

# Web Analytics, KPIs SEM, Payment Terms

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## **Instructions to Students:**

Each question consists of an Assertion (A) and a Reason (R). Choose the correct option:

- A. Both A and R are true, and R is the correct explanation of A
- B. Both A and R are true, but R is NOT the correct explanation of A
- C. A is true, but R is false
- D. A is false, but R is true

# Web Analytics

- A web analytics dashboard lets you assess the performance of your website by measuring data such as visitors, page views and online conversions.
- This dashboard can be used in various contexts, such as digital marketing, social media, SEO, UX and e-commerce
- Typical KPIs measured through web analytics
  - % conversion rate;
  - # page views;
  - # new or unique visitors;
  - # page views per visitor (pages/sessions);
  - # website visitors;

# Key Terms

Term	Definition
A/B test	Also known as a split test, it involves testing two versions of the same page or site to see which performs better.
Click path	The journey a user takes through a website.
Conversion	Completing an action that the website wants the user to take. Usually a conversion results in revenue for the brand in some way. Conversions include signing up to a newsletter or purchasing a product.
Conversion funnel	A defined path that visitors should take to reach the final objective.
Cookie	A small text file that is used to transfer information between browsers and web servers. They help web servers to provide the right content when it is requested.
Count	Raw figures captured for data analysis.
Event	A step a visitor takes in the conversion process.
Goal	The defined action that visitors should perform on a website, or the purpose of the website.

# Key Terms...

- **Entry page:** The first page of a visit
- **Landing page:** The page intended to identify the beginning of the user experience resulting from a defined marketing effort.
- **Exit page:** The last page of a visit
- **Visit duration:** The length of time in a session
- **Referrer:** The URL that originally generated the request for the current page
- **Internal referrer:** A URL that is part of the same website
- **External referrer:** A URL that is outside of the website
- **Search referrer:** A URL that is generated by a search function
- **Visit referrer:** A URL that originated from a particular visit
- **Original referrer:** A URL that sent a new visitor to the website
- **Clickthrough:** The number of times a link was clicked by a visitor
- **Clickthrough rate:** The number of times a link was clicked divided by the number of times it was seen (impressions)
- **Page views per visit:** The number of page views in a reporting period divided by the number of visits in that same period to get an average of how many pages being viewed per visit.

# Tracking and collecting data

- A key problem with tracking users on websites used to be that it was impossible to track individual users - only individual browsers, or devices, since this is done through cookies.
- So, if Joe visits the website from Chrome on his home computer and Safari on his work laptop, the website will think he's two different users. If Susan visits the site from the home computer, also using Chrome, the website will think she's the same user as Joe, because the cookie set when Joe visited the site will still be there.
- An additional concern was the decline of cookies.
- A solution to the above problems is Google's Universal Analytics

# Universal analytics

- Google's universal analytics allows you to track visitors (that means real people) rather than simply sessions.
- By creating a unique identifier for each customer, universal analytics means you can track the user's full journey with the brand, regardless of the device or browser they use.
- You can track Joe on his home computer, work laptop, mobile phone during his lunch break and even when he swipes his loyalty card at the point of sale allowing you to combine offline and online information about users.
- Users who use Gmail are easy for Google to track because they'll be logged in across devices.

# Analysing data

- Track – Analyse – Optimise (TAO of conversion optimization)
- Key elements to analyse
  - Analysing **behaviour** data infers the intent of a website's visitors. Why are users visiting the website?
  - Analysing **outcomes** metrics shows how many visitors performed the goal actions on a website. Are visitors completing the goals we want them to?
  - A wide range of data tells us about the **user experience**. What are the patterns of user behaviour? How can we influence them so that we achieve our objectives?
- Some methods to gauge the intent of your visitors include:
  - Click density analysis: Looking at a heatmap to see where users are clicking on the site and if there are any noteworthy 'clumps' of clicks such as many users clicking on a page element that is not actually a button or link.
  - Segmentation: Selecting a smaller group of visitors to analyse, based on a shared characteristic for example, only new visitors, only visitors from a particular region



# Key KPIs & Metrics in Digital Marketing

## Performance Indicators by Channel:

- **Website Metrics:**

- Page Views
- Bounce Rate
- Avg. Session Duration
- Conversion Rate

- **Email Marketing:**

- Open Rate
- Click-Through Rate (CTR): how many people clicked on a link in your email out of those who opened it.
- Unsubscribe Rate

# Key KPIs & Metrics...

- Social Media:
  - Engagement Rate
  - Follower Growth
  - Shares & Mentions
- Paid Ads:
  - Cost Per Click (CPC)
  - Cost Per Acquisition (CPA)
  - Return on Ad Spend (ROAS)
- Sales & ROI Metrics:
  - Customer Acquisition Cost (CAC)
  - Customer Lifetime Value (CLTV)
  - Revenue Growth

# Using Insights for Lead Generation

## **Lead Generation Tactics Based on Insights:**

- Segment audience using demographics & behavior
- Create targeted content/offers
- Use lookalike audiences for paid campaigns
- Optimize landing pages based on user feedback
- A/B test lead magnets (e.g., ebooks, trials)

# Customer Analysis Techniques

- Customer Segmentation
- Customer Journey Mapping
- Customer Lifetime Value (CLV)
- Voice of the Customer (VoC) Techniques
  - Methods:
    - Interviews and focus groups
    - Online reviews and feedback forms
    - Social media listening
  - Turns feedback into actionable insights

# Customer Retention Techniques

- Personalization & Communication
- Loyalty & Rewards Programs
- Customer Support Excellence
- Re-engagement Campaigns
- Community Building
- Measuring Retention Success
  - Key Metrics:
    - Retention Rate
    - Churn Rate
    - Repeat Purchase Rate
    - CLV
    - Net Promoter Score (NPS)

SEM

# What is SEM

- 2 main ways to get a business found in search engine results pages (SERPs):
  - search listings and,
  - paid ads
- The paid portion of a placement on search results pages is called search engine marketing, or SEM.

*Search engine marketing is increasing a product or service's visibility on a search engine results page through paid advertising*

# Benefits of SEM

- Quickly appearing in the search results pages: While a new website can appear in search results fairly quickly, it can take time to build its authority and reputation for appearing on top of serp wrt to specific searches
- Reach customers who are likely to buy from your company
- Learn which of your ads are driving sales. Using SEM, you can drive traffic to specific webpages on your website to collect data that allows you to determine which content is performing well and which can be improved.
- Control over where you send the searchers. Just because a webpage ranks high in the search listings for a given keyword, that doesn't mean it's the best page for conversion. SEM gives you the control over which page shows in the search engine for a given search.



# Payment Terms

# Payment Terms in Digital Marketing

- Cost Per Click (CPC) advertising:

CPC is a payment model where advertisers pay for every click that their ad receives. This model is commonly used in search engine advertising.

- Cost Per Action (CPA) advertising:

CPA is a payment model where advertisers pay for a specific action, such as a sale or a lead, that is generated by their ad. This model is commonly used in affiliate marketing.

- Cost Per Engagement (CPE) payment model:

CPE is a payment model where advertisers pay for every engagement with their ad, such as clicks, shares, or likes. This model is commonly used in social media advertising.

- Cost Per View (CPV) advertising:

CPV is a payment model where advertisers pay for every view of their video ad. This model is commonly used in video advertising. It charges the advertiser only when their ad is viewed by a user for a specified amount of time, ensuring that they are only paying for actual views that lead to brand awareness.

# Payment Terms in Digital Marketing ...

- Cost Per Lead (CPL) payment model: CPL is a payment model where advertisers pay for every lead that is generated by their ad. A lead is typically a user who provides their contact information, such as an email address, in response to the ad.
- Revenue Share advertising: Revenue Share is a payment model where advertisers share a percentage of their revenue with the publisher of the ad. This model is commonly used in affiliate marketing.
- Fixed Cost payment model: Fixed Cost is a payment model where advertisers pay a fixed price for their ad, regardless of how many clicks or impressions it receives. This model is commonly used in premium display advertising.
- Cost-Per-Install (CPI) is a payment model used in display advertising where advertisers pay publishers or ad networks a fixed rate every time a user installs their mobile app. In this model, the advertiser pays only for actual installations, rather than impressions or clicks, which ensures that they are only paying for users who have shown an interest in their app and taken the specific action of installing it on their device.