

PowerUp Academy Data Measurement and Analysis

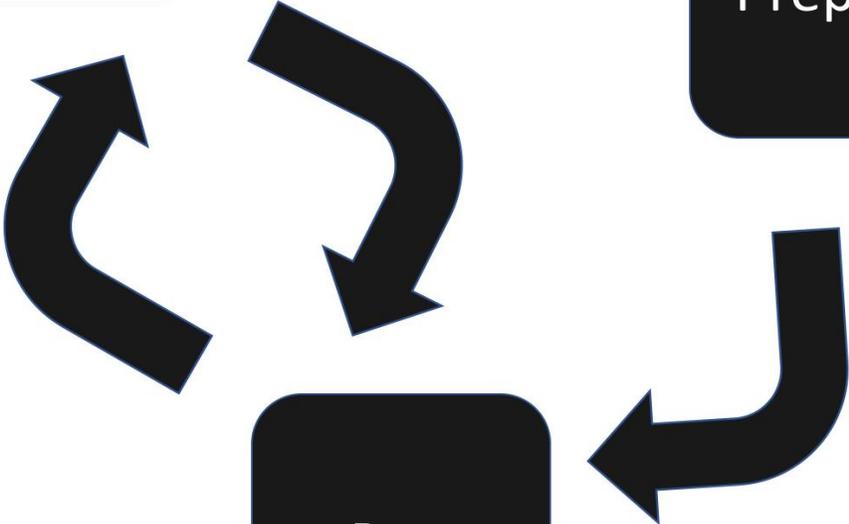
- clowillaerts.com
- Wednesday, 3 May 2023
- 10:00 – 12:00



Optimize

Prepare

Run

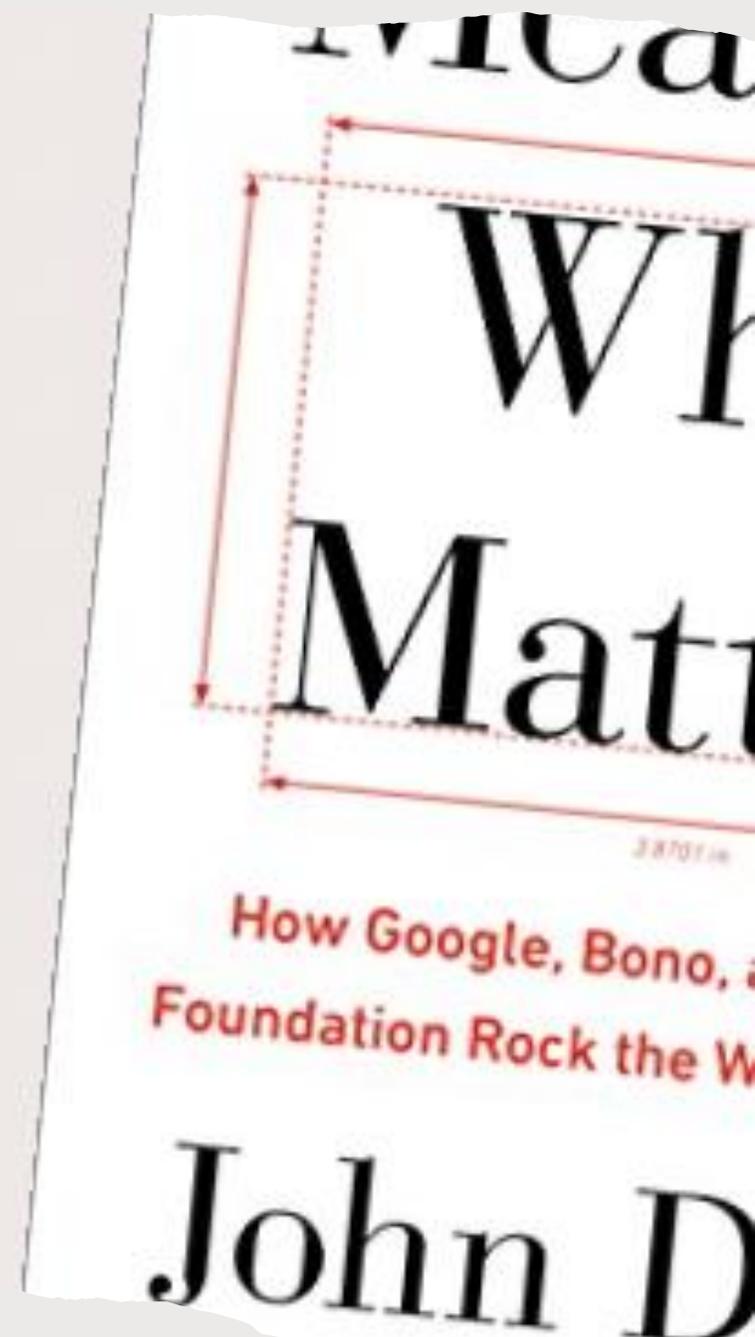


In God we trust; all others
must bring data. —W.

Edwards Deming

Measure What Matters

John Doerr



What are KPIs?

- A **Key Performance Indicator (KPI)** is a **measurable value** (usually expressed in rates or scores)
- Organizations use KPIs at multiple levels to **evaluate their success at achieving their business goals and marketing objectives.**
- By setting KPIs organizations enable teams to **make smart business decisions** about the direction of *all* current projects.



Q: In digital marketing, which values can be measured?

A: Everything

Literally every step you take in the digital marketplace can be measured and analyzed.

Digital Marketing Like a PRO

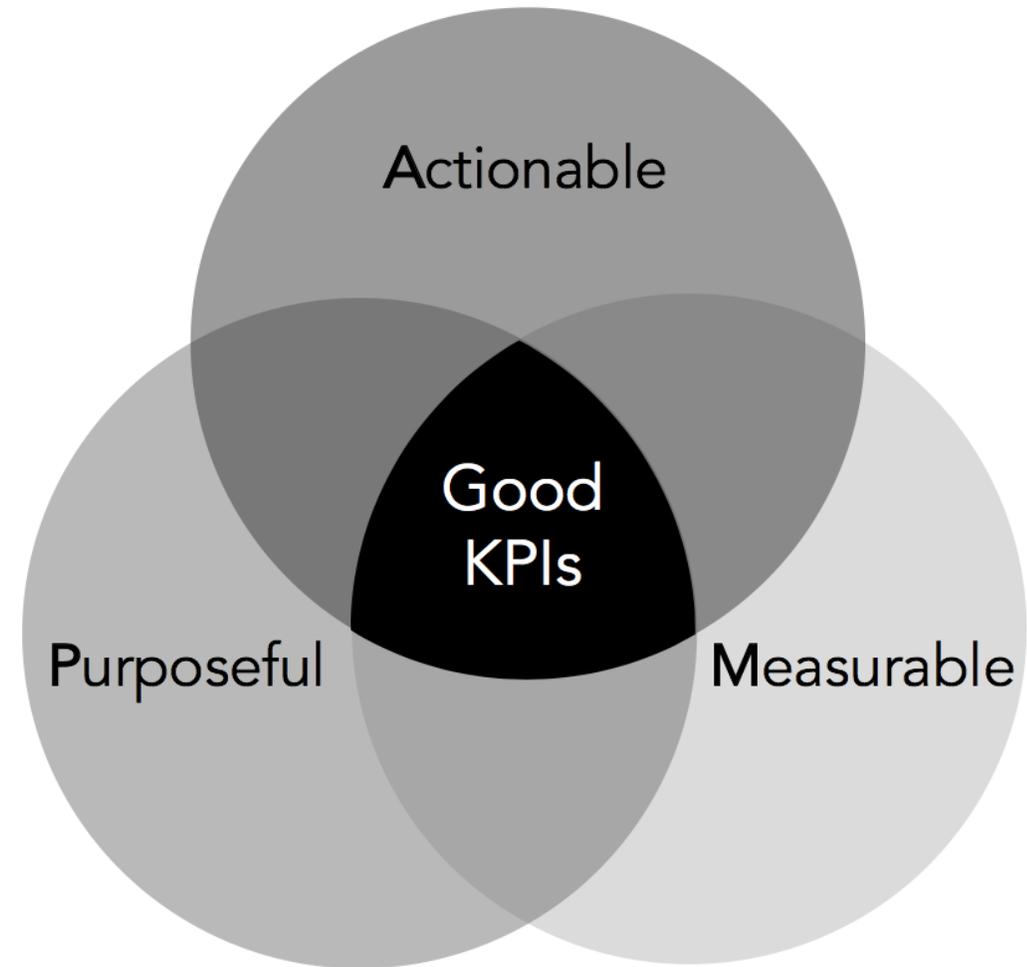
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Digital Marketing 1
Prepare. Run. Optimize.

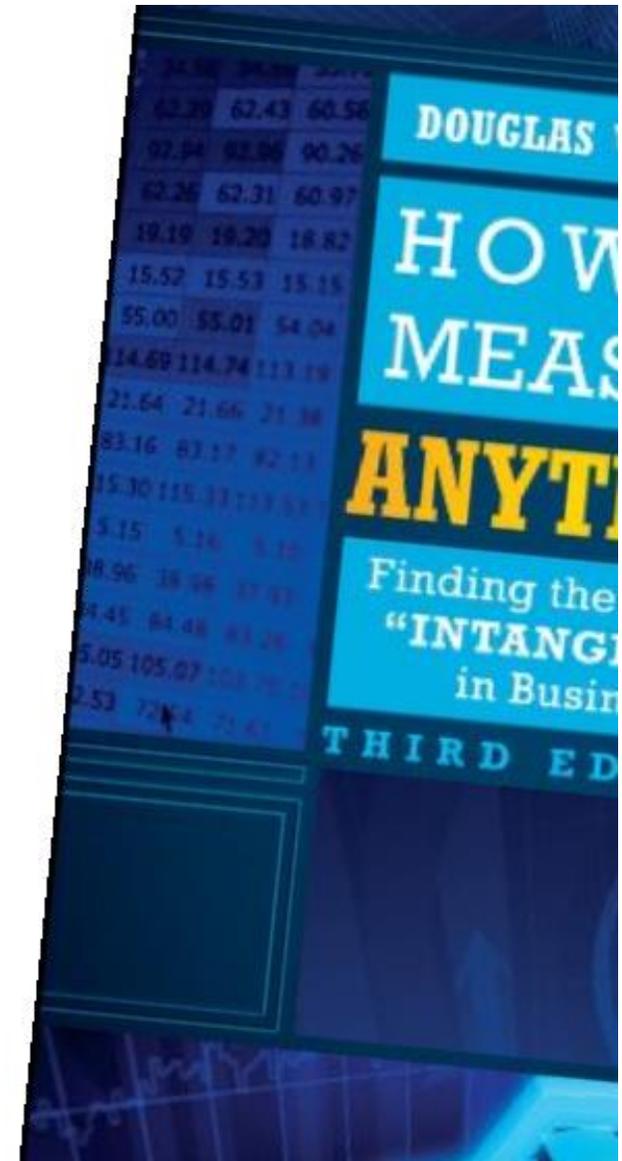
Which performance indicators are “key”?

- Tip: try to prioritize your KPIs
- If you can, limit to 3



“If a measurement matters at all, it is because it must have some conceivable effect on decisions and behaviour. If we can't identify a decision that could be affected by a proposed measurement and how it could change those decisions, then the measurement simply has no value”

How to Measure Anything
Douglas W. Hubbard



Where to use KPIs?

- **Your leader's vision statement**
- 3-5 business goals
- Top 3 SMART marketing objectives
- Your digital marketing strategy
- Digital marketing metrics
- Digital marketing analytics



FULL SELF-DRIVING WILL BE HERE

~~2014~~ ~~2015~~ ~~2016~~

~~2017~~ ~~2018~~ ~~2019~~

~~2020~~ ~~2021~~

~~DEF~~ → 2022

vision statements *never* mention any KPIs

- IKEA. “Our **vision** is to create a better everyday life for many people.” That's aspirational, short and to the point. ...
- Nike. “Bring inspiration and innovation to every athlete* in the world. ...
- McDonald's. “To be the best quick service restaurant experience.

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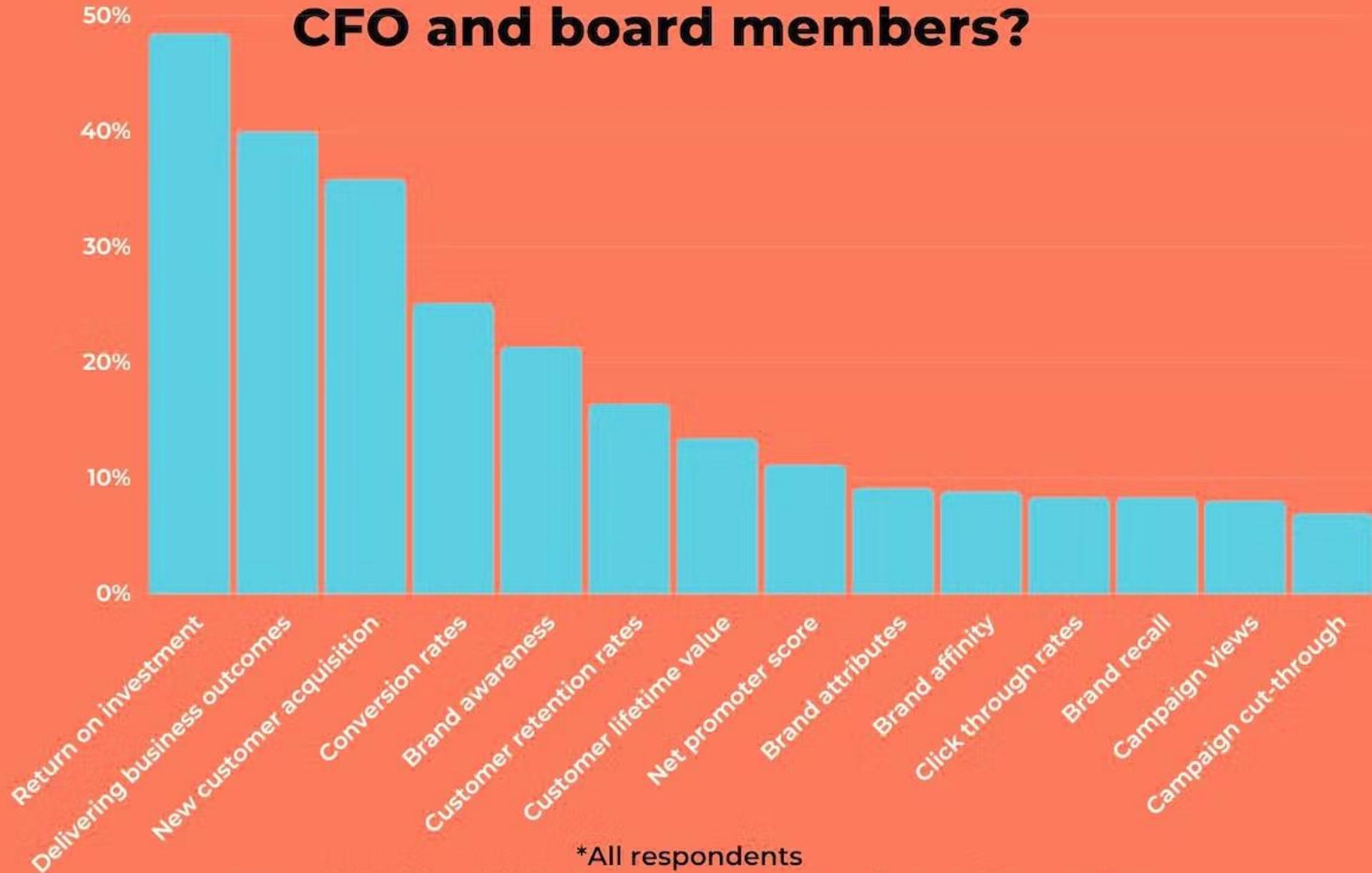
Companies are not charities;
they need to be able to finance
their functions but they do not
function to fund their financiers
either.

Prosperity
Colin Mayer

The image shows the right side of a book cover. The background is white with a green vine and leaves climbing up. The word 'PROSPERITY' is written in large, bold, black letters. Below it, the author's name 'COLIN MAYER' is partially visible in green. There are also some faint, illegible words at the bottom right, possibly 'by', 'ma', and 'g'.

PROSPERITY
COLIN MAYER

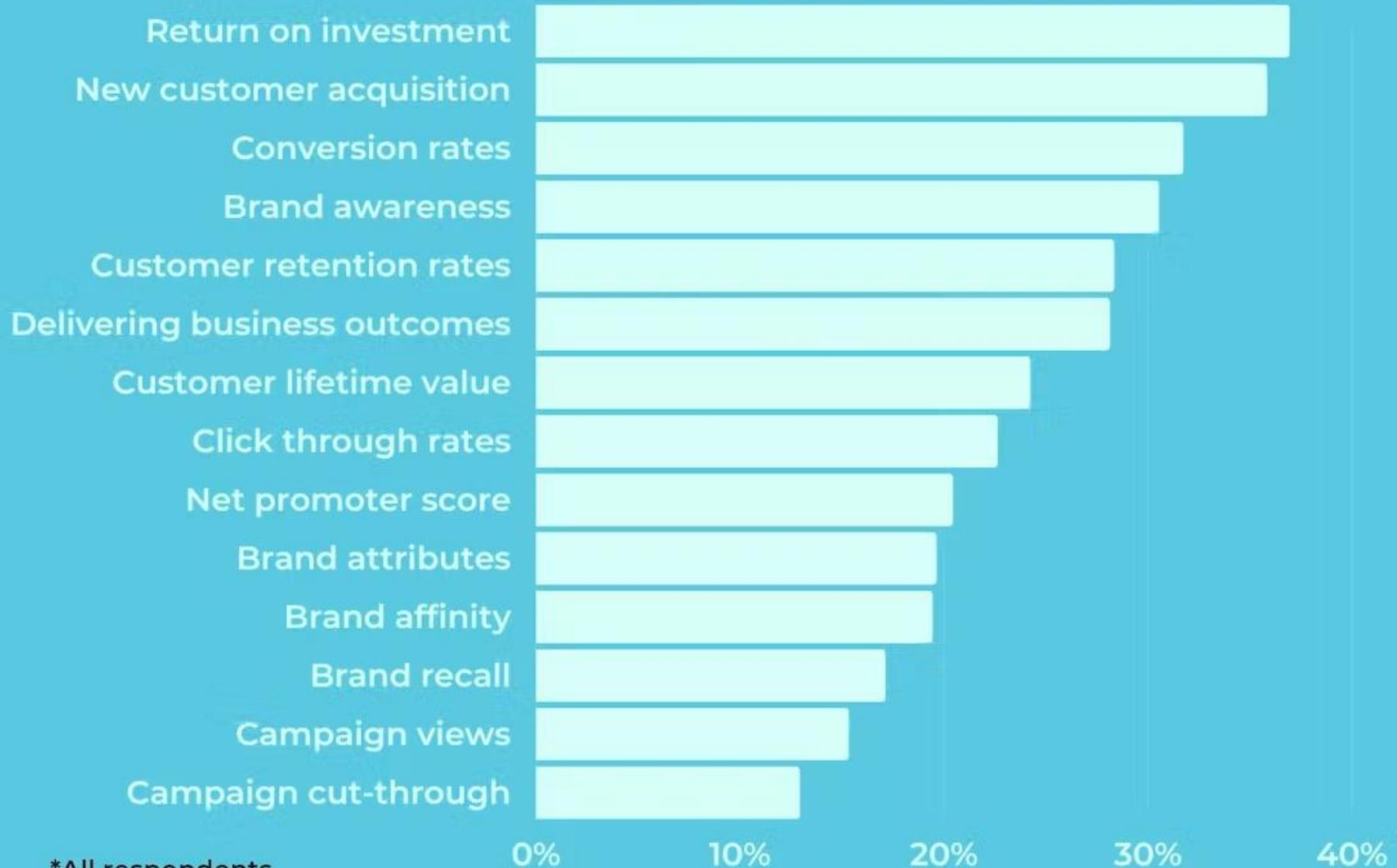
Which are the top three most important metrics for the CEO, CFO and board members?



*All respondents

Source: Marketing Week's Language of Effectiveness Survey 2022

Has there been an increased emphasis on tracking any of the following metrics?



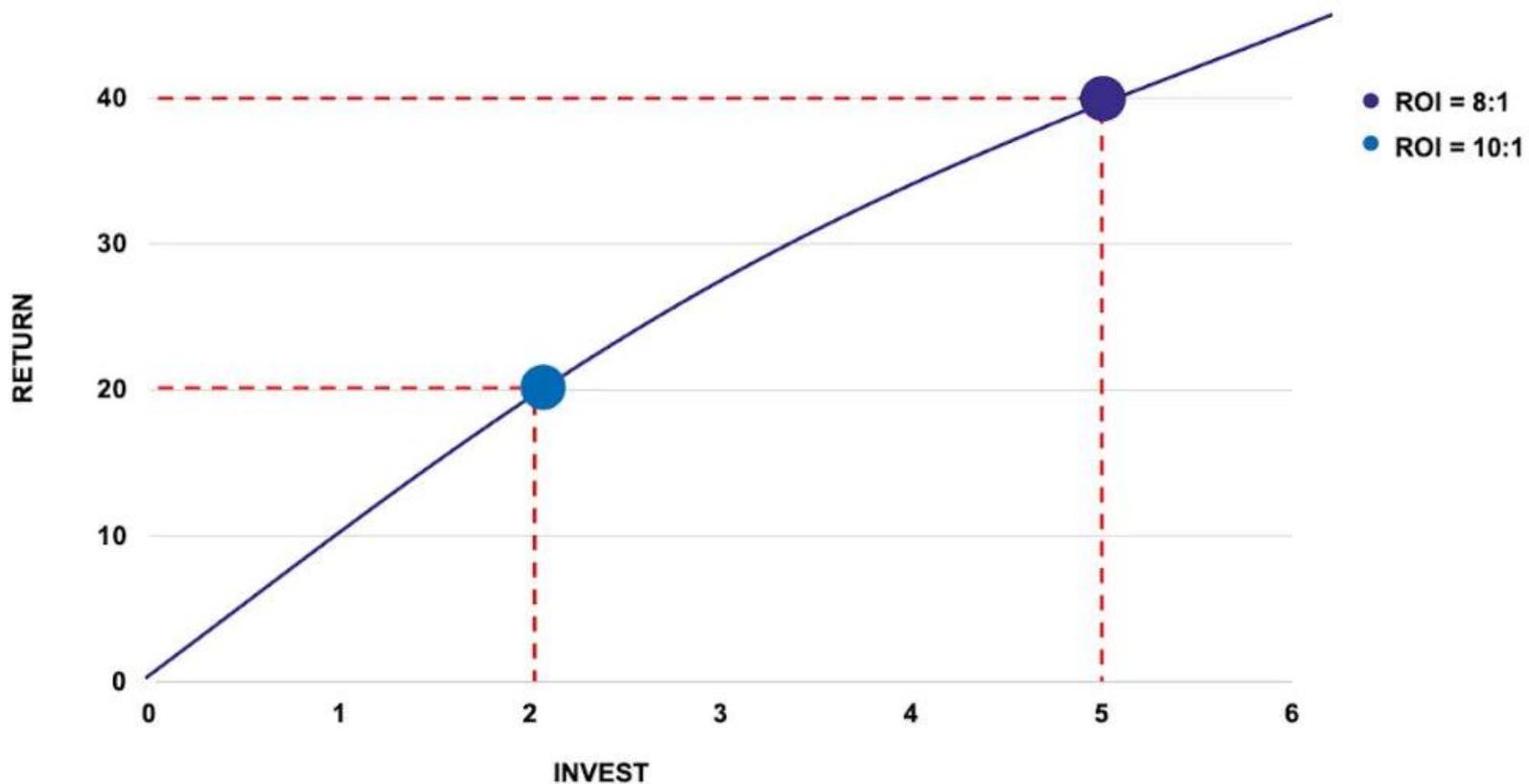
*All respondents

KPI: Return on investment (ROI)

- [Return on investment](#) in marketing refers to the amount of money you gain compared to the marketing cost.
- To calculate this, you'll subtract marketing expenses from sales growth and then divide that by marketing cost to get the return on your investment.
- In marketing, keep in mind that it can be hard to directly attribute sales growth to a marketing campaign. If that's the case, you can subtract your average organic sales growth and marketing cost from your sales growth and then divide it by your marketing cost.



To increase ROI, simply reduce spend



ROI

=

Gain From
Investment
(Net Profit)

-

Cost of
Investment

—————

Cost of
Investment

KPI: Cost per Dollar Raised

- measures the amount of money it costs to raise one dollar in donations, including the cost of fundraising activities such as:
 - marketing campaigns,
 - events,
 - staff salaries.
- NGOs need to ensure that the cost per dollar raised is as low as possible to maximize the impact of their fundraising efforts.



KPI: Total Funds Raised

- measures the amount of money raised over a certain period of time
- can be broken down by channel
 - online donations,
 - events,
 - corporate partnerships
 - ...



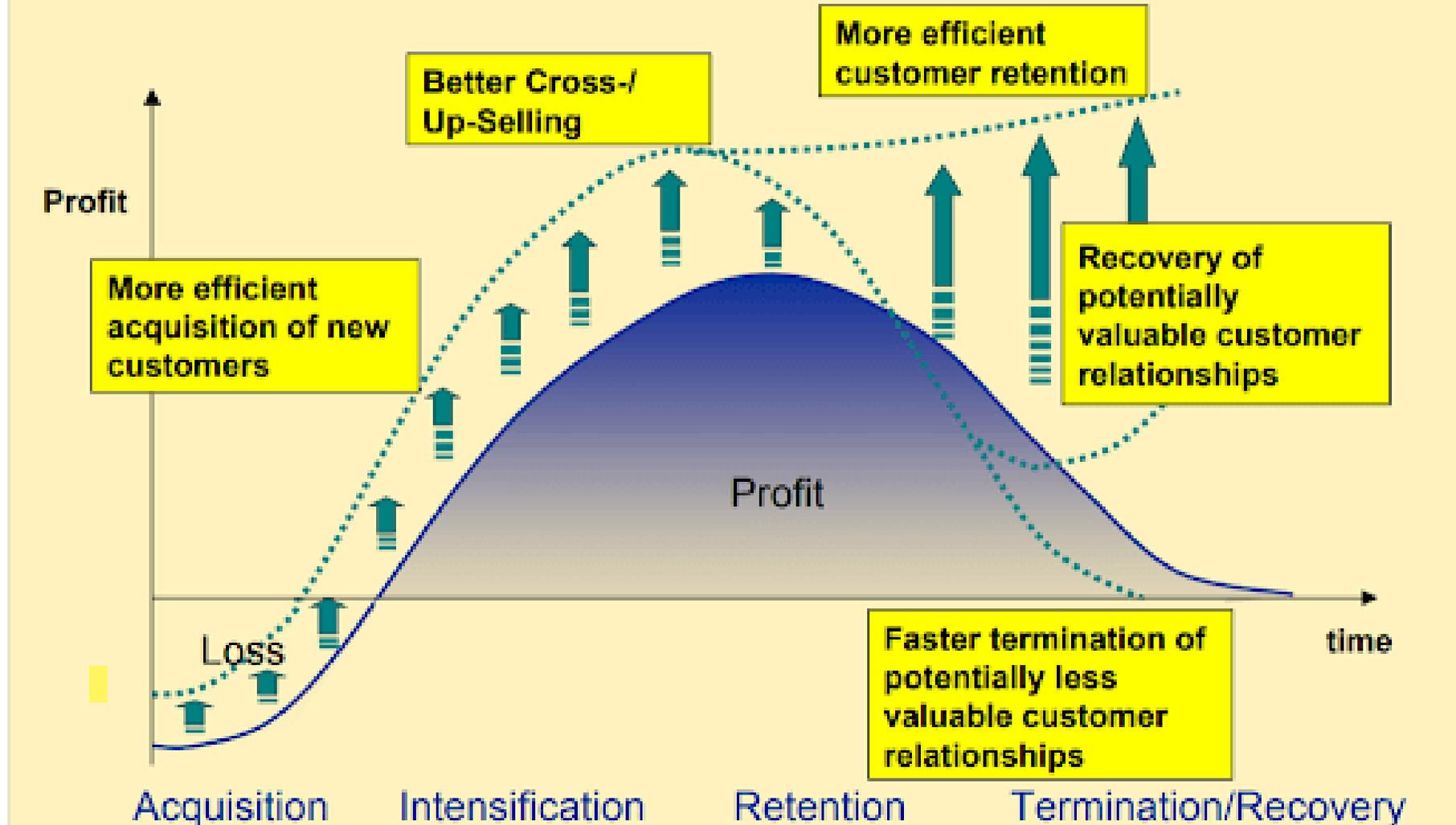
Business KPI: costs

- Total Costs
- Costs per campaign/source
- MKT costs per visitor/order/customers, e.g. **Customer Acquisition Cost**
- Costs resources (FTE's)
- ICT CostsService Costs

KPI: Customer LifeTime Value (CLV)

- Another metric that can help determine how much money to spend on marketing is the [lifetime value of a customer](#). This metric indicates the total amount of revenue a business can expect to make from a single customer.
- This is a useful metric to compare to CAC. For example, if your CAC is higher than your LTV, then you're probably spending too much money acquiring your customers.

Customer Lifecycle



ual Margin per Customer (m): the profit we will make on a sale after accounting for variable e (as opposed to just revenue)

ustomer Retention Rate (r): the percentage of customers who continue to purchase in a suk

e of Discount (i): the interest rate used to discount the value of future cash flows

$$LTV = m \left(\frac{r}{1 + i - r} \right)$$

How to [calculate](#) Customer Lifetime Value

The total revenue you can expect to get from each **customer** is your average order **value** divided by one minus the repeat purchase rate, or $\$50 / (1 - 0.1) = \55.56 . Subtract your **customer** acquisition cost from that, and you get a **customer lifetime value** of \$40.56.

If you have to pick only one KPI: go for
Customer Lifetime value

How to Improve Customer Lifetime Value

- Address customer pain points
- Survey customers
- Analyze customer retention rates



Where to use KPIs?

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- 3-5 business goals
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- Your digital marketing strategy
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If your objectives are too vague, your strategy is open to criticism from other departments. Don't hesitate to use hard numbers – especially if they are linked to your digital marketing budget.

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Your choice of kpis
depend on which
phase in the customer
journey you focus on



KPIs vs Customer Journey

Customer Journey, Customer Experience Mapping	SEE (Awareness) Problem/Need → Solution	THINK (Consideration) Solution → Product/Service	BUY (Activation) Product/Service → Sale	USE (Loyalty) Sale → Satisfaction	LOVE (Advocacy) Satisfaction → Referral
Marketing KPIs (RACE+R)	<p style="text-align: right;">Reach</p> Share of Voice (SOV), Click-Through Rate (CTR), Unique visitors and fans	<p style="text-align: right;">Acquire</p> Interest signals e.g. Engagement Rate, commercial intent signals e.g. Abandoned Cart	<p style="text-align: right;">Convert</p> Conversion Rate, Revenue per Visit, Customer Lifetime Value (CLV)	<p style="text-align: right;">Engage</p> Customer Satisfaction Score, Social Media Sentiment	<p style="text-align: right;">Recommend</p> Net Promoter Score (NPS)
Channels, Touch-Points, Listening Posts	PR, Radio, TV, Print, Billboards, Events, Social Media, Web Video, Banners	Product Placement, Search Engines, Social Media, Review Sites	Store, Web Shop, Search Engines, Website	Email, Website, Social Media	Social Media, Word-Of-Mouth, Personalized Email

Marketing objectives: “To [...]”

- To enhance brand reputation
- To consolidate loyal users
- To recruit new users

NGO Marketing Objectives examples

- To **raise funds** to support the work of the NGO and achieve its mission.
- To raise **awareness** about the cause, its significance and the need for support from the public.
- To build a strong base of **support for the cause** through campaigns, events, and other initiatives.
- To **influence public opinion** and decision-makers to take action towards resolving the cause.
- To **mobilize** public support and resources towards the cause to achieve real-world impact.
- To enhance the **reputation** of the NGO and its brand by demonstrating its effectiveness in addressing the cause.



align your (digital) marketing
objectives and KPIs to the business
goals

SMART objectives

S	Specific
M	Measurable
A	Achievable
R	Relevant
T	Targeted & Time-bound

See, Doran, G. T. (1981). "There's a S.M.A.R.T. way to write management's goals and objectives". *Management Review (AMA FORUM)* 70 (11): 35-36.

Objectives: how
much of what will
be accomplished by
when

To [change] [target group behavior]
from [**KPI**] to [**> KPI**]
in [timeframe]
by using [tactic] on [channel]

Example



To change public behavior from passive concern about environmental issues to active participation in supporting the NGO's initiatives, as measured by an increase in volunteer sign-ups from 100 per month to 300 per month in the next 6 months, by using social media influencer partnerships on Instagram and Facebook.



Choose KPIs that align with your top 3 marketing objectives

Where to use KPIs?

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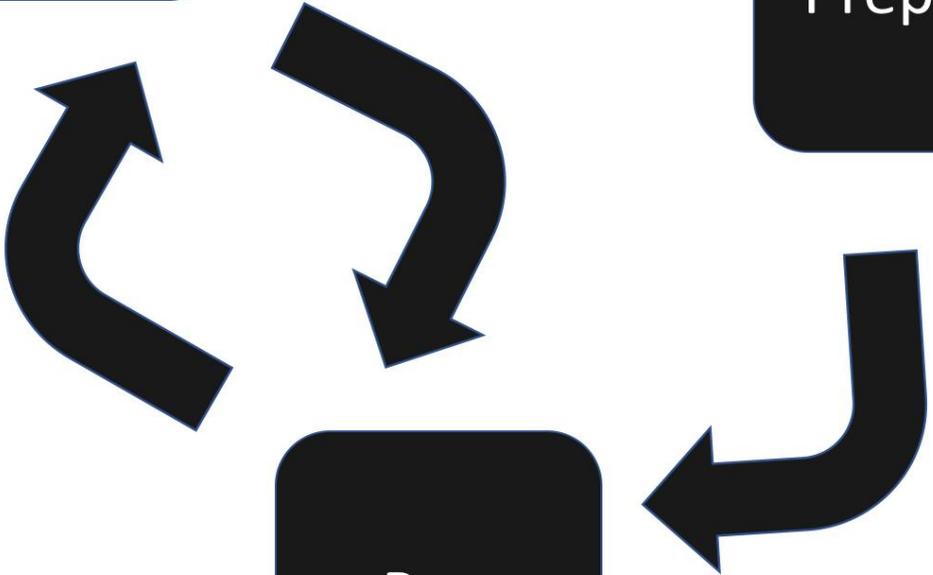
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To [change] [target group behavior]
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by using [tactic] on [channel]

Optimize

Prepare

Run



Tactics: “by [...]ing”

- For business objectives
 - By recruiting new users
 - By consolidating loyal users
 - By enhancing brand reputation
- For marketing objectives
 - By correcting a negative perception
 - By reminding them of brand benefits
 - By bringing brand to their attention
- For marketing communication objectives
 - By dramatizing the benefit
 - By doing a side-by-side comparison
 - By electing an “expert” sales person

Customer loyalty



Example: Customer loyalty tactics



It is much easier and cheaper to retain a customer than acquire a new one. If you focus on existing customers, they'll continue buying from you and will spend more over their lifetime with your company.

Customer retention Rate

- **Retention:** the ability of a company to keep its customers over a certain period of time, and the activities and actions an organisation takes to reduce the turnover.
- Retention marketing objectives:
 - build attachment, trust and customer loyalty
 - drive customers to buy their products and services again
 - Increase the frequency of orders or the average order size
- According to research done by Bain & Company, increasing customer retention rates by 5% increases profits by 25% to 95%.

Donor Retention Rates

- measures the percentage of donors who make a repeat donation after their initial donation
- is crucial for long-term fundraising success.



How to calculate your retention rate

Elements:

- The period you're considering, for example the duration of a contract
- The number of customers at the start of the period (CS)
- The number of customers at the end of the period (CE)
- The number of new customers acquired during the period (CN)

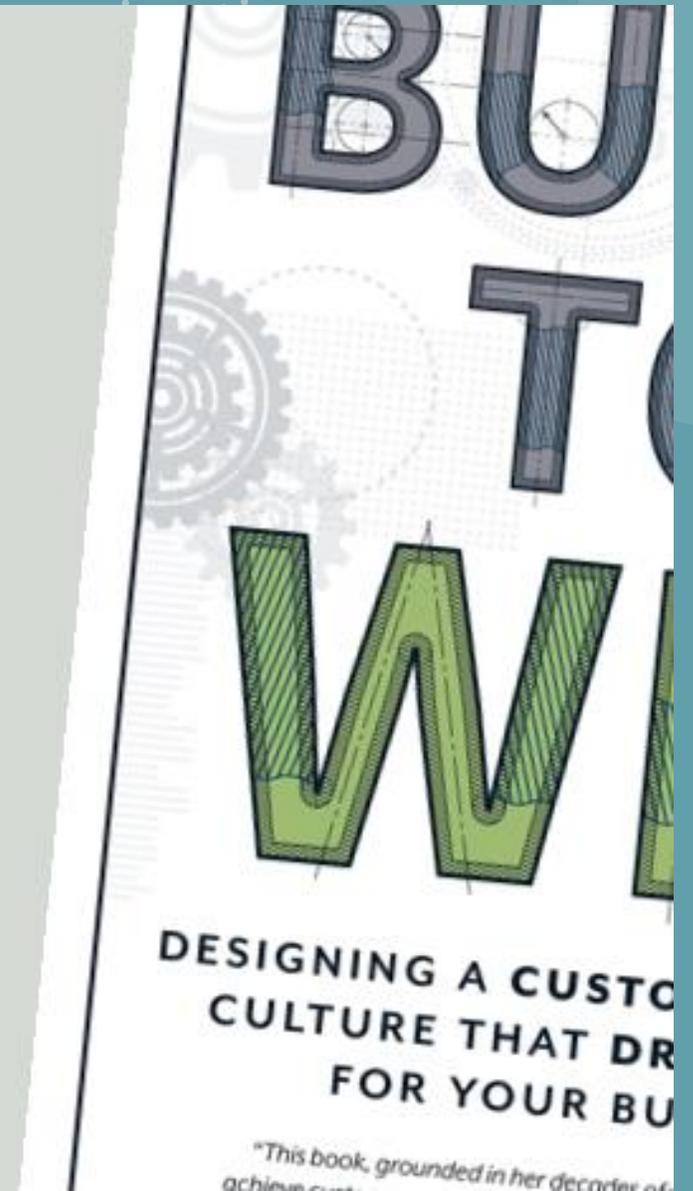
$$\frac{\text{CE} - \text{CN}}{\text{CS} * 100} = \text{Retention rate}$$

Marketing tactics that increase retention rate [[SendInBlue 2021](#)]

- Rewards or loyalty program
- Random acts of kindness
- Referrals program with incentives
- Feedback collection and implementation, for example product innovation
- Discounts
- Contact previously lost customers and one-time purchasers
- Upsell by adding additional free services or software programs

Increased retention and customer lifetime value: customers want to continue to do business with brands that listen to them, care about them, solve their problems, and create value for them.

Built to Win
Annette Franz



Customer Retention & Re-activation

- Retention campaigns have the main goal to keep your existing customer.
- Reactivation is a campaign specifically targeted towards “sleeping customers,” or subscribers that haven't engaged with your brand, product, service in a long period of time.

The background is a solid teal color. It features several decorative elements: a cluster of white dots in the top-left corner, a larger, irregularly shaped area of white dots in the top-center, a solid teal shape in the top-right, a solid teal shape in the middle-left, and another cluster of white dots in the bottom-left.

Use marketing automation for retention
and reactivation

Break?



Where to use KPIs?

- Your leader's vision statement
- 3-5 business goals
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- **Digital marketing metrics**
- Digital marketing analytics



- The good news about digital marketing is that everything can be measured.
- The bad news about digital marketing is that everything can be measured.



A useful metric is both accurate (in that it measures what it says it measures) and aligned with your goals. Don't measure anything unless the data helps you make a better decision or change your actions. – Seth Godin

YouTube Channel subscriber numbers are mostly vanity metrics! Except if they turn on notifications, they don't even get alerted when you've uploaded a new video. What counts is the quality (not the quantity) of your channel subscribers and of the videos you've uploaded.

Video Marketing Like a PRO
Clo Willaerts



A Practical Guide to
Publishing Videos T

Clo Willaerts

The background is a solid teal color. It features several decorative elements: a cluster of white dots in the top-left corner, a larger, irregularly shaped area of white dots in the top-center, a smaller cluster of white dots in the bottom-left corner, and a large, smooth, light-teal abstract shape on the right side.

Ignore vanity metrics

If the metric moves and you don't know why it matters or what to do with it, then it's a bad number. If it doesn't change how you behave, it's a bad metric. (Ben Yoskovitz, author of Lean Analytics)

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So... which metrics to pick?

Good metrics:

North Star Metric

- **Airbnb:** Nights Booked.
- **Facebook:** Daily Active Users.
- **WhatsApp:** Number of messages a user sends.
- **Financial Times:** [Reader Engagement](#)



North star Metric example: airbnb



Thread

Open app



Brian Chesky ✓
@bchesky



Our Q1 results are in:

102M nights booked
\$1.5B revenue (70% Y/Y)
\$(19)M net loss
\$229M Adjusted EBITDA
\$1.2B free cash flow

2 years ago, our business dropped 80%, our IPO was put on hold, and some didn't think we'd make it at all.

Here's how we turned Airbnb around:

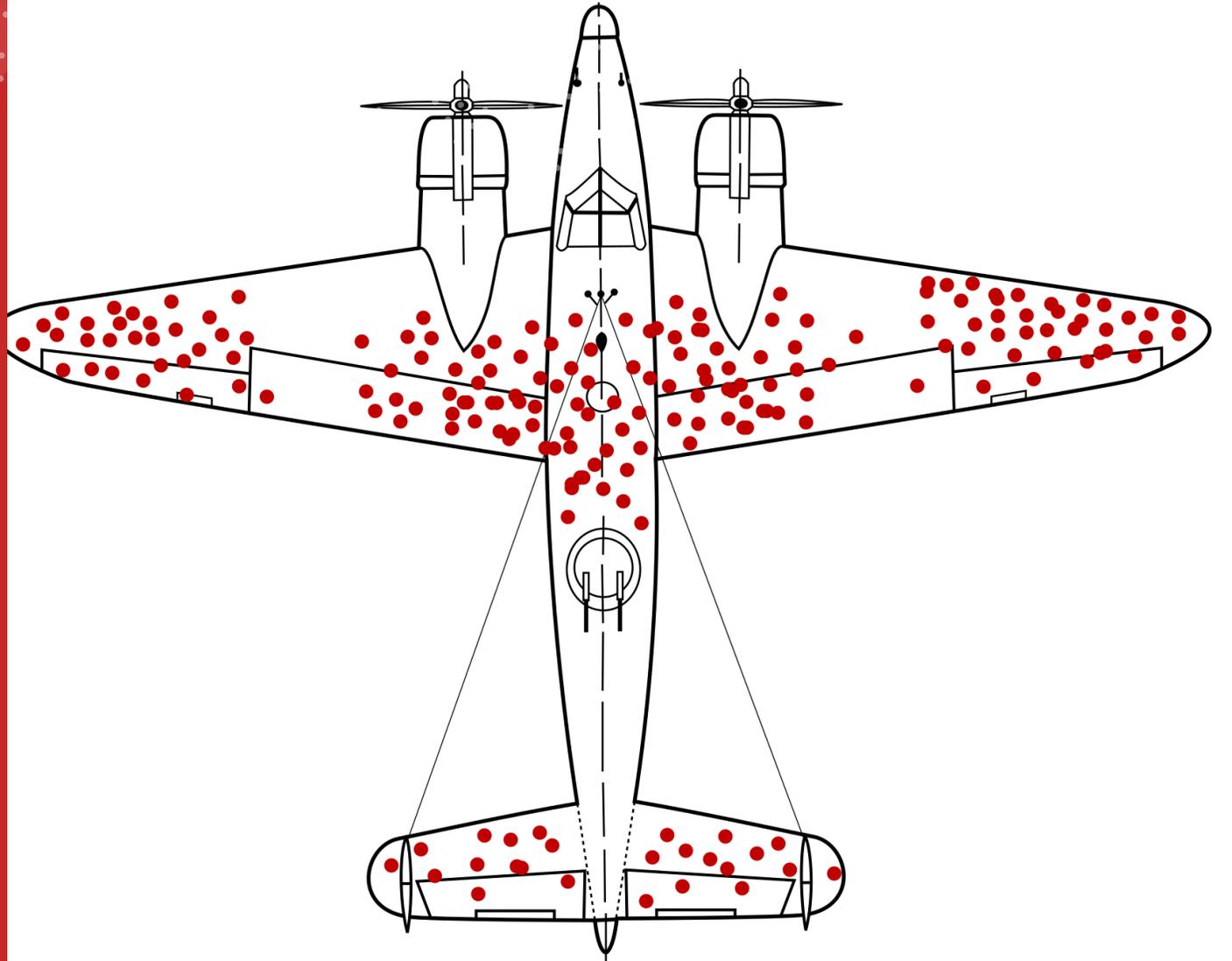
10:08 PM · May 3, 2022 · Twitter Web App

1,972 Retweets **559** Quote Tweets **17.8K** Likes

Website

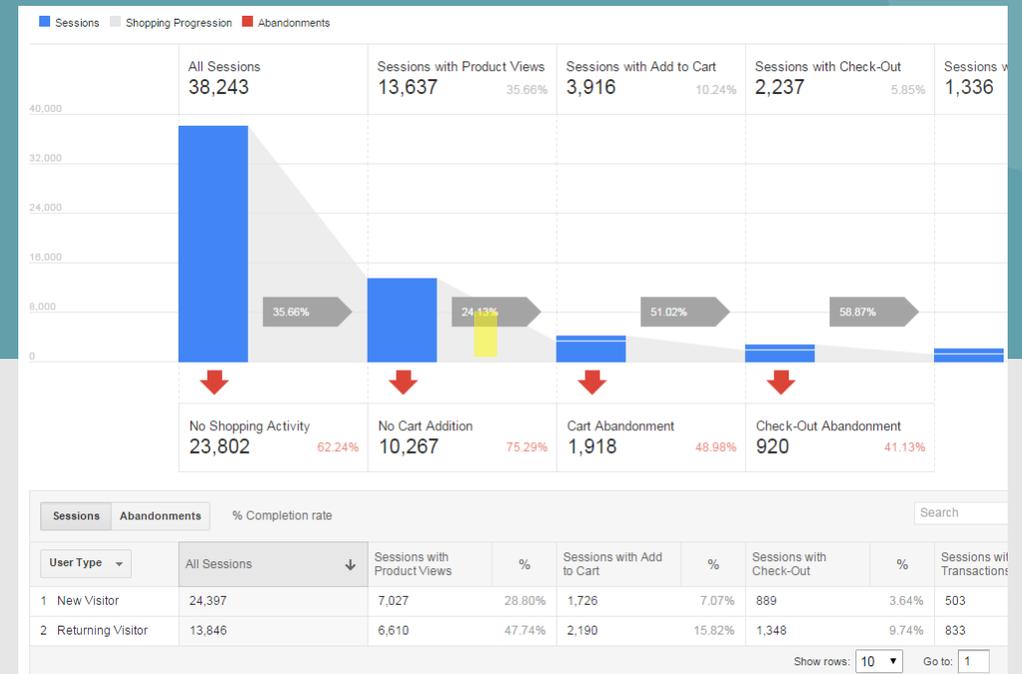


Survivorship bias!



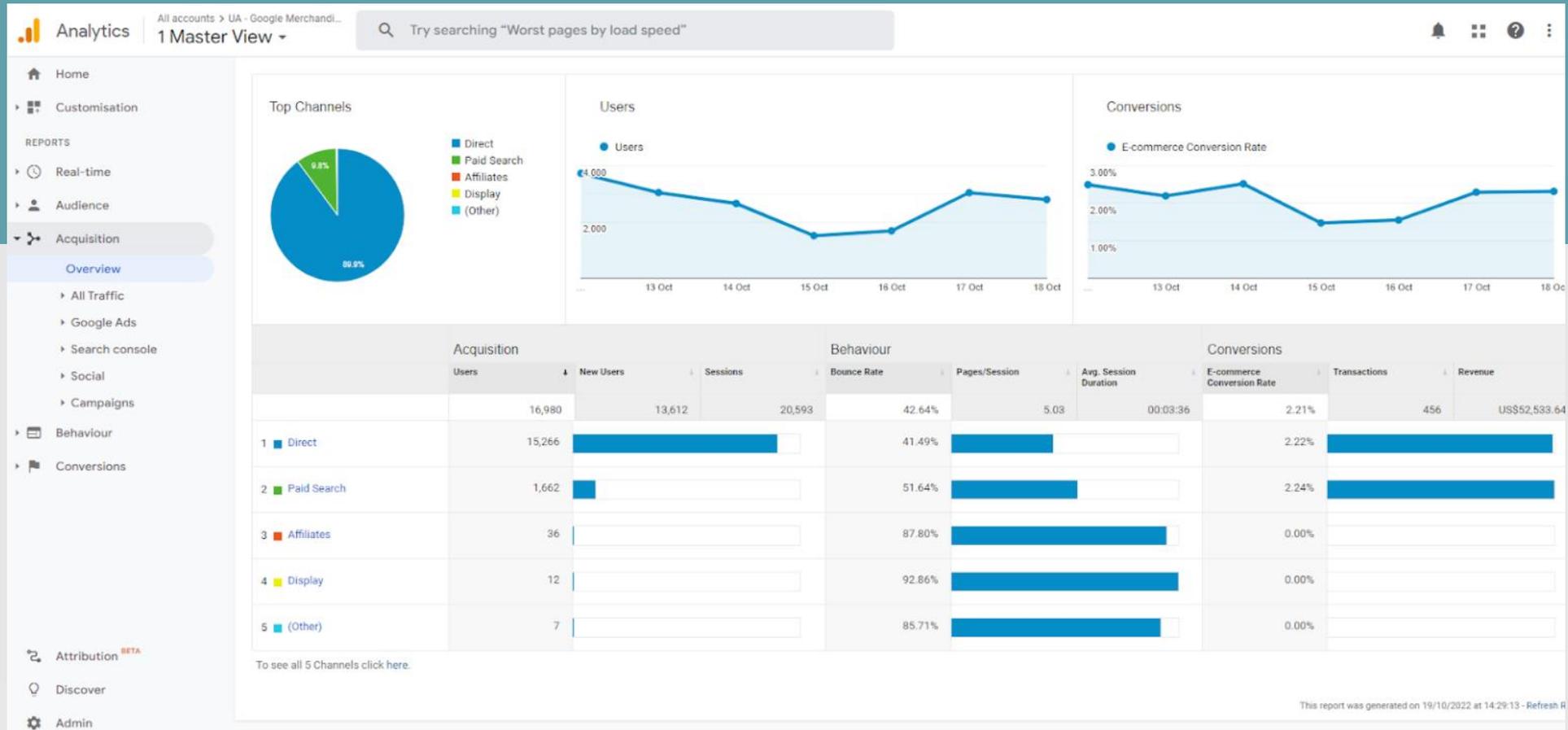
Website metrics

- SEE
 - **Website visitors** / Users (Unique – New – Returning)
 - Landing Pages
- THINK
 - SEO: **Referral Traffic** / Traffic sources
 - Pages/Visit
 - **Abandonment Rate**
- BUY
 - Conversions (e-comm)
 - **Conversion Rate**
- USE / LOVE
 - Page shares (=event)



Metric: Overall website visitor trends

Reports > Life cycle > Acquisition > Overview.





Don't run campaigns just to generate traffic

Metric: Referral traffic by channel

Reports > Life cycle > Acquisition > Overview.

Sessions ▾ by Session default channel grouping ▾

SESSION DEFAULT CHANNEL G...	SESSIONS
Organic Search	44K
Direct	39K
Email	10K
Paid Search	5.9K
Unassigned	3.2K
Display	2.8K
Referral	2.7K

[View traffic acquisition →](#)

KPI: Organic traffic

- It's important to measure the success of your SEO efforts. To do that, you'll likely track the KPI of organic traffic and keyword performance.
- With an SEO tool, you can see how well your company is ranking on search engines for certain keywords.
- This KPI will inform your overall organic and SEO strategy.

Organic
traffic is free



KPI: Conversion rate

- **Conversion rate** is the percentage of visitors who complete a desired action. The desired action could be anything from completing an online form to signing up for a service or purchasing a product.
- This is a helpful KPI to track because it can let you know how successful you are at attracting leads.
- For example, if the desired action was filling out a web form, measuring your conversion rate could let you know that your web page isn't converting many leads. If that's the case, then you could start to rethink your strategy.

How to calculate Conversion Rate

Conversion Rate Formula

How to work out how likely a click is to convert

$$\text{CR (Conversion Rate)} = \left(\frac{\text{Total Attributed Conversions}}{\text{Total Measured Clicks}} \right) \times 100$$

**Conversion Rate is expressed as a percentage, so for easy of use x 100 is added to the above equation.*

What does it mean?

Conversion: An action you want people to complete (for example buying something or signing up to something).

Total Attributed Conversions: The total amount of conversions recorded which have been caused by *these* clicks.

Whether a click is responsible for a conversion is usually decided on by the advertiser (a user may have clicked on an ad on two different sites before making a purchase, so the advertiser decides which actually caused the sale).

Total Clicks: Number of times an ad was clicked on (and counted by a server).

KPI: engagement rate

- [Scroll depth,](#)
- [average page views,](#)
- [average time on page,](#)
- shares,
- blog post comments,
- form conversions.



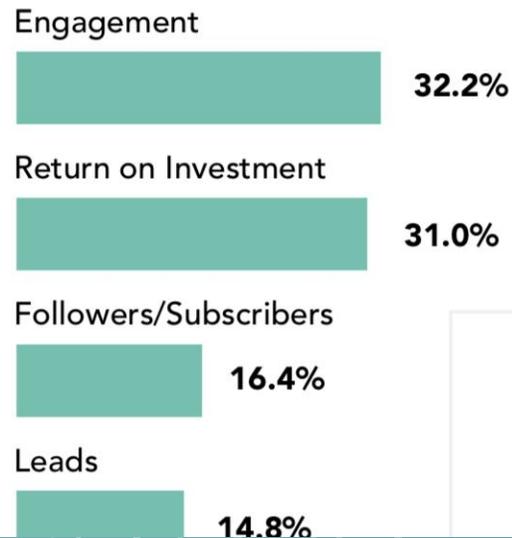
Social media



Teams have differing opinions on which one is more important.

Last year, the most important key performance indicators (KPIs) for marketers were engagement, leads, and return on investment (ROI). This year, **the top KPI is still engagement**, followed by ROI and attracting followers. After a year where many organizations had to cut resources and work with lean budgets, marketers are even more concerned with proving the value of their investments.

Q: What KPIs are most important in your role (check all that apply)?



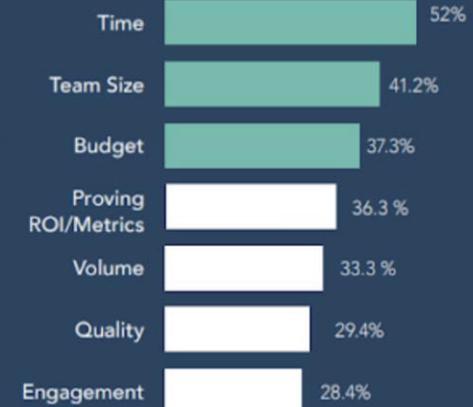
A look back at top KPIs from the 2021 report

#1 Engagement

ENGAGEMENT

Brands understand the power of an engaged audience, and it remains the top goal for marketing teams for the second year in a row. But it's getting harder to achieve. Engagement is now one of marketers' top 3 challenges, up from being the 7th biggest obstacle in 2020.

Q: What are your top 3 challenges when it comes to social and visual content production?



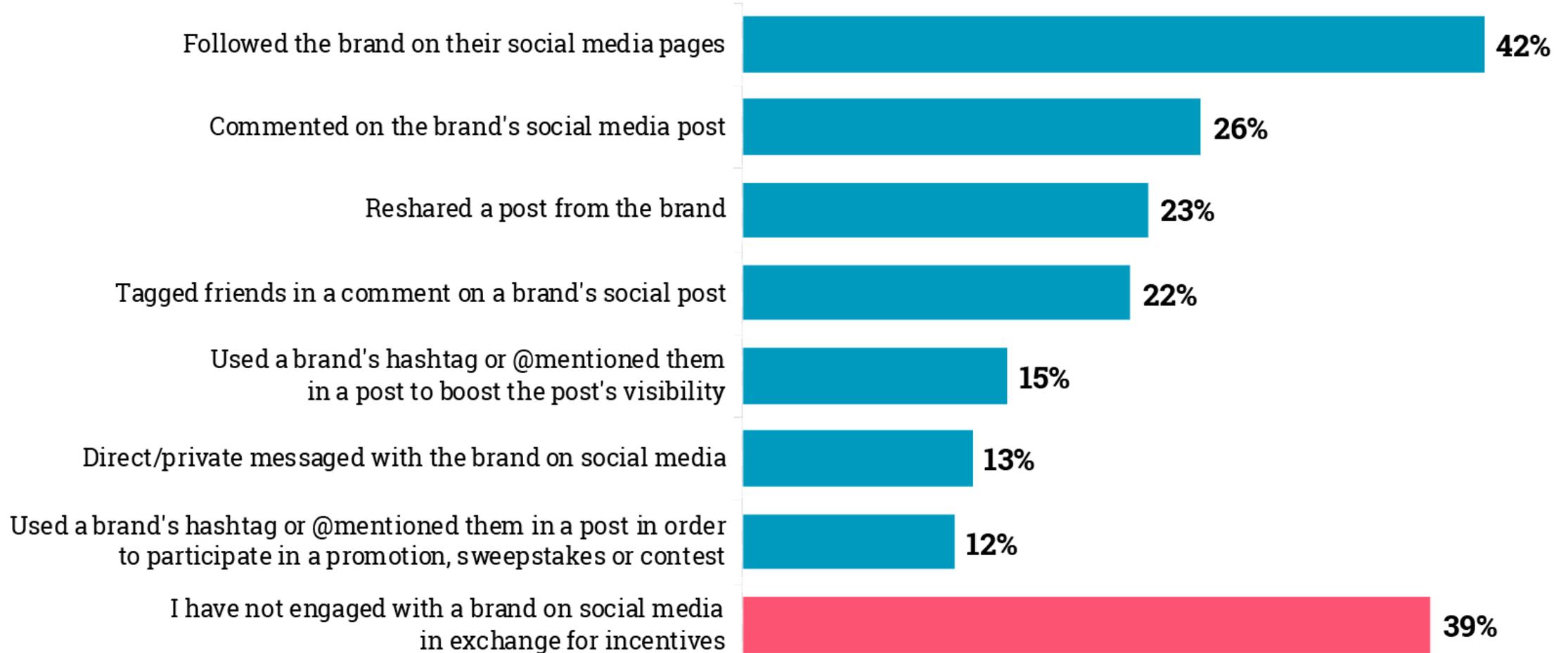
2020

Q: What are your top 3 challenges with social and visual content production?



Consumer Engagement with Brands' Incentives on Social

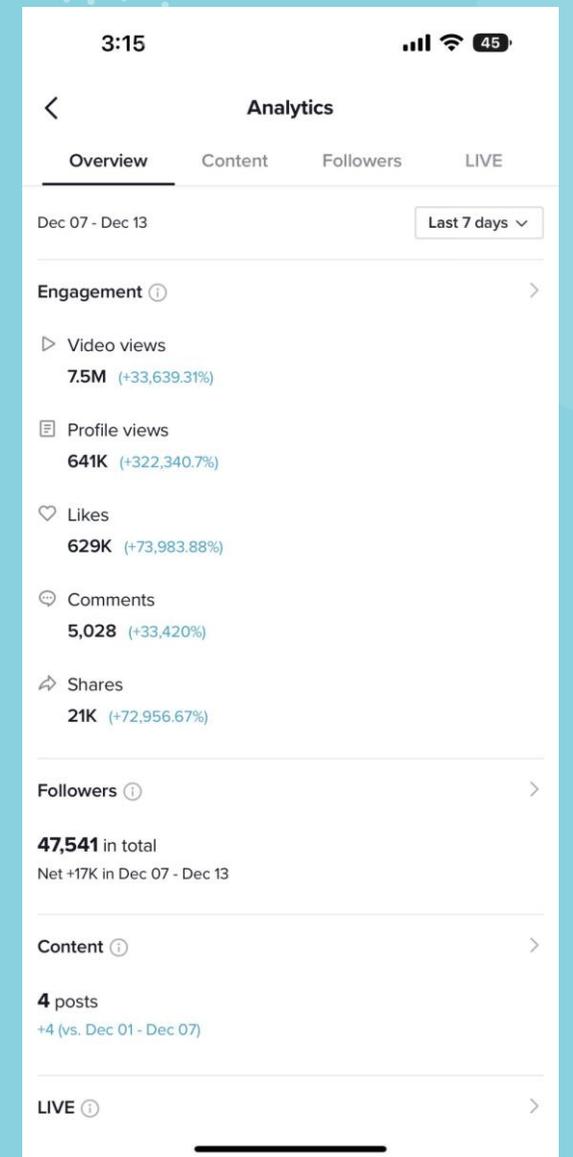
% of consumers who have engaged with a brand on social media in exchange for an incentive



KPi: Social media engagement

- **Facebook.** Reactions, comments, shares, and clicks.
- **Twitter.** Retweets, comments, likes, and clicks.
- **Instagram.** Likes, comments, and views.
- **TikTok.** Views, likes, comments, and shares.
- **LinkedIn.** Interactions, impressions, clicks, comments, and shares.

Social media engagement example (TikTok)



Engagement of social media platforms

(average hours of use per week by consumers between 16-25 in the United States)

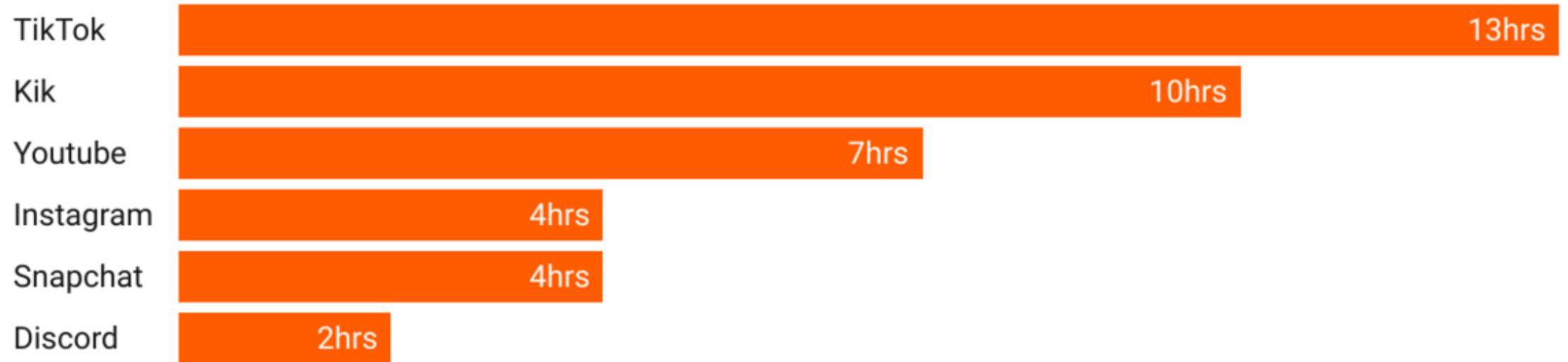


Chart: Inside.com • Source: Measure Protocol • Created with Datawrapper

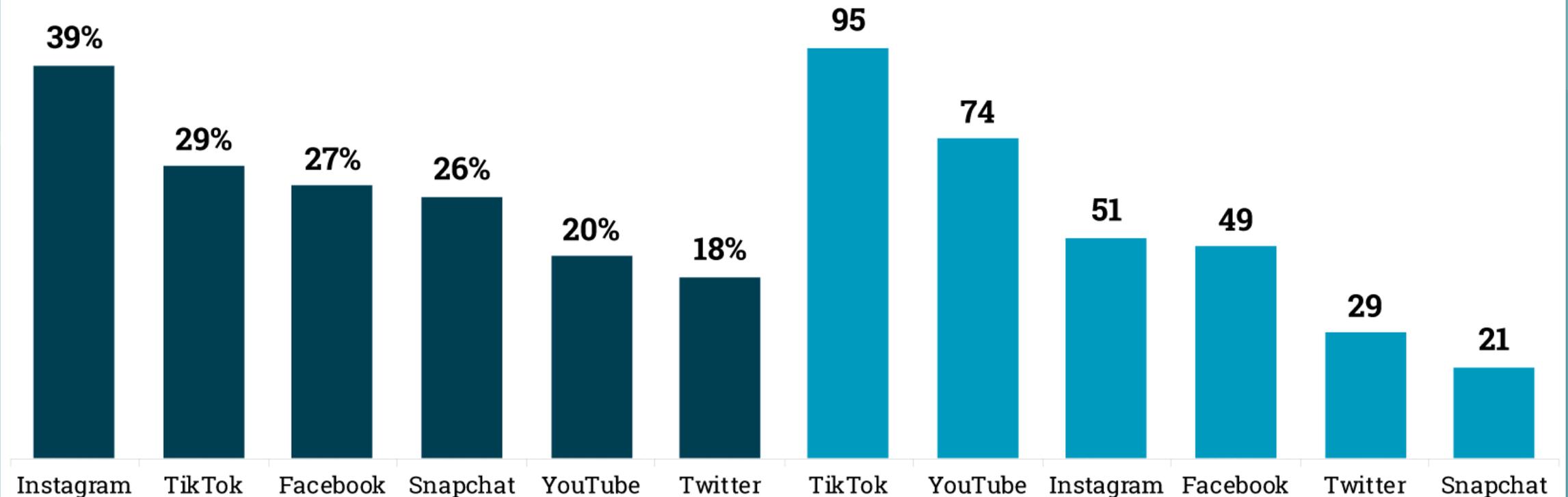
Global Social Media App Engagement in Q2 2022



Base: Users of each social platform's Android app

% of Active Installs Who Opened the App Every Day

Average Daily Minutes Spent In-App



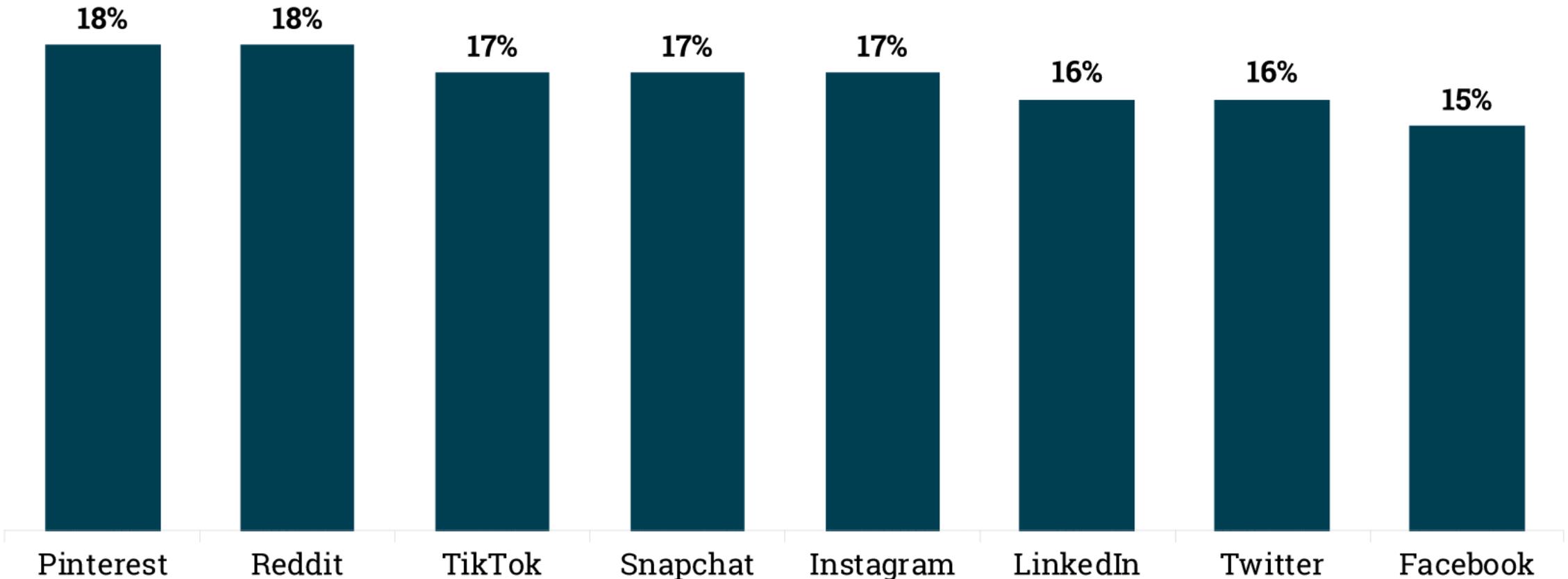
Published on MarketingCharts.com in July 2022 | Data Source: Sensor Tower Consumer Intelligence

Based on Sensor Tower data

Social Platform Users' Engagement with Paid Social



"% of each platform's users who have clicked on a promoted/sponsored post on a network in the last month"



Published on MarketingCharts.com in March 2022 | Data Source: GWI

Based on a Q3 2021 survey of 23,727 US social media users ages 16-64

KPI: Follower Growth

- As a marketer, one of your duties might be to manage social media accounts for your company. If you work on the social team, a helpful KPI to track is follower growth.
- Most likely one of the goals of your social media team is to increase brand awareness and interact with your audience. Increasing your followers is a great way to measure success for those goals.

Ignore “vanity metrics”: they are hollow and meaningless. The number of Facebook fans is a vanity metric if you never consider the engagement of your followers or the traffic to your site. Time spent on-site can also be a vanity metric: it could indicate that people do not find what they are looking for.

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Types of Analytics

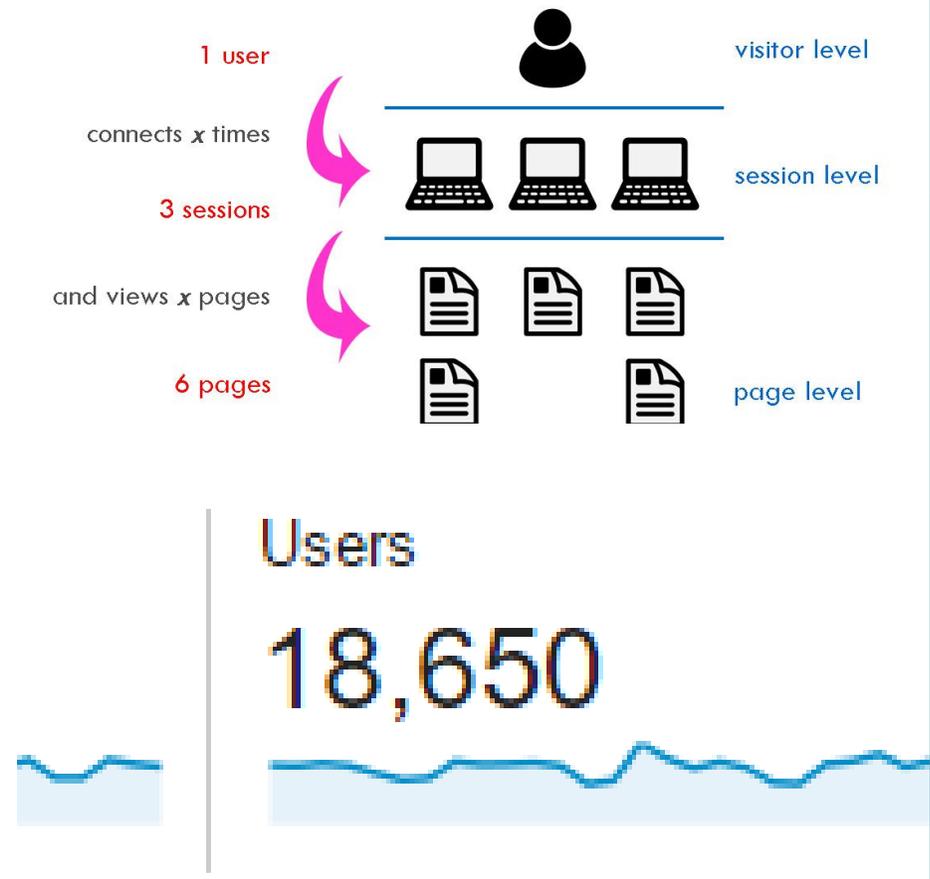




Every platform is
using their own
analytics (= hard to
compare)

Google Analytics Sessions, Users and Pageviews

- A **user** (once known as a unique visitor) is a distinct person, or, more accurately, a distinct clientID identified in the Google Analytics tracking cookie.
- A **session** (once known as a visit) is the browsing period of a **user**.
- A **pageview** is very simply the act of loading a page.



Solution:
Reporting &
dashboards



Reports are perfect to share new, and more profound, insights or to point out potential problems. The last slide or page of a report should always entail “next steps” or “decisions to take.”

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Ad campaigns



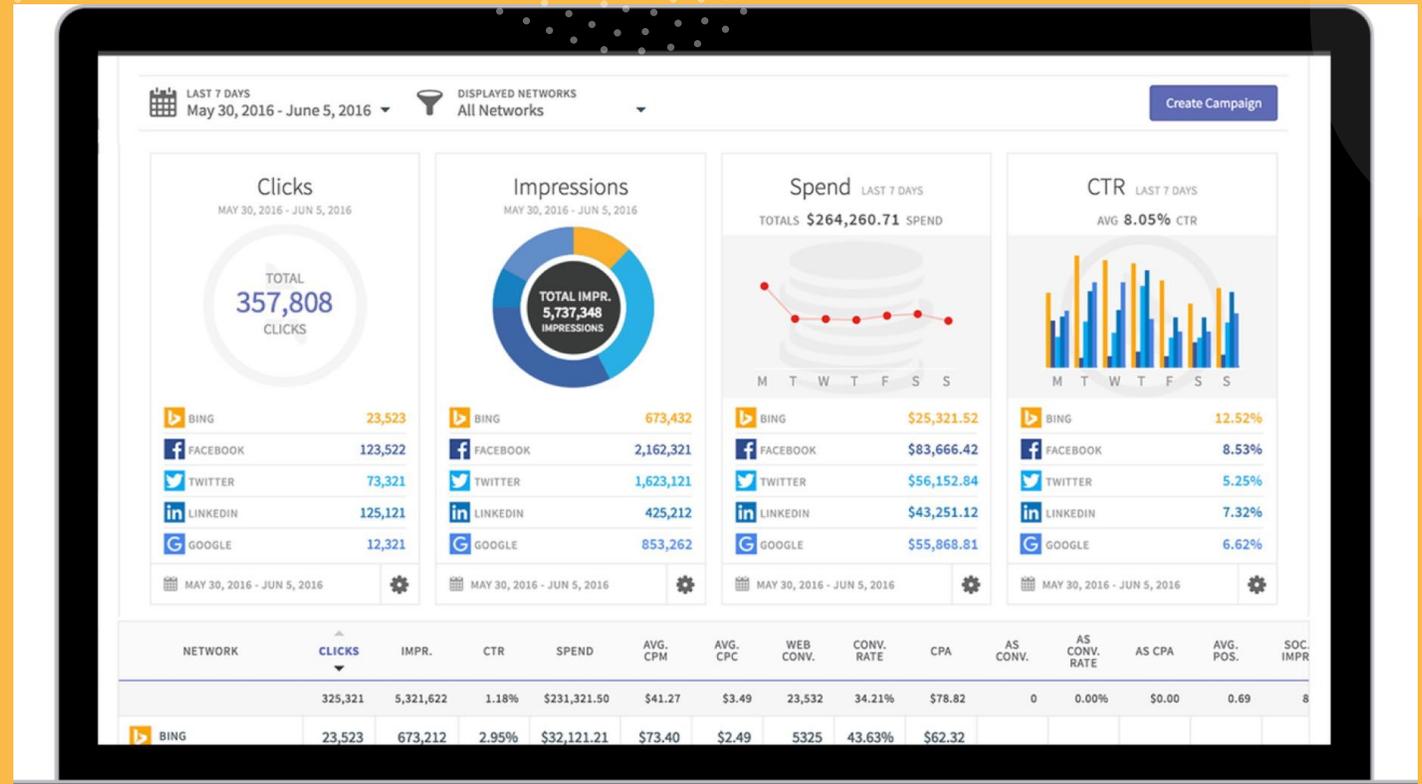
KPI: Return on Ad Spend (ROAS)

- [Return on ad spend](#) is a more specific KPI that you can use to determine the success of your ad campaigns.
- This metric measures the revenue that's generated compared to every dollar you spend on an advertising campaign. It's usually a ratio.
- For example, let's say you made \$10 for every \$1 spent on an advertising campaign. That means your ROAS for that campaign is 10:1.
- See also: Attribution Models [@Google](#)

ROI \neq ROAS



Campaign reporting



PAID CHANNEL MIX

Mar 1, 2017 - Mar 21, 2017

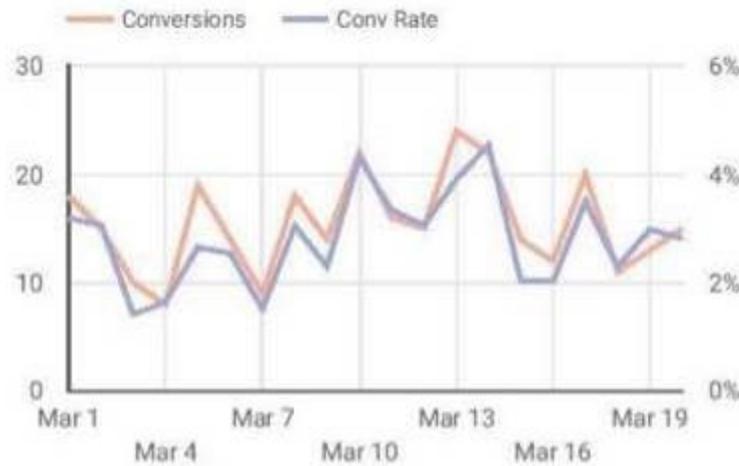
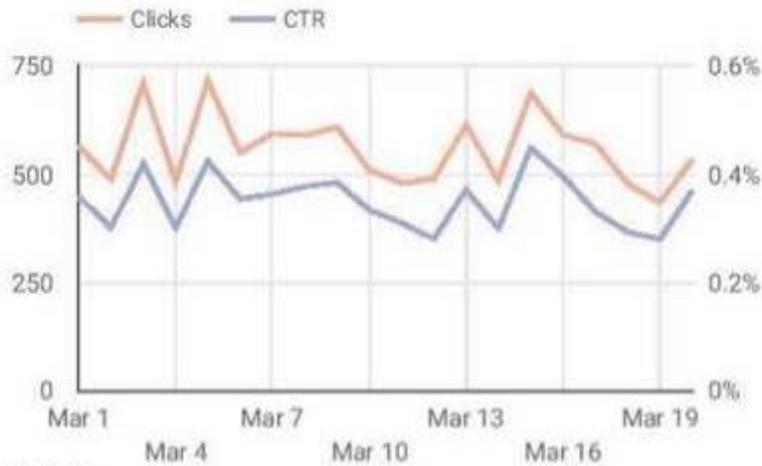
Follow a step-by-step guide: www.supermetrics.com/blog/paid-channel-mix-data-studio

Platform: All

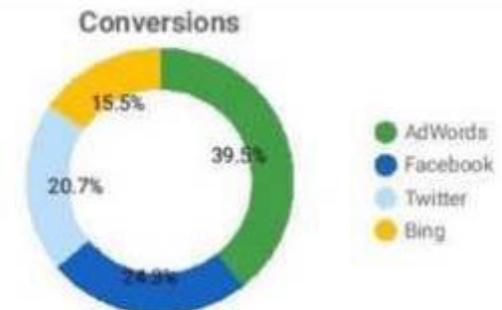
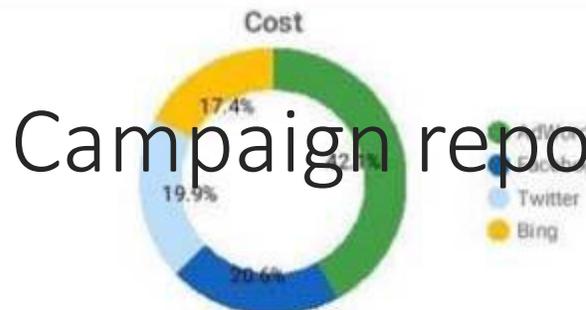
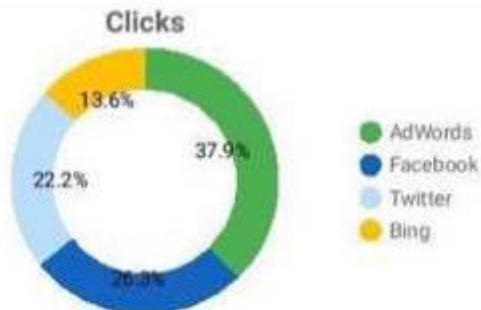


OVERVIEW

Clicks	CTR	Cost	CPC	Conversions	Conv Rate	Cost Per Conversion
11.2K	0.3%	18.4K	\$1.6	309.0	2.8%	\$59.5
↓ -4.6%	↓ -0.2%	↓ -4.7%	↓ 0.0%	↓ -5.2%	↓ -0.6%	↑ 0.6%



SPLITS



Campaign reporting

Email marketing



Newsletter analytics



Create

Issues

Subscribers

Insights

Chaos & A
www.getrevue.co/

Chaos & Amazement ✨ Digitalize Flanders, the Parculator, and Joe Rogan interviewing Steve Jobs

Sent 1 day ago

1,192

Subscribers

29.3%

344 Opened

7.85%

27 Clicked

0.08%

1 Unsubscribed

4

Online

Most popular links

EMAIL

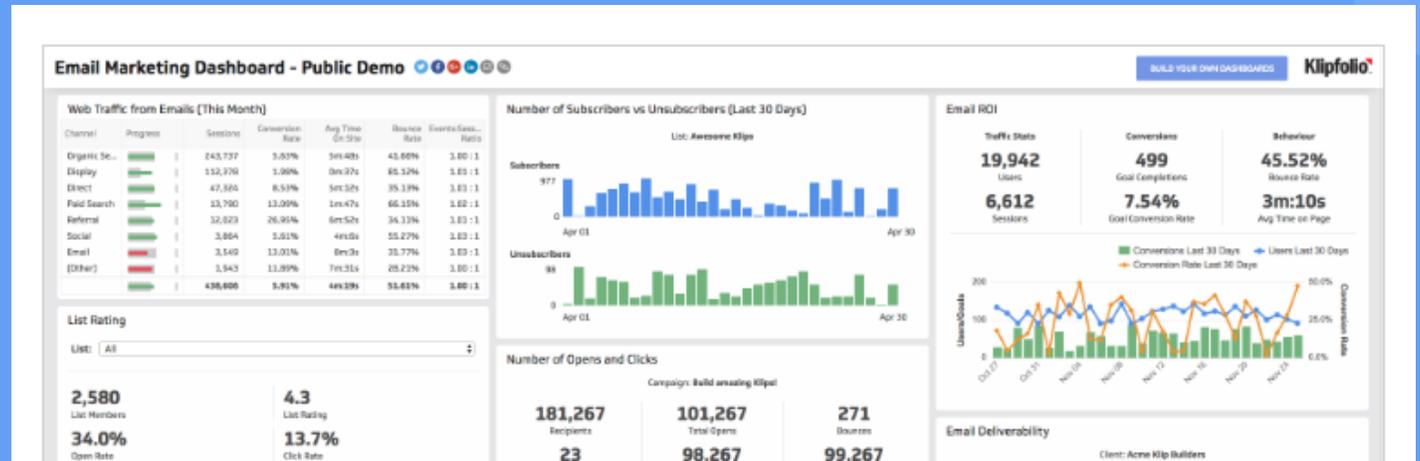
<https://www.bnox.be/2022/10/parculator-shows-where-to-park-in.html?...>

https://index.goodcountry.org/?utm_campaign=Chaos%20%26%20Amaz...

https://www.digitalizeflanders.be/?utm_campaign=Chaos%20%26%20A...

<https://www.ft.com/content/088d3368-bb8b-4ff3-9df7-a7680d4d81b2?...>

Email marketing dashboard



Use dashboards as a warning mechanism – simply mail the dashboard link to raise an issue with the rest of the team.

Digital Marketing Like a PRO

Clo Willaerts

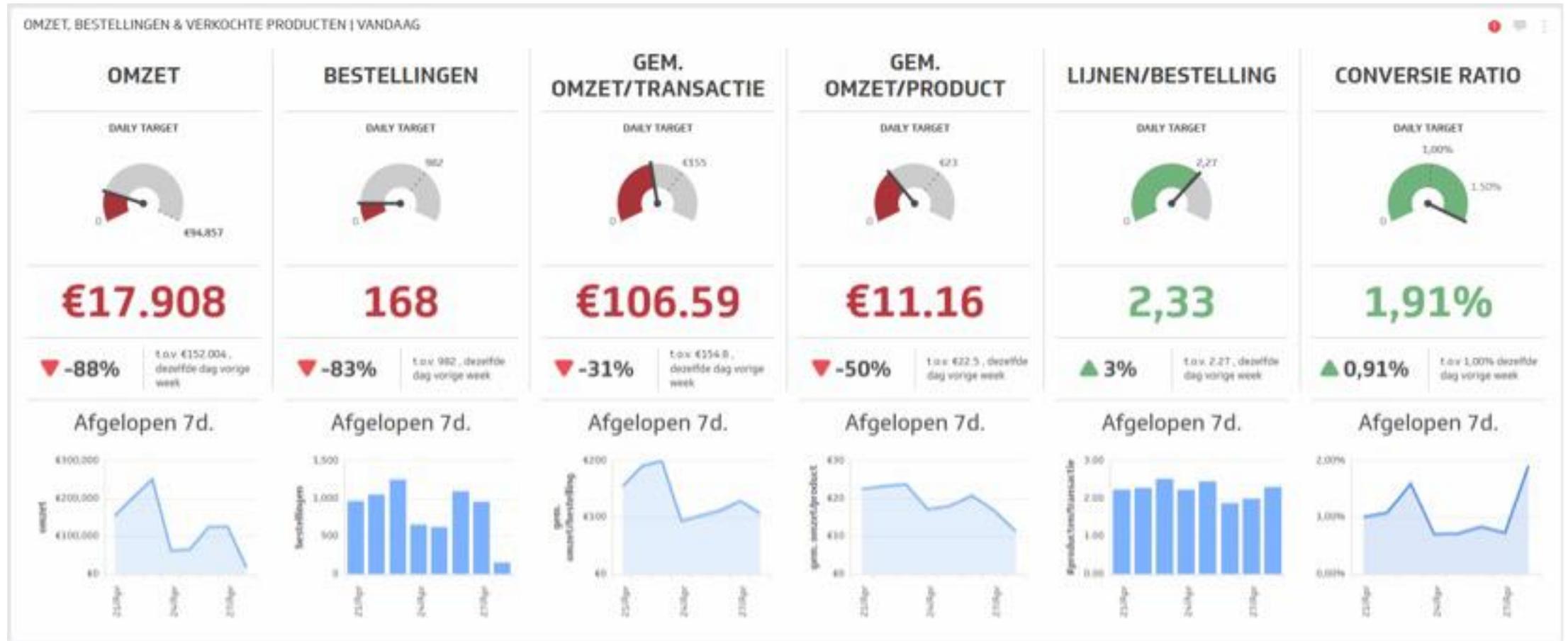


Digital Marketing lik
Prepare. Run. Optim

Website +
social + email

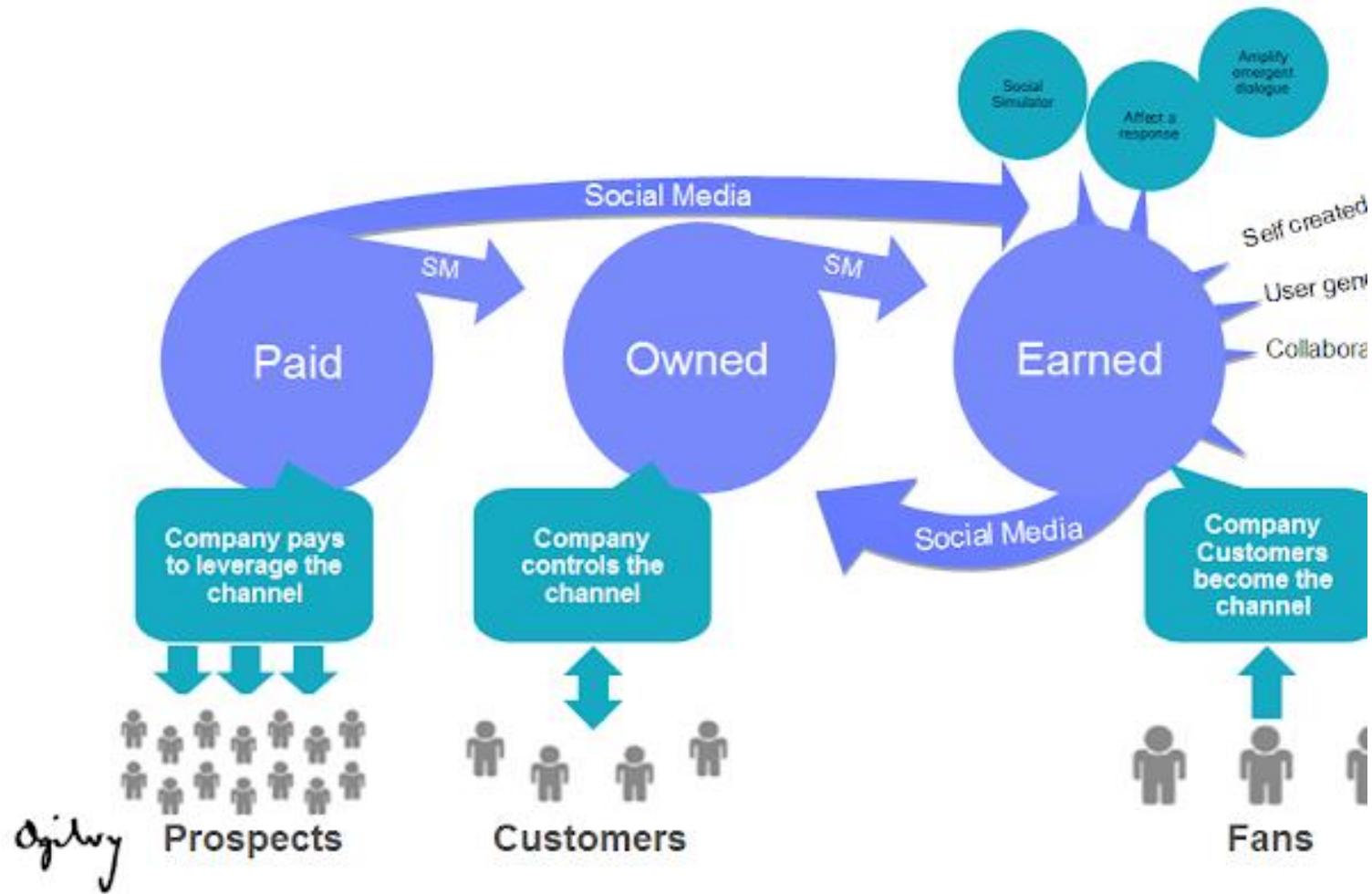


dashthis.com & klipfolio.com



Tip: organize your report with paid/owned/earned





Paid –
 Owned –
 Earned
 media

A blurred photograph of a dining room. In the center, a table is covered with a light blue tablecloth and has a white teapot and some dishes on it. There are wooden chairs around the table. To the right, a large green potted plant sits on a wooden surface. In the background, there are windows and a door, and a black pendant lamp hangs from the ceiling. The overall scene is bright and airy, but the image is intentionally out of focus.

Thank you

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