

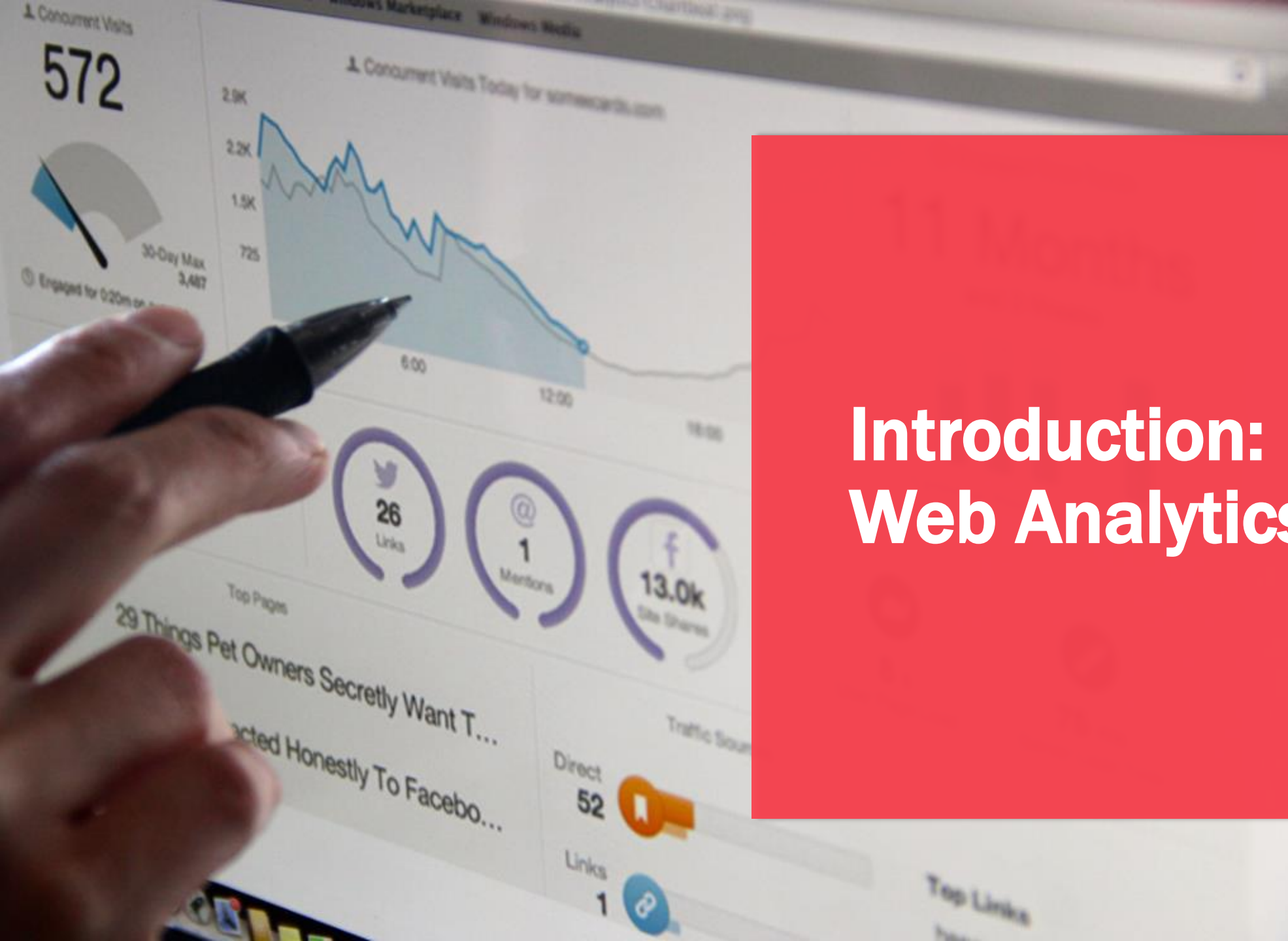
# Measuring

Measuring  
Measuring



# Digital Success

*Presented by*  
**Siavash Hosseinbor**

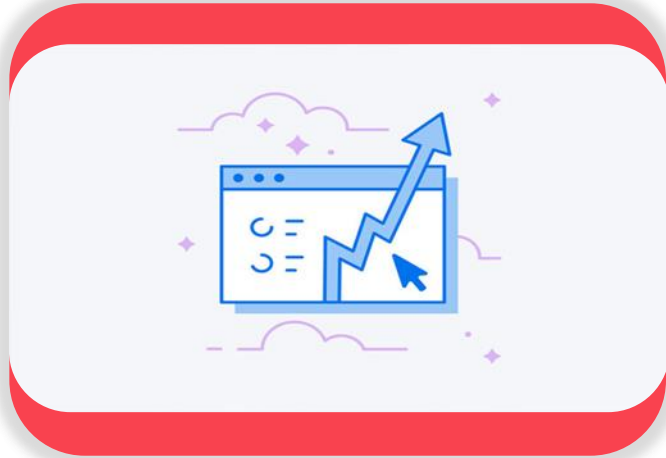


# Introduction: Web Analytics

# What is it? Why is it important?

**Web analytics** is the analysis of the behavior of visitors to your online shop.

By employing web analytics, you can improve your business by...



**Gain more traffic & visitors**



**Retain users & customer loyalty**



**Increase conversion as well as revenue per customer**

# Ask The Right Questions

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- ✔ How do people arrive at our website?
- ✔ What actions do we need to track and why?
- ✔ Where are your active users from?
- ✔ How do people navigate on our website?
- ✔ Are we doing better or worse over time? In which aspect?
- ✔ What and how do people find the information on the website?
- ✔ What content is working and what content is underperforming?

# Understand The Metrics

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- 💡 Page load Speed
- 💡 % of visitors who view product pages
- 💡 % of visitors who came through search then bounce
- 💡 Average order value
- 💡 Recurring revenue
- 💡 Landing page conversion rate

# Basic Process

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## I. Collect Data

- I. Web behavior
- II. Device data
- III. Content & traffic sources
- IV. Secure membership areas

## II. Measure

- I. Duration
- II. Revenue Success

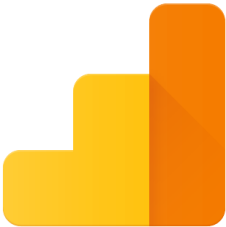
## III. Analyze

- I. Visitors
- II. Navigation
- III. Traffic and Success Pattern



# Recommended Tools

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Google Analytics





# Google Analytics

Allows websites to collect and measure most basic metrics with regards to traffic, devices, popularity, visitors, behaviors, conversions, trends and marketing sources (to an extent).



- 💡 Easy to implement
- 💡 Free to use
- 💡 Reliable
- 💡 Flexible



# Google Analytics

## Review Website Performance

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	12,440 % of Total: 100.00% (12,440)	10,477 % of Total: 100.00% (10,477)	00:01:50 Avg for View: 00:01:50 (0.00%)	6,856 % of Total: 100.00% (6,856)	67.65% Avg for View: 67.65% (0.00%)	55.11% Avg for View: 55.11% (0.00%)
1. /	3,852 (30.96%)	3,266 (31.17%)	00:01:21	3,172 (46.27%)	57.93%	58.28%
2. /special-offers/stay-longer-pay-less	1,340 (10.77%)	1,167 (11.14%)	00:02:03	806 (11.76%)	86.39%	72.69%
3. /special-offers/leisure-package	536 (4.31%)	494 (4.72%)	00:00:55	492 (7.18%)	89.43%	90.30%
4. /special-offers/weekend-special	511 (4.11%)	481 (4.59%)	00:01:21	466 (6.80%)	91.42%	90.61%
5. /special-offers/4th-anniversary-special	494 (3.97%)	424 (4.05%)	00:03:37	240 (3.50%)	61.22%	59.92%
6. /special-offers	455 (3.66%)	323 (3.08%)	00:01:01	84 (1.23%)	53.57%	28.79%
7. /best-accommodation-bali	434 (3.49%)	310 (2.96%)	00:01:22	65 (0.95%)	75.76%	28.57%
8. /family-adventure	341 (2.74%)	272 (2.60%)	00:01:48	62 (0.90%)	53.23%	29.03%
9. /tea-tree-spa	315 (2.53%)	221 (2.11%)	00:02:03	112 (1.63%)	62.50%	49.21%
10. /recreation-facilities	258 (2.07%)	218 (2.08%)	00:02:06	26 (0.38%)	88.46%	38.76%

- 2 landing pages clearly have a high bounce rate and are causing wastage.
- Identify issue or divert traffic to another page to avoid wasting budget.

# Facebook Insights

💡 Better and more reliable tracking of demographic data (age and gender).

💡 We recommend to use this data in combination with Google Analytics.

The screenshot displays the Facebook Audience Insights interface for a 'New Audience' of 150m - 200m monthly active people in the United States. The interface is divided into a left sidebar for audience creation and a main content area for demographic analysis.

**CREATE AUDIENCE**

- Custom Audience
- Location** (highlighted with a blue box): UNITED STATES, All United States, + Country, region, or city
- Age and Gender: Age (18 - Any), Gender (All, Men, Women)
- Interests: + Interest
- Connections
- Pages: People Connected to (+ Your Page), People Not Connected to (+ Your Page)
- Advanced

**(New Audience)** 150m - 200m monthly active people

**People on Facebook** Country: United States of America

**Demographics** | Page Likes | Location | Activity | Household | Purchase

**Age and Gender**

54% Women, 54% All Facebook

46% Men, 46% All Facebook

Information only available for people aged 18 and older.

Age Group	Women (%)	Men (%)
18 - 24	17%	20%
25 - 34	24%	28%
35 - 44	19%	19%
45 - 54	16%	15%
55 - 64	13%	10%
65 +	11%	8%

**Lifestyle**

US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personixx. Request audiences here from Acxiom Data Guru.

Lifestyle	Selected Audience (%)	Compare (%)
Country Enthusiasts	0.8%	+0%
Work & Play	6%	+0%
Schools & Shopping	1%	+0%
Urban Diversity	3%	+0%

# LinkedIn Website Demographics

View by: Job title ▾	% of Pageviews	All Visitors	Time period change
Co-Founder	30.4%		▼ 2.4%
Chief Operating Officer	28.9%		▲ 0.6%
Chief Executive Officer	23%		▲ 2.9%
Founder	16.2%		▲ 6.9%
Marketing	6.6%		▲ 2.5%
Marketing Manager	6.4%		▲ 3.4%
Head Of Marketing	4.7%		▲ 4.3%
Lecturer	3%		▲ 0.1%
Performance Manager	3%		▲ 3%
Affiliate Marketing	2.8%		▲ 2.8%
Social Media Manager	2.3%		▲ 1.5%
Freelance Illustrator	2.3%		▲ 2.3%
Brand Strategist	2.1%		▲ 2.1%
Owner	1.7%		▼ 2.1%

💡 Professional statistics of the website visitors: job function, job title, industry, company size, and company name.

💡 We recommend to use this data in combination with Google Analytics.

**“You’d have to spend a lot of money to get effective web analysis.”**

A sample 3 month all traffic source report through campaign section in Google Analytics.

Source/Medium	Sessions	Revenue	Transactions
(direct)/(none)	638,196	177,502.10	1235
google/organic	403,112	126,651.11	965
google.com/referral	68,511	9,213.20	66
facebook.com/referral	38,117	4,545.45	41

**What are your conclusions?**



**Direct traffic is number 1, and organic traffic comes second.**



**Most of revenue also comes from direct traffic meaning people know about us and come directly to shop.**



**We will need to find ways to improve organic ranking and traffic volume.**

The direct traffic *is not high*. There can be many ways the traffic sources are *hidden and mistaken as direct*.

1. Mobile applications don't send referrer data.
2. Word/PDF documents don't send referrer data.
3. During a http to https or 302 redirect, the referrer is not passed.
4. Direct link from shared social messages.





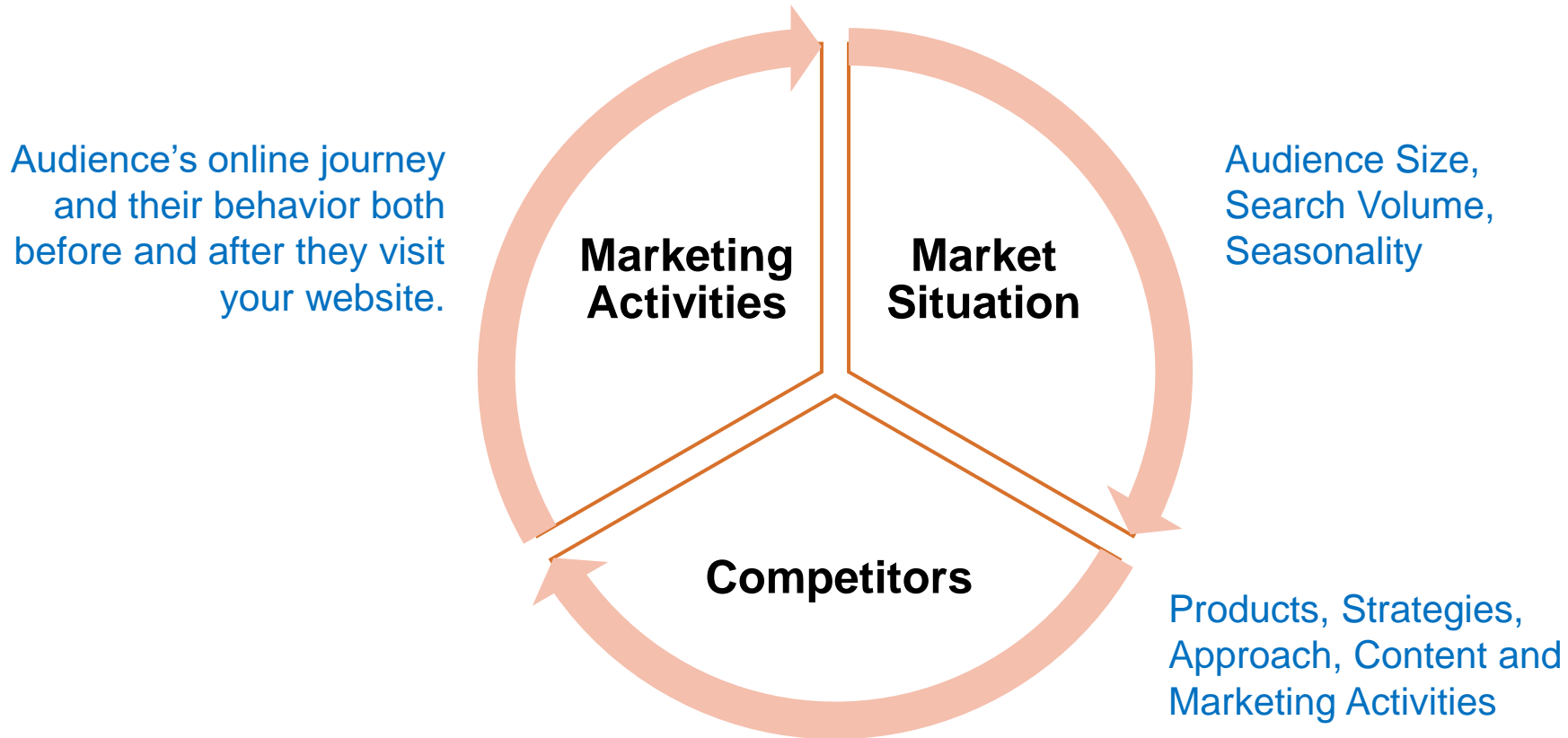


# Offsite Analytics

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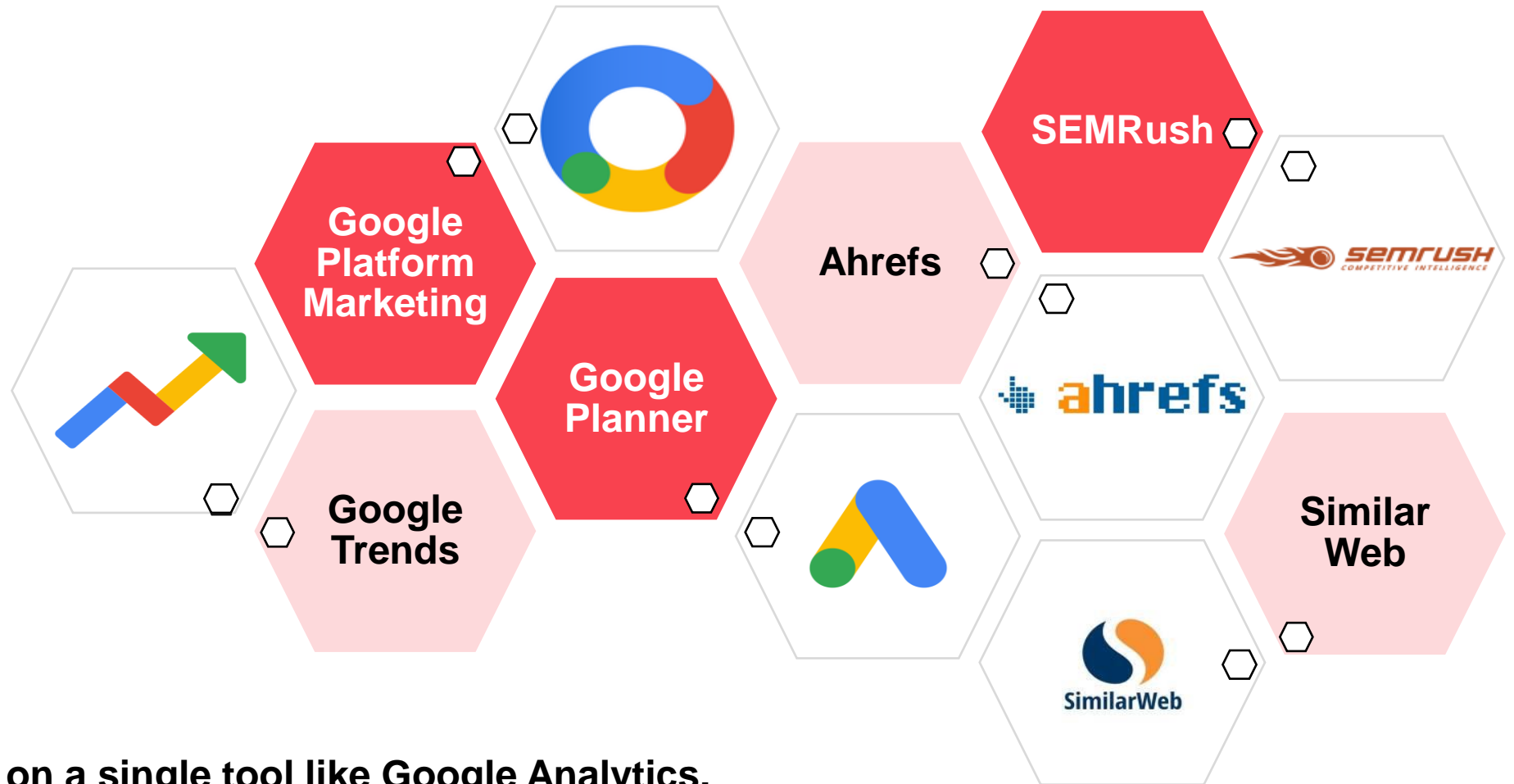
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The process of learning and analyzing data through marketing activities, market situation, and competitors.



# Offsite Analytics

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**You cannot rely on a single tool like Google Analytics.  
You will need to combine multiple sources and solutions.**

# Important Metrics : Social

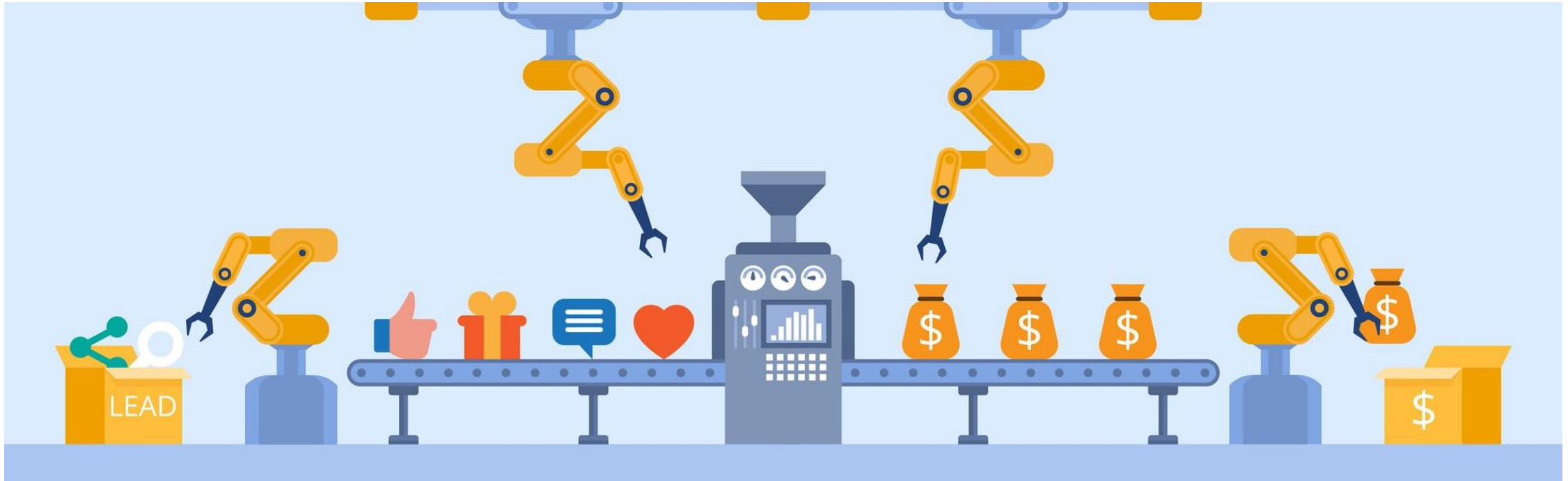
## POST COMMENTS AND SHARES



💡 People can like a post easily, they can even spare a few seconds to watch a video. However, **share and comments** are proof of someone having read the content and a strong feeling about it.

# Important Metrics : Direct Response

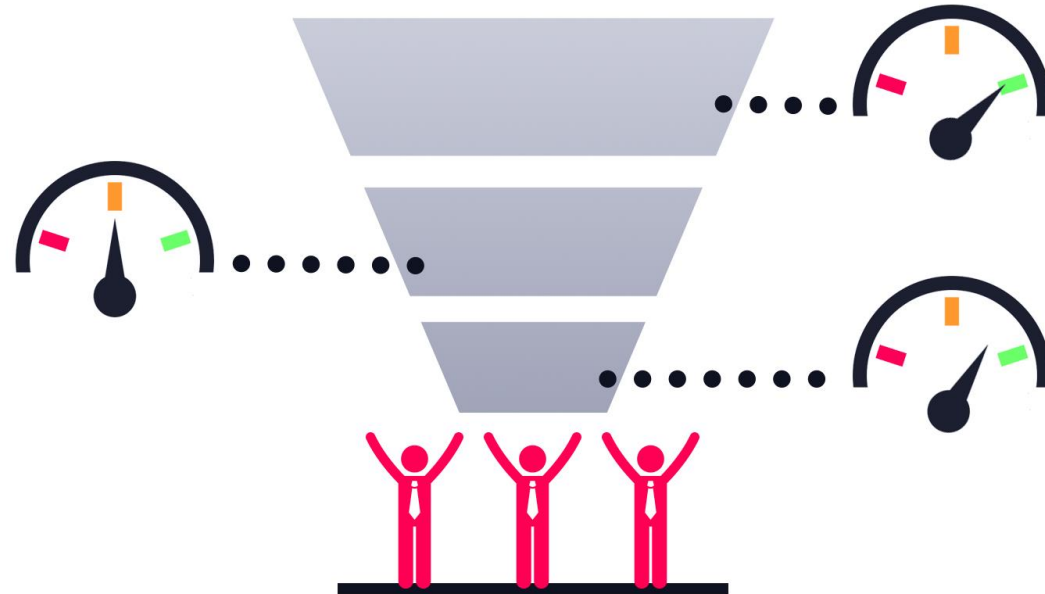
## QUALIFIED LEADS



There are many ways to acquire and increase the number of leads you get, but **not all leads are equal**. Activities that bring the most qualified leads must be what you steer towards, so you won't waste time and money on getting many but unqualified leads.

# Important Metrics : Direct Response

## CONVERSION RATE



💡 If you have a tracking method in place. It's important to gauge the conversion rate. The conversion rate is an important metrics that is affected by the **effectiveness of website experience, onsite information, brand trust, service, communication strategy.**

# Important Metrics : Market Competition

## SHARE OF VOICE



Share of voice refers to **Impression share** in search marketing, or **Reach** in Facebook ad manager. Those are important metrics to keep you aware of **how competitive your campaign is** and assist you in making important decisions in a campaign.





**Your Brand keywords across SEM have an impression share of 75%, but drive significant revenue at a ROI of \$10.**

**Why is this a problem?**



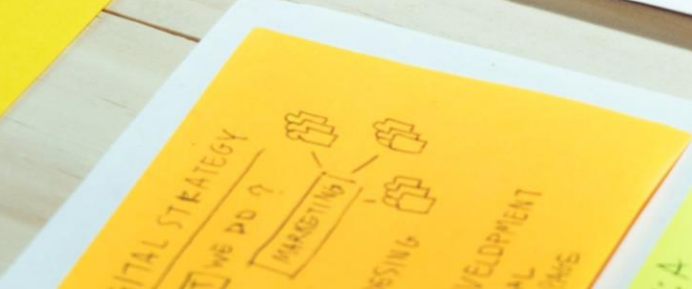
# Recommendations

DIGITAL MARKETING



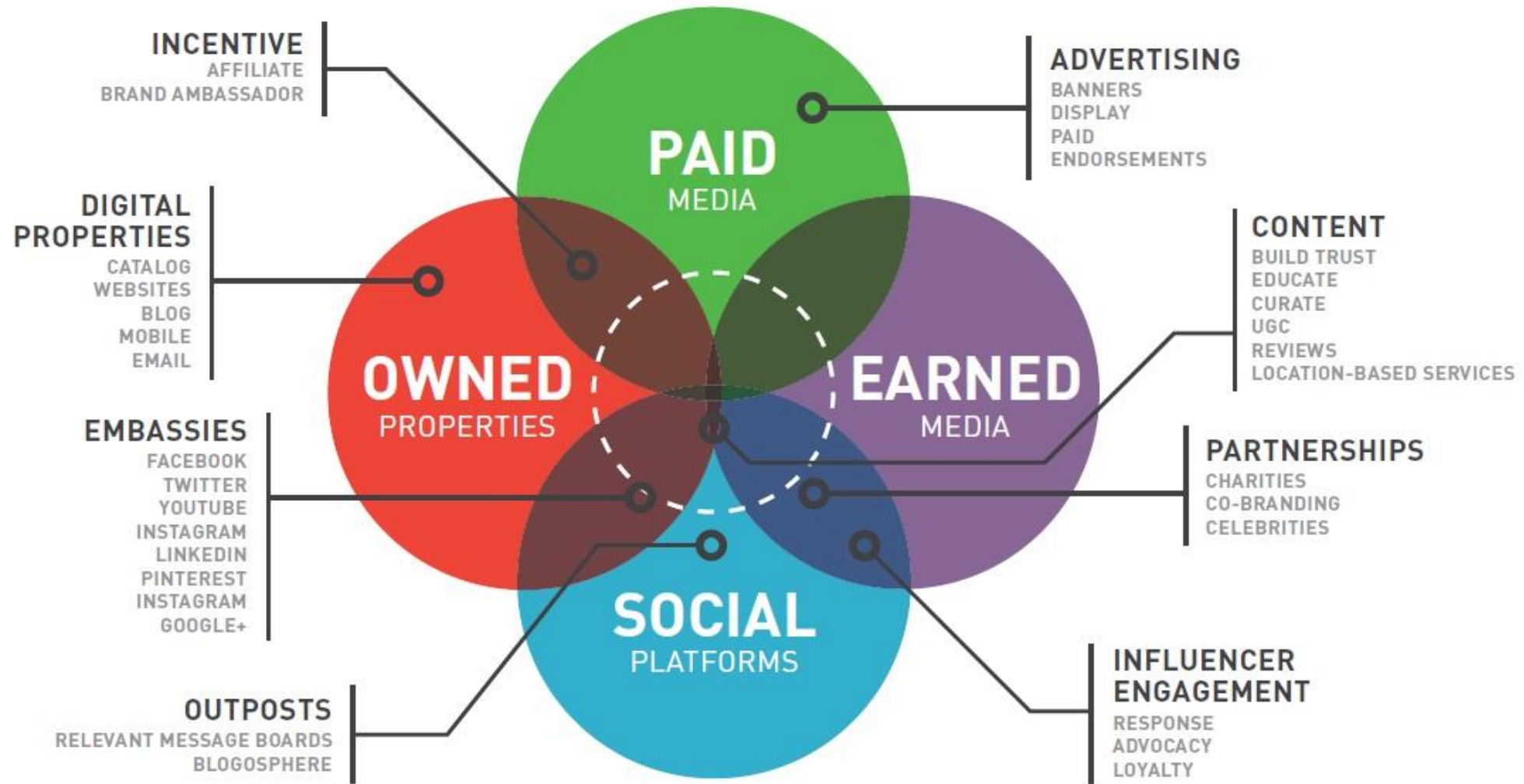
IDEAS

- MAKE DIFFERENCE
- COMMUNICATION
- STORYTELLING
- GO VIRAL



STRATEGY CONTENTS

# Media Landscape

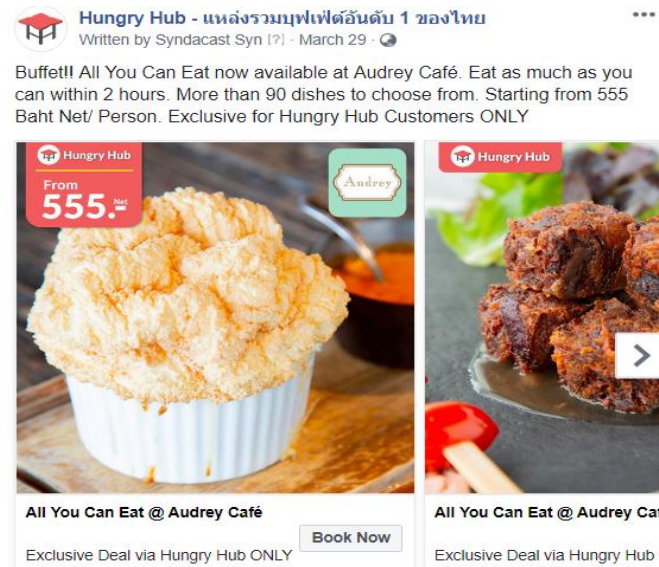


# User Journey: Google Marketing Platform

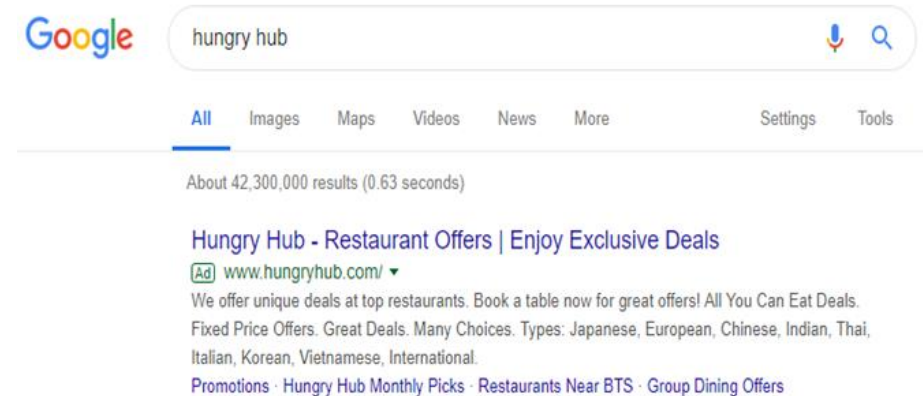
First interaction (Display Banner view)



Second interaction (Facebook ad)



Third interaction (SEM ad) = Conversion

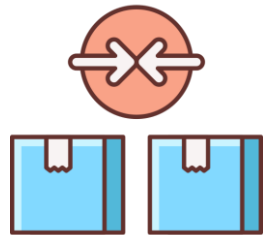


- Conversion is attributed to the SEM ad.
- Campaign Manager shows the path to conversion, in this instance the Display banner played an important role as it led to use becoming aware of the Brand and offer.

# Today's Problem In Digital Media

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The media landscape is **fragmented**, marketers have **no holistic view** of their marketing efforts.

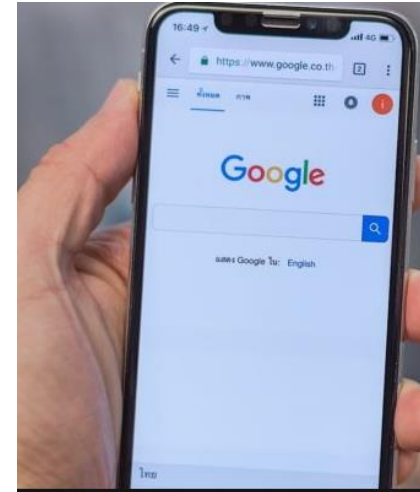


Businesses **mistake marketing with sales** hence only build marketing strategies based on a **short-term vision**.

Marketers still think and analyze marketing channels while the **reality revolves around audience and journey**.







**What are the disadvantages of not seeing the customer journey and how could this affect your business?**

# Recommendation #1

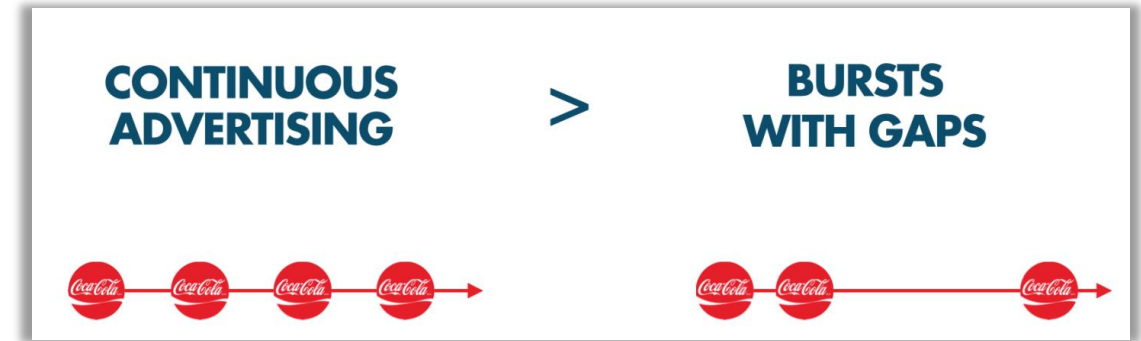
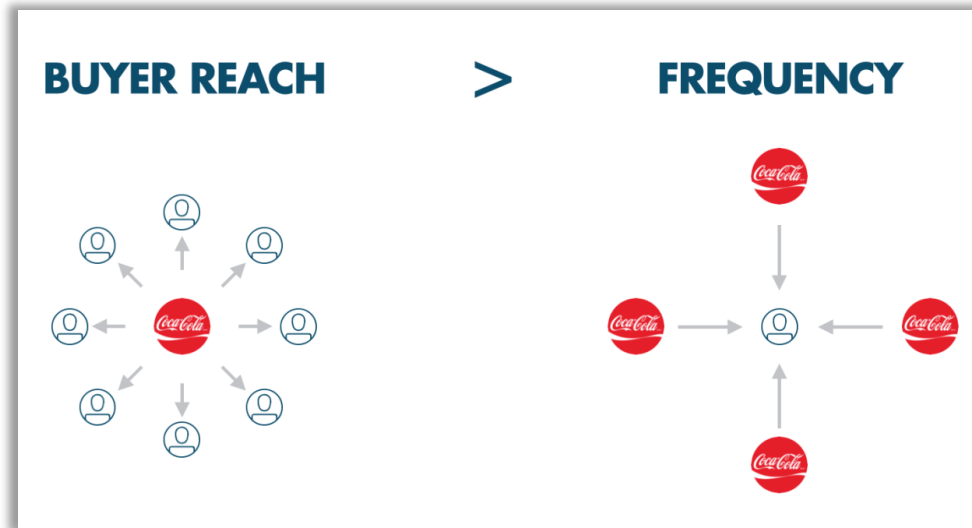
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**Set expectations and objectives for different strategies instead of having 1 goal for everything, like ROI.**





# Recommendation #2



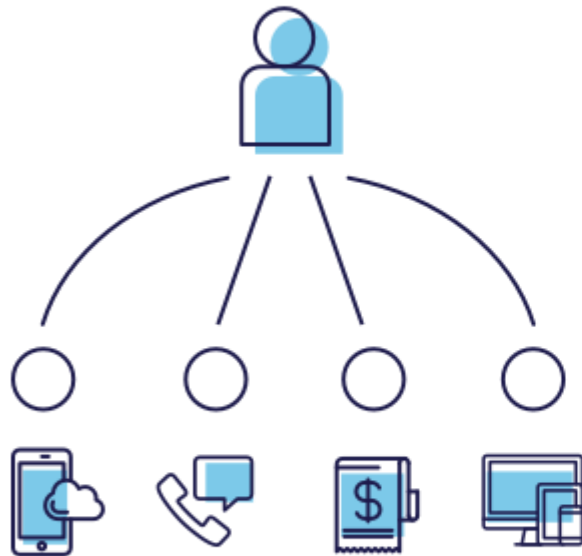
**Have a long term vision and pull each marketing efforts towards this long term goal.  
Short-term metrics are more measurable but don't always get caught in them.**

# Recommendation #3

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**Use professional digital agency service or a solution that can track all activities in the same platform. Getting reports from different advertising platforms make the data inaccurate and blind you from understanding the customer journey.**

Multichannel

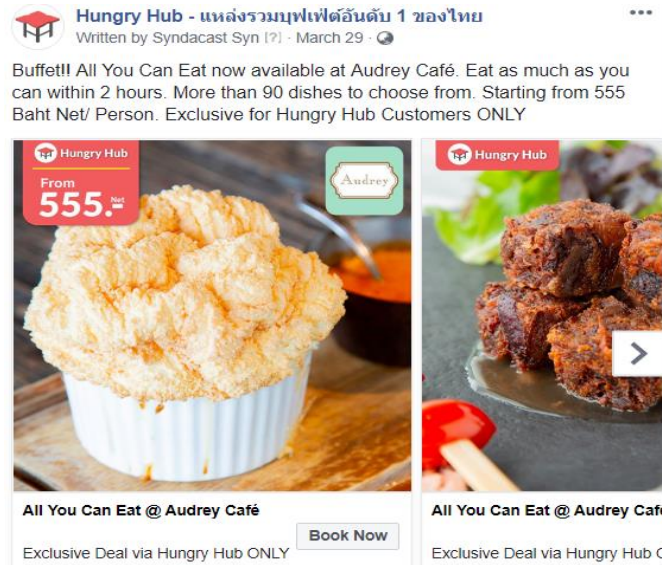


Omnichannel

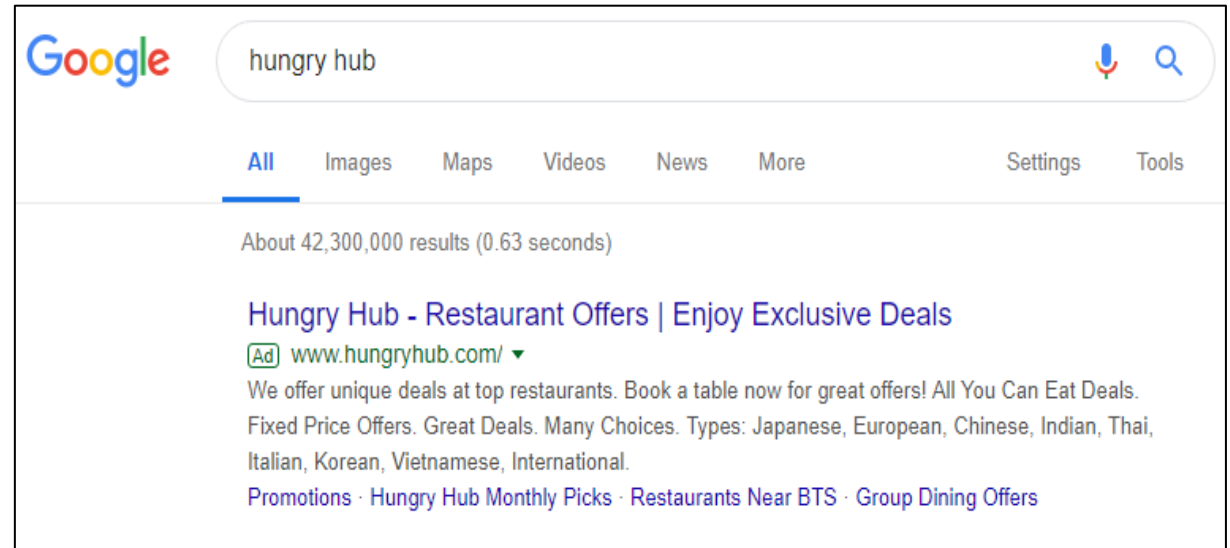


# Over-reporting: Double Conversions

*User views or clicks the Facebook Ad*



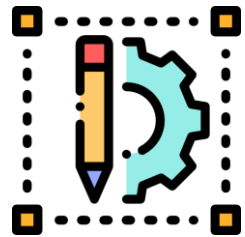
*Later in the day, the user click's the Google SEM ad and converts*



- The same conversion will show on Facebook ads and Google ads, therefore 1 conversion will be reported as 2 conversions.
- At Syndacast, we use Campaign Manager (Google Marketing Platform) which de-dupes conversions, therefore only 1 conversion will be shown.

# Recommendation #4

**Audience data makes a big difference. Most agencies today have similar technology, similar access to the advertising inventory and using similar tools. The ability to craft your own intent data and having third party audience data plugged into your campaigns enhance quality as well as long term results.**



**CRAFT**



**STORE**



**USE**

Build your first-party audience data based on their intention (everything you need to know about your visitors).

For example: by product category view, by various actions (contact form, online chat, downloads, add to cart, submit a review, purchase), by pages/sections they visit (find a dealer, forum sections, special offers, loyalty program).

Work with agencies that have the third party audience data to enhance the quality of your ad impressions.

It's great if you can afford a DMP. But not everyone needs it. Without a proper DMPs, audience lists can be stored and used on many platforms.

You should store the lookalike data (provided by Facebook and Adwords for free).

If possible, run and find similarities between your data and third-party data (from providers that you can buy via DSPs).

Your data needs to be put to work. It involves: testing the messages on different platforms (social ads, display ads, text ads, and search ads), drive traffic to it, and measuring result from all those activities.

This process helps you learn how to improve your audience's experience, know what they love, improve your products and services, and build confidence in them so they can make a decision.

# Workshop: Hidden Truth of Marketing

Publisher	Impressions	Clicks	CTR (%)	Conversions	Avg.CPA	Avg.CPM	Avg.CPC	Spend
<b>Search Marketing</b>								
Thailand - Brand Keywords - English	197,692	42,085	21.29	3,823	59	1139.1	5.4	225,190.73
Thailand - Generic Keywords - English	257,808	21,033	8.16	1,497	112	649.8	8	167,515.06
Intl - Brand Keywords - English	200,961	34,265	17.05	4,666	35	813.3	4.8	163,443.31
Intl - Generic Keywords - English	80,336	7,949	9.89	537	140	935.4	9.5	75,147.55
Thailand - Brand Keywords - Thai	80,265	18,087	22.53	1,960	33	811.5	3.6	65,134.73
Thailand - Generic Keywords - Thai	7,670	656	8.55	33	149	641.9	7.5	4,923.19
<b>Total</b>	<b>824,730</b>	<b>124,075</b>	<b>15.04</b>	<b>12,516</b>	<b>56</b>	<b>850.4</b>	<b>5.7</b>	<b>701,354.57</b>
<b>Display Marketing</b>								
Thailand - Display Banners - Prospecting	739,819	383	0.05	209	99	27.9	53.9	20,638.50
Thailand - Display Banners - Retargeting	377,887	374	0.10	593	32	50.8	51.3	19,199.28
Thailand - Facebook Click to Website Ad	4,682,994	44,224	0.94	537	452	51.8	5.5	242,607.34
Intl - Display Banners - Prospecting	7,537,328	3,577	0.05	739	282	27.7	58.4	208,725.21
Intl - Display Banners - Retargeting	907,919	871	0.10	984	50	54.5	56.8	49,491.99
Intl - Facebook Click to Website Ad	9,364,531	143,089	1.53	401	812	34.8	2.3	325,476.14
Thailand - Youtube Video Instream	192,105	515	0.27	4	7684	160	59.7	30,736.80
Thailand - Native Ad Click Tracker	228,925	7,526	3.29	38	1287	213.7	6.5	48,919.00
<b>Total</b>	<b>24,031,508</b>	<b>200,559</b>	<b>0.83</b>	<b>3,505</b>	<b>270</b>	<b>39.4</b>	<b>4.7</b>	<b>945,794.27</b>
<b>Grand Total</b>	<b>24,856,238</b>	<b>324,634</b>	<b>1.31</b>	<b>16,021</b>	<b>103</b>	<b>66.3</b>	<b>5.1</b>	<b>1,647,148.84</b>



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