

Alphabet[®]



MAKING SENSE OF WEB ANALYTICS

- ◉ Why website data is so important
- ◉ What data should you track
- ◉ How to track and report
- ◉ What to do with the data

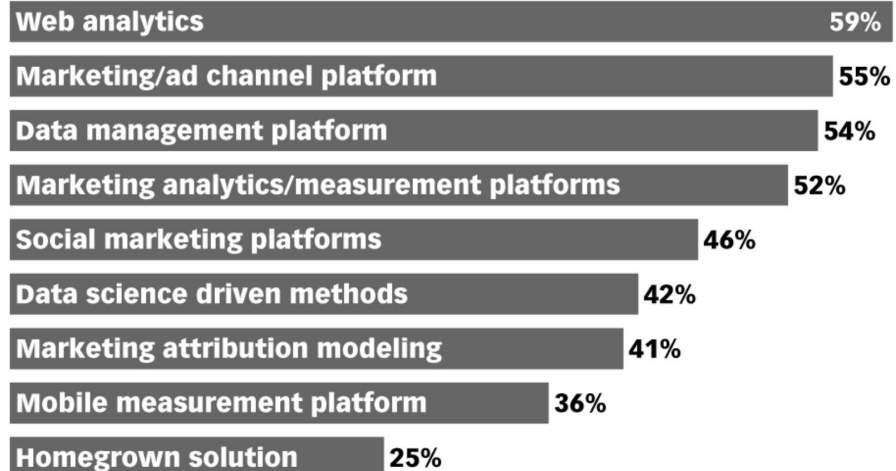




#1 SOURCE OF MARKETING MEASUREMENT

How Do Marketers Worldwide Measure Marketing Success/ROI?

% of respondents, Sep 2018



Source: Salesforce, "State of Marketing: Fifth Edition," Dec 13, 2018



“57% of global data and analytics decision makers are still at the early stages of their insights-driven business. **Only 8% demonstrate advanced insights-driven competencies.**”

Forrester Prediction Report 2019

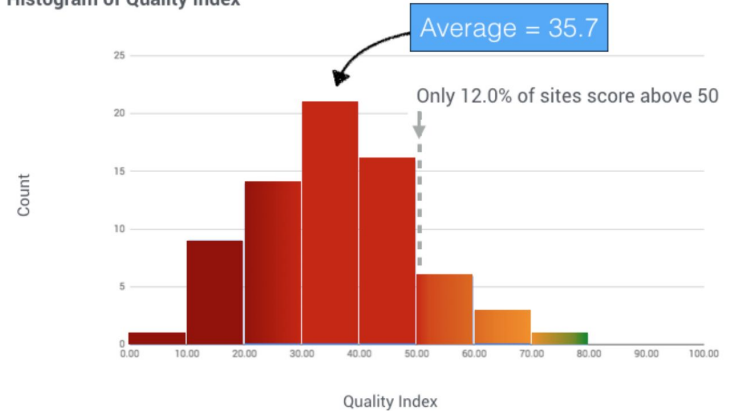


GOOGLE ANALYTICS DATA ACCURACY STUDY

- Studied 75 enterprise websites
- Overall poor quality of data
- Average Quality Score of 37.5 out of 100
- Only 12% had scores above 50
- Only one website scored above 70



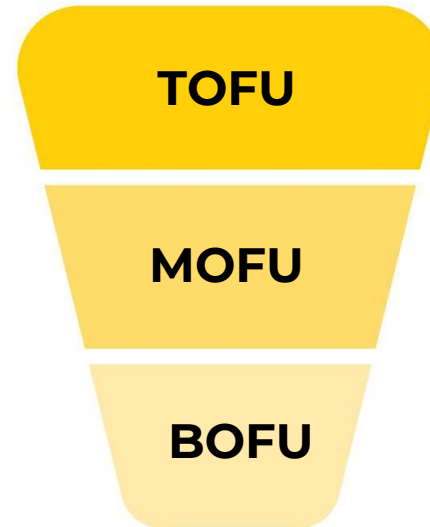
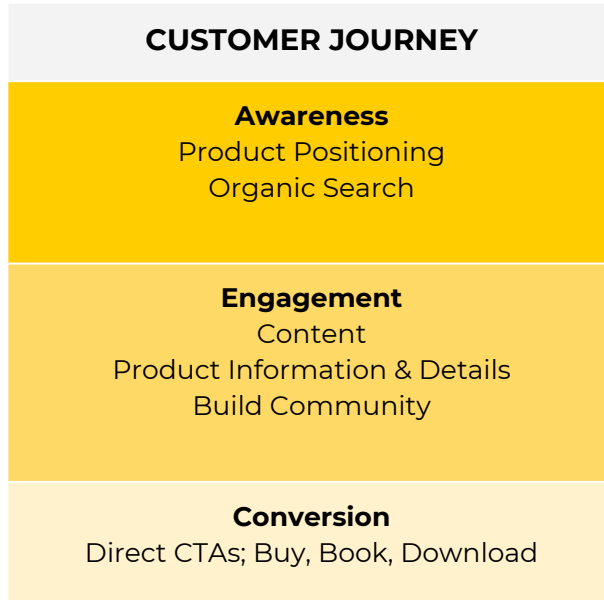
Histogram of Quality Index



Google Analytics Audits - An Enterprise Study,
Brian Clifton, 2019



THE TRADITIONAL FUNNEL





“In the last six months, Google looked at thousands of users’ clickstream data. And we found that no two customer journeys are exactly alike. In fact, even within the same category, journeys take multiple shapes.”

Google/Verto, Journey Finder, U.S., Sept. 2017 - Feb. 2018



TODAY'S CONSUMER JOURNEYS



Jill, 25
Total Touchpoints: over 125

- For some people, research is paramount — and their journey widens and narrows as they consider multiple brands
 -



Justin, 19
Total Touchpoints: over 375

- Just when it looks like he's ready to purchase, he turns to Google Search and YouTube to find reviews, watch product tests, and validate his first-choice brand.



Ava, 28
Total Touchpoints: over 500

- A purchase doesn't necessarily mean an end to the search. After finding an affordable airfare, Ava turns to search to plan every detail of her travel experience



Sarah, 24
Total Touchpoints: over 20

- For today's search-savvy consumers, even a more linear path to purchase involves a lot of touchpoints



“People’s expectations will continue to rise. They’ll ask increasingly detailed questions and expect brands to provide answers that are tailored just for them. Ultimately, it will be the brands that are deemed truly helpful that will rise above the competition.”

Natalie Zmuda, Think with Google



WHAT TO TRACK

VOLUME

- ◉ Users
- ◉ Sessions
- ◉ Pageviews

SOURCE

- ◉ Organic Search
- ◉ Paid Search
- ◉ Social Media
- ◉ Other Paid
- ◉ Referrals
- ◉ Direct

AUDIENCE

- ◉ Age
- ◉ Gender
- ◉ Geography
- ◉ Mobile

BEHAVIOUR

- ◉ Time on Site
- ◉ Top Content
- ◉ Pageviews
- ◉ New vs. Returning

CONVERSION

- ◉ Email
- ◉ Phone Calls
- ◉ Register
- ◉ Web visits
- ◉ Conversion Rate



SETTING GOALS

- Fundamental component to tracking
- Examples
 - URLs (ideal for confirmation pages or thank you pages)
 - Actions (downloads, newsletter sign-ups)
 - External Links
 - Time spent on video
 - Social media buttons
 - Widget usage
 - Site search
 - Campaign traffic
- Exclude internal traffic
- SEO reports



HOW TO TRACK

- ◉ Select a tool: Google Analytics is the free one, but there's more
- ◉ Use Google Data Studio - allow you to view data from multiple sources including social
- ◉ Customize your report - consider who needs to know what (C-Suite, Sales Team, Marketing Team)
- ◉ Automate your report





Website Performance

Jun 1, 2018 - Jun 30, 2018 Default Channel Grouping

Website Sessions	Operator Web Referrals	Operator Phone Calls	' Web Referrals	Phone Calls	Newsletter
97,381	19,685	85	1,458	65	86
↑ 21.5%	↑ 37.2%	↑ 21.4%	↑ 15.4%	↑ 4.8%	↑ 53.6%

Default Channel Grou...	Sessions ▾	Operator Web Referrals		Operator Phone Calls		' Web Referrals		Phone Calls	
1. Organic Search	29,604	5,241	17.7%	11	0.04%	431	1.46%	8	0.03%
2. Paid Search	24,539	9,008	36.71%	59	0.24%	555	2.26%	50	0.2%
3. (Other)	24,103	2,839	11.78%	1	+0%	98	0.41%	1	+0%
4. Social	8,314	816	9.81%	2	0.02%	5	0.06%	1	0.01%
5. Direct	7,211	921	12.77%	6	0.08%	149	2.07%	2	0.03%
6. Referral	2,801	709	25.31%	6	0.21%	209	7.46%	3	0.11%
7. Email	567	129	22.75%	0	0%	10	1.76%	0	0%
8. Display	242	22	9.09%	0	0%	1	0.41%	0	0%



“It’s not enough to just have data. ... You need a vision for how to use that data.”

Julie Reiger, 20th Century Fox



DATA DRIVEN CONTENT STRATEGY

Create (and Review) an Annual Plan

Improve Distribution Plan

Focus on Your Best Channel

Narrow Your Audience

Update Existing Content

Experiment

Content Marketing 2019: Seven tips to improve your strategy, Search Engine Watch



DATA TO ACTION

- ◉ Change three things every reporting cycle
- ◉ Invest in continuous content development
- ◉ Find insights - no matter how small
- ◉ Commit to a constant state of change
- ◉ Invest in staff training (a lot is free)
- ◉ Test and evaluate new ideas
- ◉ Subscribe to Think by Google





KEEP IT HUMAN

- ◉ Ultimately it is a human you are engaging with and their decision will be based on emotion and trust
- ◉ Don't get lost in web data, it's only one indicator of your business (and it's not 100% accurate)
- ◉ Consider how to incorporate and engage offline too
- ◉ Data should inform but not lead your creative strategy





“Good marketing is a healthy balance of math & magic”

Matt Lawson, VP, Google