

JAN. 22, 2020 • ANDREW

Analytics and Marketing

Developing an Analytic Strategy for your Product



OUTLINE



WW-Learn

What is Analytics
History
Importance
Types of Product Analytics
Things to Look out for
Toolsets and Analytic Products
Utilizing a CDP & Tag Manager
Why use a CDP?
What to Measure
Setting Up a Tracking Plan
History
Getting Started
Data Compliance & GDPR

Modern Data Storage

Interviewed by Colliers magazine, inventor Nikola Tesla states that when wireless technology is “perfectly applied the whole Earth will be converted into a huge brain, which in fact it is, all things being particles of a real and rhythmic whole ... and the instruments through which we shall be able to do this will be amazingly simple compared to our present telephone. A man will be able to carry one in his vest pocket.”

A WORLD BEFORE THE DATA





What is Analytics

Analytics is the discovery, interpretation, and communication of meaningful patterns in data. It also entails applying data patterns towards effective decision making. In other words, analytics can be understood as the connective tissue between data and effective decision making within an organization

JUST #FINK ABOUT IT

Why do you need
Analytic



Google



Youtube



Facebook

Track & Measure ROI

BASED ON YOUR SOCIAL
MEDIA CAMPAIGN

NAME	WHY	PROPERTIES	LOCATION
Signed up	Key event for user interest, marketing conversion	userLogin type organizationId	/signup after form submission
Data sent	Engagement metric, how we measure active users	ownerId ownerTrialActive calls libraries integrations	Daily job sent from server at 10pm PT
Subscription started	Conversion metric, shows how people pay us	ownerId ownerType ownerEmail planName planValue previousPlan	Account billing page (server side)

The data tracking plan also helps set a specific taxonomy for naming your data-collection events. With standardized naming conventions, you'll be able to pull insight out of your data more quickly.

Setting Up a Tracking Plan

How to Begin



Comstech • Oct. 15, 2020

Verb >> Noun

Do Action

Make Activity

Every Page

- Signup
 - IDENTIFY[USERNAME]
 - TRACK[NEW USER SIGNUP]
- Login
 - IDENTIFY[USERNAME]
 - TRACK[ENGAGED USER]
- Money Converter
 - TRACK [CURRENCY SELECTED, AMOUNT] -
 -
- Kitchen App [FUNNEL]
 - Drop off
 - Track Completion & Reward as premium [TRACK]
 - Track Stages [IDENTIFY, TRACK]
 -
- Wallet
 - TRACK[FUND WALLET, AMOUNT], [IDENTIFY]
- Chat
 - TRACK[SEND MESSAGE, MESSAGE]
 -

NAVIGATION_LINKS

CLICK NAVLINK ON__

NAME	WHY	PROPERTIES	LOCATION
Signed up	Key event for user interest, marketing conversion	userLogin type organizationId	/signup after form submission
Data sent	Engagement metric, how we measure active users	ownerId ownerTrialActive calls libraries integrations	Daily job sent from server at 10pm PT
Subscription started	Conversion metric, shows how people pay us	ownerId ownerType ownerEmail planName planValue previousPlan	Account billing page (server side)

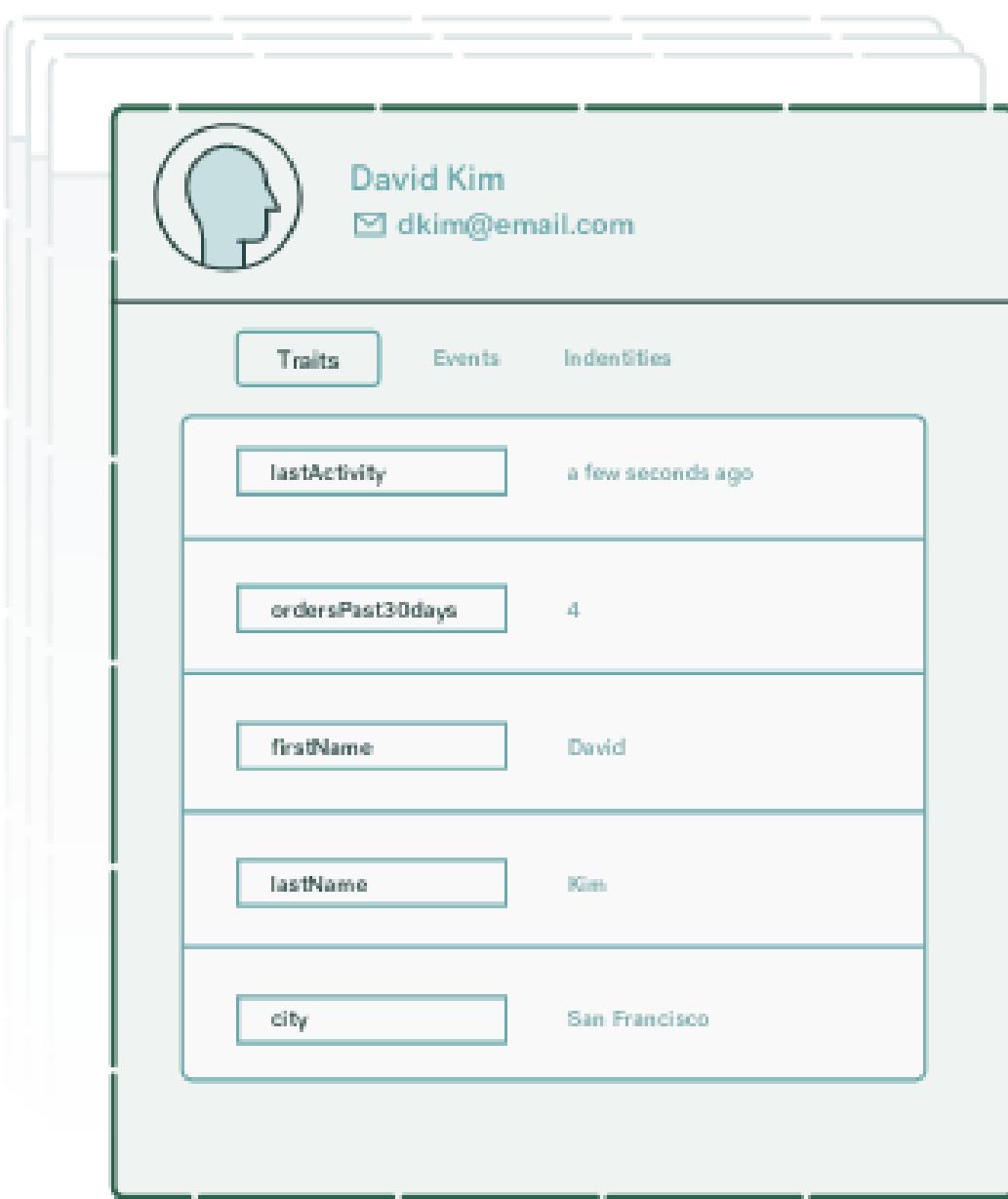
The data tracking plan also helps set a specific taxonomy for naming your data-collection events. With standardized naming conventions, you'll be able to pull insight out of your data more quickly.

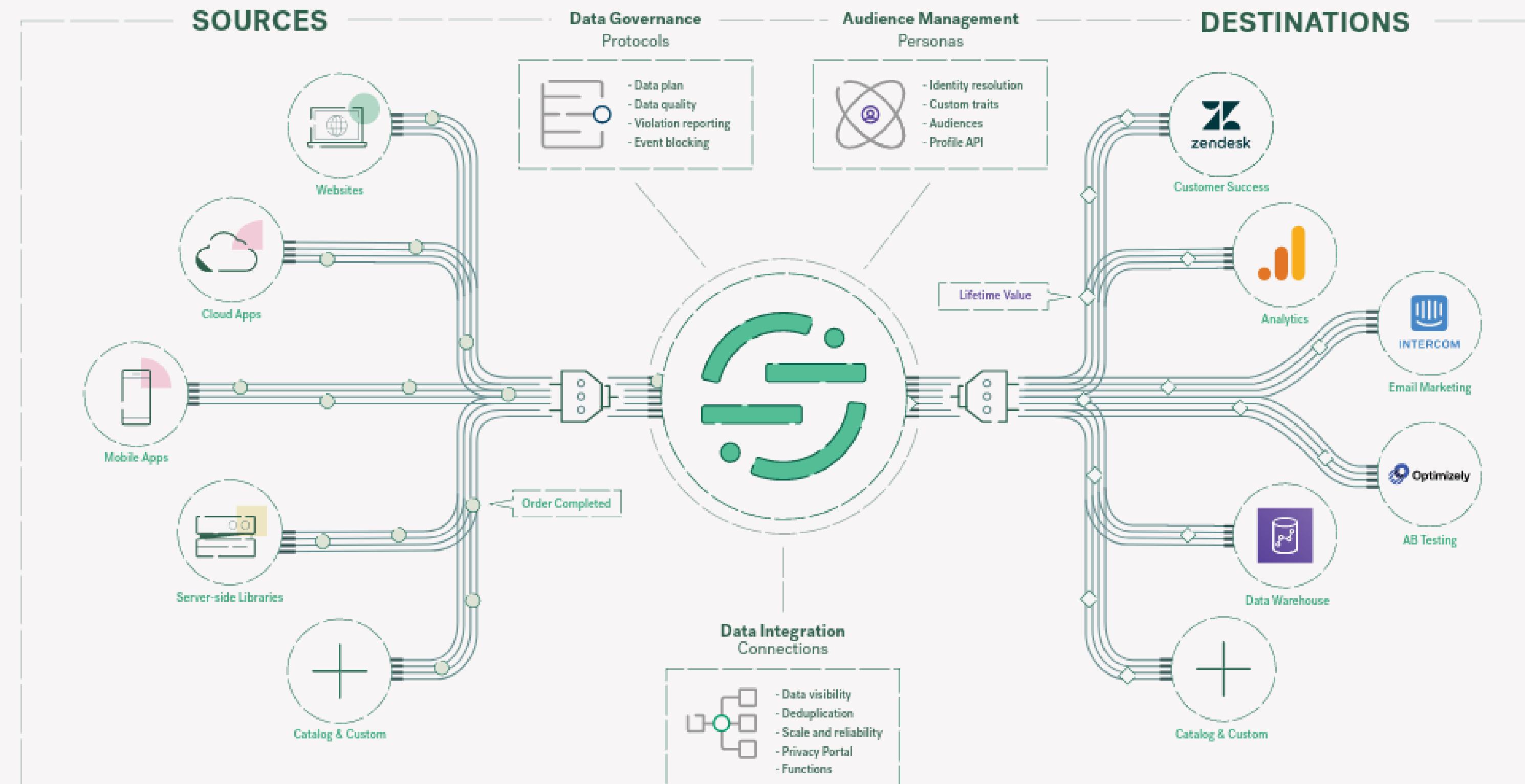
Analytic Toolset & Options

Google Analytics
Segment
Amplitude
Hotjar
Mailchimp



Customer Data Platform

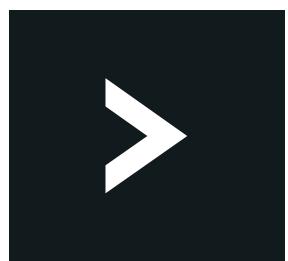




Data integration does three things that make it incredibly important for the functionality of your CDP:

UTM MEDIUMS

Tracking with UTM Tags



REFERRERS

Enhanced Link Attribution

Effective Tracking

Data Privacy & GDPR

Data Security is important



1. Create a data governance strategy

Data governance will help you identify what data to track and how it will be tracked. Governance also keeps all employees on the same page regarding the data. That helps ensure your data is accurate, usable, and secure.

Data governance strategies have three parts:

1. **Data tracking:** This is the document that keeps track of the specific data points you're tracking, and why.
2. **Data validation:** This is done with the help of a tool like Segment Protocols and ensures the data events you've written are collecting data properly.
3. **Data enforcement:** This step ensures that any changes to data collection go through the proper channels and are approved by the right stakeholders.

Before implementing a data governance strategy, Typeform had so many data collection events with different naming conventions that they didn't have a good handle on the data they were collecting.

Usage Milestones

WHAT?

HOW?

WHERE ?

WHEN?

All you need about wh

■ ACCORDING TO REGION

Presentations are tools that can be used as lectures.

■ DIGITAL DIVIDE

Presentations are tools that can be used as lectures.

■ ONLINE BULLYING

Presentations are tools that can be used as lectures.

Positive Effects of the Internet



Thank You

LADY DZIDJOR
Testing

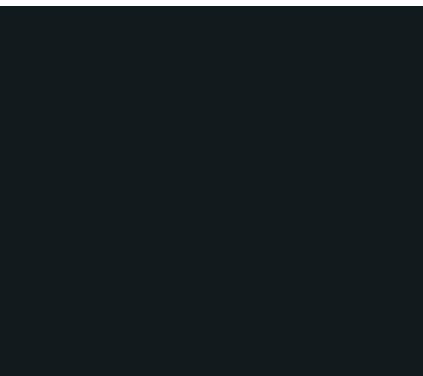
Thank You

MICHAEL HAMMOND
Ninja Developer



Other Resources

ONLINE CONNECTIVITY



SOMETHING TO FINK ABOUT

**Analytics is not a luxury, it is
a necessity.**