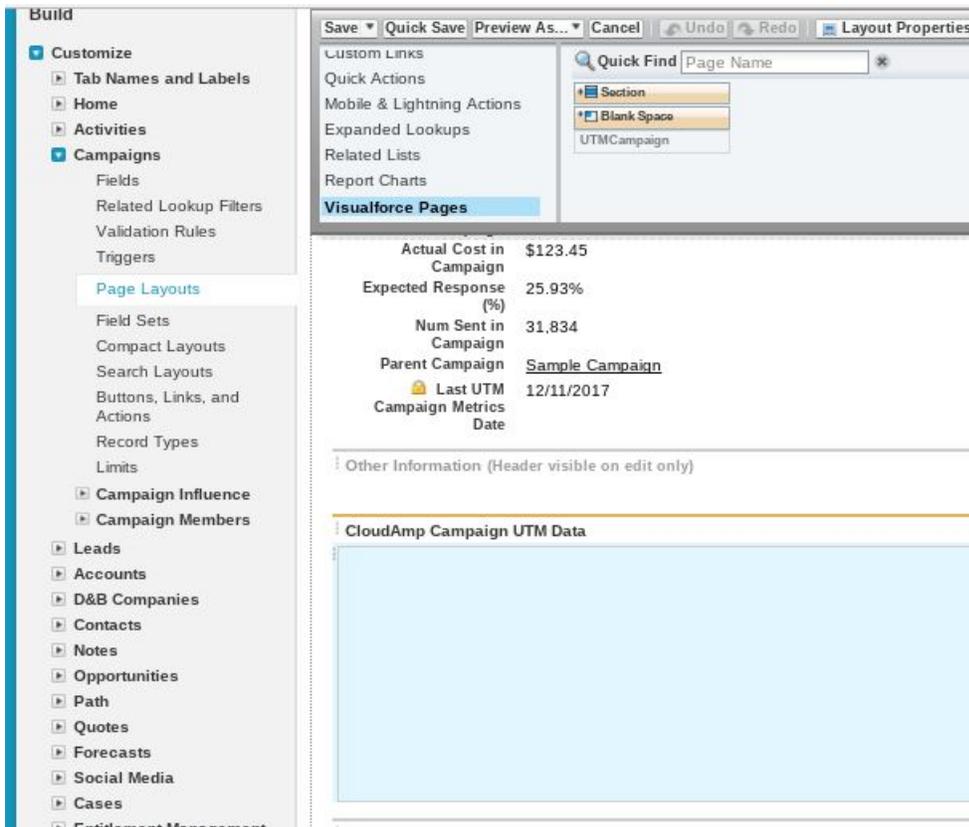


Syncing Salesforce and Google Campaigns

New in CloudAmp Analytics Dashboards 3.5, released March 2018, is the ability to import data from Google Analytics campaigns into your Salesforce Campaigns.

To get started, first update your Salesforce Campaign page layout.

1. Go to a Salesforce Campaign record
2. Click "Edit Layout" top right
3. Create a new 1 column section and label it "CloudAmp UTM Campaign Data"
4. Drag the Visualforce page called "UTMCampaign" into that section.
5. Click Save.



The screenshot shows the Salesforce Build interface. On the left is a navigation menu with categories like Customize, Campaigns, Page Layouts, Campaign Influence, Campaign Members, Leads, Accounts, D&B Companies, Contacts, Notes, Opportunities, Path, Quotes, Forecasts, Social Media, Cases, and Enrollment Management. The main area displays Campaign Metrics:

Actual Cost in Campaign	\$123.45
Expected Response (%)	25.93%
Num Sent in Campaign	31,834
Parent Campaign	Sample Campaign
Last UTM Campaign Metrics Date	12/11/2017

Below the metrics is a section titled "CloudAmp Campaign UTM Data" which is currently empty.

Once you have updated the page layout, and return to the Campaign, you will see a button that says “Track a Google Campaign”

▼ CloudAmp Campaign UTM Data



CloudAmp gives you the ability to track your Google Analytics directly within Salesforce campaigns. Click the button below to get started!

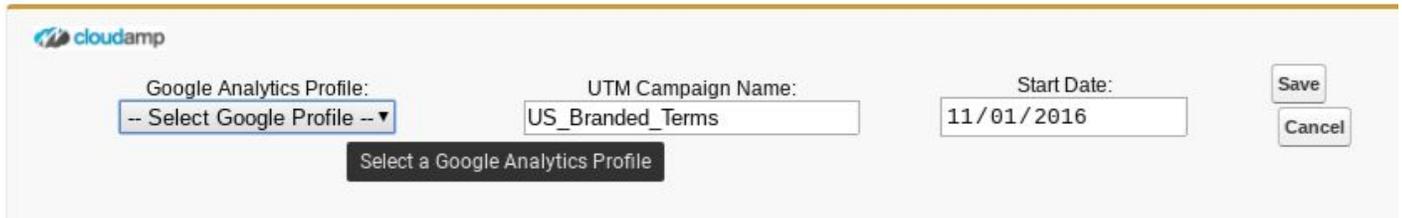
[Track a Google Campaign](#)

[Show me how it works](#)

To Proceed with importing Campaign data from Google Analytics:

1. Click the button that says “Track a Google Campaign”
2. Select the Google Analytics profile that has the campaign you want to import
3. Enter the EXACT name of the campaign as indicated in your UTM_Campaign tags.

▼ CloudAmp Campaign UTM Data



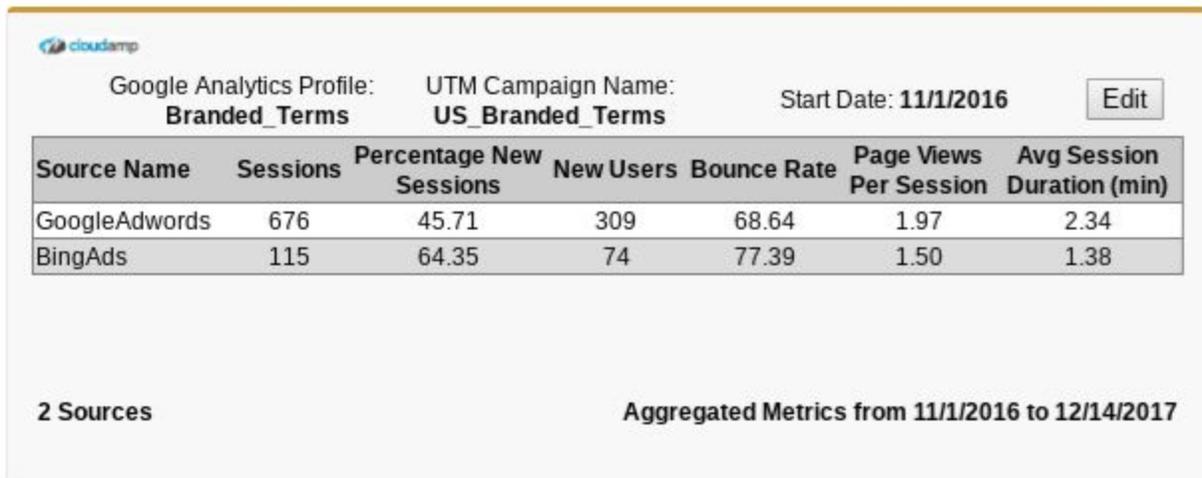
You may wish to cut and paste the campaign name directly from Google Analytics, to make sure it matches exactly. If the Campaign name is different, it will not import the data correctly.

You can find Campaigns in Google Analytics at **Acquisition > Campaigns**

Note that campaign data will not be imported until the next nightly batch import.

Once the UTM Campaigns data is imported to Salesforce in the next nightly batch, you will see it in the same area of the Salesforce Campaign record:

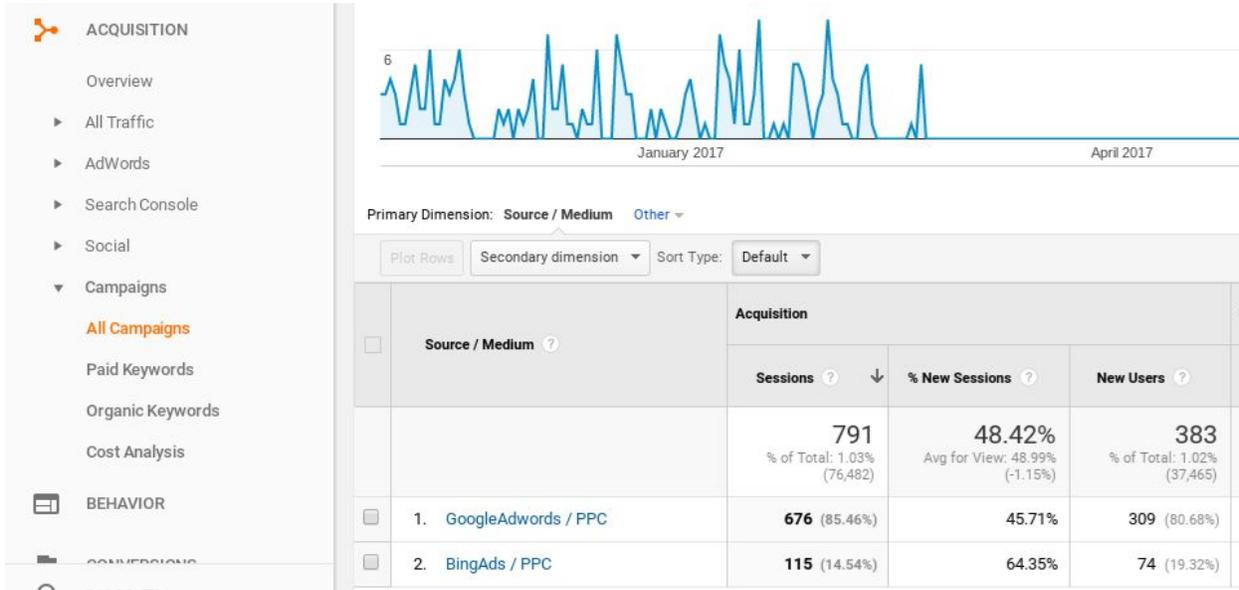
▼ CloudAmp Campaign UTM Data



Source Name	Sessions	Percentage New Sessions	New Users	Bounce Rate	Page Views Per Session	Avg Session Duration (min)
GoogleAdwords	676	45.71	309	68.64	1.97	2.34
BingAds	115	64.35	74	77.39	1.50	1.38

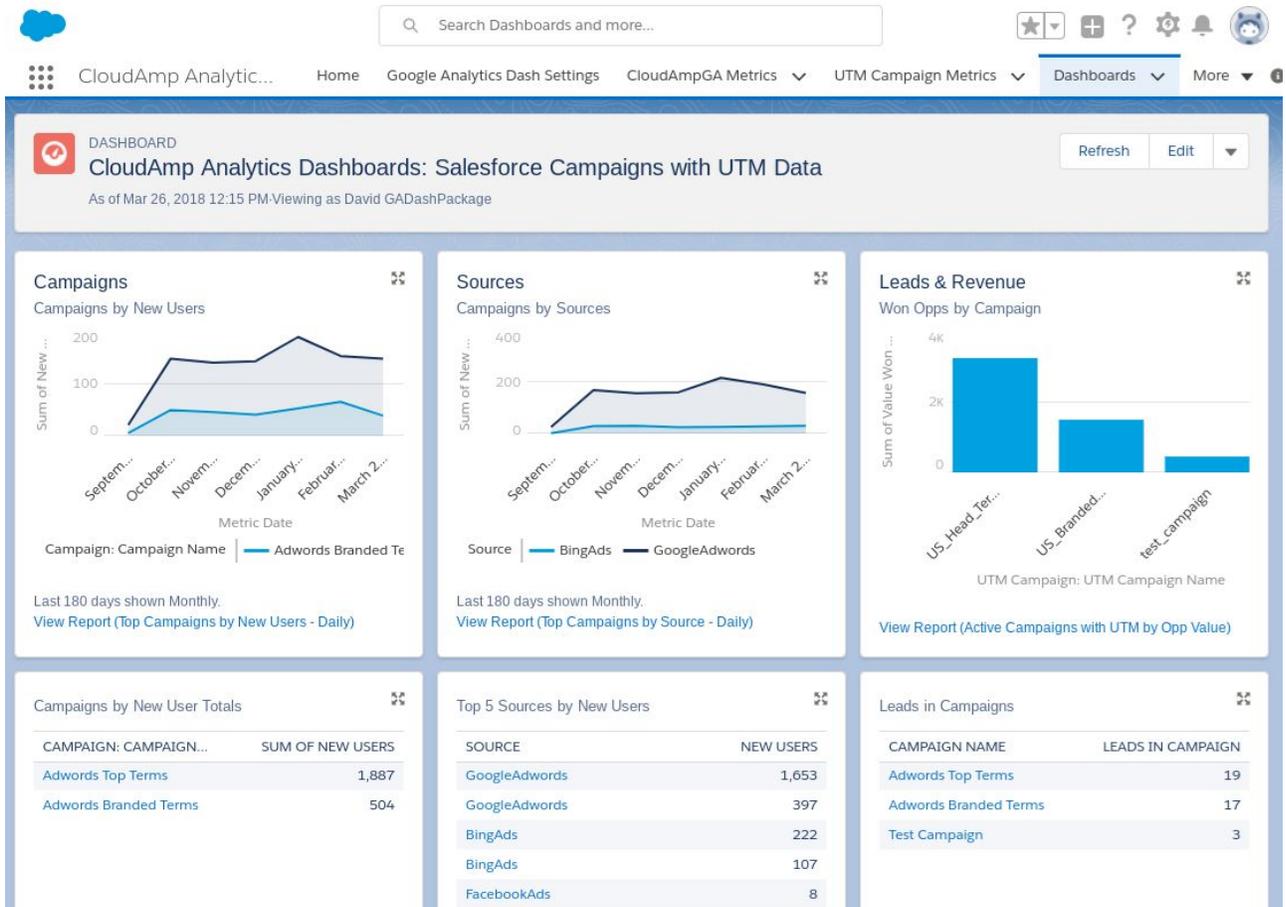
2 Sources Aggregated Metrics from 11/1/2016 to 12/14/2017

If you log into Google Analytics and set the date range to the same, you should see the same data under **Acquisition > Campaigns**



There are also daily records of the imported data, if you want to create reports in Salesforce showing UTM Campaign trends.

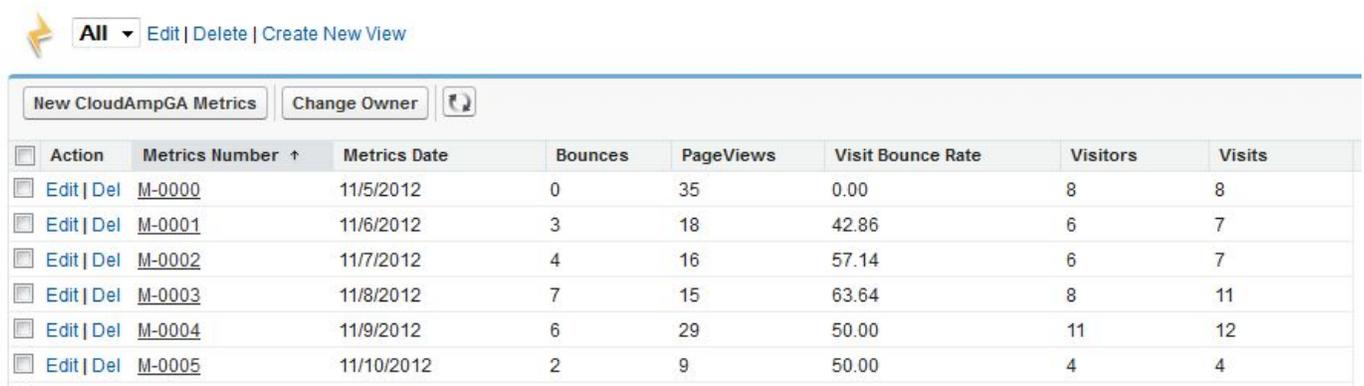
Finally, there is a prebuilt dashboard you can customize that shows the Campaigns with the imported UTM Campaign and UTM Source data from Google Analytics:



Customization

In addition to the 5 sets of 6 prebuilt dashboards and 200+ reports, you can use the Google Analytics data in your own reports and dashboards if you wish.

The data is being imported into a custom object called “**CloudAmp GAMetrics**” which you can access on the “CloudAmp GAMetrics” tab. There are several List Views included, but you can create your own or use this data wherever you choose -- it is native in Salesforce to allow maximum flexibility in reporting, use for workflow rules, etc.



The screenshot shows a Salesforce list view for the custom object 'New CloudAmpGA Metrics'. At the top, there is a lightning bolt icon, a dropdown menu set to 'All', and links for 'Edit | Delete | Create New View'. Below this is a header bar with 'New CloudAmpGA Metrics', a 'Change Owner' button, and a refresh icon. The table below has columns for Action, Metrics Number, Metrics Date, Bounces, PageViews, Visit Bounce Rate, Visitors, and Visits. Each row includes an 'Edit | Del' link.

<input type="checkbox"/>	Action	Metrics Number ↑	Metrics Date	Bounces	PageViews	Visit Bounce Rate	Visitors	Visits
<input type="checkbox"/>	Edit Del	M-0000	11/5/2012	0	35	0.00	8	8
<input type="checkbox"/>	Edit Del	M-0001	11/6/2012	3	18	42.86	6	7
<input type="checkbox"/>	Edit Del	M-0002	11/7/2012	4	16	57.14	6	7
<input type="checkbox"/>	Edit Del	M-0003	11/8/2012	7	15	63.64	8	11
<input type="checkbox"/>	Edit Del	M-0004	11/9/2012	6	29	50.00	11	12
<input type="checkbox"/>	Edit Del	M-0005	11/10/2012	2	9	50.00	4	4

We recommend updating the names of the existing dashboards and charts if you wish as well, to make distinguishing the different web sites / Google Analytics profile data sources easier. Clicking the “Clone” button on a dashboard and “Save As” for any modified reports is recommended, to maintain a copy of the originals.

For more information on customizing your dashboards, please see our blog post:

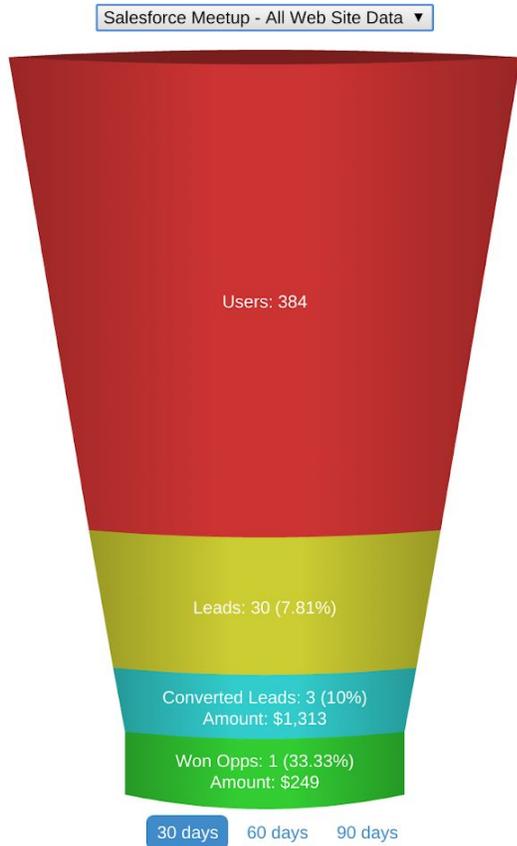
[How to Customize Salesforce Dashboards](#)

Marketing & Sales Funnel

This special Salesforce tab shows you your Users (web site visitors) from Google Analytics with your Leads, Converted Leads, and Won Opportunities in a large funnel chart. Plus it is easily customizable to view different time periods or change the source reports.

- See your conversion stages and percentages in an easy chart
- Up to 5 different funnels to match your Google Analytics Profiles
- Toggle between 30, 60, 90 day funnel views
- Uses standard Salesforce reports for easy customization

Marketing & Sales Funnel



Salesforce Meetup - All Web Site Data

Leads Created Source	<input type="text" value="4-Leads Created"/>	Edit Report
Converted Leads Source	<input type="text" value="4-Leads Converted"/>	Edit Report
Won Opportunities Source	<input type="text" value="4-Opportunities Won"/>	Edit Report

Save

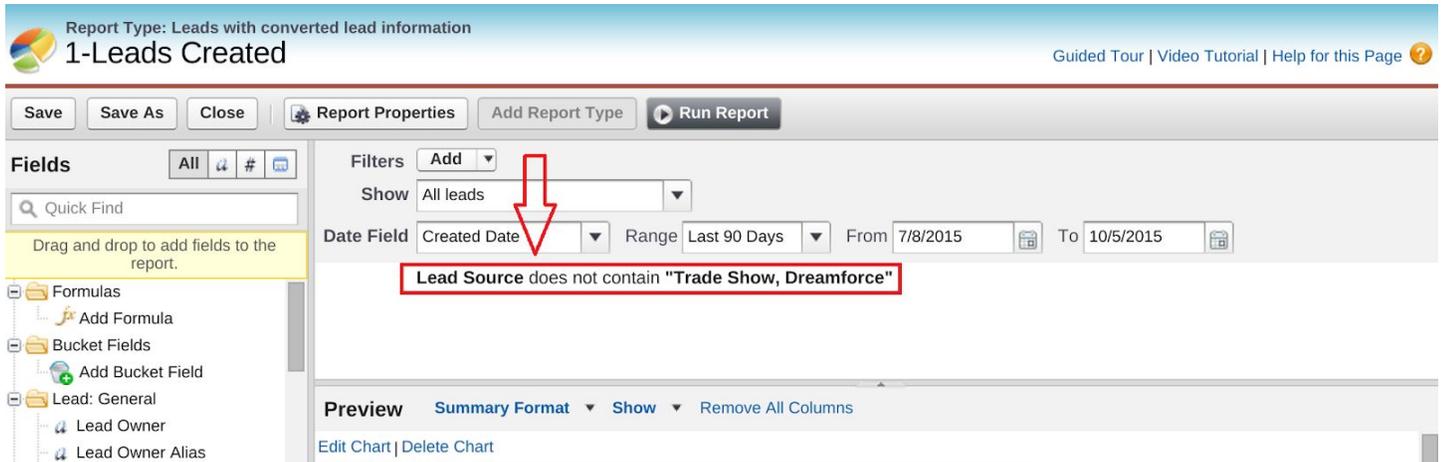
Customizing the Funnel

The CloudAmp Analytics Dashboards Marketing & Sales Funnel is driven by standard Salesforce reports, so you can easily change or modify lead and opportunity data in your funnel.

For example, since Users is the Google Analytics metrics of unique users (visitors) on your web site, you may wish to add filters to your Lead report to exclude non-web channels (such as tradeshow lead lists).

You can change source reports entirely by clicking the magnifying glass, clearing the search box, selecting a new report and clicking Save.

Alternately, click the Edit Report link and modify the source report provided by CloudAmp. (If you are new to Salesforce reporting, we suggest "Save As" and change to the new report using the magnifying glass, to save the original reports in case you need to restore them.



Updates

The dashboard will import the previous 30 to 730 days worth of data when it first is installed (depending on what you select), and then imports the previous day's data each day at a randomly selected time between 2 and 4 AM (local time based on the time set in your Salesforce organization).

After the initial configuration, you can go back to the settings page to remove profile and metrics information by clicking on **Clear Profile Data** and remove metrics, profile and account information by clicking on **Clear All Data**. You also has the choice of disabling/enabling the scheduler that imports data daily by clicking on **Disable Scheduler/Enable Scheduler**.

If you wish to change the Google Analytics profiles that you are displaying in the dashboards, simply click the **Remove Profile** button for one or more profiles, and the list of available profiles from your Google Account will reappear.

Upgrading

If you are upgrading from an older version of the CloudAmp Analytics Dashboards, please [contact us](#) first for assistance. It is easy to upgrade by logging into the AppExchange and going to "My Account", however there are some issues with older dashboards / reports not being updated during the upgrade process. This is by design with Salesforce, as many customers will modify dashboards and reports, so CloudAmp support can walk you through the best options for bringing everything in the app up to the current version.

Limitations

There are some limitations in CloudAmp's Dashboard for Google Analytics. We are actively working on adding features and functionality to future releases, so please contact us if you have requests.

1. Only one Google Account and 5 Google Analytics Profiles can be selected per Salesforce instance. If you don't have access to a particular Google Analytics profile through your Google Account, it is quite straightforward to add access through Google Analytics.
2. Metrics are collected on daily basis only. So some metrics such as unique visitors will be slightly higher than actual when aggregated on a weekly or monthly basis. Importing some metrics on a monthly or weekly basis is

currently on our roadmap.

3. Metrics data is available in the CloudAmpGA_Metrics__c object and hence could be removed by a user with permissions. This is by design, however, so you can use the data elsewhere in Salesforce.
4. Dashboard refresh is not scheduled automatically in Salesforce, so should be scheduled by an Administrator after 4:00 AM as the scheduler runs prior to that time and imports the previous day's data. You may want to set the dashboard to be emailed to you as well.
5. Currently 90+ different Google Analytics metrics are imported from 5 different Google Analytics web sites / profiles. We plan on adding additional metrics and dashboards to future versions, so please let us know what you would like to see.
6. Due to Google API limitations, only 1 day of Country and US State session data is imported when you first add a profile, so it will take a week or two to properly populate the location graphs in your dashboard.