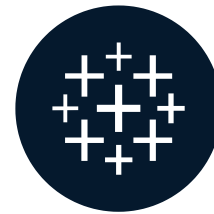


Marketing analytics in Tableau

MARKETING ANALYTICS IN TABLEAU



Mariam Ibrahim

Managing Data Analyst, IBM

What is marketing analytics?

1. Analyzing data to understand performance
2. Designing metrics to reflect performance
3. Tracking metrics over time

Marketing analytics is a way to yield a **cycle of continuous improvement**

Integrated analytics in marketing: effective **15 - 20% increase** in budget

¹ Bhandari, Singer, and Van Der Scheer: Using marketing analytics to drive superior growth

Marketing analytics: a spectrum of activity

Marketing analytics:

- Descriptive statistics
- Complex modeling (like neural networks)

Marketing focus:

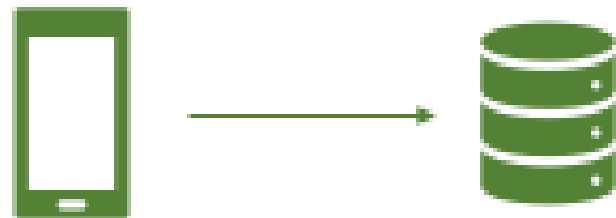
- Customer acquisition
- Customer retention

Marketing channels:

- Email
- Paid social
- Affiliate
- Paid search
- TV, podcast, etc.

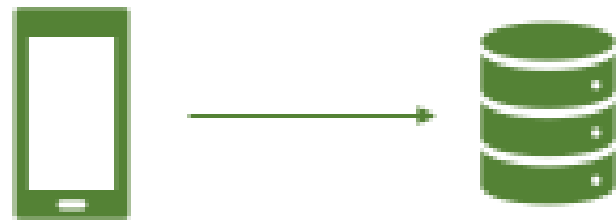
Data classifications

First party data

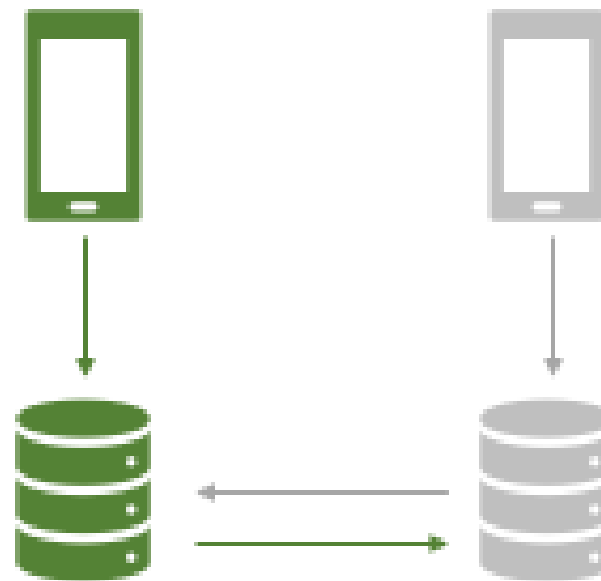


Data classifications

First party data

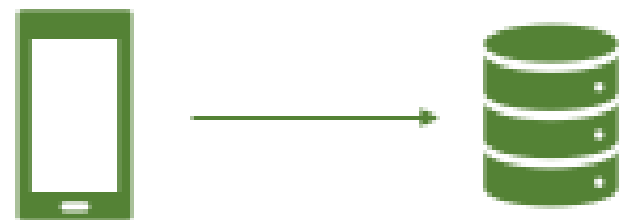


Second party data

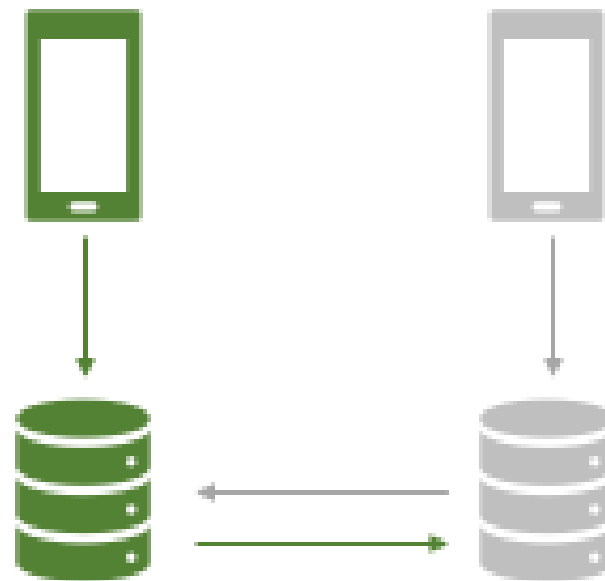


Data classifications

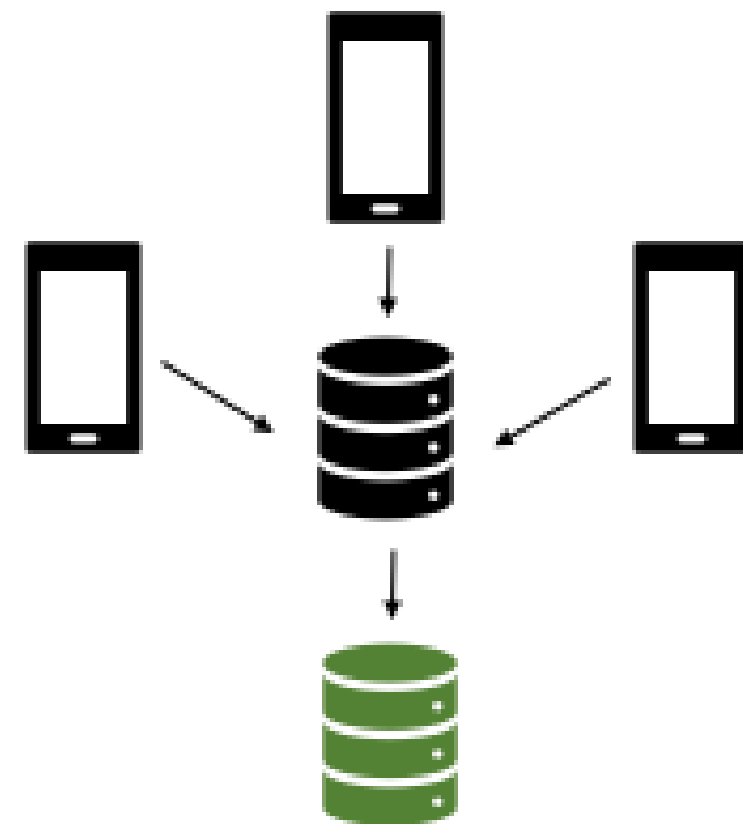
First party data



Second party data



Third party data



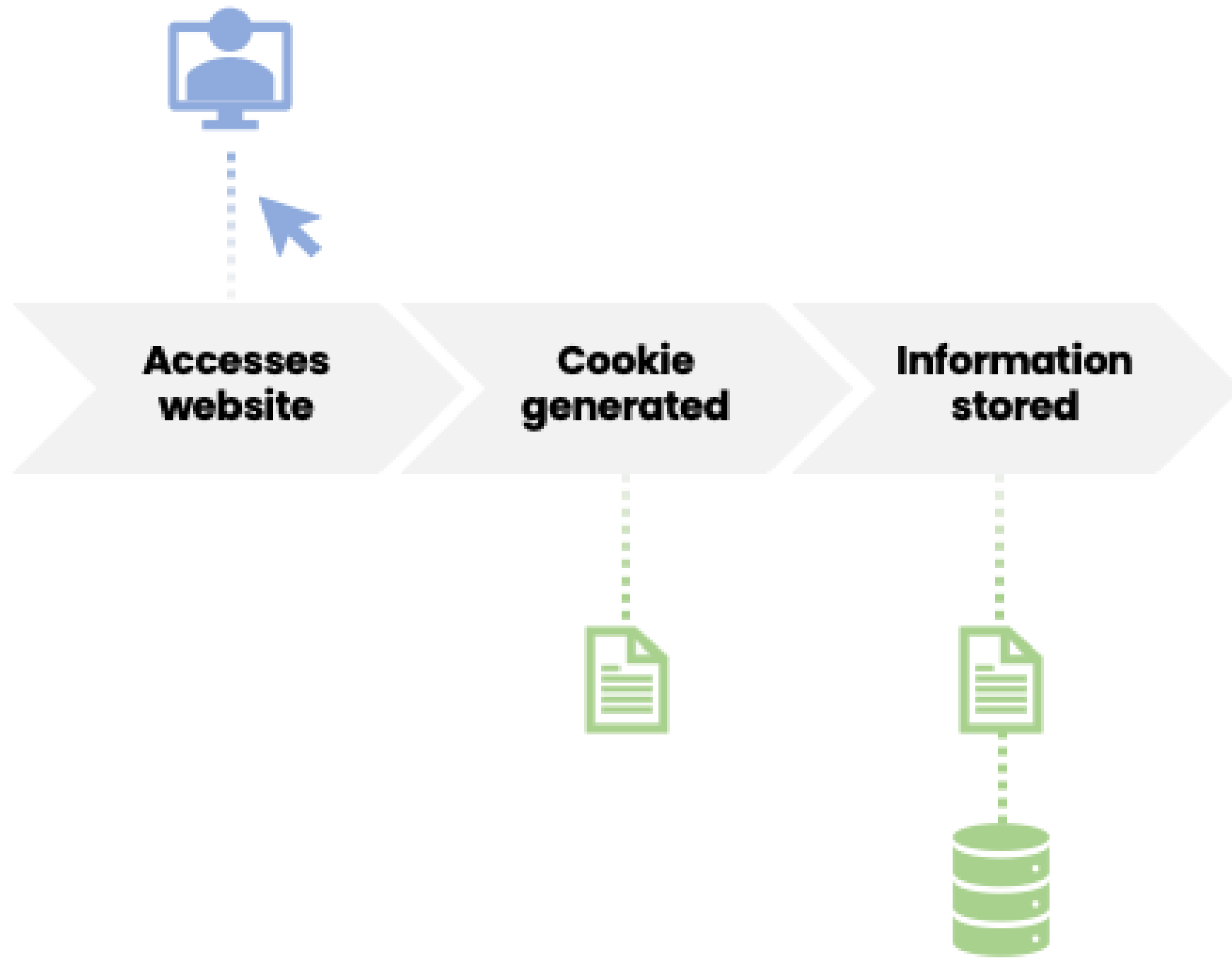
Following the cookie trail



Following the cookie trail



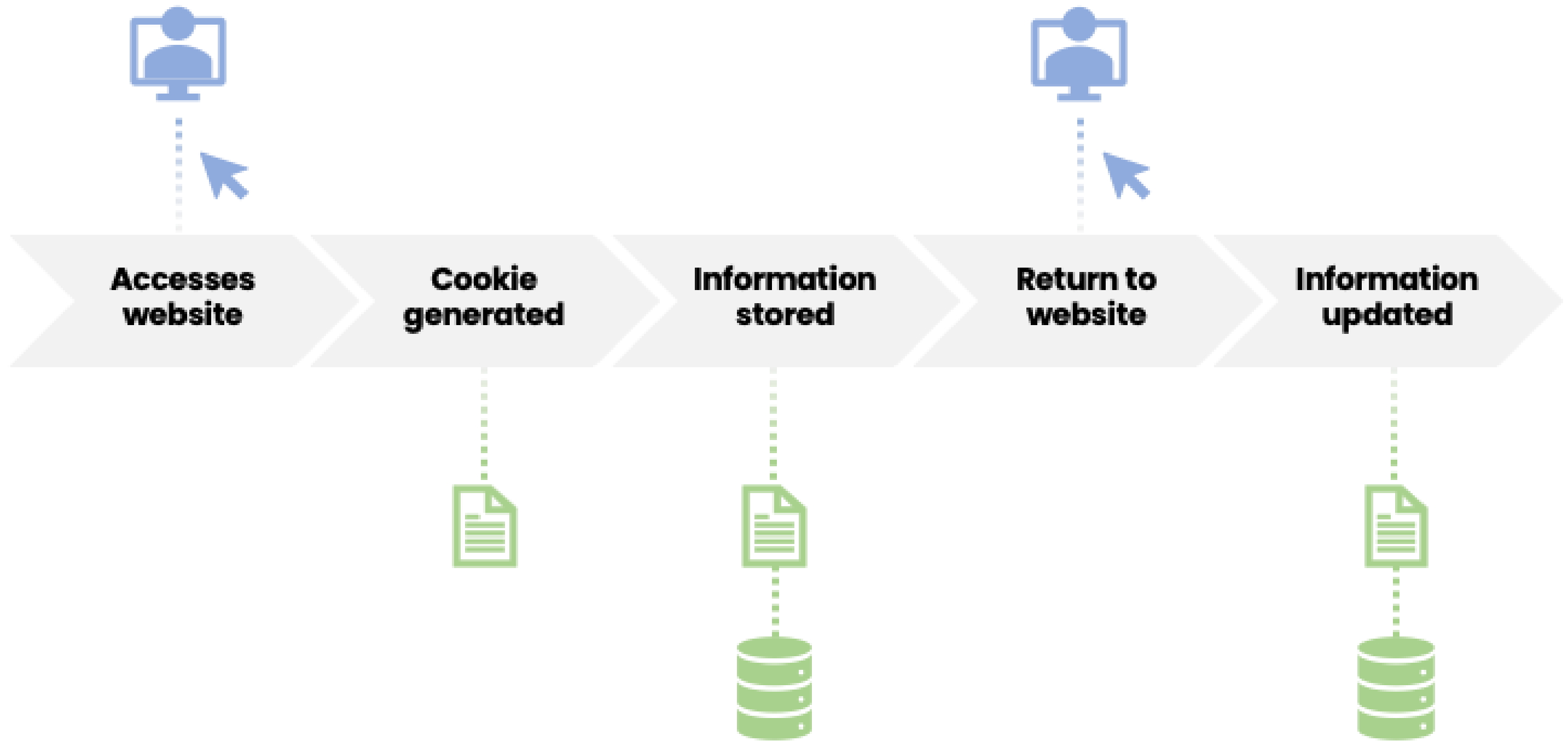
Following the cookie trail



Following the cookie trail



Following the cookie trail



Marketing campaigns

Marketing campaign: series of advertisements sharing a single idea or theme



Marketing goals

Marketing focus:

- Customer acquisition
- Customer retention

Campaign Goals

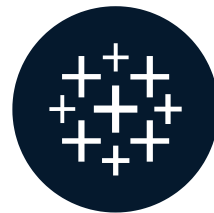
- Reduce cart abandonment (drives customer acquisition)
- Personalizing product recommendations (drives customer retention)

Let's practice!

MARKETING ANALYTICS IN TABLEAU

Web data example

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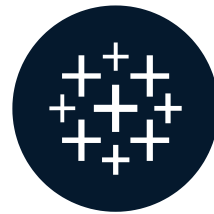
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Let's practice!

MARKETING ANALYTICS IN TABLEAU

Touches, journeys, and attribution

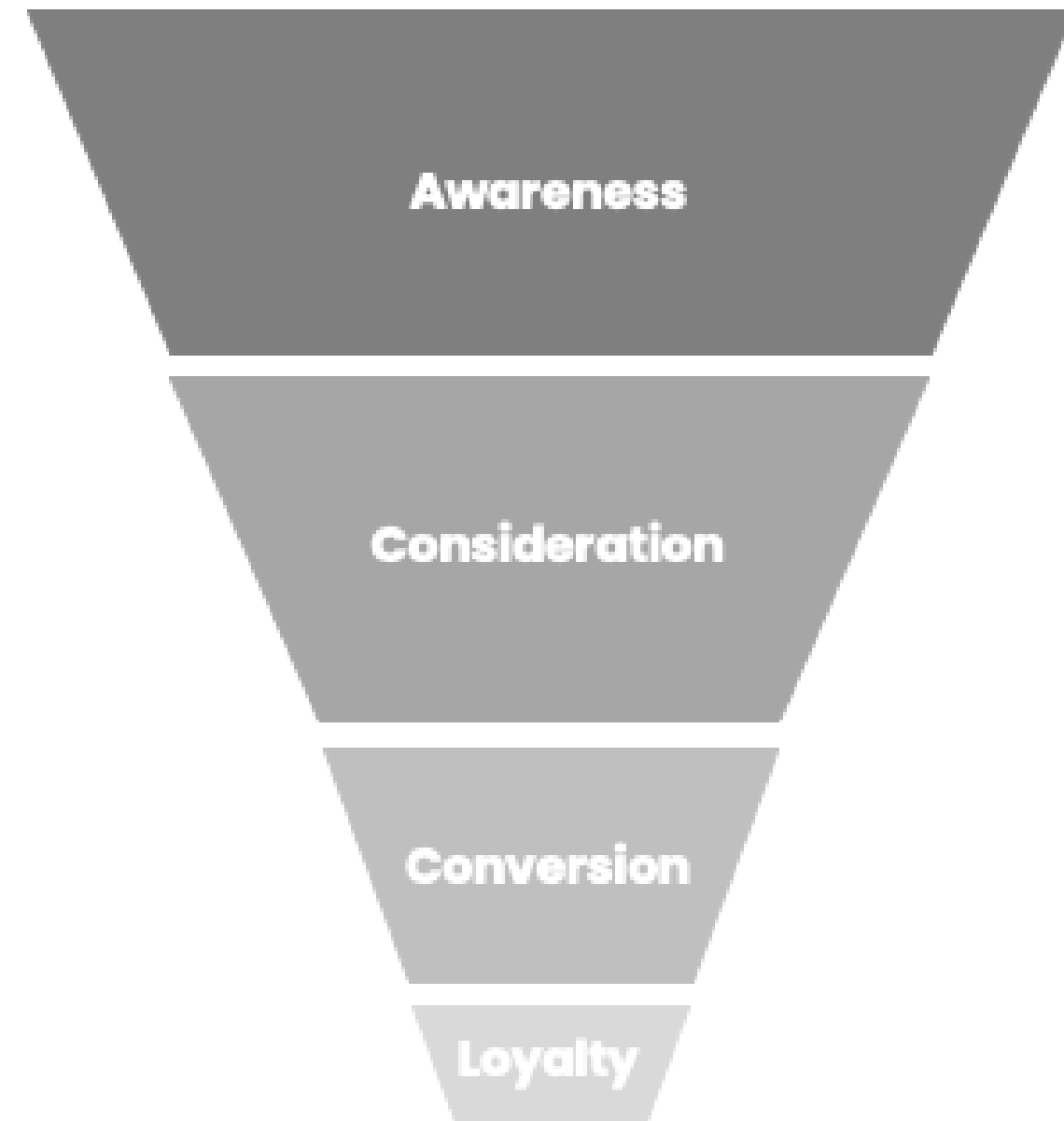
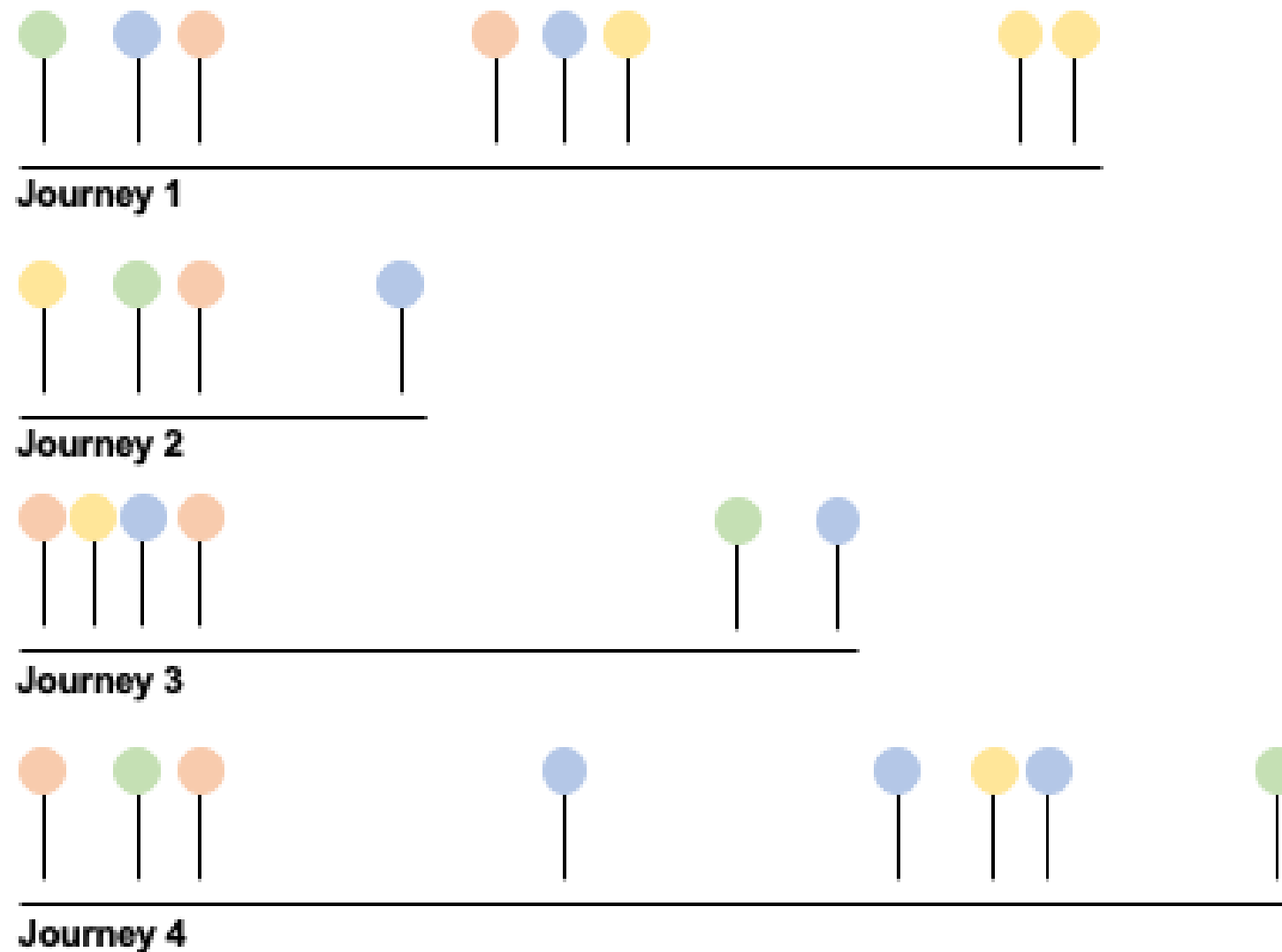
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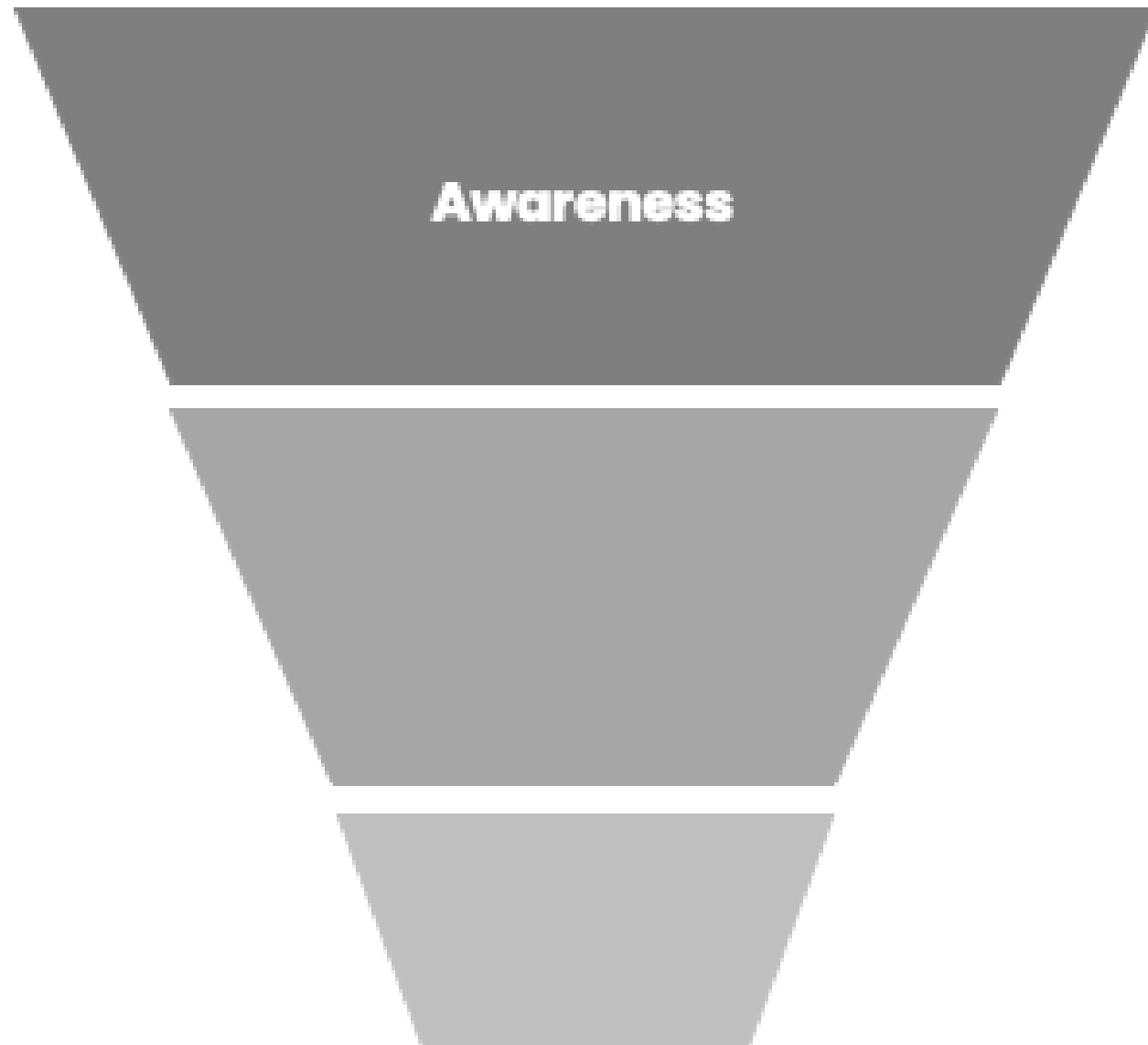
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Journeys and sessions



Journeys and sessions



Journeys and sessions



Channels and marketing goals



Journey 2

28 days
8 touches

- **Brand awareness:** making sure people know about your company and its product/services

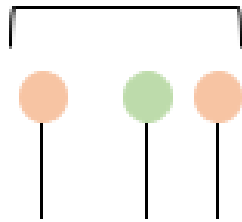
One **touch**
(session)

Channel: a medium or platform that a business uses to reach their target audience

- **Paid social:** using a social media company to run ads for your business
- **Paid search:** paying a search engine to appear at the top of results for a specific search

Marketing by journey stage

brand awareness



Journey 2

28 days

8 touches



One touch
(session)

Channels



Paid social



Paid search



**Organic: web traffic that occurs
“naturally” (e.g. not from a paid source)**



Email

Marketing attribution

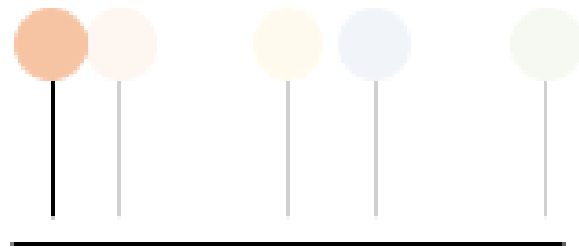
- How do we **assign success** metrics?
- How do they **compare one channel's performance** to another's?

This is the challenge of **marketing attribution**

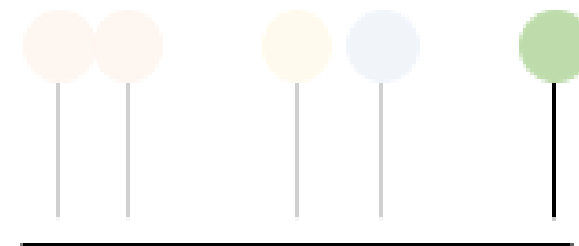
Marketing attribution: the process of identifying each touch point and then assigning value to each point based on how it contributed to the ultimate goal

Marketing attribution models

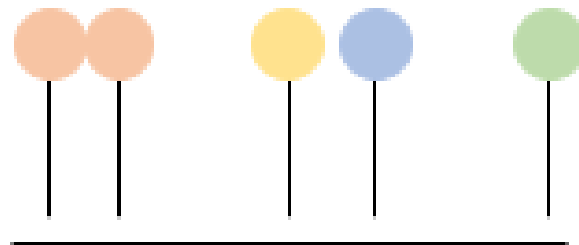
First-touch attribution: assigning all value to the first touch



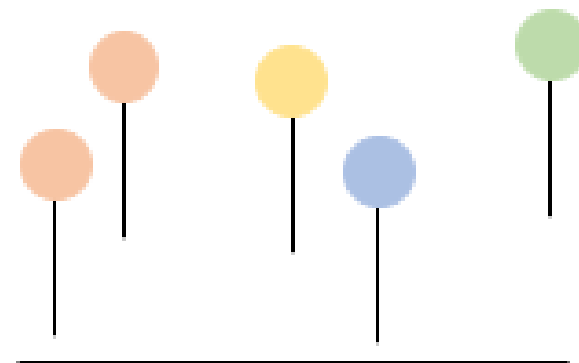
Last-touch attribution: assigning all value to the last touch



Multi-touch attribution: credit split evenly across all touches



Multi-touch attribution: credit calculated using algorithms

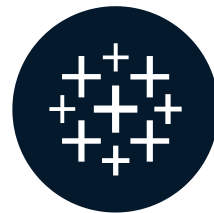


Let's practice!

MARKETING ANALYTICS IN TABLEAU

Data offsetting

MARKETING ANALYTICS IN TABLEAU



Full Name
Instructor

Let's practice!

MARKETING ANALYTICS IN TABLEAU