Introduction to Social Media Tracking

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Agenda

- About Me and Anicca
- Introduction to tracking
- Types of tracking:
  - UTM Parameters for tracking links
  - Website pixel for tracking actions and conversions on your site
- Social media attribution windows
- Utilising tracking:
  - Remarketing
  - Audience Building
  - Optimising your campaigns
- Google Analytics vs in-platform analytics
- Example – tracking in action

About Me
& Anicca
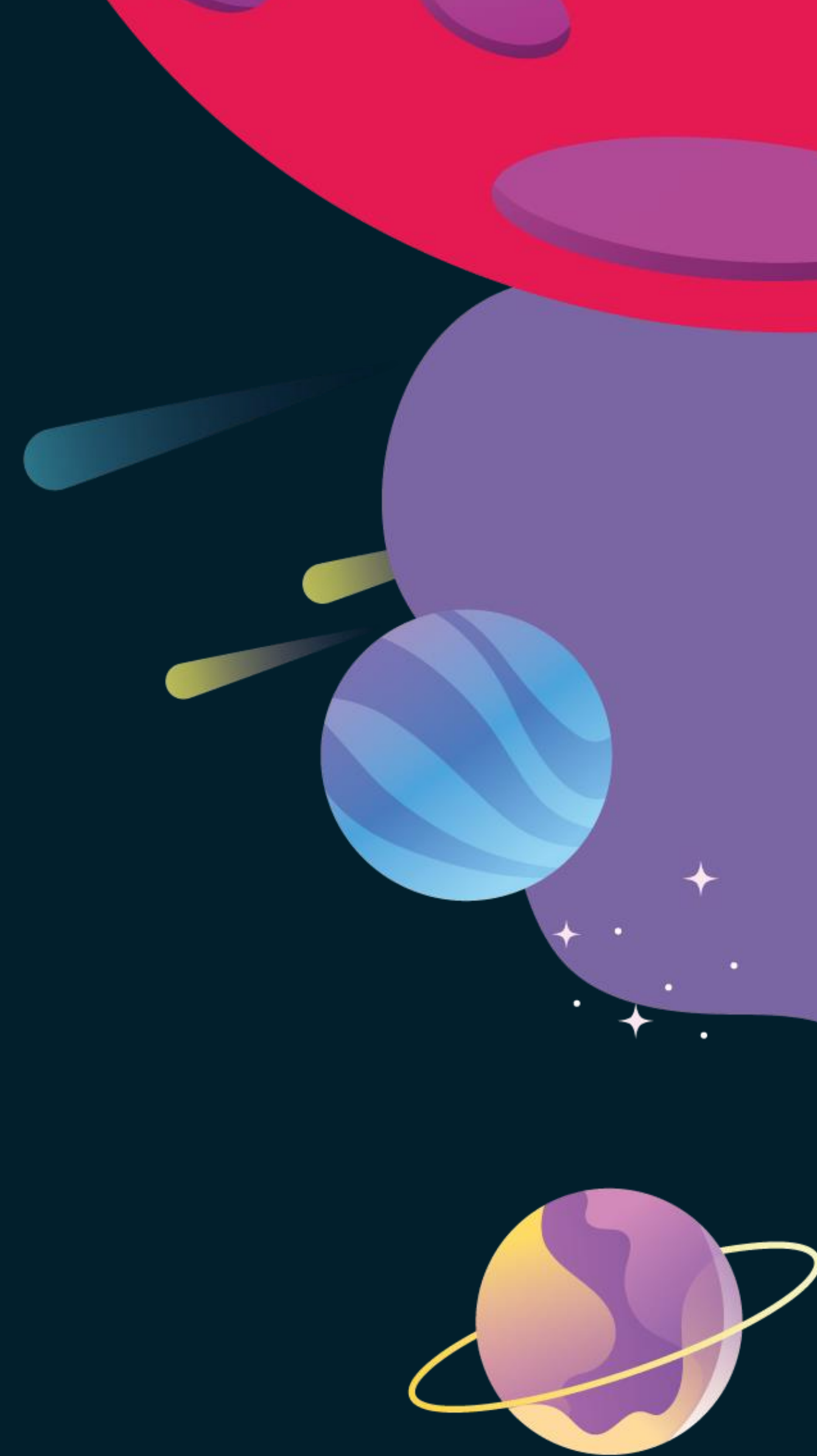
Our Pedigree

We have vast experience of working with companies that manufacture or build their own products.

Our deep understanding and sharp focus on these specific industries is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business.

This is also why our internationally renowned clients stay with us year after year.

- Construction Industry
- Global Distribution Network
- Logistics & Supply Chain
- Manufacturing & Supply Chain
- Medical, Health & Scientific

NHS **PALLEX** **wattbike** **CHARLES BENTLEY** EST. 1860 **experian**™ **D DEICHMANN**

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About Me

- Paid Media Account Director, Specialising in Paid Social Media

- Background in PR and Social Media

- Worked with everything from start-ups to £billion annual turnover companies

- Love everything from creative design to statistical analytics and evaluation

- From Norway, born and raised

- Dabble in football…

Introduction to tracking

Why is tracking important?

- Tracking is one of the core advantages of digital marketing.

- It gives you vision of your ad performance that traditional methods have struggled with. For example, accurately tracking the success of a physical newspaper ad or article is extremely difficult.

- Without tracking, you are essentially working blindly, so how are you meant to make the right decisions when you don't really know what's happening?

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Advertising without tracking

- You can advertise on social media without setting up full tracking, but it leaves you and the social platform with limited information.

- **Here is a real world example** - imagine you have a physical shop:
  - You are standing on the street around the corner advertising your shop and your products.
  - You will be able to see how many people saw you and if they took the turn down the street of your shop, but you don't know if they visited or bought anything.
  - So your ads may effectively target more of the kind of people who took the turn down the street, but you don't know what happened next!
  - With tracking installed, you'll be able to see if they walked in, if they purchased and how much they spent.

- Once you know if they purchased, you can use ads that will then be able to target more people that are likely to purchase **i.e. your target audience.**

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Where we use conversion tracking

- Ad testing
- Increasing performance by eliminating poor performing elements of your campaign
- Audience building
- Audience testing and optimisation
- Remarketing campaigns
- Creating Similar and Lookalike audiences
- Set-up of conversion-based campaigns - where Facebook or the social platform finds audiences that are like your converters

Types of tracking

UTM Parameters for tracking links

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What is UTM Tracking?

- UTM tracking is a code added to the **end of your URL (website link),** which allows you to identify more of your traffic through analytics platforms, such as Google Analytics.

- You can use a template to standardise the creation of your UTM parameters, so that everything is categorised and identifiable - just how you like it.

- The most regular parts that people add to their UTM code are:
  - **The source** (e.g. the platform)
  - **The medium** (usually the type, such as paid, organic etc).

- You can also drill down further to add campaign and content details. This can prove extremely helpful when analysing performance.

google / cpc	2,662 (70.97%)
google / organic	490 (13.06%)
(direct) / (none)	247 (6.58%)
facebook / paid	244 (6.50%)

Source

Medium

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Building a URL with UTM Parameters

- You can build your URL using one of several free online tools, including Anicca's very own:

https://anicca.co.uk/url-utm-builder/

Google Analytics URL Builder

Generate custom campaign parameters for your advertising URLs.

Website URL *

Enter the URL of the web page that you are going to create an advert for.

Campaign Source *

Where are they coming from? e.g. google, bing, citysearch, newsletter4

Campaign Medium *

cpc, cpm, ocpm, banner, email

Campaign Term

Identify the paid keywords.

Campaign Content

The name of the individual ad.

Campaign Name *

The name of the ad campaign.

Generate Url

*Required

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Website URL *

https://anicca.co.uk/a10-marketing-framework

Campaign Source *

Facebook

Campaign Medium *

paid

Campaign Term

Identify the paid keywords.

Campaign Content

The name of the individual ad.

Campaign Name *

east-midlands

Generate Url

https://anicca.co.uk/a10-marketing-framework

https://anicca.co.uk/a10-marketing-framework?utm_source=Facebook&utm_medium=paid&utm_campaign=east-midlands

Types of tracking

Website pixel for tracking actions and conversions on your site

What is a tracking Pixel?

- A tracking **pixel is a connector between your website and an ad or social media platform.** It is actually a bit of code that sits on your website and sends information back to the source of the pixel

- You will need to add a **different pixel for each platform** that you want to track, e.g. one for Google, Facebook, LinkedIn etc.

- The tracking pixel will allow you to track **actions and conversions** that **happen on your site** - such as page views, buttons clicks, leads, sales or other on-site activity

- Without a tracking Pixel, your ads will **run blindly** and have **little to learn from**.
  - You will be able to see impressions and clicks in the ads manager (dashboard), but you won't know what users do once they have clicked through to your site
  - This means that the ads platform won't know which people are best to target.

- Many businesses rule out social media advertising because they ran ads without a pixel installed and therefore assumed no action was taken by users
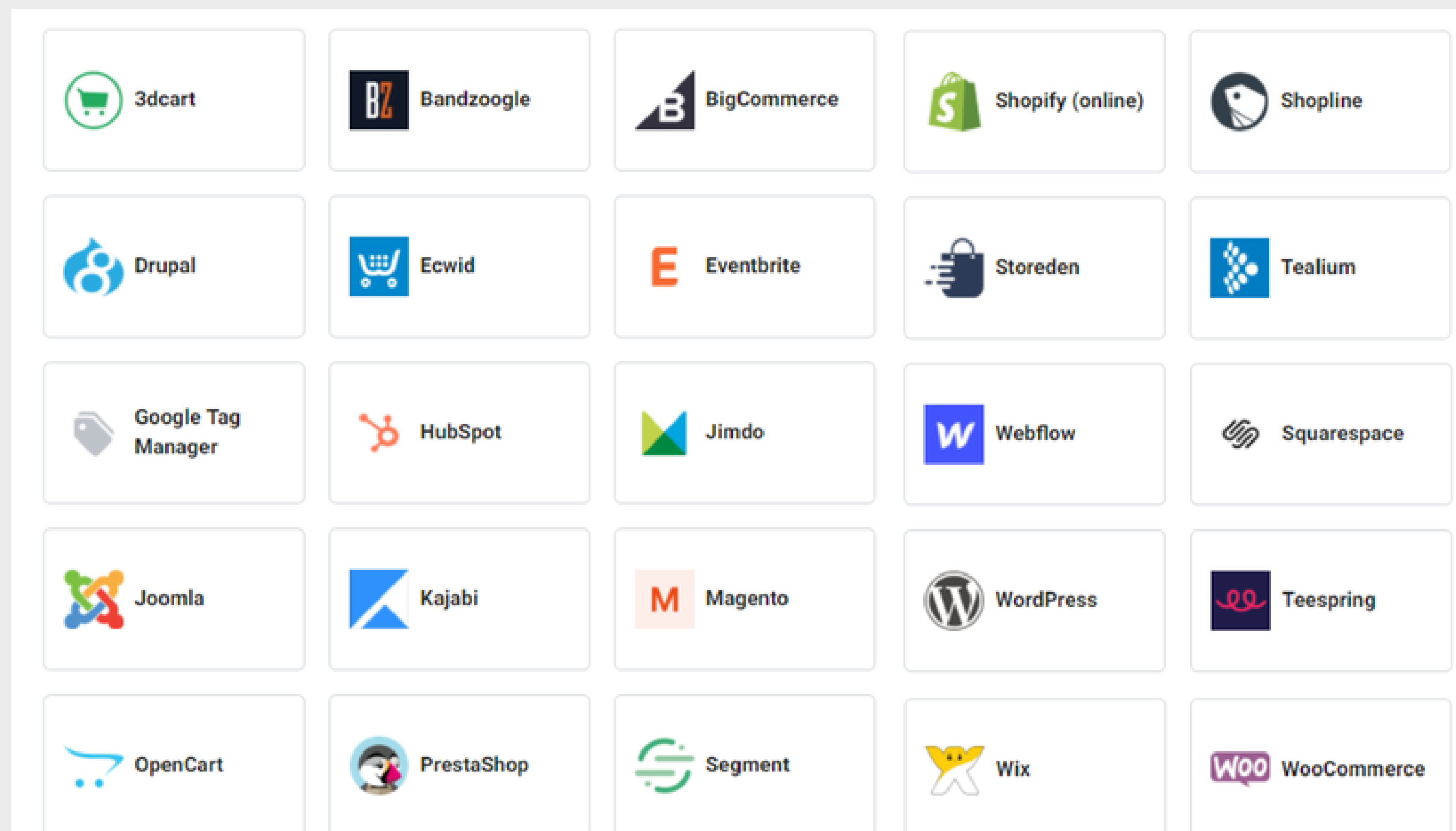
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Different pixels for different ad platforms

- You need to install a different pixel for each platform, in order to track actions on ads from that platform:
  - Facebook Pixel
  - LinkedIn Insight Tag
  - Pinterest Tag
  - Twitter Pixel

- Pixels are also used by other platforms:
  - Google uses the Analytics pixel for tracking most of their ad platforms
  - Bing uses their UET tag "Universal Event Tracking"

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How do you install your pixel

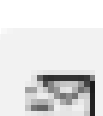- Facebook, especially, make it very easy to install a pixel through **partner integration**. Below is a list of their partners.

- You can also manually install the code on your website, by giving the code to your developer or using a tool like **Google Tag Manager (GTM)**

- We recommend having a **professional complete this process**, as it can get technical and it is easy to make mistakes that often require a complete fresh set-up once identified.

3dcart	Bandzoogle	BigCommerce	Shopify (online)	Shopline
Drupal	Ecwid	Eventbrite	Storeden	Tealium
Google Tag Manager	HubSpot	Jimdo	Webflow	Squarespace
Joomla	Kajabi	Magento	WordPress	Teespring
OpenCart	PrestaShop	Segment	Wix	WooCommerce

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What can you track?

- The benefit of **Partnership integration** is that once everything is setup correctly elsewhere, the majority of your events will be automatically added.

- Beyond that you can add additional "Custom Events". These can be **clicks on things such as a phone number, an email address or a 'submit' button**.

- Moving forward, you can use these **Custom events** to form an in-depth strategy with multiple-targeting layers.

PageView
● Active

View content
● Active

Add to cart
● Active

Initiate checkout
● Active

Purchase
● Active

Search
● Active

Add payment info
● Active

View Collection
● Active

Submit Application
● Active

Complete registration
● Active

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Custom events

- Custom events can be set up to track things like **thank-you or landing page visits**, that are unique to your site:
  - These are often used to track if a visitor has completed a form or other types of actions or conversions that happen on the page
  - They can be used to track when the visitor lands on the page, clicks the button, downloads a document or goes to a thank-you page

- There are some **differences** between tracking a **"submit button"** and a **thank-you page visit:**
  - You are more likely to track duplicate events from button clicks.
  - Accidental double clicks or re-submissions due to a form error such as a missing field, can lead to this.

- Using custom events allows us to create the most **advanced targeting strategies,** where we use tracked events to create **ads based on what actions were taken.** This can be a visit to a specific page or an abandoned shopping cart.

Create a custom conversion ✕

Name | Description · Optional
Name your conversion   0/50 | Add a description (optional)   0/100

Data source
○ Anicca FB Demo Pixel ▾

Conversion event
📅 All URL traffic ▾ ⚠

No PageView event detected. You'll need to add a PageView event to your pixel in order to create a custom conversion from this event.

Choose a standard event for optimisation
Facebook-selected category
We use information about your business to automatically choose a category for you
Select your own category

Rules
This custom conversion must meet all of these rules:

URL ▾ | contains ▾ | ✕
thank-you ✕ | +

☐ Enter a conversion value ❶

Cancel   Create

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Social Media Attribution Windows

Social Media (conversion) Attribution Windows

What are attribution windows?

- The social ads platforms all use "**attribution windows" (or a set number of days)**, within which they credit events to their platform (e.g. sales, leads or other conversions)

- **Facebook's** default attribution window is now 7-days for clicks and 1-day for views.

What does that mean?

- It means that anyone who **clicked an ad within 7 days** prior to a purchase (or other conversion), will be credited as a Facebook sale (or conversion).
- In addition, any ad that was **viewed on the day of purchase/conversion** will be credited as a Facebook sale/conversion.

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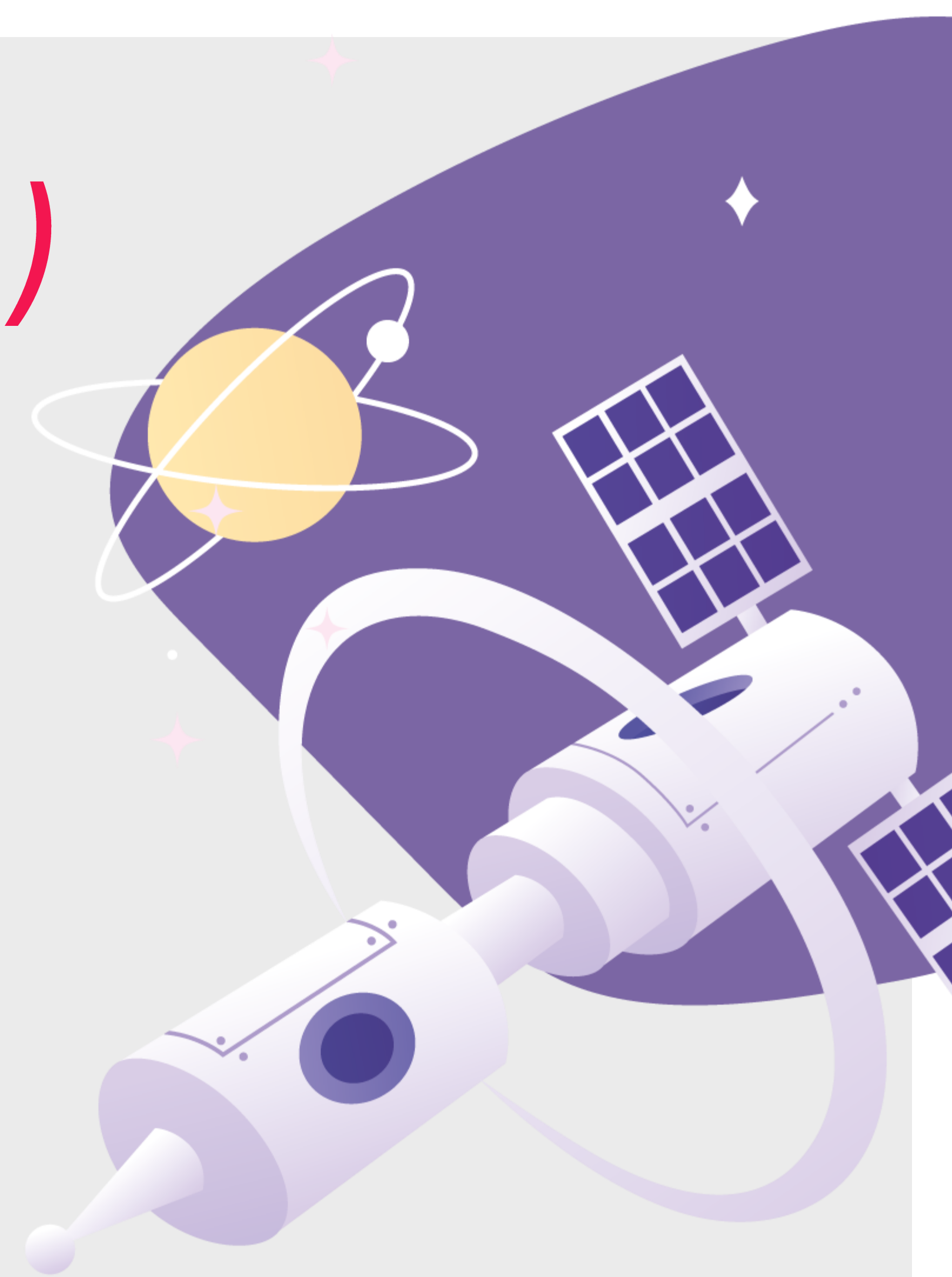
How long are Attribution Windows

- In the past, the default attribution model for Facebook was 28-day click, 1-day view, but this was changed in January 2021, as new privacy changes came into place.

What impact does this have?

- Essentially it means that if someone clicked an ad 8-day before purchase, it won't be credited.
- This has a greater impact on products that require more consideration – usually higher ticket items.

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Apple Tracking Transparency

Facebook said:

"In early 2021, Apple will begin to enforce their App Tracking Transparency (ATT) prompt. Once Apple enforces the prompt and it's shown on Facebook and Instagram, app advertisers and advertisers that optimise, target and report on web events, will be affected by limitations on data sharing."

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Attribution Window Optimisation

- You can optimise your ads to alternative attribution windows such as 7-day click only or 1-day click only.

- **Other platforms** still have longer windows available, however they will also have suffered from the privacy rule changes. This means that the longer the windows, the less visibility.

- **Pinterest** does not allow you to remove view attribution, which means you're unable to optimise for people who click and convert only.

- In general, a **click attribution** is valued more, but viewing an ad can often spark the initial interest or push you over the line, so it is not to be discarded. This is often called an **assisted conversion**

# *Google Analytics vs In-Platform Analytics*

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What's more Accurate?

Google Analytics or In-Platform Analytics

- The data within an ad platform, such as Facebook, often does not match the data that you see in Google or other Analytics packages e.g. landing page views vs visits to your site

- There's a longstanding debate about what stats to trust more, but the reality is that the truth lies somewhere in the middle. However, being overly reliant on one or the other is likely to lead to wrong decisions being made.

- Most conversion journeys involve multiple touchpoints and interactions, which makes it complicated for platforms to give credit.

- If someone clicked a Facebook ad within the week of purchase then Facebook will take that as a sale, while Google Analytics may give more credit to PPC or direct as that is where the last click was from.

- In reality both were part of the journey and deserve credit, so neither is right or wrong
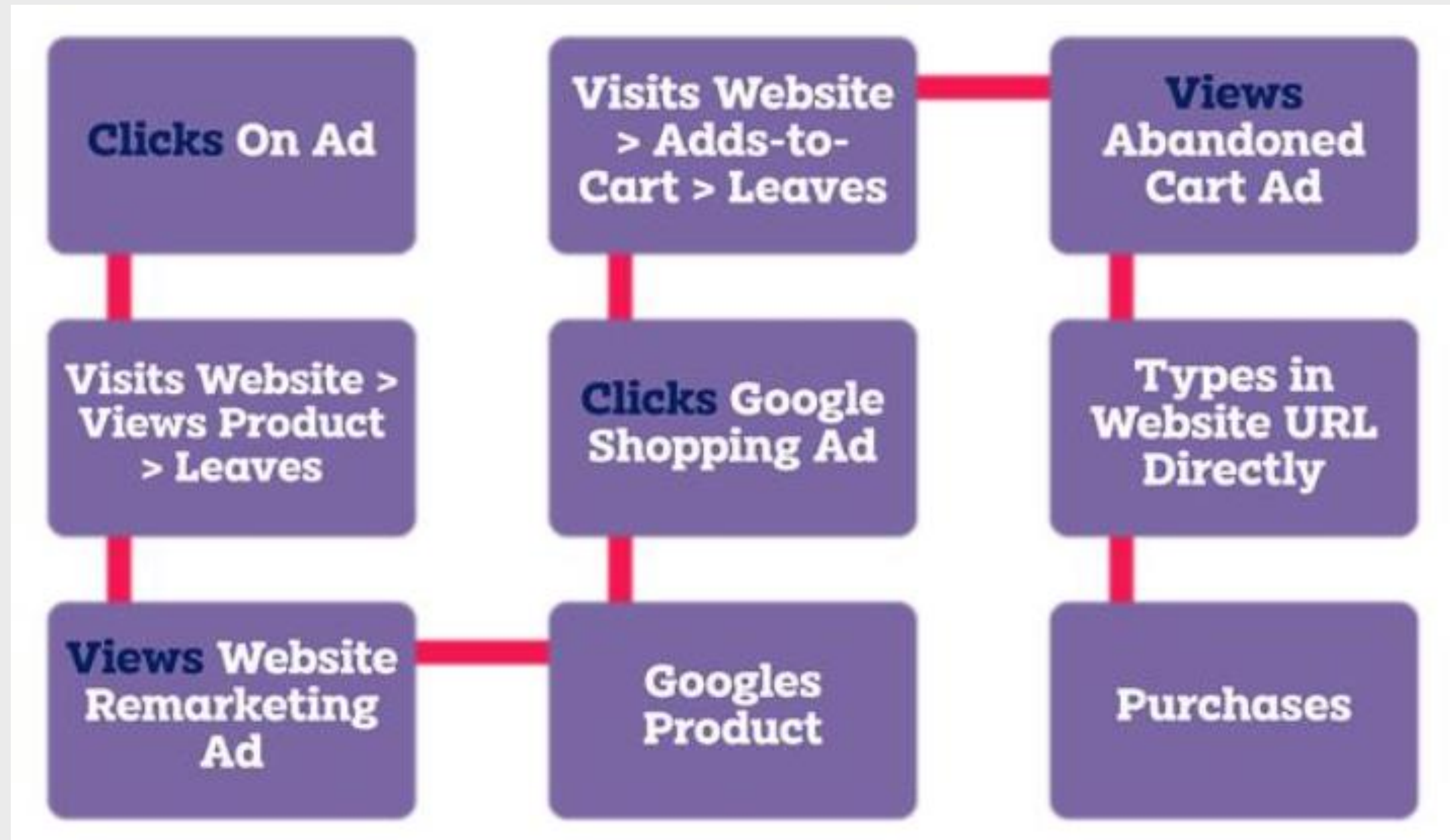
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Shopping Journey

What Google Analytics may show:

Source/Medium	Transactions	Revenue
(direct)/(none)	1	£1,339.72
facebook/paid	0	£0.00

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What Google Analytics may show:

Source/Medium	Transactions	Revenue
(direct)/(none)	1	£1,339.72
facebook/paid	0	£0.00

What Facebook Ads Manager may show:

Campaign Name	Results	Purchases Conversion Value
Abandoned Cart – 14 Days	1 Website purchase	£1,339.72

Utilising Tracking
Remarketing, Audience Building and Optimising

Remarketing

- Without tracking, your remarketing capabilities are limited.

- Tracking allows you to retarget people on your website.

- 26% of people who abandon cart purchase elsewhere.

- Remarketing campaigns tends to have a much lower cost per acquisition (CPA).

User Converts

User   **Your Website**   **User Leaves**   **User sees AD on other site**

User returns to your site

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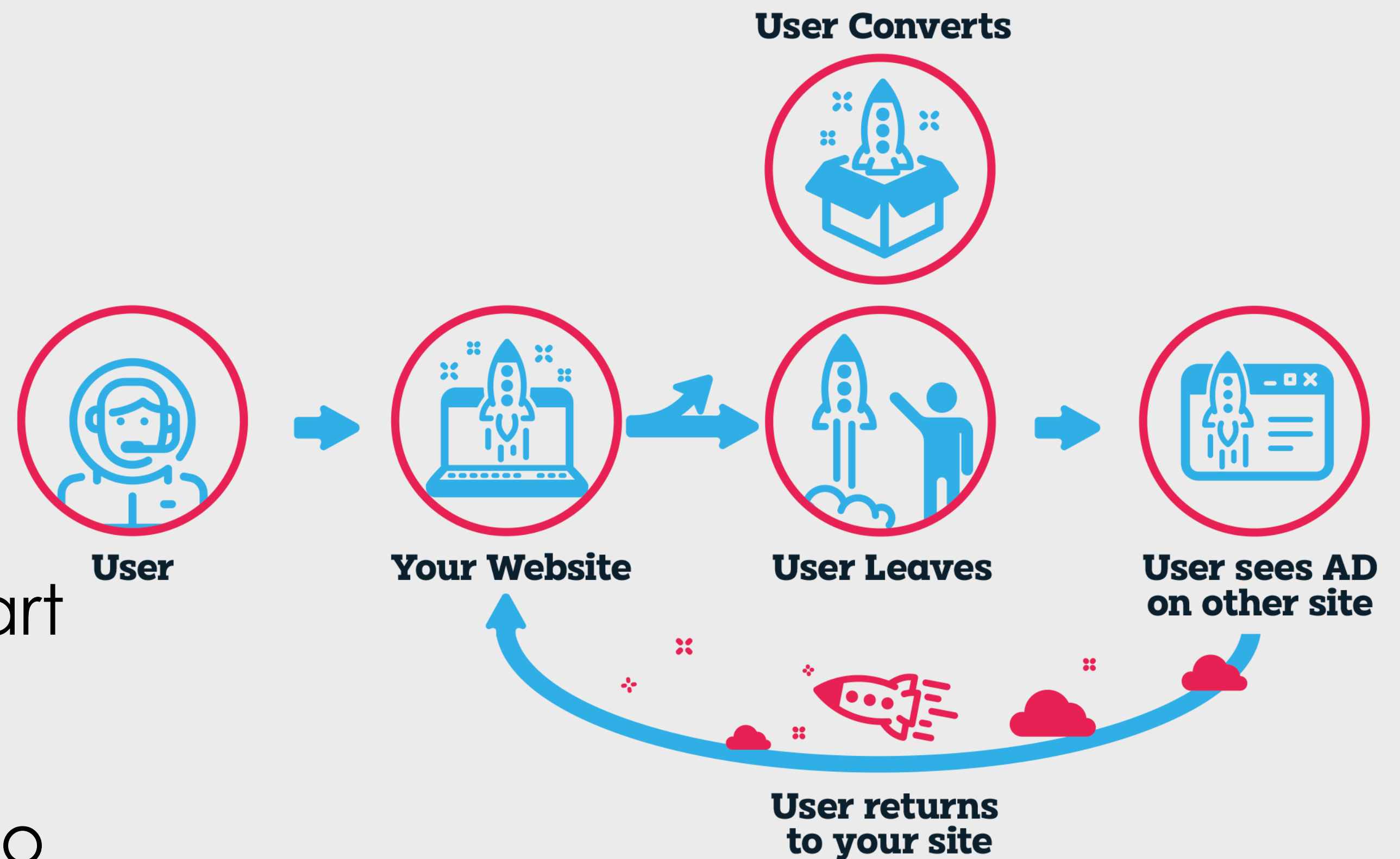
Audience Building

- If you can track people on your site then you can also build audiences.

- These can be people who visited your site in general, specific pages only or took certain actions.

- You can then use those audiences to improve performance and cater content for them as they tend to be lower funnel audiences.

Optimising

- With tracking in place and more data uncovered, it enables you to make better decisions.

- Knowing what is REALLY working and not just could be working, will help you optimise.

- Long-term, this means you can improve creative, improve audiences, run effective tests and spend your budgets where you're more likely to get results.

Examples of tracking in action

Example data

Ad 1

Improve the performance of your social media campaigns

Tracking conversions & user engagement with Emil Bolstad Ougendal

FREE webinar
9am Friday 21st Jan

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Ad 2

Improve the performance of your social media campaigns

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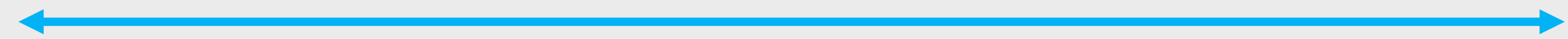anicca15 | REGISTER NOW

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Example data

Ad 1

Ad 2

Spend	Impressions	Cost per click (CPC)
£200	8,000	£1.00
£200	12,000	£0.50

Example data

With tracking

Without tracking

Ad 1

Ad 2

Spend	Impressions	Cost per click (CPC)	Cost per Landing Page View	Sign-Ups	Cost per Lead (CPA)
£200	8,000	£1.00	£1.50	40	£10
£200	12,000	£0.50	No landing page views	No sign-ups	-

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Example data

Ad 1

Ad 2

Spend	Impressions	Cost per click (CPC)
£200	8,000	£1.00
£200	12,000	£0.50

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Example data

Ad 1

Ad 2

Spend	Impressions	Cost per click (CPC)
£200	8,000	£1.00
£200	12,000	£0.50

Based on this data (without conversion tracking):

- You would think that Ad 2 is clearly outperforming Ad 1, because it has a lower cost per click (cpc) and more impressions.

- The obvious decision, based on this data, is to make changes to optimise the campaign. For example, pause Ad 1 to allocate more budget to Ad 2

With conversion data

Ad 1

Ad 2

	Cost per Landing Page View	Sign-Ups	Cost per Lead (CPA)
	£1.50	40	£10
	No landing page views	No sign-ups	-

With conversion data

Ad 1

Ad 2

Based on this data (with conversion tracking):

- When tracking is employed, it reveals that Ad 1 significantly outperformed Ad 2, when it comes to the key metric of sign-ups
- This is because once Ad 1 had conversions data, Facebook was trying to find more people similar to previous converters, which would have improved the targeting
- Ad 1 could only see **'vanity stats'** of impressions and on-platform clicks and could only optimise based on these metrics.
- Without tracking the most important data (i.e. conversions), you could have inadvertently turned off Ad 1

With tracking

Cost per Landing Page View	Sign-Ups	Cost per Lead (CPA)
£1.50	40	£10
No landing page views	No sign-ups	-

Reminder

Ad 1

Ad 2

	Spend	Impressions	Cost per click (CPC)	Cost per Landing Page View	Sign-Ups	Cost per Lead (CPA)
Ad 1	£200	8,000	£1.00	£1.50	40	£10
Ad 2	£200	12,000	£0.50	No landing page views	No sign-ups	-

Thanks
Any questions?

Next week

https://www.bigmarker.com/anicca-digital/Tools-for-Keyphrase-Research-Content-Ideation-Friday-28th-January-2022

All webinars - https://anicca.co.uk/resources-webinars/

Digital survey