

*Measuring The Right Things Matter // Kevin Mullett*

[cirrusabs.com](http://cirrusabs.com)

[twitter.com/cirrusabs](https://twitter.com/cirrusabs)

[facebook.com/cirrusabs](https://facebook.com/cirrusabs)

[youtube.com/user/cirrusabs](https://youtube.com/user/cirrusabs)

[linkedin.com/companies/cirrus-abs](https://linkedin.com/companies/cirrus-abs)

## *Measuring The Right Things Matter // Kevin Mullett*



[kevinmullett.com](http://kevinmullett.com)  
[twitter.com/kmullett](https://twitter.com/kmullett)  
[facebook.com/kevinmullett](https://facebook.com/kevinmullett)  
[linkedin.com/in/kevinmullett](https://linkedin.com/in/kevinmullett)  
just google "[kevin mullett](#)"  
director of product development

# *Analytics // facing the reality of analytics*

## time + knowledge

- keeping up and interpreting can be a full time job
- tool selection, configuration, & reporting is work
- someone will know more about a specific uses
- the goal is to get you thinking critically about marketing measurement
- always changing



# *Analytics // hippo hunting*



## hippo hunting with a bonus expert tag to fill

- turning opinion into data

\* hippo = highest paid persons opinion

# *Analytics // data trumps opinion*

**Analytics will provide you with powerful data (ammo) capable of bringing down the largest hippos and experts when opinion starts to creep in to a conversation.**

# Analytics // why analytics matter?



**what's really working? is it...**

- organic search engine optimization
- paid search or online advertising
- social media channels
- traditional/offline methods



# *Analytics // are we connecting the dots?*



**we need to know...**

- which marketing methods, promotions, social channels, copy, creative, and advertising work
- where to allocate marketing dollars based on ROI
- where do visitors really come from and go to
  - offline and online tracking of marketing

# *Analytics // you can't measure what isn't recorded*

**What if a marketing method worked, but nobody was recording the win? What if your marketing wasn't working , but you were still spending money based on beliefs?**

# Analytics // what can analytics tell us?

is my website really performing as it should?

- is it working for human traffic/visitors?
- are there hindrances to search bots/spiders?
- any potential performance, platform, or path issues?



# Analytics // the different choices

- **server level statistics** (by host; AW Stats, WebTrends, Urchin)
- **CMS** (specific to each content management system)
- **third party** (external to site services; Google Analytics, Chartbeat, Clicky, Woopra, crazyegg)

sitemeter

woopra™

Google webmaster tools

Google Analytics

chartbeat

CLICKY®  
WEB ANALYTICS

webtrends™

AWStats

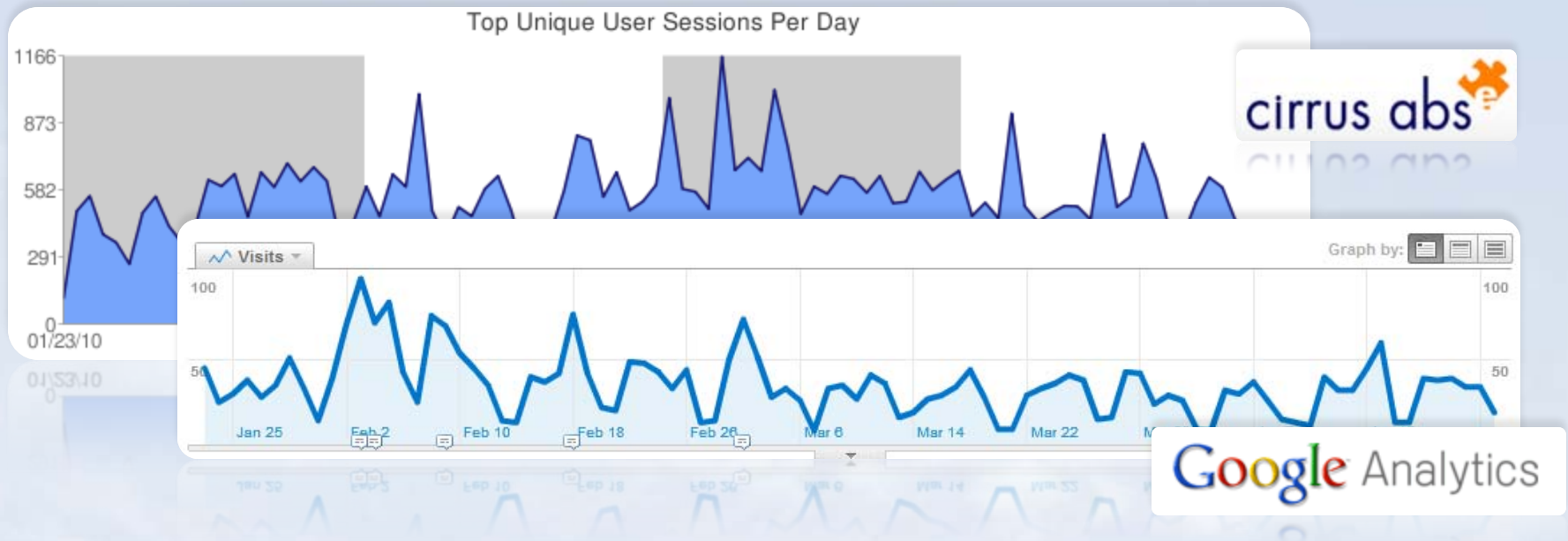
cirrus abs

# Analytics // plenty of others

- **aggregators** (stats from multiple sources and services; postrank)
- **niche'** (measure specific services, like social networks, or metrics; ClickTale, Facebook Insights, Buzz-Charts, Twitalyzer)



# *Analytics // but the numbers don't match*



each software developer decides what metrics should be included and the criteria that make them up

# *Analytics // no good, if never seen*

**The best analytics package won't help if never reviewed, deciphered, and acted upon. Set up automated reports or schedule reminders.**

# Take Action 1 // track your links

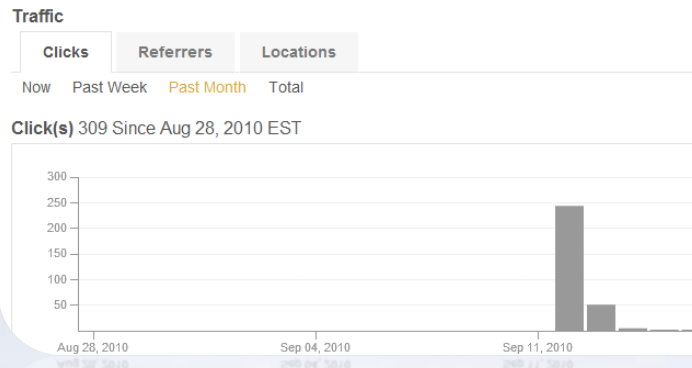
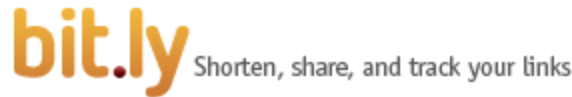
http://bit.ly/d4loOi +

http://formulists.com/

**309** Clicks  
This bit.ly link bit.ly/d4loOi was added by kmullett

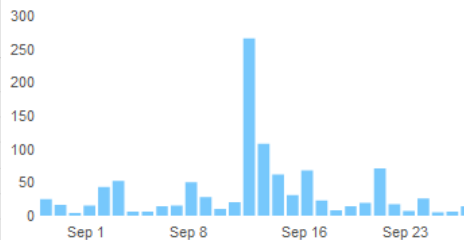
**600** Total Clicks  
All clicks on the aggregate bit.ly link bit.ly/ahb1tc

Long Link: <http://formulists.com/>  
Conversations: Tweets 94, Shares 6, Likes 1, Comments 7; Shares 0; Comments on Page 0; [View All](#)  
Locations: United States 181; Other 41; Canada 17  
Share / Copy Link:

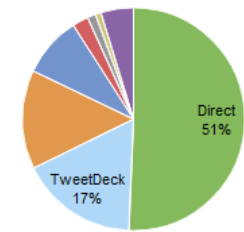


## Your Bit.ly Metrics Summary

Clicks



Top Referrers



989 Clicks on Your Bit.ly Links

30 Referring Domains  
From 55 Total Pages

setup a [bit.ly](http://bit.ly) URL shortener account

(i know of over 30 other url-shorteners, but bit.ly is trusted & widely used)

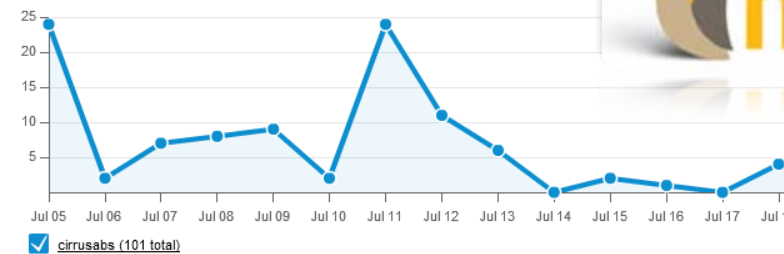
# Take Action 2 // easy link tracking & reports

Quick Analytics  
Custom Analytics NEW!  
Create New Report  
All Reports  
Owned By Me  
Shared With Me  
Drafts  
Labels + Add Label  
No Labels found  
Templates  
Proposal Report  
Ow.ly Click Summary  
Google Analytics  
Facebook Insights

Jul 05, 2011 - Jul 19, 2011 Where did my branded header go?

## Click Summary Report

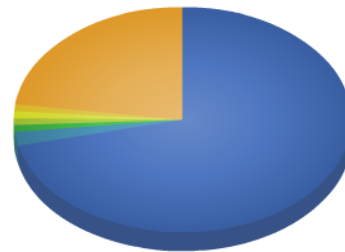
### Ow.ly : Summary Stats



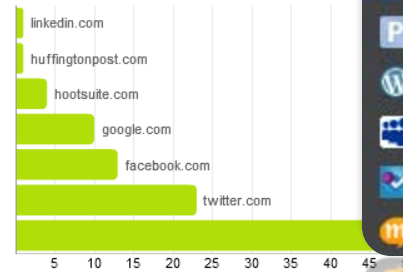
### Add Social Network

- Twitter
- Facebook
- Facebook Page
- LinkedIn
- Ping.fm
- WordPress
- MySpace
- Foursquare
- mixi

### Ow.ly : Clicks by Region



### Ow.ly : Top Referrers

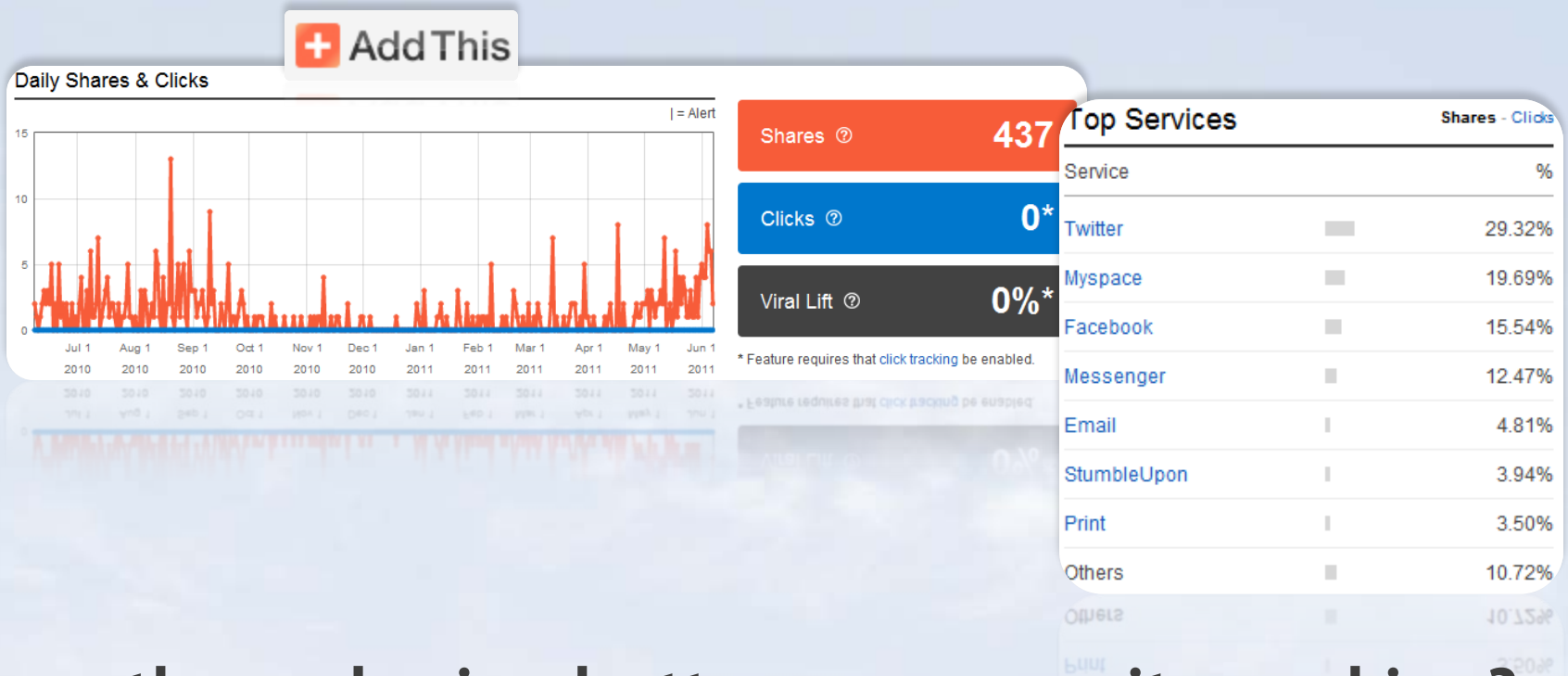


use [hootsuite](#) to keep track automagically  
(consider paying nominal fee for additional reporting options)

# *Analytics // i have a bridge to sell you*

**Distribution, subscriptions, followers, likes, SERP position, & traffic are not direct indicators of actual attention, value, or ROI.**

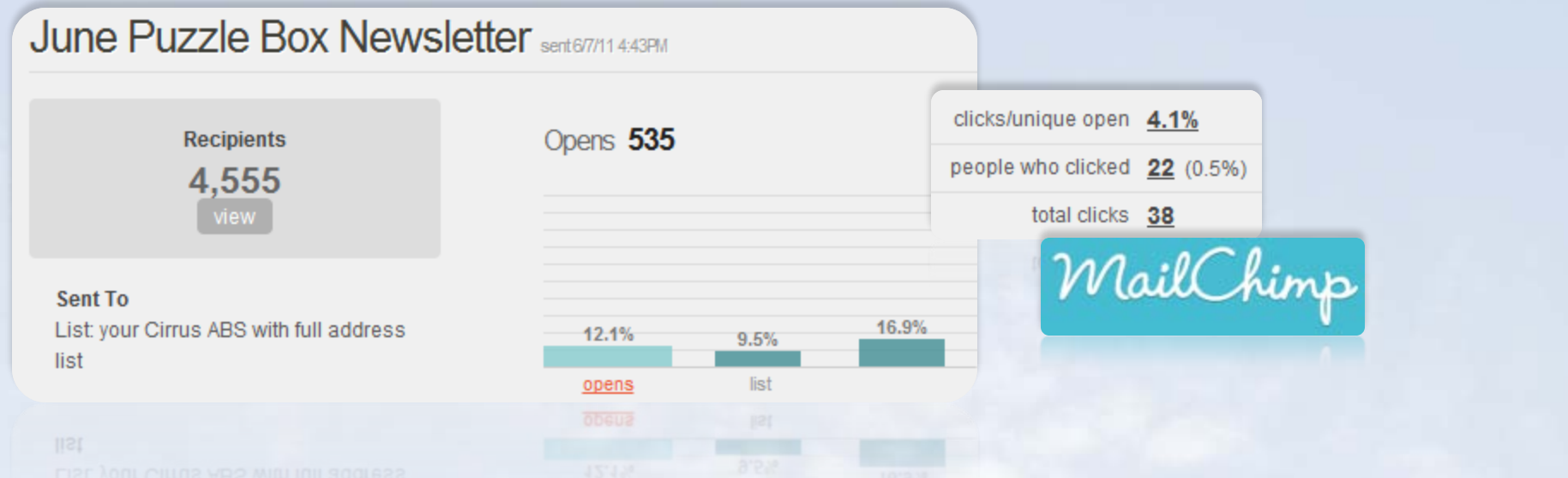
# Take Action 3 // track content shares



are those sharing buttons on your site working?

- what caused the most shares
- did it bring any traffic back

# Take Action 4 // track email campaigns



are your emails resonating, driving traffic, and leads?

- open rates
- click through rates
- offer redemptions
- removal requests

# *Analytics // why would Cirrus ABS care?*

**Cirrus ABS needed a vehicle for proving the value of our process and solutions and how they differed from others.**

- online marketing on the rise, traditional marketing declining
- importance of search engine optimization traffic/visibility
- visitor centric sites with paths to conversion

# Take Action 5 // customizing your dashboard

The screenshot shows a Google Analytics dashboard with a sidebar on the left containing 'Dashboard', 'Intelligence Beta', 'Visitors', 'Overview', 'Benchmarking', and 'Map Overlay'. The main content area shows 'Overview » Map Overlay » City Detail: Ft Wayne' with buttons for 'Export', 'Email', and 'Add to Dashboard'. A pop-up window titled 'City Detail: Ft Wayne' displays a line chart of visits over time, with a total of 455 visits and a 'view report' link. An orange arrow points from the 'Add to Dashboard' button to the pop-up window. The Google Analytics logo is visible in the bottom right of the screenshot.

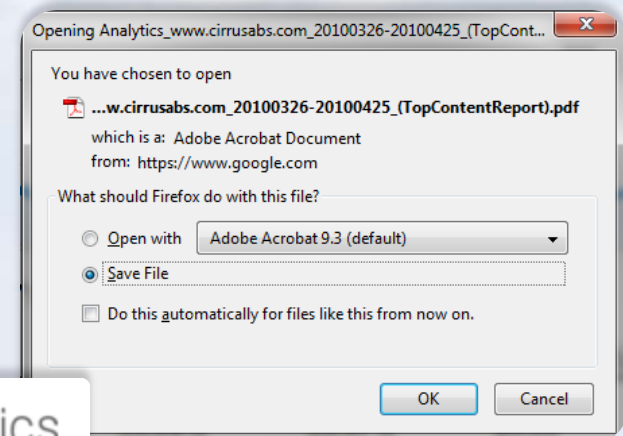
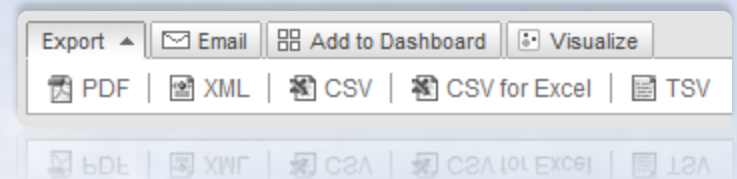
get the information you need quickly

1. browse to the report you want to add
2. select the “add to dashboard” button
3. select the “view dashboard” link
4. repeat for other reports you would like to add

# Take Action 6 // create reports to share/keep

## exporting one time reports

1. navigate to the report you want to create
2. select the “export” drop down tab
3. select the appropriate format
  - PDF (vector output for quality visual reference, ease of sharing)
  - XML (extensible markup language)
  - CSV (comma separated value, Excel)
  - TSV (tabbed separated value, Excel)
4. save (different per browser)



# Take Action 7 // schedule report attention

now let's create an automated report

1. navigate to the report you want to create
  - example: "content" » "top content"
2. click the "email" button
3. click the "schedule" tab
4. input emails and/or check "send to me"
5. fill in the remaining fields
6. select the desired format
7. select daily, weekly, monthly, quarterly
8. optionally select to include a "date comparison"
9. click "schedule"

The screenshot shows the 'Schedule' configuration form for a report. At the top, there are three tabs: 'Send Now', 'Schedule' (which is active), and 'Add to Existing'. Below the tabs, there are several input fields and options:

- Send to others:** A text input field with the instruction "(Separate multiple addresses with a comma)".
- Send to me**
- Subject:** An empty text input field.
- Description:** A larger empty text input field.
- Format:** Three radio button options:  PDF,  CSV, and  CSV for Excel.
- Date Range/Schedule:** A dropdown menu currently set to "Weekly (sent each Monday)".
- Include date comparison:** An unchecked checkbox.
- Schedule:** A button at the bottom right of the form.

The screenshot shows the 'Add Report' dialog box. At the top, there are three tabs: 'Send Now', 'Schedule' (which is active), and 'Add to Existing'. Below the tabs, the following information is displayed:

- Cirrus ABS Monthly report (sent monthly)**
- Reports: Top Content
- Recipients: kevin.r.mullett@gmail.com
- Attachment: pdf
- Add Report** button

The screenshot shows an email received from Google Analytics. The header information is:

- Sent:** Mon 8/9/2010 3:52 PM
- To:** Kevin Mullett

The email body contains the following text:

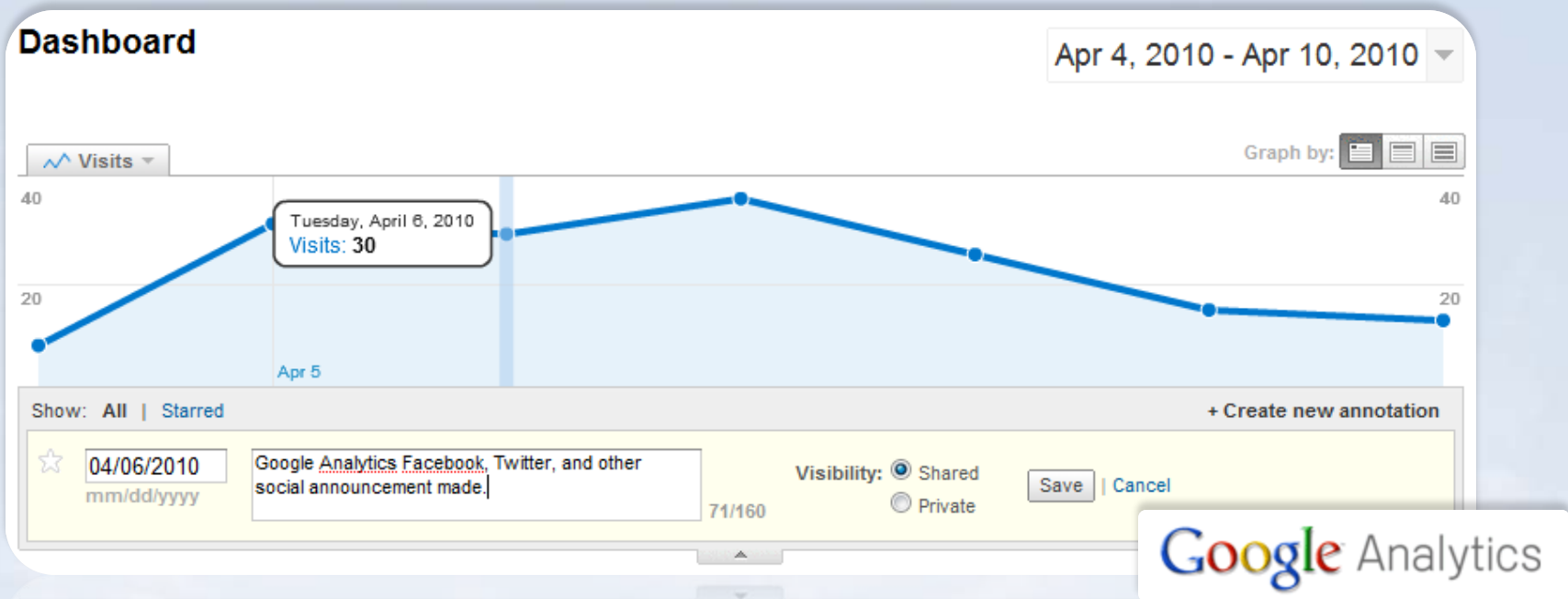
Message | Analytics\_www.cirrusabs.com\_20100802-20100808\_(entrance\_sources).pdf (6 KB)

This is a weekly report of our sites entrance sources.

Google Analytics

cirrus abs

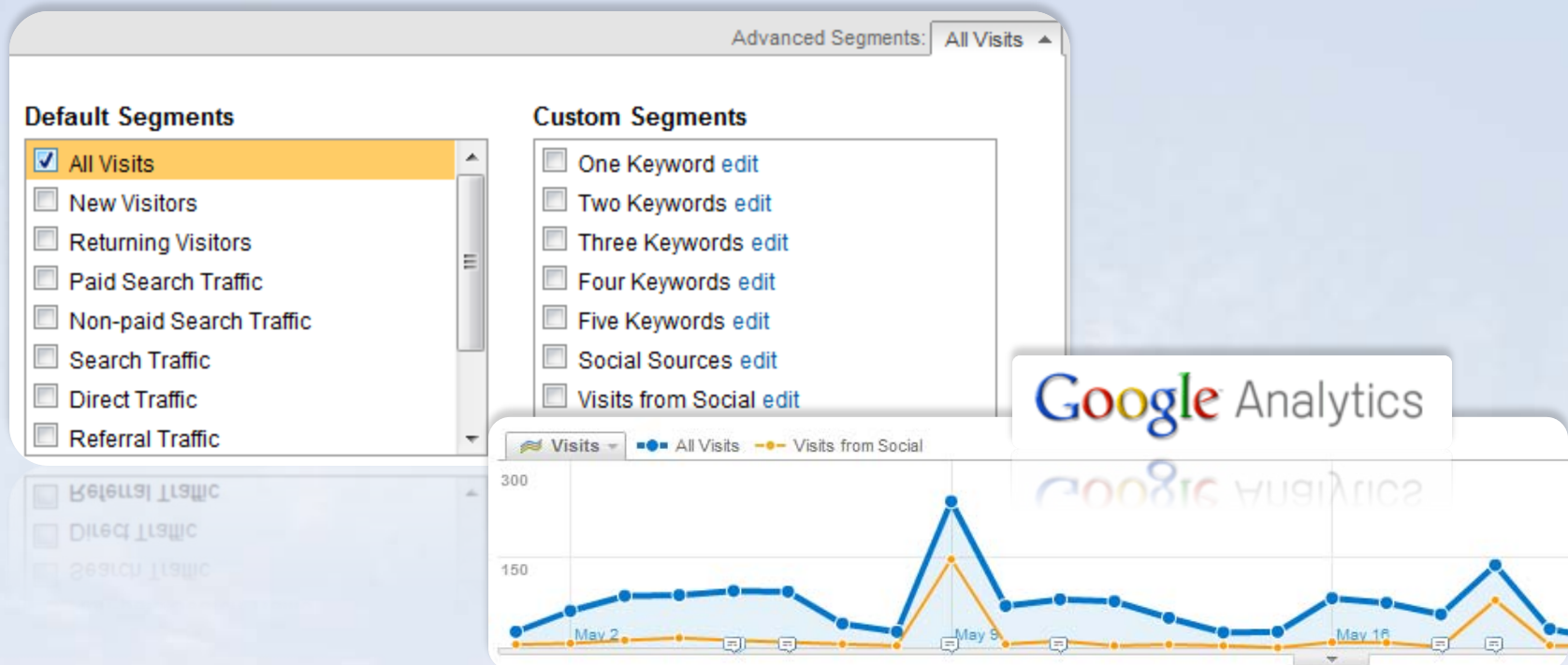
# Take Action 8 // start annotating key events



a favorite feature of Google Analytics is annotation

1. select a date range (from the main dashboard)
2. click the dot that corresponds to a date of a known event
3. type in the annotation and save

# Take Action 9 // inbound social traffic?



advanced segments help tell the story (regular expression)

facebook\.com|fb\.me|twitter\.com|t\.co|tinyurl|hootsuite\.com|  
w\.ly|bit\.ly|ht\.ly|linkedin\.com|stumbleupon\.com|su\.pr|tum  
blr\.com|slidesha\.re|youtube\.com|youtu\.be|ning\.com|daily  
booth\.com|flickr\.com|flic\.kr

# *Analytics // why is bounce important?*


## **bounce as an indicator**

- possible inadequate paths to action (next steps)
  - if they make it to “contact us” do they end up on “thank you”
- shows lost conversions or missed client acquisitions
  - does the landing page match the marketing offer & CTA
- spotlights visit quality and page relevancy to visitors
  - wasted efforts attracting visitors for the wrong keyword phrases

### **32.76% Bounce Rate**



Google Analytics

cirrus abs 

# *Analytics // exceptions to the bounce rule*

**certain sites/visits are likely to have higher bounce rates**

- **blogs and news, where the visitor is looking at a specific article**
- **informational searches** (as opposed to navigational or transactional)
  - follow a search result for specific information
- **sites with timely information on the homepage**
  - event calendars and clubs

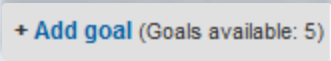
**according to Avinash Kaushik, a respected GA's expert, an average bounce rate is 40-60%. *"It is really had to get a bounce rate under 20%, anything over 35% is cause for concern, 50% (above) is worrying."* Avinash Kaushik**

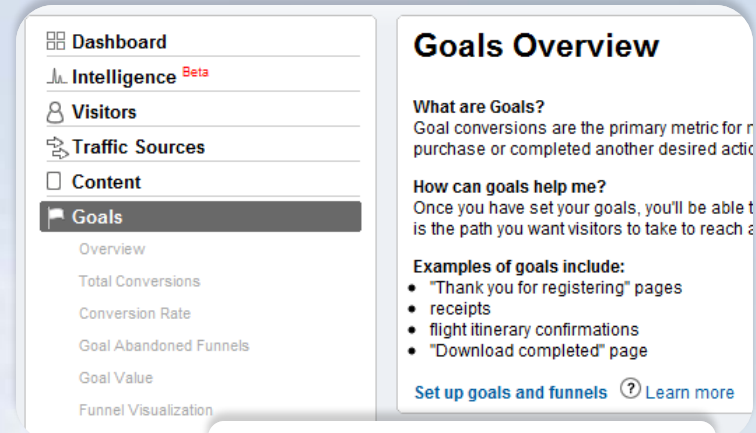
# *Analytics // start with goals*

**Set goals before your website is created.  
Integrate those goals into your marketing  
campaigns and then measure for effectiveness.**

# Take Action 10 // creating goals

## first time goal creation

1. click "goals" in the left nav
2. select "set up goals and funnels"
3. select "add goal" 
4. name the goal "contact us"
5. select the "url destination" radio button
6. go to your contact us page and copy the url, now paste that url into the "goal url" box
7. click "save goal"



**Goals Overview**

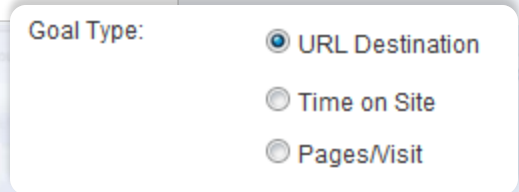
**What are Goals?**  
Goal conversions are the primary metric for measuring the success of your website. They represent a purchase or completed another desired action.

**How can goals help me?**  
Once you have set your goals, you'll be able to track the path you want visitors to take to reach a goal.

**Examples of goals include:**

- "Thank you for registering" pages
- receipts
- flight itinerary confirmations
- "Download completed" page

[Set up goals and funnels](#) [? Learn more](#)



**Goal Type:**

URL Destination

Time on Site

Pages/Visit

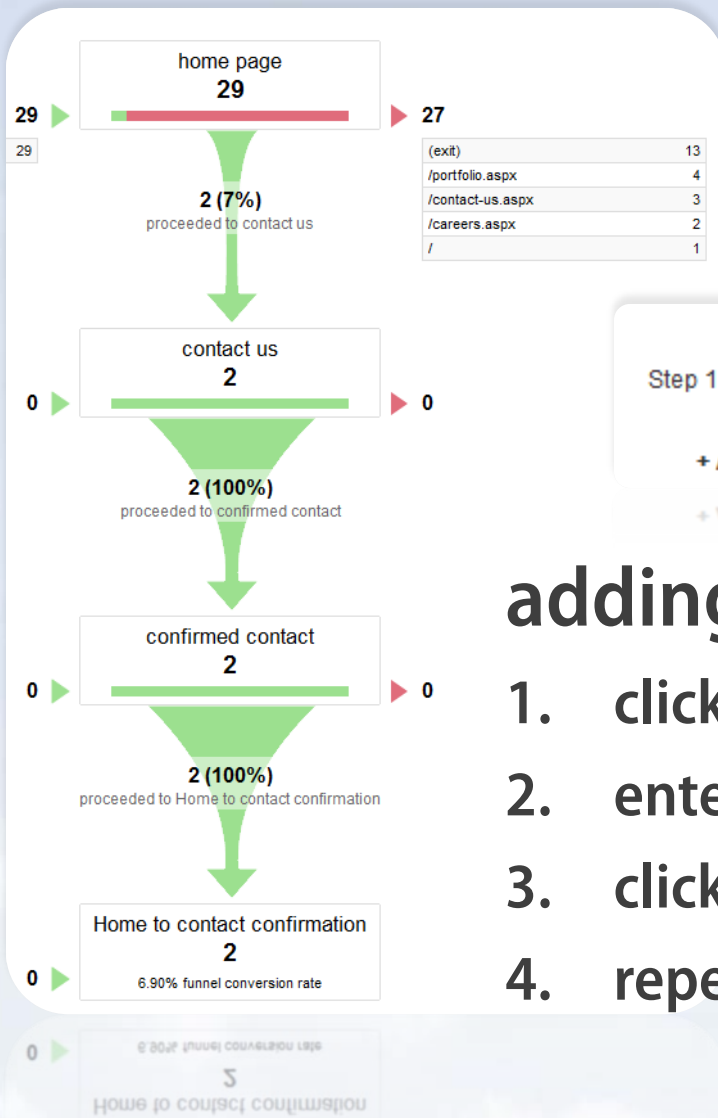


**Goal URL** [?](#):

Google Analytics

note: additional goals setup from "analytics settings" » "edit" » "+ add goal"

# Take Action 11 // visualizing goals



## Goal Funnel optional

A funnel is a series of pages leading up to the goal URL (goal).

+ Yes, create a funnel for this goal

	URL (e.g. "/step1.html")	Name
Step 1	<input type="text"/>	<input type="text"/>

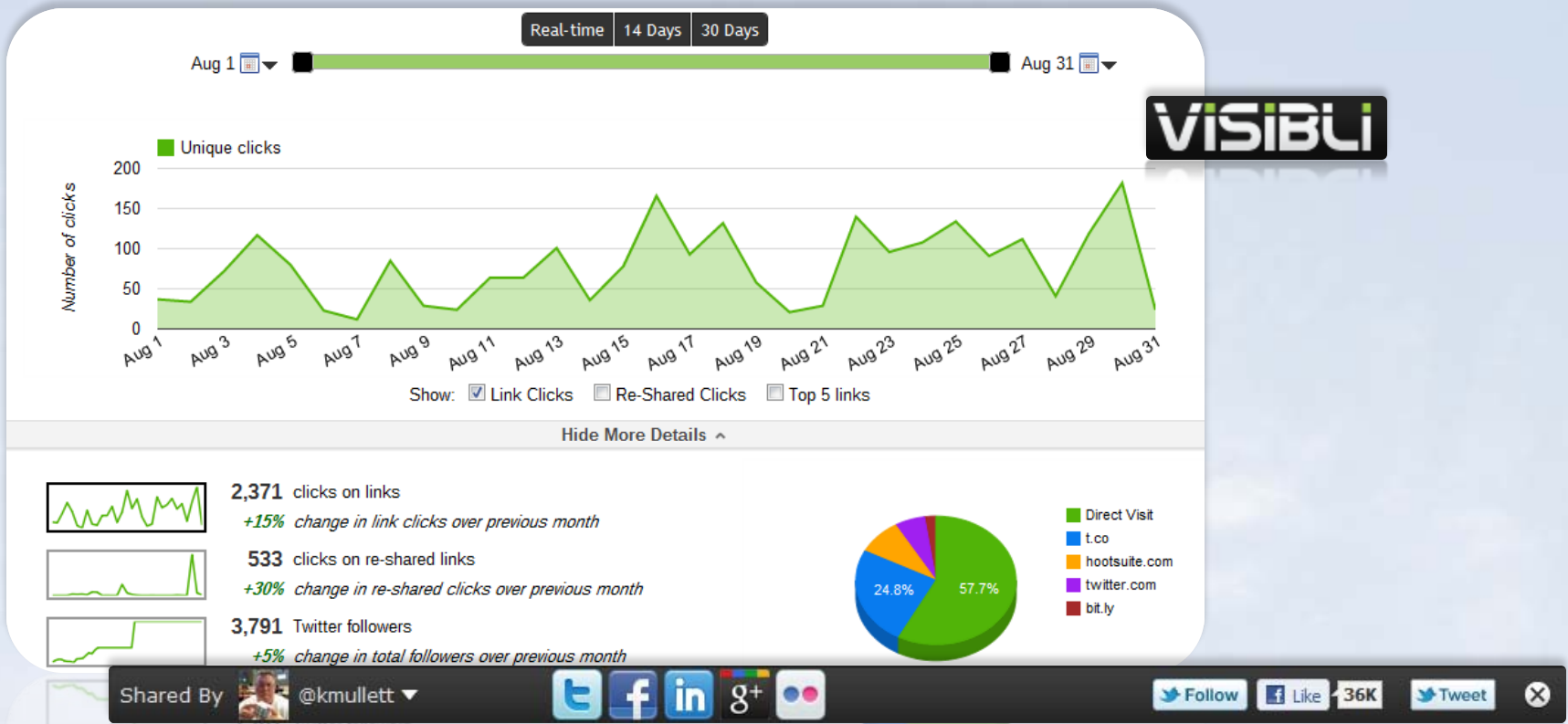
Required step ?

+ Add Goal Funnel Step

## adding a funnel to the goal

1. click "yes, create a funnel for this goal"
2. enter the first url and name it
3. click "add goal funnel step"
4. repeat step 2 and 3 until the funnel is complete

# Take Action 12 // auto-tracking tool



## auto-tracking of twitter and facebook

- facebook accounts and multiple pages
- ties in with your bit.ly account

# Take Action 13 // what is resonating

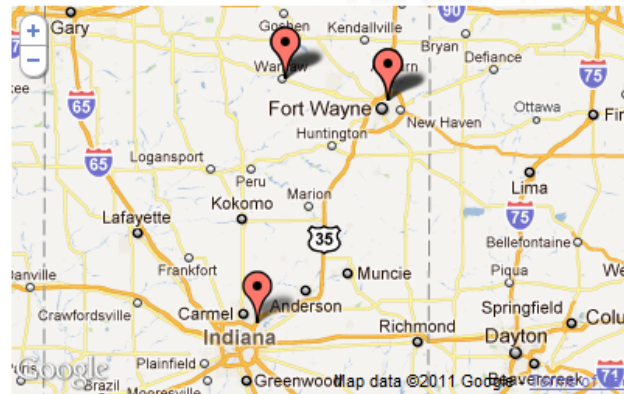
All my +

Overview



Kevin Mullett

	Total	Own Posts	Reshared
Posts	200	128	72
Location	5	5	0
Photos	106	56	50
GIFs	3	0	3
Videos	10	4	6
Links	78	44	34
Comments	581	468	113
per post	2.90	3.66	1.57
+1's	145	103	42
per post	0.72	0.80	0.58
Reshares	313	242	71
per post	1.56	1.89	0.99



Locations of posts

Graphs

Most popular posts

Photos

Posts

Most comments (36)

Most reshares (181)

Most +1's (6)

google+ comments, reshares, +1's

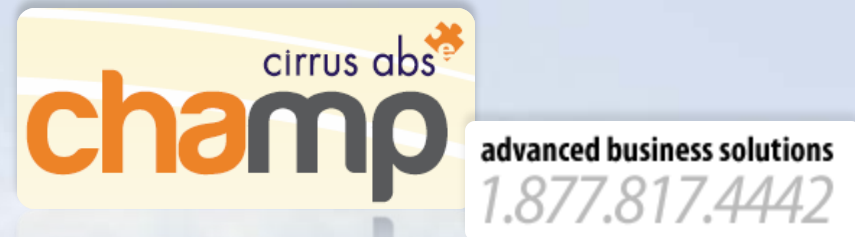
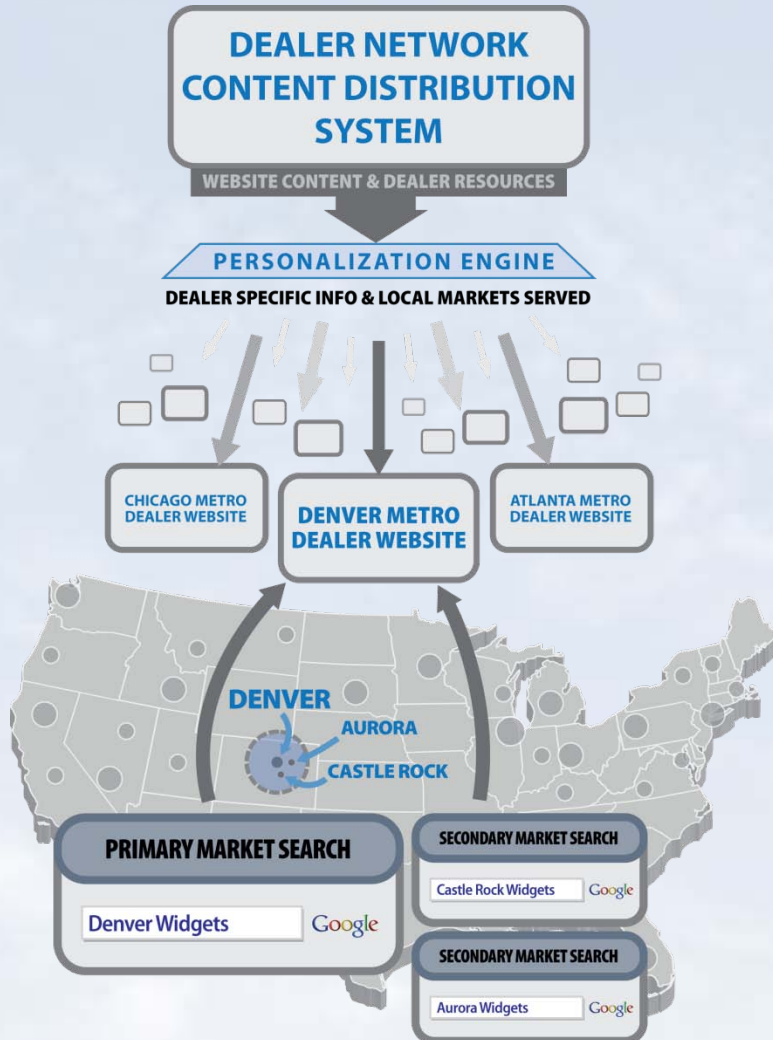
- open to public, but still not open for businesses or app users
- simple analytics to guide posts based on engagement & shares

# *Analytics // metrics for site improvement*

**use analytics to improve sites, marketing, and conversion**

- **change opinion into to data (hippo vs your users)**
- **measure media and marketing effectiveness**
- **allocate budgets to campaigns with returns or conversions**
- **testing, testing, testing... measure changes (onsite or offsite)**

# Cirrus ABS // channel management program



turn your dealer network into an online marketing powerhouse

For Businesses and Other organizations with Networks of Dealers, Franchises, Distributors, Affiliates, Chapters, More!

# // Questions?



## *Measuring The Right Things Matter // Kevin Mullett*



[kevinmullett.com](http://kevinmullett.com)  
[twitter.com/kmullett](https://twitter.com/kmullett)  
[facebook.com/kevinmullett](https://facebook.com/kevinmullett)  
[linkedin.com/in/kevinmullett](https://linkedin.com/in/kevinmullett)  
just google "[kevin mullett](#)"  
director of product development

[cirrusabs.com](http://cirrusabs.com)  
[twitter.com/cirrusabs](https://twitter.com/cirrusabs)  
[facebook.com/cirrusabs](https://facebook.com/cirrusabs)  
[youtube.com/user/cirrusabs](https://youtube.com/user/cirrusabs)  
[linkedin.com/companies/cirrus-abs](https://linkedin.com/companies/cirrus-abs)

cirrus abs 

Sign up: <http://netcentered-webinars.cirrusabs.com>