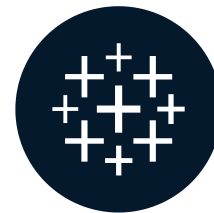


Marketing funnels

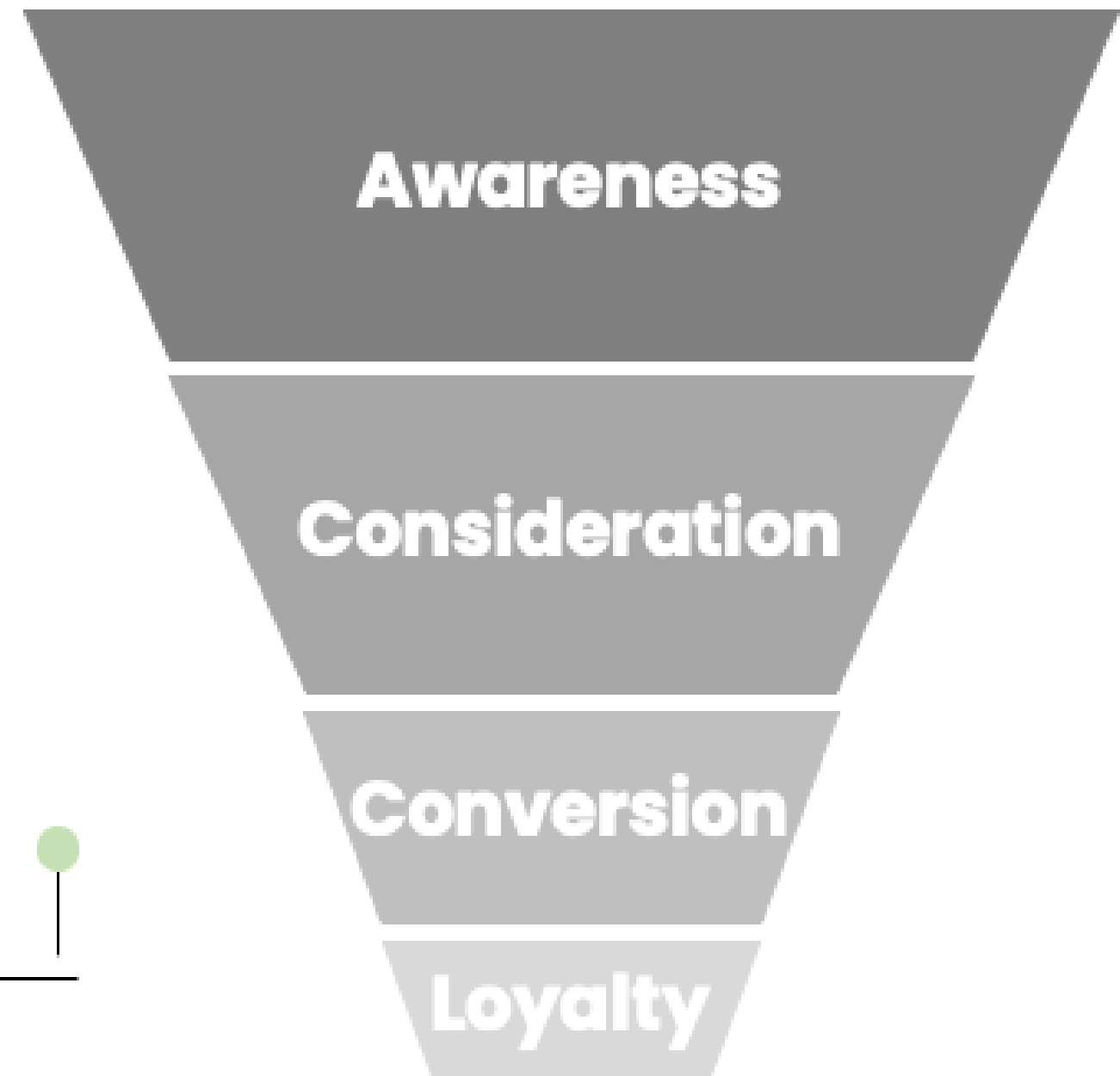
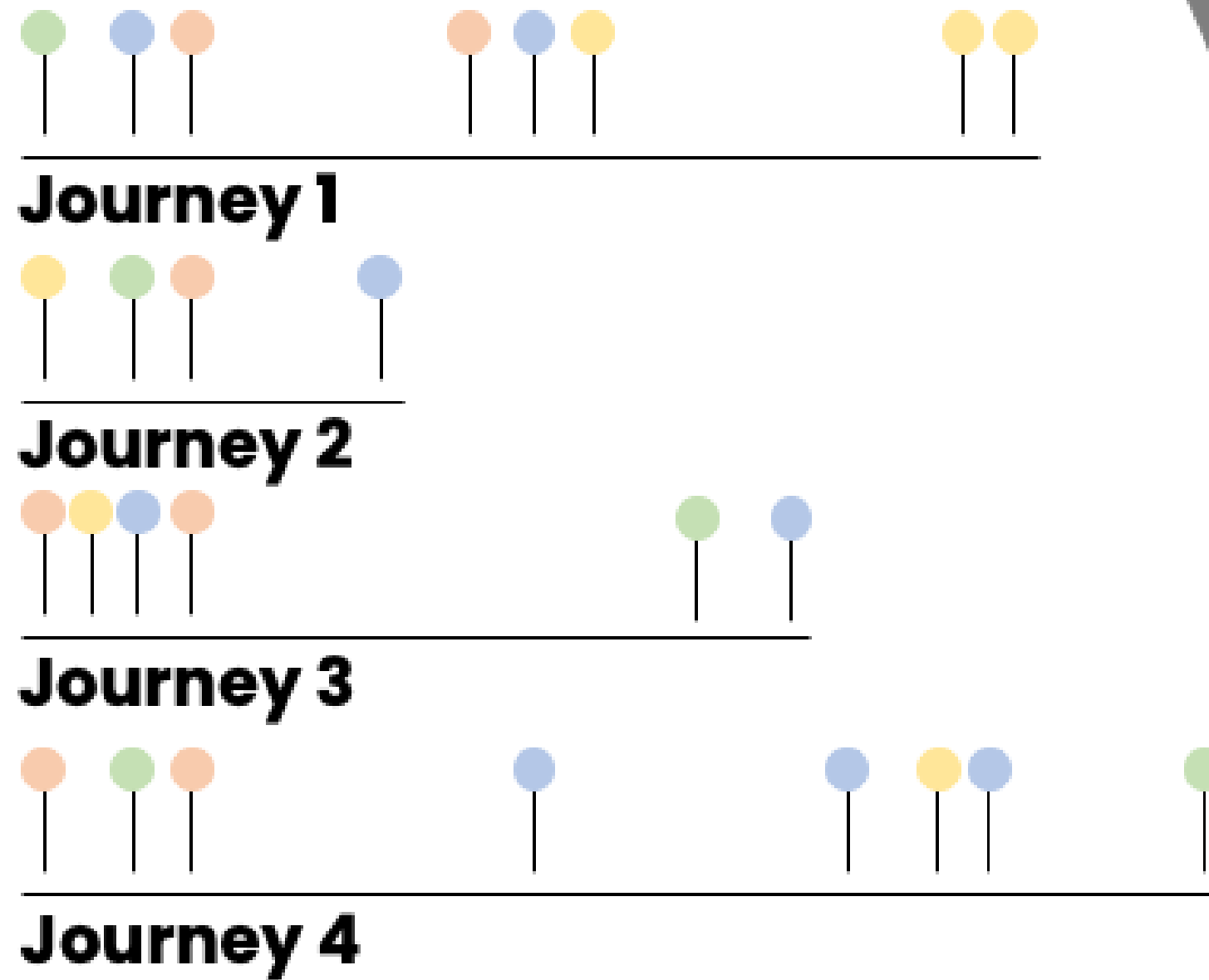
MARKETING ANALYTICS IN TABLEAU



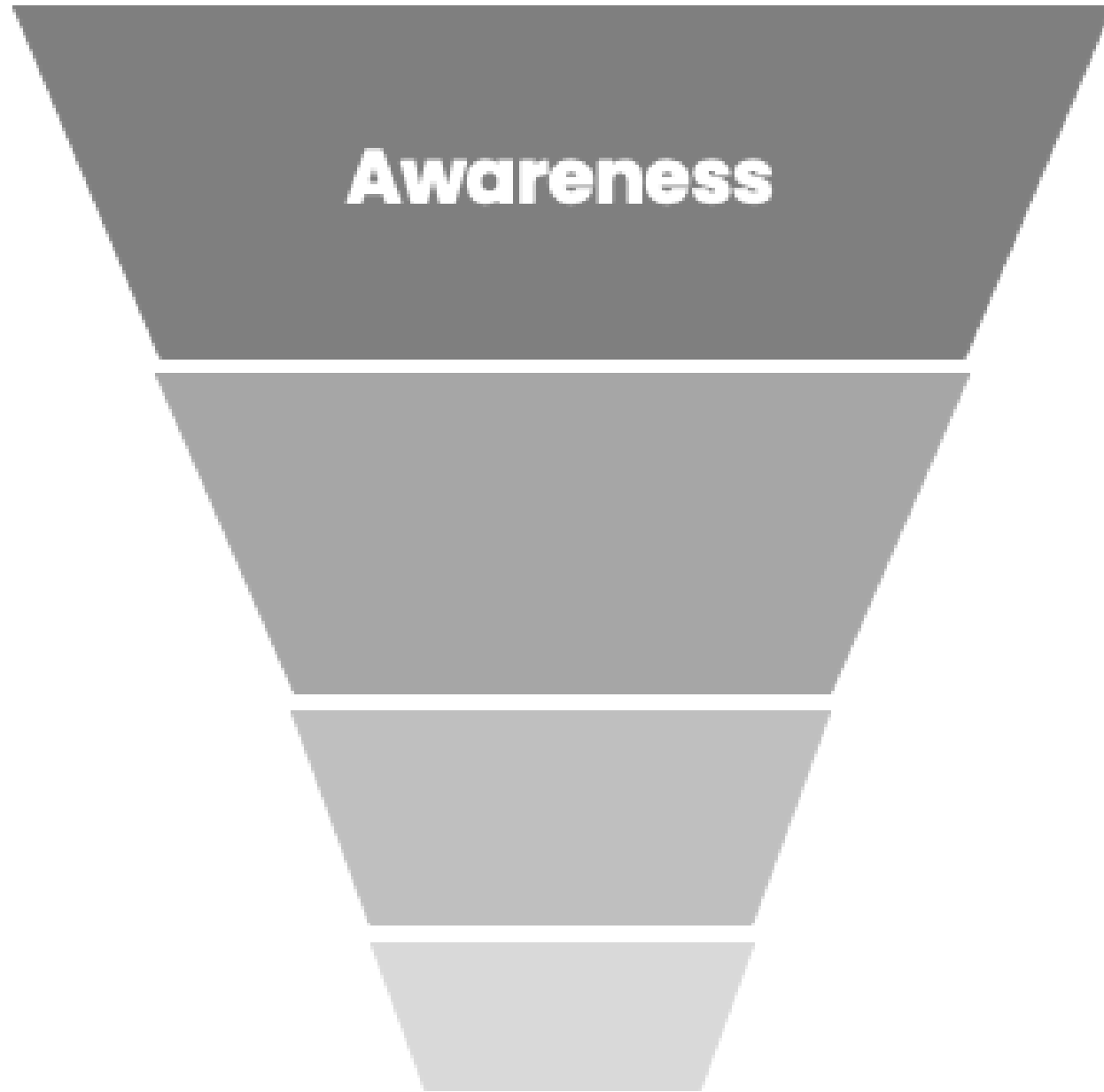
Maarten Van den Broeck

Senior Content Developer at DataCamp

From journey to funnel

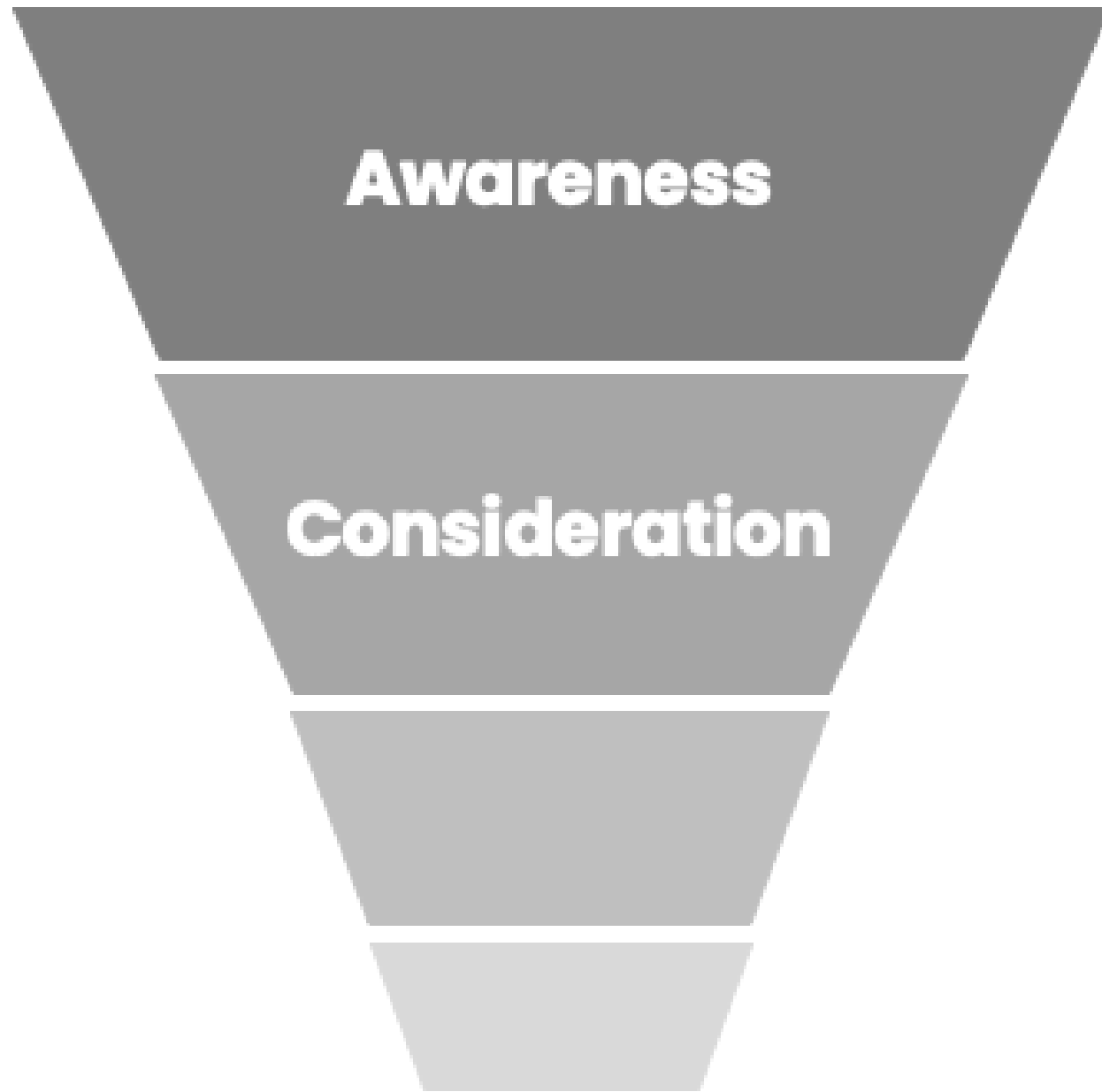


A marketing funnel and its parts



Initially learning about a brand and its products or services

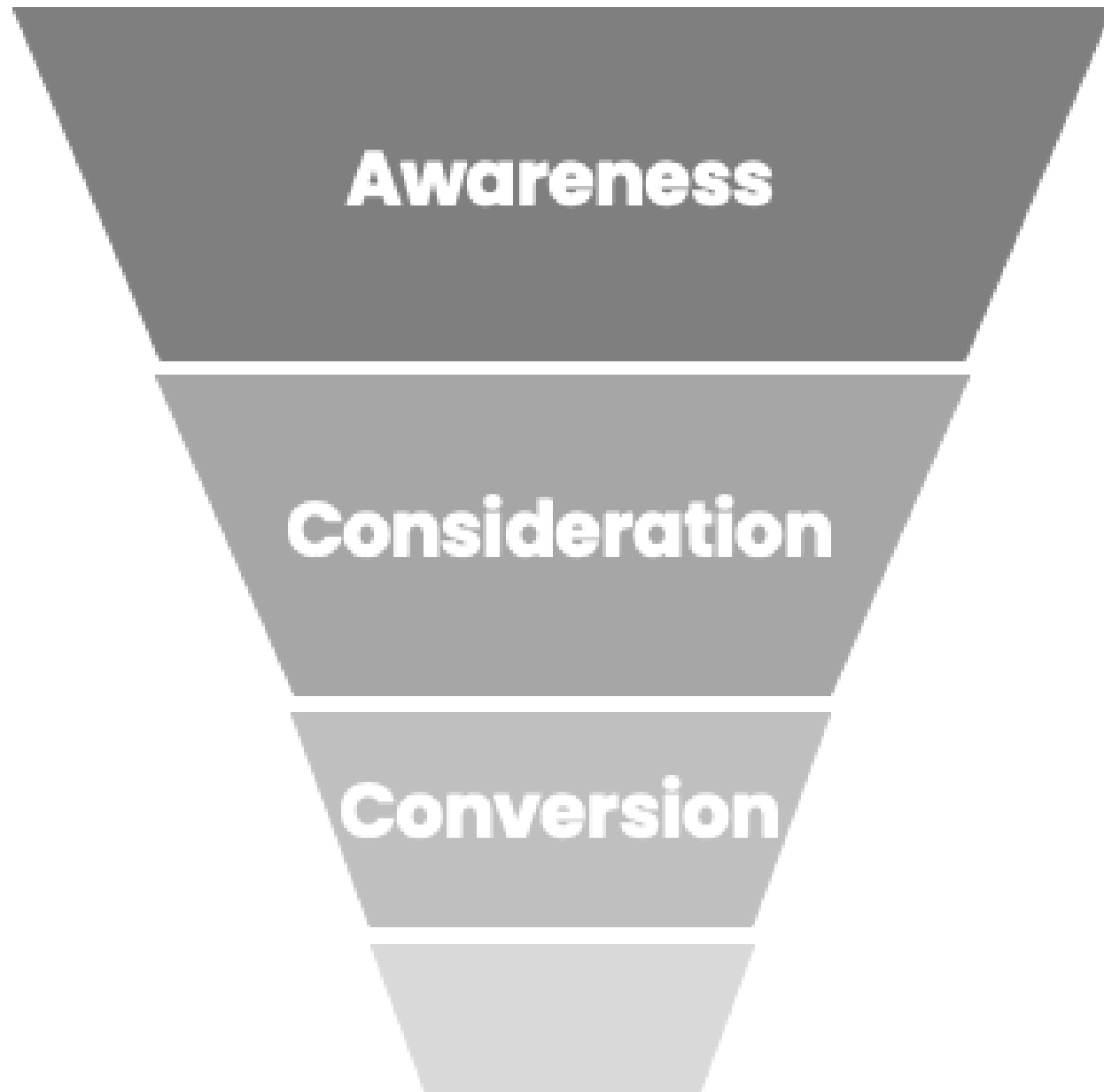
A marketing funnel and its parts



Initially learning about a brand and its products or services

Determining whether the company's products or services fit the users needs

A marketing funnel and its parts



Initially learning about a brand and its products or services

Determining whether the company's products or services fit the users needs

Purchasing from the company

A marketing funnel and its parts



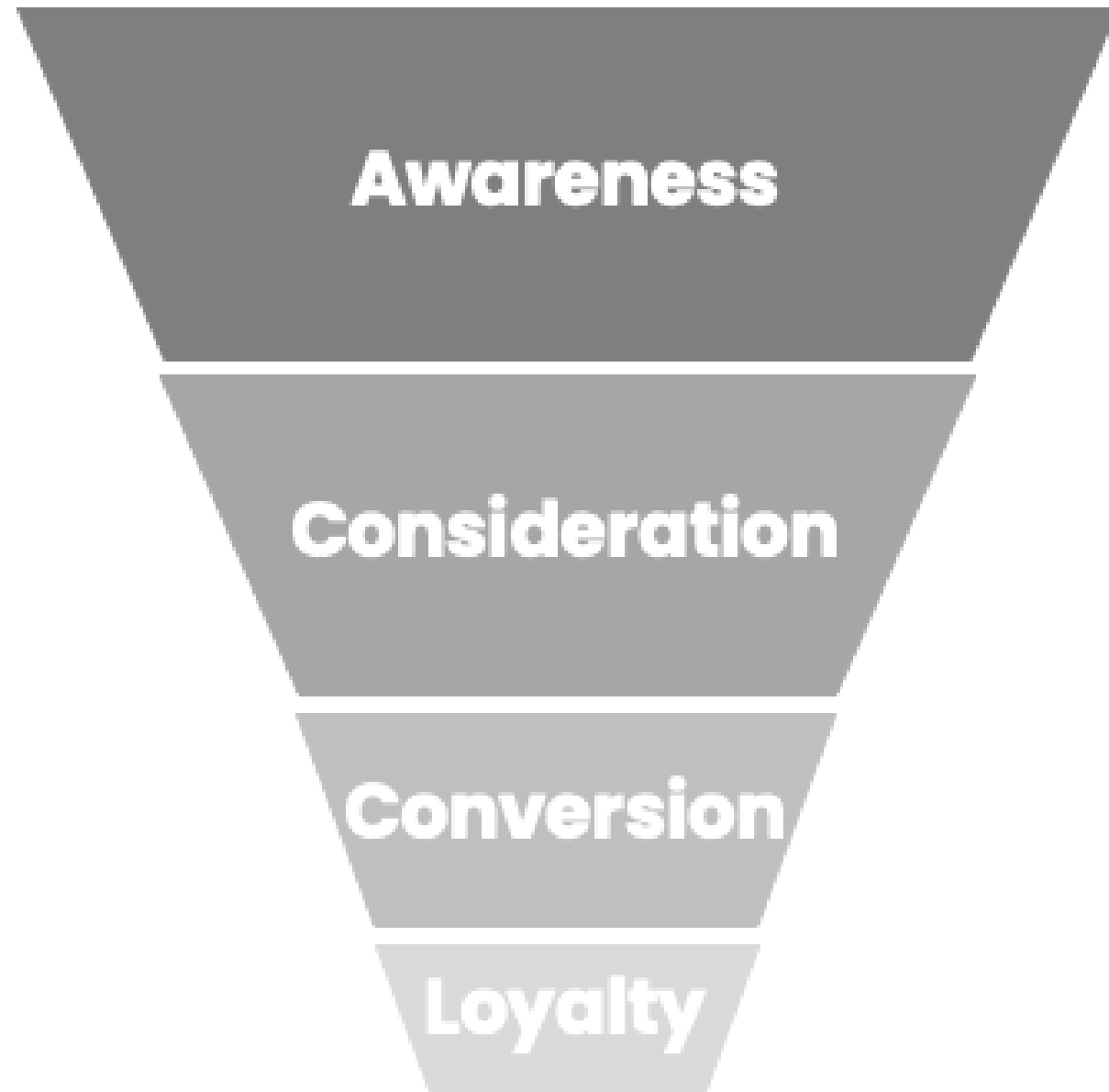
Initially learning about a brand and its products or services

Determining whether the company's products or services fit the users needs

Purchasing from the company

Repeat purchases, renewals, referrals

Funnel phases and marketing channels



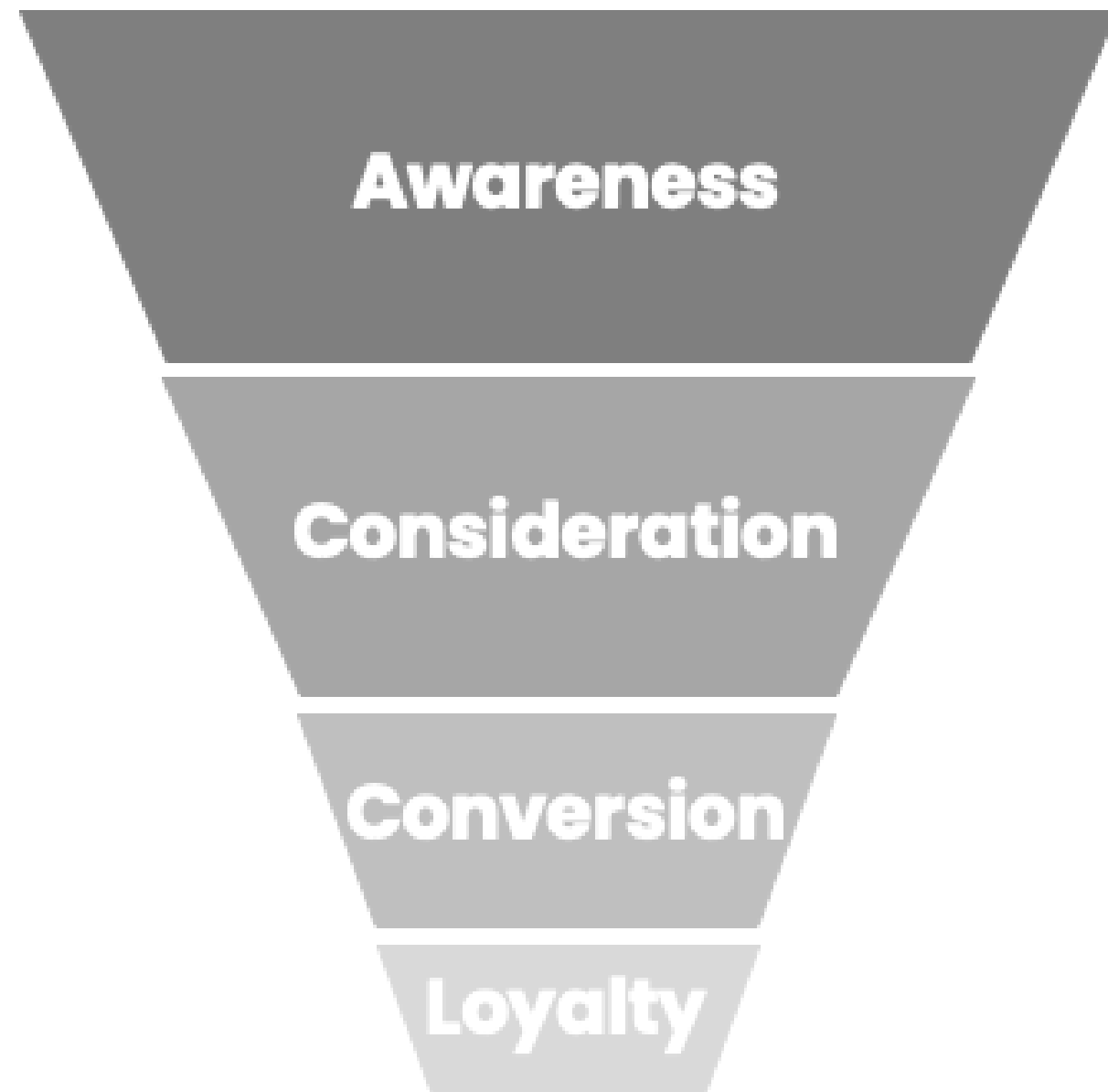
- **Paid social:** using a social media company to run ads for your business
- **Paid search:** paying a search engine to appear at the top of results for a specific search *among many other channels*

Funnel phases and marketing channels



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

Funnel phases and marketing channels



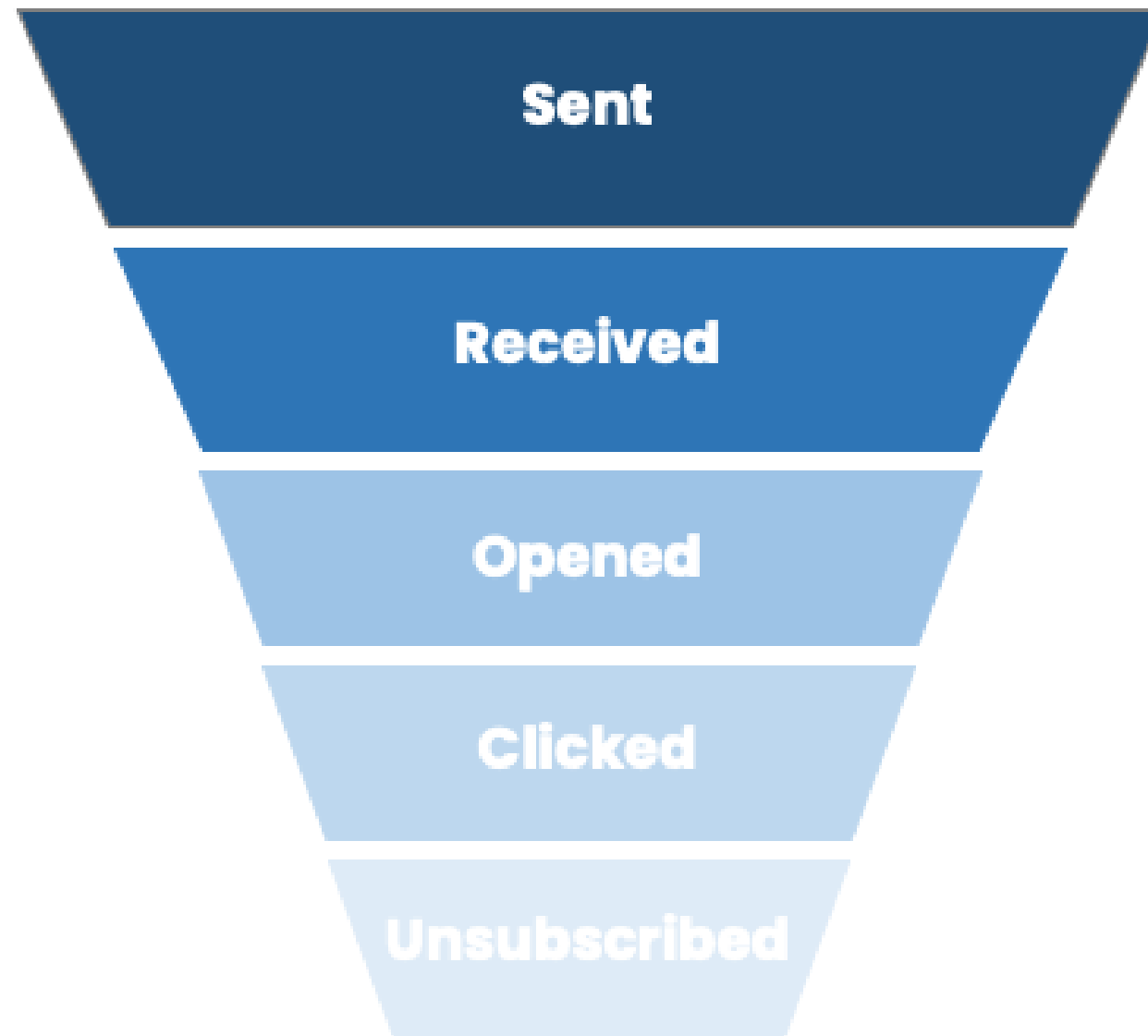
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Funnel phases and marketing channels

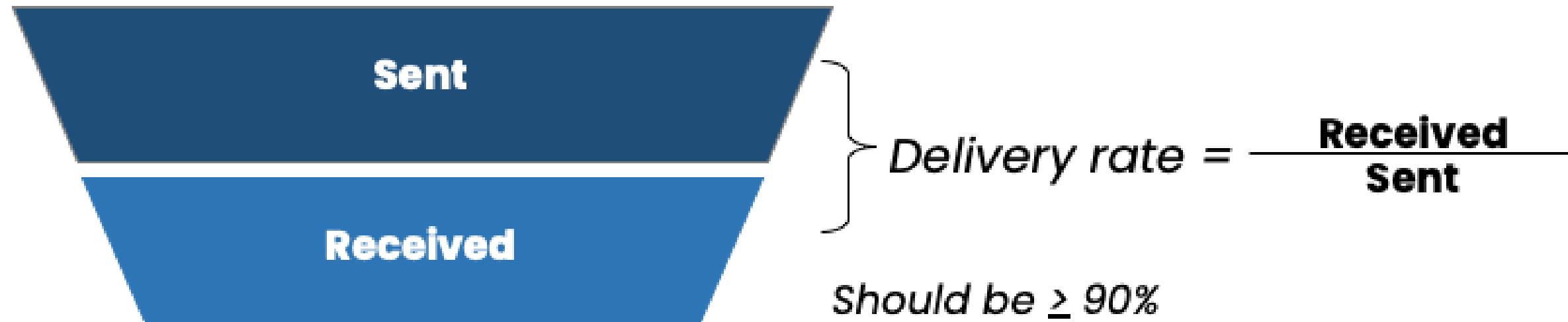


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- **Email:** marketing tactic where company reaches out to customer individually

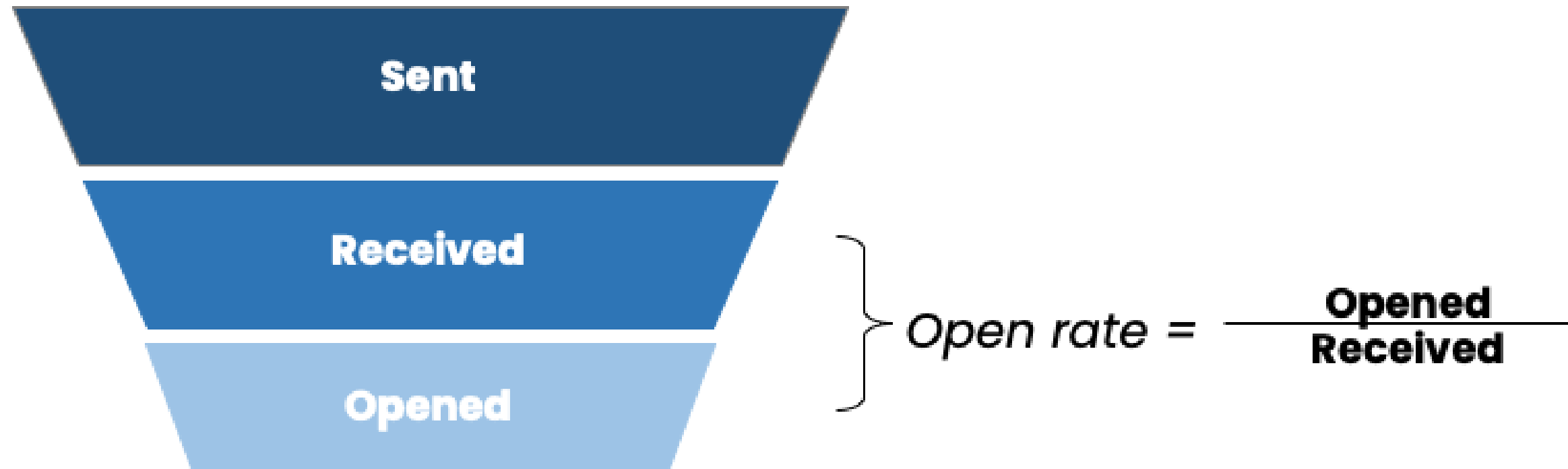
Email funnel



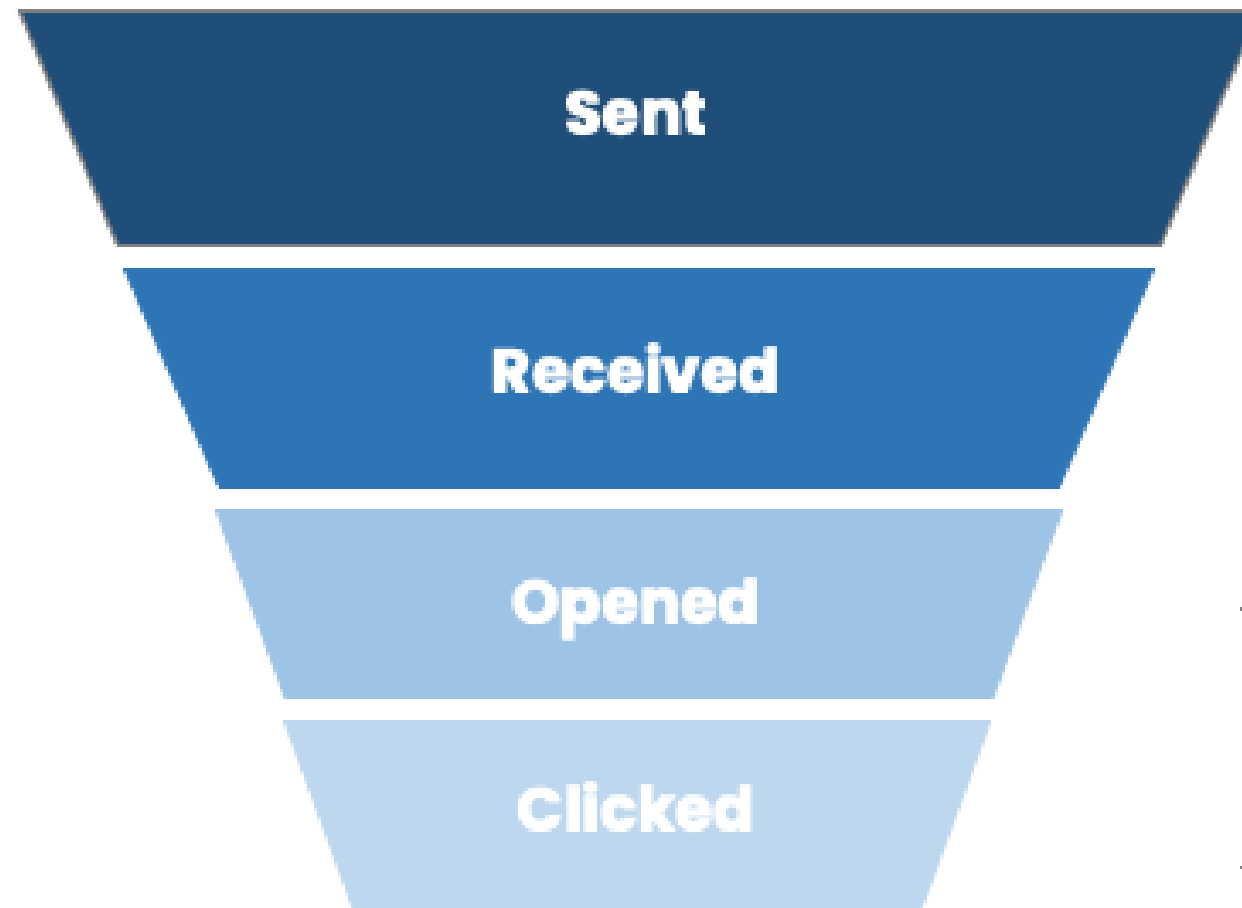
Email funnel: delivery rate



Email funnel: open rate

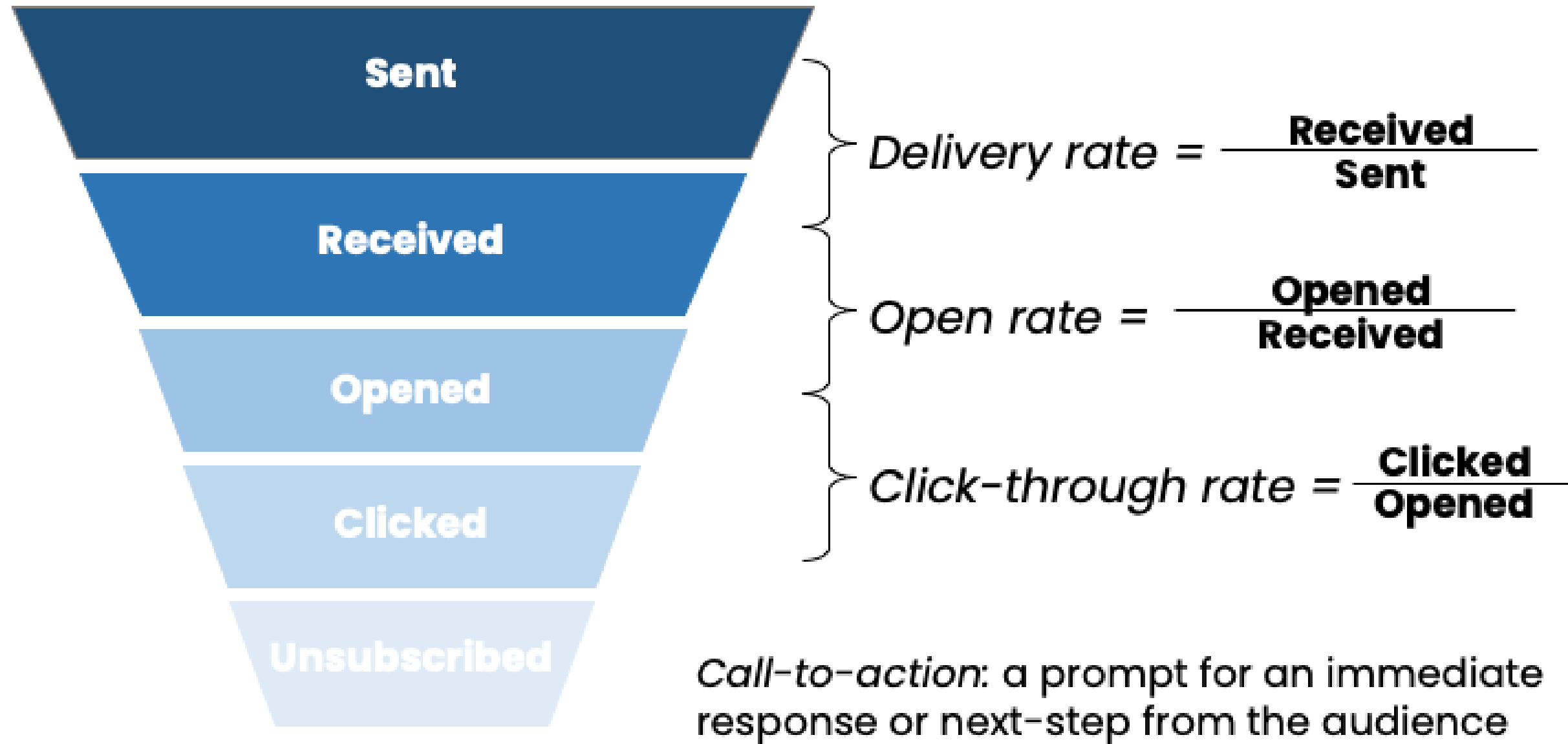


Email funnel: click-through rate



$$\left. \begin{array}{l} \text{Opened} \\ \text{Clicked} \end{array} \right\} \text{Click-through rate} = \frac{\text{Clicked}}{\text{Opened}}$$

Call-to-action

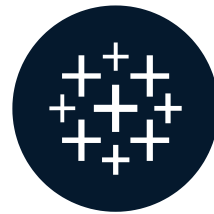


Let's practice!

MARKETING ANALYTICS IN TABLEAU

Calculated field aggregation

MARKETING ANALYTICS IN TABLEAU



Mariam Ibrahim

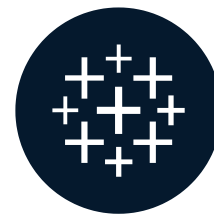
Managing Data Analyst, IBM

Let's practice!

MARKETING ANALYTICS IN TABLEAU

Paid social and A/B testing

MARKETING ANALYTICS IN TABLEAU



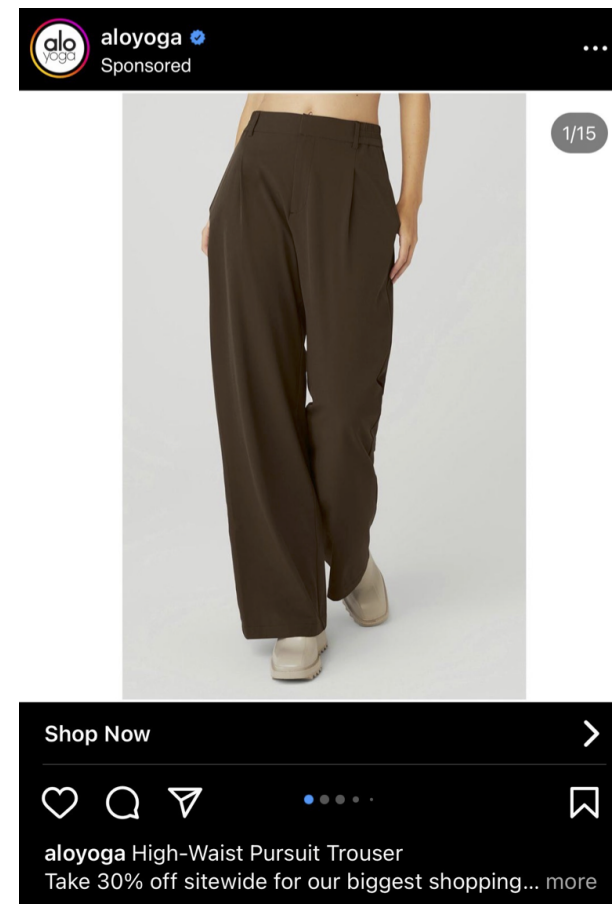
Maarten Van den Broeck

Senior Content Developer at DataCamp

Paid social marketing: value

Paid social marketing: paying a social media company money to run ads for your business

- Significant value: easy audience segmentation and targeting
- More likely to reach individuals who are more likely to buy



Paid social marketing: costs

Most paid social advertising is billed in **one of two ways**:

1. **CPC (Cost Per Click)**: the company pays a specific rate every time the ad is clicked
2. **CPM (Cost Per thousand (M) Impressions)**: the company pays a specific rate for ever thousand individuals who see the ad

Costs vary by industry and different target demographics like location

- Average CPC is between 0.50 - 1.00 USD
- Competitive CPCs can be as high as 5 USD

Billing methodology varies based on target goals

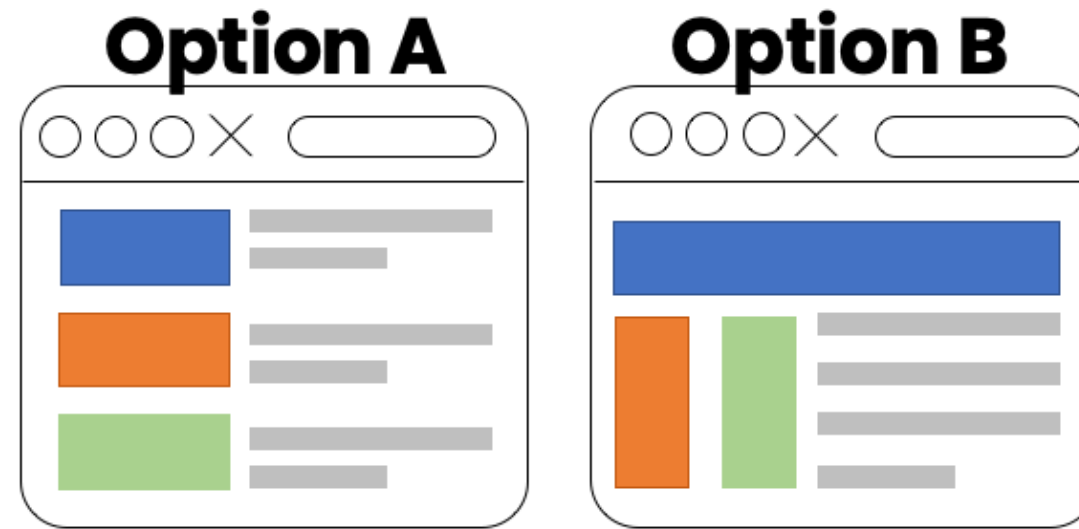
¹ <https://www.k6agency.com/instagram-ads-cost/>

A/B testing: creatives

A/B testing: allows for real-time experimentation between two options to generate data for future decisions



A/B testing: creatives



With enough data...

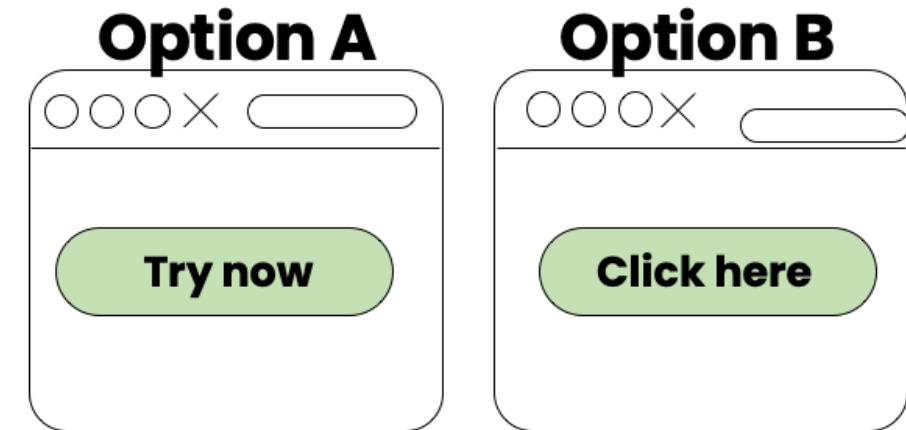
- Performance comparison: align performance metric to marketing goal
- Marketing analysts review A/B test results using statistical techniques
- Some companies run **thousands** of A/B tests annually

A/B testing: all ad components

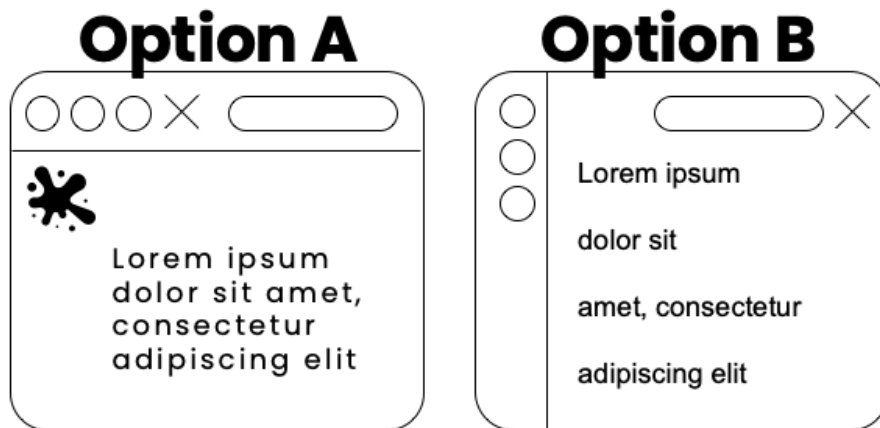
Creative: image or graphic in an ad



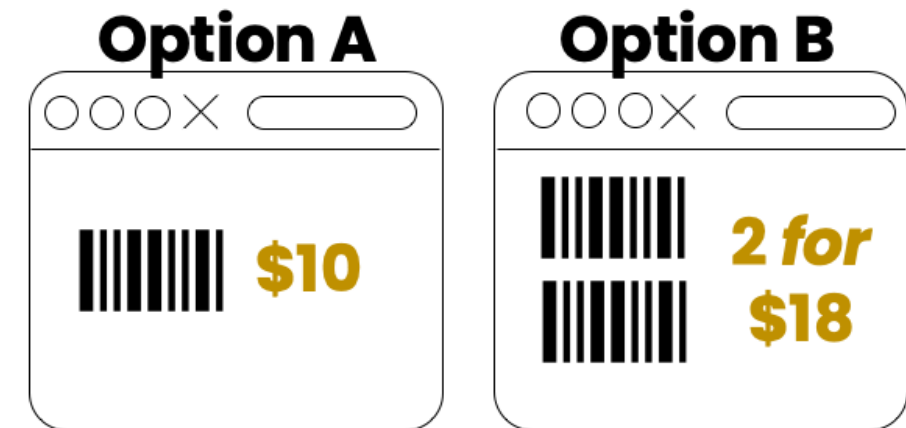
Call-to-action (CTA): prompts a response



Aesthetics: fonts, design, and color choices



Pricing: optimizing price and quantity

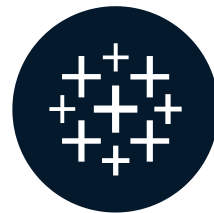


Let's practice!

MARKETING ANALYTICS IN TABLEAU

Analytics operations

MARKETING ANALYTICS IN TABLEAU



Mariam Ibrahim

Managing Data Analyst, IBM

Let's practice!

MARKETING ANALYTICS IN TABLEAU