

Marketing Analytics Introduction

**“If you cannot measure it, you
cannot improve it”**

what is the difference between data, metrics, and KPIs?

- Data: any **number**
- Metric: data that brings some **information!**
- KPIs: Key performance indicator: **relevant metrics** for your work

vanity metrics vs. real metrics

- ❖ Does this metric help you make decisions?
- ❖ When you look at this metric, do you know what to do with it?
- ❖ If you don't know, you're probably looking at a **vanity metric**
 - **Example: likes!**

how was it before digital?



how is today

the good side

- many data!

the downside

- MANY DATA!

the good side

- ❖ all platforms allow us to measure;
- ❖ we can cross many data;
- ❖ make data-driven decisions

the downside

- ❖ difficult to centralize all the data;
- ❖ difficult to find the best metric;
- ❖ lack of focus when looking at the data.

why be data driven?

why be data driven

- test our intuition;
- confirm (or not) with evidence;
- attract the right customers;
- improve our CAC;
- enhance our customers' experience;
- learn!

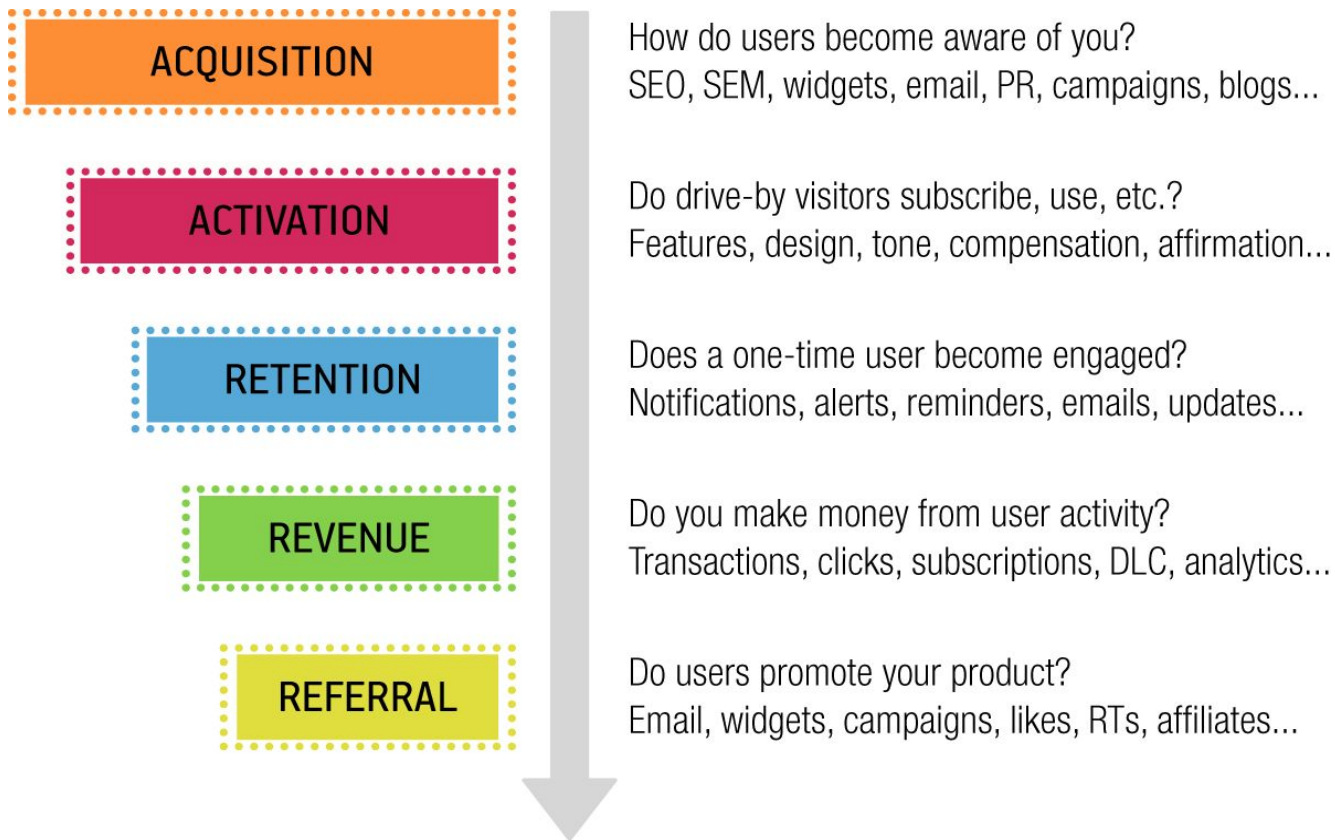
how to be data driven?

how to be data driven

- ❖ use intuition: guess;
- ❖ ask questions and formulate hypotheses; **=> A/B Test!**
- ❖ analyze your tests results and historical data!

what about in marketing?

funnel metrics pirate: AARRR



Source: <https://www.oreilly.com/library/view/designing-for-product/9781491971451/ch02.html>

here we will focus on:

ACQUISITION!

acquisition metrics

possible channels

- Organic Search
- Direct
- Paid Search
- Paid Social
- Affiliates
- Referral
- Email
- Social
- Other Advertising
- Display
- Unknown

main business metrics

- ❖ Lead: users interested in the product/service. They filled out forms or downloaded materials (top of the funnel)
- ❖ MQL: Marketing Qualified Leads - leads qualified by marketing
- ❖ SAL: Sales Accepted Leads - leads accepted by sales
- ❖ SQL: Sales Qualified Leads - leads qualified by sales
- ❖ Sales opportunity: leads that have become opportunities
- ❖ CAC: Customer Acquisition Cost (total costs / number of customers)
- ❖ LTV: Lifetime Value - the value that the customer represents over the time they are a customer
- ❖ ROI: Return on Investment - return on investment (sales / investment)

content and SEO metrics

- ❖ Sessions: number of times the site was accessed
- ❖ Users: number of people who visited the site
- ❖ New users: number of people who visited the site for the first time
- ❖ Pageviews: number of pages viewed
- ❖ Unique pageviews: unique page views per session
- ❖ Pages/visits: average number of pages viewed
- ❖ Bounce rate: percentage of users who only viewed one page and left
- ❖ %Exit: percentage of users who left the site after viewing a specific page
- ❖ Average time on page: average time spent by the visitor on the page
- ❖ Load time: how long the page takes to load
- ❖ Returning visitors: users who returned
- ❖ Organic new users: number of visitors who came from organic search
- ❖ Keyword ranking: what the position is on Google for each keyword
- ❖ Adwords savings: estimate, based on organic traffic, of how much we would need to invest in Adwords to bring similar traffic.

paid campaign (media) metrics

- ❖ Investment: amount spent on the campaign
- ❖ Impressions: number of times the ad was displayed
- ❖ Clicks: number of people who clicked on the ad
- ❖ Lead: leads generated through the campaign
- ❖ MQL: MQLs generated through the campaign
- ❖ Installations: number of app installations made through the campaign
- ❖ CPI: Cost per installation (investment/installations)
- ❖ CTR: Click Through Rate - click rate (clicks/impressions)
- ❖ CPL: Cost per lead (investment/lead)
- ❖ MQL Cost: investment/MQL
- ❖ CPC: Cost per click (investment/click)

social media metrics

- ❖ Reach: number of unique people who viewed the content
- ❖ Impressions: number of times the content was displayed
- ❖ Likes: number of people who liked your posts (or page, in the case of Facebook)
- ❖ Followers: number of people who follow the page
- ❖ Engagement: number of people who interacted with the content (likes + comments + shares / impressions or reach)
- ❖ Posts: number of posts made by month

PR metrics

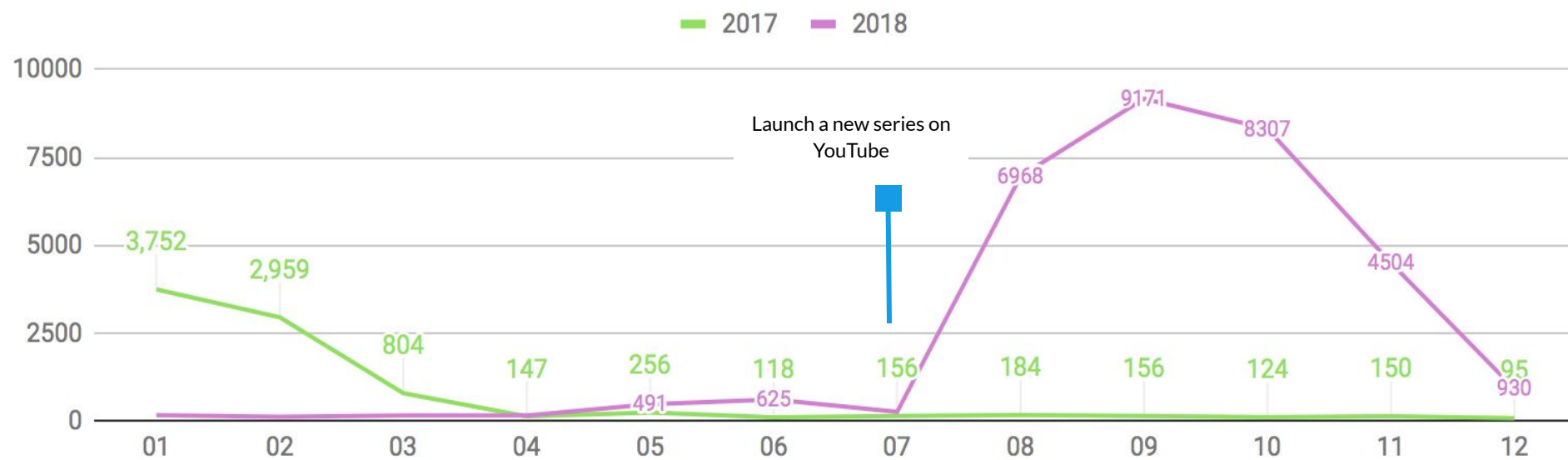
- ◆ Share of voice: percentage of coverage compared to competitors;
- ◆ Media exposure: number of articles in which we appeared;
- ◆ Potential reach: number of views of the publications in which the article was featured;
- ◆ Social engagement: actions and comments received on the articles;
- ◆ Sentiment: what your customers' feelings are about your brand.

how to track some of these metrics



some examples

blog new users by month



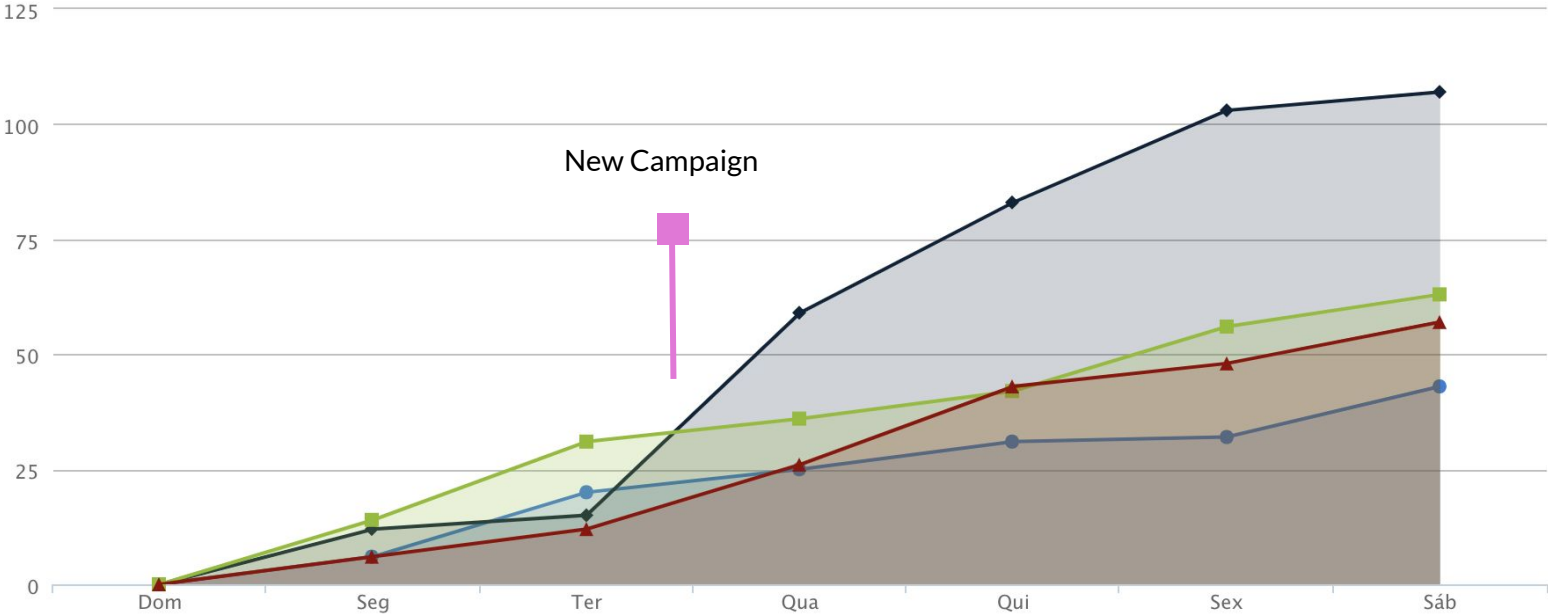
Source: Google Analytics

YouTube channel – subscribers



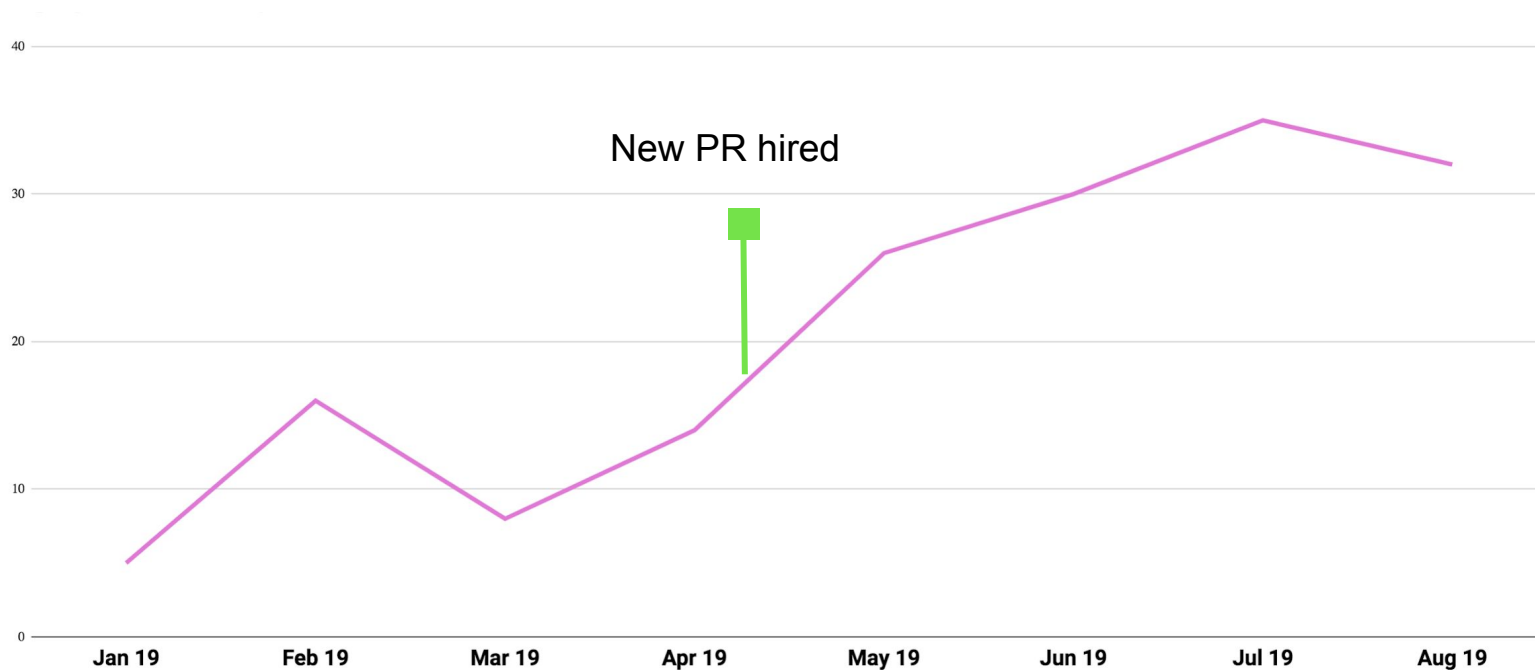
Source: YouTube analytics

new followers on Instagram by week



Source: Mlabs

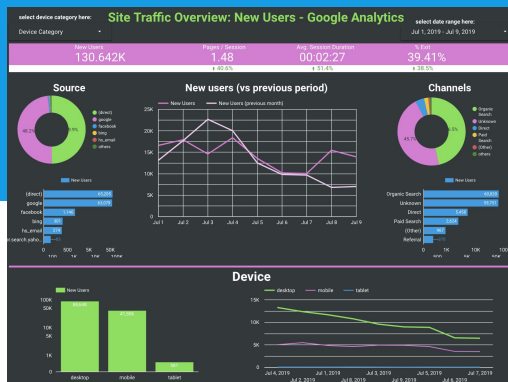
total media exposure by month



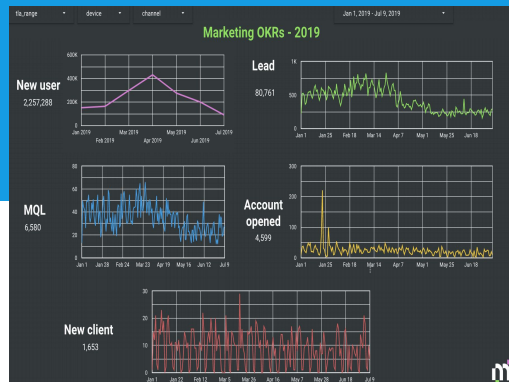
Source: Meltwater

**instead of using lots of different
sources, you can use dashboards
that combines everything together**

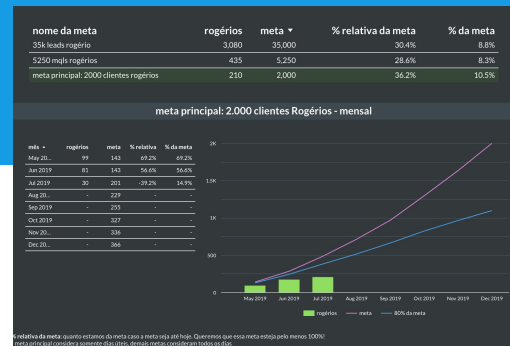
dashboards examples



Website Traffic
Monitoring the main metrics of the website



Marketing OKRs
Monitoring the main metrics of the marketing funnel



Company Goals
Monitoring the goals with weekly updated data

thank you

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