Data Analytics in Business
Week 11 – Marketing Analytics

Frederic Bien
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L3.1: Conversion Rate
Optimization A/B Testing and
Funnel Analysis

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Learning Objectives

At the end of this lesson, you should be able to:

- Explain Website and App Optimization
- Explain Conversion Rate Optimization
- Explain Funnel Analysis
- Explain A/B Testing in Web Design

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Websites and Applications

- Website = hub for online presence
  - Product/service sales
  - Lead generation
  - Sustain brand awareness
- Apps on mobile devices
  - Increased functionality
  - Focused engagement

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Conversion Rate Optimization (CRO)

- What are some optimization goals?
  - Increase traffic
  - Enhance engagement
  - Increase new leads
  - Grow sales
  - Improve conversion
    - To Leads
    - To Sales
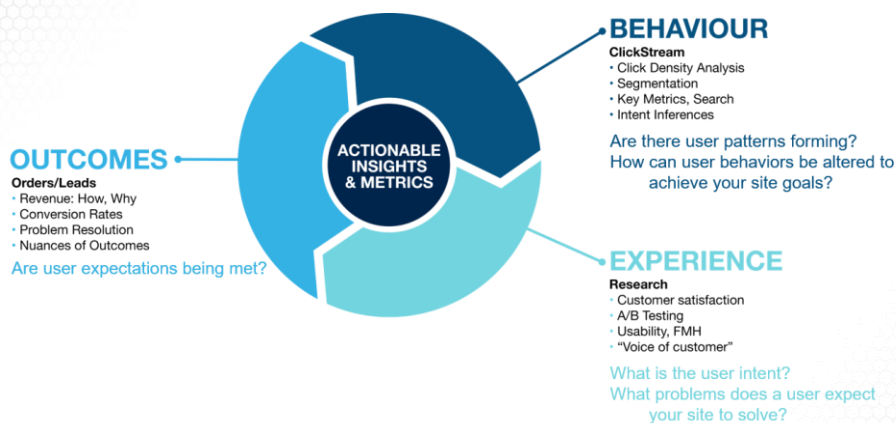

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Common Site Analytics Considerations

1. Traffic source

2. Audience characteristics

3. Audience behaviors / user path

4. Conversion analysis

5. Mobile metrics

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Web Analytics

BEHAVIOUR
ClickStream
· Click Density Analysis
· Segmentation
· Key Metrics, Search
· Intent Inferences

Are there user patterns forming?
How can user behaviors be altered to
achieve your site goals?

OUTCOMES
Orders/Leads
· Revenue: How, Why
· Conversion Rates
· Problem Resolution
· Nuances of Outcomes

Are user expectations being met?

ACTIONABLE INSIGHTS & METRICS

EXPERIENCE
Research
· Customer satisfaction
· A/B Testing
· Usability, FMH
· "Voice of customer"

What is the user intent?
What problems does a user expect
your site to solve?

Kaushik, A. (2006, August 10). Trinity: A Mindset & Strategic Approach. Retrieved September 24, 2018, from
https://www.kaushik.net/avinash/trinity-a-mindset-strategic-approach/

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Data Visualization

1. Graphs

2. Charts

3. Heat Maps

4. Word clouds

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CRO Process Steps

GATHER   ANALYZE   CORRECT   DESIGN   IMPLEMENT   ASSESS & REPEAT
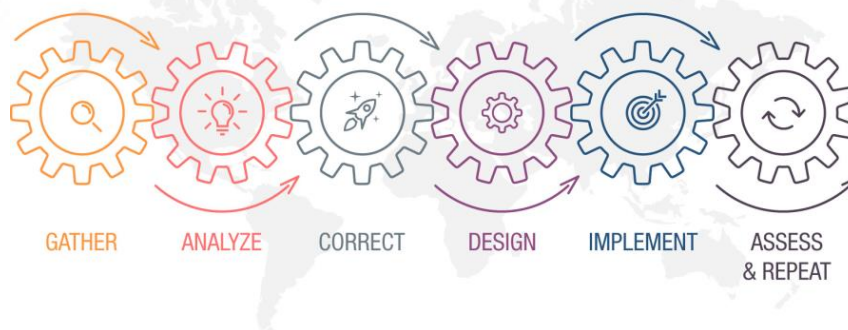
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Example: Sales Funnel Analysis

- Step 1: Perform a search for available dates for hotels in the area

- Step 2: Check prices and amenities for available hotels

- Step 3: Select a hotel and begin checkout process

- Step 4: Enter personal and payment details; confirm booking (convert)
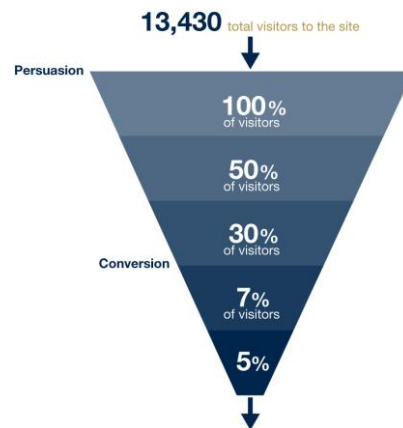
Stokes, R. (2018). *E:Marketing: The Essential Guide to Marketing in the Digital World*(6th ed.). Retrieved September 15, 2018, from https://www.redandyellow.co.za/textbook/ (pg. 563)

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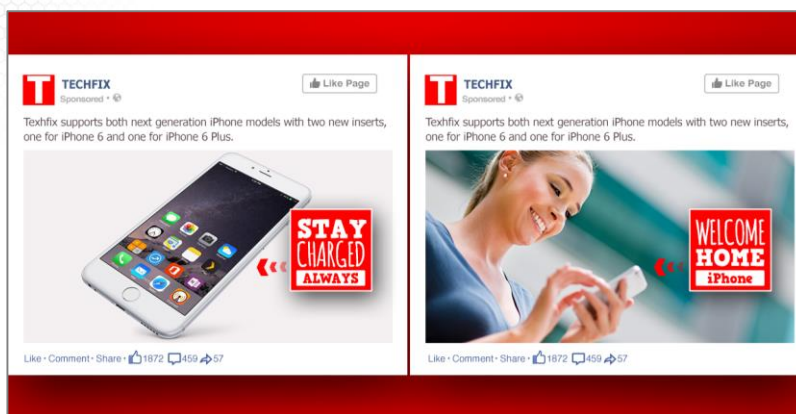
Display Ads

Parsons, J. (2016, June 26). Should You Optimize for Clicks or Conversions on Facebook? Retrieved September 24, 2018, from https://boostlikes.com/blog/2016/06/optimize-clicks-conversions-facebook

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Display Ads
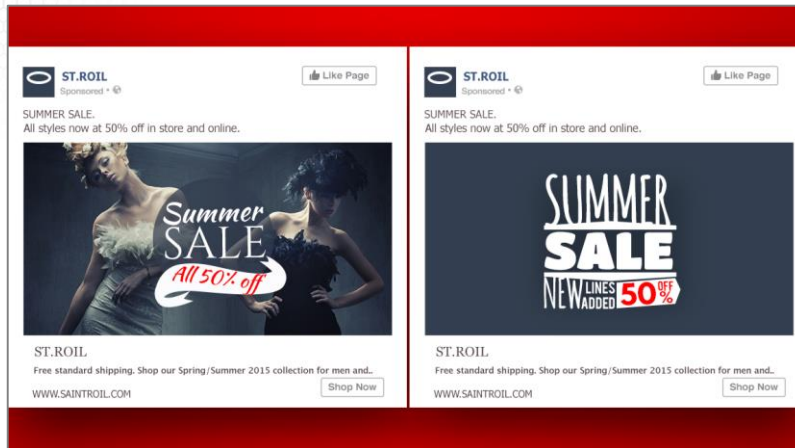
St-Roil-example-of-Facebook-ad-design-Image-1A. (n.d.). Retrieved September 24, 2018, from
https://straightfiremarketing.com/blog/getting-facebook-ads-work/st-roil-example-of-facebook-ad-design-image-1a/

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Search Ads

- For paid search ads, you can test one or more of the following four things:

  - The headline
  - The body text
  - The link
  - Ad extensions

Kohls Black Friday Sale
Kohls.com/BlackFriday
Don't Miss out on top Black Friday Deals. Plus Get an Extra 15%

Kohls Cyber Monday Sale
Kohls.com/CyberMonday
Don't Miss out on top Cyber Monday Deals. Plus Get an Extra 15%

Kohls® Official Sale
Kohls.com/BlackFriday
Get an Extra 15% with Your Black Friday purchase.

Kohls ® Cyber Monday Sale
Kohls.com/CyberMonday
Shop our Cyber Monday Sales Special Deals on 11/28!

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Organic Social Media

C. (n.d.). Ikea ab testing social media. Retrieved September 24, 2018, from https://blog.bannersnack.com/social-media-posts/ikea-ab-testing-social-media/
C. (n.d.). Ikea social media ab testing. Retrieved September 24, 2018, from https://blog.bannersnack.com/social-media-posts/ikea-social-media-ab-testing/

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Landing Pages

- **Heading**: Different headings can make your visitors behave differently.

- **Copy**: Style, tone, layout and length of copy can all be tested, as well as things like the font size.

- **Call to Action**: Different Calls to Action could increase actions.

- **Color**: Test the colors of buttons – green and orange are two common choices to try.

- **Images**: Different images can have an impact on conversions.

- **Offer**: Don't forget, you can also test different types of offers on a landing page or word the same offer differently.

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Landing Pages

Version A   **Version B**

Gardner, J. (2017, March 24). 12 Surprising A/B Test Results to Stop You Making Assumptions. Retrieved September 24, 2018, from https://unbounce.com/a-b-testing/shocking-results/

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E-Commerce

- **Images**: Images of different sizes, or entirely different image content, could make a big difference.

- **Call to Action**: "Add to cart" or "Buy now" may affect shopper behavior.

- **Shipping information**: Test to see whether displaying shipping costs before actual checkout affects the volume of customers starting the checkout process, as well as its effect on completing the purchase.

- **Credibility information**: Do 'secure shopping' badges affect conversion rate?
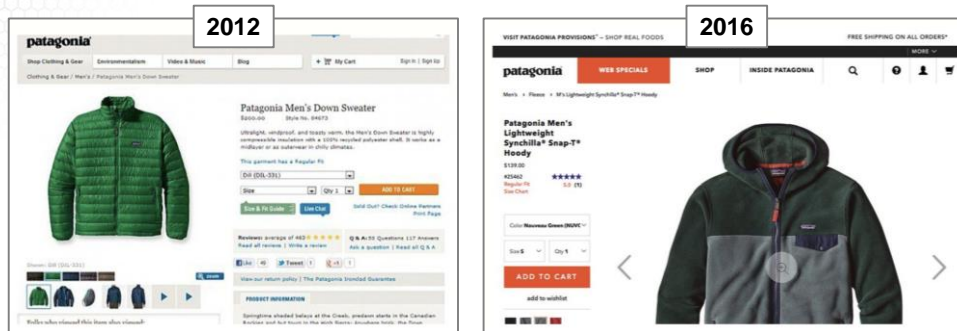
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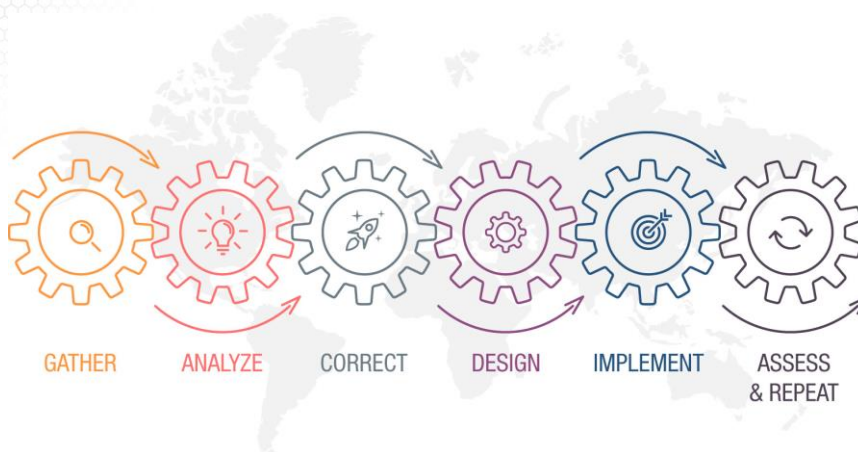
Data Analysis Considerations

1. Gather data

2. Mine your data

3. Come up with hypotheses

4. Validate hypotheses

5. Take decisions and Act!

6. Monitor and watch the time

7. Universal analytics (Track users)

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Marketers' Methods for Improving Conversion
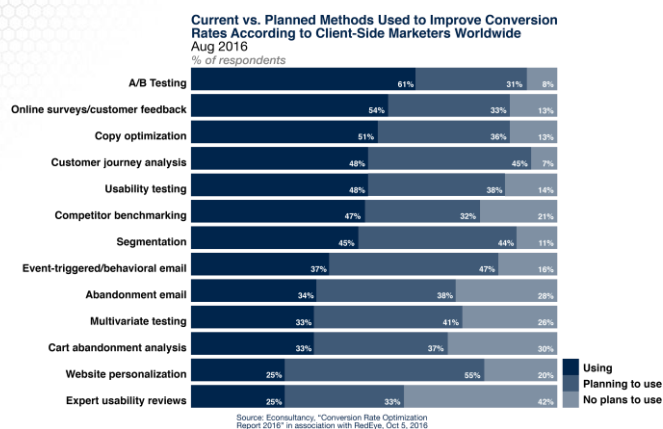
Current vs. Planned Methods Used to Improve Conversion Rates According to Client-Side Marketers Worldwide, Aug 2016 (% of respondents). (2016, October 19). Retrieved September 24, 2018, from https://www.emarketer.com/Chart/Current-vs-Planned-Methods-Used-Improve-Conversion-Rates-According-Client-Side-Marketers-Worldwide-Aug-2016-of-respondents/199002

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A/B (aka Split Test)

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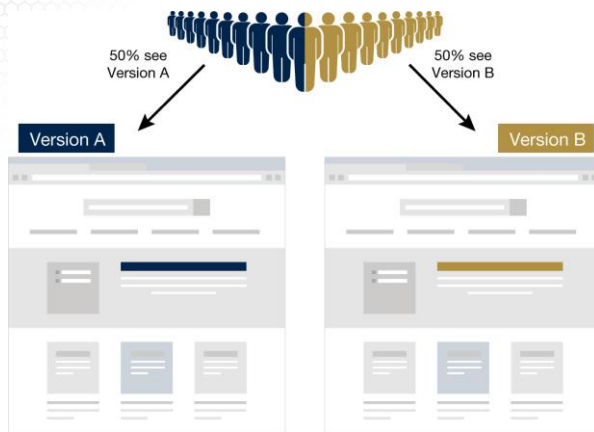
Multivariate Testing

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CRO Platform

Optimizely: The World's Leading Experimentation Platform. (n.d.). Retrieved September 24, 2018, from https://www.optimizely.com/

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A/B Testing Platform

All-in-One A/B Testing and Conversion Optimization Platform™ | VWO. (n.d.). Retrieved September 24, 2018, from https://vwo.com/

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Summary

1. Website and App Optimization
2. Conversion Rate Optimization
3. Funnel Analysis
4. A/B Testing in Web Design

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Data Analytics in Business
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L3.2: Introduction to Google Analytics

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Learning Objectives

At the end of this lesson, you should be able to:

- Have a brief overview of Google Analytics
- Understand the reasons for using Google Analytics
- Understand the basic structure of Google Analytics
- Create a customized report on Google Analytics

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What is Google Analytics

Google Analytics is a web analytics tool that:

- Allows us to track a vast range of data concerning your site performance, traffic, and even user behavior
- It is a free tool for small businesses (or $150k/year)
- The manner in which Google Analytics provides these metrics is mostly automated

Google Analytics

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Google Analytics Dashboard
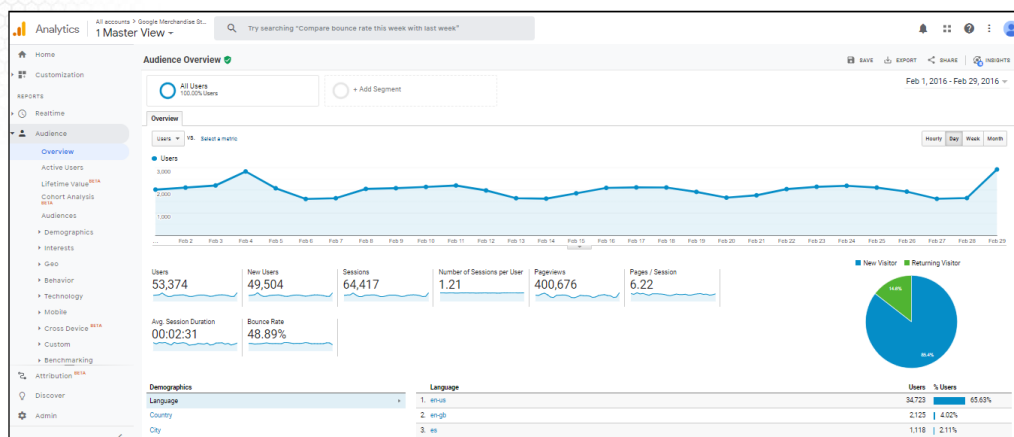
Register for Google Analytics

Steps to set up a Google Account:

- Go to https://analytics.google.com and register using your Google account

- After registering, click on the button labelled 'Get Tracking ID'. This will give you the simple JavaScript code that you must then install on each page of your site that you intend to track.

Why Use Google Analytics

- **Automated Collection of Data –** Once we put the tracking code in our website, the collection of data takes place without any manual intervention.
- **Easy Integration with Other Tools and Platforms** – Google Analytics can be easily linked with other tools such as Google Ads and Google Tag Manager.

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Why Use Google Analytics

- **Customized Reports –** We can pick the dimensions and metrics and decide how the reports should be displayed.
- **Ability to Measure Internal Site Search** - Reveals what potential customers are looking for after arriving on your website. Can highlight bottlenecks/ Growth Opportunities.
- **To Understand,** for instance, why huge web traffic may not result in many sales conversions**.**

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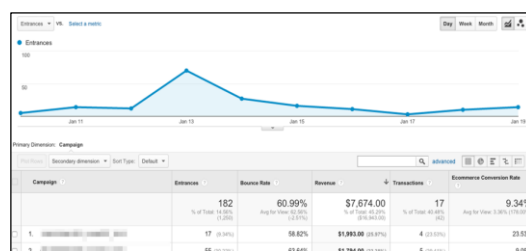
Why Use Google Analytics

- **To Understand Characteristics of our Audience –** We can learn important information about our users that can help target our customers better
- **It is Free!!!** The needs of small and medium enterprises can be met by standard Google Analytics.
- **Google Analytics 360** is the paid version for large companies, (see next slides).

Users	New Users	Sessions	Number of Sessions per User	Page Views
115,054	100,723	135,678	1.18	183,563

Pages/Session	Avg. Session Duration	Bounce Rate
1.35	00:01:00	81.57%

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Why Use Google Analytics

- **Easy Integration with Other Tools and Platforms**
- Google Analytics can be easily linked with other tools such as Google Ads (or Adwords and Adsense) and Google Tag Manager.

Google Ads   Google Tag Manager

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Why Use Google Analytics

- **It is Free!!!** The needs of small and medium enterprises can be met by standard Google Analytics.
- **Google Analytics 360** is the paid version of Google Analytics. GA 360 is meant for large companies that need dedicated support.
- **Compare features:** https://www.blastam.com/google-analytics-360-standard-comparison

Users	New Users	Sessions	Number of Sessions per User	Page Views
115,054	100,723	135,678	1.18	183,563

Pages/Session	Avg. Session Duration	Bounce Rate
1.35	00:01:00	81.57%

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Standard GA vs Google Analytics 360

- GA 360 guarantees data freshness of up to 4 hours whereas Standard GA has no such guarantee (data freshness can be as long as 24 hours).
- Unlike GA 360, we cannot rely on Standard GA for large amount of data processing.
- We get more unsampled data in GA 360 than the Standard GA.
- Access to raw data is possible only in GA 360.
- GA standard allows up to 10 million hits per month. GA 360 goes up to 500 million hits per month for first tier pricing, and in general up to 20 billion hits per month.

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Standard GA vs Google Analytics 360

Data Processing & Limits	Google Analytics Standard	Google Analytics 360
Query Time Processing	✖	✔
Data Volume Capacity	Up to 10 million hits** per month	Up to 20 billion hits** per month (0.5 billion for first pricing tier)
Data Export and Tracking API	✔	✔
Max Data Rows	50,000 rows	3,000,000 rows per export
Google Drive Integration	✖	✔
Unsampled Reporting	✖	✔
BigQuery Integration for Clickstream Data	✖	✔
Custom Dimensions and Metrics	20 of each	200 of each
Views per Web Property	Max 200 per property	Max 400 per property
Maximum Rows in Data Exports	50,000	3,000,000
Cross Property Rollup Reporting	Not available	✔
Contract & Service Guarantees	✖	✔
Real-Time Data	✔	✔
Data Freshness	24+ hours	Less than an hour – Max 4 hours
Data Ownership	You own your data (but limited)	You own your data
Service Level Agreements	**Google Analytics Standard**	**Google Analytics 360**
Freshness S.L.A.	✖	98.0% (4 hours or less)
Collection S.L.A.	✖	99.9%

Compare features:
https://www.blastam.com/google-analytics-360-standard-comparison

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Inserting the Tracking Code

The Tracking Code looks something like this:

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-148720864-1"></script>
<script>
window.dataLayer = window.dataLayer || [];
function gtag(){dataLayer.push(arguments);}
gtag('js', new Date());

gtag('config', 'UA-148720864-1');
</script>
```

- For websites built in HTML, add the code before the page content on every page you want to track
- You only need to add the tag to every page template

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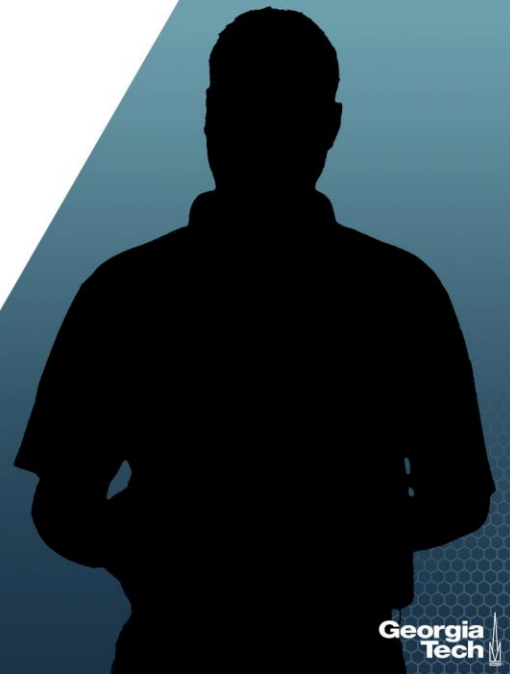
Hierarchy in Google Analytics
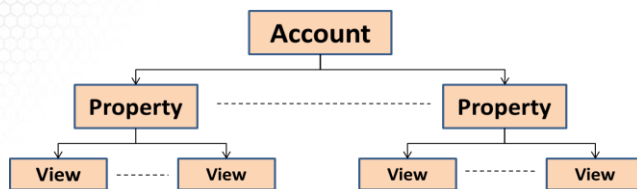
- **Accounts** –allows to manage and organize how data is gathered from various websites.
- **Properties** – Every property uses a unique tracking ID that can be found inside the piece of JavaScript website tracking code. You can have multiple properties on one account.
- **Views** –determine how the data is represented. In a View, we can customize using specific and capture information on performance.

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Types of Reports in GA

- **Real-Time Reports** – lets us look at live user behavior on our website including information like where the users are coming from and if they are converting.

- **Audience Reports** – Show us the characteristic of our users like age and gender, where they are from, whether they are new or returning etc.

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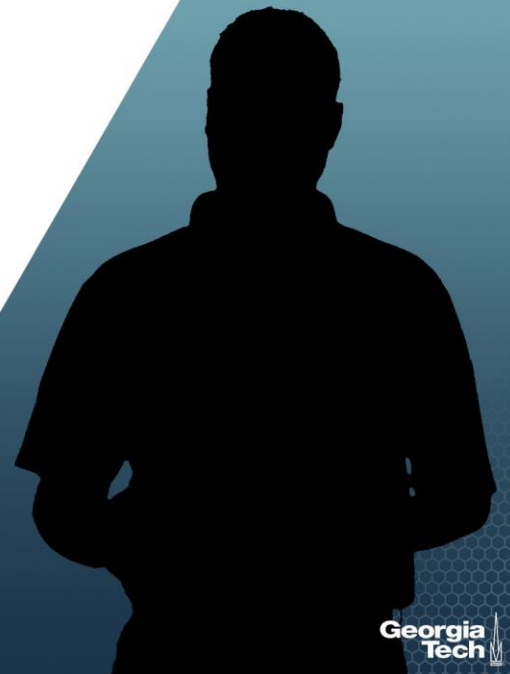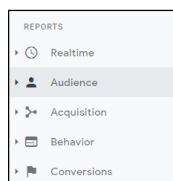
Types of Reports in GA

- **Acquisition Reports** – Shows us which channels such as marketing campaign or ad campaign brought users to our website
- **Behavior Reports** – Shows us how people engaged with our website, including which pages they viewed, their landing and exit pages
- **Conversion Reports** – Allows us to track website goals based on our business objectives

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Dimensions and Metrics

	Landing Page		Sessions ↓	Avg. Session Duration	Bounce Rate	Users	Pages / Session
	Metric		17,749 % of Total: 100.00% (17,749)	00:02:54 Avg for View: 00:02:54 (0.00%)	45.37% Avg for View: 45.37% (0.00%)	14,695 % of Total: 100.00% (14,695)	4.25 Avg for View: 4.25 (0.00%)
	Dimension						
1.	/home		9,914 (55.86%)	00:02:59	44.91%	8,755 (54.42%)	4.36
2.	/google+redesign/shop+by+brand/youtube		1,140 (6.42%)	00:01:21	59.74%	1,091 (6.78%)	2.53
3.	/google+redesign/apparel/mens/mens+t+shirts		1,048 (5.90%)	00:03:05	39.98%	1,002 (6.23%)	4.89
4.	/store.html		632 (3.56%)	00:02:47	40.19%	572 (3.56%)	4.38
5.	/google+redesign/apparel		529 (2.98%)	00:03:50	35.35%	480 (2.98%)	4.75
6.	/google+redesign/accessories/stickers+and+dec als/home		267 (1.50%)	00:02:01	47.19%	249 (1.55%)	3.79
7.	/google+redesign/bags		264 (1.49%)	00:02:34	50.76%	249 (1.55%)	3.93
8.	/basket.html		241 (1.36%)	00:04:32	34.85%	226 (1.40%)	6.28
9.	/signin.html		192 (1.08%)	00:04:52	31.25%	174 (1.08%)	5.70

- Dimension is a descriptive attribute/characteristic of visitors to our website.
- Metric is a used to measure one of the characteristics of a dimension.

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Common Dimensions

1. **Browser** – Which browser was used to access the website.
2. **Landing Page** – The first page in user's session.
3. **Campaign** – The campaign via which the user was directed to the website.
4. **Exit page** - Last page visited by the user before the session ends.

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Common Metrics

1. **Users** – Total number of unique visitors to the website
2. **Bounce Rate -** It is the number of single-page sessions (bounces) divided by the total number of sessions. It shows the proportion of visitors who did not interact with the website.
3. **Sessions** - Google Analytics records a session every single time someone visits the website. A session starts right away when someone loads a page and ends after 30 minutes of inactivity.

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Common Metrics (cont.)

4. **Average Session Duration -** tells you how long, on average, visitors are staying on your website. It's the total duration of all sessions (in seconds) divided by your total number of sessions.
5. **Percentage of New Sessions -** simply the total percentage of first-time sessions on your website in a given time period.
6. **Pages per sessions -** dividing the total number of pageviews by the total number of sessions. It is good indicator of overall user engagement.
7. **Pageviews -** any view of a page that is being tracked by Google Analytics.

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Creating a Custom Report

Step 1 : Select 'Customization' on the left panel and then select 'Reports' from the dropdown menu.
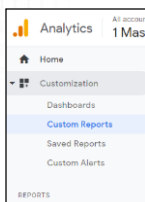
Step 2 : Click on '+New Custom Report'

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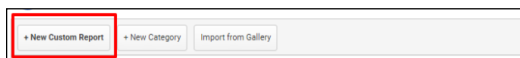
Creating a Custom Report (cont.)

Step 3 : Enter the fields as required for the report.

Step 4 : Select in which views the report should appear.
Step 5 : Click 'Save'.

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Learning Google Analytics

- Google Analytics can be learnt from 'Google Analytics Academy' at the following link: *https://analytics.google.com/analytics/academy/*

- Highly recommended to complete 'Google Analytics for Beginners'.

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Summary

1. Google Analytics is a web analytics tool that allows us to track a vast range of data concerning your site performance, traffic, and even user behavior,
2. Google Analytics helps us in automated collection of data, create customized reports and understand the audience characteristics.
3. Dimensions and metrics are used to find the characteristics of the visitors.
4. Please complete the module 'Google Analytics for Beginners' at the following link:

   https://analytics.google.com/analytics/academy/

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L3.3: Social Media
Insights & Ads

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Learning Objectives

At the end of this lesson, you should be able to:

- Understand the different types of pages in Facebook
- Read an Insights Report for Facebook Pages

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Facebook Pages & Ads

Users can organize their content in different types of pages.

Types of Pages in Facebook:

- Personal profiles (private, for friends or public)
- Group pages (secret, closed or public)
- "Pages" for brands or causes or fans (public)

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Facebook Pages & Ads

Users see content in different formats in Facebook.

Content Posts are displayed:
- Newsfeeds of users (organic)
- Pages of brands, causes or FB groups
- Sponsored posts
- Side ads

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Facebook Pages and their Insights

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Most Popular Pages on Facebook

As of July 2019…

Rank	Account name	Followers (millions)	Profession	Country
1	Facebook	214	Social media	USA
2	Samsung	160	Products and services	KOR
3	Cristiano Ronaldo	122	Footballer	POR
4	Real Madrid C.F.	110	Football club	ESP
5	Coca-Cola	107	Product and services	USA
6	FC Barcelona	103	Football club	ESP
7	Shakira	101	Musician	COL
8	Vin Diesel	97	Actor	USA
9	Tasty	97	Internet media	USA
10	Lionel Messi (Leo Messi)	90	Footballer	ARG
11	Eminem	87	Musician	USA
12	Mr. Bean	83	Public figure	UK
13	YouTube	83	Product and services	USA
14	McDonald's	79	Product and services	USA
15	Rihanna	79	Musician	BAR
16	Will Smith	77	Actor	USA
17	Justin Bieber	76	Musician	CAN
18	China Daily	75	Newspaper	CHN
19	Manchester United	73	Football club	UK
20	Harry Potter	72	Fictional Character	UK
21	Michael Jackson	72	Musician	USA
22	Taylor Swift	71	Musician	USA
23	Bob Marley	70	Musician	JAM
24	Katy Perry	67	Musician	USA
25	Beyoncé	61	Musician	USA

As of July 1, 2019

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Most Popular Pages of Brands

Facebook Pages Stats

		Total Fans
1	Samsung Global GLOBAL	49 511 799
2	Red Bull GLOBAL	48 772 349
3	Wish GLOBAL	37 903 842
4	Starbucks GLOBAL	36 876 062
5	Walmart UNITED STATES	34 334 192
6	Nike GLOBAL	33 158 672
7	Amazon.com GLOBAL	29 281 467
8	Monster Energy GLOBAL	26 051 988
9	Subway UNITED STATES	24 548 260
10	Sony Mobile GLOBAL	24 470 283

Numbers from
www.SocialBakers.com

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Most Popular Pages about Society

US numbers from
www.SocialBakers.com

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Example of a Popular Facebook Page

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Insights Report: Posts

Insight Reports: Post Details
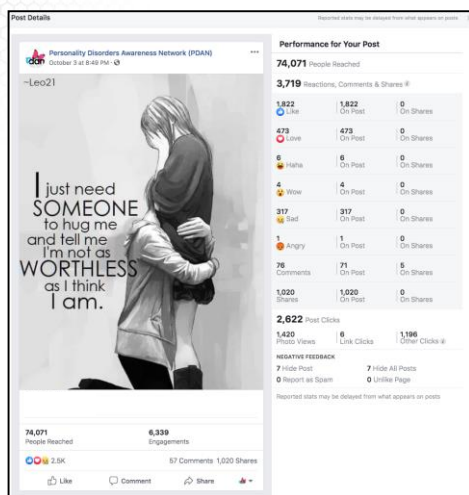
Insight Reports: Page Summary - Past Week
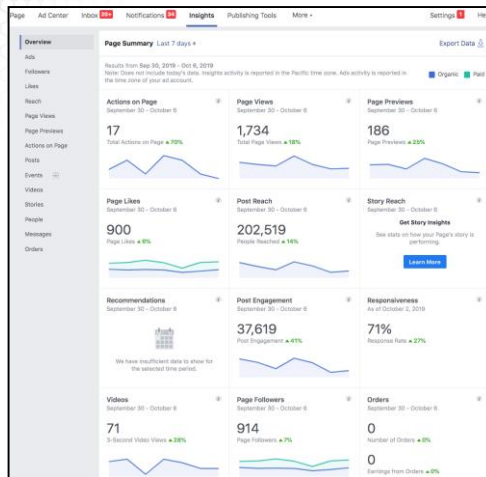
Insight Reports: Page Summary – Past 4 Weeks

31
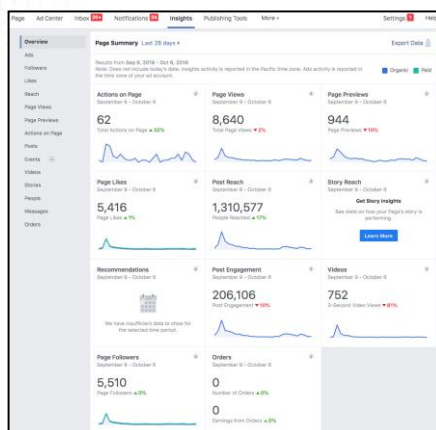
Insight Reports: Post Reach – Over Time Period
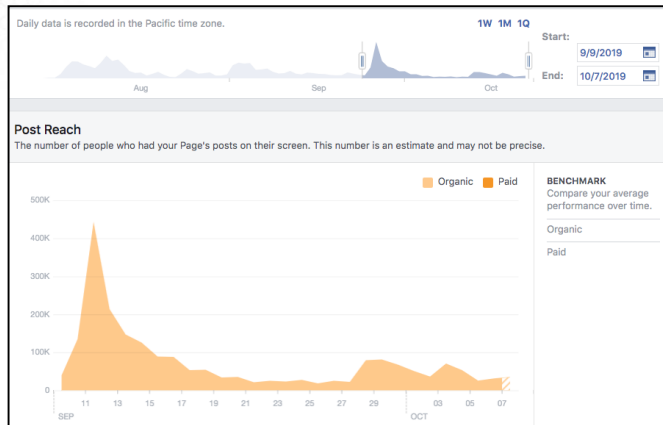
Insight Reports: Social Actions – Over Time Period

Insight Reports: Posts Activity – Daily & Hourly

Insight Reports: Fans of a Page
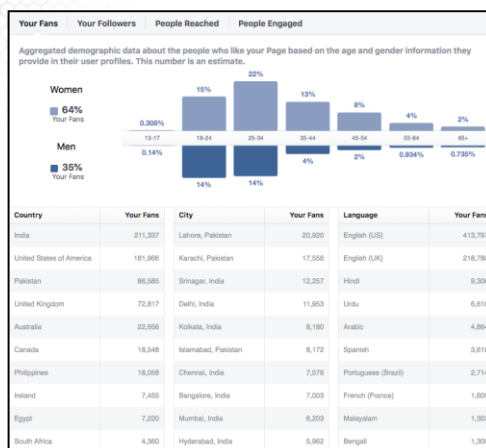
Insight Reports: People Engaged with Content

Insight Reports: Messages to a Page
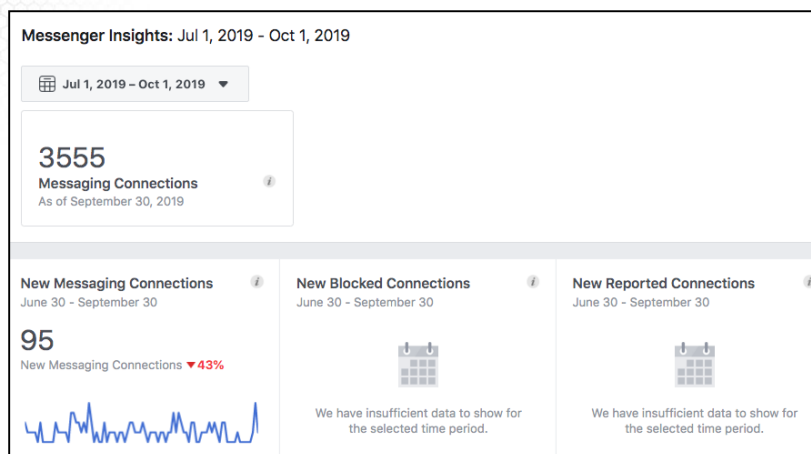
(This is a new FB report)

Insight Reports: Downloading Data

Export Insights Data ✕

Select a data type, file format and date range. You can export up to 500 posts at a time.

Data Type
◉ Page data
  Key Page metrics for engagement, like sources and audience details.

○ Post data
  Key post metrics for reach, impressions and feedback.

○ Video data
  Key video metrics including views, unique views, paid views and organic views.

File Format
Excel (.xls) ▾

Date Range
September 11, 2019 - October 8, 2019 ▾

Layout
All Page Data ▾

Facebook Page Terms   Cancel   Export Data

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Summary

• We discussed the different types of pages in Facebook
• We read an Insights Report for Facebook Page

Next, we'll discuss Advertising in Facebook

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L3.4: Advertisers in
Social Media

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Learning Objectives

At the end of this lesson, you should be able to:

- Recognize various types of ads in social media
- Change your settings for advertisers targeting you in social media

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Facebook Newsfeed
and Advertisers in Your Feed

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Facebook Pages & Ads

Content in social media flows in different
types of pages

Types of Pages in Facebook:
- Personal profiles (private, for friends or public)
- Group pages (secret, closed or public)
- "Pages" for brands or causes or fans (public)

Content Posts are displayed in:
- Newsfeeds of users (organic)
- Distinct pages (as above)
- Sponsored posts in feed
- Side ads
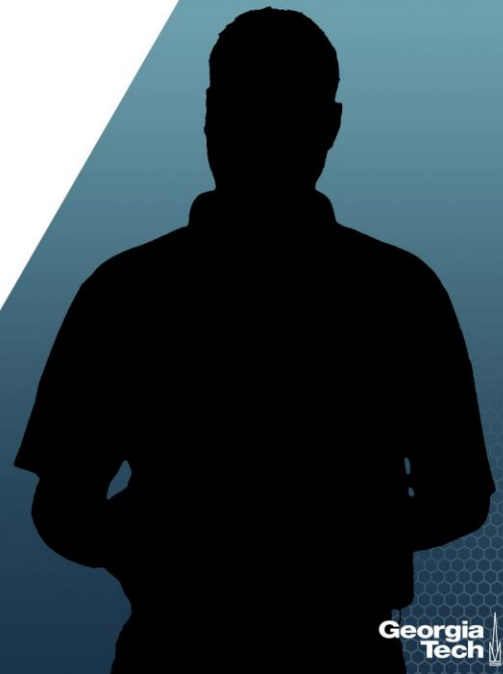
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Advertising Format: in Facebook Newsfeed

Sponsored posts vs Sponsored right side ads
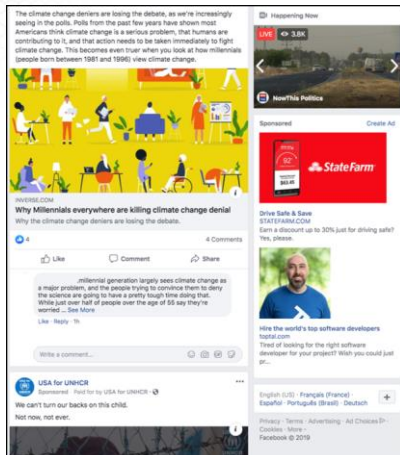
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Advertising Format: in Facebook Newsfeed

Sponsored posts vs Sponsored right side ads
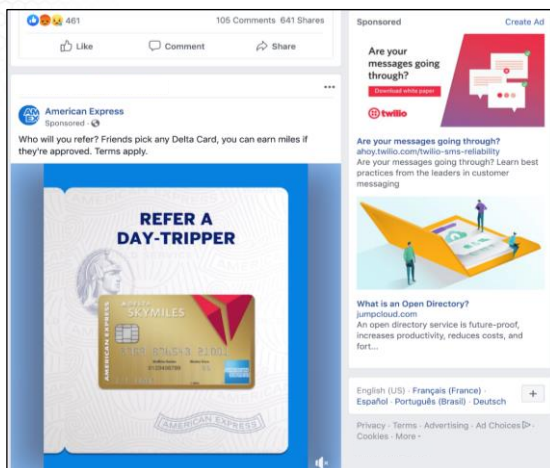
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Ads in Facebook: Personal Account Settings

Ads in Facebook: Personal Account Settings

Ads in Facebook: Ads That Targeted Me

Ads in Facebook: Ads That Targeted Me

Ads in Facebook: Ads That Could Target Me

Ads in Facebook: Ads That Could Target Me
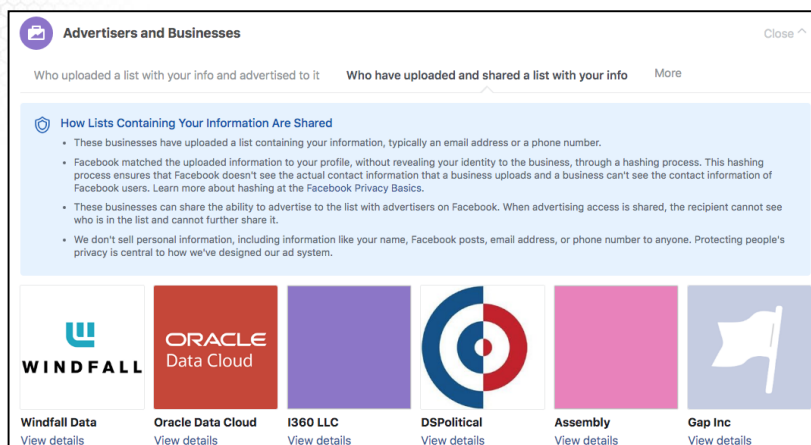
Summary

- Recognize various types of ads in social media
- Change your settings for advertisers targeting you in social media

Next we'll discuss how to place ads in social media

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Data Analytics in Business
Week 11 - Marketing Analytics

Frederic Bien
Lecturer, Data Analytics
Scheller College of Business, GeorgiaTech

L3.5: Ad Campaigns in
Social Media

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Learning Objectives

At the end of this lesson, you should be able to:

- Place ads in Facebook on your own
- Target your ads onto various demos
- Organize your ads in campaigns

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Facebook Advertising

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Business Interface of Facebook for Advertisers

From Ad Campaigns to Ad Sets

From Ad Sets to Individual Ads

Steps for Advertising: Campaigns, Sets, Ads
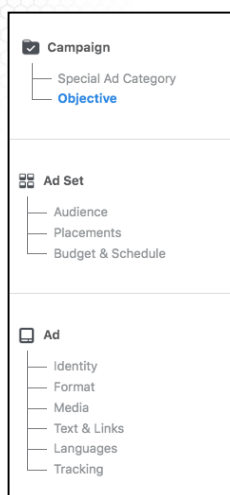
Ad = Audience + Creative

0) Decide on an Objective
1) Select a Target Audience
2) Upload the Creative (of the ad)

Creating a New Ad Campaign: Select an Objective

Campaign Objective: Traffic Building

Defining a Target Audience for Your Ad

Detailed Targeting of Your Audience

Different Broad Types of Ad Placement

If you selected all 3 of these placements, your report would show that Facebook placements have an average cost per optimization event of $3, Instagram placements have an average cost per optimization event of $5 and Audience Network placements have an average cost per optimization event of $1. You'd get 9 optimization events for $27 at an average cost of $3 each.
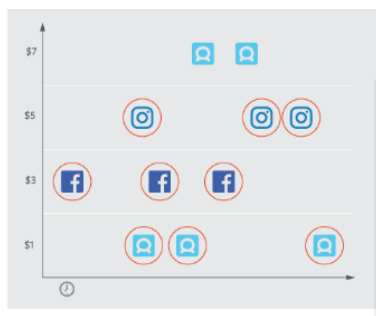
Broad Choices for Your Ads:

1) Facebook
2) Instagram
3) Audience Network

How can you optimize?

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Different Broad Types of Ad Placement (cont.)
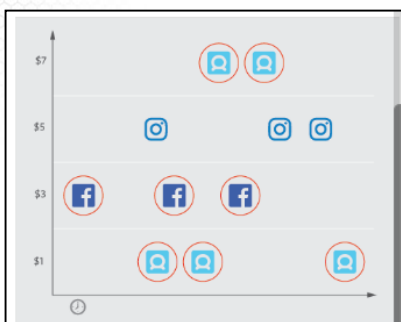
Facebook placements would have an average cost per optimization event of $3, there'd be no Instagram placements and Audience Network placements would have an average cost per optimization events of $3.40. You'd only get 8 optimization events for $26 at $3.25 each overall. This is a less efficient spend of your budget.

Broad Choices for Your Ads:

1) Facebook
2) Instagram
3) Audience Network

Letting Facebook optimize or doing it yourself?

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Budgeting and Scheduling Your Ads

Uploading the Creative for Your Social Media Ads

Text and Links for Your Social Media Ads

Details of Tracking Landing and Actions

Letting Facebook Track Actions & Provide URLs

Letting Facebook Track Actions & Provide URLs

https://www.americanexpress.com/en-us/referral?id=201285&extlink=US-MGM-DeltaSocialV1&fbclid=IwAR10QxQmIjfuTAtnziPNeopV4X3de-hQtPxD_KnaAsyCgfBS5WUlPses3Ec
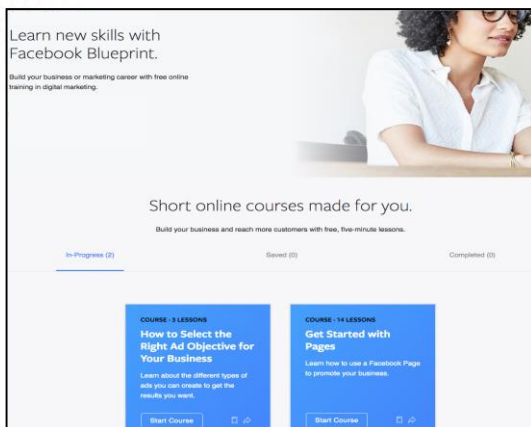
Facebook Blueprint

Facebook Blueprint (= Social Media Academy)

Facebook Insights & Blueprint

Where to learn about marketing in Facebook:
- Pages Insights
  - https://www.facebook.com/business/insights
- Facebook Blueprint (Learning Academy)
  - https://www.facebook.com/business/learn
- Facebook Measurement of Ads
  - https://www.facebook.com/business/measurement/measure-ads
- Facebook Certification
  - https://www.facebook.com/business/learn/certification

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Summary

In this lesson we saw how to:
- Place ads in Facebook on your own
- Target your ads onto various demos
- Organize your ads in campaigns

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