Marketing Web Analytics and Insights

Lesson 1

About me..

Education:
- MBA: Business Analytics and Marketing
- Bachelors, Masters: Economics and Finance
- Master Thesis: The factors that influence ecommerce sale in the tourism industry. An intercultural study between United States, Brazil, China and Russia

Professional Experience:
- Sr Director of Site Analytics and Optimization at Neiman Marcus
- Prior: Slalom, AT&T, GameStop, Indeed

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Learning Objectives

1. Understand the value of web analytics data and how it can be leveraged across all digital marketing functional teams

2. Understand basic concepts from web analytics such as KPI's, funnels and product analysis

3. Know how web analytics tags are deployed & implemented

4. Learn how to pull and interpret all the standard reports from the Adobe & Google Analytics platform and use those reports to provide actionable insights and recommendations to a business.

5. Take the Google Analytics Exam

6. Complete to Group Projects and an in class exam to demonstrate knowledge and proficiency of the tools

Course Schedule

WEEK/ DATES	TOPIC/LECTURE	ASSESSMENT / ACTIVITY	DUE DATE
1 - 1/21 – 1/27	Introduction to Web Analytics		
2 - 1/28 – 2/3	Adobe Theory & Reporting Basics		
3 - 2/4 – 2/10	Metrics & KPI		
4 - 2/11 – 2/17	Digital Marketing	**Quiz 1**	2/11/2021
5 - 2/18 – 2/24	Visitor Information & Other Reports		
6 - 2/25 – 3/3	Visualizations, Metrics Builder & Breakdowns		
7 - 3/4 – 3/10	Segment Builder & Debugger	**Quiz 2**	3/04/2021
8 - 3/11 – 3/24	Report Builder, Workspace & Excel Analysis		
9 - 3/25 – 3/31	Adobe Review for Module Exam	**Quiz 3**	3/25/2021
10 - 4/1 – 4/7	Module Exam – Adobe Analytics	**Module Exam**	4/1/2021
11 - 4/8 – 4/14	Midterm Review, Tagging & AB Testing		
12 - 4/15 – 4/21	Google Analytics Part I		
13 - 4/22 – 4/28	Google Analytics Part II		
14 - 4/29 – 5/5	Google Analytics Part III		
15 - 5/6 – 5/12	Group Project Presentations	**Group Project**	5/6/2021
16 - 5/13	Final Exam proof Google analytics (No In Class Final)	**GAIQ**	5/13/2021

*subject to changes

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Course Materials

Suggested Materials:

- ADOBE ANALYTICS: DATA ANALYSIS WITH REPORTS & ANALYTICS WORKBOOK (CUSTOM) Student Workbook

- Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity by Avinash Kaushik
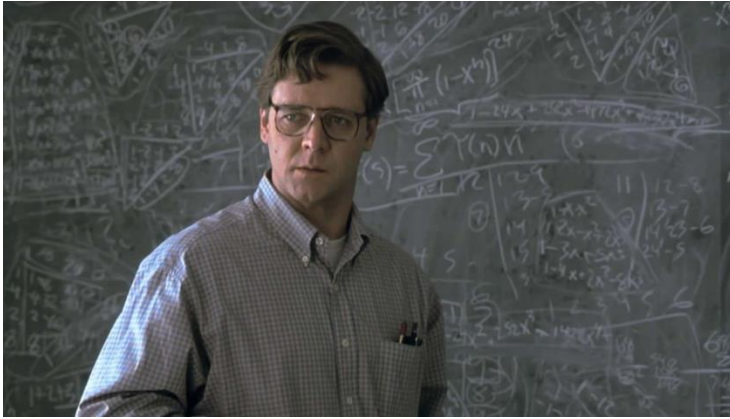
Additional readings will be provided in the class or through e-learning

Grading

- 39% Adobe Exam

- 33% Marketing Analytics Project

- 22% Quizzes

- 6% Google Analytics IQ Certification

In addition, no make-up quizzes or exams will be offered except for verified emergencies.

What is Web Analytics?

- is the measurement, collection, analysis and reporting of web data for purposes of understanding and **optimizing web usage**

- is **<u>not</u>** just a process for measuring web traffic, but can be used as a tool for business and market research, and to assess and **improve the effectiveness** of a website

What is Web Analytics?

"Move beyond simply collecting visits, page views and clicks. Understand the customer journey through fallout, flow and pathing analysis"

<div align="right">from Adobe Analytics</div>

What is Web Analytics?

- It is data collected through "**cookies**", which may temporarily **fail** or not by accepted by a user (~4% of times)

- It is **not** financial or accounting data, but instead is directional data that can be leveraged for optimizing the online experience

Adobe Analytics Explained

[Click here to watch](#)

The Evolution
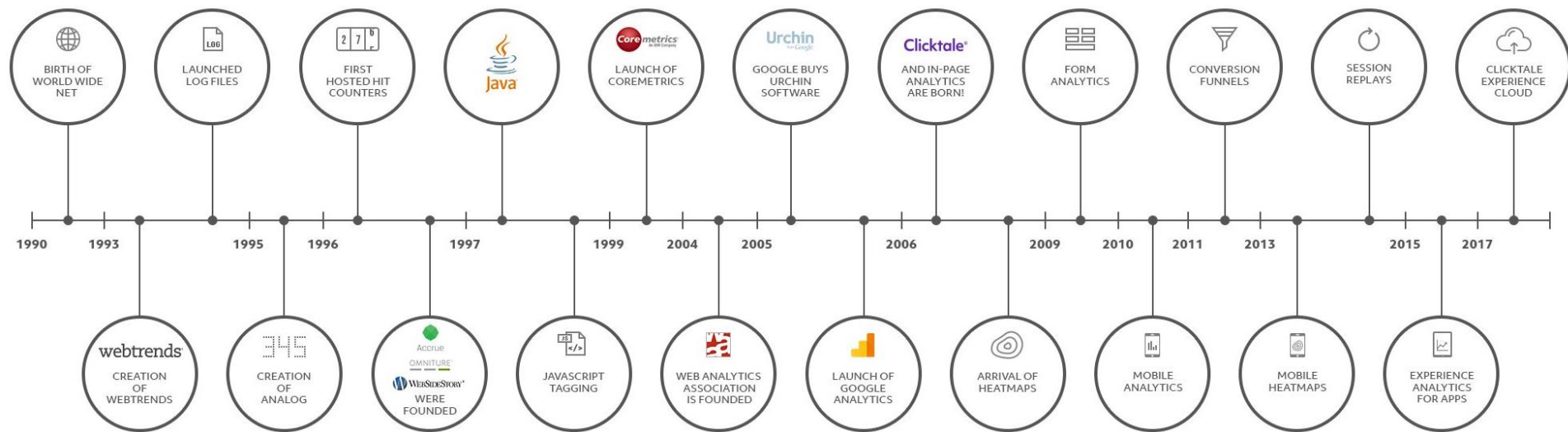
Source: Clicktale.com

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Why is it important?

Adobe Analytics Data Shows Cyber Monday
Broke Online Sales Record with $7.9 Billion

Monday, November 26, 2018 11:01 pm EST

Sales Coming From Smartphones Hit All-Time High With Over $2 Billion; Buy Online, Pickup In-Store up Record 50 Percent

- Forrester predicts that online sales will account for **17%** of all US Retail sales by **2022**

- **Real-time** and **actionable** data is necessary for survival

- Online behavior is now leveraged to optimize **in store** experience

Why is it important?

- Traditional Media spend is still growing, but slowly vs Digital
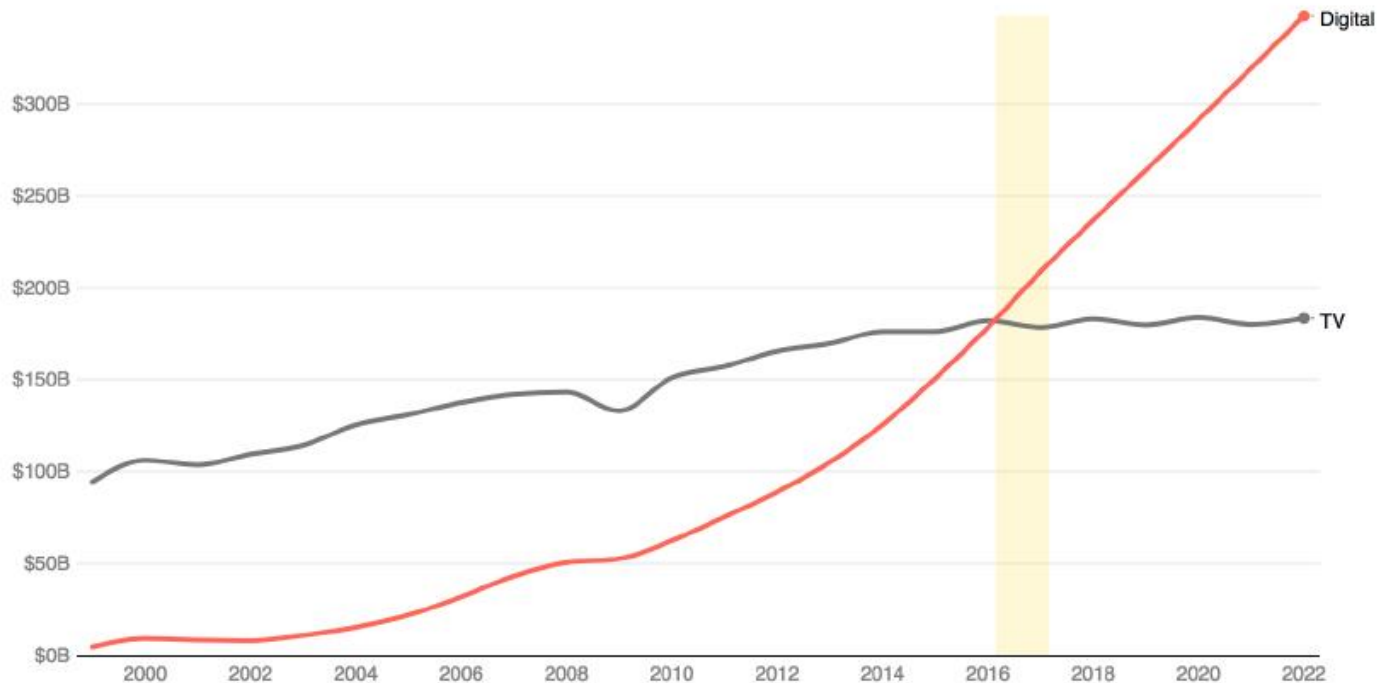
Source: MAGNA | Data for 2017 and beyond are forecasts • Created with Datawrapper

Why is it important?

Digital Touchpoints

awareness → consideration → purchase → service → loyalty

Physical Touchpoints
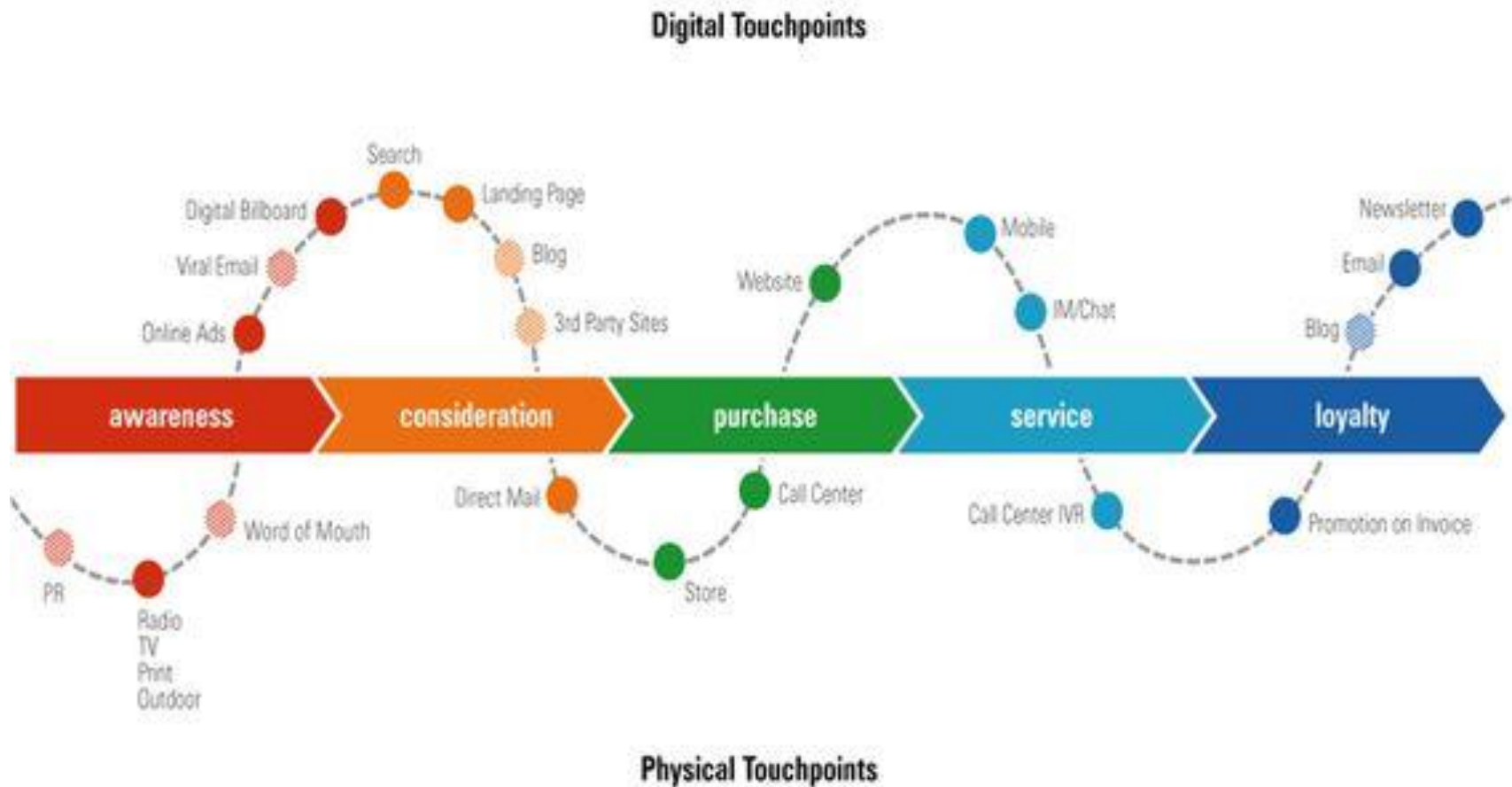
The process has changed over the years

Web Analytics is the process of collecting data about online behaviors and using that data to provide **actionable insights** that will guide your **business decisions.**

Web Analytics is a Core function

Which Online Marketing Campaign Will Work?

Web Analytics data on online marketing campaigns allows us to:

1. Evaluate the performance of each digital campaign and how they compare to each other

2. Calculate marginal return and ROI to improve Media Spend ($$$)

3. Evaluate the most effective creative assets

4. Create personalized ads based on past behaviors

What On-Site Content Works?

- Which on-site ads help convert visitors into buyers?

- How does content like articles, recipes, blog posts, etc. help attract visitors to the site?

- Does on-site content help persuade visitors to convert?

- Does the on-site search functionality work effectively? Do searches return results?
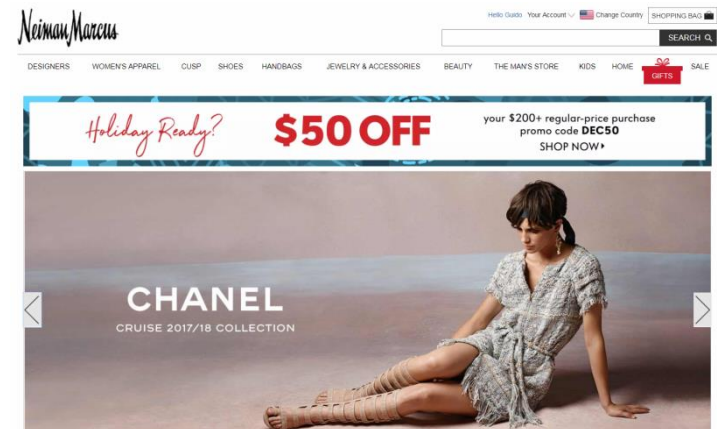
How Are Customers Browsing The Site?

- What are the most popular paths people take on the website?

- Are shoppers leaving the checkout process on a specific page?

- If a visitor comes to the website through a specific marketing campaign, do they follow the anticipated path on the website?

Web Analytics Ecosystem

Web data captured through the cookie
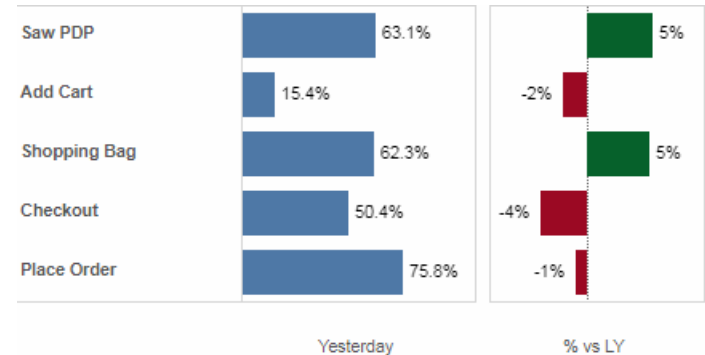
Real Time dashboard

Big Data

Big data analytics is the process of **examining large amounts of data to uncover hidden patterns**, unknown correlations and other useful information. Such information is key to obtain competitive advantages.

The primary goal of big data analytics is to help companies make better business decisions.

A Career in Digital Analytics

Seven Important Qualities:

1. Problem Solving
2. Technical Aptitude
3. Marketing Logic
4. Communication Skills
5. Business Acumen
6. Curiosity
7. Perseverance
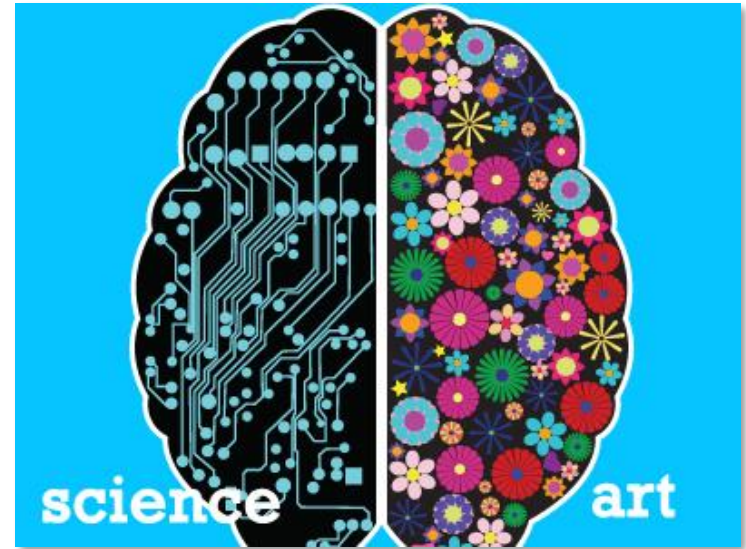
The best digital analysts can combine **technical skills** and aptitude with an **understanding** of marketing objectives and business goals. A true analyst can tell a story with the data and make **actionable recommendations**.

What is the difference?
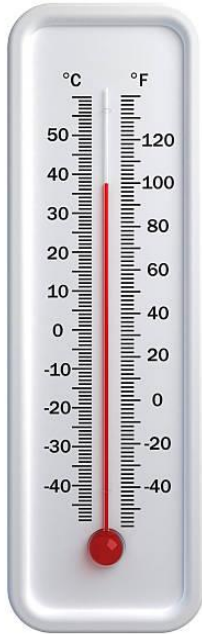
VS.

A thermometer can **only read** the temperature in the room while a thermostat can **read and adjust** the temperature.

Thermometer vs Thermostat

Thermometer: Yesterday, there were 345K Visits

Thermostat: Yesterday, there were 345K Visits which was a 35% decline year over year (YOY) and down 56% from the 7 day trend. The majority of the YOY decline was isolated to the email channel since no email was sent this year.

Let's Get Started