

Digital Marketing



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 - how many?
- Traffic source - from where?
- Visitor behaviour - what do they do?
- Visitor profiling - who are they?

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

Clickstream

- Also known as click-level data
- The collecting, storing, and processing of your website's click level data
 - What to people click on?
 - Where do they click?
 - How frequently do they click?

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

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>
```

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

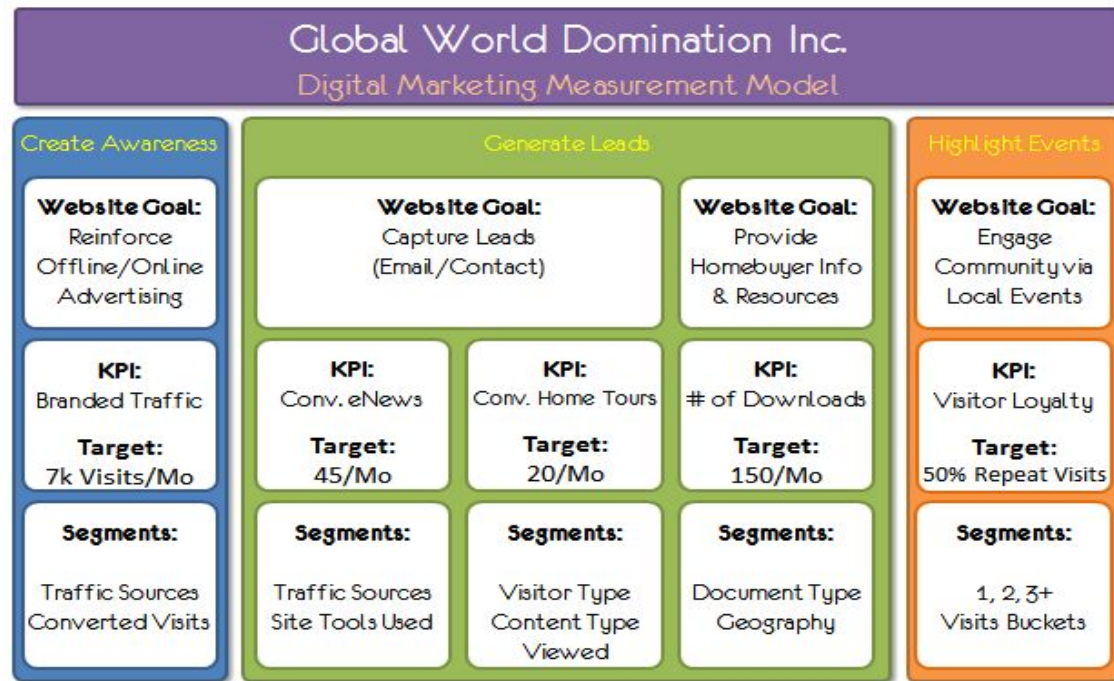
Google Analytics

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



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



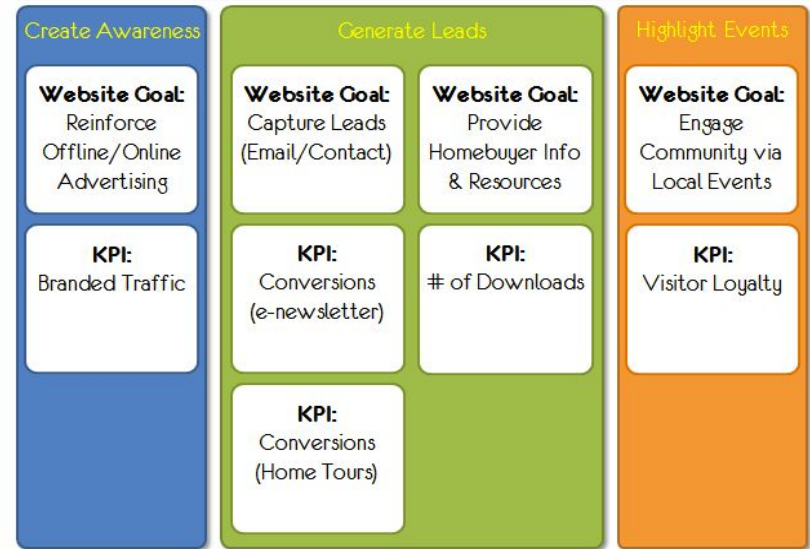
Website Goals

- 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

Create Awareness	Generate Leads		Highlight Events
Website Goal: Reinforce Offline/Online Advertising	Website Goal: Capture Leads (Email/Contact)	Website Goal: Provide Homebuyer Info & Resources	Website Goal: Engage Community via Local Events
KPI: Branded Traffic	KPI: Conv. eNews	KPI: # of Downloads	KPI: Visitor Loyalty
Target: 7k Visits/Mo	Target: 45/Mo	Target: 150/Mo	Target: 50% Repeat Visits
Segments: Traffic Sources Converted Visits	Segments: Traffic Sources Site Tools Used	Segments: Document Type Geography	Segments: 1, 2, 3+ Visits Buckets

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?

Let's See Some Models!

