

# Audience Acquisition and Analytics

**Survival Guide**

Hi.

**Amy Shropshire**

# Here's what I see most

- No evaluation at all
- Reports instead of evaluation



# Here's what I want to see

A living, breathing  
evaluation system that  
drives you forward on your  
path to success.



Google Analytics is  
**great** because it gives  
you access to so  
much data.

Google Analytics is a  
**pain** because it gives  
you access to so  
much data.

Work **backwards** from  
what you really want  
to know.

# Google Marketing Platform

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- Announced in June.
- Will start tracking logged in users across platforms



## Google Marketing Platform

 Display & Video 360

 Search Ads 360

 Analytics 360

 Data Studio

 Optimize 360

 Surveys 360

 Tag Manager 360



# Keep an un-altered view of your data

es & Apps	Views	
ce 2016 1860-3	All Web Site Data 120208988	☆
aud NetComm... 1860-5	<b>Remove internal traffic</b> 180484835	✓ ☆

erty

View **+ Create View**

Remove internal traffic

View Settings

User Managemen

[Here's how to add a view.](#)

# Filter out data that doesn't help you

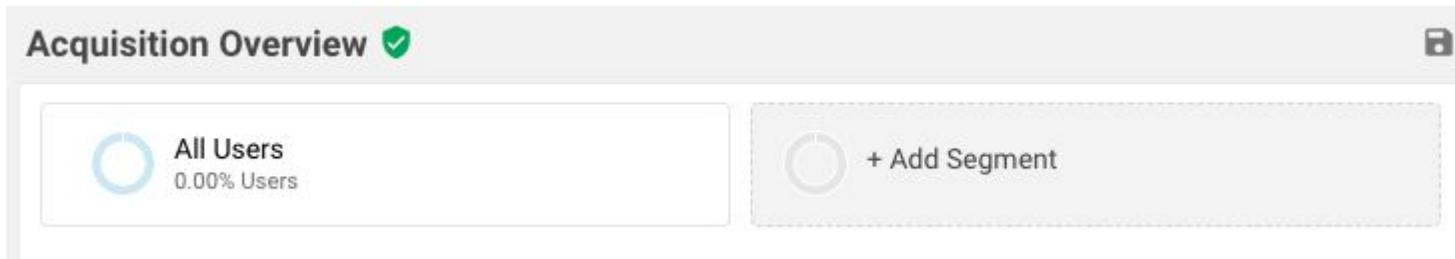
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## From the View Level

- Don't have to think about selecting it.
- But, the filters only take effect from the point of implementation so you might lose historical data.

## As a segment

- Have to switch over from All Users to your custom segment.
- But you don't lose historical data.



# What data should you get rid of?

## **Internal website traffic**

Create a special landing page (e.g. [drupalgovcon.org/int](http://drupalgovcon.org/int)) and remove all traffic starting on that page.

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# What data should you get rid of?

## Referral Spam

Create a [filter](#) to only include valid hostnames in referrals

Source / Medium ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	<b>6,199</b> <small>% of Total: 100.00% (6,199)</small>	<b>85.64%</b> <small>Avg for View: 85.64% (0.00%)</small>	<b>5,309</b> <small>% of Total: 100.00% (5,309)</small>
1. google / organic	<b>2,813</b> (45.38%)	<b>92.75%</b>	<b>2,609</b> (49.14%)
2. (direct) / (none)	<b>727</b> (11.73%)	<b>83.91%</b>	<b>610</b> (11.49%)
3. [redacted] / referral	<b>706</b> (11.39%)	<b>75.35%</b>	<b>532</b> (10.02%)
4. pinterest.com / referral	<b>484</b> (7.81%)	<b>97.93%</b>	<b>474</b> (8.93%)
5. yahoo / organic	<b>271</b> (4.37%)	<b>92.62%</b>	<b>251</b> (4.73%)
6. bing / organic	<b>189</b> (3.05%)	<b>85.71%</b>	<b>162</b> (3.05%)
7. m.facebook.com / referral	<b>162</b> (2.61%)	<b>77.78%</b>	<b>126</b> (2.37%)
8. forum.topic35390534.darodar.com / referral	<b>127</b> (2.05%)	<b>0.00%</b>	<b>0</b> (0.00%)
9. t.co / referral	<b>97</b> (1.56%)	<b>75.26%</b>	<b>73</b> (1.38%)
10. google.fr / referral	<b>67</b> (1.08%)	<b>95.71%</b>	<b>67</b> (1.26%)

**This is crap**

# What data should you get rid of?

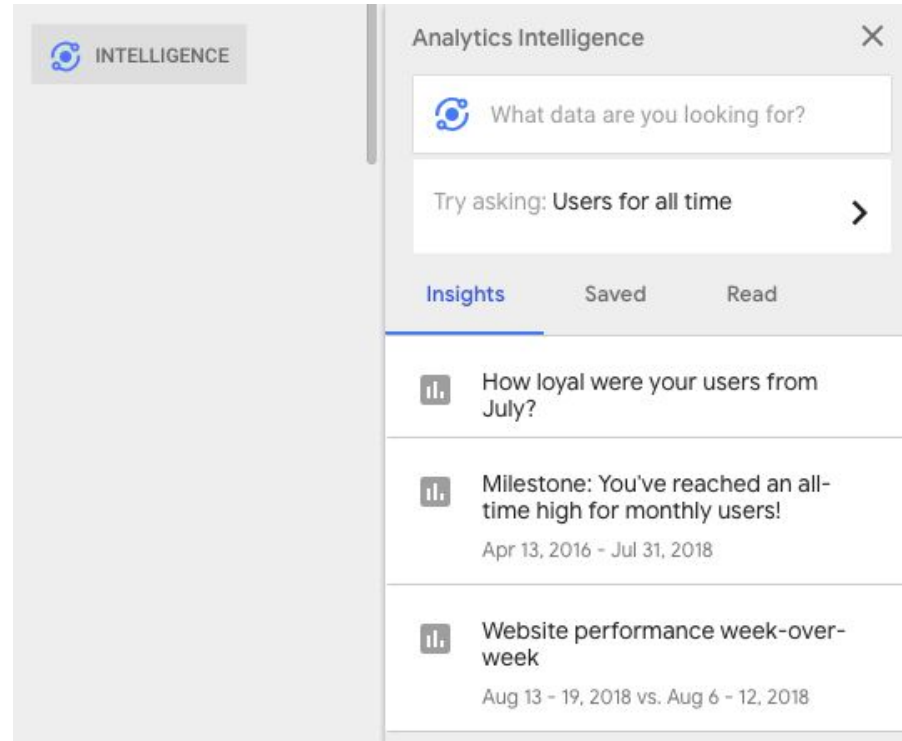
## Your technology tools

Create a filter to remove these referral sources.

Source ?
1. <a href="#">app.asana.com</a>
2. <a href="#">trello.com</a>
3. <a href="#">redmine.dev.area</a>



# Insights



The screenshot displays the 'Analytics Intelligence' interface. On the left, there is a sidebar with the 'INTELLIGENCE' logo. The main panel features a search bar with the placeholder text 'What data are you looking for?' and a suggested query 'Try asking: Users for all time'. Below the search bar, there are three tabs: 'Insights' (selected), 'Saved', and 'Read'. The 'Insights' tab shows a list of three items:

- How loyal were your users from July?**
- Milestone: You've reached an all-time high for monthly users!**  
Apr 13, 2016 - Jul 31, 2018
- Website performance week-over-week**  
Aug 13 - 19, 2018 vs. Aug 6 - 12, 2018

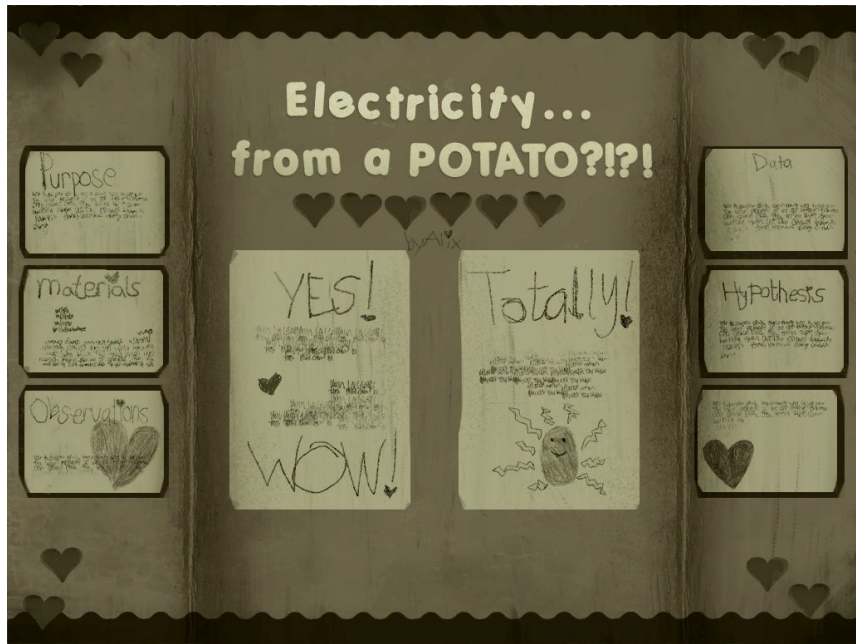


# Vanity Metrics

- Page Views
- Email Open Rates
- Time on Site
- Pages per visit



# Think “Scientific Method”





# Think “Scientific Method”

- Ask a question
- Do background research
- Construct a hypothesis
- Test your hypothesis
- Analyze your data
- Communicate your results



**Metric - Social Media Traffic**

# What we really want to know is -

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What social media campaigns and tactics are driving the  
highest quality / most / new traffic to our website?

# How are we answering this question?

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Through Google Analytics --> Acquisition --> Channels --> Social

Social Network	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,874 % of Total: 22.90% (8,182)	76.15% Avg for View: 80.13% (-4.97%)	1,427 % of Total: 21.77% (6,556)	79.94% Avg for View: 76.12% (5.02%)	1.26 Avg for View: 1.39 (-9.75%)	00:00:51 Avg for View: 00:01:01 (-15.35%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Facebook	874 (46.64%)	86.04%	752 (52.70%)	81.46%	1.16	00:00:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Twitter	867 (46.26%)	66.32%	575 (40.29%)	80.16%	1.33	00:01:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. WordPress	36 (1.92%)	83.33%	30 (2.10%)	58.33%	1.08	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Google+	32 (1.71%)	71.88%	23 (1.61%)	59.38%	1.78	00:02:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. LinkedIn	31 (1.65%)	74.19%	23 (1.61%)	87.10%	1.06	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. YouTube	18 (0.96%)	83.33%	15 (1.05%)	66.67%	1.78	00:00:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Blogger	3 (0.16%)	100.00%	3 (0.21%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. goo.gl	3 (0.16%)	0.00%	0 (0.00%)	33.33%	4.67	00:02:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. HootSuite	3 (0.16%)	33.33%	1 (0.07%)	66.67%	1.33	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. VKontakte	3 (0.16%)	66.67%	2 (0.14%)	66.67%	1.33	00:02:40	0.00%	0 (0.00%)	\$0.00 (0.00%)

# What do we do with the answers?

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- Identify which social media channels drive the **highest quality / most / new** traffic to our website.
- Identify if there are any particular types of posts or campaigns that contribute to this.
- Identify where we might need more data.
- Make adjustments to our strategy based on performance.

# Next steps?

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This is the most important part! You're tracking a set of metrics or statistics but what do they really mean to what you're trying to accomplish? Here's where you tie everything together so you can move forward toward your goal.

# Metric - Mobile vs Desktop

# What we really want to know is -

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What technology is driving the **most** conversion on our website?



# How are we answering this question?

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- Set up [goals](#)
- Track to see what pieces of data show

Device Category <sup>?</sup>	Acquisition			Behavior			Conversions <span>Goal 5: Quote Form Completion ▾</span>		
	Users <sup>?</sup> ↓	New Users <sup>?</sup>	Sessions <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>	Quote Form Completion (Goal 5 Conversion Rate) <sup>?</sup>	Quote Form Completion (Goal 5 Completions) <sup>?</sup>	Quote Form Completion (Goal 5 Value) <sup>?</sup>
	<b>1,171</b> <small>% of Total: 100.00% (1,171)</small>	<b>1,118</b> <small>% of Total: 100.09% (1,117)</small>	<b>1,430</b> <small>% of Total: 100.00% (1,430)</small>	<b>67.27%</b> <small>Avg for View: 67.27% (0.00%)</small>	<b>2.00</b> <small>Avg for View: 2.00 (0.00%)</small>	<b>00:01:14</b> <small>Avg for View: 00:01:14 (0.00%)</small>	<b>1.33%</b> <small>Avg for View: 1.33% (0.00%)</small>	<b>19</b> <small>% of Total: 100.00% (19)</small>	<b>\$0.00</b> <small>% of Total: 0.00% (\$0.00)</small>
1. desktop	<b>612</b> (52.26%)	<b>572</b> (51.16%)	<b>806</b> (56.36%)	<b>61.41%</b>	<b>2.31</b>	<b>00:01:43</b>	<b>1.74%</b>	<b>14</b> (73.68%)	<b>\$0.00</b> (0.00%)
2. mobile	<b>534</b> (45.60%)	<b>521</b> (46.60%)	<b>596</b> (41.68%)	<b>75.00%</b>	<b>1.58</b>	<b>00:00:37</b>	<b>0.34%</b>	<b>2</b> (10.53%)	<b>\$0.00</b> (0.00%)
3. tablet	<b>25</b> (2.13%)	<b>25</b> (2.24%)	<b>28</b> (1.96%)	<b>71.43%</b>	<b>2.18</b>	<b>00:00:37</b>	<b>10.71%</b>	<b>3</b> (15.79%)	<b>\$0.00</b> (0.00%)



## CONVERSIONS



### Goals

#### Overview

#### Goal URLs

#### Reverse Goal Path

#### Funnel Visualization

#### Goal Flow



#### Ecommerce



#### Multi-Channel Funnels



#### Attribution

# What do we do with the answers?

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- Connect the data dots
  - Mobile traffic, while steady, wasn't converting on goal
- Take a look at the user experience to see if there's a reason.

# Next Steps?

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Create a mobile-only contact form that within a week started registering conversions on goal.

**Putting it all together**

There is **no** one,  
singular correct way  
to report these  
statistics.

# Some options are -

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- Spreadsheets
- [In-Analytics Reports](#)
- [Google Data Studio](#) (now a part of the Google Marketing Platform)

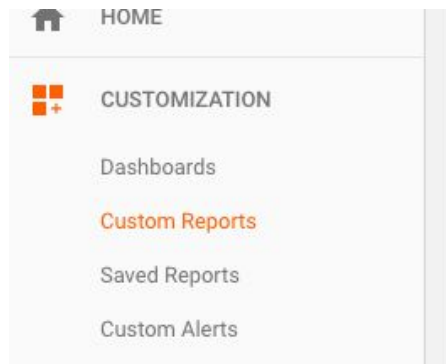
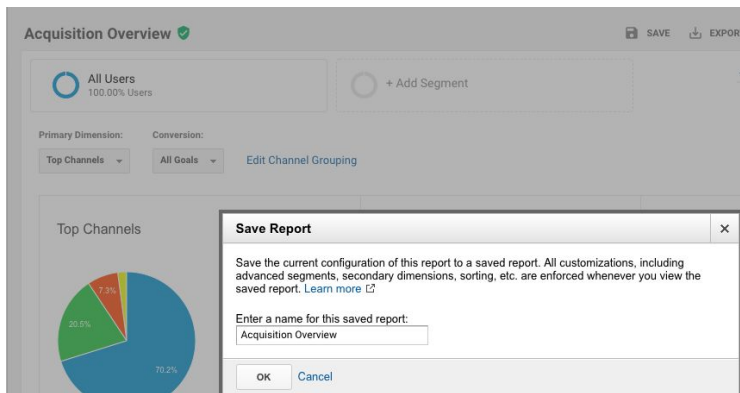
# In-Analytics Reports

- + Get started quickly, add secondary dimensions easily
- Static reporting

- Save a view in Analytics as a custom report.
- Set-up recurring reports.
- Ask Analytics a question.

 SAVE  EXPORT  SHARE  EDIT  INTELLIGENCE





## Custom Reports

The form for creating a new custom report includes two buttons at the top: "+ New Custom Report" and "+ New". Below these buttons is a "Title" label followed by a text input field.

Examples - Default reports and custom reports



# Google Data Studio

- + Dynamic reporting, reference multiple data sources
- Longer to set up, learning curve

- Create a dynamic dashboard
- Combine different pieces of the same metric

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Default date range is the previous month Jul 1, 2017 - Jul 31, 2017 ▾

**What do we want to know?**

How much are our marketing efforts to drive traffic to [redacted].com costing us?

**How are answering this question?**

Through Google Analytics Acquisition, Source / Medium cross-referenced with Google AdWords Cost Per Click data (and any other paid opportunities data as needed)

**What do we do with the answers?**

- \* Identify which sources are good uses of our marketing dollars.
- \* Make adjustments to our marketing strategy based on performance

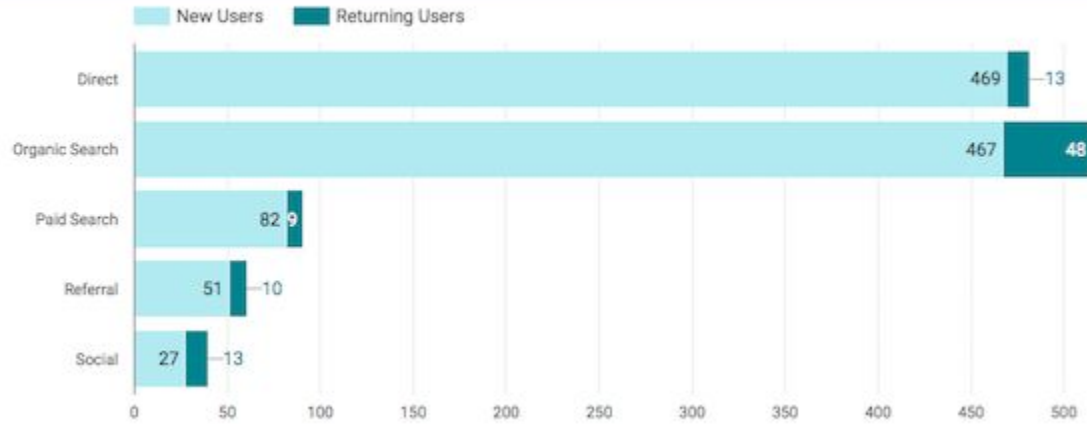
**Next Steps?**

- \* Figure out the best way to track our entry fee vs return for WebAwards.org. For example, the traffic we are receiving now is from a 2014 entrv. So do we use the 2014 entrv fee? Distribute the entrv fee per month? Another way?

## Example - Google Data Studio

## Users by Channel

Data From Google Analytics



Example

## Paid Channels

Data From Google AdWords and Google Analytics

*Note : Google Analytics shows that there have been zero conversions on the contact form since February 6th, 2017. Discussed this with Jim and he said that there must be something wrong with the connection. Seeing if John setting up attribution might fix this or if there's another piece that's broken that I need to figure out*

*Update : As of August 10th, 2017, form contact form submission data seems to be showing back up! However, there is a gap of data between February 6th, 2017 through this date that needs to be considered in future reporting.*

### Google AdWords (as compared to last year)

Clicks	Cost	CPC	Cost per User
98	\$1,756.37	\$17.92	\$19.30
↓ -3.9%	↓ -11.8%	↓ -8.2%	↓ -2.1%

**Why the difference between Cost Per Click and Cost per User?**  
Google AdWords and Google Analytics track different things. AdWords tracks clicks while Analytics tracks sessions and users. So, say a user clicks one of our ads, goes to our page, and goes back to the ad result and re-clicks our ad within 30 minutes - This counts as 2 clicks but 1 session and 1 user.

Contact Form (Goal 1 Completions)	Chat Conversion (Goal 2 Completions)	Phone Call (Goal 3 Completions)	Cost per Goal Conversion
No data	No data	2	\$878.19
No data	No data	↓ -60.0%	↑ 296.8%

### WebAward.org (as compared to last year)

Contact Form (Goal 1 Completions)	Chat Conversion (Goal 2 Completions)	Phone Call (Goal 3 Completions)	Cost per Goal Conversion
No data	No data	0	0
No data	No data	0	0

Example

Questions?

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