

Digital Marketing Analytics Overview

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“Our job is to connect to people, to interact with them in a way that leaves them better than we found them, more able to get where they’d like to go.”

-Seth Godin

Author and Former dot-com Executive,
1960 -

Purpose of Your Business

- Every business serves a purpose to be successful.
(usually to make money, but not always)
- A business should provide value to customers, in the form of a benefit exchanged for a cost.
- What is the purpose of your business?
- How benefit do you provide and at what cost?

$$\text{value} = \text{benefit} - \text{cost}$$



Purpose of Your Website



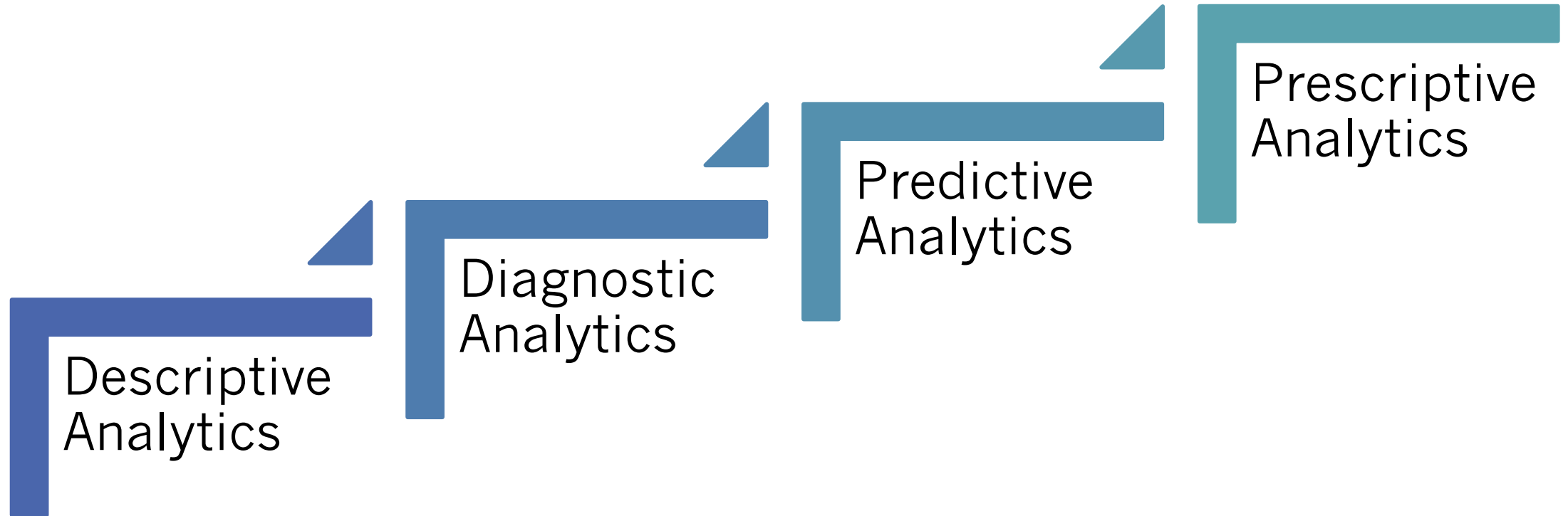
- Just like your business, your website serves at least one purpose.
- What is the purpose of your website?
 - Sales
 - Information
 - Lead Generation
 - Entertainment
- How does your website provide value to users?

Digital Transformation

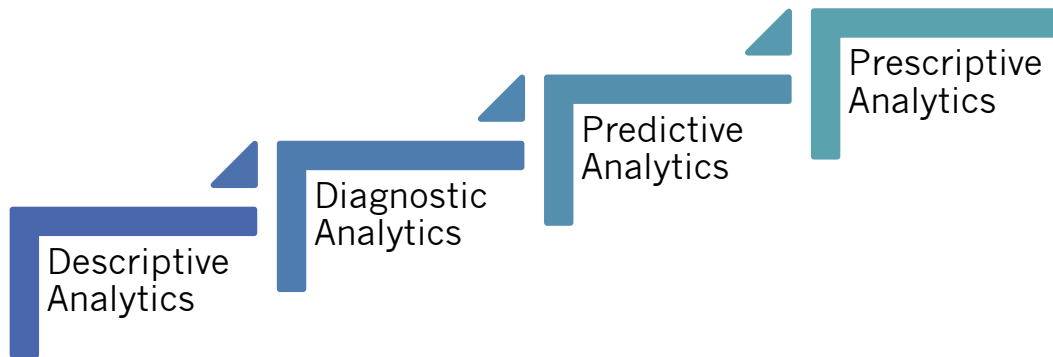


- The internet has changed the way companies market themselves, communicate and operate
- Customers have shifted to omni-channel buying
- How does your business adapt to digital?
- How have your customers adapted to digital?
- How does your job change because of digital?

Types of Analytics



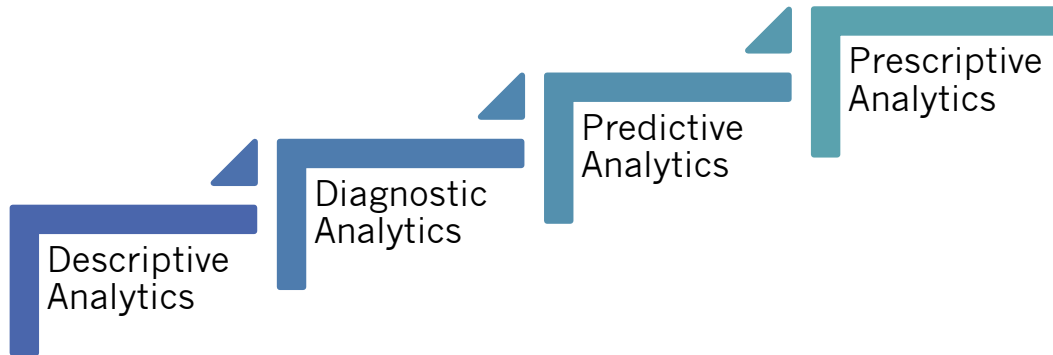
Types of Analytics



Descriptive Analytics

Describes **what** happened in the past, using statistics.

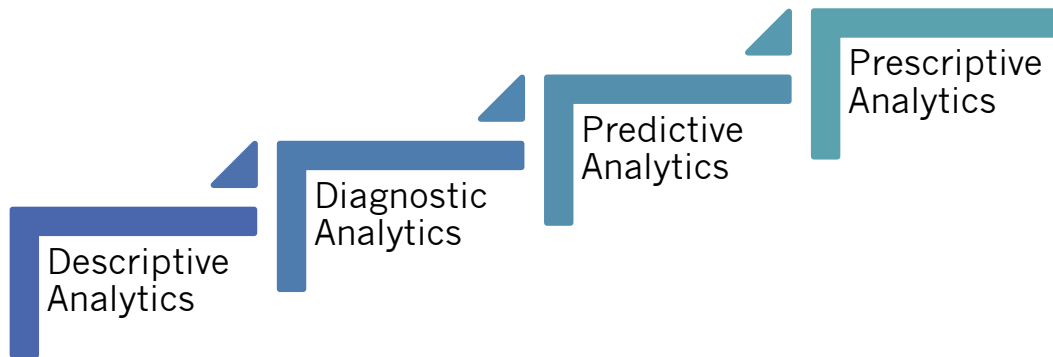
Types of Analytics



Diagnostic Analytics

Describes **why** something happened in the past, using statistics, qualitative and quantitative data.

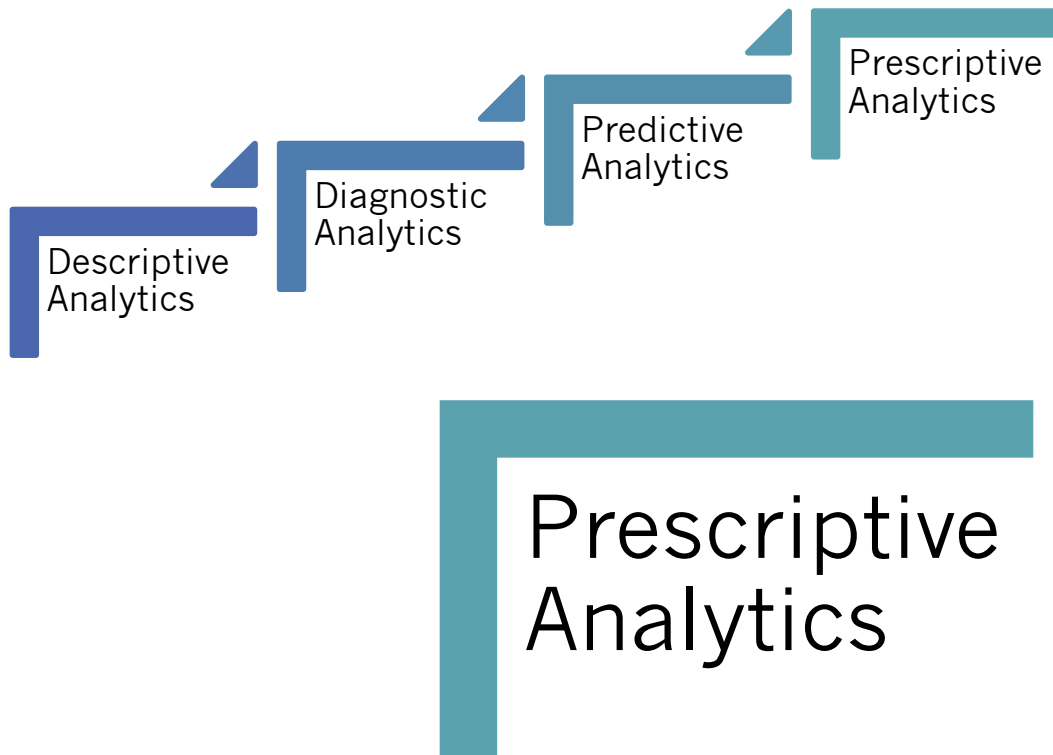
Types of Analytics



Predictive Analytics

Describes **what will** likely happen in the future, based on what happened in the past, using statistics, forecasting, qualitative and quantitative data.

Types of Analytics



Describes **what to do** in the future for a desired outcome, based on what happened in the past, using statistics, forecasting, regression and data science.

Types of Data

QUANTITATIVE

- Numerical Data from counting or measuring.
- Can add or subtract
- Examples:
 - Number of auto insurance claims filed in March.
 - Length of time between customer arrivals on a webpage.
 - Ratio of profit to sales for last quarter.

QUALITATIVE

- Categorical Data described by words rather than numbers.
- Non-numerical values (often)
- Examples:
 - What is your political affiliation?
 - What class level are you in school?
 - Which internet browser do you use?

Metrics & Dimensions

METRICS

- Quantitative measurements.
- Examples:
 - Visits
 - Clicks
 - Pageviews
 - Orders
 - Revenue

DIMENSIONS

- Attributes of the data, ways it is described and categorized.
- Examples:
 - Time:
Hours/Days/Weeks/Months
 - Place:
Cities/States/Countries/Regions
 - User demographics or device

Common Digital Marketing Metrics

BEHAVIOR	METRIC	FORMAT	DEFINITION	FORMULA
	Bounces	#	Visits that don't extend past the first page	
	Bounce Rate	%	The percentage of visits that do not extend past first page	Bounces/Visits
	Entrances	#	The number of times a new visitor entered the website	
	Form Fills/Leads	#	The number of time a form was submitted with contact information	
	New Users/Visitors	#	The number of visits who visited for the first time	
	Pages Per Session	#	The average number of pages viewed during a session	Pageviews/Sessions
	Pageviews	#	The number of pages seen	
	Registrations	#	The number of visitors who have set up an account	
	Sessions/Instances	#	The number of visits to a website by individual users	
	Time On Site (or page)	0:00	The average amount of time spent on a website or a page	Total Time Spent/Visitors
	Unique Visitors	#	The number of individual users who visited, regardless of how many times	
	Visits/Visitors	#	The number of individual times users came to a website	

*commonly used metrics, not a complete list

Common Digital Marketing Metrics

CONTENT	METRIC	FORMAT	DEFINITION	FORMULA
	Comments	#	The number of times users commented on content	
	Downloads	#	The number of times an app or content was downloaded	
	Likes	#	The number of time someone liked content or a page	
	Shares	#	The number of times content was shared by other users	
	Subscribers	#	The number of users who have signed up to receive content	
	Video Views/Views	#	The number of time a video or other content was seen	
	Watch Time	0:00	The amount of time spent watching a video	

*commonly used metrics, not a complete list

Common Digital Marketing Metrics

ECOMMERCE	METRIC	FORMAT	DEFINITION	FORMULA
	Abandoned Cart Rate	%	The number of abandoned carts divided by the total number of carts	Abandoned Carts/Carts
	Abandoned Carts	#	The number of carts that did not checkout	
	Average Order Value	\$	Mean quantity spent on orders	Revenue/Orders
	Carts	#	The number of carts created by users shopping online	
	Conversion Rate	%	The number of Conversions divided by the number of Visits/Visitors/Sessions	Conversions/Visits
	Conversions	#	The number of times the identified goal is completed	
	Orders/Transactions	#	The number of individual sales on a website or app	
	Revenue	\$	The amount of money made from sales	

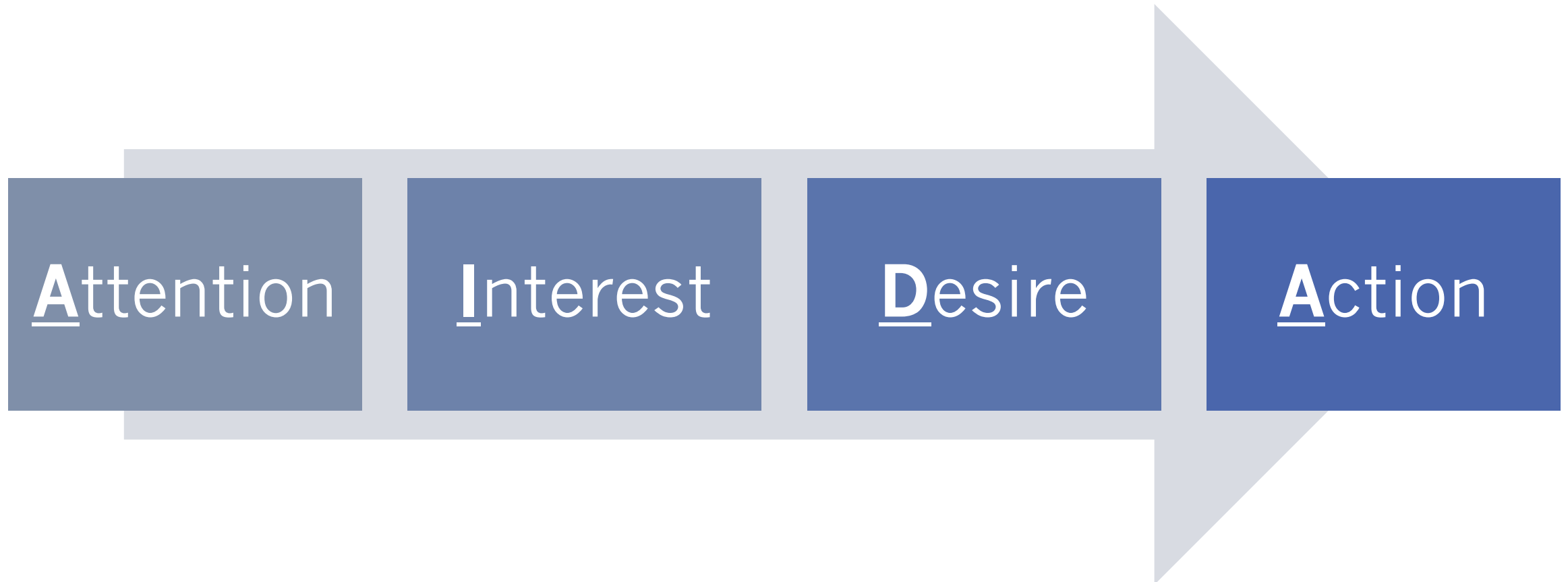
*commonly used metrics, not a complete list

Common Digital Marketing Metrics

ADVERTISING	METRIC	FORMAT	DEFINITION	FORMULA
	Average Position	#	Paid Search placement on the Search Engine Results Page	
	Click Share	%	The number of clicks received divided by the total number possible	Clicks/Total Clicks Avail.
	Clicks	#	The number of clicks received	
	Click-Through Rate	%	The number of clicks divided by the number of impressions	Clicks/Impressions
	Cost-Per-Click	\$	The average cost of each click of an ad	Cost/Clicks
	Cost-Per-Conversion	\$	The average cost of each conversion	Cost/Conversions
	Cost-Per-Lead	\$	The average cost of each Lead/Form Fill	Cost/Form Fills
	Cost-Per-Thousand	\$	The cost of 1,000 impressions of an ad	Cost/(Impressions/1000)
	Impression Share	%	The number of impressions received divided by the total number possible	Impr./Total Impr. Avail.
	Impressions	#	The number of times an ad was viewable	
	In-Store Visits	#	The number of times a user visited a physical location	
	Organic Rank	#	The order in which search engines list webpages on the results page	
	Quality Score	#	The value Google assigns to keywords for Paid Search advertisers	
	Return on Ad Spend	%	The average percentage gained from advertising cost	Revenue/Cost

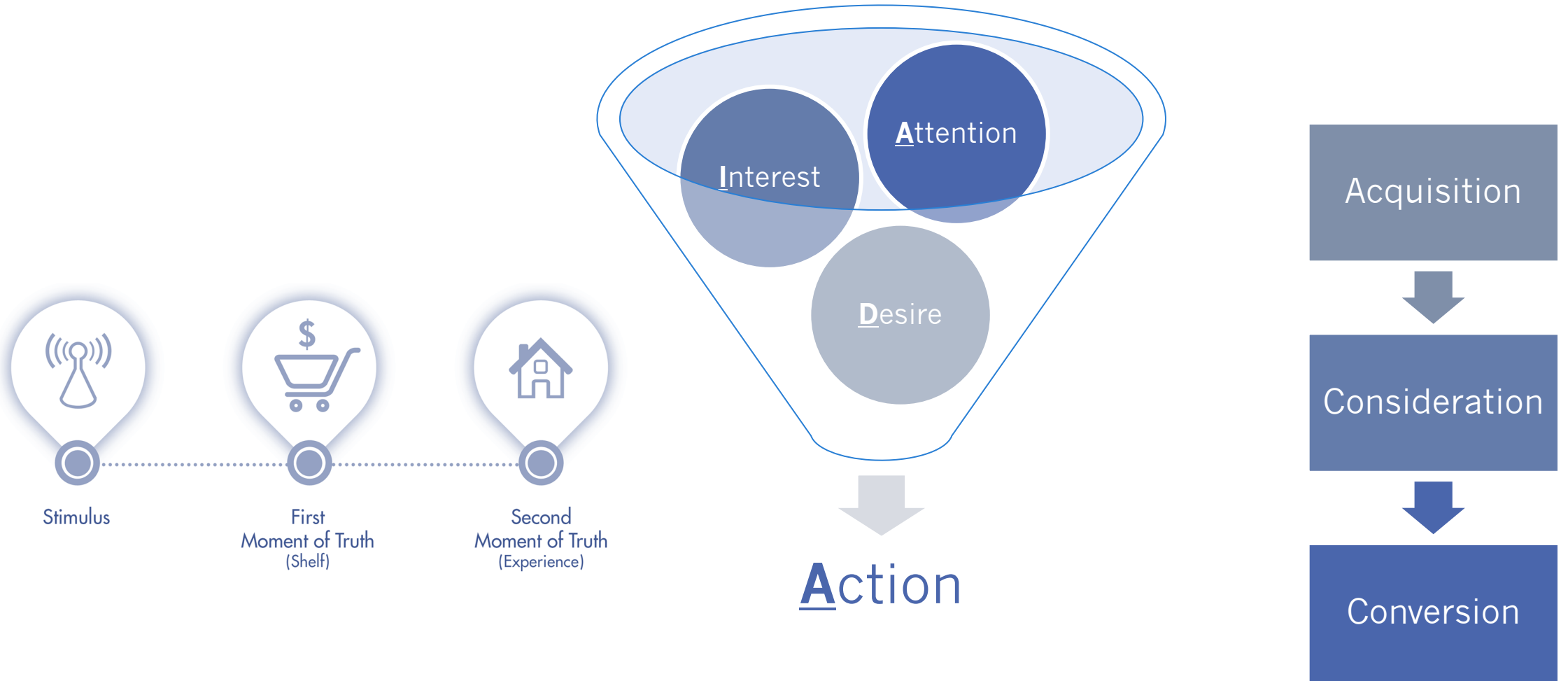
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AIDA Revisited

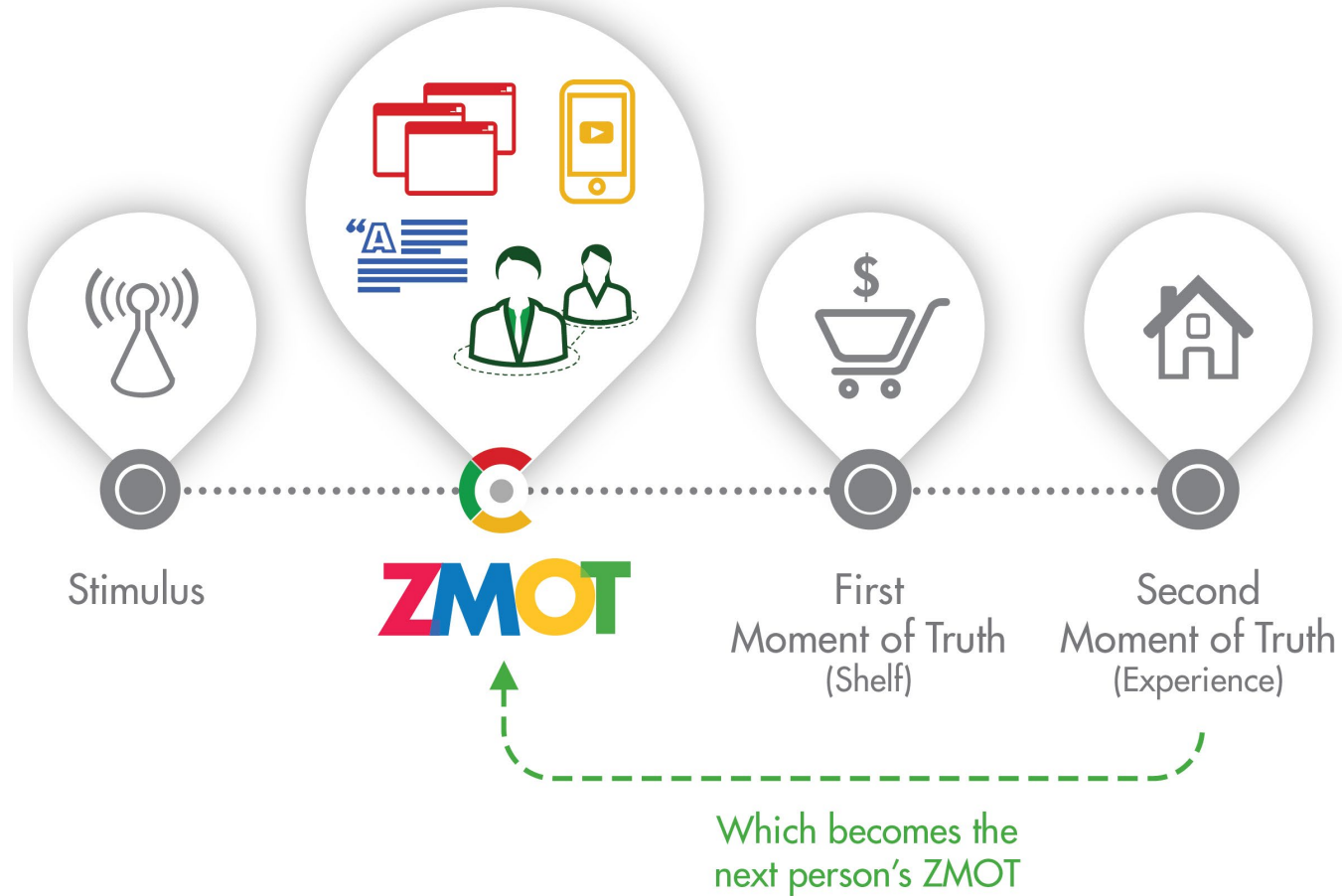


E. St. Elmo Lewis, 1872 - 1948

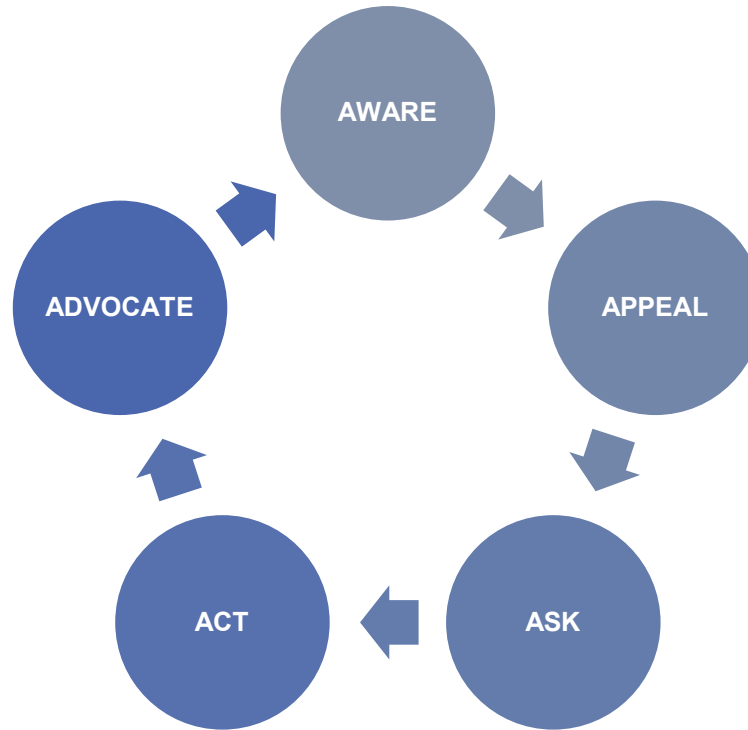
Other Models



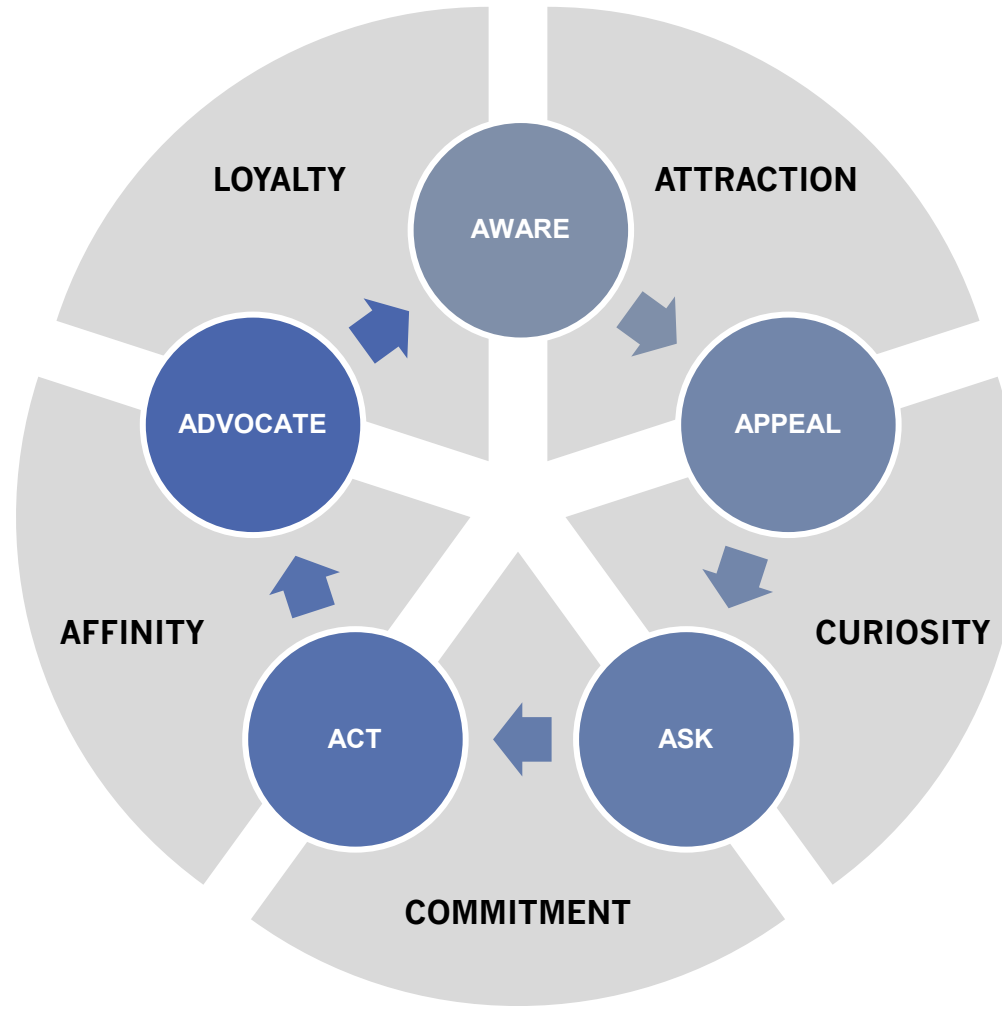
Other Models



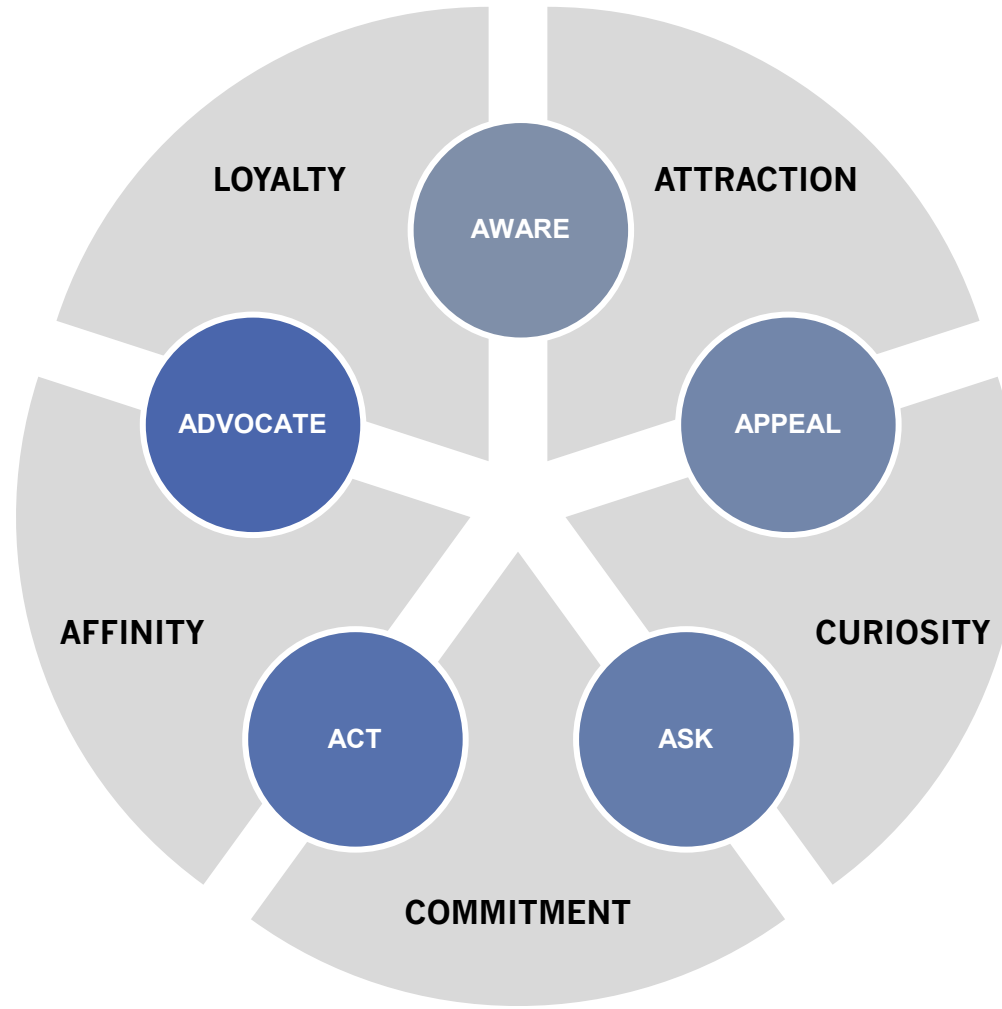
A Modern Marketing Framework



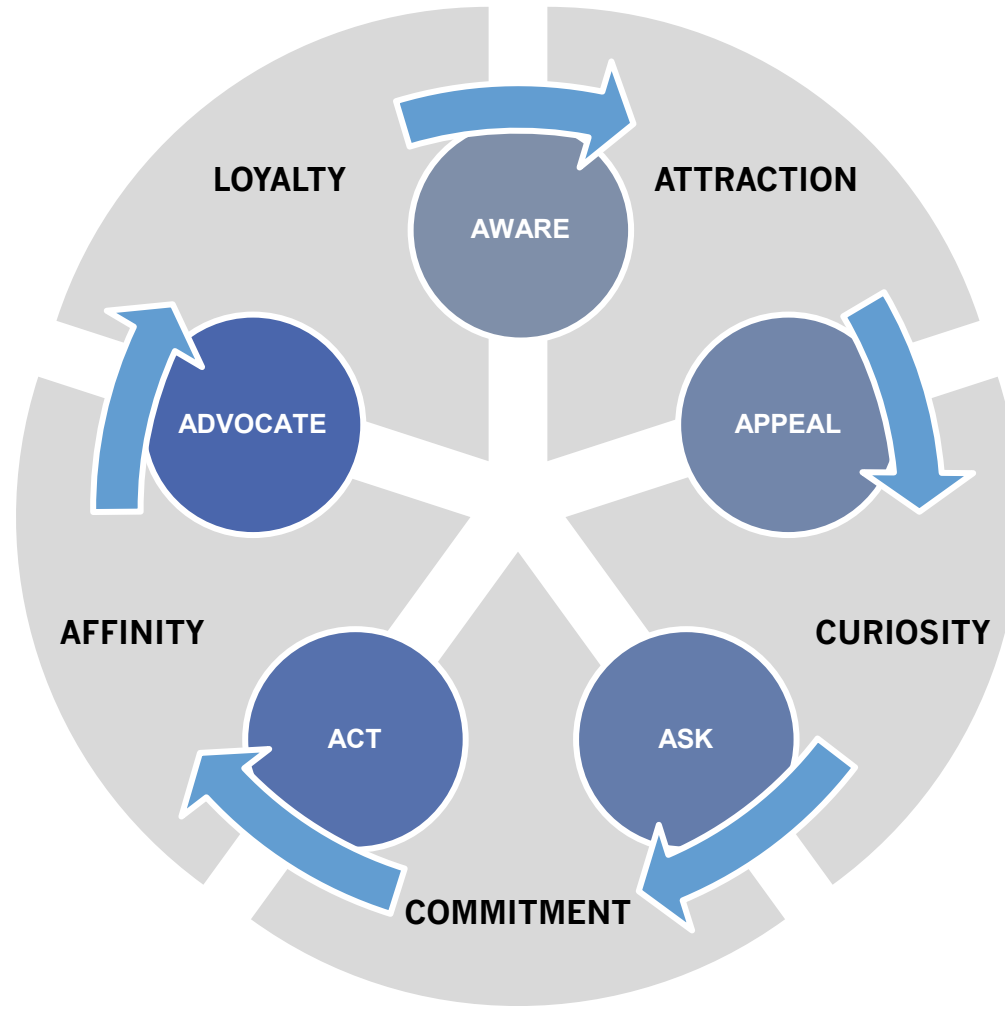
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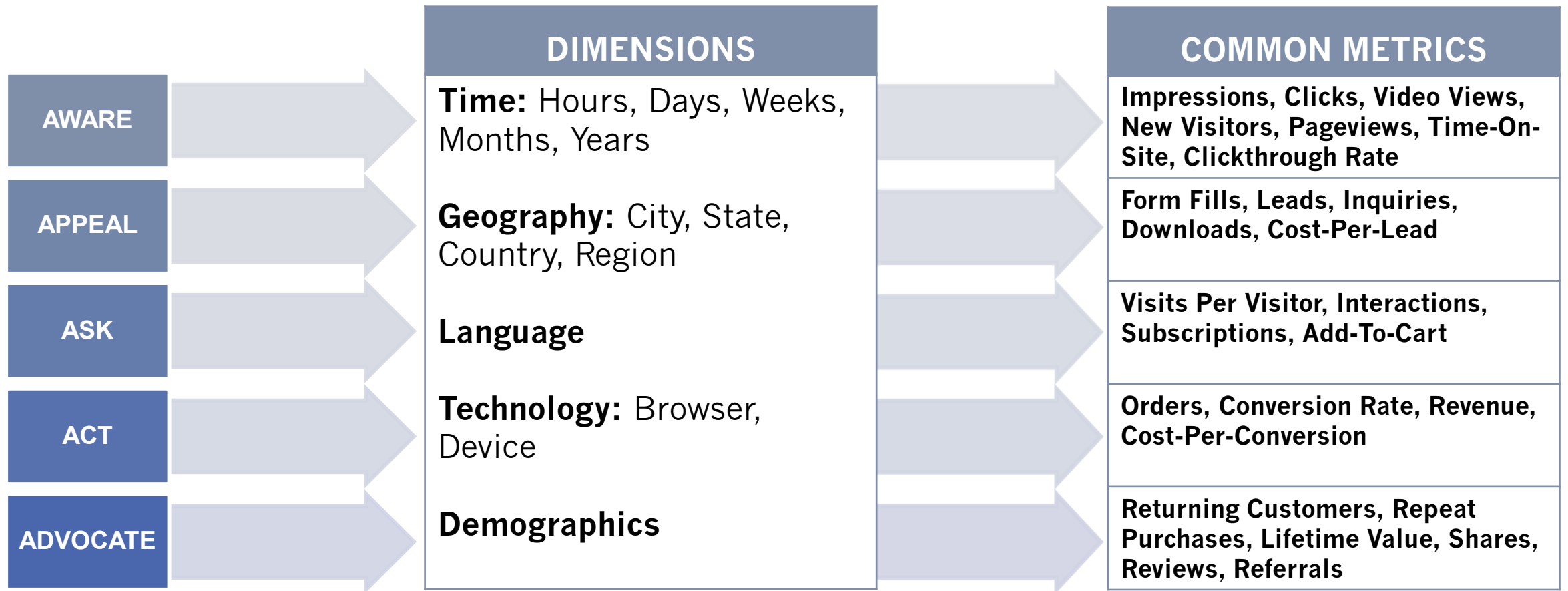
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A Modern Marketing Framework



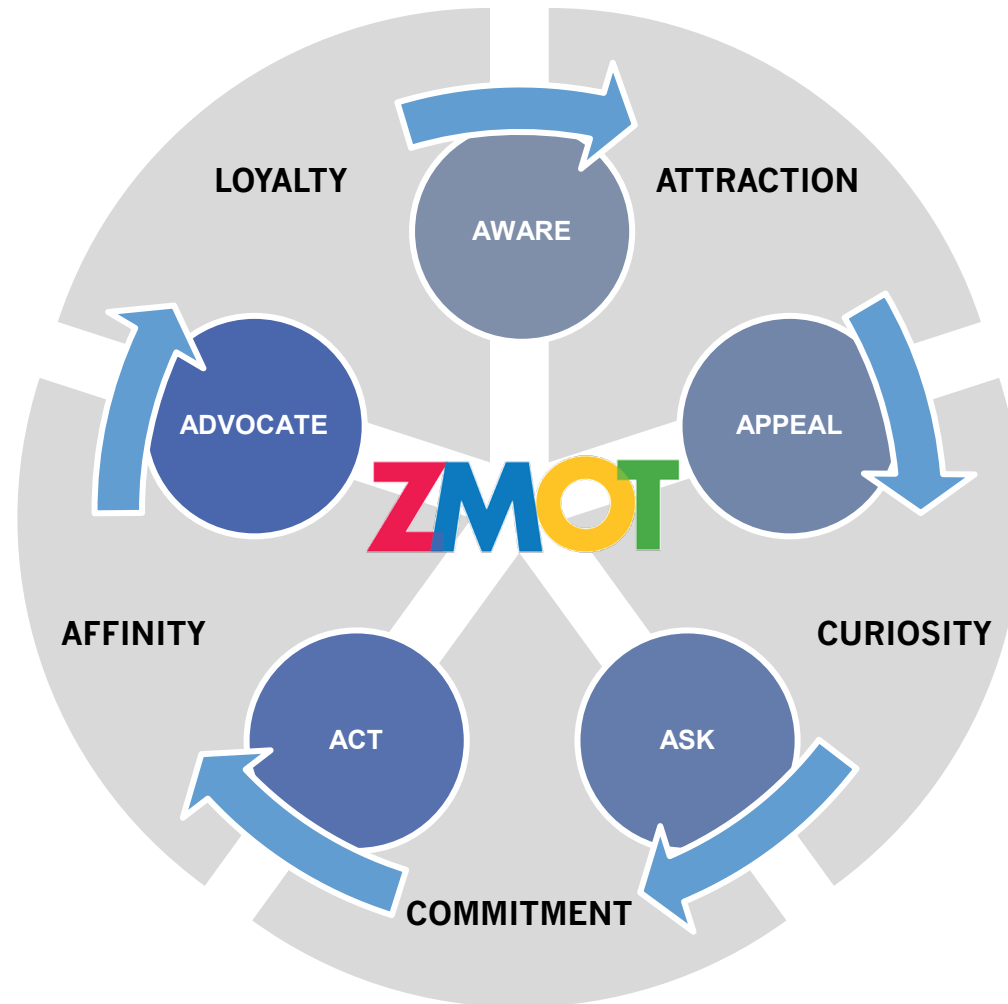
A Modern Marketing Framework



A Modern Marketing Framework

90%
of buyers say
their buying decisions
are influenced by online
reviews

87%
of buyers prefer
brands that personalize
experiences the best



72%
of buyers will
turn to Google while in the
research stage

67%
of the buyer's
journey is now done
digitally

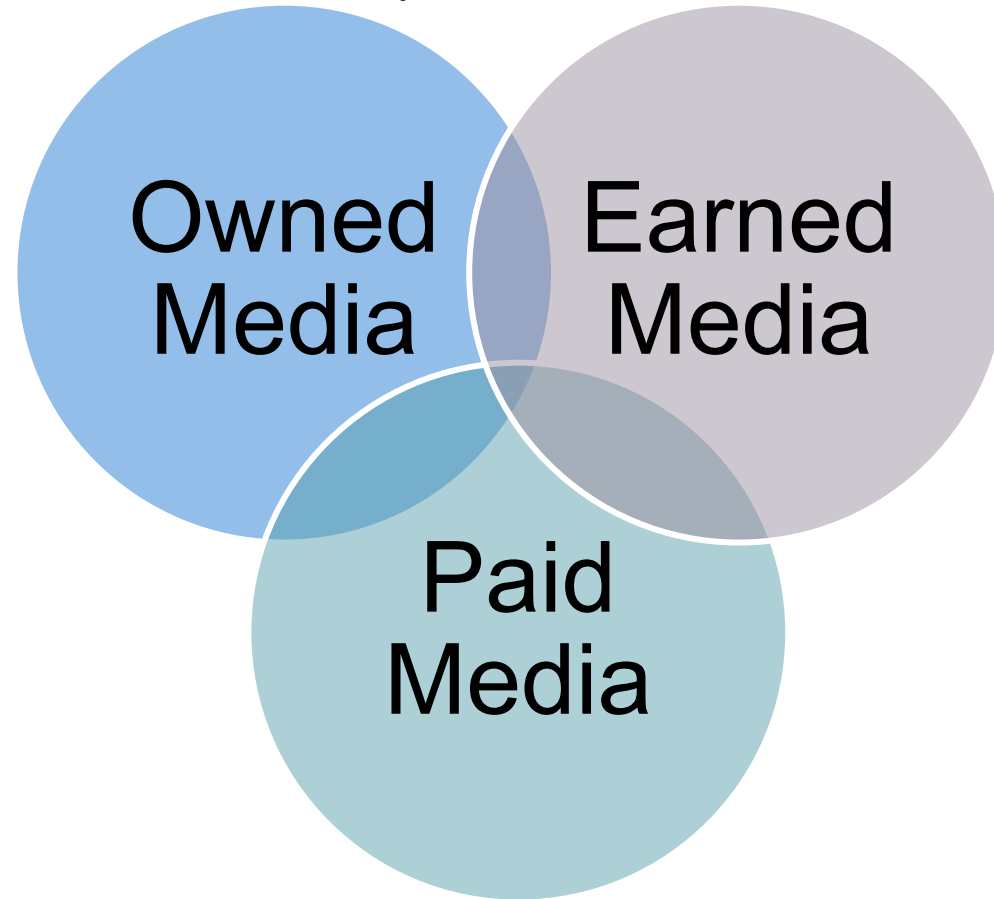
Key Performance Indicators



- What are KPIs?
- KPIs are metrics that measure performance related to your business goals.
- What is your business goal and what metrics are related to achieving that goal?
- Select 2-3 KPIs for your business or project.

Types of Media

We classify the types of media available today to understand the relationship between marketing for the brand, services or products and the consumer in digital marketing.



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Owned Media

Media you have full ownership and control over.

Includes:

- Website
- Blog
- Email Marketing
- Hosted Content
- Some Social Media

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Common KPIs:

- Visits, Pageviews, Time On Site, Sales
- Views, Subscriptions, Shares, Comments
- Opens, Clickthroughs, Sales
- Views, Shares, Likes, Clicks

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Earned Media

Media you have no ownership and control over, but have earned through free exposure.

Includes:

- Viral Social Media
- Blog Shares
- Shared Content
- Reviews
- Unpaid Mentions

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Common KPIs:

- Shares, Retweets, Follows, Clicks
- Shares, Views, Subscribers
- CTR, Clicks, Shares
- Views, Shares, Likes, Clicks
- Views, Likes, Clicks

Types of Media

We classify the types of media available today to understand the relationship between marketing for the brand, services or products and the consumer in digital marketing.



Paid Media

Media you have some ownership and control over and pay for to gain exposure.

Includes:

- Paid Search Advertising
- Display Advertising
- Paid Social Media & Advertising
- YouTube Advertising
- Paid Influencers

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Common KPIs:

- CTR, CPC, Conversions
- CPM, Clicks, Conversions
- CTR, Clicks, Shares
- Views, Shares, Likes, Clicks
- Views, Likes, Clicks

Conversions

- A conversion occurs whenever your customer takes the action you want them to.
- Always matches to the path leading toward the KPI and business goal.

Examples:

- Online sales
- Find a store
- Find a dealer/partner
- Phone call
- Download a white paper
- Fill out a contact form



Conversions

Conversion Rate is the Number of Conversions divided by the Number of Visitors/Users/Traffic

Conversions / Visitors = Conversion Rate

Example: **10 / 1000 = 1%**

VISITORS	1000
CONVERSION RATE	1%
CONVERSIONS	10

Conversions

Increase Conversion Rate



VISITORS	1000	1000
CONVERSION RATE	1%	2%
CONVERSIONS	10	20

Conversions

Increase Traffic



VISITORS	1000	1000	2000
CONVERSION RATE	1%	2%	1%
CONVERSIONS	10	20	20

Conversions

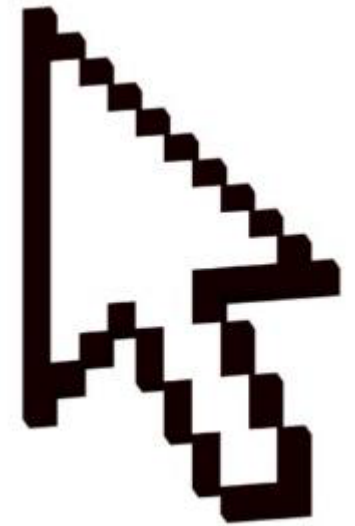
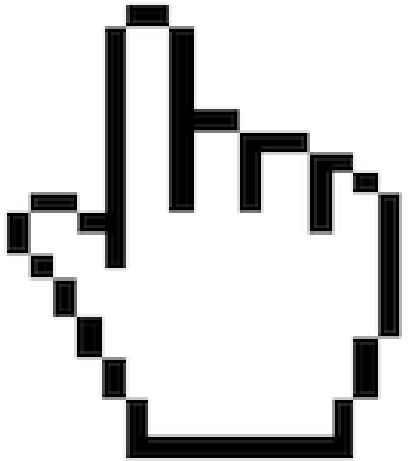
Increase Both



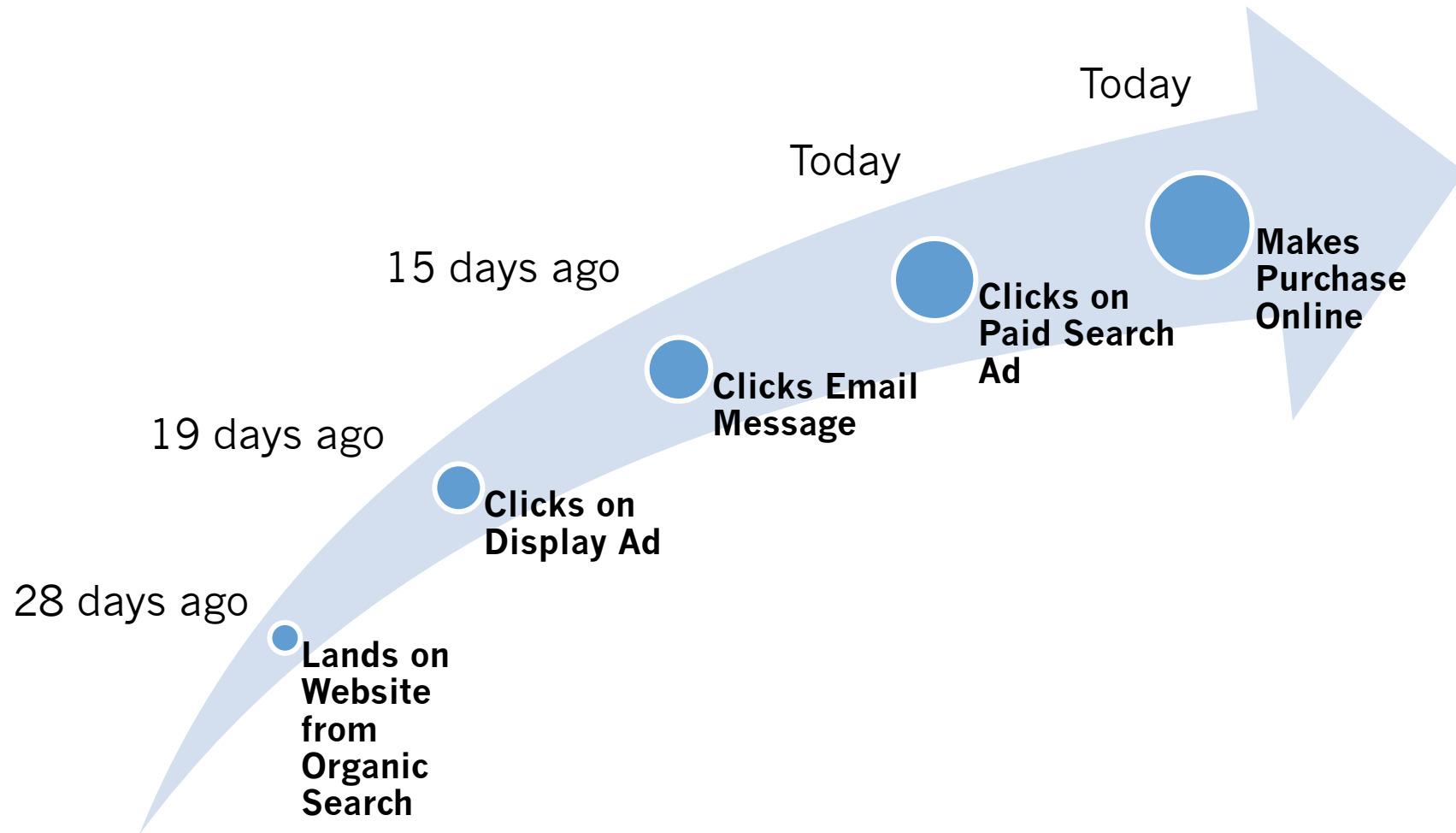
VISITORS	1000	1000	2000	2000
CONVERSION RATE	1%	2%	1%	2%
CONVERSIONS	10	20	20	40

Overview of Digital Behavior

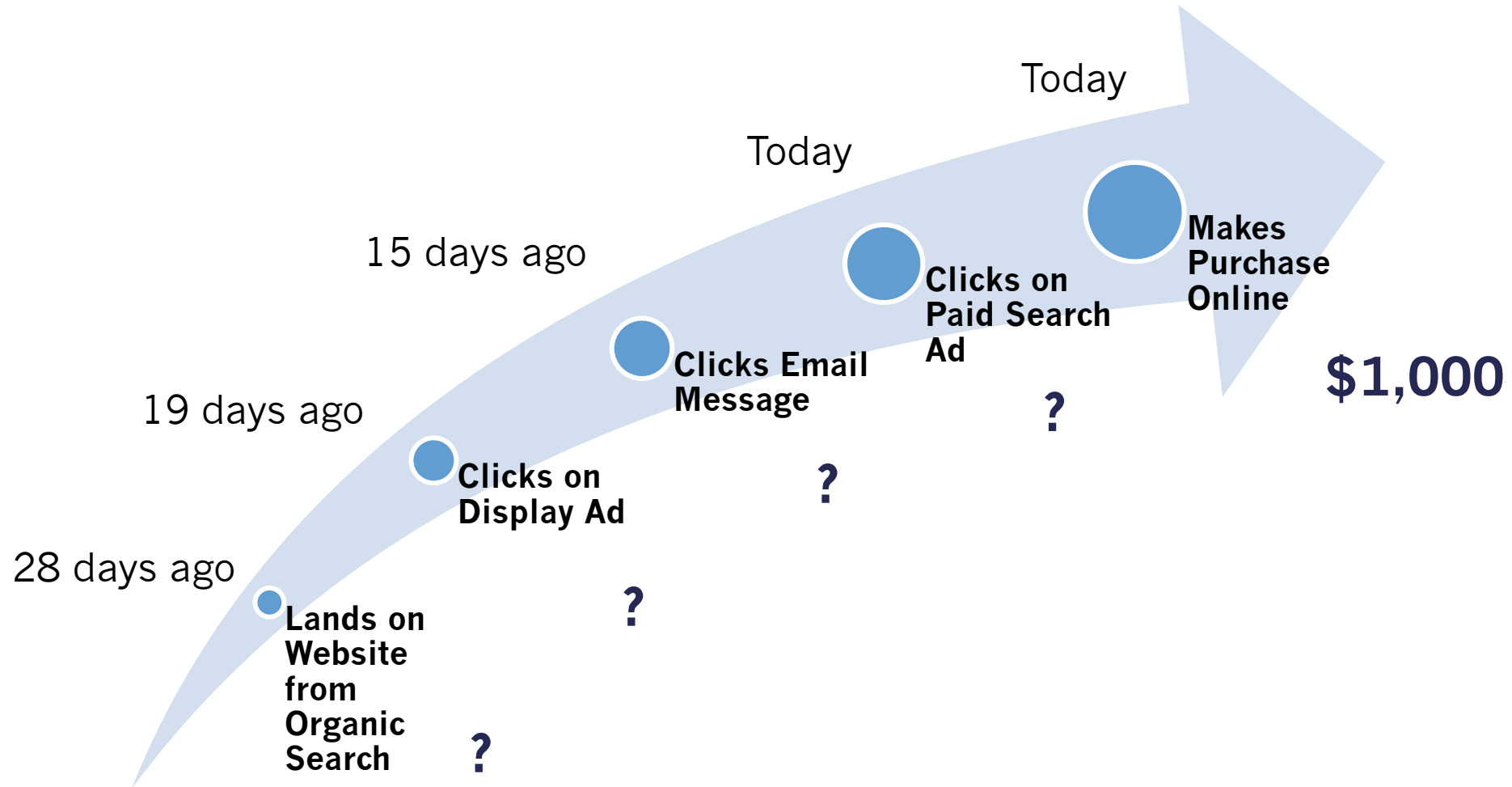
- Generally described as a “customer journey”
- Analysis begins with mapping the customer journey from first interaction through loyalty
- Each step in the journey has a value, calculated as a portion of the end goal or conversion value
- Requires that each event is tracked



An Example Customer Journey



Value of a Click



Attribution

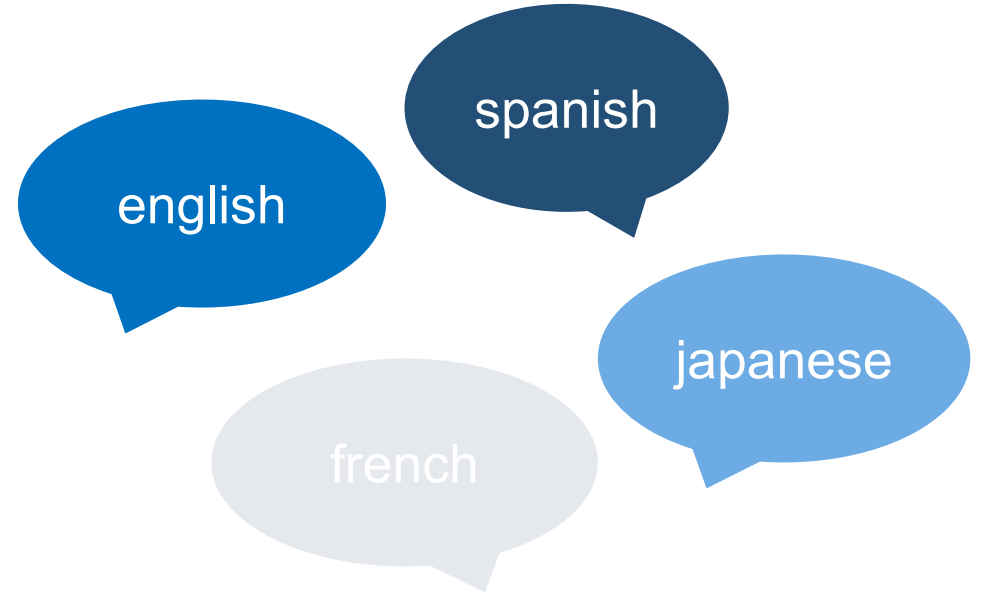
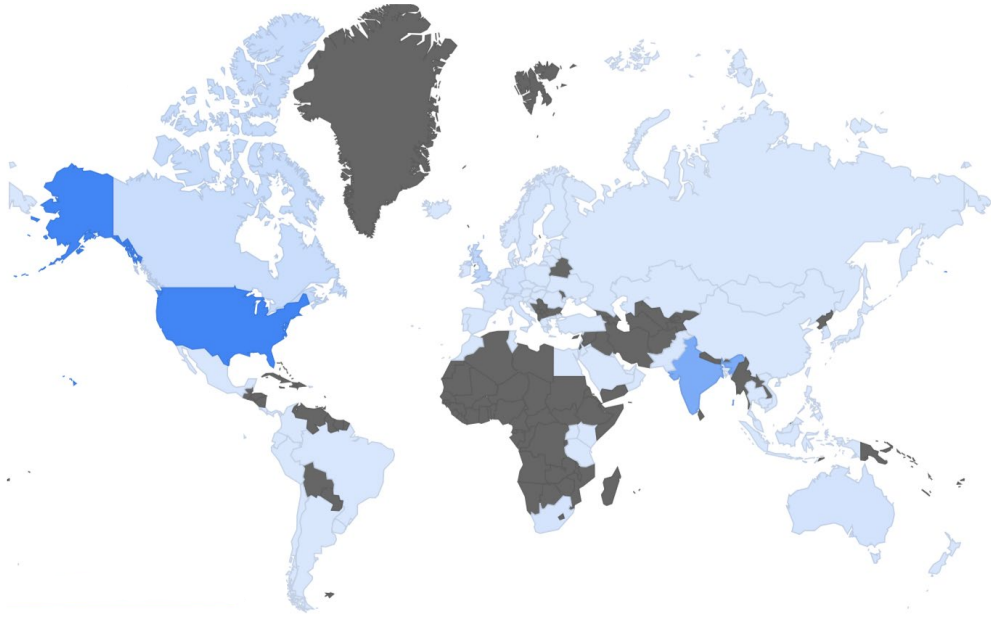
Attribution: the process of identifying a set of user actions (“events”) across screens and touch points that contribute in some manner to a desired outcome, and then assigning value to each of these events.

source: iab

Lookback Window: the amount of time to include data from the action or click.

Example: 30 day lookback window means a click from 30 days ago will be included in the data, but 31 days will not.

Segmentation



Behavior



Technology

Time/Cohort



Demographics

Purpose of a Dashboard

- Quickly and easily check performance
- Visualize changes to data over time
- Get out of Excel
- Make accessible for stakeholders
- Post in a public space, TV monitor
- PDF reports to easily email and share
- Gain insights and help influence good business decisions
- Achieve your business goals faster!



Thank You!

Questions?