



# Digital Marketing Measurement and Analytics: Day 2

Jeff Rajeck, Senior Trainer



# Agenda

## Day 1

- **Learning Unit 1: Measure the performance of digital marketing efforts**
  - Digital Marketing Tools, Technologies, and Trends
  - Channel, Web and Combined Analytics
  - Digital Data Optimization
  - Calculating Digital Marketing Return on Investment (ROI)
- Oral assessment

## Day 2

- **Learning Unit 2: Optimize Digital Marketing Return on Investment (ROI)**
  - Collecting Campaign Data
  - Analysing Campaign Data
  - Making Data-Driven Recommendations
  - Business Performance Analytics
- Written assessment

# Course Logistics – Days 1 and 2

- 9:00 Start
- 10:30 Break
- 11:45 Lunch
- 15:00 Break
- 15:30 Assessment
- 17:30 End

# Day 1 Highlights



# Steps of the online customer journey

1. Channel
2. Website
3. Conversion



# The difference between metrics and dimensions

- Metrics are **numbers that measure**
- Dimensions **divide up metrics into categories**

# Why calculated metrics are so important

- **Calculated metrics convert totals so we can compare results easily**
- **It's much easier to compare calculated metrics than to compare totals**

# Return on Investment

- $\text{ROI} = \text{Return} / \text{Investment}$
- $\text{ROI} = (\text{Profit} - \text{Investment}) / \text{Investment}$
- Q1 2024
  - \$250,000 profit from marketing activities
  - \$100,000 marketing costs
  - $(\$250,000 - \$100,000) / \$100,000$
  - = ROI of 1.5 or 150%
- For every \$1 you **invest**, you get \$1.5 **return** back





# Day 2



# LU2: Optimize return on investment (ROI)

- LO4 Outline how different marketing analytics tools are used for understanding the online marketplace
- LO5: Review marketing campaign data across multiple channels to optimize marketing strategies for optimal performance and ROI
- LO6: Analyze the efficiency of a given marketing campaign in obtaining optimal ROI
- LO7: Recommend ROI optimization strategies for a given marketing campaign based on marketing campaign data and performance analysis

# LO4: Outline how different marketing analytics tools are used for understanding the online marketplace

- A1: Define critical questions to be addressed through market research and analytics

# The customer journey














# Digital Marketing Analytics Technologies



# Common Analytics Platforms

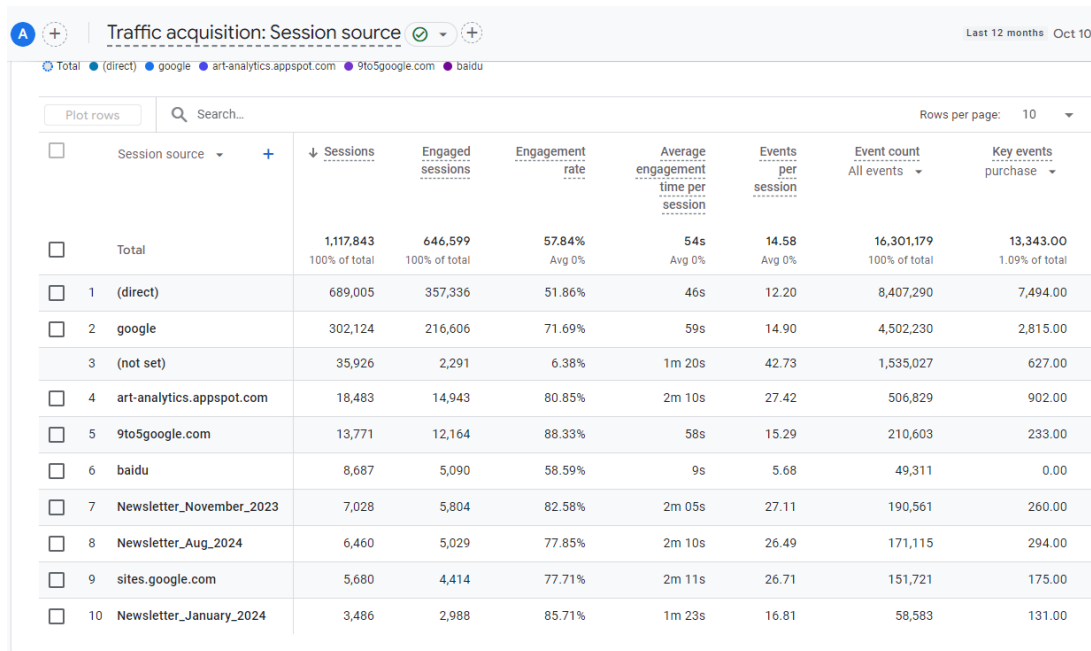
## 1. Channel Analytics

- Social: Facebook, Instagram, etc.
- Search: Google Search
- Email: Email systems

Ad	Amount spent ↓	Impressions	Link clicks
 FB - International - CPC	\$784.49	83,386	2,520
 Facebook-2	\$250.00	56,913	64
 Instagram	\$250.00	67,866	10
 HK test View charts Edit Duplicate Pin	\$250.00	64,929	319
 Facebook	\$249.99	61,569	49
 IG - International	\$239.67	143,498	42
 Instagram	\$200.00	41,462	5
 IG - Phone number / Lookalike	\$186.04	125,717	34
 FB - Retargeting - CPC	\$108.05	12,895	347
 Instagram	\$100.00	19,593	5
 FB - Phone number / Lookalike	\$100.00	26,752	5

# Common Analytics Platforms

1. Channel Analytics
2. Web analytics
  - Google Analytics
  - Measures where visitors came from and did they convert



The screenshot displays the Google Analytics 'Traffic acquisition: Session source' report. The interface includes a top navigation bar with filters for 'Total', '(direct)', 'google', 'art-analytics.appspot.com', '9to5google.com', and 'baidu'. Below the navigation bar is a search bar and a 'Rows per page' dropdown set to 10. The main table lists various session sources with columns for Sessions, Engaged sessions, Engagement rate, Average engagement time per session, Events per session, Event count (All events), and Key events (purchase). The data is sorted by total sessions in descending order.

<input type="checkbox"/>	Session source	↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events purchase
<input type="checkbox"/>	Total	1,117,843 100% of total	646,599 100% of total	57.84% Avg 0%	54s Avg 0%	14.58 Avg 0%	16,301,179 100% of total	13,343.00 1.09% of total
<input type="checkbox"/>	1 (direct)	689,005	357,336	51.86%	46s	12.20	8,407,290	7,494.00
<input type="checkbox"/>	2 google	302,124	216,606	71.69%	59s	14.90	4,502,230	2,815.00
<input type="checkbox"/>	3 (not set)	35,926	2,291	6.38%	1m 20s	42.73	1,535,027	627.00
<input type="checkbox"/>	4 art-analytics.appspot.com	18,483	14,943	80.85%	2m 10s	27.42	506,829	902.00
<input type="checkbox"/>	5 9to5google.com	13,771	12,164	88.33%	58s	15.29	210,603	233.00
<input type="checkbox"/>	6 baidu	8,687	5,090	58.59%	9s	5.68	49,311	0.00
<input type="checkbox"/>	7 Newsletter_November_2023	7,028	5,804	82.58%	2m 05s	27.11	190,561	260.00
<input type="checkbox"/>	8 Newsletter_Aug_2024	6,460	5,029	77.85%	2m 10s	26.49	171,115	294.00
<input type="checkbox"/>	9 sites.google.com	5,680	4,414	77.71%	2m 11s	26.71	151,721	175.00
<input type="checkbox"/>	10 Newsletter_January_2024	3,486	2,988	85.71%	1m 23s	16.81	58,583	131.00

# Common Analytics Platforms

Google Ads campaigns

1/3 key events

Last 12 months

Oct 10, 2023 - Oct 10, 2024

Plot rows

Search...

Rows per page: 10

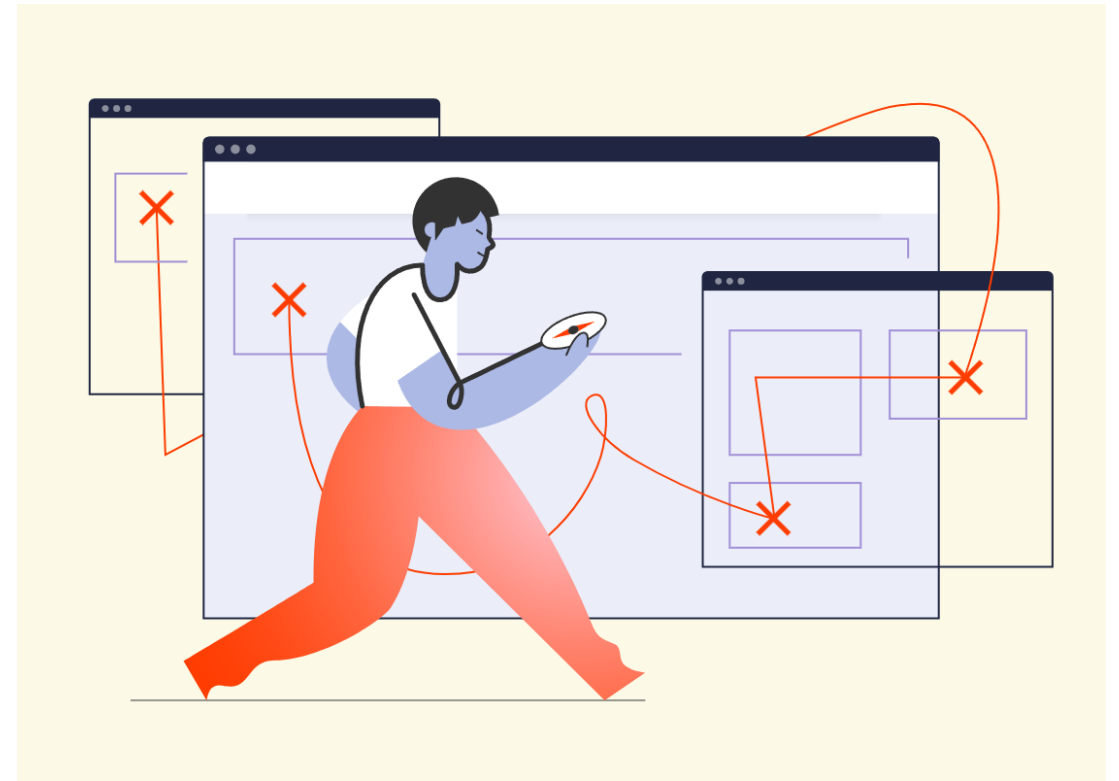
	Google Ads campaign	Key events	Ads cost	Cost per key event	Ads clicks	Ads cost per click	Total revenue
<input checked="" type="checkbox"/>	Total	235.54 100% of total	\$39,329.43 100% of total	\$166.98 Avg 0%	132,958 100% of total	\$0.30 Avg 0%	\$19,300.16 100% of total
<input checked="" type="checkbox"/>	1 [Evergreen] Merch Store US and CA   Performance Max	96.40	\$2,966.25	\$30.77	11,991	\$0.25	\$8,157.05
<input checked="" type="checkbox"/>	2 1009693   Google Analytics Demo   DR   MMK01   NA   US   en   Hybrid   MAX   AUT   HYBRID   GAds_PMax Test	80.07	\$8,023.51	\$100.21	29,508	\$0.27	\$6,891.89
<input checked="" type="checkbox"/>	3 1009693   Google Analytics Demo   DR   MMK01   NA   US   en   Hybrid   MAX   AUT   HYBRID   GAds_PMax with Lifestyle Images	45.84	\$7,616.34	\$166.15	31,284	\$0.24	\$3,973.21
<input checked="" type="checkbox"/>	4 1009693   Google Analytics Demo   DR   MMK01   NA   CA   en   Hybrid   MAX   AUT   HYBRID   GAds_PMax with Lifestyle Images	12.23	\$15,161.11	\$1,239.79	50,572	\$0.30	\$102.00
<input checked="" type="checkbox"/>	5 19810167557+14464119393008359632	1.00	\$0.00	\$0.00	0	\$0.00	\$176.00
<input type="checkbox"/>	6 1009693   Google Analytics Demo   DR   MMK01   NA   CA   en   Hybrid   MAX   AUT   HYBRID   GAds_PMax Test	0.00	\$613.23	\$0.00	2,246	\$0.27	\$0.00
<input type="checkbox"/>	7 [Evergreen] Google Merchandise Store   Demand Gen	0.00	\$235.04	\$0.00	918	\$0.26	\$0.00
<input type="checkbox"/>	8 [Evergreen] Merch Store US and CA   Search	0.00	\$4,713.96	\$0.00	6,439	\$0.73	\$0.00

1. Channel Analytics
2. Web analytics
3. Conversion analytics
  - Google Analytics
  - How much did we pay?
  - How many converted?
  - How much revenue did we get?



# Why do we want to track the customer journey?

- Previously, we mapped the customer journey to think of all the ways customers *could* go from channel to conversion.
- Now, we want to know which is the best for our business.



# What we need to know to track the customer journey

- **Channel:**
  - What percentage of our impressions were clicks clicked?
  - How much do our clicks cost?
- **Website:**
  - What percentage of our visitors converted?
- **Conversion:**
  - How much did we pay per customer?

# Once we have tracked the customer journey

- We can judge the **effectiveness** and **efficiency** of different journeys
- We can better decide what to invest in
- And we know what we need to improve.



# What does clickthrough rate (CTR) tell us?

- Clickthrough rate (CTR) tells us how **effective** our ads are with our target audience.
- An ad with high (CTR) means we get a lot of people to our website: **Effective.**
- An ad with low (CTR) means we get few people to our website: **Not effective.**

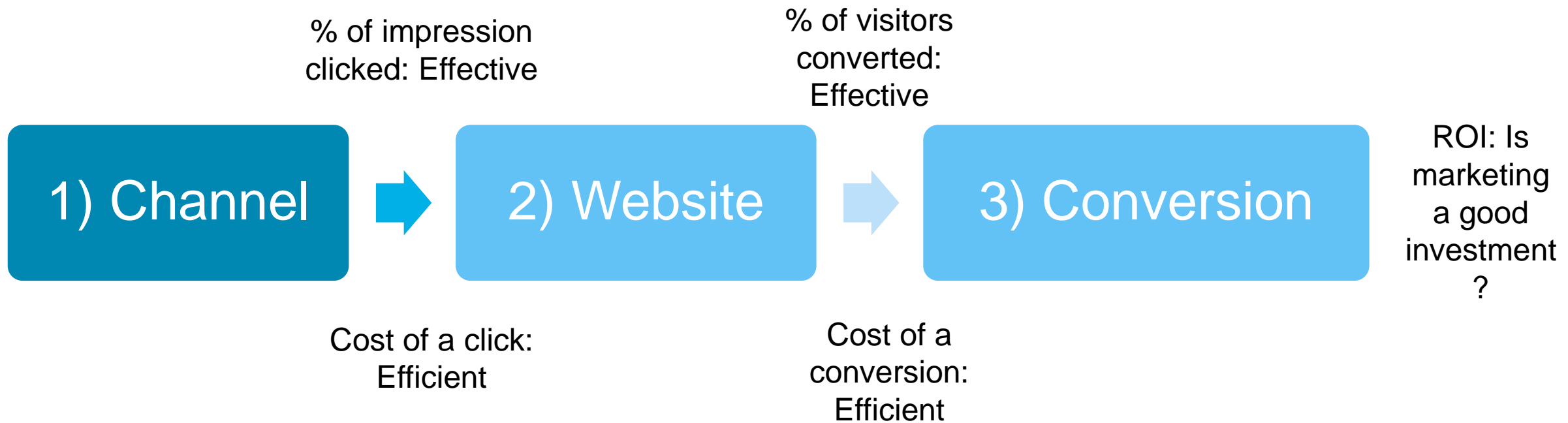


# What does cost per click (CPC) tell us?

- Cost per click (CPC) tells us how efficient our ads are.
- An ad with a low CPC provides cheap traffic to our website: **Efficient**.
- An ad with high CPC means traffic to our website is expensive: **Not efficient**.



# The customer journey with analytics



# Critical questions which can be answered through market research and analytics

- Is our marketing effective?
- Is our marketing efficient?
- Is marketing a good investment?

# Exercise: Effective vs. Efficient

- <https://exam.finadvice.ai/>
  - Last 3 digits and letter
  - Module: Effective vs. Efficient



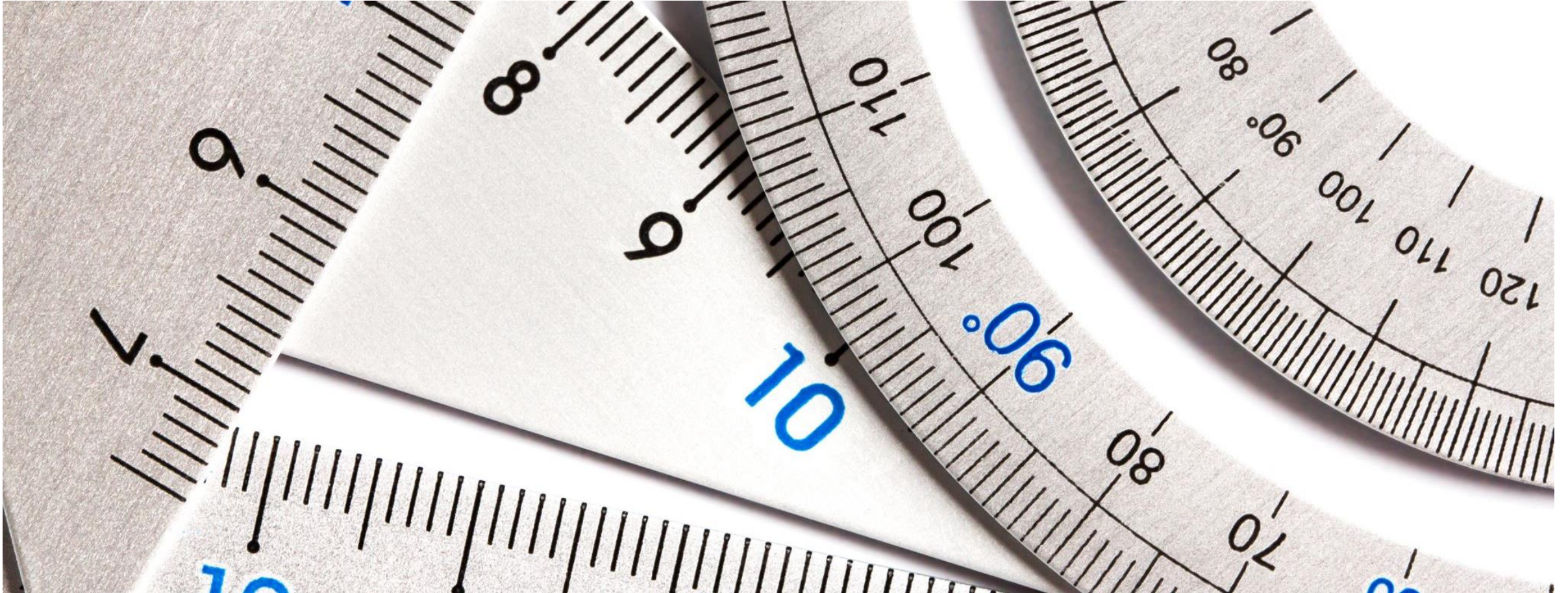
# Exercise: Effective vs. Efficient calculations

- <https://bit.ly/DMMAEXEVEC>
- <https://exam.finadvice.ai/>
  - Last 3 digits and letter
  - Module: Effective vs. Efficient calculations

## **LO5: Review marketing campaign data across multiple channels to optimize marketing strategies for optimal performance and ROI.**

- A2: Develop new ways to optimise digital data

# Applying Dimensions to metrics



# Dimensions for Digital Marketing Analytics

- Channel
  - Comparing performance across different marketing platforms
- Country
  - Analysing geographic trends in user behaviour
- Campaign
  - Evaluating the success of specific marketing initiatives



# Dimension Analysis Examples

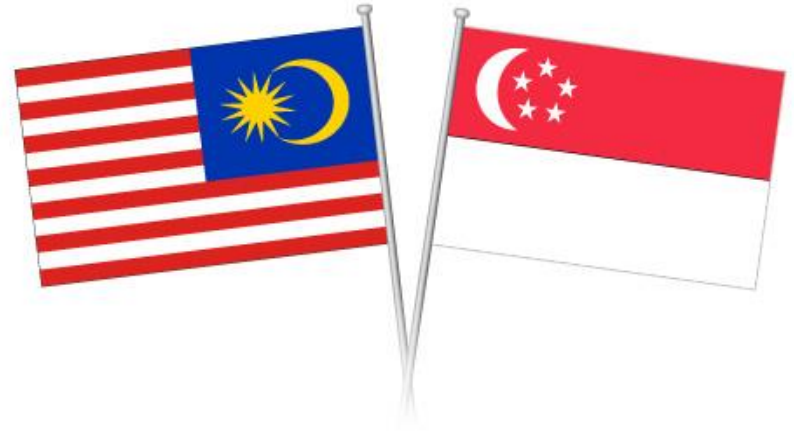
- Channel
  - Facebook vs. TikTok
  - Which offers a better CTR?





# Dimension Analysis Examples

- Country
  - Singapore vs. Malaysia
  - What is the comparative CPA?



# Dimension Analysis Examples

- Campaign
  - McDonalds: Zhng-ed vs. Samurai
  - Which had a lower CPC?



# Data-Driven Marketing Optimization





# Effectiveness

- We can use calculated metrics to track **effectiveness**
  - CTR
  - High performing ads: Dimensions (channel, country or campaign) with high click rates

# Effectiveness

- We can use calculated metrics to track **effectiveness**
  - CTR
    - Effective ads: Dimensions (channel, country or campaign) with high click rates
  - Conversion rate
    - Effective website: Dimensions with high conversion rate
- Marketers can increase effectiveness though working on ads and/or website

# Efficiency

- We can use calculated metrics to track **efficiency** which is important to the whole business:
  - CPC
    - Efficient ads: Dimension with lower CPC

# Efficiency

- We can use calculated metrics to track **efficiency** which is important to the whole business:
  - CPC
    - Efficient ads: Dimension with lower CPC
  - CPA
    - Low-cost converting traffic: Dimension with lower Cost Per Action (CPA)
- Marketers cannot always do 'intervention' to lower CPC and CPA
  - Influenced by pricing, deals, fulfillment, etc.

# Optimization Strategies

1. Identify high-performing dimensions for effectiveness – which should improve efficiency

# Optimization Strategies

1. Identify high-performing dimensions for effectiveness – which should improve efficiency
2. Invest in high-performing dimensions
  - Allocate more resources to what's working well

# Optimization Strategies

1. Identify high-performing dimensions for effectiveness – which should improve efficiency
2. Invest in high-performing dimensions
  - Allocate more resources to what's working well
3. Improve or reduce investment in underperforming dimensions
  - Optimise or cut ineffective tactics

# Exercise: Applying Dimensions to Metrics

- <https://bit.ly/DMMAEXADTM>
- <https://exam.finadvice.ai/>
  - Last 3 digits and letter
  - Module: Applying Dimensions to Metrics



# Marketing interventions

**After analysts review calculated metrics, they can propose marketing interventions to try and improve them.**

## Effectiveness

- Clickthrough rate
  - Improve the ads
- Conversion rate
  - Improve the website

## Efficiency

- Cost per click (CPC)
  - Change the offer
- Cost per acquisition (CPA)
  - Change the buying experience (delivery, payment terms, etc.)

# Exercise: Identify High Performing Dimensions Spreadsheet

- <https://bit.ly/DMMAEXIHDPD>
- <https://exam.finadvice.ai/>
  - Last 3 digits and letter
  - Module: Identify High Performing Dimensions Spreadsheet

# LO6: Analyze the efficiency of a given marketing campaign in obtaining optimal ROI

- A4: Calculate ROI, marketing attribution and overall marketing effectiveness using business metrics

# Exercise: Identify High Performing Dimensions Spreadsheet

- <https://bit.ly/DMMAROIW>
- <https://exam.finadvice.ai/>
  - Last 3 digits and letter
  - Module: DMMA ROI Worksheet

## **LO7: Recommend ROI optimization strategies for a given marketing campaign based on marketing campaign data and performance analysis**

- A3: Present key business and consumer intelligence insights and recommendations to senior management

# Exercise: ROI Report

- <https://bit.ly/DMMAROIR>

# Day 2 Summary



# 3 critical questions which can be answered through market research and analytics

- Is our marketing effective?
- Is our marketing efficient?
- Is marketing a good investment?



# Effective calculated metrics

- Clickthrough rate (CTR)
  - Effective ads: High click rates
- Conversion rate
  - Effective website: High conversion rate

# Efficiency metrics

- Cost per Click (CPC)
  - Efficient ads: Lower CPC
- Cost per Acquisition (CPA)
  - Efficient website: Lower CPA

# How to improve ROI

1. Identify high ROI dimensions
  - For example – Dimension: Country,
2. Look in the dimension categories
  - Category: Singapore
3. Invest in the category with high ROI
  - For example, advertise more in Singapore
4. This will improve overall ROI

# DMMA ROI Worksheet – Making recommendation

- Notice the Total ROI at the top: 3.64
- Channel and Country have the same ROI for each Category – all 3.64
- Campaign has **very different ROIs**
  - Brand Awareness is much lower than Product Launch and Seasonal Sale
- **Recommend investing in Product Launch and Seasonal Sale advertising**

Table1			
2023	Cost	Profit	ROI
Total	\$240,000	\$1,113,750	3.640625

Table2			
Channel	Cost	Profit	ROI
Facebook	\$96,000	\$445,500	3.640625
Google Ads	\$84,000	\$389,813	3.640625
Instagram	\$60,000	\$278,438	3.640625

Table3			
Country	Cost	Profit	ROI
United States	\$120,000	\$556,875	3.640625
United Kingdom	\$72,000	\$334,125	3.640625
Canada	\$48,000	\$222,750	3.640625

Table4			
Campaign	Cost	Profit	ROI
Brand Awareness	\$80,000	\$106,920	0.3365
Product Launch	\$100,000	\$594,594	4.94594
Seasonal Sale	\$60,000	\$474,012	6.9002



# Digital Marketing Measurement and Analytics: Day 2

Jeff Rajeck, Senior Trainer

