

THE BIG BOOK *of*
**MARKETING
ANALYTICS**
TOOLS

THE BIG BOOK *of* MARKETING ANALYTICS TOOLS

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THE BIG BOOK *of* MARKETING ANALYTICS TOOLS

Before customers went digital, marketers had to base their efforts on well-educated guesses and hunches. But the digital revolution has suddenly made it possible to see the results of a marketing campaigns in real-time.

Of course, a lack of data has given way to the exact opposite problem: too much data. Most companies are flooded with information every day and marketers aren't sure what to do with it all. Today, teams have dozens of channels to track and campaigns are promoted and managed across multiple departments. That's where analytics platforms come into play.

IN THIS EBOOK, YOU WILL LEARN:

- What success looks like for all the major digital marketing channels
- 30+ analytics tools for marketers to use for every channel
- Why the next step in analytics is all about omnichannel

ANALYTICS *for* THE WEBSITE

A brand's website has become much more than a static destination for basic information about the company. Ecommerce brands have worked hard to build engaging websites that help customers find exactly what they want—and buy it—from start-to-finish.



Media companies make sure that the sites are interactive and visitors stick around, engaging and consuming content. Tech companies build out content that educates and inspires their target audiences.

Whatever your vertical, you need to pay attention to what's happening on your website to gauge the general success of your digital marketing efforts.

Here's a list of the metrics you should track and the tools you need to track them.

<40%

EXCELLENT

41-55%

AVERAGE

>60%

POOR

THE METRICS

1. BOUNCE RATE

A bounce rate is the rate at which visitors leave a website after visiting only one page. A lower bounce rate means higher engagement, which means people are staying on your site longer.

2. CLICKS

Clicks are a great way to see what kind of content is engaging users. Often, clicks are tracked to show



where web visitors are going from your domain.

If you have a call-to-action, you should track the clicks on that link or button. If you're linking to another website or landing page, you can track that as well.

3. REFERRALS

Referrals are the top websites, social networks, or other destinations driving traffic to your site. Often, you'll see Google and other search engines at the top here, followed by social channels.

4. TOP PAGES

Always make sure to actively review which posts and pages are driving the most traffic. That can give you an indication of what campaigns are working and what content is resonating the most with your audience, informing future marketing efforts.



THE TOOLS

GOOGLE ANALYTICS



Google Analytics is the most popular tool for tracking activity across your website. While it can look intimidating at first, it's an easy tool to use for a lot of basic information... you just need to know which tab to click.

To find referrers, click the "Acquisition" tab. To find top posts & pages and bounce rate, click "Behavior" > "Site Content" > "All Pages."

Want to learn more? Check out Moz's "[Absolute Beginner's Guide to Google Analytics](#)."



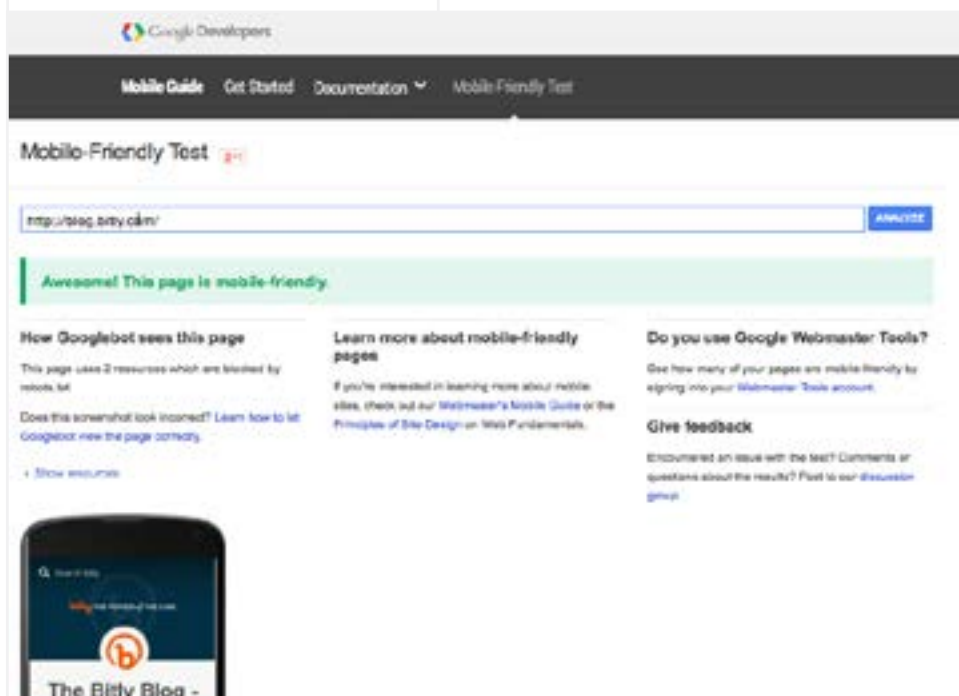
PAGESPEED INSIGHTS



With PageSpeed Insights, Google offers a free tool to measure how fast your website loads. The faster your webpage loads, the more likely it is that visitors will stick around and make a purchase. About **40% of visitors** will abandon a website if it takes three seconds or longer to load.



MOBILE-FRIENDLY TEST



Like PageSpeed Insights, the Mobile-Friendly Test from Google will automatically test your website and offer suggestions to help optimize it. In this case, the test is all about mobile performance.

**JETPACK**

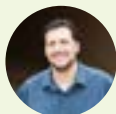
If you're using WordPress, one of the best plugins for analytics is JetPack. Specifically, JetPack Stats. While not as comprehensive as Google Analytics, JetPack offers a clean dashboard that displays recent traffic and allows you to drill down into your most popular content and top referrals very easily.



WHAT MARKETERS ARE USING

Lucky Orange is a session recording and heat mapping tool designed to run on a website to track the user experience. With this tool we can watch individual sessions, regardless of the device that is rendering the website, to look for trends in how the users behave on the website.

When we couple the session recordings with custom tagging of URLs on pages with which we're experimenting, we can tie together the way it's being used with the results so we can see which features of the site are helping to drive conversion, activities, etc.



BRIAN GATTI

PARTNER, INSPIRE BUSINESS CONCEPTS

@INSPIREBIZCON

Quill Engage provides automated actionable insights from your Google Analytics (GA) data across various channels. It reports on traffic sources including direct, paid (AdWords data through GA), organic, referral traffic (including social traffic), but also page performance, audience segments (new vs. returning users, traffic by device and locations), goals and conversions.

It's particularly handy when you have many clients and as many reports to send out... you'll spend less time interpreting charts and more time improving sites.



ROMAINE DAMERY

DIGITAL STRATEGIST, PATH INTERACTIVE

@ROMAINEDAMERY

GETTING ANALYTICAL

about SEARCH

Search engines drive a lot of traffic to websites, especially if you've built the site with search engine optimization (SEO) in mind. Of course, if you're competing for terms like "cheap shoes" or "men's suits", you know how hard it can be to make sure that your site comes up first in the results.



For the most highly competitive keywords, it's either content or money that gets you to the top of a search engine like Google.

But how do you come up with new keywords to target when you're creating a new marketing campaign? And how do you keep track of your keyword performance?

WHAT SUCCESS LOOKS LIKE

1. KEYWORDS

Getting a common keyword to the top of Google is generally the Holy Grail of search marketing. And it's one of the easiest metrics to track: just type in the keyword you're targeting, whether it's "marketing automation tools" or "organic dog food," and see how you stack up against the competition.



2. OPTIMIZATION

The more obscure part of search engine analytics is only revealed by running tests that can see where landing pages need to be optimized. Using the right meta description, page titles, tags, and more all contribute to search rankings.

3. TRAFFIC

The easiest way to see if your search engine marketing and optimization is working is to keep track of how many people are coming to your website through search results. If you're using Google Adwords to sponsor links at the top of the results, use a Bitly link so you can track clicks and shares of the campaign.



TOOLS YOU SHOULD USE:

GOOGLE KEYWORD PLANNER



Google's Keyword Planner helps marketers analyze which terms are the most competitive and which ones are getting searched the most.

The tool also gives you ideas for new keyword groups that can be helpful when creating content or thinking about a theme for a marketing campaign.

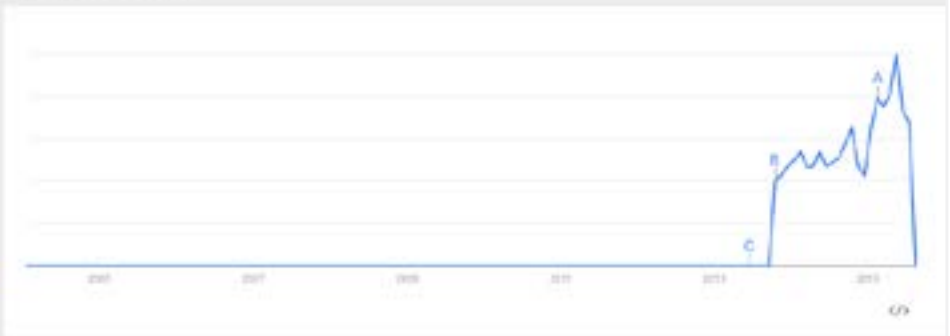


GOOGLE TRENDS

omnichannel marketing
Search term

+ Add term

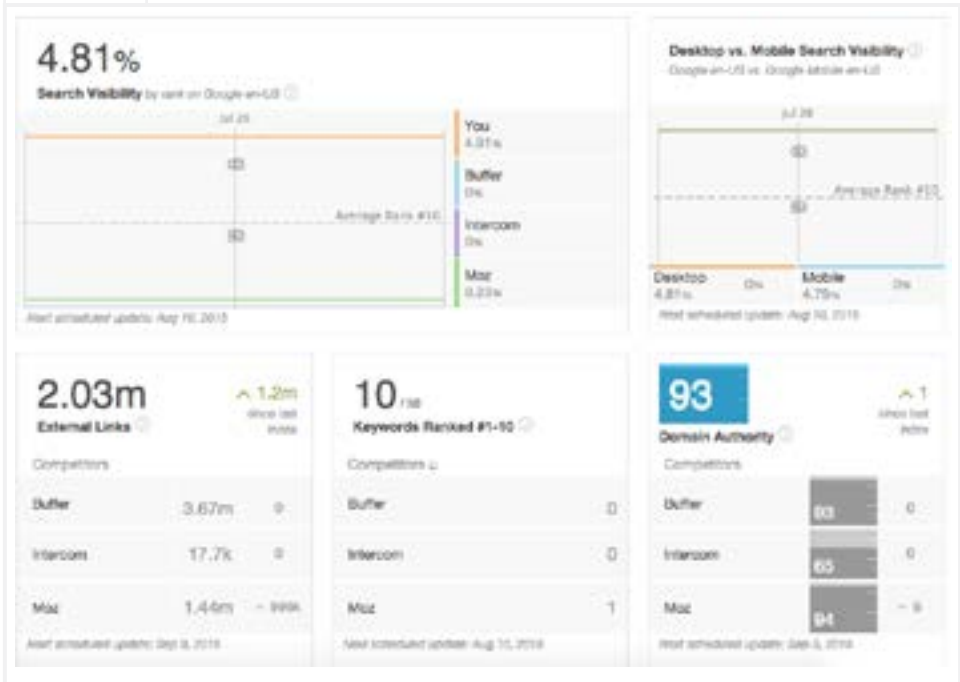
Interest over time

☒ New headlines☐ Unranked

Google Trends can be used to gauge the interest in something across the market. If you're trying to sell ugg, for example, maybe you take a look at the growth of interest over time in ugg. Or if you're trying to push a new phrase like "omnichannel analytics," you can see how the term "omnichannel marketing" is growing.



MOZ



Moz has built one of the best keyword tracking platforms in the business.

All you have to do is set up which keywords you want to target, name a few competitors, and Moz will crawl your website each week and report back on your progress.

FINDING A SOLUTION FOR CONTENT, SEO, & ANALYTICS

My favorite platforms for content marketing and digital analytics are both available from Curata. Curata's Content Curation Software (CCS) helps me find, curate, share and publish online content on a host of channels, including our blog and social media.

CCS has replaced at least 8-10 tools I used to wrangle to accomplish this, and has reduced the time I spend finding and creating quality content at least 30%. What's cool about Curata is that it learns from the feeds and articles I select, continually bringing me better and better articles related to the topics important to my business.

And with their full content marketing platform (CMP), I have integrated our web analytics, CRM and marketing automation tools with a robust editorial calendar and superior, hardline metrics so that can I trace my ROI all the way back to a single piece of content-including a Tweet, infographic or blog post. The analytics are so great that with one click I can immediately see where I should adjust my efforts between channels and further amplify content that is performing.



MICHELLE TACKABERY
DIRECTOR OF MARKETING, ACCELOGIX
@MKTACKABERY

COMBINING ANALYTICS *and* SOCIAL MEDIA

Few marketers need a refresher on the basic benefits of social media marketing. We've seen the successes and, more than likely, we've seen the risks and failures.



There's no perfect formula for social media marketing, but there is a way to gauge whether or not it's helping your business.

Social can have a huge impact in driving customers to landing pages and content, products and media, and it's important to know which channels are working the most and where your audience is most active.

For many marketers, social media analytics isn't so much about defining key performance indicators as figuring out the best way to track them.

WHAT SUCCESS LOOKS LIKE

1. AUDIENCE

Audience growth has long been a staple of social media campaigns. That said, if you're just tracking the number of fans and followers, you're not necessarily seeing what kind of value those fans and followers ultimately deliver for the company.



2. ENGAGEMENT

On social media, engagement is defined as interaction from the community. Retweets, Likes, comments, and other user feedback are all good signs of engagement.

3. CLICKS

The golden metric of any social campaign is the click. Marketers should be tracking how many people are clicking social content and visiting the website, landing page, or product page. Each one of these campaigns should have specific landing pages that are promoted across each channel.



TOOLS YOU SHOULD USE

Twitter

- Twitter Analytics
- LeadSift
- FollowerWonk

Instagram

- ViralWoot
- Totems
- Wisel.It

Snapchat

- Naritiv

Facebook

- Facebook Insights
- Quintly
- Keyhole

LinkedIn

- LinkedIn Analytics
- LinkedIn Analytics for Publishing

Pinterest

- Pinterest Analytics
- Tailwind



GETTING THE MOST OUT OF SOCIAL ANALYTICS

Social Bro gives you amazing insights into your Twitter accounts and followers. What's even better is the 'best time to tweet' report which looks at your followers activity from the last week to determine when is the best time to tweet for maximum exposure. With a few clicks you can generate the report and even sync it with your Buffer schedule.

Buffer is a great social media scheduling tool that allows you to add status updates into your queue for posting at your preferred times. The Chrome extension means you can add anything you stumble across on the web to your queue.

Snip.ly pairs with Buffer for a very powerful social media automation hack. Snip.ly allows you to embed call to actions on all external links you post. It's a great way to boost conversions and redirect some traffic back to your own site while sharing other peoples content.



PAUL MANWARING,
DESIGN & MARKETING CONSULTANT, OUTSPRUNG
@OUTSPRUNG



GETTING THE MOST OUT OF SOCIAL ANALYTICS

Our agency's two favorite tools are Sprout Social and Zignal Labs. Sprout Social is ideal for the day-to-day, scheduling, reporting and tracking Facebook and Twitter for clients at an affordable cost for both boutique and large-scale agencies.

Zignal Labs is a great monitoring tool to listen to what is being said about your brand, company or event in both the social sphere and print and broadcast media. From tracking sentiment, to top influencers and the time and number of mentions, Zignal covers it all.

Sprout offers scheduling and auto-posting which is very beneficial especially on Twitter whereas Zignal does not offer this feature.



ALEX BIMONTE
DIRECTOR OF SOCIAL MEDIA, THE BUZZ AGENCY
@BMONEY2790



GETTING THE MOST OUT OF SOCIAL ANALYTICS

The Blue Logic Digital team love buzzsumo.com as it provides great insight for both SEO and social media. At its core, you can monitor your content's performance and discover where it is being shared.

It's also great when used to find top shared content by topic or discover competitors best performing campaigns as well as identifying content that has created links and a wealth of demographics information that helps you to design personas and tailor your content for maximum impact.

As an added bonus you can set up watch lists and monitor brand mentions and track new content by keywords, making it great for reputation management.



MARK RUSHWORTH

HEAD OF DIGITAL MARKETING, BLUE LOGIC DIGITAL

@BLDIGITAL

OPTIMIZING *the* INBOX

Despite all of the latest innovations, email marketing remains the number one digital marketing channel for ROI.



Part of that is because the path to conversion is often much more streamlined than other channels: you send a sales email and the sales come right afterwards.

That makes it easier to track success directly from your email service provider (ESP), too. As long as customers are clicking through to a product page, that's a good sign. While the metrics for success are easy to identify, optimizing and A/B testing - and designing for a mobile era - can be a little more advanced.

WHAT SUCCESS LOOKS LIKE

1. CLICKS

Most email marketers still consider clicks the most important metric to track. Clicks show that once recipients have opened an email, they're willing to take the next step, whether they're going to a landing page, engaging with a piece of content, or making a purchase.



2. LIST GROWTH

If email marketing is a big part of your marketing mix, you should set a goal for how many new contacts you're adding to your email list every month. A growing list means that prospects and customers are interested in hearing more from your brand.

3. OPENS

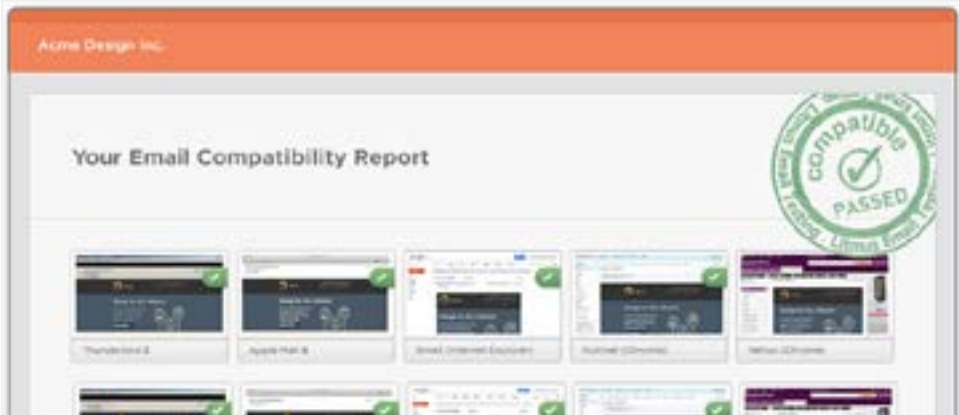
Opens are a baseline metric for your email campaign's performance. Depending on your industry, your open rate should be around 20%.

A lower rate might mean you need to test frequency, subject line, and segmentation.



TOOLS YOU SHOULD USE:

LITMUS



Litmus is an analytics and testing tool for email campaigns. By rendering emails in every possible email client, on both desktop and mobile, marketers can test the user experience across different devices and channels.

MOBILE METRICS

By now, marketers know the importance of mobile. Earlier this year, Google announced that, for the first time ever, there were more searches taking place on mobile devices than on desktops.



Of course, that begs the question: what does success look like on mobile? And how do you track how your audience is engaging across different devices? Here are some metrics and tools that can help.

WHAT SUCCESS LOOKS LIKE

1. RESPONSIVE

If you haven't taken the time to build responsive marketing collateral, then that should be your top priority. Smartphones are becoming the default screen for customers when they interact with brands. By ensuring that everything from the brand's website to email campaigns is responsive, you can reduce bounce rates, increase conversions, and offer a much smoother customer experience.

2. ENGAGEMENT

While app installs are an effective baseline metric to gauge initial interest in a brand's mobile behav-



ior, many apps are downloaded once and then never used again. By monitoring how often customers actually use apps - and the actions they take within them - you can measure your mobile strategy in a more cohesive way.

3. DEEP LINKS

Deep links ensure that you can provide app users a seamless experience. For example, when users click an email or social campaign and they have your app installed, you can take them to a specific landing page within the app. This is critical to re-engaging app users and offering them the best possible mobile experience.

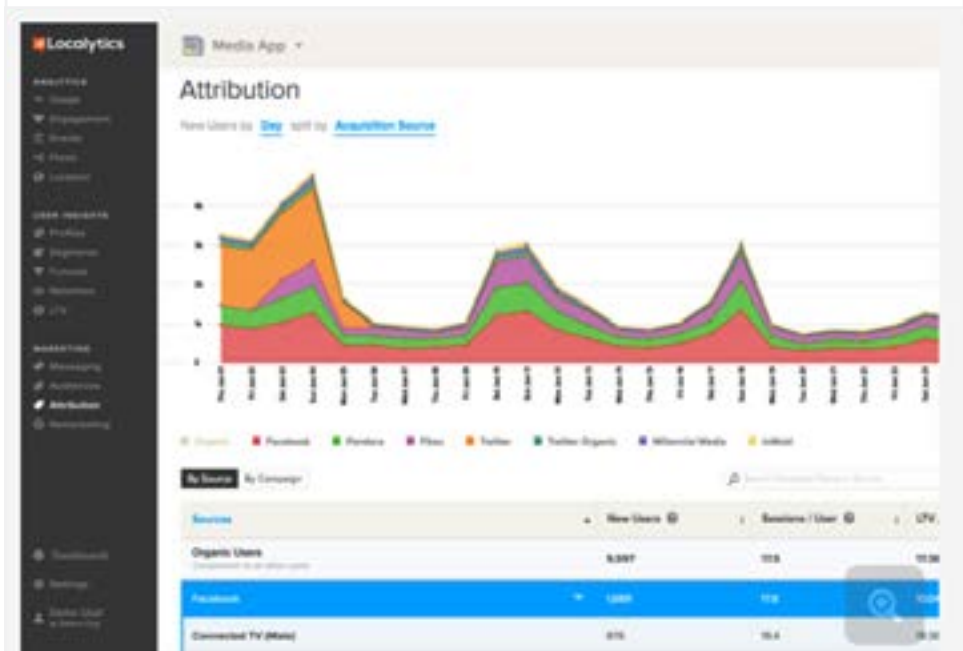
4. LTV / ARPU

Once you've built an app and worked hard to promote it and retain users, it's time to measure the impact of each user through user lifetime value (LTV) and average revenue per user (ARPU).



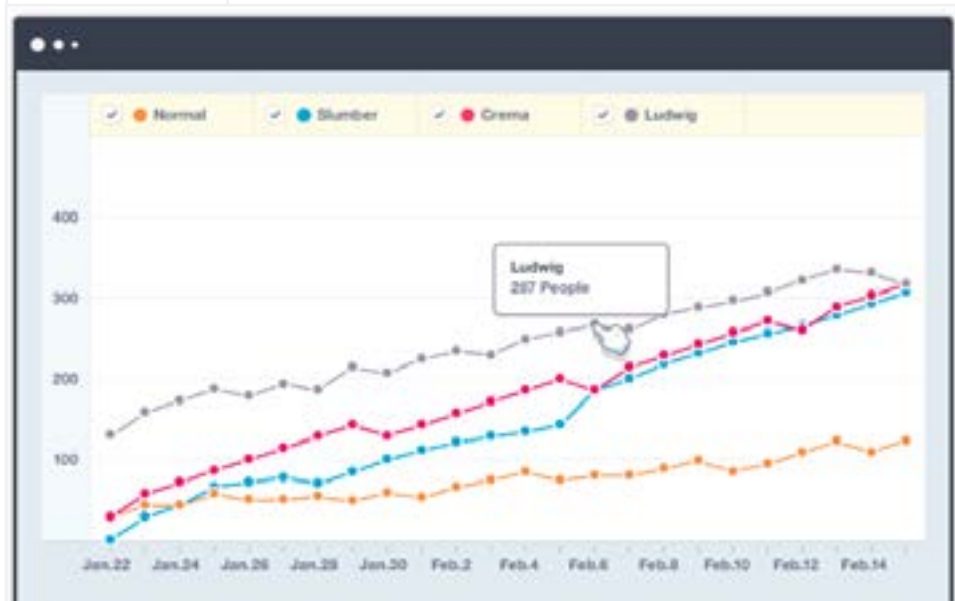
TOOLS YOU SHOULD USE:

LOCALYTICS



Localytics is a comprehensive mobile analytics platform that helps marketers build personas, remarketing, and messaging campaigns specifically geared for the mobile experience. While the true power of Localytics is in real-time analytics for apps, data from other channels helps build more complete pictures of your customers.

MIXPANEL



Personalization is a big part of mobile marketing, especially within apps. But you can't personalize if you aren't sure how users are actually engaging within your app. Mixpanel addresses that challenge by offering a platform that allows you to send push notifications to users based on events and actions taken within the app.



MARKETERS RECOMMEND

By learning consumer engagement signals, the EngageClick Consumer Personalization Platform identifies persona (groups of people who demonstrate similar taste of ads) at any point in time across multiple screens. Once a consumer persona is identified, the platform delivers personalized ads targeted to the respective persona resulting in higher consumer engagement and deeper metrics.

Performance marketers can use machine learning enabled personalized ads, re-engagement, creative personalization (consumer engagement behavior based auto-segmentation and optimization) to help them achieve greater conversion successes and understand the overall insights of conversation path.

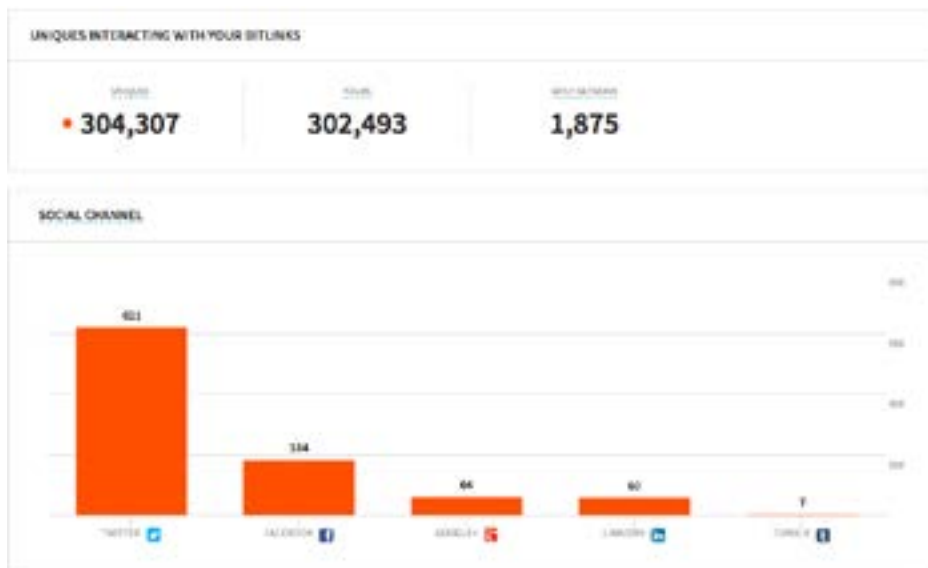


SANJAY RAJASHEKAR
FOUNDER & CEO, AYATTI

CONCLUSION

THE FUTURE *of* ANALYTICS

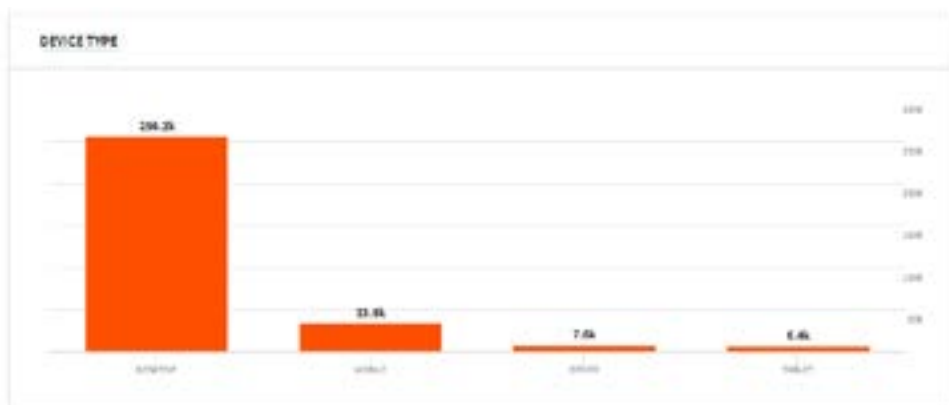
The one thing that marketers know right now is that there is too much data, too many channels, and too little time. As the customer's attention has fragmented across so many different destinations, marketers are racing to stay relevant and develop omnichannel strategies that can ensure that every customer's experience is personalized, no matter what device or channel they're using.



That's where omnichannel marketing is starting to gain momentum.

Whether customers get an email campaign and end up making a purchase at a point-of-sale system in a store or they tweet at a brand and then convert on a website, marketers want to make sure that they can deliver a seamless experience.

And that's only going to get more important as new mobile devices like the Apple Watch start hitting the market.



The Internet of Things promises smart, connected devices throughout a consumer's house, too. Are there going to be apps for refrigerators? Marketing campaigns for coffee machines? Individual analytics platforms for all of these channels? Only time will tell.

What marketers do know right now is that, even when it comes to collecting data in a sophisticated and intelligent way, that information is often siloed by different teams and channels.



You could use all of these platforms and still struggle to piece together what channels are really working for the business. And that's why an omnichannel analytics engine has to be built before you can create effective omnichannel marketing strategies.

So how do you do that when there are so many other things to track? It's easy: just use the power of the link.

Bitly has been working hard to help marketers easily see the information they need from all of their channels. If you use Bitly links for a marketing campaign across every channel, you can build a clean dashboard that shows the clicks, shares, engagement, and devices that are being used by customers as they interact with your campaign.

With that kind of comprehensive marketing intelligence, marketers can finally stop worrying about making sense of data and start using it to build unforgettable customer experiences.

INTERESTED IN BUILDING YOUR OWN OMNICHANNEL ANALYTICS ENGINE?

Email us at brands@bitly.com to learn how.

bitly THE POWER of THE LINK.