Drexel Communications Day Analytics Workshop
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Your Seer Team

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Marketing Questions

1. How did our marketing efforts perform? Was our investment successful? How do these drive desired conversions over time?

2. What were our most prevalent traffic types? How did our campaigns perform?

3. What actions are users taking on my site? How do these drive actions over time?
Agenda

1. Marketing Performance Evaluation & Success

2. Traffic Types & Campaign Performance

3. User Actions and Segmentation
Marketing Performance Evaluation & Success
How did our marketing efforts perform? Was our investment successful? How do these drive desired conversions over time?
Sue is tasked with optimizing digital marketing spend for a Drexel college.

Sue knows that the budgeting period is fast approaching, and is preparing how to optimize her marketing spend.

Let's walk through the process Sue can take via Google Analytics to do this.
Date Comparisons, Context, and Seasonality

- Viewing your data without any historical context inherently takes away its impact.

- When making comparisons for your marketing efforts, ensure to factor in seasonality, context of recent efforts, etc.
  - Deadline applications
  - Holidays
  - Recent campaigns launched
  - Tracking updates
Goal Process

● Goal completions are inherently how Google Analytics judges session-level success

● These Key Performance Indicators (KPIs) should tie back to your overall objectives - and have **objective goal values** applied with **objective targets** set

● **Four types of goals:**
  1. Destination URL, i.e. thank you page
  2. Event, i.e. RMI submission
  3. Pages / Session, i.e. Sessions > 5 pages
  4. Time on Site, i.e. don’t use this
People Visit Drexel - Treat Data Accordingly

- Ultimately, users come to your site, and make decisions over multiple sessions -- so, let’s treat data accordingly

- Channels assist users over time to convert - many won’t covert in their first session

- Multi-Channel Funnel & Assisted Conversion reports will aid users to take this approach
Jump to Google Analytics
Traffic Source & Campaign Performance
What were our most prevalent traffic sources?
Prospective students can reach your Drexel area from nearly anywhere.

Whether it is through paid targeting, social media, or a good ole' fashioned Google search, it’s important to understand how they can reach your site, and how you can optimize this spend.
Understanding what traffic sources people use, and how to optimize the spend and flow of each can be the difference between exploration and application.

Let's analyze how LeBow could judge its current traffic.
## Traffic Mediums

<table>
<thead>
<tr>
<th>TRAFFIC TYPE</th>
<th>DESCRIPTION</th>
<th>CAUSE OF FLUCTUATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic</td>
<td>User reaches Drexel from an organic search result (via. Google, Bing, etc.).</td>
<td>New context, algorithm adjustments, rank change</td>
</tr>
<tr>
<td>Referral</td>
<td>User reaches Drexel from another site.</td>
<td>Notable backlinks, partnerships</td>
</tr>
<tr>
<td>Direct</td>
<td>User comes directly to the Drexel site.</td>
<td>Mistagging, offline efforts</td>
</tr>
<tr>
<td>Paid Search</td>
<td>User reaches Drexel from a paid search results (via. Google, Bing, etc.).</td>
<td>Big adjustments, new campaigns, etc.</td>
</tr>
<tr>
<td>Social</td>
<td>User reaches Drexel from Facebook, Twitter, etc.</td>
<td>Social sharing, social promotion</td>
</tr>
<tr>
<td>Email</td>
<td>User reaches Drexel from tagged campaign.</td>
<td>New campaigns</td>
</tr>
</tbody>
</table>
How did our campaigns perform? Why is campaign tagging important?
If you aren’t currently tagging your campaigns, or if campaigns are not tagged correctly, it can lead to marketing disaster. Results of not tagging correctly:

1. Increases in Direct traffic
2. Mis-attribution or lost attribution
3. Misguided and potentially costly decisions

Why Campaign Tagging Is Important
However, if campaigns are tagged correctly, this can lead to greater organization and informed marketing decisions. Results of tagging correctly:

1. Correct attribution of traffic and results
2. Cross-effort campaign measurement
3. Less incorrect Direct traffic
Why Campaign Tagging Is Important

- Campaign tagging is the process of adding source, medium, and campaign parameters to a URL to add this information to Google Analytics. See an example below:

  www.drexel.edu/test/?utm_source=facebook&utm_medium=social&utm_campaign=enrollmentfall17

- This ensures traffic doesn’t fall in Direct, inflating Direct traffic levels, and making traffic attribution less reliable

- Can use Google’s URL builder or Seer could use ad-hoc hours to develop a templated sheet to use
# Seer Campaign Tagging Information

<table>
<thead>
<tr>
<th>Original URL</th>
<th>Campaign Start Date</th>
<th>End Date (if applicable)</th>
<th>Creator</th>
<th>Description</th>
<th>Original Placement (if applicable)</th>
<th>utm_source</th>
<th>utm_medium</th>
<th>utm_campaign</th>
</tr>
</thead>
</table>

## Tagged URL

Jump to Google Analytics
User Actions and Segmentation
What actions are users taking on my site?
Steve is a prospective college student who is exploring Drexel.

Steve hears about Drexel from his friend, and does a search for “drexel business school”.

He reaches the LeBow homepage via Google Organic Search, explores further to the Business Analytics area, and then leaves.

Steve generated one organic session, had two pageviews, and didn’t convert.
Sam is also a prospective college student who is closer to application.

Sam searches for “best philly business schools,” clicks on the rich snippet for LeBow and enters the homepage.

She then explores the online application, and bookmarks it for later. She comes back later to apply.

Sam generated one organic session and one direct sessions, fired multiple pageviews, and eventually triggered an application.
Page Types & Related Actions

1. Landing Page
   a. Session-based, can tie to source / medium, bounce rate, and goal completions

2. Page
   a. Hit-based, can tie to events, pageviews, % exit

3. Exit Page
   a. Session-based, can tie to landing page, exits
Site Search

- Google Analytics can track internal site searches, by latching onto the query parameter in the URL. For example:

  http://drexel.edu/search/?q=admission%20info

- In this case, “q” is the query parameter, and this allows us to see common site search terms and related metrics

- This can be used to find content opportunities, drop-off points, and identify navigation issues
Seer Drexel Tracking

- FORM SUBMISSIONS
- CLICK TRACKING
- RMI
- COMMON APP
- SLATE
- LSAC
- EVENT SIGN-UP
- MAKE A GIFT
Jump to Google Analytics
How do these drive actions over time?
In Google Analytics, you can create segments to analyze different areas of Drexel. These could include:

1. Mobile users
2. Pennsylvania users
3. Sessions starting on the homepage and then leaving without interacting
4. Paid Search sessions that view >3 pages, and download a PDF

Ultimately, these segments allow you to further analyze your area, and drill down deeper.
Jump to Google Analytics
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Additional Resources

Blogs
1. Seer - Direct Traffic is Dark Traffic
2. Luna - Scope in GA Reporting
3. Seer - Goal Value Tips
4. Seer - Campaign Tagging
5. Avinash Kaushik - Segmentation
Questions?
Appendix
Hit, Session, User Scopes

- Individual Google Analytics interactions are called *hits*, which could include a pageview, and event triggered, etc.
- In collection, these *hits* make up a *session* which is marked by each time a person visits the site.
- In collection, these *sessions make up a user* which is each individual person who interacts with Drexel over time.
Why does this matter? Why are scopes important for analytics?
With an understanding of scope, you can properly match-up dimensions and metrics, report, and therefore judge performance.

<table>
<thead>
<tr>
<th>SCOPE</th>
<th>DIMENSIONS</th>
<th>METRICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hit-Level Scope</td>
<td>● Page</td>
<td>● Pageviews</td>
</tr>
<tr>
<td></td>
<td>● Event</td>
<td>● Total Events</td>
</tr>
<tr>
<td>Session-Level Scope</td>
<td>● Landing Page</td>
<td>● Sessions</td>
</tr>
<tr>
<td></td>
<td>● Source / Medium</td>
<td>● Bounce Rate</td>
</tr>
<tr>
<td></td>
<td>● Campaign</td>
<td>● Goal Completions</td>
</tr>
<tr>
<td>User-Level Scope</td>
<td>● User Type</td>
<td>● New Users</td>
</tr>
</tbody>
</table>