Tracking, Analytics & Reporting:

Understanding How You're Doing Online

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Who I Am

- Joshua Banks
- Director of Digital Marketing at San Jacinto College
- 10 years of Digital Marketing experience
- Worked in Agency, Hospital, Law Firm & Higher Ed
- Marketed to Seniors, Millennials, Generation X, B2B, B2C, Ecommerce, Industrial, Higher Ed, etc.
- Google Analytics Certified
- My belief: Data, Tracking, Analytics, & Reporting, are the heart of all Digital Marketing

What is Tracking, Analytics & Reporting

- Tracking, Analytics & Reporting are ways to monitor digital performance of most online activities including marketing campaigns.
- Tracking is the act of providing the necessary setup and strategy to record digital performance.
- Analytics takes the recorded tracking, compiles it and provides it in measurable and comparable parameters.
- Reporting takes the analytics data and dissects, interprets and translates the numbers into meaningful takeaways.
- Together, these elements comprise digital analytics.

What CAN be tracked?

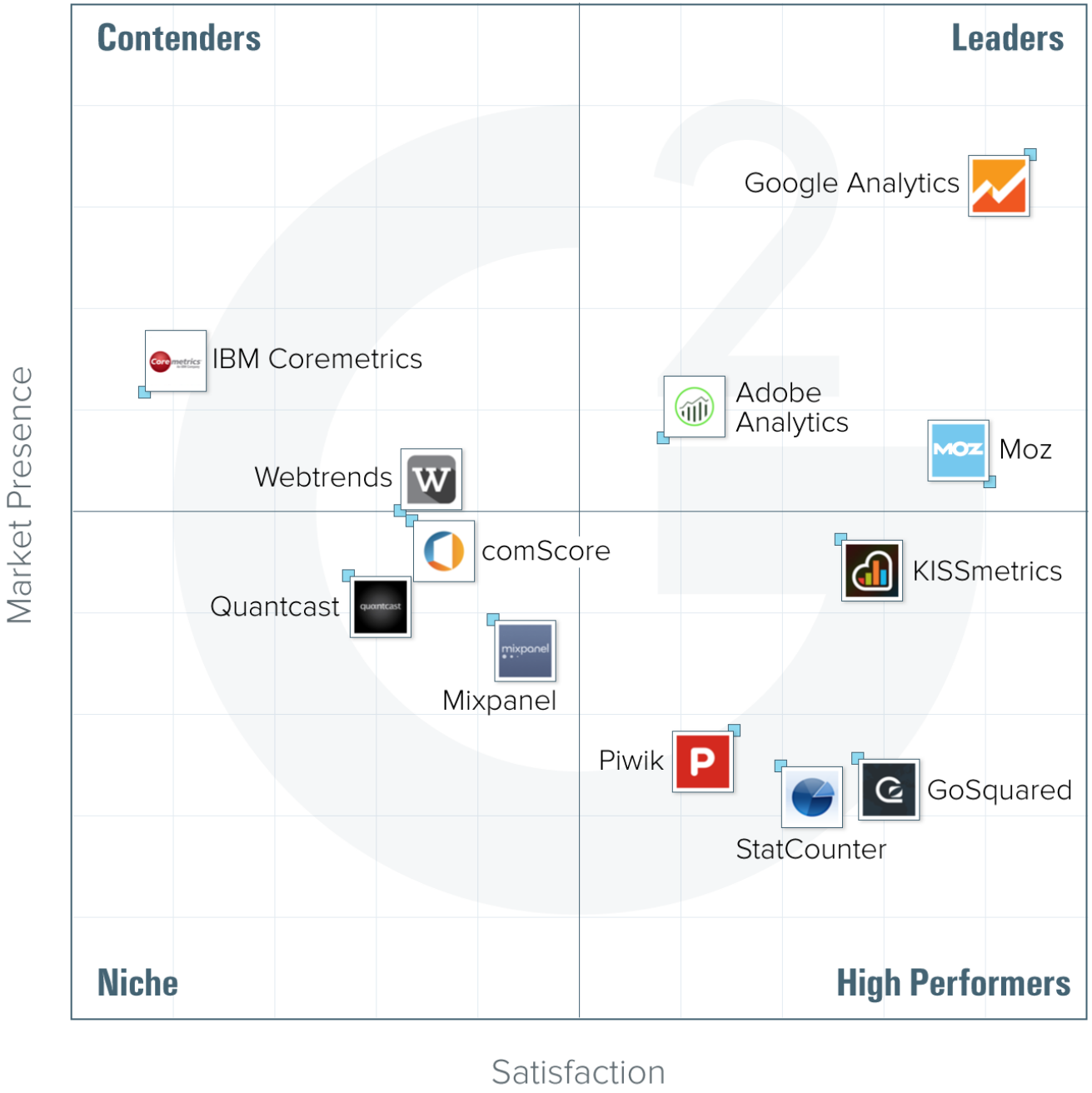
- If it happens online, there's a way to track it,
  - Email
  - Display ads
  - Video ads
  - Paid search
  - Organic search
  - Social media
  - Site usage
  - etc.

Ways to track

- 3 main ways to track digital analytics
  - Network or 3rd party platform
    - Negative: Live in silos, not customizable
    - Pros: Vendor usually handles most of the work
  - Tracking Pixels
    - Negatives: Don't always have access to pages you need to add pixel, can be blocked or not load properly
    - Pros: Can track elements you have difficulty tracking otherwise
  - **Domain tracking (with coded URLs)**
    - Negatives: Higher level of setup
    - Positives: Provides the most comprehensive reporting and view of campaign performance

G2 Crowd Grid℠ for **Digital Analytics**

Winter 2015



trackur

talkwalkeralerts

Google
Alerts

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Brandwatch
Social Media Monitoring

inkybee

socialmention*
Real-time social media search and analysis:

spiral16

sysomos
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That's a lot!

- Key strategies across the landscape
  - Ensure tracking is set up properly, test, check and re-check
    - On all profiles, pages, sub domains, etc.
  - Have a strategy
    - Know what questions you're looking to answer.
    - Don't ask a question you're not prepared to do something about.
    - Define your KPIs and what is success
    - Plan ahead
  - Be consistent
    - In naming, in structure, in reporting time periods, etc.
- Most common denominator is site tracking, probably Google Analytics (55-70% market share). So we'll focus there.

Site Analytics: What can you track?

- *Sessions*
- *Users*
- *Page Views*
- *Landing Pages*
- *Exit Pages*
- *Bounce Rate*
- *Conversion Rate*
- *Time on Site*
- *Click Density*
- *Geography*
- *New Users*
- *Referring Sites*
- *Events*
- *Campaign Performance*
- *Demographics*
- *System/Browser*
- *Device*
- *Keywords*

What are we trying to determine?

- Is our digital marketing effective?
  - Are we reaching the right audience?
  - Are we delivering users to our digital properties?
  - Are users converting as they should?
  - Are users accomplishing their intent?
  - Are we hitting our KPIs?

- How can we achiever greater digital marketing success?
  - What's working and how can we expand upon it?
  - What's NOT working and how do we fix it?

Site Analytics Tips

- Filters:
  - New users
  - Off campus network
  - Full domain URL
  - Always have a baseline view with NO filters. Just incase things go wrong.
- Setup Internal Search
- Campaign Tracking (UTM Codes)
  - Name, Source, Medium, Term, Content
  - Consistency in naming is important. Keep a spreadsheet

Site Analytics Tips

- Tracking conversions that happen offsite (new student applications)
  - Event Tracking & tracked links
  - Redirect page
- Remember, all analytics are trending tools, not accounting tools.

Have a Digital Analytics Strategy.

Analytics is best at answering questions.

Ask the right questions.