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Digital Measurement & Analysis

To Grow Your Results

Program Contents:

1. KPIs, Benchmarks and Metrics

2. Channel KPIS

3. Analysis: Making sense of your data

4. 3 Golden Questions of Analysis

What is the Goal of Measurement?

- Is it working?
- Could we be doing better?
- Is it a better vs. other spending choices?
- Optimization?

These are all different questions that require different approaches. Start with what you want to know.

Defining Your Strategy

Goals	**Strategy**	**Objectives**	**Tactics**
What you want to **achieve** at a high level	The **approach** you will take to achieve the goal	The **measurable steps** to achieve the goal based on the strategy	The **specific actions** taken to achieve the objectives

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Which ad was most successful?

Campaign Name	Results	Reach	Cost per ...	Amount Spent	Ends	CPM (Cos...	Cost per 1...
MAC	3 Link Clicks	35,752	$6.60 Per Link Click	$19.80 of $20.00	Dec 13, 2016	$0.51	$0.55
DBB Fighters	167 Link Clicks	6,329	$0.12 Per Link Click	$19.25 of $20.00	Dec 13, 2016	$2.66	$3.04
Gingerbread team	86 Link Clicks	5,514	$0.22 Per Link Click	$18.75 of $20.00	Dec 13, 2016	$3.18	$3.40

- Goal: Clicks to your website

- Goal: Brand awareness

- Goal: Optimize for efficiency in spending

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What is a KPI?

Dictionary

KPI   🔍

KPI

noun   BUSINESS

short for key performance indicator.
"by setting KPIs the company enables the team to make smart business decisions about the direction of all current projects"

Not Every Activity is Directly Measurable

- We know awareness **leads to sales** but we can't directly measure the impact.

- Purchasing is a process that happens over time.

- We can't easily measure top of funnel impact.

1. Attract/Reach
2. Nurture
3. Convert
4. Retain & Grow
5. Advocate
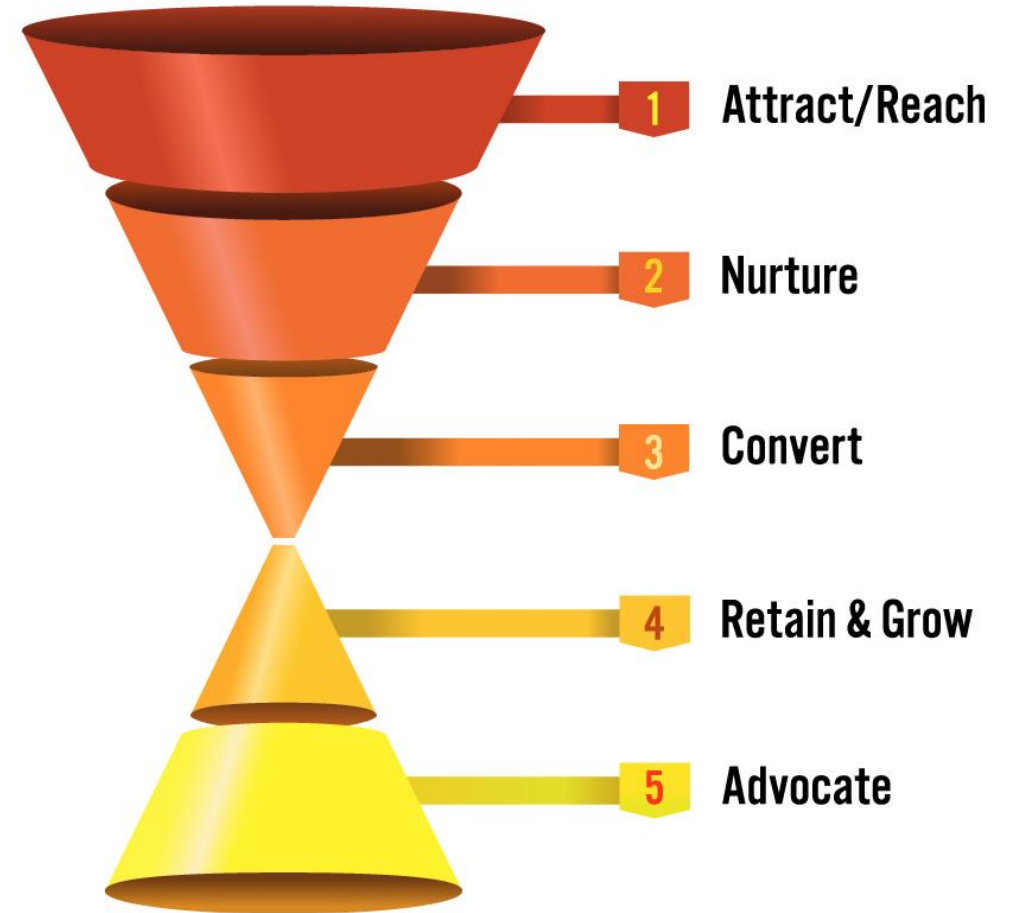
How to Set KPIs

- Aim for 1 – 3 KPIs per marketing activity
- Does this **indicate** that I am achieving my objective?
- If I measure this, is it a good **proxy** for what I actually want to achieve?

The 3 Types of KPIs you Need

★ Quantity

★ Quality

★ Cost

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Key Metrics for Most Businesses

- Quality
  - Avg. Session Duration
  - Pages per session
  - Bounce Rate
  - Location
  - Lead Quality
  - New vs. Returning Users
  - Views of key landing pages
  - Conversion rate

- Quantity
  - Sessions
  - Users
  - Impressions
  - Clicks
  - Page views

- Cost
  - Cost per conversion
  - Cost per click

My Goal is Clicks

Campaign Name	Results	Reach	Cost per ...	Amount Spent	Ends	CPM (Cos...	Cost per 1...
MAC	3 Link Clicks	35,752	$6.60 Per Link Click	$19.80 of $20.00	Dec 13, 2016	$0.51	$0.55
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- What are my KPIs?
  - Quantity, Quality, Cost/Efficiency???
- Is there other relevant data that I may consider in judging performance (on this report or not)?

My Goal is Awareness

Campaign Name	Results	Reach	Cost per ...	Amount Spent	Ends	CPM (Cos...	Cost per 1...
MAC	3 Link Clicks	35,752	$6.60 Per Link Click	$19.80 of $20.00	Dec 13, 2016	$0.51	$0.55
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- What are my KPIs?
  - Quantity, Quality, Cost/Efficiency???
- Is there other relevant data that I may consider in judging performance (on this report or not)?

Setting Benchmarks

- Why benchmarks?
- Everything should have a benchmark

Setting Benchmarks

- **P**ast Performance
  - Improve over time.
  - Link growth to investment.
- **A**verages
  - Industry or general averages.
- **R**OI
  - What do you need for ROI?
  - What leads to positive ROI?

Metrics + KPIs Per Channel

Each digital tool will have different KPIs depending on your objective and execution.

Apps
Messaging
Optimization

Mobile

Social

Facebook
Instagram
LinkedIn
Twitter
Blogging
YouTube

Inbound Marketing
Lead Generation
Conversion Planning

CRM

Digital Strategy
• Content
• Data
• Analytics

Ads

Search
Social
Video
Display
Affiliate

Auto-Responders
Newsletters

E-Mail

SEO

On-Site
Off-Site

Community Management
Public Relations
Influencers
Reviews
Word-Of-Mouth

Conversation Marketing

Website

Landing Pages
User-Experience
A/B Testing
Conversion Optimization
e-Commerce

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Social

- **Awareness**
  - Reach
  - Page/profile fans/likes
- **Nurture**
  - Engagement rate
  - Clicks
  - Click-through-rate (CTR)
  - Leads
- **Convert**
  - Conversions from social media

Ads

- **Awareness**
  - Reach
  - Impressions
  - CPM/CPR
- **Nurture**
  - Clicks
  - CTR
  - Views
  - Cost per video view
- **Convert**
  - Conversions
  - Cost per conversion

SEO

- Traffic from search
- Keyword rankings
- # of links
- Conversion rate from search

Website

- Traffic
- Engaged sessions
- Engagement rate
- Average Session Duration
- Pages/Session
- Leads
- Target page visits
- Conversion Rate
- Conversions
- Sales

Email

- List Size
- Delivery Rate
- Open Rate
- Click Through Rate

BOOT★CAMP DIGITAL Analysis: Making Sense of Your Data

Analysis STARTS with WHY?

What do you want to LEARN from looking at the data?

- Is it working?
- Could we be doing better?
- Is it a better vs. other spending choices?
- Optimization?
- Anything else?

Deriving INSIGHTS from Data

What ➡ **So What** ➡ **Now What**

3 Golden Questions of Analysis

1. Are we doing well?
- Results vs. target/goal
- Results vs. benchmark
- Improvement over time

2. What caused the results?
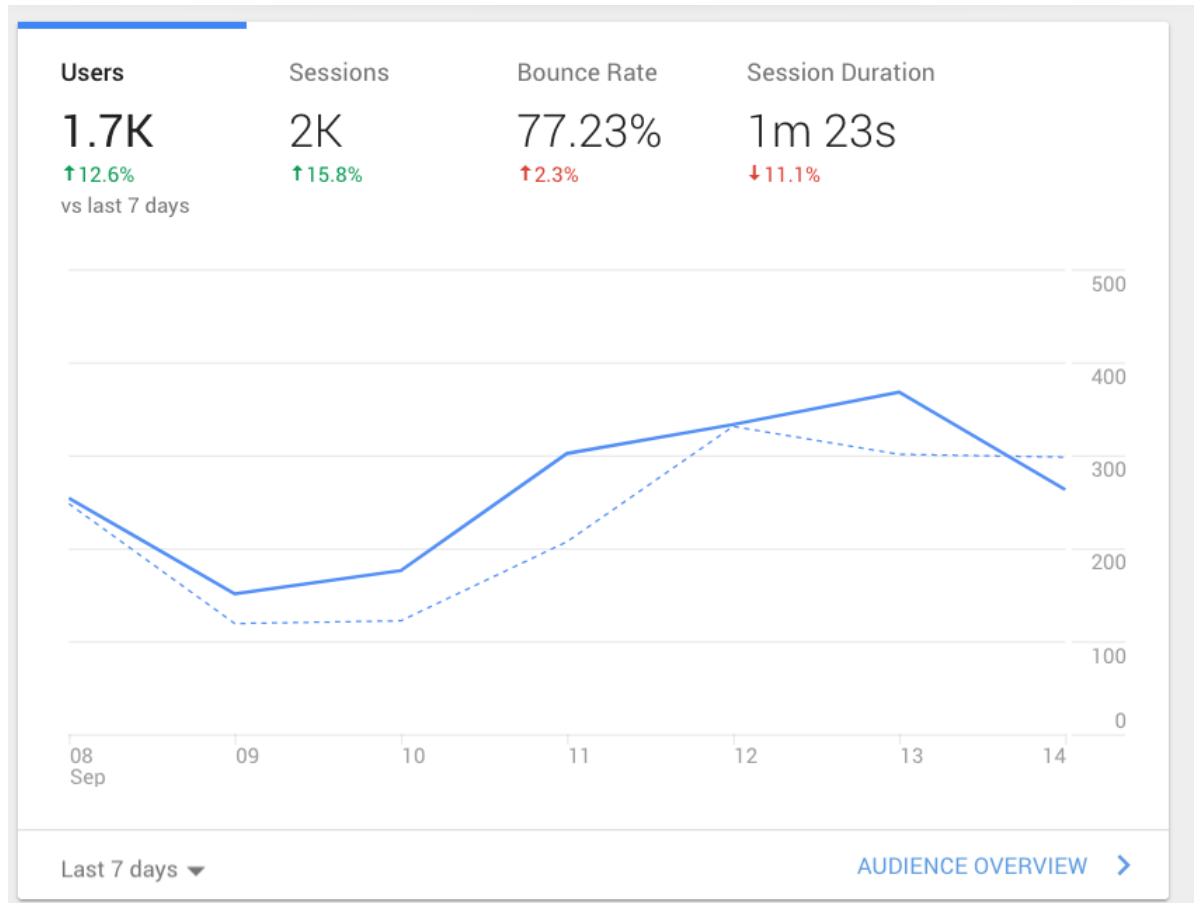- New/different actions
- Market dynamics

3. What will we do differently?
- Start
- Stop
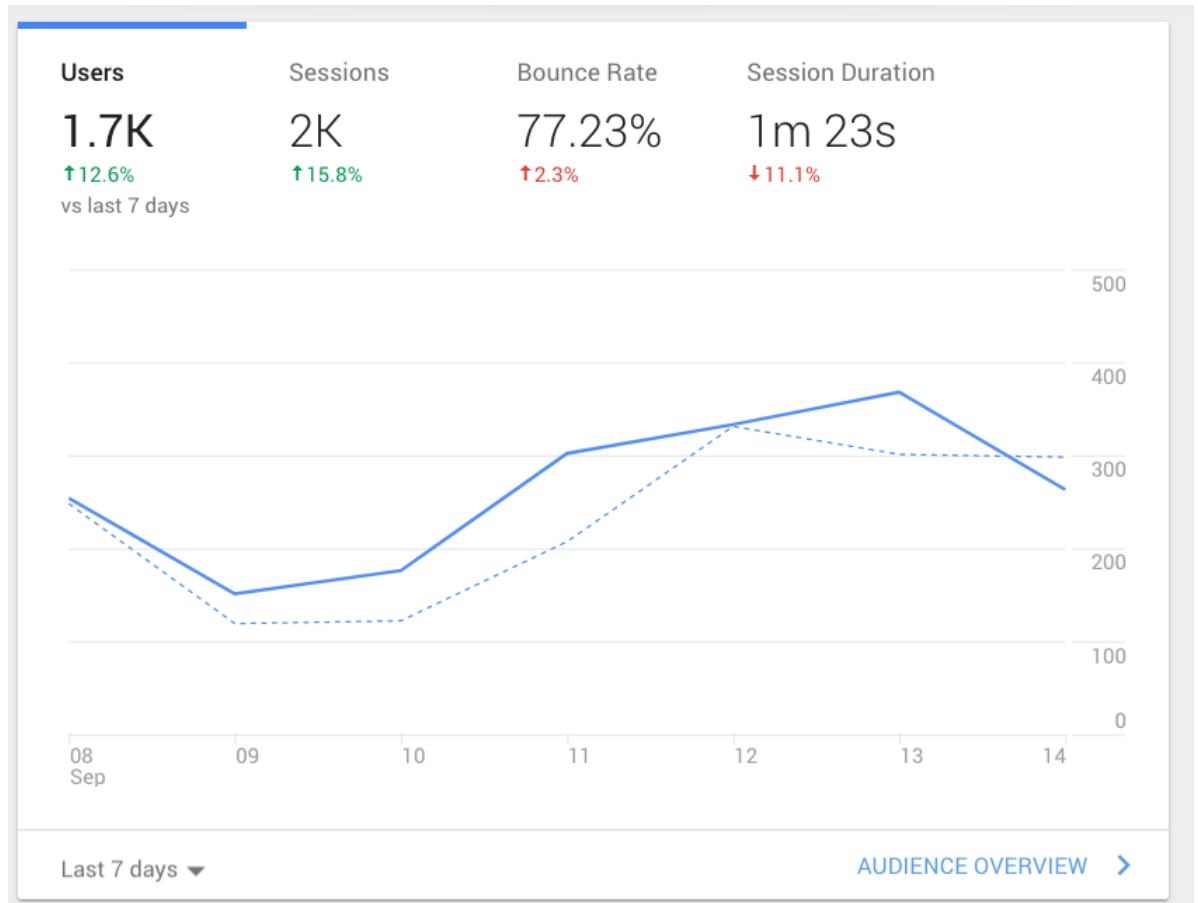- Continue

What does this report tell you?

- How is the website performing?
- Should we be happy with the performance?
- Could we be doing better?
- How can I optimize?
- What else can I learn from this?


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Example: 3W Google Analytics

- **What:** I grew more users (12%)
- **So What?:** New users were primarily from social media as we promoted our content more. While users grew, our QUALITY of traffic dropped with a higher bounce rate and less time on site.
- **Now What?:** People are coming to our site to view blog posts but not staying. We should test conversion methods (webinar, suggested content) to get more from our visitors.

Users	Sessions	Bounce Rate	Session Duration
1.7K	2K	77.23%	1m 23s
↑12.6%	↑15.8%	↑2.3%	↓11.1%

vs last 7 days

Last 7 days ▾   AUDIENCE OVERVIEW ›

Example: 3W Google Analytics

- **What:** Traffic is up in the last year.

- **So What?:** Our site relaunch in January had a positive impact in search traffic. Direct traffic is steady.

- **Now What?:** Since the site relaunch search traffic got a boost but has been stable. Evaluate strategies to grow.
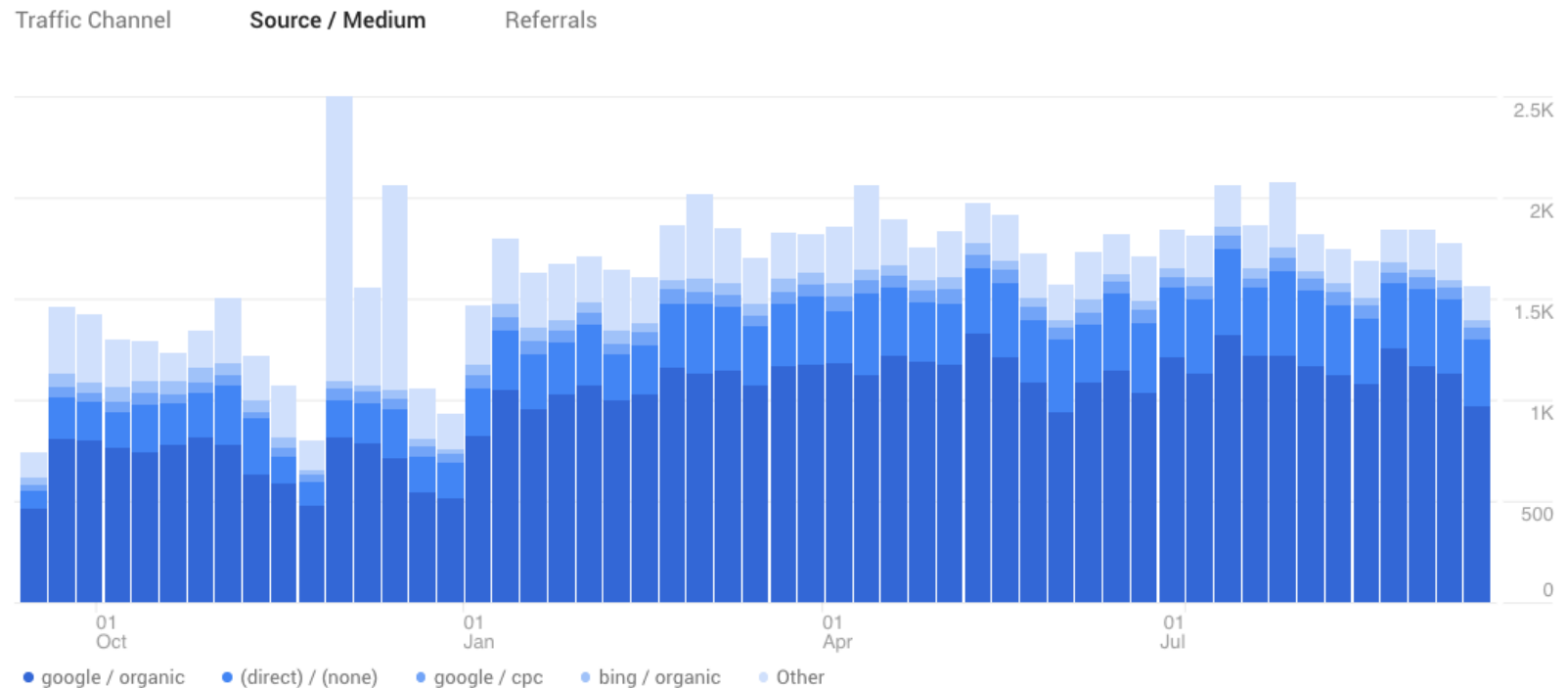
Example: 3W Facebook Page

- **What:** 55% of fans are female.
- **So What?:** This matches our customer base.
- **Now What?:** Stop including this in reports unless it changes by X%. It is just a distraction.

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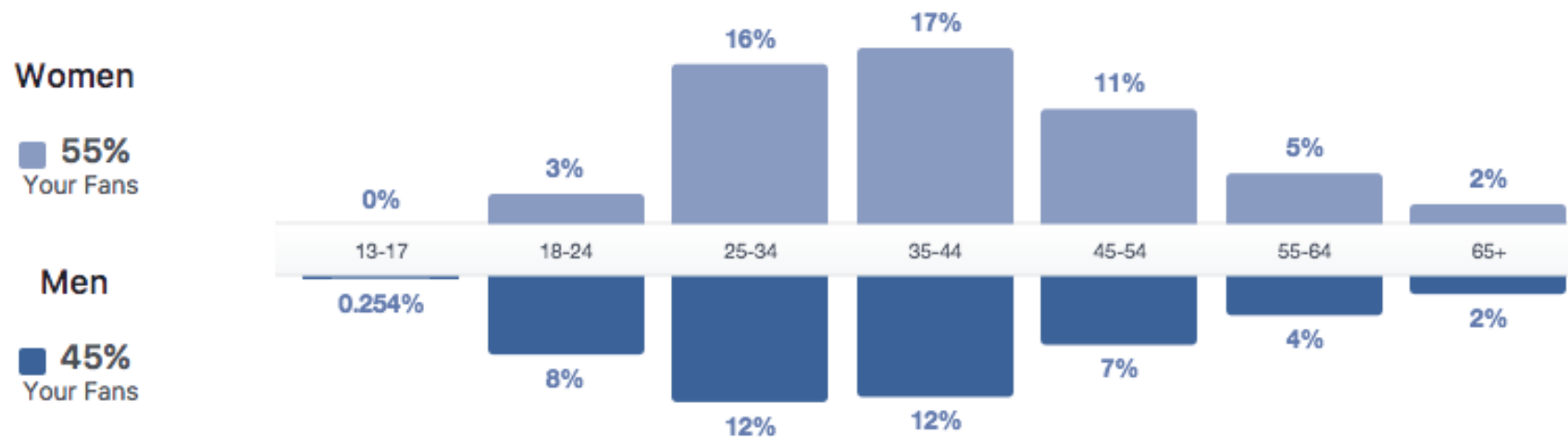
Focus on KPIs + Relevant Data

Too much content distracts from the message

- Is the data telling you something?
- Eliminate numbers that never/rarely change
- Focus on what matters

Reporting – Report What Matters

DEMO

Let's Connect!

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Strategy
Speaking
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