

Marketing lever fundamentals

MARKETING ANALYTICS FOR BUSINESS



Sarah DeAtley
Principal Data Scientist

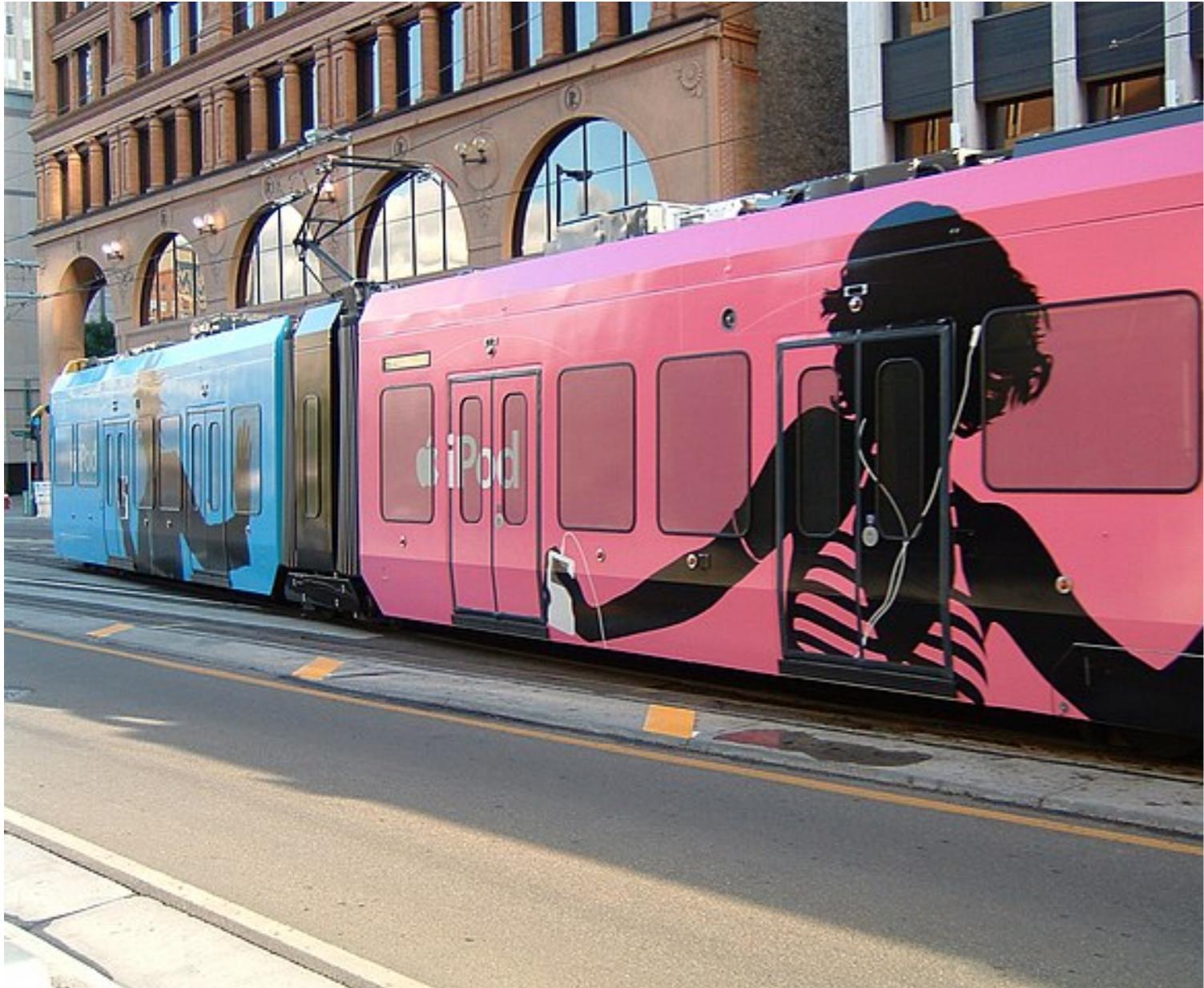
Upcoming topics

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



Levers: methods to execute marketing goals

Marketing campaigns

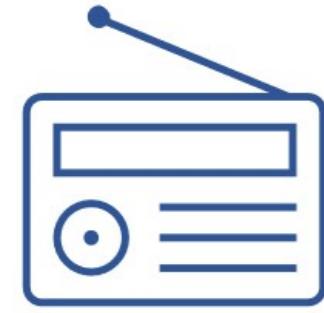


Campaigns are organized efforts to achieve a specific goal

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

¹ |Rail Flickr Mulad.jpg

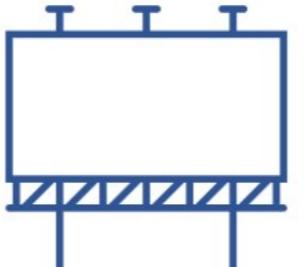
Marketing channels



Radio



TV



Billboards



Social Media



Paid Search



Retail Stores



Affiliates

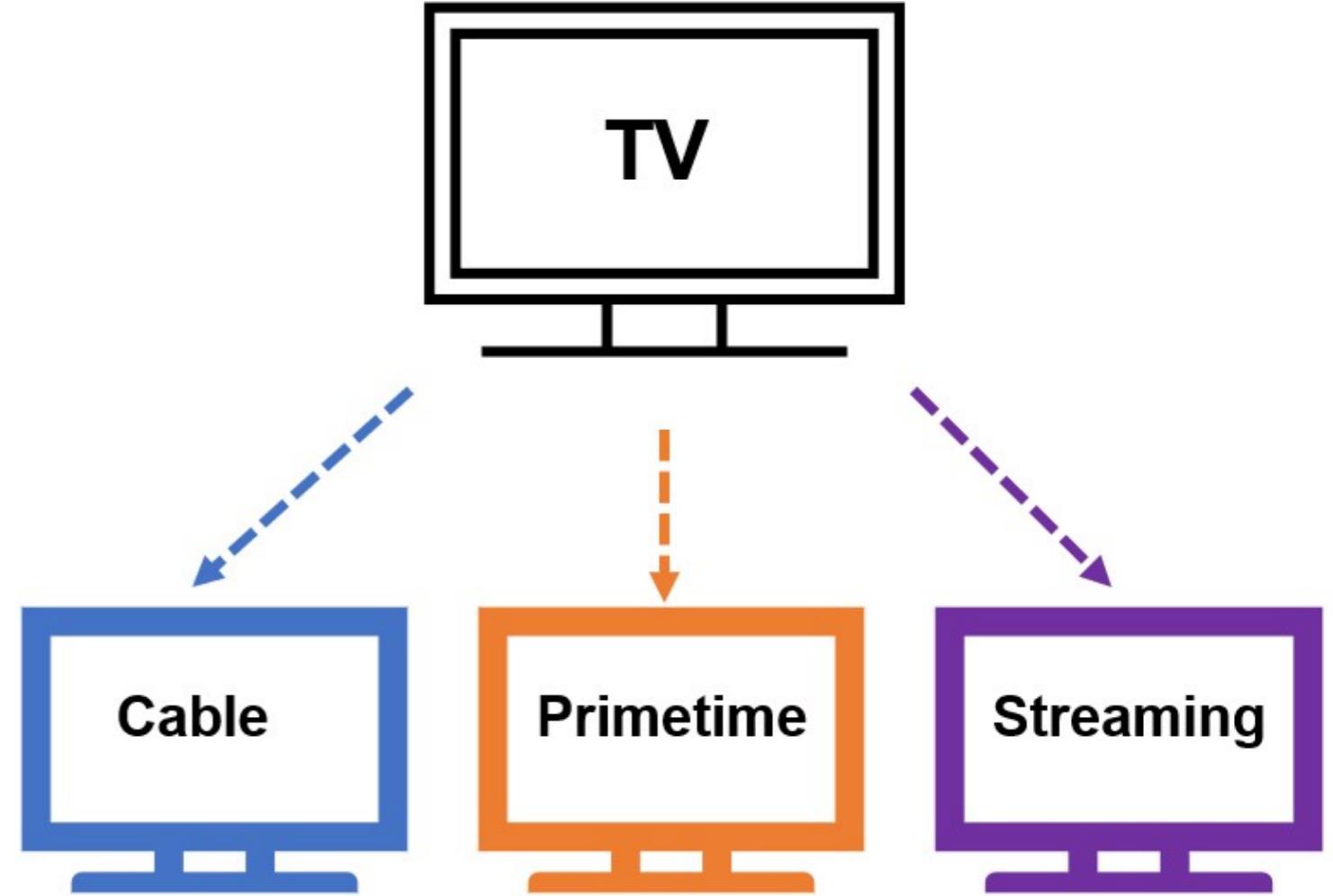
Channels are methods of delivering marketing messages to customers

- 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!

MARKETING ANALYTICS FOR BUSINESS

Marketing roles

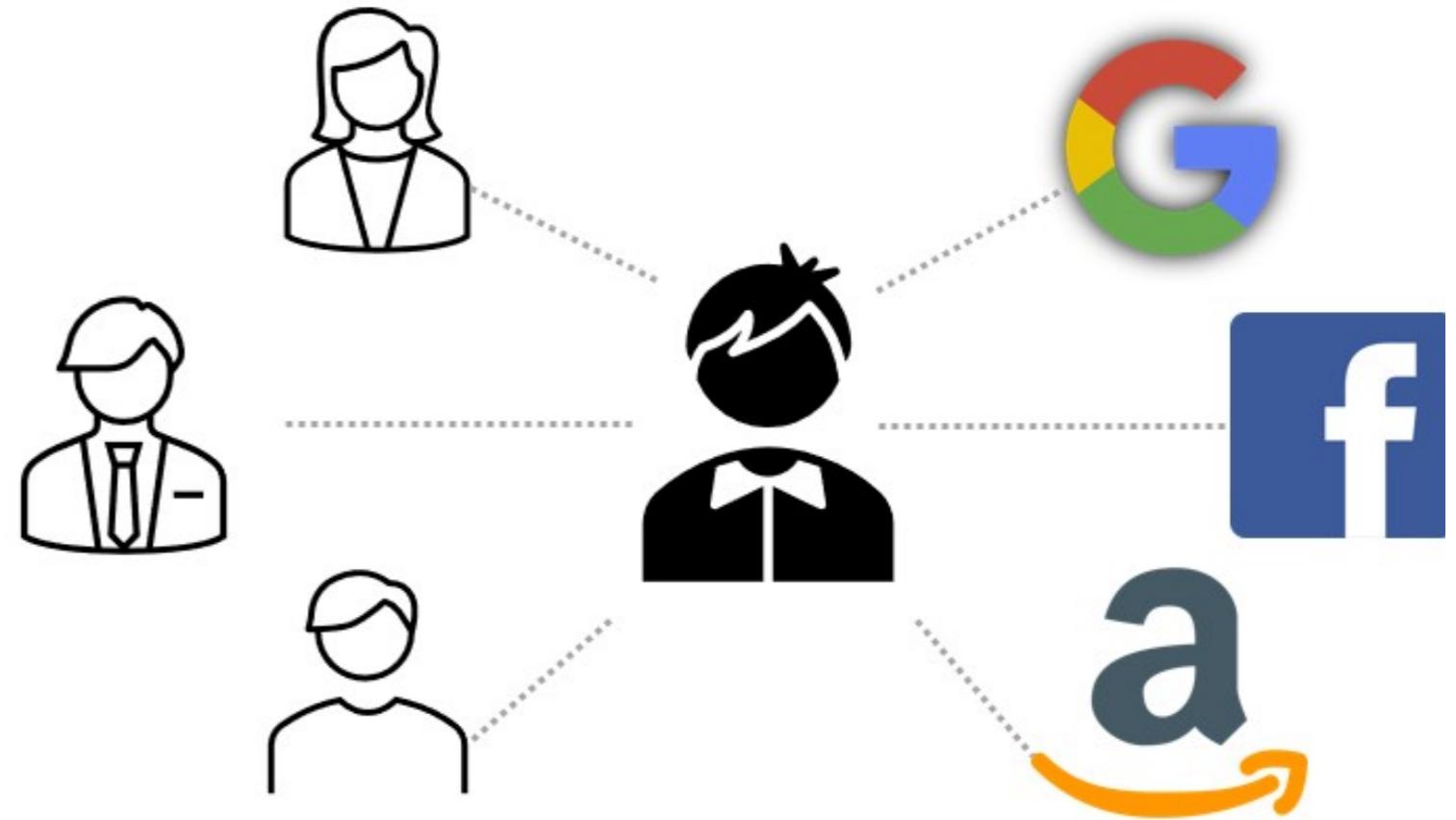
MARKETING ANALYTICS FOR BUSINESS



Sarah DeAtley
Principal Data Scientist

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

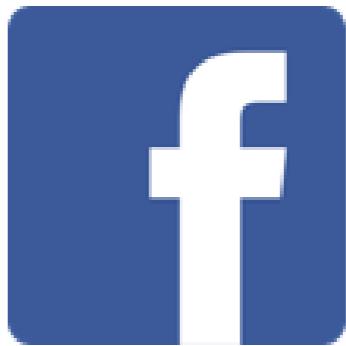


Product
Manager

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!

MARKETING ANALYTICS FOR BUSINESS

Marketing business questions

MARKETING ANALYTICS FOR BUSINESS

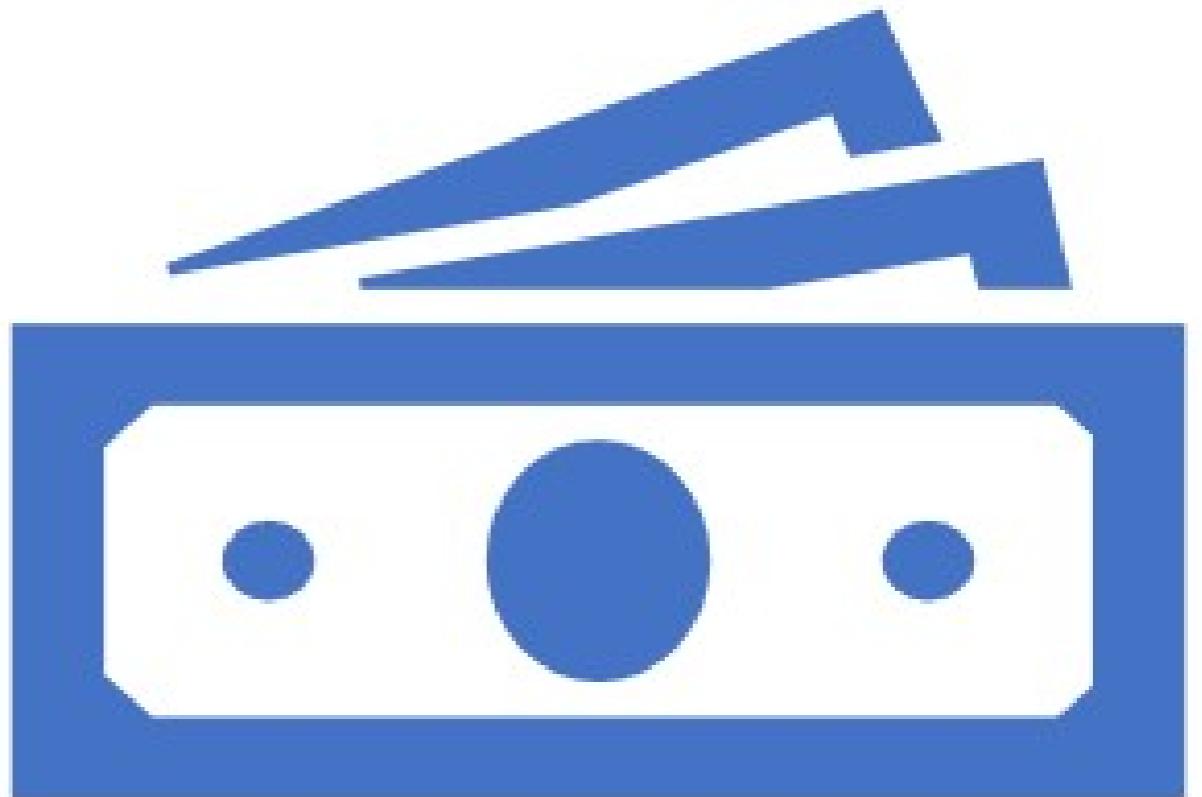


Sarah DeAtley
Principal Data Scientist

Common questions: revenue impact

Examples:

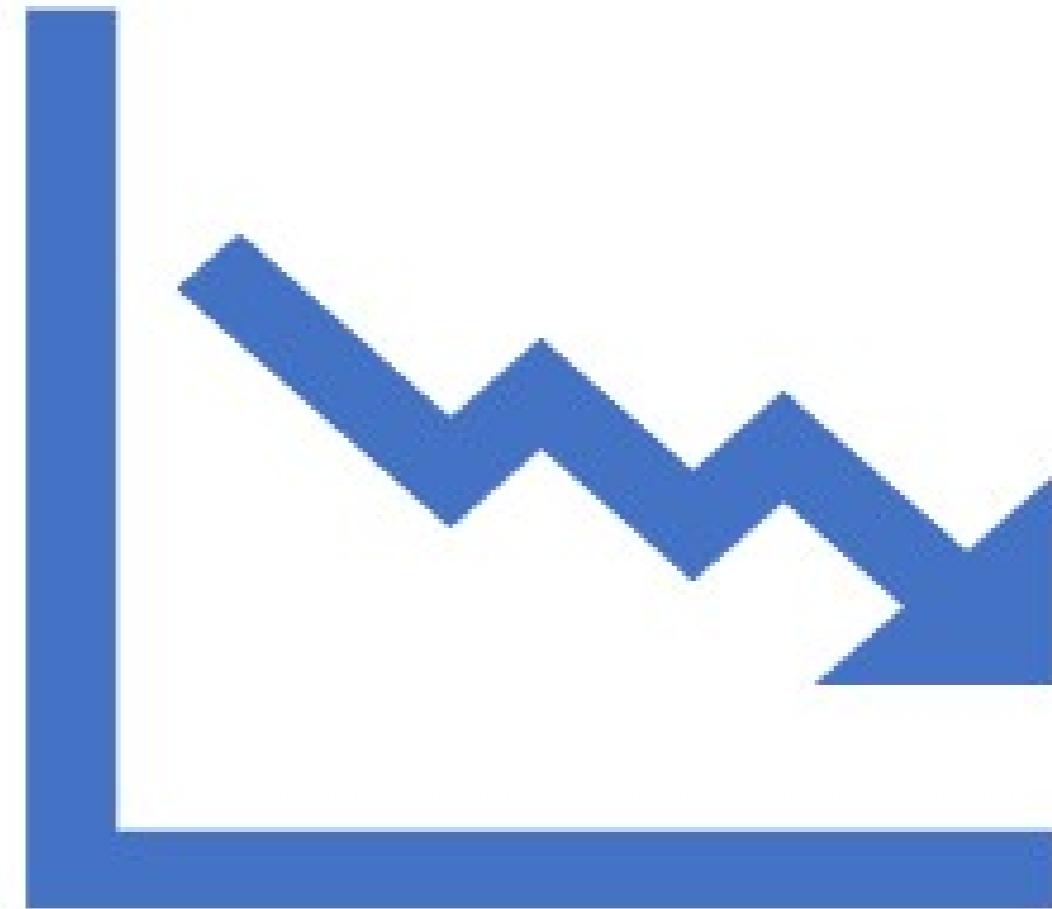
- Did our holiday campaign increase revenue?
- Which tactics cost the least while driving the most revenue?
- Did we have incidental revenue impact from brand campaigns?



Common questions: trends and troubleshooting

Examples:

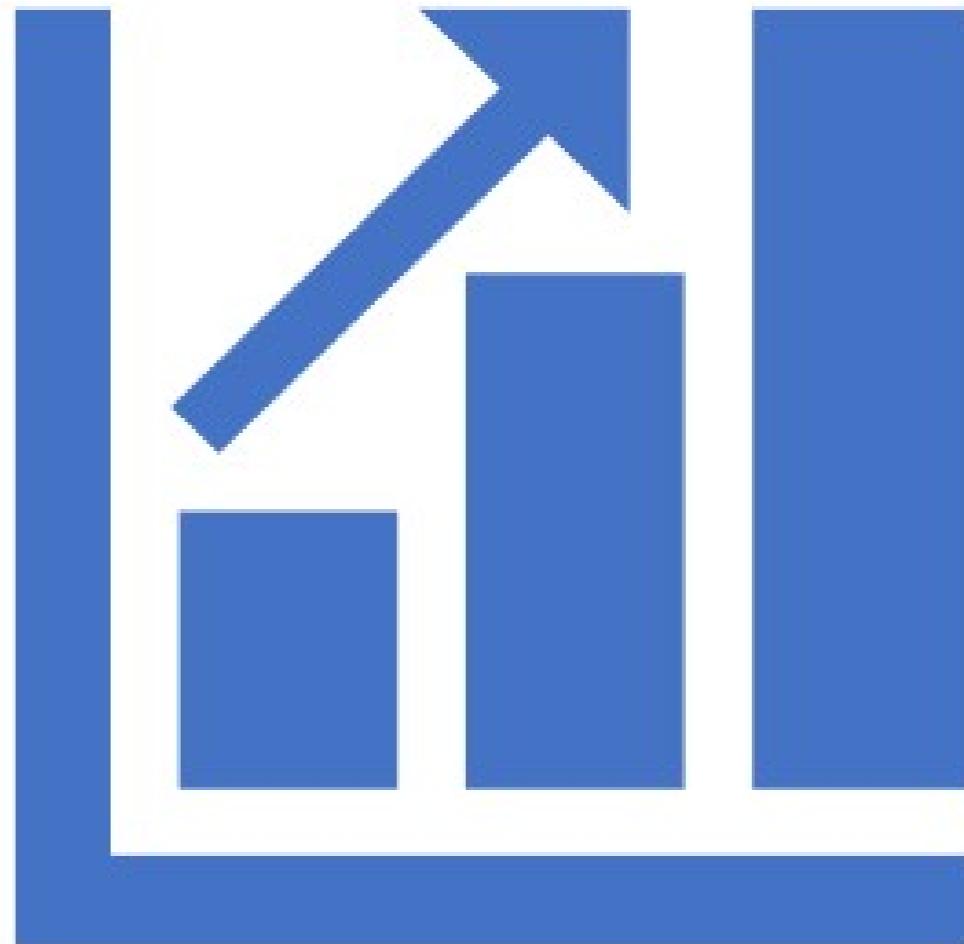
- Is this trend normal?
- If this trend is abnormal, what caused the change?
- Are we on track to beat customer acquisition targets?



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



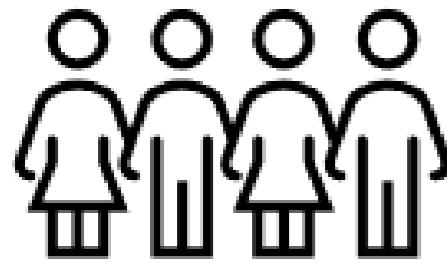
Social Media Manager



Paid Search Analyst

Anatomy of a marketing analytics question

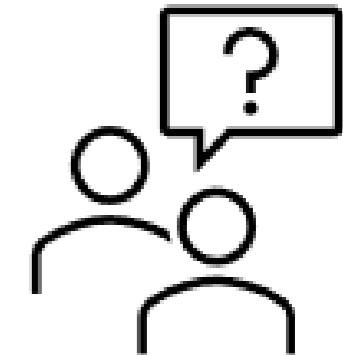
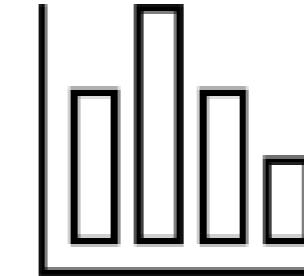
Role



Lever



Metric



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!

MARKETING ANALYTICS FOR BUSINESS