AOT Workshops

February 7, 2014

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Result Oriented

An explanation of measuring online marketing campaigns

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Agenda

- Media reporting
- Website reporting – Google Analytics
- Audience – an overview of the basic metrics to track who is coming to your site
- Acquisition – where are they coming from
- Custom campaign tracking
- How to make use of your data

Media Reporting

Site Name	Placement Name	Impressions Delivered	CPM	Clicks	CPC	Click Rate	All Conversions	CVR
TripAdvisor	ADDED VALUE: VT: Run of Site 300x250	189,161	0.35	175	0.38	0.09%	5	2.86%
	ADDED VALUE: VT: Run of Site 728x90	189,953	0.35	115	0.58	0.06%	3	2.61%
	Arizona Content 160x600	101,962	17.35	159	11.13	0.16%	136	85.53%
	Arizona Content 300x250	102,298	17.35	151	11.75	0.15%	112	74.17%
	Arizona Content 300x600	102,236	17.35	337	5.26	0.33%	132	39.17%
	Arizona Content 728x90	101,192	17.35	155	11.33	0.15%	133	85.81%
	Arizona Page Sponsorship 300x250	2,367	0	12	0	0.51%	21	175.00%
	Arizona Page Sponsorship 300x600	10,291	0	68	0	0.66%	58	85.29%
	Arizona Page Sponsorship 728x90	11,031	0	41	0	0.37%	45	109.76%
	Conquest Targeting: New Mexico Utah Texas and California Content 160x	43,322	17.35	45	16.7	0.10%	17	37.78%
	Conquest Targeting: New Mexico Utah Texas and California Content 300x	43,657	17.35	32	23.67	0.07%	7	21.88%
	Conquest Targeting: New Mexico Utah Texas and California Content 300x	43,575	17.35	93	8.13	0.21%	7	7.53%
	Conquest Targeting: New Mexico Utah Texas and California Content 728x	43,155	17.35	49	15.28	0.11%	12	24.49%
	Conquest Targeting: Western National Park Content 160x600	37,850	17.35	55	11.94	0.15%	21	38.18%
	Conquest Targeting: Western National Park Content 300x250	37,851	17.35	41	16.02	0.11%	31	75.61%
	Conquest Targeting: Western National Park Content 300x600	37,848	17.35	94	6.99	0.25%	36	38.30%
	Conquest Targeting: Western National Park Content 728x90	37,739	17.35	51	12.84	0.14%	24	47.06%
	Homepage Takeover (100% SOV) 300x250	2	0	0	0	0.00%	0	#DIV/0!
	Homepage Takeover (100% SOV) 300x250	1	0	0	0	0.00%	0	#DIV/0!
	Homepage Takeover (100% SOV) 300x250	304,377	0	207	0	0.07%	17	8.21%
	Texas & New Mexico DMO Overview Sponsorship (100% SOV) 300x600	160,701	0	436	0	0.27%	61	13.99%
	VT: Arizona Content 160x600	7,253	5.35	9	4.31	0.12%	4	44.44%
	VT: Arizona Content 300x250	14,376	5.35	39	1.97	0.27%	22	56.41%
	VT: Arizona Content 728x90	8,541	5.35	16	2.86	0.19%	2	12.50%
	VT: Conquest Targeting: New Mexico Utah Texas and California 160x600	34,599	5.35	20	9.26	0.06%	1	5.00%
	VT: Conquest Targeting: New Mexico Utah Texas and California 300x250	80,709	5.35	64	6.75	0.08%	17	26.56%
	VT: Conquest Targeting: New Mexico Utah Texas and California728x90	37,529	5.35	32	6.27	0.09%	3	9.38%
	VT: Run of Site with IP: CO IL MN NM UT TX 160x600	50,178	5.35	28	9.59	0.06%	2	7.14%
	VT: Run of Site with IP: CO IL MN NM UT TX 300x250	60,525	5.35	30	10.79	0.05%	2	6.67%
	VT: Run of Site with IP: CO IL MN NM UT TX 728x90	47,885	5.35	27	9.49	0.06%	1	3.70%
	All Placements	**2,003,506**	**7.33**	**2,628**	**5.59**	**0.13%**	**933**	**35.50%**

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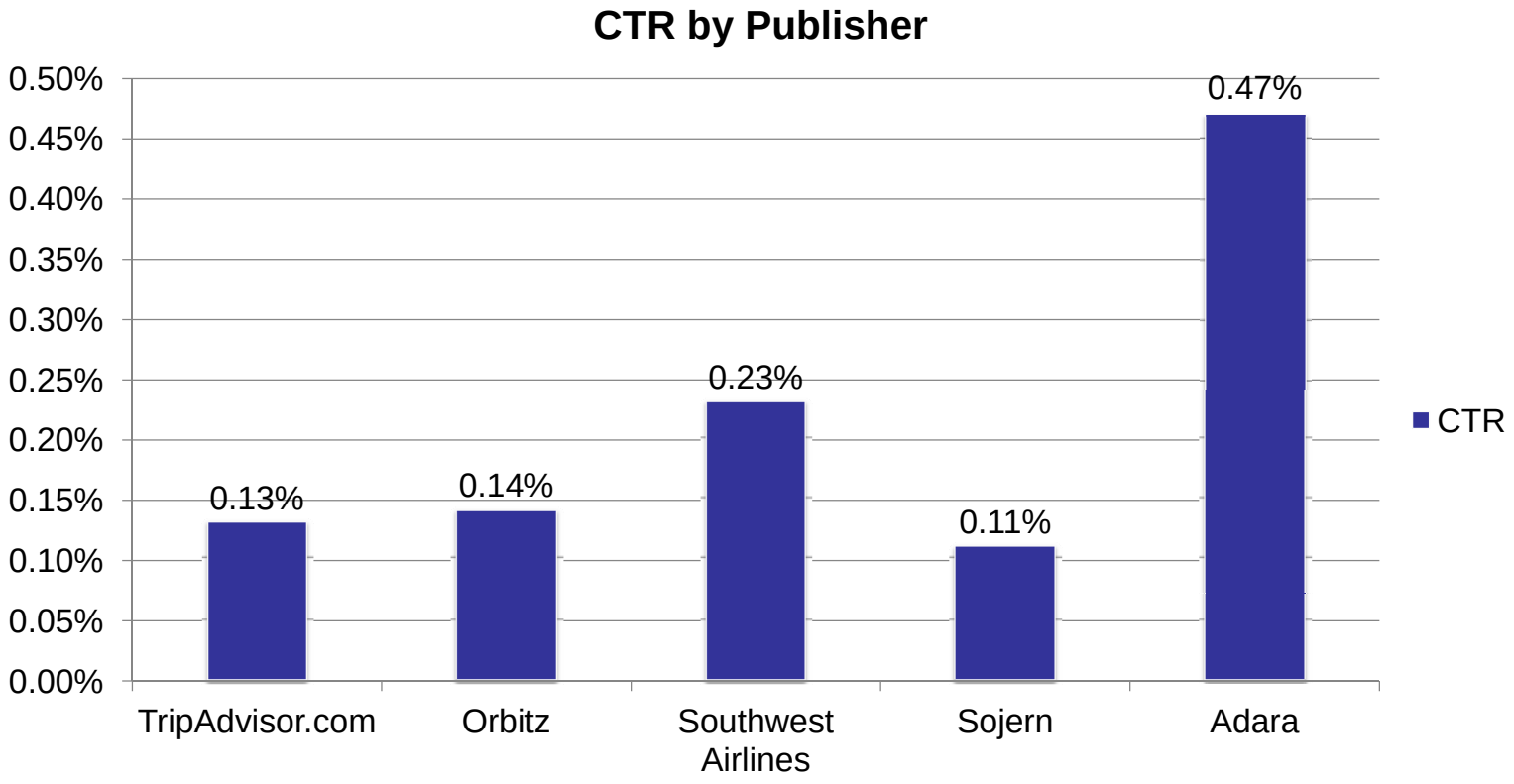
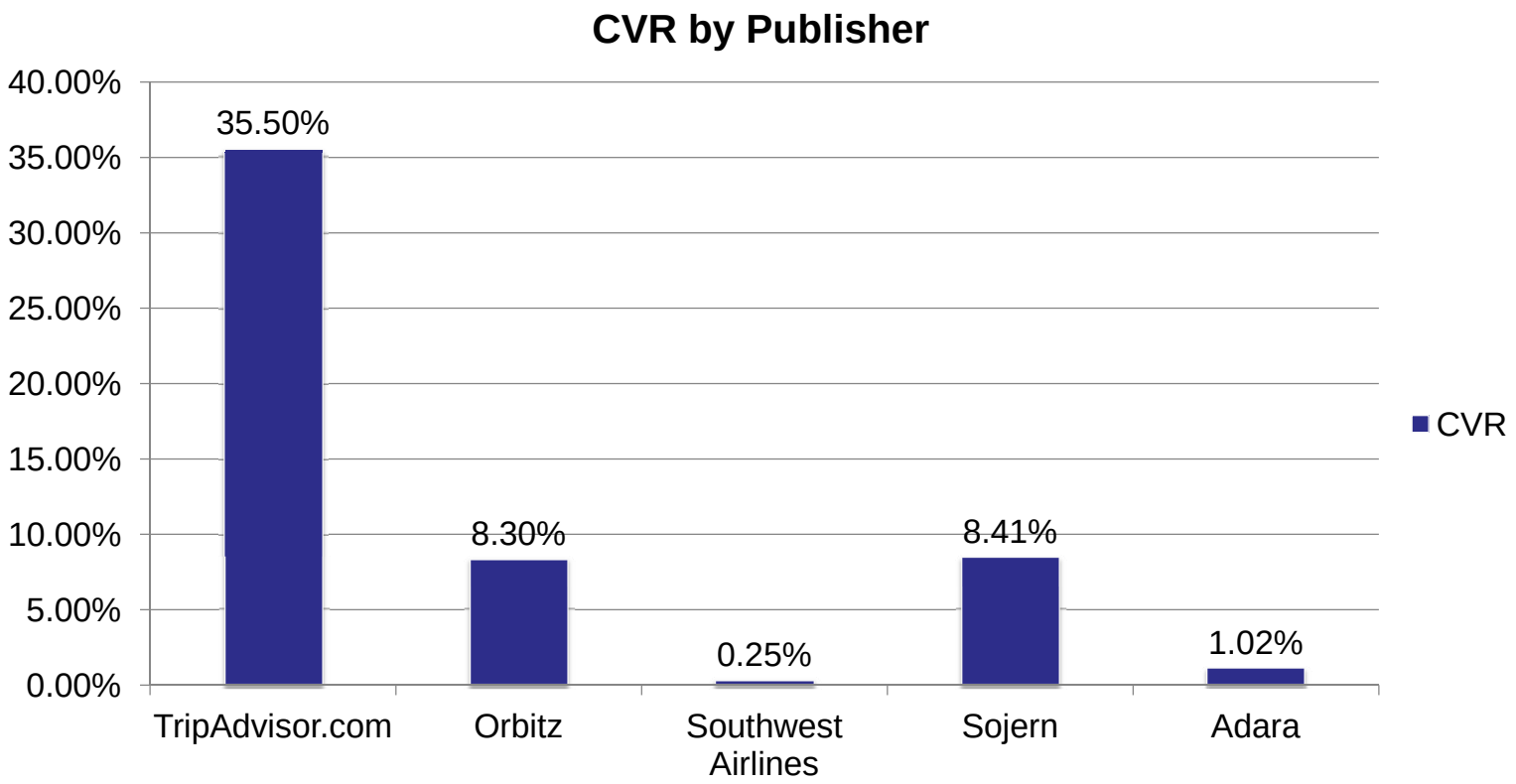
Media Reporting

- Compare CTR by Publisher



Media Reporting

- Compare CVR by Publisher



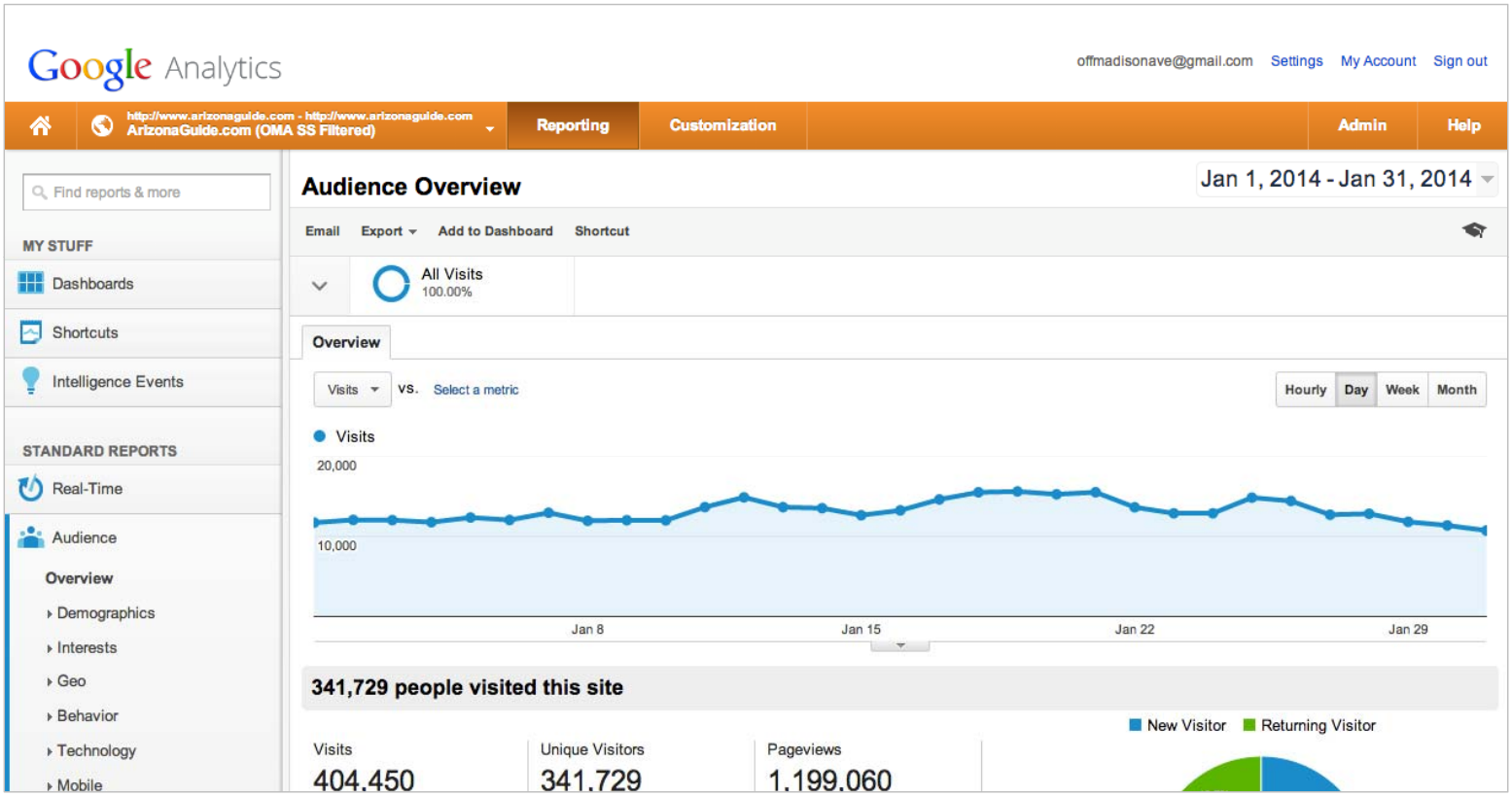
Website Reporting

Google Analytics

- Know your audience
- Trace the customer path
- See what they're up to

Google Analytics

Website Reporting



Audience Overview

- **Visits:** Total number of visits to your site
- **Unique Visitors:** Total number of unique visitors to your site
- **Pageviews:** Total number of pages viewed on your site
- **Pages/Visit:** Average number of pages viewed per visit
- **Avg. Visit Duration:** Average visit length of all visitors
- **Bounce Rate:** Percent of single page visits

Acquisition Overview

- **Source:** The search engine or referring domain from which traffic to your site originated. For example, google (search engine) Pandora (domain).

1.	google	211,212
2.	(direct)	56,392
3.	bing	13,491
4.	Tribal Fusion	8,438
5.	yahoo	8,292
6.	JumpTap Mobile	7,979
7.	Pandora	7,901
8.	JumpTap	6,060
9.	Sojern	5,027
10.	Yume	4,771

Acquisition Overview

- **Medium**: The type of web content that contained the link to your site. For example, when traffic originates from links in organic search results, then the medium is identified as organic; when traffic originates from links in banner ads, then it is identified as banner.

1.	organic	225,443
2.	banner	64,896
3.	(none)	56,392
4.	referral	20,294
5.	cpc	14,931
6.	link	8,891
7.	digital	4,063
8.	preroll	3,709
9.	vanityurl	1,971
10.	pre-roll	1,551

True or False

TripAdvisor.com is an example of a medium.

True or False

FALSE

Mediums are the **type of content** in which contained your link to the site. Sources are the **domain** from which your traffic came from.

If a user clicks on a banner from TripAdvisor.com, the medium (if defined correctly) is banner, and the source is TripAdvisor.com.

Custom Campaigns

- Get more data about your visitors with custom campaign tracking
- Define your source, medium and campaign using the custom Google Analytics URL Builder
  - https://support.google.com/analytics/answer/1033867?hl=en&ref_topic=1032998

Custom Campaigns

To create a custom tracking URL you will need:

- **Website URL**: Where are you are driving traffic to?

  Example: www.arizonaguide.com

- **Campaign Source**: Where is the traffic to your site originating from?

  Examples: Trip Advisor, Orbitz, Google

- **Campaign Medium**: What type of web content contained the link to your site?

  Examples: Banner, Organic, CPC (Paid Search), Email

- **Campaign Name**: What campaign is it for?

  Examples: FY14 National Media, FY14 Spring Training, FY14 Co-op

Custom Campaigns

Step 1: Enter the URL of your website.

Website URL *

www.arizonaguide.com

(e.g. http://www.urchin.com/download.html)

Step 2: Fill in the fields below. **Campaign Source, Campaign Medium and Campaign Name** should always be used.

Campaign Source *

Orbitz

(referrer: google, citysearch, newsletter4)

Campaign Medium *

banner

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

(use to differentiate ads)

Campaign Name *

FY14 National Media

(product, promo code, or slogan)

Submit

www.arizonaguide.com/?utm_source=Orbitz&utm_medium=banner&utm_campaign=FY14%20National%20Media

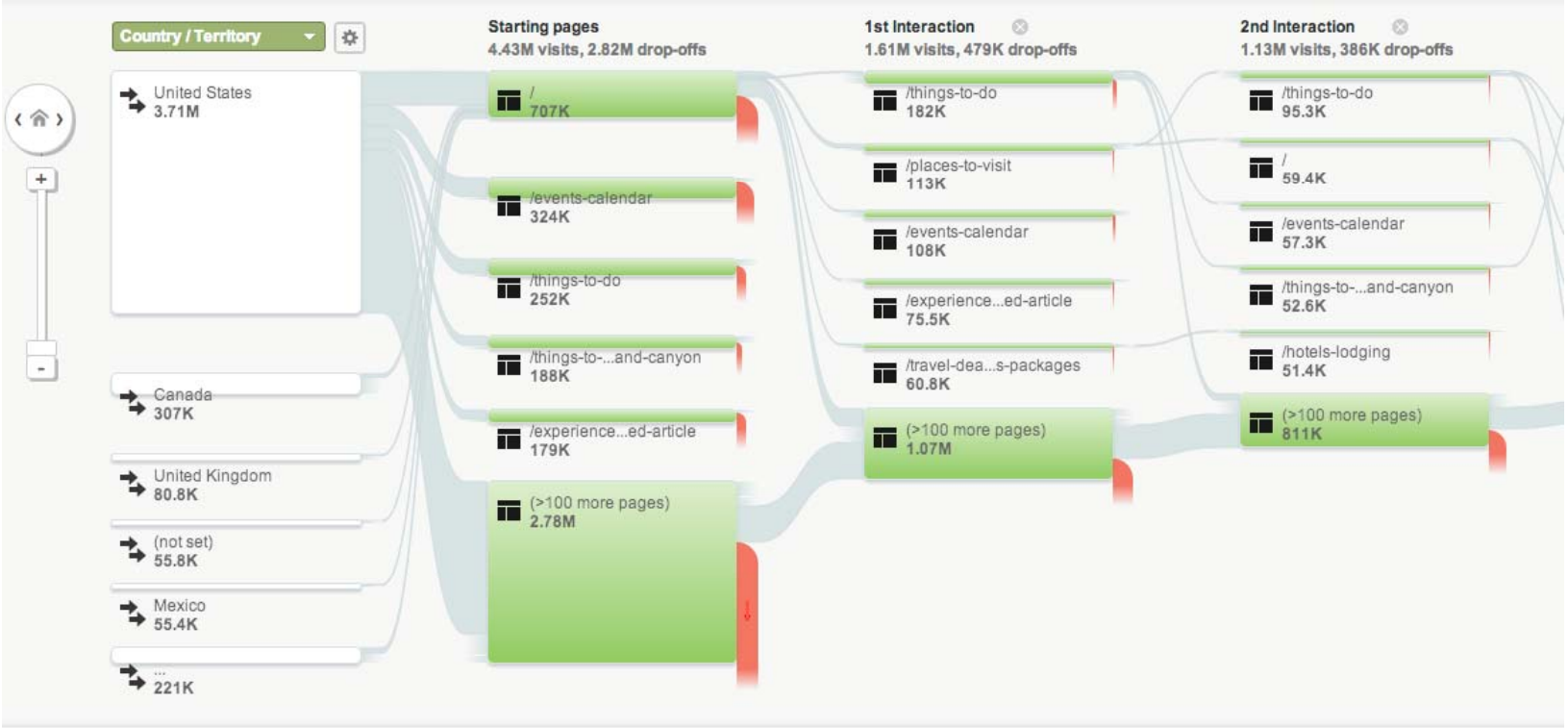
Custom Campaigns

www.arizonaguide.com/?utm_source=Orbitz&utm_medium=banner&utm_campaign=FY14%20National%20Media

- You have your URL, now what?
- Submit your URL along with your creative to the publisher.

Make use of your data

- Visitor Flow



Make use of your data

- Site Content

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	13,440,486 % of Total: 100.00% (13,440,486)	10,343,829 % of Total: 100.00% (10,343,829)	00:01:20 Site Avg: 00:01:20 (0.00%)	4,435,555 % of Total: 100.00% (4,435,555)	54.36% Site Avg: 54.36% (0.00%)	33.00% Site Avg: 33.00% (0.00%)
1. /	**742,784**	594,670	00:01:08	538,274	31.64%	32.45%
2. /things-to-do/grand-canyon	**397,472**	295,807	00:01:17	173,730	33.90%	28.96%
3. /events-calendar	**350,907**	267,625	00:02:45	158,930	56.99%	45.04%
4. /places-to-visit	**335,206**	220,545	00:00:54	87,326	28.12%	18.67%
5. /things-to-do/family-attractions	**287,248**	156,376	00:00:49	70,671	39.44%	22.70%
6. /things-to-do	**263,807**	184,915	00:00:48	102,912	24.32%	20.27%
7. /request-a-visitors-guide	**196,851**	163,840	00:02:11	59,350	24.69%	17.60%
8. /things-to-do/outdoor-adventure	**185,896**	87,570	00:00:45	12,005	35.44%	13.25%
9. /places-to-visit/arizona-parks-monuments	**181,247**	102,801	00:00:42	20,531	39.38%	13.76%
10. /landing/explore-az?mpch=ads	**177,826**	157,089	00:01:52	156,737	82.09%	82.19%

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Make use of your data

- Traffic Sources

Source / Medium	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration
	404,468 % of Total: 100.00% (404,468)	81.04% Site Avg: 79.69% (1.70%)	327,795 % of Total: 101.70% (322,324)	55.80% Site Avg: 55.80% (0.00%)	2.97 Site Avg: 2.97 (0.00%)	00:02:45 Site Avg: 00:02:45 (0.00%)
1. google / organic	**198,534**	78.44%	155,733	47.16%	3.45	00:03:15
2. (direct) / (none)	**56,392**	80.93%	45,636	59.40%	2.87	00:02:59
3. bing / organic	**13,491**	78.05%	10,530	40.43%	4.36	00:04:15
4. google / cpc	**12,678**	77.85%	9,870	49.24%	3.11	00:02:48
5. Tribal Fusion / link	**8,438**	94.60%	7,982	90.02%	1.13	00:00:28
6. yahoo / organic	**8,292**	73.77%	6,117	42.21%	3.79	00:03:57
7. JumpTap Mobile / banner	**7,979**	92.17%	7,354	92.72%	1.08	00:00:13
8. Pandora / banner	**7,901**	97.16%	7,677	92.24%	1.08	00:00:17
9. JumpTap / banner	**6,060**	87.28%	5,289	88.60%	1.17	00:00:21
10. Sojern / banner	**5,027**	68.23%	3,430	62.06%	1.89	00:01:58

Establish your goals

- What is your websites' or campaigns' objective?
  - Example: Generate Visitor Guide Requests
- What are your KPI's?
  - Example: Number of Visitor Guides Requests

Act on your insights

- Use your data to benchmark your KPI’s to make optimizations and future recommendations

Q&A

Thank You

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