PACIFIC LIFE

Digital Analytics and Insights
BANA 277 Guest Lecture

Tommy Steed, Director of Product Analytics
Alyssa Columbus, Data Scientist

PACIFIC LIFE

Overview

- Digital Analytics at Pacific Life

- Advice for Entering the Analytics Workforce
  - General Advice
  - Portfolio Advice

- Current Opportunities
  - Capstone Project
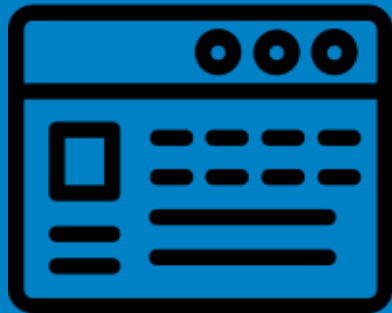 - We're Hiring!

- Questions

Digital Analytics at Pacific Life

Digital Analytics at Pacific Life is….

the analysis of qualitative & quantitative data to

drive a continual improvement of user engagement, loyalty, and trust.

Optimize Customer Experience on PacificLife.com
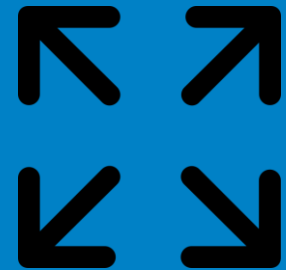
Grow Marketing ROI and Business Offerings

Expand Overall Business Performance

Measuring Engagement

Engagement = the interaction of a user with the Pacific Life brand via a webpage.

Clicking	Hovering	Browsing

Measuring user engagement enables Pacific Life to:

1. **Create more valuable content.**
2. **Form interest, trust, and loyalty in our clients.**
3. **Nurture relationships that lead to new sales.**

UX = User Experience

How + When people use PacificLife.com

User Engagement → improved UX.

Digital Marketing Team
- Manages all PacificLife.com content and design.
- Adjusts content and UX based on user engagement.

Web Solutions Team
- Developers + Analysts.
- Works with Digital Marketing on improvements in design and functionality.

Digital Marketing ⟷ Digital Analytics

Driving ad campaigns &

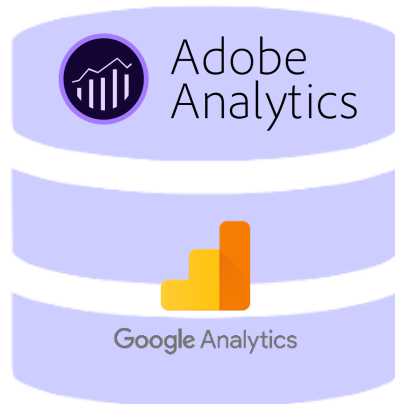**analyzing how they drive traffic, and eventually revenue, to Pacific Life.**
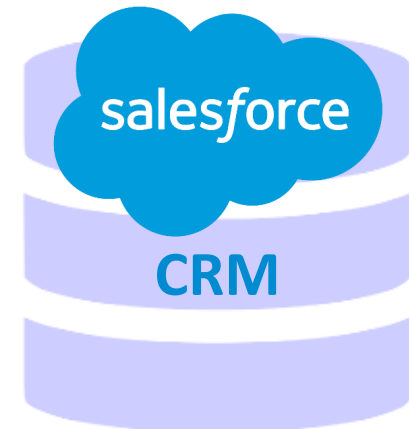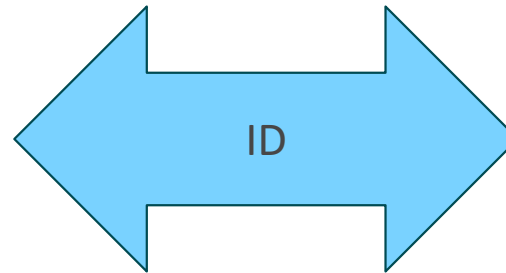
| Responses | MQLs
Marketing Qualified Leads | SQLs
Sales Qualified Leads | Customers |

Digital Marketing ↔ Digital Analytics

Digital Marketing Data

ID

Digital Analytics Data

| Responses | MQLs Marketing Qualified Leads | SQLs Sales Qualified Leads | Customers |

Challenges

1. B2B2C, not B2B or B2C.

| Pacific Life | → | Broker Dealers & IMOs | → | Clients |

➡️ Less clear definitions of success in marketing and sales funnel.

2. Measures of Success vary with goals.

Longer Time Spent on a Webpage

Good for viewing brochures and detailed articles.

Bad for landing pages with downloads.

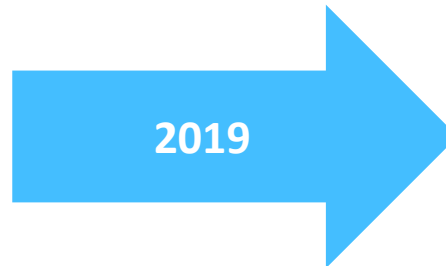# Tools for Success – Website (PacificLife.com)

- Newer platform.

- Tracks metrics that Google Analytics can't.
  - e.g. customization of conversion variables, pathing.

- Provides secondary platform to backup and check primary data stream.

- Baseline, has more data.

- Easier to compare performance YOY.

- Tracks parameters in URLs.
  - e.g. utm_source tracks source of traffic.

- Works better with AdWords.

Tools for Success – Email

SILVERPOP

2019

Vendor Data

salesforce

Vendor Data

GreenRope

PACIFIC LIFE

11

Tools for Success – Social Media

Case Study: Health of PacificLife.com
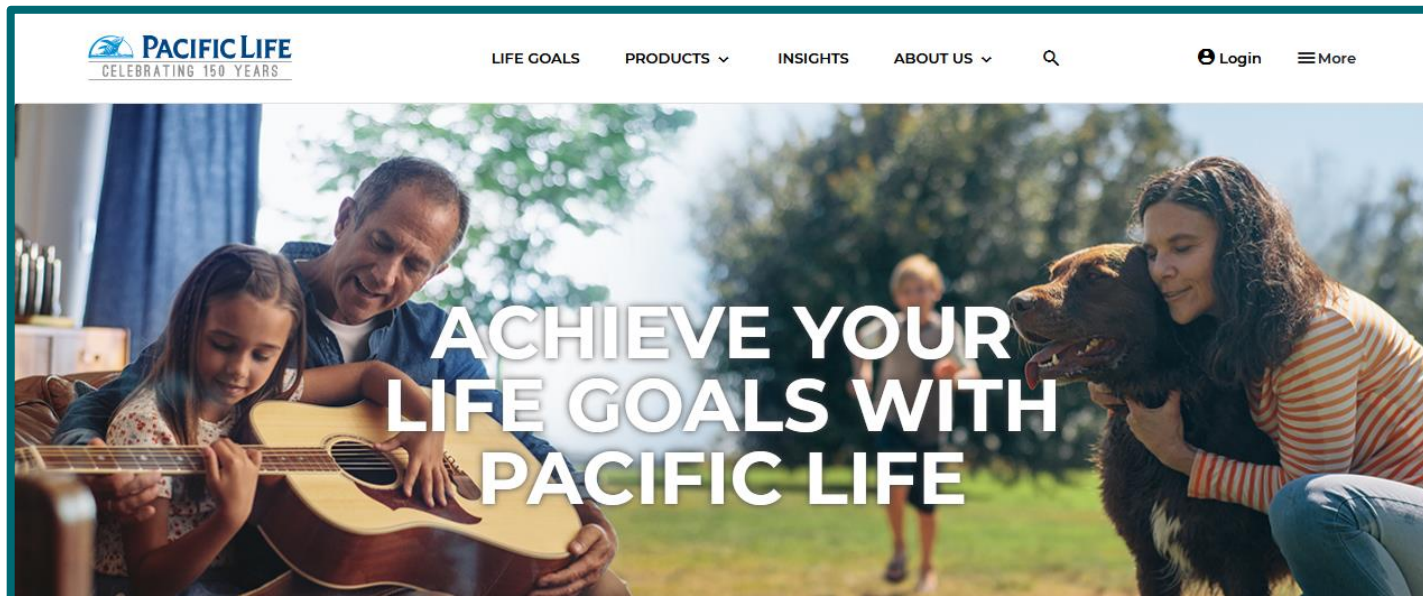
- Objectives
  - Look at monthly and quarterly trends of logins and visitors to assess PL.com's health.

- Methods
  - Utilized Hearsay to track referrals from social media, and Adobe and Google Analytics to track how people are using PacificLife.com.
  - Automated a quarterly engagement report using the 3 aforementioned software programs.

- Conclusions
  - Based on the trends found, the Digital Marketing Team featured and deactivated certain product marketing campaigns via Email, LinkedIn, Facebook, and PacificLife.com.

Case Study: Vendor Hits in Digital Advertising

- **Objectives**
  - Find which vendors had the most hits.
  - If these vendors had more hits, did they truly perform better on our site, or have a better marketing ROI?

- **Methods**
  - Utilized Hearsay to track hits on social media, and Adobe and Google Analytics to track user performance on PacificLife.com.
  - Connected and cleaned data from these sources with Python to create a more granular database.

- **Conclusions**
  - If a vendor had more hits, that didn't necessarily imply their marketing ROI was more efficient.
  - Not every landing page is equal.

If you want to get into Digital Marketing…

- Have a good understanding of email, web design, social media, and UX.
  - How these all work together.
  - How analytics plays a role (individually and altogether).

- Understand marketing principles.
  - The human element and how best to track it.

- Speak the languages of business and analytics.
  - Know the contextual side of data – what actions should be taken after you run the numbers?
  - You can learn the tools (e.g. Python, R) while working.

- Have good communication skills and patience.

Advice for Entering the Analytics Workforce

General Advice

- Create a portfolio.
  - Have a strong online presence (e.g. website, GitHub, Kaggle).
  - This will make you stand out! More on the next slides.

- Prepare your resume.
  - Tailor your resume to each individual job you're applying for.
  - Highlight your portfolio and relevant analytics projects.
  - List technical skills and keywords all in one place or with each experience/project.
  - Use action words and accomplishments instead of general responsibilities.
  - Proofread, proofread, proofread.

- Take advantage of the Division of Career Pathways.
  - Participate in free resume reviews.
  - Make connections at career fairs.
  - Apply for both internships and full-time roles via Handshake.

- If you don't meet all job "requirements," apply anyway!
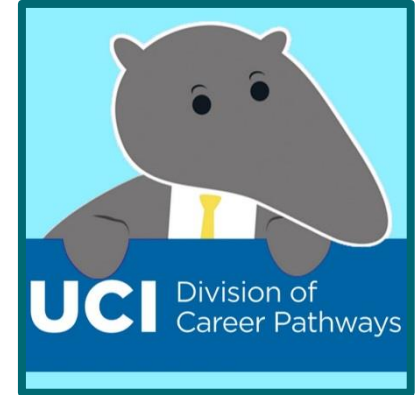
Portfolio Advice

What are you showing off in an analytics or data science portfolio?

What you can do for someone who hires you.

1. Research business analytics and data science jobs & identify the type of role you'd be suited for.

2. Show off skills relevant to that job.

Some skills I'd recommend you highlight:

- Your programming language of choice (e.g. Python, R, Julia, etc.).

- Ability to interact with databases (e.g. SQL).

- Visualization.

- "Storytelling" - critical skill. In essence, can someone with no background in whatever area your project is in read it and gain some new understanding?

- Deploying small sample projects (e.g. a RESTful API for a ML model you trained or a nice R Shiny dashboard).

SQL Server

aws

+ableau
SOFTWARE

PACIFIC LIFE
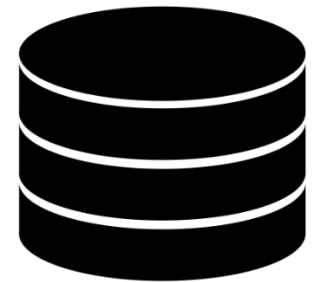
Portfolio Advice

General Tips

- Include projects you're genuinely excited about.

- Unique projects are better.

- Write for humans, not machines.

- Make sure you know what's going on with your code **and can explain it**.

- Get yourself a website!
  - GitHub Pages are free.

Sample Portfolios

- Julia Silge (juliasilge.com)

- Amber Thomas (amber.rbind.io)

- Alyssa Columbus (alyssacolumbus.com)
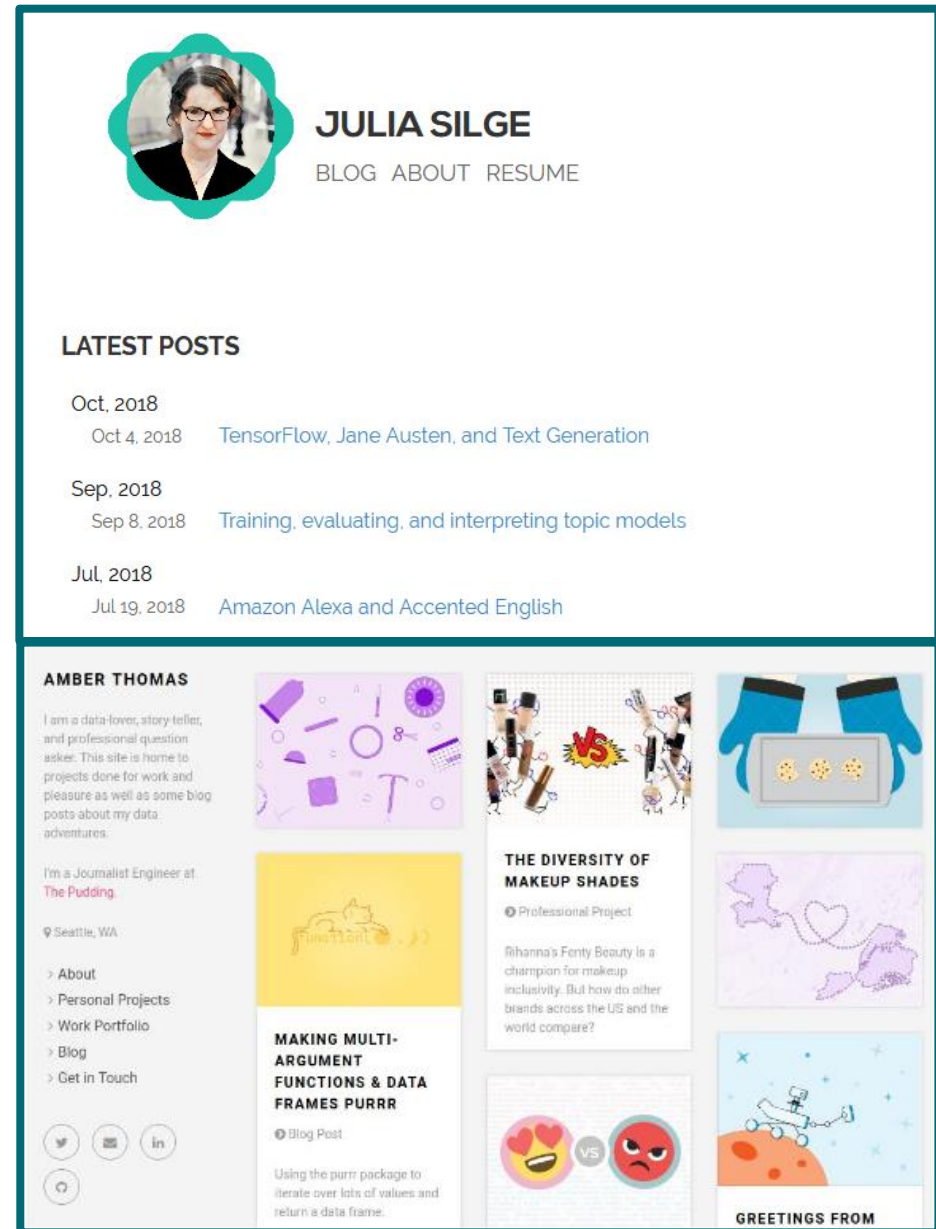
Current Opportunities

Capstone Project – Predictive Modeling of Assumptions

The Product Analytics team at Pacific Life is responsible for the development and distribution of **model assumptions** to numerous model users throughout the company.

- **Assumptions = crucial** to producing a variety of results for the company:
  - Testing new product designs.
  - Reporting financial results to regulators.
  - Projecting business plan results to drive future company strategy.

The UCI MSBA students will be tasked with developing a new predictive model to test and optimize a current assumption.

Students will gain:

- Technical knowledge in creating and optimizing predictive models in R with training, testing, and validation datasets.
- Experience providing business intelligence regarding assumption settings that can support product analytics and operational strategies at Pacific Life.
- Business acumen and the ability to speak the language of business analytics.
- Insight into the insurance industry.

We're Hiring!

- Internships in:

  – Data Science

  – Business/Innovation

  Analytics

  – Actuarial Science

  – And more!

Apply today on

handshake

Questions

PACIFIC LIFE

Thank You!

Tommy Steed (thsteed@pacificlife.com)
Alyssa Columbus (alyssa.columbus@pacificlife.com)

PACIFIC LIFE