Marketing Web Analytics and Insights

Lesson 4

Last Week...

- Traffic Metrics

- KPIs

- Success Events

- Calculated Metrics

Success Events

There are 3 types of success events:

1. **<u>Counter:</u>** increase the count by "1" each time the event is set (ex: Number of Internal Searches)

2. **<u>Numeric:</u>** allows you to pass any number you want to the event (ex: # of products returned = 450)

3. **<u>Currency:</u>** similar to numeric, but shown with the base currency of the Report Suite (ex: shipping cost = $4)

Success Event Allocation

There are 2 types of allocation:

1. Linear: event is allocated **evenly** for each page/value.

2. Participation: assigns **equal credit** to each variable value that **participates** in the flow leading to a success event

Most Common KPIs

KPI	Formula	Format
Conversion (Visit)	Orders/Visits	#.## %
Conversion (Visitor)	Orders/Unique Visitor	#.## %
RPV (Revenue per Visit)	Revenue/Visit	$ #.##
AOV (Avg Order Value)	Revenue/Orders	$ #.##
UPT (Units per Transaction)	Units/Orders	#.##
AUR (Avg Unit Retail)	Revenue/Units	$ #.##
Exit Rate	Exits/Visits	#.## %
Page per Visit	Pages/Visits	#.##

Digital Marketing
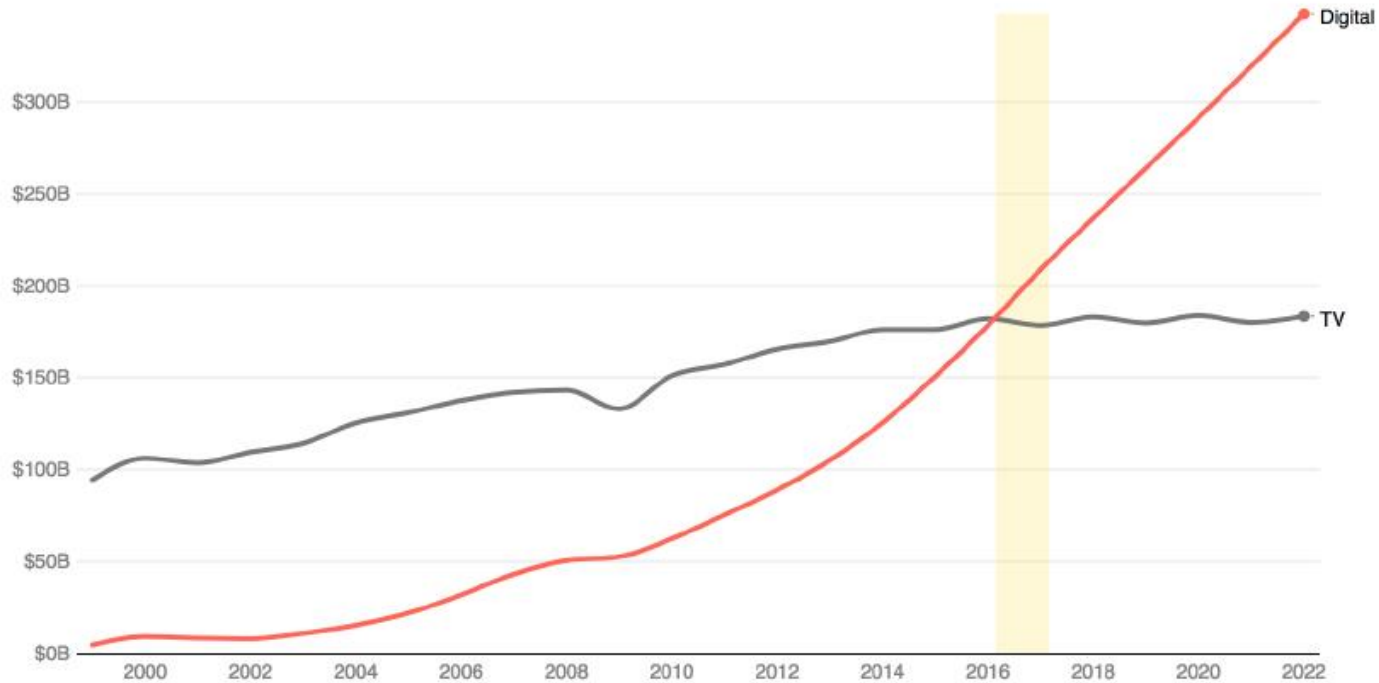
Most Frequently Asked Questions…

How did visitors come to our site?

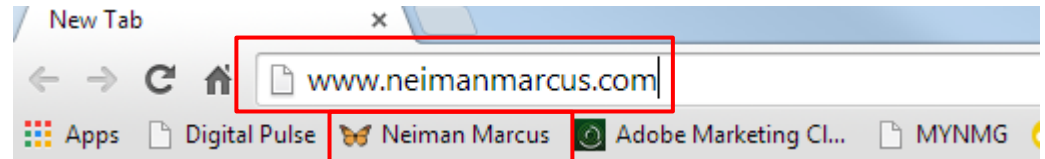Which marketing channel has the highest ROI?

Why is it important?
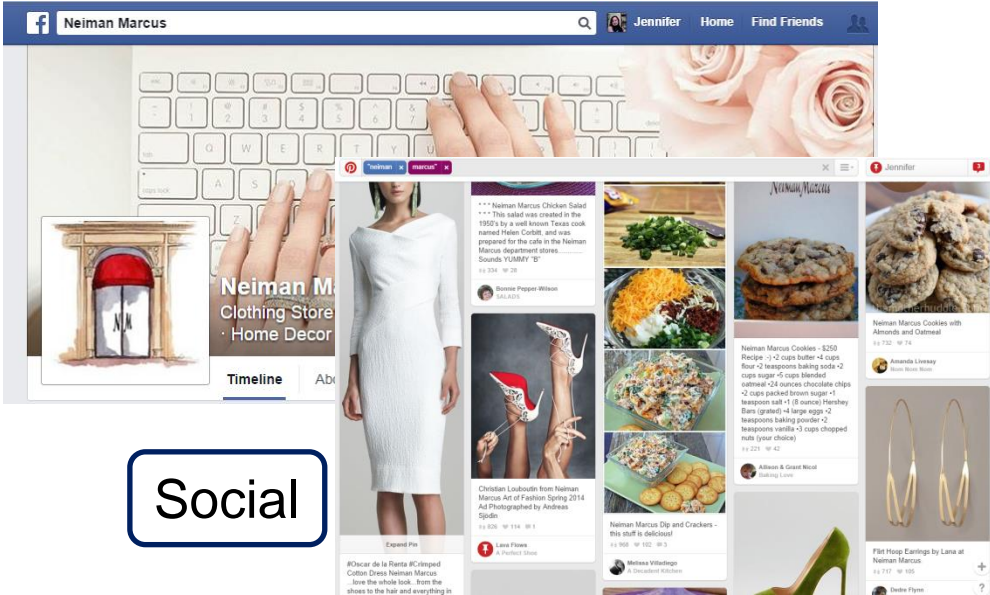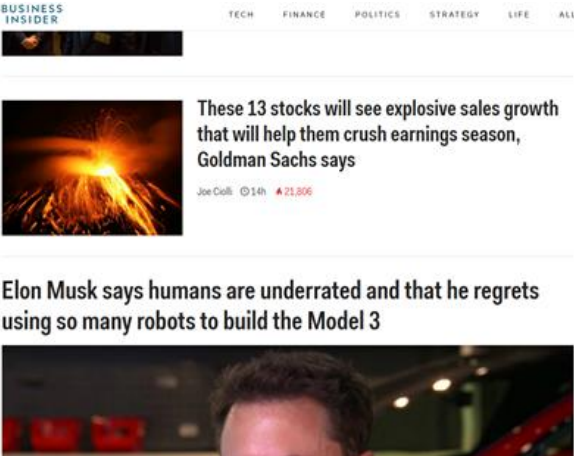
- Digital Media spend is growing exponentially.

Source: MAGNA | Data for 2017 and beyond are forecasts • Created with Datawrapper

Digital Marketing Channels

Email

Typed/Bookmarked – Direct Load

Display Banner

Social

Digital Marketing Channels

Paid Search

Natural Search

PLA

Affiliate

Digital Marketing Channels

- Search and Banner Ads represent ~69% of Digital Media spend

Digital Ad Spending Share by Ad Format

Search 46.5%
Banner Ads 22.6%
Video 9.7%
Classifieds & Directories 6.4%
Rich Media 4.8%
Sponsorship 4.5%
Lead Generation 4.5%
Mobile Messaging 0.5%
Emails 0.5%
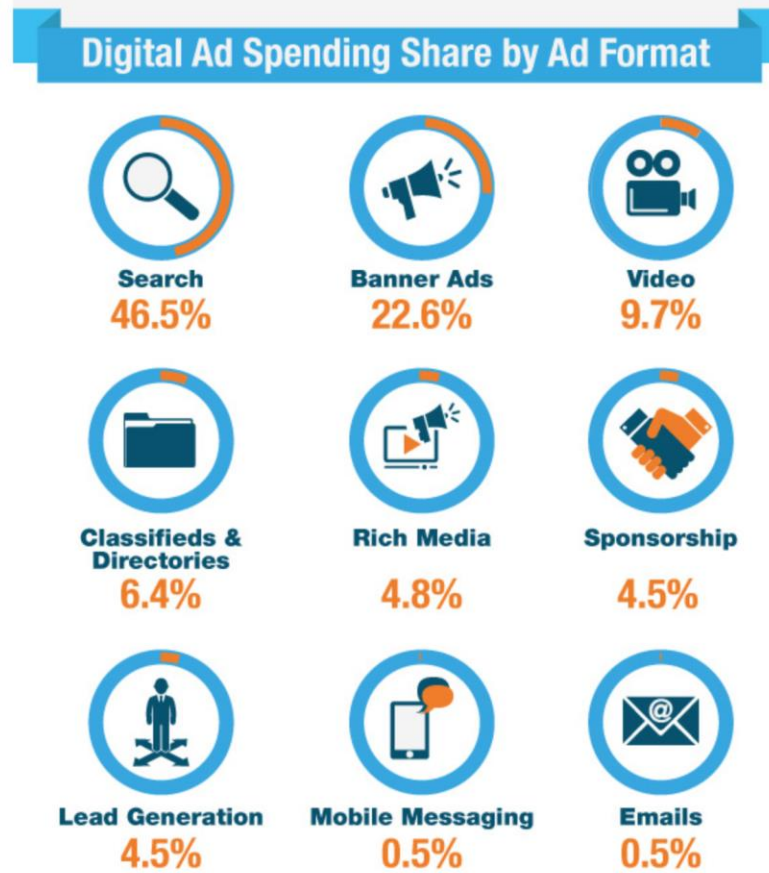
Source: eMarketer

Visitor Acquisition

There are 2 out of the box folders in AA that will help us understand how visitors got to the site:

1. Traffic Sources

2. Campaigns
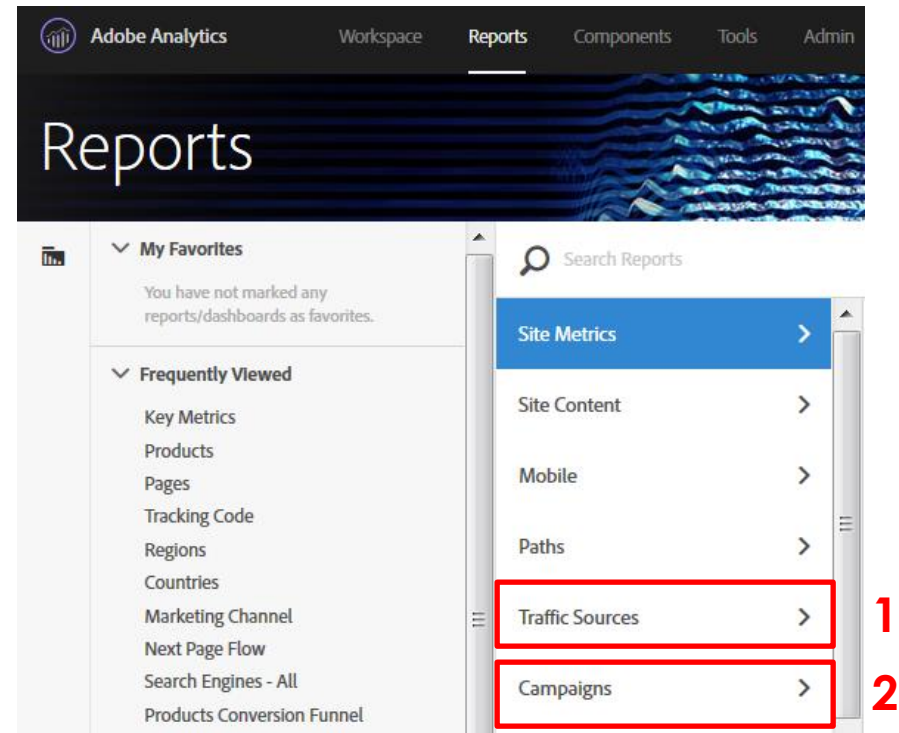
Traffic Sources

The reports in this menu fall into 3 basics categories:

1. Search Engines

2. Search Keywords

3. Referrers and Referring Domains
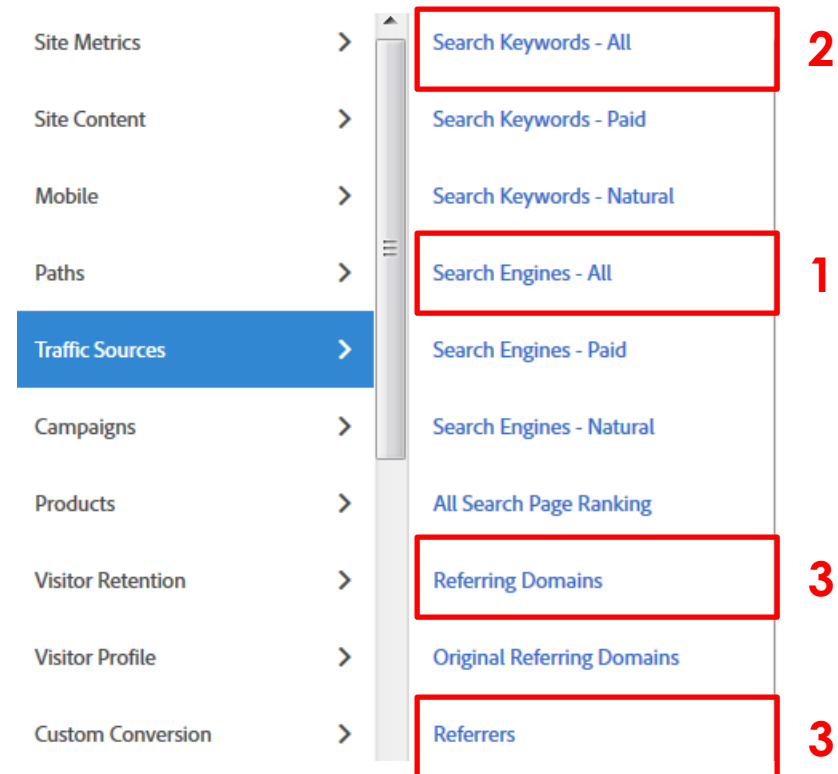
Search Engines

Traffic and Conversion information regarding search engines (Google, Yahoo, Bing, etc..) that **drove traffic** to the site

Search Engines - All	Revenue ▼		Visits	
1. Unspecified	$11,059,435	57.9%	51,572	63.0%
2. Google	$4,844,397	25.3%	18,483	22.6%
3. Yahoo!	$1,232,917	6.4%	4,067	5.0%
4. Microsoft Bing	$856,257	4.5%	3,944	4.8%
5. Google - Canada	$252,817	1.3%	2,032	2.5%

*Mostly used to **segment** Natural Search traffic (visits where tracking code doesn't exist, but a search engine exists)

Search Keywords

- Shows the exact keyword or phrase that people entered into the search engine's field

- **<u>Keyword Unavailable</u>**: starting in 2013 Google and other engines have stopped sharing keywords data making this report useless

[Read article here](#)

Referrers and Referring Domains

- List of external pages that **drove traffic** to your site

For visitors clicking through to the product, the referrer on neimanmarcus.com will be Shopstyle

*Do **not** confuse referrers with previous pages

Campaign Reports

- Provides more **granular** information about marketing **campaign** performance

- Allows **custom reporting** based on specific needs for the company

Tracking Code

- A campaign's tracking code is a **unique identifier** that tracks which campaign drove traffic to the site (ex: 6pm Email for Men 20% off)

- This information **does not** automatically flow into AA because each company manages campaigns differently

- An AA **Admin** must set this up in cooperation with the Media Teams

Tracking Code Tagging

- The way campaign tracking is done in **Google Analytics** has become the industry de facto **standard**

- The method uses a set of parameters (called "UTM") to identify the campaign source and medium

- Those parameters are then attached to the landing page URL and parsed out by the analytics tool

Read article here

UTM Tagging Example

Landing Page URL: http://www.nm.com

Medium: Affiliate

Source: Ebates

Landing Page URL w UTM Parameters:

http://www.nm.com?utm_medium=Affiliate&utm_source=Ebates

Google Analytics | Demos & Tools

Google has created a tool to easily add UTM parameters to URLs

Campaign URL Builder

Saint Classifications

- When you "classify" a variable, you are establishing a **relationship** between a variable and meta-data related to that variable

- Classifications are used to **categorize** values into groups and report at the group level
(ex: classify Paid Search campaigns into Paid Search as channel)

- These are mostly used for Campaign and Product variables

Saint Classifications Example

Campaign Tracking Code:

1. NMAF_eb00_4cb

2. NMEM_pr_h1_010118

Campaign	Brand	Type	Partner	Offer	Email Type	Email Placement	Email Sent Date
NMAF_eb00_4cb	Neiman	Affiliate	Ebates	4% Cash Back			
NMEM_pr_h1_010118	Neiman	Email			Promotion	Hero 1	1/1/2018

How to Create a Saint Classification

1. Admin > Report Suites

2. Edit Settings > Conversion

3. Conversion Classification
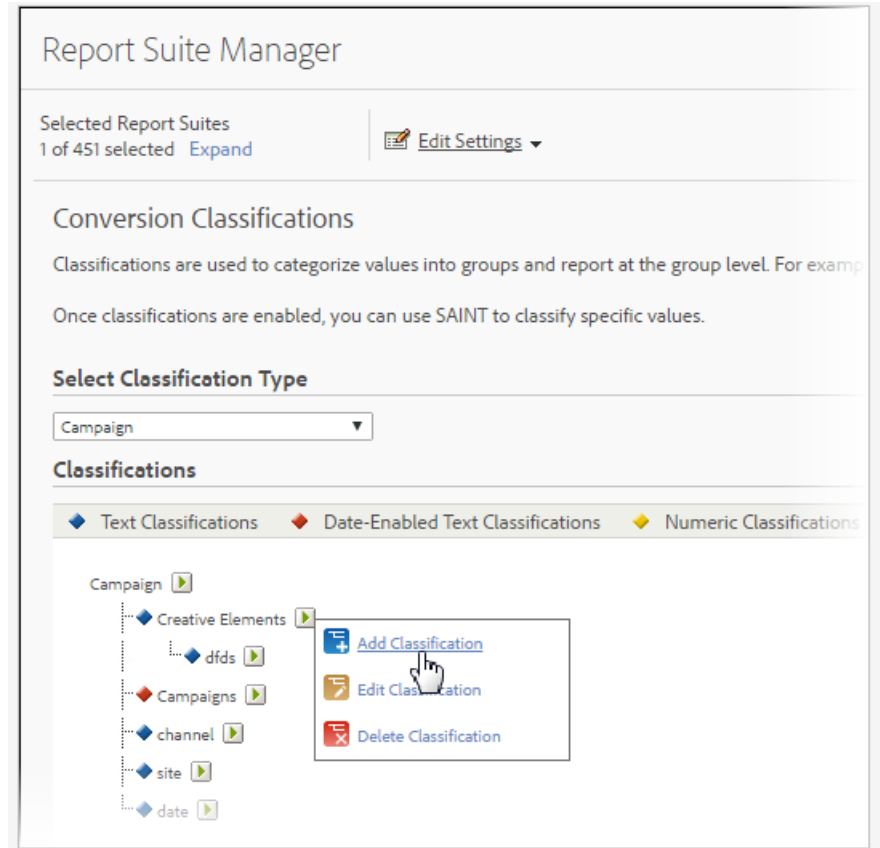
[Read article here](#)

Classification Importer

Used to **upload classifications** into Adobe Analytics. You can also export the data prior to an import.

There are **2 ways** to import data:

1. Browser import: Admin > Classification Importer

2. FTP Import: if the file is too big or needs automated processing

Read article here

Classification Rule Builder

- Rather than maintaining and uploading classifications each time your tracking codes change, you can **create automatic**, **rule-based** classifications and apply them across multiple Report Suites

- Rules are processed at frequent intervals, depending on your volume of classification related traffic

Read article here

Marketing Channel Report

- The folder provides an aggregate view of acquisition channels performance

- Both **First and Last** touch allocation is available for each conversion metric

Channel	Last Touch Revenue	First Touch Revenue	Last Touch Orders	First Touch Orders	Last Touch Revenue
All Channels	$18,202,420 100%	$18,202,420 100%	10,638 100%	10,638 100%	
Social Networks	$5,961,095 33%	$5,727,572 31%	3,161 30%	3,067 29%	
SearchCenter	$5,261,633 29%	$5,187,631 28%	3,621 34%	3,497 33%	
Email	$4,304,632 24%	$4,344,561 24%	2,168 20%	2,253 21%	
Paid Search	$2,471,519 14%	$2,408,338 13%	1,599 15%	1,536 14%	
Internal	$110,496 1%	$124,439 1%	53 0%	57 1%	
Direct	$93,045 1%	$409,879 2%	36 0%	228 2%	

First vs Last Touch Attribution

A customer visited our site four times. On the final visit, he made a purchase.

How would the Marketing Channels report allocate the purchase?
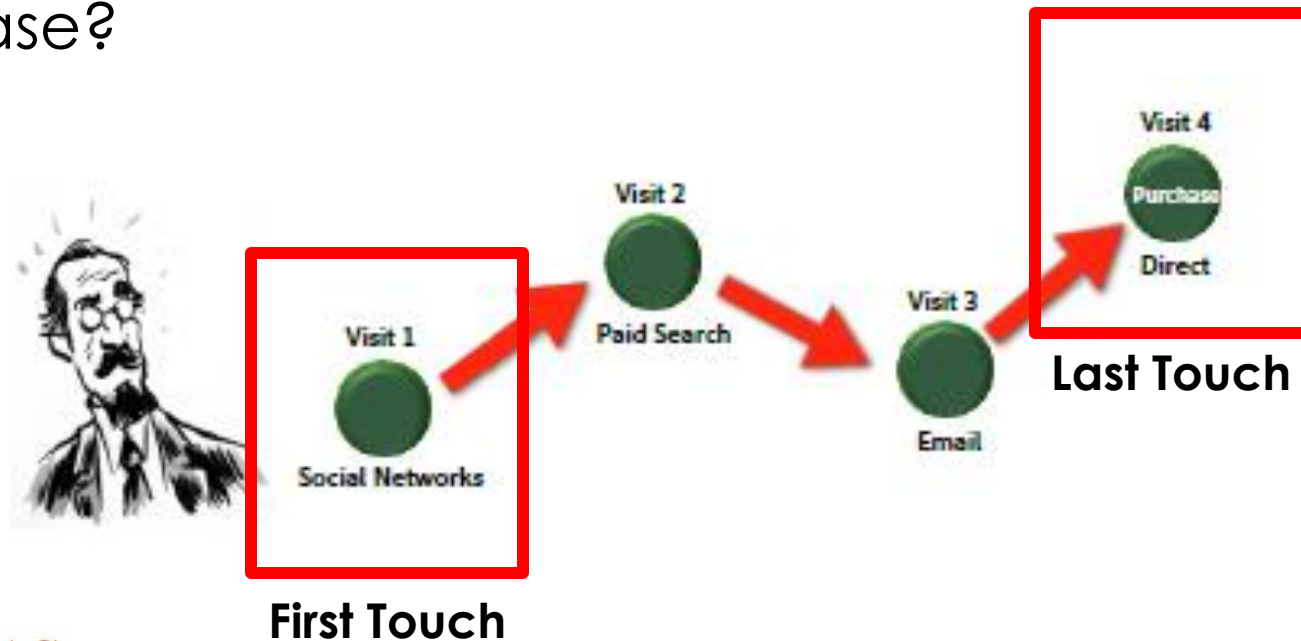
First Touch

Last Touch

Marketing Channel Attribution Modeling

Marketing Channel Attribution Modeling

A customer finds your site by clicking through a Natural Search listing. She returns one week later by clicking on one of your AdWords ads. That same day, she comes back through a social network, and a few hours later, she clicks through an email campaign and makes a purchase.

Natural Search > Paid Search > Social > Email

Marketing Channel Attribution Modeling

Natural Search > **Paid Search** > **Social** > **Email**

Same Touch: 100% of the credit goes to the hit where the conversion occurred (**Email**)

Linear: each touchpoint in the conversion path (**Natural Search**, **Paid Search**, **Social** and **Email**) shares equal credit (25% each) for the sale

U-Shaped: 40% of the credit goes to both the first (**Natural Search**) and last interaction (**Email**), the remaining 20% is divided among any interaction in between (**Paid Search** and **Social**)

J-Shaped: 60% of the credit to the first interaction (**Natural Search**), 20% to the last interaction (**Email**), the remaining 20% is divided among any interaction in between (**Paid Search** and **Social**)

Time Decay: follows an exponential decay with a custom half-life parameter

Practice Problems

Practice Problem #1

For January 2024:

1. Identify the search engine that drove most visits to the site.

Google 20,395 visits

2. Identify the search engine with the highest conversion rate and a minimum of 1k visits. *Advanced: create a Conversion Rate calculated metrics that applies only to search engine with 1k visits*

Google – Canada 13.88% Conversion

3. Create a segment for Natural Search and calculate monthly Visits and Conversion Rate.

26,101 Visits and 2.98% Conversion

Practice Problem #2

You are the Manager of Web Analytics for Neiman Marcus. Your CEO Geoffroy Van Raemdonck would like to know how many people came to your site from your competitor Nordstrom.

Nowhere. You can only track referring traffic

Practice Problem #3

For January 2024:

1. What is the tracking code that generated the most traffic?

Soc:103 2,589 visits

2. What is the tracking code that drove the most new visitors?

Soc:101 499 visits

3. What is the tracking code with the highest conversion within the top 10 codes(based on traffic)?

Soc:102 4.66% Conversion

Practice Problem #4

The Marketing team came to you, the Web Analytics expert, to help build the tracking code for their social campaigns. They want to be able to report on:

1. Social Site
2. Campaign Type (paid vs organic)
3. Vendor Name
4. Product Name
5. Launch Date

Propose a tracking code that would fit the above request using 16 characters or less.

01_01_01_01_0118 or fb_or_aa_xy_0118

Practice Problem #5

For January 2024, the marketing expense for Social campaigns (soc:xxx) was $400k. If the Cancel Rate is 10% and the Return Rate is 40%, what is the ROI?

Revenue	$1,510,195
Cancel Rate	10%
After Cancel	$1,359,176
Return Rate	40%
After Returns	$815,505
Spend	$400,000
Return	$415,505
ROI	1.04

Additional
Practice Problems

Practice Problem #6

For January 2024:

1. Identify the search engine with highest RPV with a minimum of 5k visits. **Google $177**

2. Identify the search engine with highest AOV with a minimum of 1k visits. **Yahoo! $2,008**

3. Identify the search engine with lowest Conversion Rate with a minimum of 2k visits. **Yahoo! 10.40%**

Practice Problem #7

For January 2024:

1. What is the tracking code that generated most revenue? **Soc:102 $179,205**

2. What is the tracking code that drove most repeat visitors? **Soc:102 2,062 visits**

3. What is the tracking code with the lowest conversion with a minimum of 100 visits. **Emm:145 1.31%**

Practice Problem #8

For January 2024, the marketing expense for Email campaigns was $1.5MM. If the Cancel Rate is 20% and the Return Rate is 50%, what is the ROI?

Revenue	**$2,504,852**
Cancel Rate	20%
After Cancel	$2,003,882
Return Rate	50%
After Returns	$1,001,941
Spend	$1,500,000
Return	-$498,059
ROI	-0.33