Drexel Communications Day Analytics Workshop

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Your Seer Team

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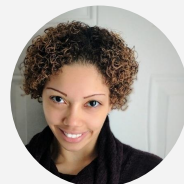
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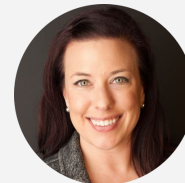
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Marketing Questions

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?

This is Sue.

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?

Drexel Traffic Has Many 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.

Every Visitor Is An Opportunity

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

TRAFFIC TYPE	DESCRIPTION	CAUSE OF FLUCTUATION
Organic	User reaches Drexel from an organic search result (via. Google, Bing, etc.).	New context, algorithm adjustments, rank change
Referral	User reaches Drexel from another site.	Notable backlinks, partnerships
Direct	User comes directly to the Drexel site.	Mistagging, offline efforts
Paid Search	User reaches Drexel from a paid search results (via. Google, Bing, etc.).	Big adjustments, new campaigns, etc.
Social	User reaches Drexel from Facebook, Twitter, etc.	Social sharing, social promotion
Email	User reaches Drexel from tagged campaign.	New campaigns

How did our campaigns perform? Why is campaign tagging important?

Why Campaign Tagging Is 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

Campaign Tagging Benefits

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

Original URL	Campaign Start Date	End Date (if applicable)	Creator	Description	Original Placement (if applicable)	utm_source (required)	utm_medium (required)	utm_campaign (required)
http://www.seerinteractive.com			Seer ▼	Example URL		facebook.con ▼	paid-social ▼	summer-2016 ▼

Tagged URL
http://www.seerinteractive.com?utm_source=facebook.com&utm_medium=paid-social&utm_campaign=summer-2016&utm_term=testterm

Jump to Google Analytics

User Actions and Segmentation

What actions are users taking on my site?

This is Steve.

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.

This is Sam.

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?

Segmentation

- 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

seer

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.
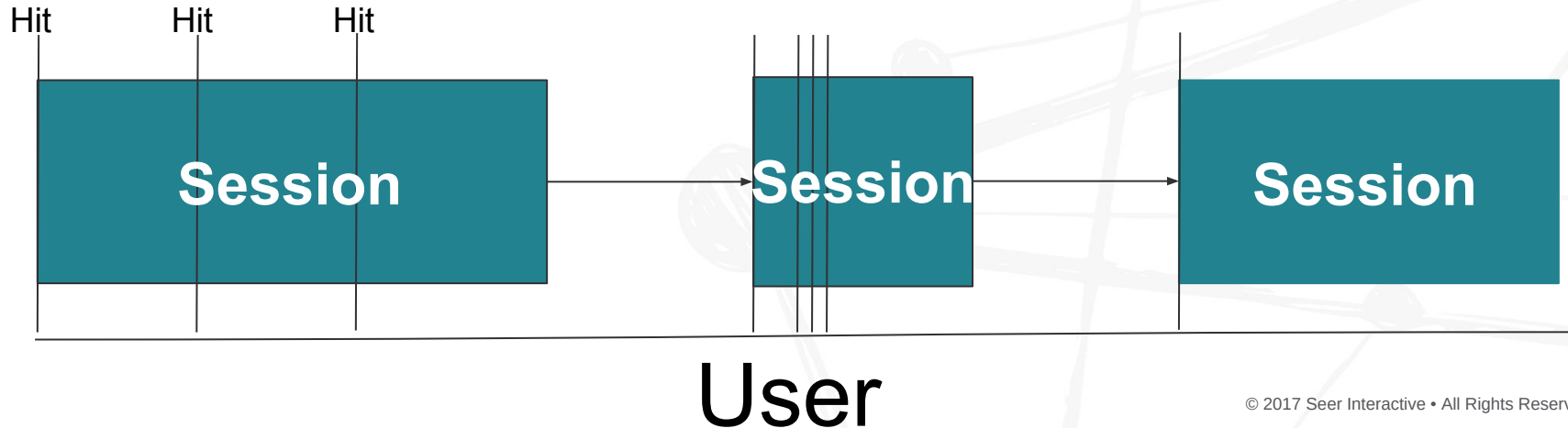
Why does this matter? Why are scopes important for analytics?

Scope Impact

- With an understanding of scope, you can property match-up dimensions and metrics, report, and therefore judge performance.

SCOPE	DIMENSIONS	METRICS
Hit-Level Scope	• Page • Event	• Pageviews • Total Events
Session-Level Scope	• Landing Page • Source / Medium • Campaign	• Sessions • Bounce Rate • Goal Completions
User-Level Scope	• User Type	• New Users