## Digital Marketing

RED ACADEMY

## Agenda

- · Welcome!
- Translating jargon
- Tracking Code
- Measurement Plans



## Learning Objectives

- Recall essential analytics vocabulary
- Identify and create different types of tracking code:
   Google Analytics, Event, Campaigns, Social
- View Raw Analytics Data
- Create Measurement Plan



## Intro To Analytics

## **Web Analytics Defined**

What is web analytics?



## **Web Analytics Defined**

 The measurement, collection, analysis, and reporting of Internet data for purposes of understanding and optimizing web usage.

### **Benefits of Metrics**

What are some benefits of knowing your metrics?

## 4 Types of Measurement

- · Traffic to site
- Traffic source
- Visitor behaviour
- Visitor profiling



## **Types of Measurement**

- · Traffic to site: visits, unique visitors, geography
- Traffic source: organic, social media, referring sites, online advertising
- · Visitor behaviour: bounce rate, user flow, goals, events
- Visitor profiling: geography, male/female, new/returning, frequency/recency



### What is Measured?

- Keyword performance
- Online ad performance
- Website engagement
- Conversions



## **Key Terms**

#### Sessions vs. Users

- · Session:
  - Starts when someone goes to the site and it ends when they leave.
- User:
  - A distinct person that comes to the website within a given period of time.



## **Pageviews**

- When a visitor views a page on a website.
- Can have multiple page views per visit/session

## **Average Visit Duration**

 Measures the total time that a visitor spends on the website.



#### **Bounce & Bounce Rate**

- Equivalent to Average Visit Duration = 0
- Bounce rate is the percentage of sessions with only 1 page view
- Measures stickiness of website (and specific pages)



#### **Exit Rate**

 Percentage of visitors that leave the session on a page (last page viewed).



# Website Key Performance Indicators

# **Key Performance Indicators** (KPIs)

- Micro Conversions
  - Crucial to supporting the business, but do not necessarily impact sales (though they may have some effect).
  - Ex. Signing up for a newsletter or watching a video.
- Macro Conversions
  - Directly affect the bottom line for the business, by either contributing to revenue generation or reducing costs.
  - · Ex. Making a purchase or requesting a quote.



## Four Types of Websites

- E-commerce
- Brand
- Content
- Lead Generation



#### Exercise

- What is the objective of your website?
- Name 5 KPIs you would measure



#### E-Commerce

- Intended to sell products online.
- KPI =
  - Increase online sales/transactions
  - Average order value
  - % of people that add to shopping cart
  - % of visitors that abandon shopping cart
  - % of purchasers that are repeat purchasers

#### **Brand**

- Intended to provide a presence and establish an image for a company online (typically there is some form of interaction, such as a Contact Form, but not much else).
- KPI =
  - New vs. Returning Users
  - Time on Site
  - Email signup



#### Content

- Intended to provide content to an audience that is usually educational or entertaining. These sites are typically publishers, such as online magazines, that generate revenue from selling ad space on their site.
- KPI =
  - Average time per page
  - Average page views per page
  - · Average page depth per visit
  - Percentage of visitors that arrived at key content pages
  - Percentage of visitors that share content (dependent on social media integration)



### **Lead Generation**

- These are websites that are intended to generate lists of prospects (e. g. potential buyers) for a company either through an online form, chat window, or other call to action.
- KPI =
  - Percentage of visitors who complete request through lead generation mechanisms (usually Contact Us Form)
  - Percentage of visitors that abandon registration funnel
  - Bounce rates on key Landing Pages
  - Average page depth per visit



### **Class Discussion**

What would you want to track on your websites?



## **Tracking Code**

## Website/Webpage Tracking Code

- To track visitors and other metrics, you must embed code (usually Javascript) on web pages. This code tracks the activity and behaviour of the visitor on the page.
- Let's you track your KPIs

## **Tracking**

- In order to obtain metrics and important data, you must use various types of tracking code:
- 1. Website Tracking Code
- 2. Google Tag Manager
- · 3. Campaign Tracking Code



## Universal Analytics Tracking Code

Added to the header of all pages on the website.

Tracking ID Status: Receiving Data

UA-61392409-1

#### Website tracking

This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

This is your tracking code. Copy and paste it into the code of every page you want to track.

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-61392409-1', 'auto');
ga('send', 'pageview');
</script>
```





- Make sure this is installed and marketers will almost never bother you again!
- Tracking code similar to Google Analytics Tracking Code.

## **GTM Tags and Triggers**

Name 🔺	Туре	Firing Triggers	Last Edited
AdWords Remarketing	AdWords Remarketing	All Pages	a month ago
Apply Now	Universal Analytics	Apply Now	5 months ago
Call From Website	Custom HTML	All Pages	a month ago
Facebook Pixel	Custom HTML	All Pages	a month ago
Info Session Button	Universal Analytics	info session button	5 months ago
Register Now	Universal Analytics	Register Now	5 months ago
Universal Analytics	Universal Analytics	All Pages	6 months ago
View Courses Button	Universal Analytics	Clicked View Classes	5 months ago



### Campaign Tracking Code

#### Google's URL builder tool

Campaign Source (utm\_source) Required. Use utm\_source to identify a search engine, newsletter name, or other source.

Example: utm\_source=google

Campaign Medium (utm\_medium) Required. Use utm\_medium to identify a medium such as email or cost-per- click.

Example: utm\_medium=cpc

Campaign Term (utm\_term) Used for paid search. Use utm\_term to note the keywords for this ad.

Example: utm\_term=running+shoes

Campaign Content (utm\_content) Used for A/B testing and content-targeted ads. Use utm\_content to differentiate ads or links that point to the same URL.

Examples utm\_content=logolink or utm\_content=textlink

Campaign Name (utm\_campaign)

Used for keyword analysis. Use **utm\_campaign** to identify a specific product promotion or strategic campaign.

Example: utm campaign=spring sale



## **Data Analysis**

Campaign ?	Acquisition			Behavior			Conversions Goal 1: Submission ▼	
	Sessions ? ↓	% New Sessions	New Users ?	Bounce Rate ?	Pages / Session	Avg. Session Duration ?	Submission (Goal 1 Conversion Rate)	Submission (Goal 1 Completions)
	2,599 % of Total: 25.78% (10,083)	71.68% Avg for View: 56.97% (25.83%)	1,863 % of Total: 32.43% (5,744)	1.89% Avg for View: 2.52% (-25.16%)	3.37 Avg for View: 4.79 (-29.54%)	00:01:24 Avg for View: 00:03:02 (-53.84%)	3.04% Avg for View: 3.12% (-2.70%)	<b>79</b> % of Total: 25.08% (315)
1. webdev	<b>524</b> (20.16%)	78.63%	412 (22.11%)	1.72%	2.25	00:00:40	0.76%	4 (5.06%
2. digitalmarketing	390 (15.01%)	87.44%	341 (18.30%)	1.54%	2.57	00:00:44	3.08%	12 (15.19%
3. Web Design and Development	302 (11.62%)	83.11%	<b>251</b> (13.47%)	2.65%	3.03	00:00:56	2.98%	9 (11.39%
4. Red Branded	293 (11.27%)	30.03%	88 (4.72%)	1.37%	5.62	00:03:07	4.44%	13 (16.46%
5. ux	<b>267</b> (10.27%)	86.52%	231 (12.40%)	5.99%	2.40	00:00:31	1.12%	3 (3.80%
6. UX Design	196 (7.54%)	80.61%	158 (8.48%)	0.00%	4.16	00:01:48	3.57%	7 (8.86%
7. BC - Red - Branded	138 (5.31%)	50.72%	70 (3.76%)	0.00%	5.33	00:01:55	2.90%	4 (5.06%
8. ON - Web Development	96 (3.69%)	84.38%	81 (4.35%)	0.00%	2.89	00:00:41	6.25%	6 (7.59%
9. Digital Marketing	<b>87</b> (3.35%)	71.26%	62 (3.33%)	0.00%	3.59	00:01:50	11.49%	10 (12.66%
10. essentials	64 (2.46%)	79.69%	51 (2.74%)	4.69%	2.94	00:01:08	3.12%	2 (2.53%



#### **Chrome Extension**

https://chrome.google.com/webstore/detail/googleanalytics-url-buil/gaidpiakchgkapdgbnoglpnbccdepnpk? hl=en



## **Google Analytics**

## Viewing The Data

- . Real Time
  - Tracks everything in the last half hour.
- Past Data
  - Tracks everything since you installed GA.
  - Hundreds of reports to look analyze.
    - Find the ones that matter to you.



# Digital Marketing Measurement Model

### **Digital Marketing** Measurement Model

Global World Domination Inc. Digital Marketing Measurement Model

#### Create Awareness Website Goal: Reinforce Offline/Online Advertising

KPI: Branded Traffic

Target: 7k Visits/Mo

Segments:

Traffic Sources Converted Visits

#### Website Goal:

Capture Leads (Email/Contact)

KPI: Conv. eNews

> Target: 45/Mo

Segments:

Traffic Sources Site Tools Used

KPI: Conv. Home Tours

> Target: 20/Mo

Segments:

Visitor Tupe Content Tupe Viewed

Provide

Website Goal:

Homebuyer Info & Resources

KPI:

# of Downloads

Target: 150/Mo

Segments:

Document Tupe Geography

Website Goal: Engage Communituvia

Local Events

KPI:

Visitor Loyalty

Target: 50% Repeat Visits

Segments:

1.2.3+ Visits Buckets

# Four Types of Websites

- E-commerce
- Brand
- Content
- Lead Generation



# **Business Objectives**

- Why does your business exist?
- Your objectives should be DUMB
  - Doable
  - Understandable
  - Manageable
  - Beneficial





#### **Website Goals**

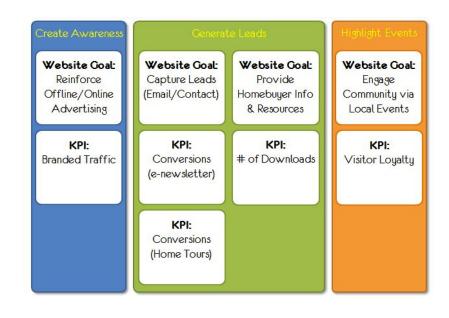
- Goals are specific strategies you'll leverage to accomplish the business objectives.
- Your goals should be SMART
  - Specific
  - Measurable
  - Attainable
  - Reasonable
  - Timely





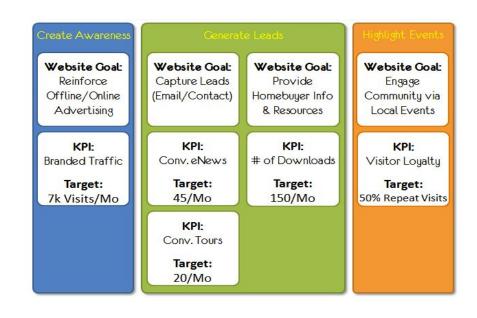
### **Key Performance Indicators**

- A key performance indicator (KPI) is a metric that helps you understand how you are doing against your objectives.
- Find the most relevant KPI for each goal.
- Focus on conversions



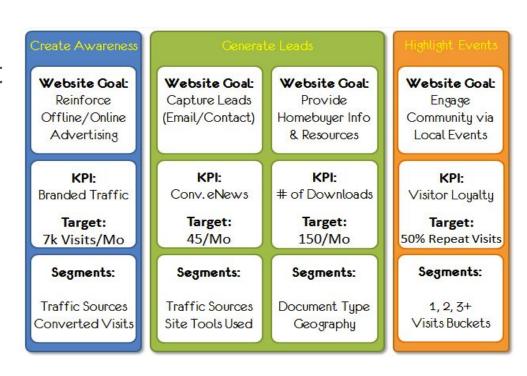
## **Targets**

- Set the parameters for success
- Targets are pre-determined indicators of success or failure.
- Identify targets for each KPI



## Segments

- Identify the segments that you will analyze to understand why you succeeded or failed.
- Segment types
  - People
  - Behaviour
  - Outcomes



# Digital Marketing Measurement Model





# Focus The Model On Three Key Areas

- Acquisition
  - How are you going to get people to your site?
- Behaviour
  - What should people do when they land on your site?
- Outcomes
  - What outcomes signify value delivered to the business bottom-line?



### **Exercise**

Build a DMMM model in your groups.



### Let's See Some Models!



## **Further Reading**

Analytics Academy Courses: <a href="https://analyticsacademy.withgoogle.com/">https://analyticsacademy.withgoogle.com/</a>

Google Tag Manager: Academy Course: https://analyticsacademy.withgoogle.com/course/5

