

anicca
data driven digital marketing

Introducing Data Studio

April 2019




Understanding the Value of Your Leads in Google Analytics and Data Studio

Ed Truman
ed@anicca.co.uk

anicca
data driven digital marketing



What is your customer's journey?



**“If you can't measure it, you
can't improve it ”**

Peter Drucker

Set Goals & KPIs For Your Website

1. Define Business Objectives and Website Purpose

What is the purpose of the website? eg Direct revenue generation, Lead generation, servicing, education,? How do these align with business objectives?

2. Decide what you need to measure

Identify Primary and Secondary Goal types

3. Map out ideal customer journey across web

4. Map goals to quantifiable website metrics

How should these goals be measured? What Metrics can we use?
What should the Key Performance Indicators be?



Identify What You Need to Track

MACRO GOALS

i.e High level goals centered around your business objective

Examples:

Generate Sales Leads
Increase Transactions
Maintain Customer Loyalty
Educate about product or service

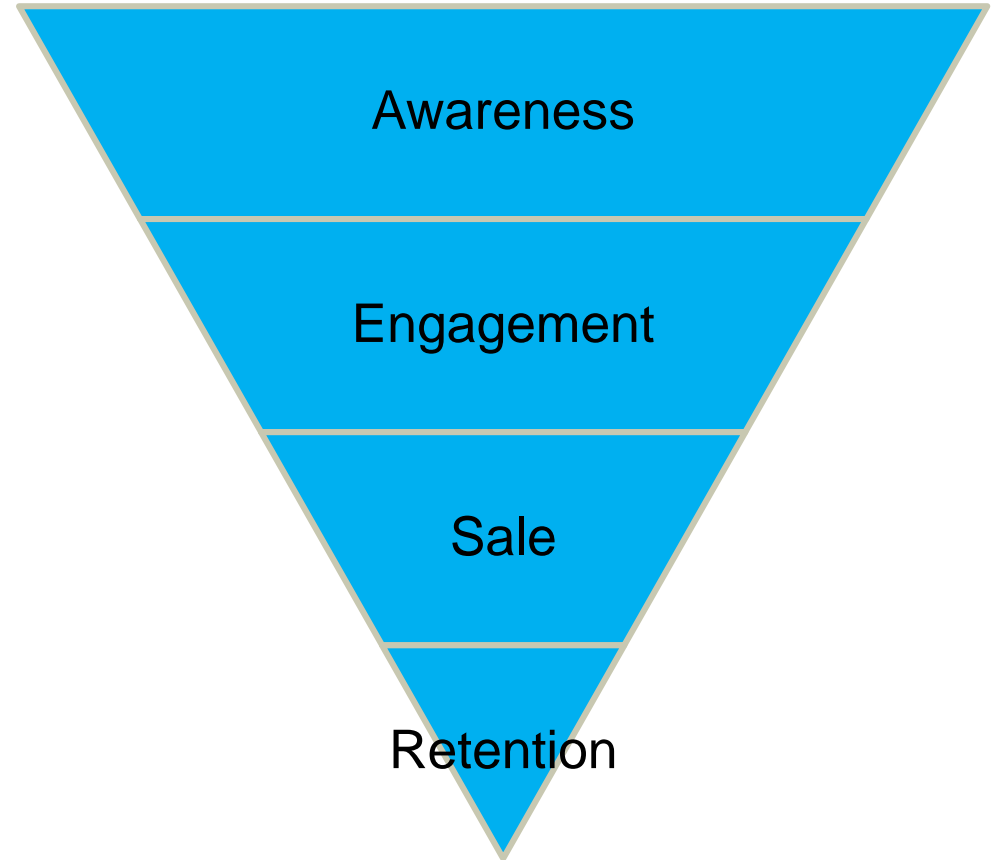
MICRO GOALS

i.e smaller goals helping you achieve & measure progress to macro goals

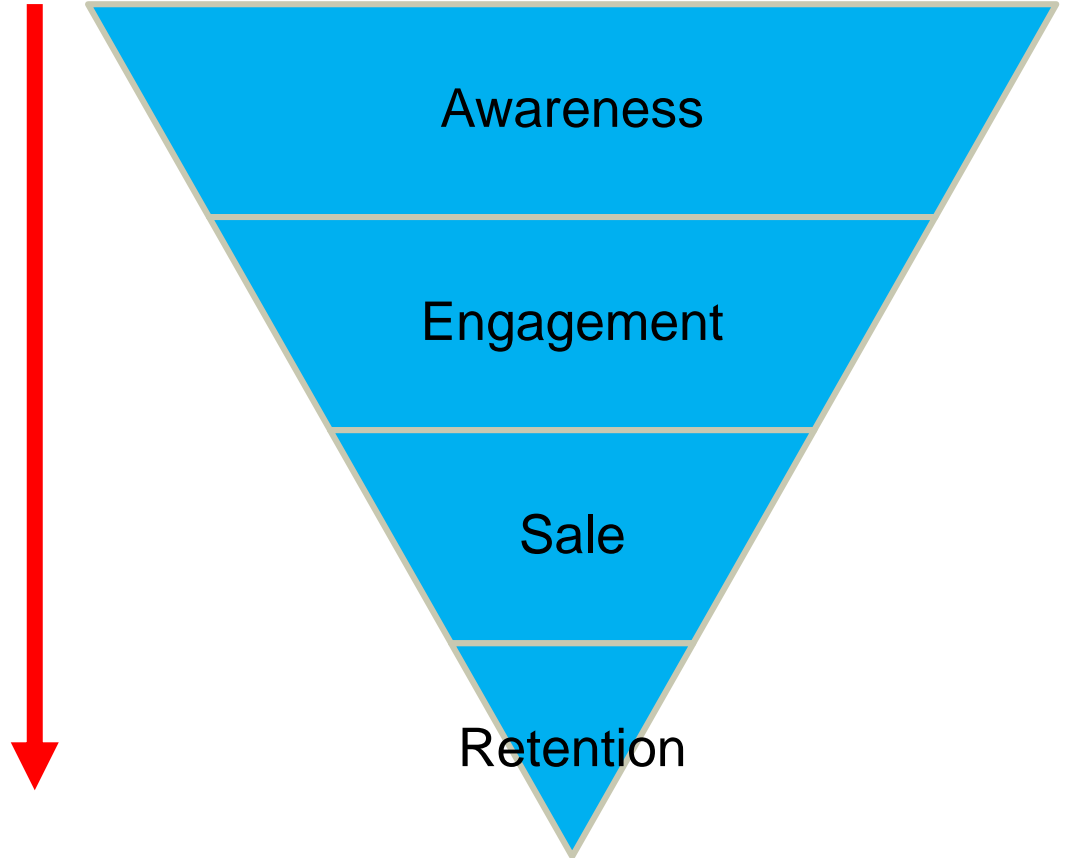
Examples:

Newsletter Signups
Product Views
Video Plays
Social media shares
Brochure download
White paper download
Completed customer surveys

The Customer Journey

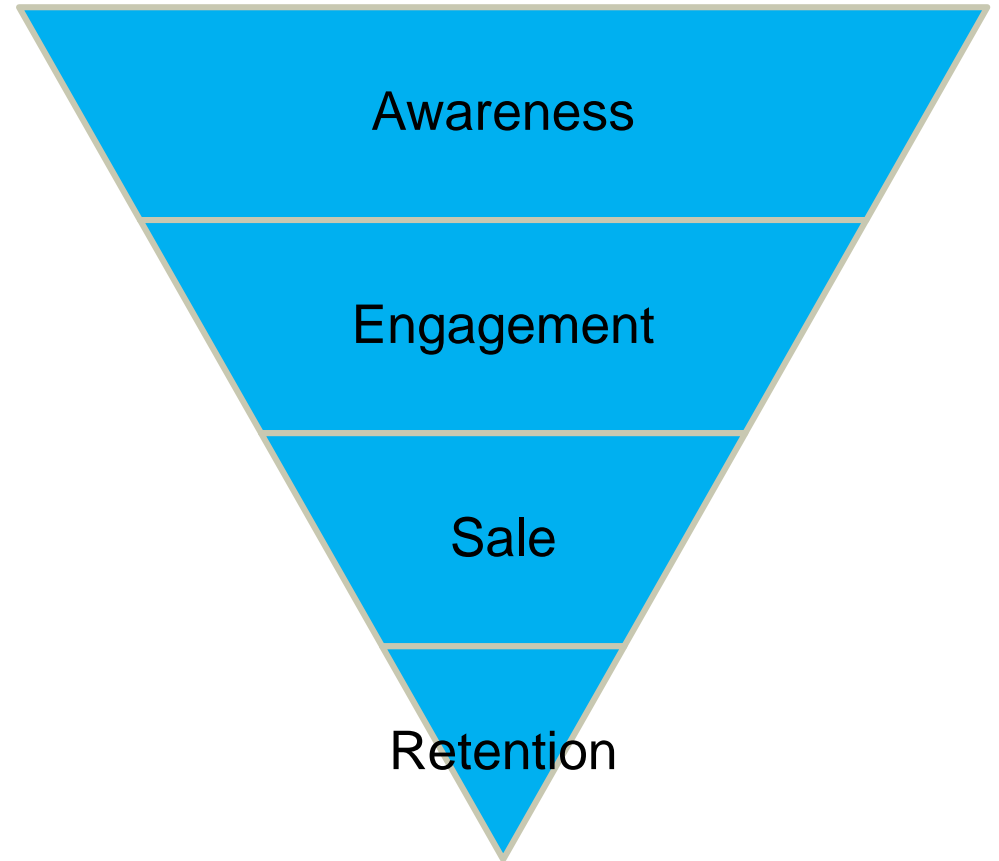


How effective are you at moving the customer down the funnel?



The Customer Journey

- Map out customer onboarding journey
- Identify the metrics at each stage
- Join together metrics in a meaningful way to allow regular reporting and benchmarking



What Sort of Metrics?

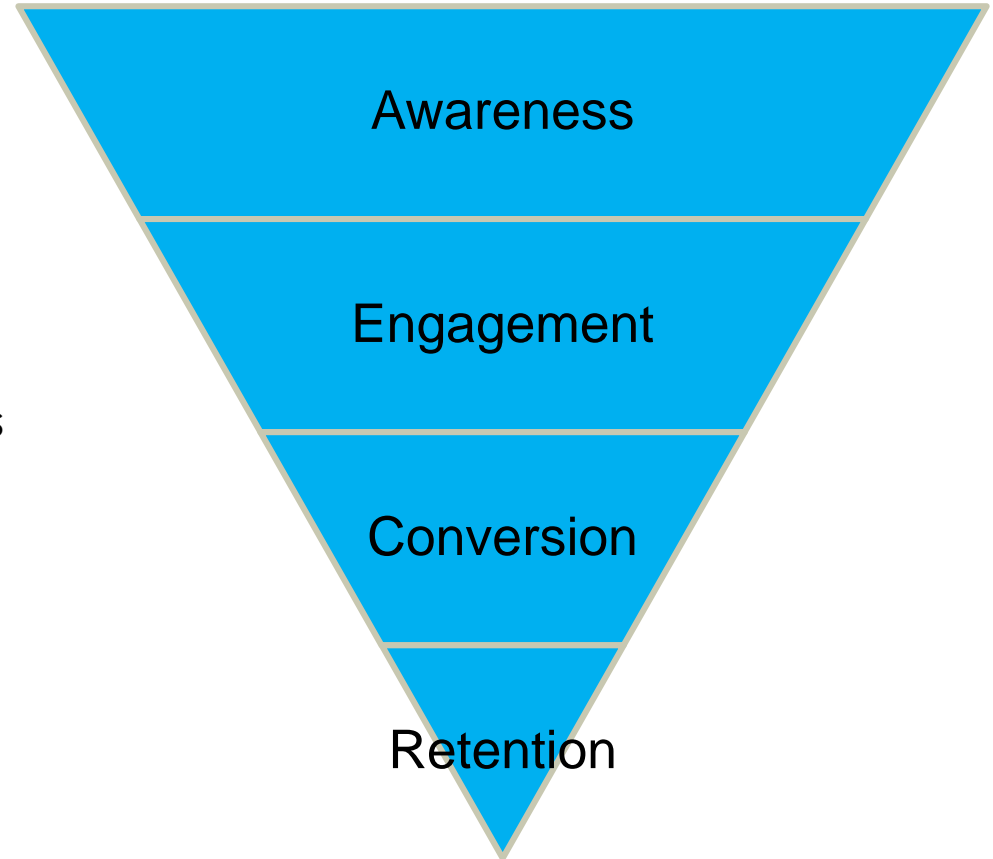
Metrics

- New Users
- Brand Searches
- Impressions

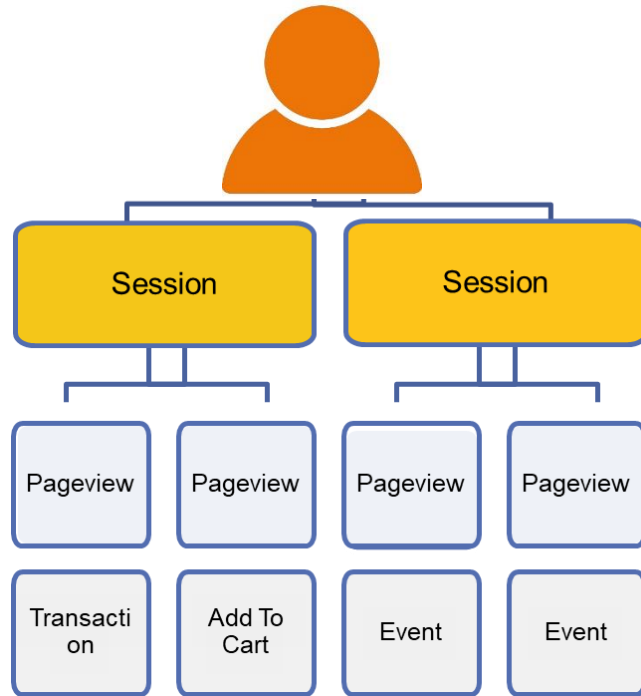
- Pages Viewed
- Time Spent on Site
- Downloads and Interactions

- Form Submissions
- Transactions
- Signups

- Sales forms Returning users
- Login Frequency
- Renewal Rates



What You Can Track in GA



✓ **Users (upto 2 years)**

✓ **Visits (sessions)**

✓ **Online Activities & Sales** = eg page views, events, social interactions, and ecommerce transactions

Different Metrics & Dimensions at Different Levels

User Level

Dimensions
User Type
Days Since last Visit
Session Count

Metrics
Users
New Users
Sessions Per User

Session Level

Dimensions
Landing Page
Source/Medium
Campaign

Metrics
Sessions
Bounce Rate
Avg session duration

Hit Level

Dimensions
Page
Hostname
Event Category

Metrics
Pageview
Time on Page
Total Events

Product Level

Dimensions
Transaction ID
SKU
Product

Metrics
Transactions
Revenue
Quantity

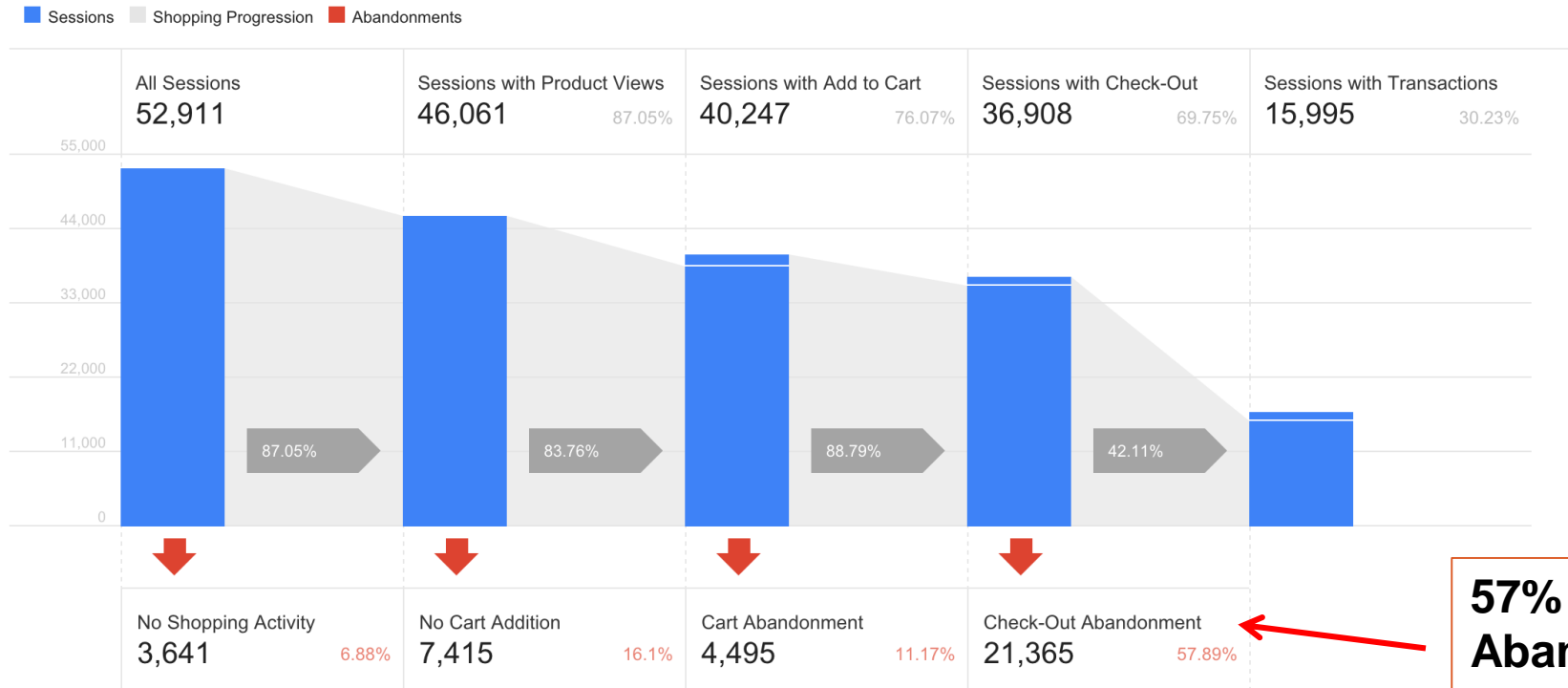
Different Ways to track conversions in Google Analytics

WAYS TO TRACK IN GA:

1. **URL based goals** - eg /thankyou.html
2. **Time based** – i.e spent longer than 10 minutes
3. **Pages per visit** – based on number of pages viewed per visit
4. **Event based** – i.e on button click (requires custom code)
5. **Transactional** – using the Ecommerce tracking code
6. **Custom Metric** – Create a new metric you can add to GA

Reporting on Performance

Funnel Tracking: Ecommerce Shopping



**57%
Abandonment
at checkout!
Ouch!**

Tip: Create remarketing lists for those that abandon

Funnel Tracking: Checkout



Funnel Tracking for Goals

- Setup a **custom report** based on your conversion funnel aligned against dimensions such as device, browser, traffic source
- Incorporate custom goal data side by side
- Helps you quickly identify what stage of the funnel users may be having issues

BRING IN YOUR GOAL DATA

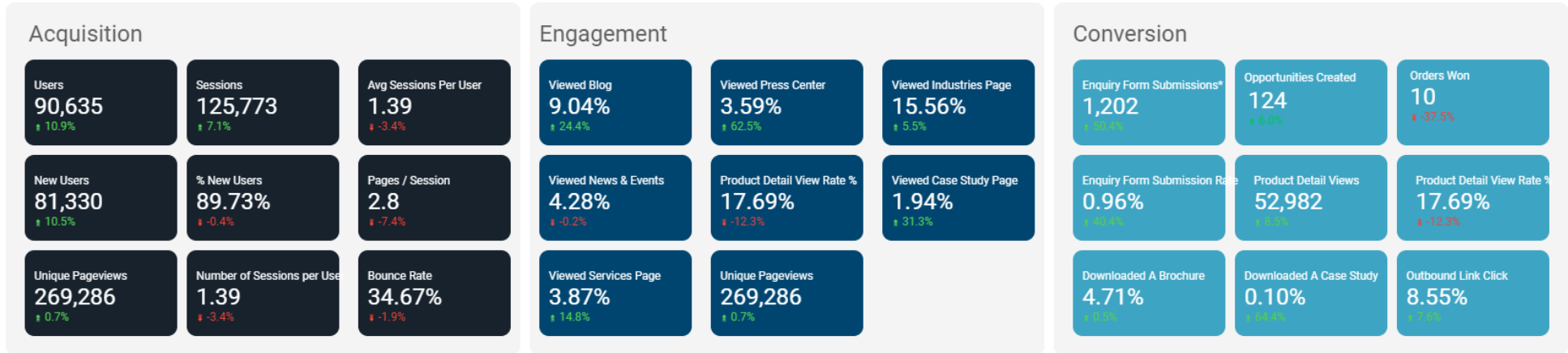
Primary Dimension: Browser

Plot Rows Secondary dimension Sort Type: Default

Browser	Visits	Unique Visitors	Bounce Rate	5 Pages+ (Goal 11 Conversion Rate)	4 Minutes+ (Goal 12 Conversion Rate)	Shopping Cart Start (Goal 6 Conversion Rate)	Checkout Shipping (Goal 7 Conversion Rate)	Checkout Billing (Goal 9 Conversion Rate)	Ecommerce Conversion Rate	Per Visit Value
Desktop Traffic	61,423 % of Total: 77.41% (79,346)	50,577 % of Total: 76.94% (65,737)	48.06% Site Avg: 50.60% (-5.03%)	19.62% Site Avg: 19.31% (7.15%)	14.76% Site Avg: 13.62% (8.38%)	1.63% Site Avg: 1.44% (13.76%)	0.77% Site Avg: 0.65% (18.86%)	0.58% Site Avg: 0.48% (19.76%)	0.45% Site Avg: 0.37% (21.24%)	\$2.27 Site Avg: \$1.83 (24.18%)
1. Internet Explorer	21,218	17,329	42.05%	23.87%	17.19%	2.21%	1.09%	0.79%	0.59%	\$3.10
2. Chrome	21,037	17,394	53.45%	17.13%	13.61%	1.12%	0.57%	0.42%	0.34%	\$2.01
3. Firefox	10,424	8,566	49.44%	18.80%	14.58%	1.62%	0.71%	0.59%	0.49%	\$2.02
4. Safari	6,115	5,101	51.17%	16.11%	11.53%	1.42%	0.49%	0.43%	0.28%	\$0.98

65% Dropoff of Safari Desktop Traffic from Cart to Checkout
IE and Chrome are ~ 50%

Advanced Dashboards – Data Studio



Month of Year	Users	Sessions	Sessions that included							Form Enquiry Rate %
			Product Page Viewed	File Downloads	Blog Views	Viewed Industries	Viewed News & Events	Viewed Press Center	Enquiries	
Feb 2019	8,816	10,955	1,921	512	1,064	1,622	428	444	122	1.0%
Jan 2019	23,522	30,775	5,476	1,533	2,788	4,846	1,237	1,152	341	1.1%
Dec 2018	18,466	23,593	4,187	1,122	2,012	3,738	1,018	834	267	1.2%
Nov 2018	22,305	28,831	4,971	1,471	2,681	4,437	1,347	1,029	238	0.9%
Oct 2018	23,773	31,619	5,688	1,548	2,828	4,927	1,358	1,062	125	0.6%

AWARENESS

	Jul 16	Aug 16	% MoM	Sep 16	% MoM	Oct 16	% MoM	Nov 16	% MoM	Dec 16	% MoM
Facebook Posts	45	26	▼ -43.1%	17	▼ -35.5%	17	▲ 1.8%	16	▼ -4.8%	22	▲ 40.0%
Facebook Fans	7,403	5,248	▼ -29.1%	5,402	▲ 2.9%	3,912	▼ -27.6%	5,232	▲ 33.7%	5,242	▲ 0.2%
Twitter Followers	-	-	-	-	-	-	-	-	-	9,930	-
Brand Mentions	-	-	-	-	-	-	-	-	-	3,053	-
Branded Search	33,975	49,315	▲ 45.2%	47,226	▼ -4.2%	43,406	▼ -8.1%	64,058	▲ 47.6%	41,443	▼ -35.3%

The dashes in this Klip mean there is no data available for the month.

FIRST VISIT

How do you define engagement? Use the dropdown menus below to define what Engaged means for your business.

Average Time

	Jul 16	Aug 16	% MoM	Sep 16	% MoM	Oct 16	% MoM	Nov 16	% MoM	Dec 16	% MoM
Referral - Engaged	4,123	3,766	▼ -8.7%	4,162	▲ 10.5%	3,952	▼ -5.0%	4,507	▲ 14.0%	2,634	▼ -41.6%
Referral - Not Engaged	5,584	5,670	▲ 1.5%	5,047	▼ -11.0%	4,854	▼ -3.8%	5,512	▲ 13.6%	3,334	▼ -39.5%
Social - Engaged	1,150	877	▼ -23.7%	854	▼ -2.6%	798	▼ -6.6%	1,161	▲ 45.6%	743	▼ -36.0%
Social - Not Engaged	4,806	1,885	▼ -60.8%	1,911	▲ 1.4%	1,952	▲ 2.1%	2,367	▲ 21.2%	1,510	▼ -36.2%
[Other] - Engaged	983	935	▼ -4.8%	725	▼ -22.5%	731	▲ 0.9%	1,100	▲ 50.5%	413	▼ -62.5%
[Other] - Not Engaged	890	732	▼ -17.7%	605	▼ -17.4%	762	▲ 25.9%	589	▼ -22.7%	589	▲ 0.0%
Total New Visits	409,212	344,065	▼ -15.9%	336,763	▼ -2.1%	353,362	▲ 4.9%	425,273	▲ 20.3%	229,873	▼ -46.0%

RETURNING VISITS

	Jul 16	Aug 16	% MoM	Sep 16	% MoM	Oct 16	% MoM	Nov 16	% MoM	Dec 16	% MoM
2nd or 3rd Visit	45,280	52,060	▲ 15.0%	45,164	▼ -13.2%	34,744	▼ -23.1%	24,050	▼ -30.8%	23,441	▼ -2.5%
4th to 9th Visit	24,508	26,352	▲ 7.5%	21,001	▼ -20.3%	16,030	▼ -23.7%	10,420	▼ -35.0%	10,586	▲ 1.6%
10+ Visits	32,590	37,202	▲ 14.2%	28,242	▼ -24.1%	19,263	▼ -31.8%	13,198	▼ -31.5%	12,019	▼ -8.9%
Avg. Browse Rate	3.3	3.4	▲ 3.6%	3.6	▲ 3.5%	3.5	▼ -0.4%	3.6	▲ 1.2%	3.4	▼ -4.0%
Avg. Time on Site	3m:30s	2m:19s	▼ -33.7%	6m:33s	▲ 181.8%	2m:19s	▼ -64.7%	2m:15s	▼ -2.8%	3m:29s	▲ 55.4%

WEB CONVERSION

	Jul 16	Aug 16	% MoM	Sep 16	% MoM	Oct 16	% MoM	Nov 16	% MoM	Dec 16	% MoM
Product Page Visits	2,578	2,525	▼ -2.1%	2,775	▲ 9.9%	2,437	▼ -12.2%	3,004	▲ 23.3%	2,992	▼ -23.6%
Goal Conversion Rate	7.0%	9.8%	▲ 40.7%	6.0%	▼ -38.9%	228.3%	▲ 3,718.8%	71.2%	▼ -68.8%	2.9%	▼ -95.9%

SALES

	Jul 16	Aug 16	% MoM	Sep 16	% MoM	Oct 16	% MoM	Nov 16	% MoM	Dec 16	% MoM
New Customers	858	1,072	▲ 24.9%	0	▼ -100.0%	14	0.0%	32	▲ 128.6%	11	▼ -65.6%
Returning Customers	900	1,448	▲ 60.9%	116	▼ -92.0%	0	▼ -100.0%	48	0.0%	0	▼ -100.0%
Avg. Revenue/Buyer	\$2,814	\$1,177	▼ -58.2%	\$181	▼ -84.6%	\$526	▲ 190.2%	\$105	▼ -80.1%	\$1,104	▲ 954.9%
Total Transaction	4,793	3,717	▼ -22.5%	46	▼ -98.8%	18	▼ -60.0%	46	▲ 150.0%	9	▼ -80.0%
Total Revenue	\$966,814	\$68,535	▼ -92.9%	\$10,400	▼ -84.8%	\$16,380	▲ 57.5%	\$17,160	▲ 4.8%	\$23,563	▲ 37.3%



Fantastic?

What About Offline Lead Sales?

Tracking Leads - The Problem

Money Spent on driving customer to website

Enquiry dealt with offline with no attribution to lead source



Ad Click



Tracked
GA



Web Visit



Tracked
GA



Web Visit



Tracked
GA



Form
Submit



Tracked
GA



Sale Taken
offline



Not Tracked
GA

The Solution



1519959672

**Form
Submission
with ID**



Google Analytics



1519959672



**Sale
Taken
offline**

**Measurement Protocol
To send Data back to GA in order to report sale**



Tracking Offline Sales – The Process

1) Form Submit

How Can We Help?

First Name* Last Name*

First Name Last Name

Your Email*

Email Address

Your Phone* Monthly Budget*

Your Phone Select Budget

Project Description or Enquiry

Please tick this box to opt in to marketing communications from Anicca Digital

Request Callback

1519959672

Unique Form ID sent on form submission sent to GA and CRM as a custom field

2) Import

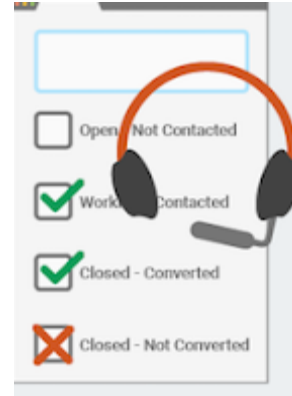


CRM

1519959672

Enquiry ID passed and stored in CRM along with Enquiry

3) Lead Nurtured



The lead moves through your sales milestones.

4) Data Import



Enquiry Status Sent back into Google Analytics

Advantages of Importing Offline Data into GA

- Track performance across all online traffic channels.
- Gain insights from your data using Analytics segments.
- Grow customer value with remarketing audiences.
- Visualize your user journeys with custom reports
- Optimize your marketing based on ROI and predicted sales
- Remarket based on sales data.

Requirements

1. Ability to capture and store Google Analytics client ID on form submission
2. Ability to send client ID along with form enquiry details into CRM
3. Use Measurement Protocol to 'Post' data to GA from server

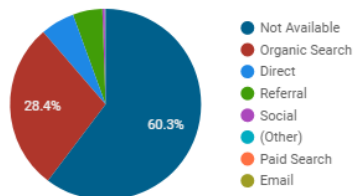
How it Looks - GA

Custom Metric Passed into GA

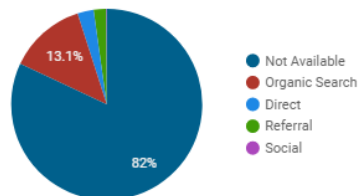
EnquiryFormID ?	Source ?	Users ?	File Download ?	Enquiry Form Submit (CM) ?	Opportunity Created (CM) ?	Order Received (CM) ?	Order Revenue (CM) ?
		588 % of Total: 0.87% (67,456)	0 % of Total: 0.00% (4,900)	875 % of Total: 100.00% (875)	13 % of Total: 100.00% (13)	17 % of Total: 100.00% (17)	£46,500.00 % of Total: 100.00% (£46,500.00)
1. 1541422472	(direct)	1 (0.11%)	0 (0.00%)	0 (0.00%)	1 (7.69%)	2 (11.76%)	£5,000.00 (10.75%)
2. 1547069528471	offline	1 (0.11%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	2 (11.76%)	£4,000.00 (8.60%)
3. 1549282291450	google	1 (0.11%)	0 (0.00%)	1 (0.11%)	1 (7.69%)	2 (11.76%)	£10,000.00 (21.51%)
4. 1541421896768	offline	1 (0.11%)	0 (0.00%)	0 (0.00%)	1 (7.69%)	1 (5.88%)	£3,000.00 (6.45%)
5. 1542882098	google	1 (0.11%)	0 (0.00%)	0 (0.00%)	1 (7.69%)	1 (5.88%)	£6,000.00 (12.90%)
6. 1546304220	offline	1 (0.11%)	0 (0.00%)	0 (0.00%)	1 (7.69%)	1 (5.88%)	£2,000.00 (4.30%)
7. 1546369155	offline	1 (0.11%)	0 (0.00%)	0 (0.00%)	1 (7.69%)	1 (5.88%)	£2,500.00 (5.38%)
8. 1547007542	offline	1 (0.11%)	0 (0.00%)	0 (0.00%)	1 (7.69%)	1 (5.88%)	£2,000.00 (4.30%)

Data Studio Example - Lead Stage Analysis

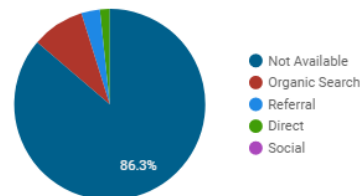
Enquiries by Digital Channel



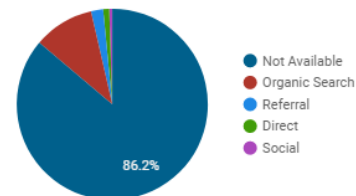
Opportunities Created by Digital Channel



Opportunity Value by Digital Channel



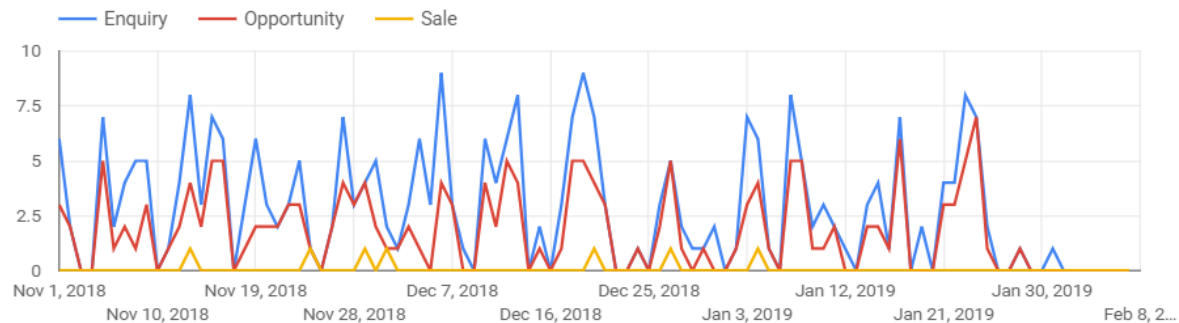
Opportunities Won by Digital Channel



Lead Stage by Channel

Channel	All Enquiries	Value	Opportunity (Lead) (1%)	Define Requirements (10%)	Acceptance of Request (25%)	Proof of Solution (50%)	Acceptance of Solution (75%)	Date Committed (99%)	Order Recieved	Closed Lost
Not Available	2,846	£22,977,296.4	33	63	48	25	14	0	168	908
Organic Search	1,340	£2,372,350.4	28	47	40	12	4	1	20	49
Direct	272	£441,377.83	7	7	5	8	3	0	2	10
Referral	236	£840,881.95	6	3	1	2	0	0	4	16
Social	19	£1,835.37	0	0	0	0	0	0	1	1
(Other)	4	£0	0	0	0	0	0	0	0	0
Paid Search	2	£0	0	0	0	0	0	0	0	0
Grand total	4,720	£26,633,741.95	74	120	94	47	21	1	195	984

Month on Month Analysis



Month ▾	All Enquiries	Opportunities	Order Received	Value	Closed Lost	Enquiry to Opportunity Rate%	Win Rate % from Opportunity
Feb 2019	98	0	0	£0	0	null	null
Jan 2019	547	54	1	£669,710.02	0	67.5%	1.82%
Dec 2018	451	56	3	£201,801.25	6	57.14%	5.08%
Nov 2018	464	65	3	£488,591.7	12	62.5%	4.41%
Oct 2018	346	68	10	£213,608.69	16	59.13%	12.82%
Sep 2018	272	54	5	£398,020.14	14	63.53%	8.47%
Aug 2018	322	66	5	£304,773.16	28	68.04%	7.04%
Jul 2018	236	44	6	£307,204.42	19	59.46%	12%
Jun 2018	245	44	4	£1,087,380.19	22	65.67%	8.33%
May 2018	294	36	5	£487,982.62	21	54.55%	12.2%
Apr 2018	401	38	6	£1,106,726.96	23	63.33%	13.64%
Mar 2018	438	45	9	£410,223.16	30	54.22%	16.67%
Feb 2018	317	44	7	£694,690.31	28	51.76%	13.73%

Channel ROI Analysis

Would I best investing more in SEO and Social?

High enquiry rate for Display, but poor sales conversion?

Leads & Revenue

Channel	Value	All Enquiries	Order Received	Enquiry Rate%	Win Rate%	Avg Revenue Per Enquiry	Avg Revenue Per User
1. Organic Search	£669,710.02	547	430	2.3%	1.82%	£1,224.33	£28.1
2. Paid Search	£488,591.7	464	301	5.54%	3.6%	£1,053	£58.39
3. Direct	£201,801.25	451	125	2.34%	0.65%	£447.45	£10.47
4. Referral	£213,608.69	346	135	12.43%	4.85%	£617.37	£76.73
5. Display	£20,773.16	322	5	54.58%	0.85%	£64.51	£35.21
6. Social	£398,020.14	272	5	14.29%	0.26%	£1,463.31	£209.04
7. Email	£0	6	0	3%	0%	£0	£0

Segment Analysis - Converters

 Order Received
16.29% Users

Engagement

	Channel	Users ▾	Blog View Rate%	File Download Rate %	Video Completion Rate%	Video Completion Rate%	Engagement Score%
1.	Organic Search	23,833	3.06%	1.08%	10.29%	10.29%	11.53%
2.	Direct	19,274	5.89%	2.55%	10.51%	10.51%	41.16%
3.	Paid Search	8,368	8.86%	3.48%	10.44%	10.44%	32.89%
4.	Referral	2,784	5.65%	1.65%	10.63%	10.63%	43.39%
5.	Social	1,904	2.42%	2.95%	9.63%	9.63%	61.25%
6.	Display	590	4.01%	3.56%	8%	8%	46.4%
7.	Email	200	12.05%	4.05%	13.16%	13.16%	30.96%

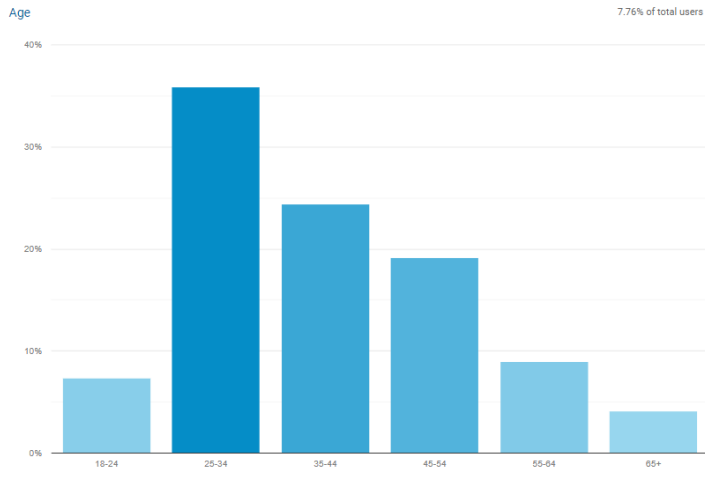
Segment Analysis - Demographics

Age

Order Received
16.29% Users

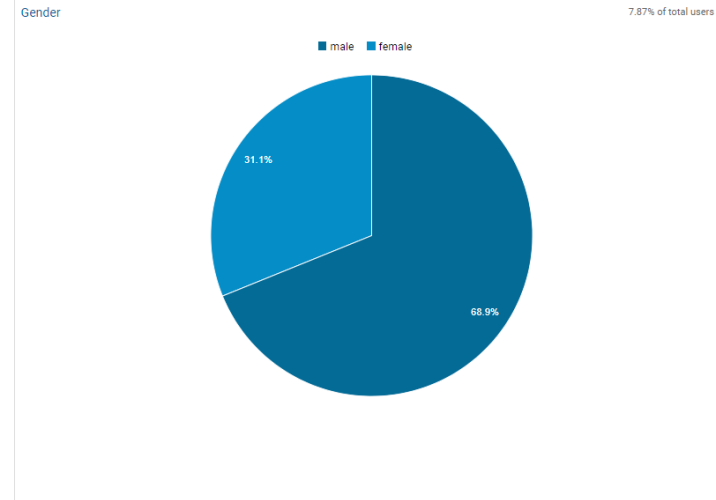
+ Add Segment

Key Metric: Users



Gender

Jan 12, 2019 - Feb 10, 2019



Segment Analysis - Interests



Order Received
16.29% Users

In-Market Segment

36.85% of total users

2.73%



Employment

2.32%



Software/Business & Productivity Software

2.06%



Travel/Hotels & Accommodations

1.73%



Financial Services/Investment Services

1.72%



Travel/Air Travel

1.66%



Consumer Electronics/Mobile Phones

1.57%



Employment/Career Consulting Services

1.46%



Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)

1.36%



Business Services/Advertising & Marketing Services

1.33%



Real Estate/Residential Properties

Segment Analysis - Location



Order Received
16.29% Users

Country ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	54,815 % of Total: 100.00% (54,815)	49,579 % of Total: 100.00% (49,579)	72,662 % of Total: 100.00% (72,662)	50.68% Avg for View: 50.68% (0.00%)	2.29 Avg for View: 2.29 (0.00%)	00:02:05 Avg for View: 00:02:05 (0.00%)
1. United Kingdom	14,250 (25.93%)	13,231 (26.69%)	17,466 (24.04%)	67.50%	1.89	00:01:29
2. United States	6,904 (12.56%)	6,252 (12.61%)	8,344 (11.48%)	48.01%	2.31	00:01:44
3. Germany	4,891 (8.90%)	4,402 (8.88%)	6,195 (8.53%)	38.29%	2.68	00:02:02
4. India	4,366 (7.94%)	3,817 (7.70%)	5,826 (8.02%)	42.89%	2.61	00:02:28
5. South Korea	2,187 (3.98%)	2,047 (4.13%)	2,615 (3.60%)	49.25%	2.84	00:02:11
6. China	1,882 (3.42%)	1,693 (3.41%)	2,253 (3.10%)	57.21%	2.08	00:02:44
7. Spain	1,854 (3.37%)	1,614 (3.26%)	3,226 (4.44%)	53.72%	2.04	00:02:12
8. Netherlands	1,836 (3.34%)	1,636 (3.30%)	2,331 (3.21%)	47.36%	2.44	00:01:50
9. France	1,704 (3.10%)	1,505 (3.04%)	2,453 (3.38%)	34.53%	2.71	00:02:38
10. Canada	920 (1.67%)	840 (1.69%)	1,181 (1.63%)	41.83%	2.67	00:02:27

Optimise Google Ads for Offline Conversions

Import Offline Goals into Google Ads to allow you to report and optimise against offline sales

Can be leveraged by other AdWords features such as [Search Funnels](#), [Automated Rules](#) and [flexible bid strategies](#) – which automatically sets bids to help you get as many conversions as possible while reaching your average cost-per-conversion goal.



Summary

- Understand Your Customer Journey
- Identify the conversion points on your site
- Track downloads, video plays & form fills etc
- Work with a developer to get setup
- Setup reports for quick access and analysis

Thankyou

Ed Truman
ed@anicca.co.uk

 /edtruman

anicca
data driven digital marketing

