

# Marketing lever fundamentals

MARKETING ANALYTICS FOR BUSINESS



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# Upcoming topics

- Campaign analysis
- Privacy implications
- Audience segmentation
- Sentiment analysis
- ROI modeling



**Levers:** methods to execute marketing goals

# Marketing campaigns



Campaigns are organized efforts to achieve a specific goal

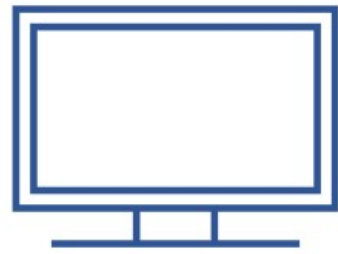
- Usually run for a fixed period of time
- Benchmarked to evaluate performance
- Can be run with one or many channels

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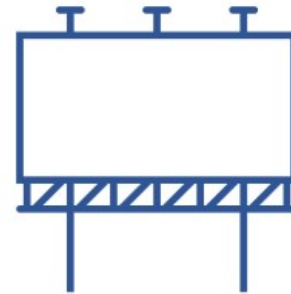
# Marketing channels



Radio



TV



Billboards



Social Media



Paid Search



Retail Stores



Affiliates

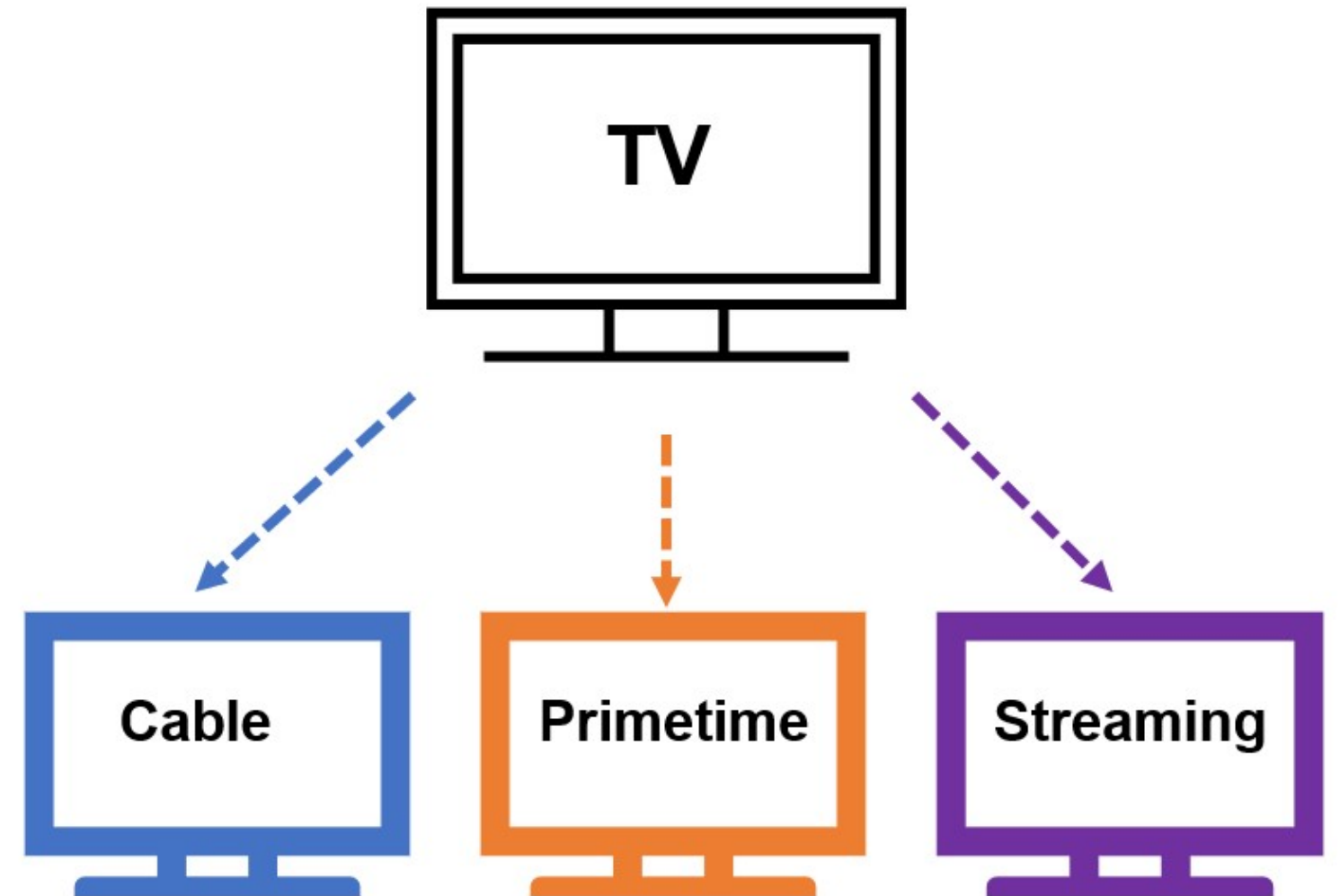
Channels are methods of delivering marketing messages to customers

- Tend to be on distinct platforms, like radio or billboards
- Some are offline (non-digital) channels, like radio or TV
- Others are online (digital) channels, like social media or paid search

# Marketing tactics

**Tactics** are specific actions to deliver on channel strategies.

- Many tactics are specific to a single channel, but some are across multiple
  - **Streaming** and **cable** are tactics for TV
  - **Retargeting** shows more relevant ads based on behavior





# Marketing lever hierarchy



Marketing levers (mostly) follow a hierarchy

- Hierarchies are mimicked in marketing data models

Program = all marketing efforts

- Programs are broadest
- Individual ad units are most granular
- Tactics < Channels < Campaigns

# Let's practice!

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# Marketing roles

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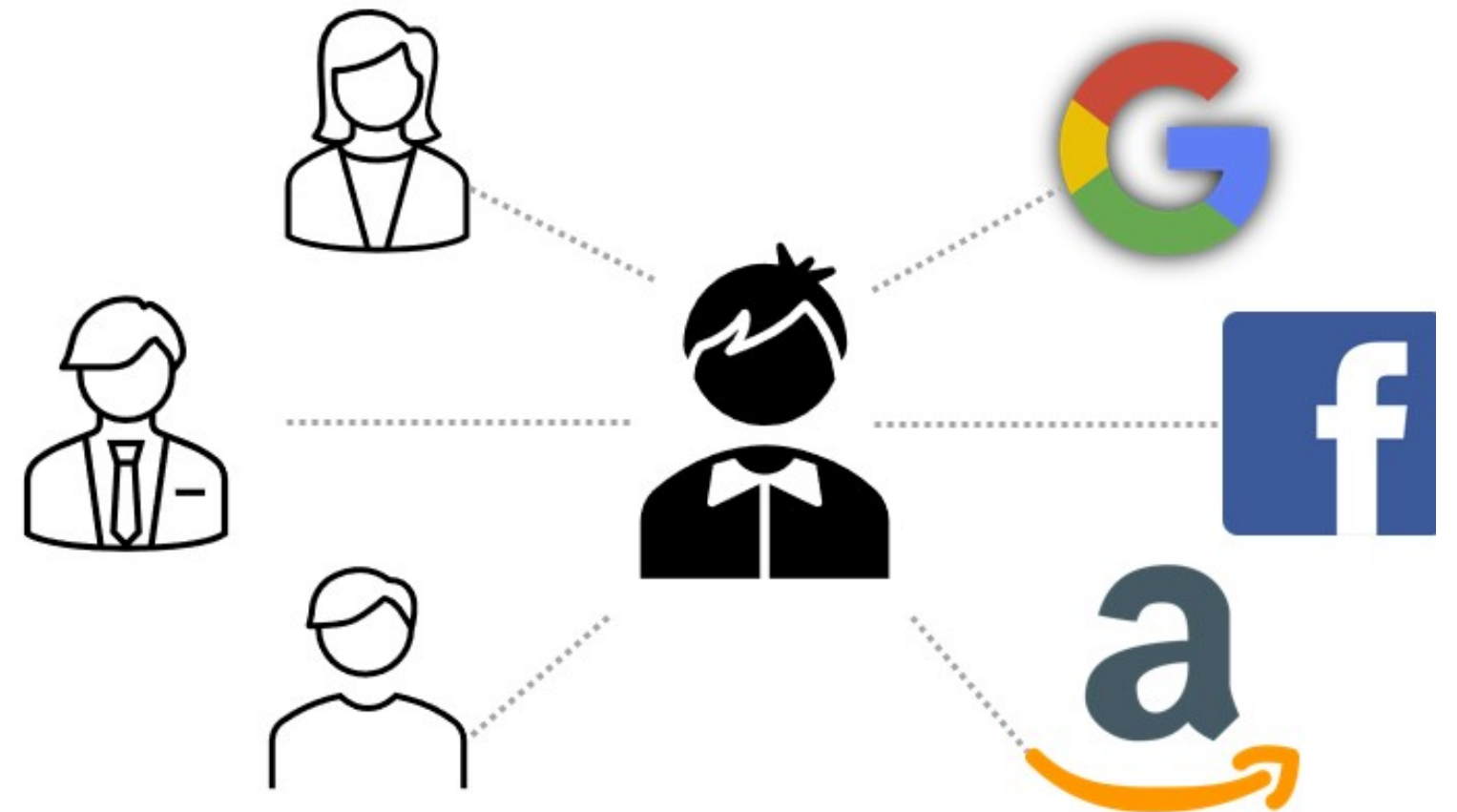
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# Marketing analytics hub

- Marketing analytics sits between **internal** and **external** partners
- Important to know partner goals
- Work with advertisers to exchange data
- Advise on marketing measurement across all parties



# Internal partners



Operations



Support



Marketing



Finance



Product



Engineering

Many internal partners have an interest in marketing insights

- Product wants to raise awareness of new **features**
- Operations and finance keep an eye on marketing **budgets**
- Support and engineering stay aware of acquisition trends

# Role-based marketing goals

Each internal partner role has slightly different marketing goals

- Social media and paid search drive brand engagement at **tactic** and **channel** levels
- Directors of Marketing monitor spend across all **campaigns** and **channels**
- Operations looks at **program** efficiency versus other investments
- Product tries to retain and attract new customers via product **campaigns**



Chief  
Operating  
Officer (COO)



Director  
of  
Marketing



Social  
Media  
Manager



Paid  
Search  
Analyst



Product  
Manager

# Advertising partners

Advertisers work closely with Marketing Analysts

- Advertisers rely on brands to share **conversion data**
- **Reports** show granular marketing performance data
- Advertisers are interested in **attribution**



# Let's practice!

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# Marketing business questions

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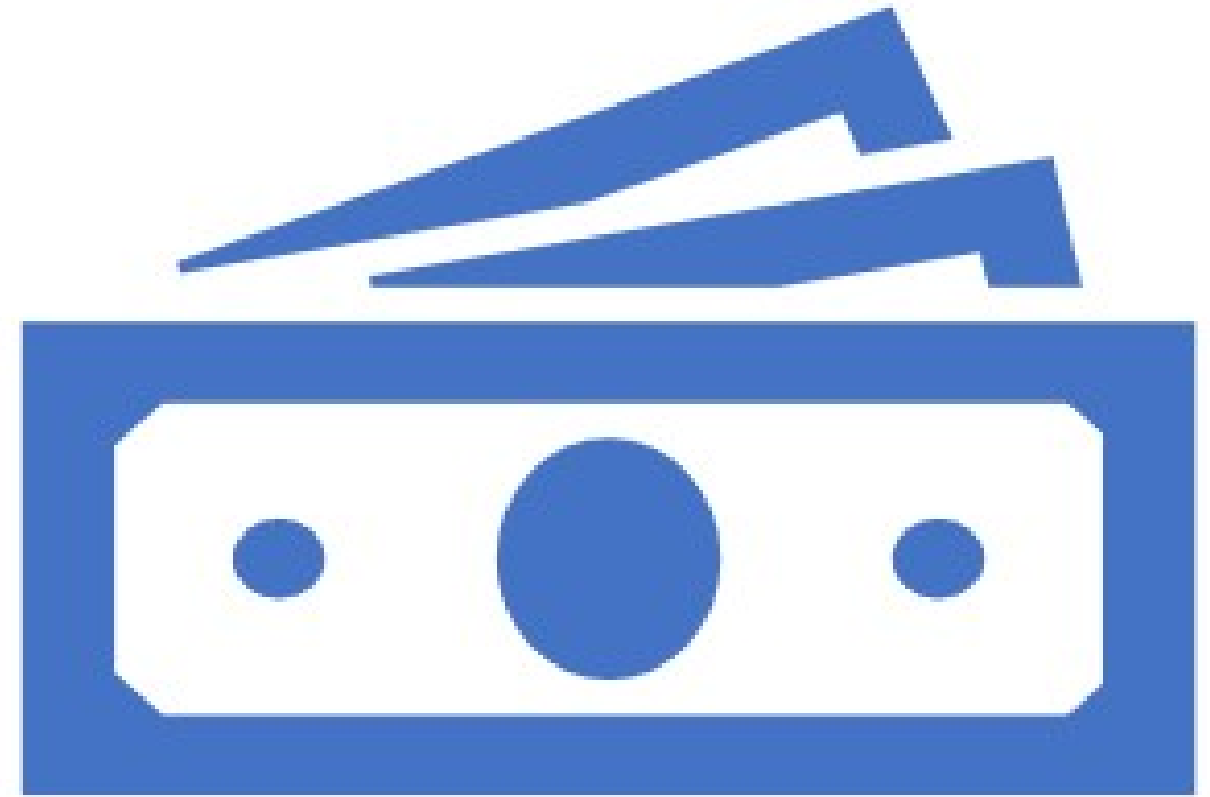
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# Common questions: revenue impact

## Examples:

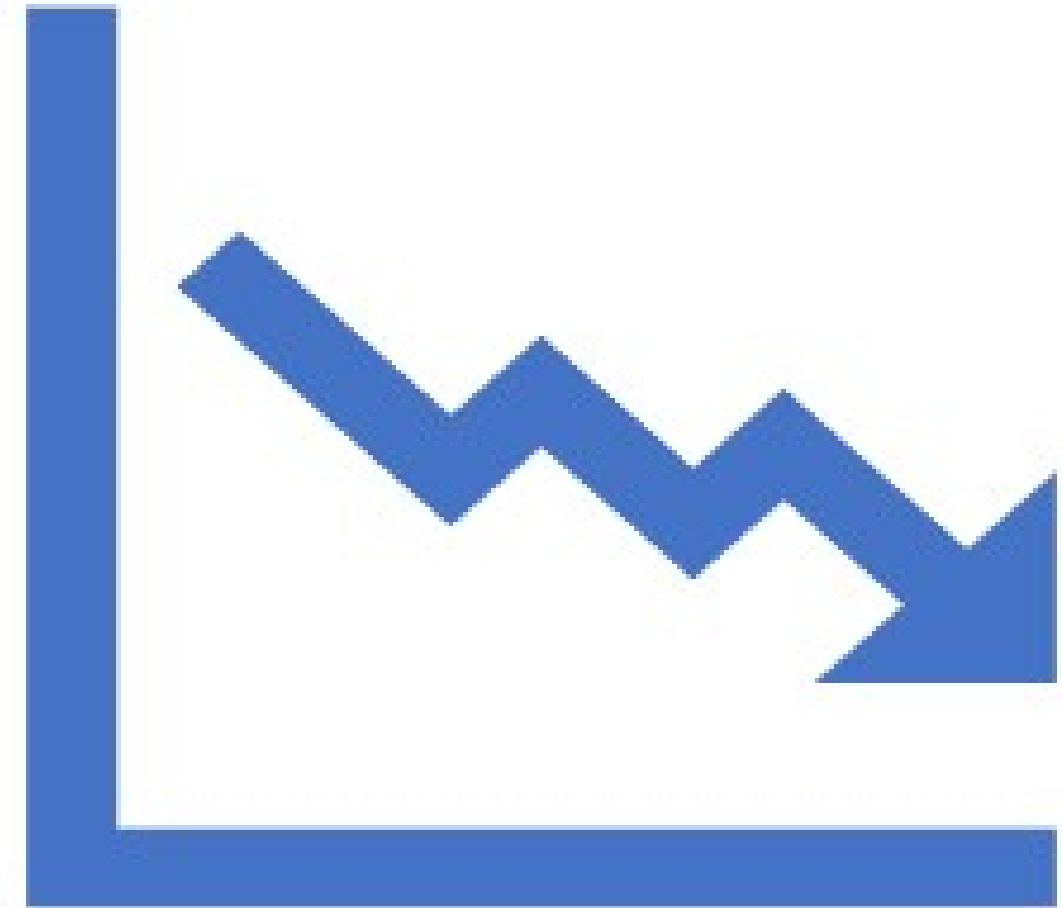
- Did our holiday campaign increase revenue?
- Which tactics cost the least while driving the most revenue?
- Did we have incidental revenue impact from brand campaigns?



# Common questions: trends and troubleshooting

## Examples:

- Is this trend normal?
- If this trend is abnormal, what caused the change?
- Are we on track to beat customer acquisition targets?



# Common questions: "what if" scenarios

## Examples:

- If we increase spend, how many more customers will we get?
- If we reduce budget, can we still achieve our annual targets?
- If we extend this campaign by a month, how much will we exceed our target by?



# Common questions: optimization impact

## Examples:

- Did the messaging change increase ad clicks?
- Did increasing campaign spend in Canada perform better than other regions?
- Did this new tactic outperform other tactics for that channel?



# Common KPI themes

## Business Health

- Return on Investment (ROI)
- Lifetime Value (LTV)
- Overall retention and acquisition



Product  
Manager



Chief Operating  
Officer (COO)

## Marketing Health

- Cost (acquisition, per click, etc.)
- Conversion Rate
- Engagement Rate



Director of  
Marketing



Social  
Media  
Manager



Paid  
Search  
Analyst

# Anatomy of a marketing analytics question



## Examples

- *Social media manager* wants a deep dive into *Twitter engagement* decrease
- *Chief Operating Officer (COO)* needs a recommendation on *marketing spend*
- *Product manager* interested in *product campaign* impact on *acquisition*



# Let's practice!

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