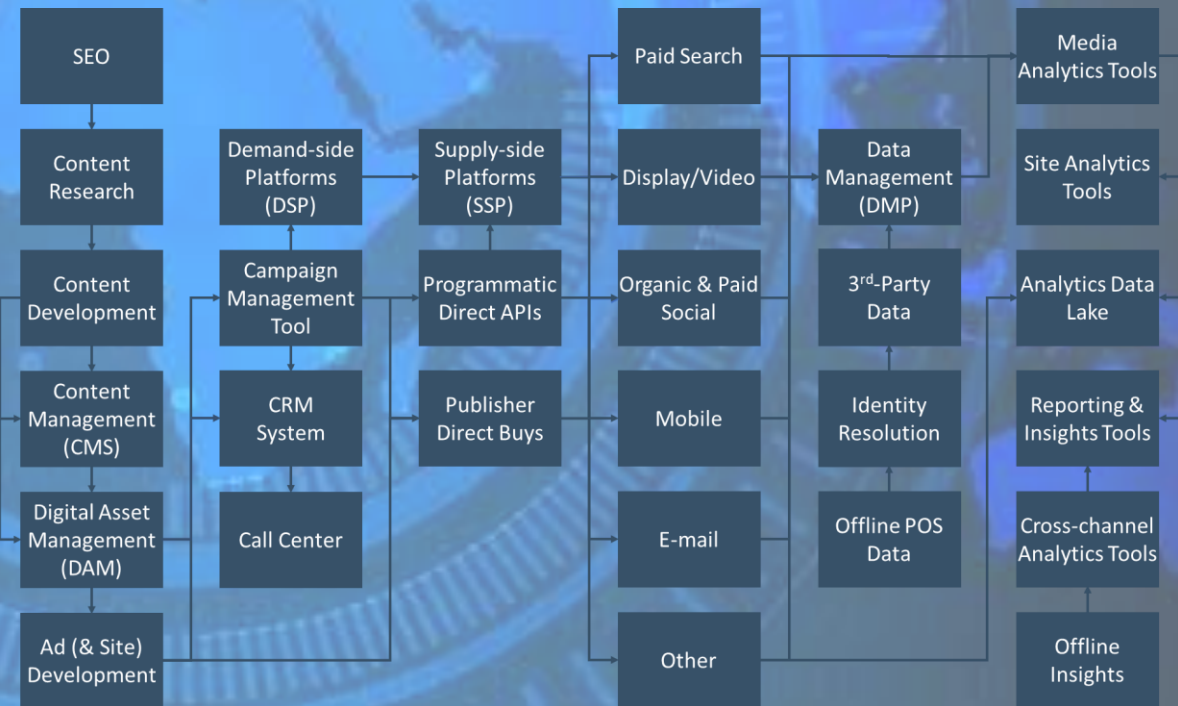# How analytics helps drive your digital marketing growth

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Campaign planning isn't easy

There are a lot of considerations, cross-considerations, and things-to-do to pull off a digital marketing campaign

Build Demand

Convert to Sales

Strategy

Budget

Media
- Media channels
- Platforms
- Publishers
- Audiences
- Media formats
- Geography

Time

Resources

Website
- Content
- Landing pages
- Micro-sites
- Call centers
- Fulfillment
- Retail outlets

Neither is execution & measurement

Complications:

- Technologies change fast, built-in tool capabilities overlap, inter-operability has limits, talent is customized and expensive
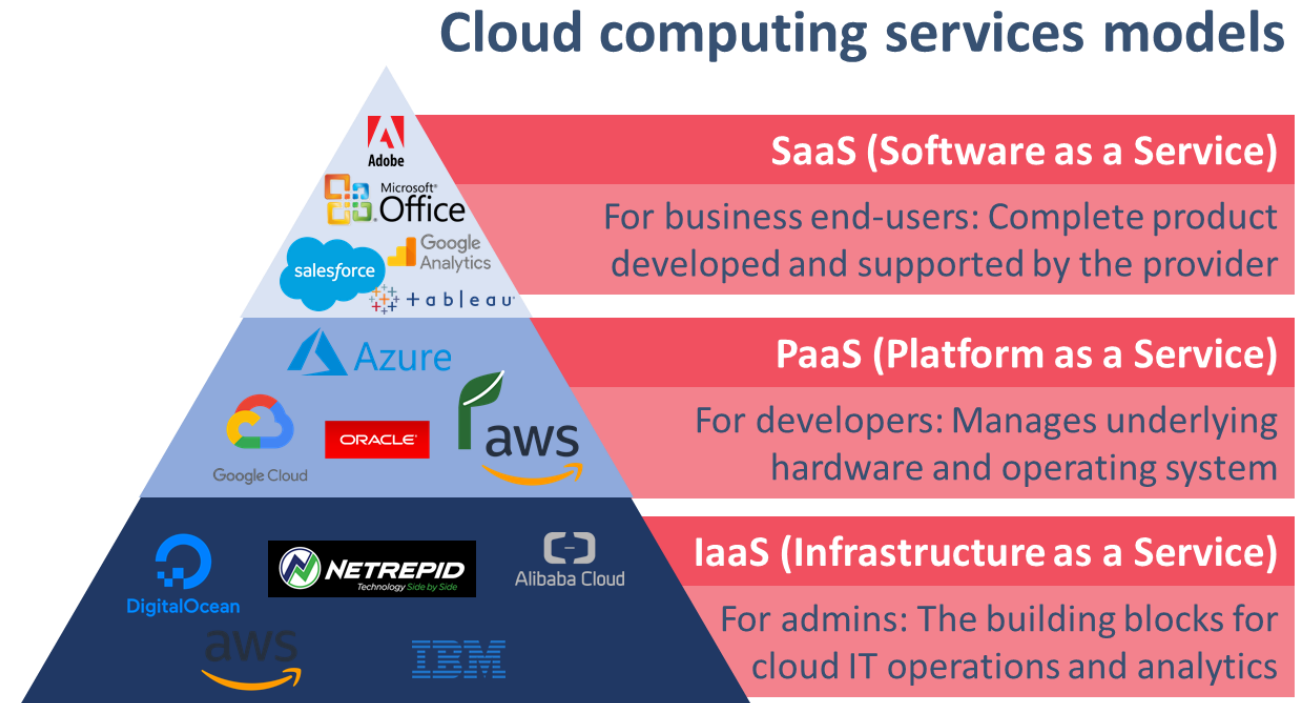
More complications:

- 100's of metrics, multiple data sources, varying analytics features, metric comparability, black-box models

Martech what?

But it is getting easier

- Software as a service (SaaS) is increasingly sophisticated, integrable, and affordable
- Media pros are more adept at getting value from built-in functionalities and experience with media optimization

Cloud computing services models

SaaS (Software as a Service)
For business end-users: Complete product developed and supported by the provider

PaaS (Platform as a Service)
For developers: Manages underlying hardware and operating system

IaaS (Infrastructure as a Service)
For admins: The building blocks for cloud IT operations and analytics

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Success begets, complacency?

Marketers are overwhelmed by multiple analytics platforms and a flood of data
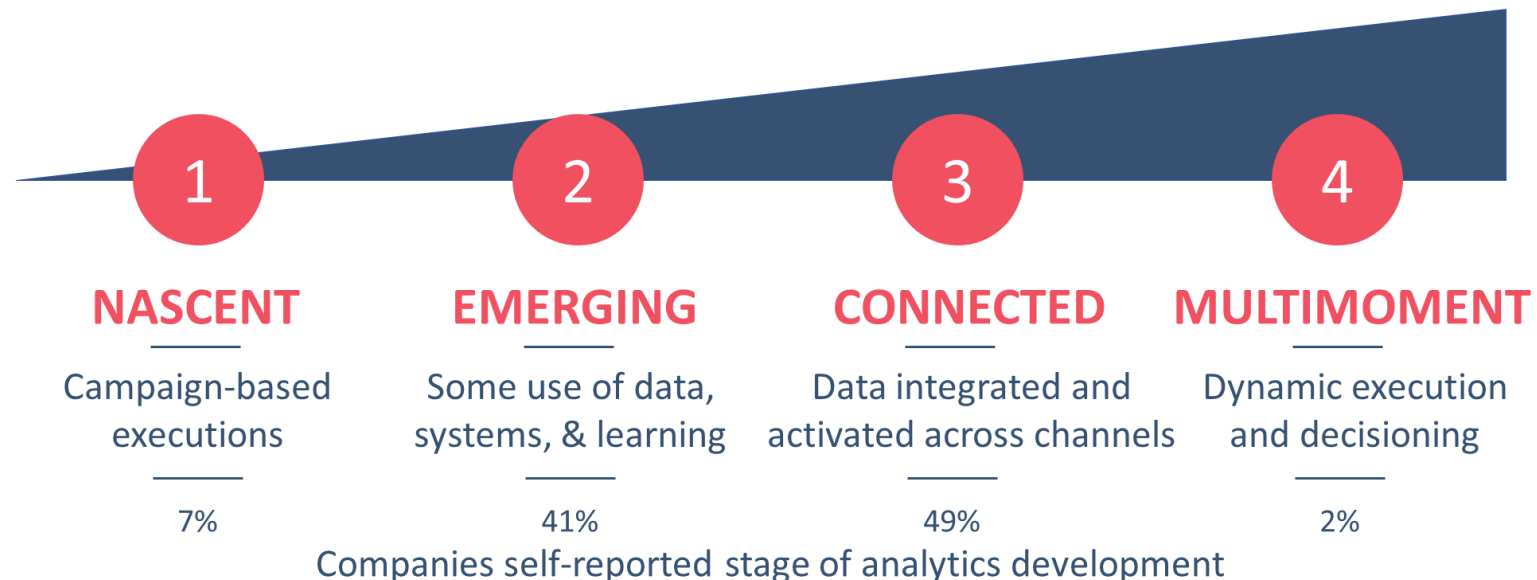
- Reliance on "tried and true" tools, methods, and metrics may inhibit experimentation & learning or introduce confirmation bias (over-estimating positive outcomes, Lake Wobegone effect)

- Cross-media reporting and optimization require quantitative skills and tools beyond typical marcom tech stack capabilities and marketers' expertise

Analytics is your growth catalyst

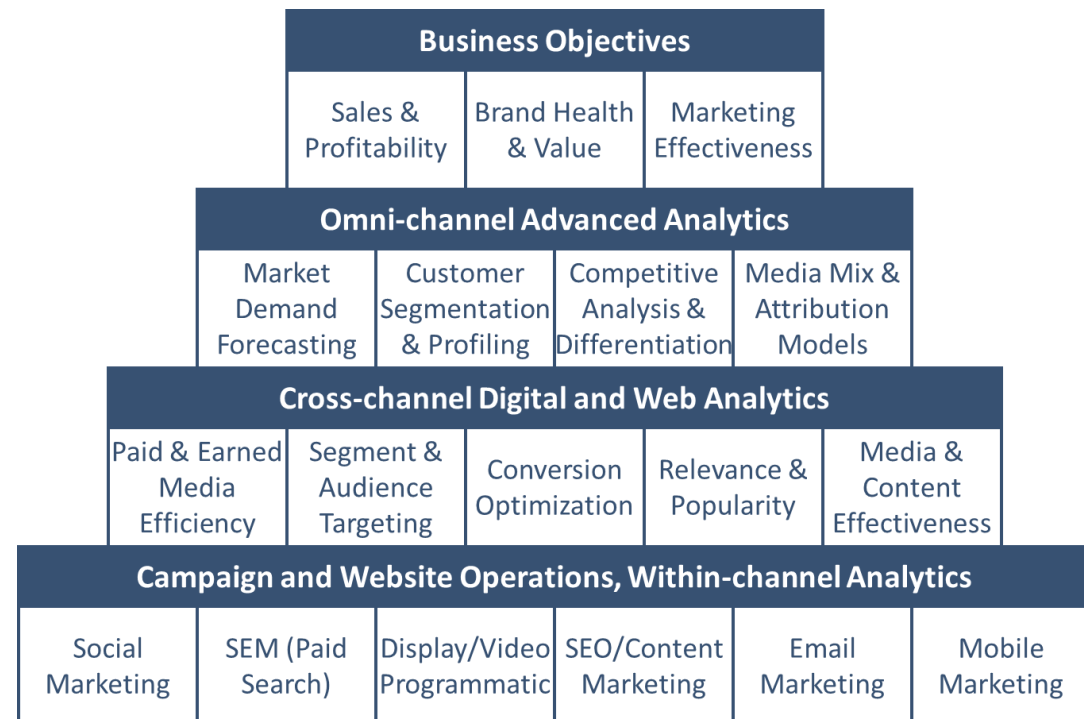*Great analytics* is a competitive advantage

- And is a process that develops over time and *only* with planning, commitment, and investment

1	2	3	4
NASCENT	**EMERGING**	**CONNECTED**	**MULTIMOMENT**
Campaign-based executions	Some use of data, systems, & learning	Data integrated and activated across channels	Dynamic execution and decisioning
7%	41%	49%	2%

Companies self-reported stage of analytics development

And builds value systematically

Quantitative analytics differs from other media specialties in its added focus on data science and statistics

- Data drive everything digital and analytics turn data into information and insights
- Analytics strategy should support digital operations, tie together workstreams, and demonstrate cumulative value vis-a-vis key business objectives

Business Objectives		
Sales & Profitability	Brand Health & Value	Marketing Effectiveness

Omni-channel Advanced Analytics			
Market Demand Forecasting	Customer Segmentation & Profiling	Competitive Analysis & Differentiation	Media Mix & Attribution Models

Cross-channel Digital and Web Analytics				
Paid & Earned Media Efficiency	Segment & Audience Targeting	Conversion Optimization	Relevance & Popularity	Media & Content Effectiveness

Campaign and Website Operations, Within-channel Analytics					
Social Marketing	SEM (Paid Search)	Display/Video Programmatic	SEO/Content Marketing	Email Marketing	Mobile Marketing

Four categories of analytic support

It helps to think of four focus areas were analytics have big impacts on digital marketing success
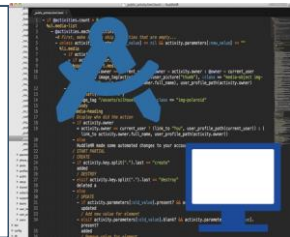
Campaign analytics

Cross-media reporting and performance assessment

Site analytics

Maintaining and improving your digital storefront

Data strategy & visualization

Automate information delivery & insights

Advanced Analytics

Statistics & ML for deeper insights, forecasts, optimizations

Campaign analytics

Where are my leads/sales coming from?
Which media channels are most valuable to my growth?

Campaign analytics look across

- **Dimensions**: Channels, platforms, audiences, content, …
- **Metrics**: Impressions, clicks, events, conversions, …

To compare

- **Costs**: Per-impression, -click, -lead, -conversion
- **Effectiveness**: Site visits, video views, scroll-depth
- **Outcomes**: Conversions, customer value, targeting effectiveness

Website Analytics

How can I increase my conversion rate?
What content are customers most interested in seeing?

Relevance and Engagement

- New and returning visitors, bounces, clicks, time on site/page, pageviews, scroll-depths, conversions, …

- Plus, content ideas, layout A/B testing, competitive analysis, …

Customer insights

- Visitor demos and segments, traffic sources, geo-location, devices usage

- Site visitor surveys, site search analysis, lifecycle analytics across touchpoints

Conversion optimization

- Funnel path optimization, natural search categories, baselines and benchmarks, website performance (links/tags, load time, uptime)
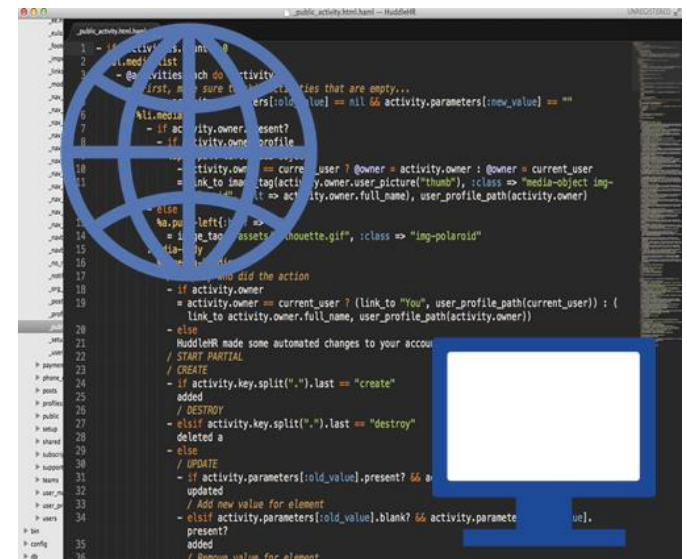
Data strategy & visualization

How is my marketing campaign performing?
What direction are my key performance indicators headed?

Data strategy is foundational for automated reporting & dashboarding *and* advanced analytics like media mix models

- Many steps: Automation, verification, harmonization, aggregation, disaggregation, imputation, calculation & storage

Visualization refers to regularly updated dashboards, typically interactive and available on all platforms/devices

- Like other reports should follow a clear narrative such as context (strategy), what was done (tactics), what happened (response), and how it impacted the business (effectiveness)

- High value, high involvement to properly build & maintain, requires dashboard and data management tools and expertise


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Advanced analytics

How much should I spend and distribute my media budget?
What is the value of a site visit or pageview?

Advanced analytics uses statistics, programming, and operational/business knowledge to solve more complex challenges and address key business concerns

- Media mix models and scenario tools for planning

- Demand models based on website and search behaviors

- Customer segmentation, profiling, and targeting

- Performance baselines based on econometric methods

- Testing and interpretation of "black-box" channel optimization tools, other process consultation
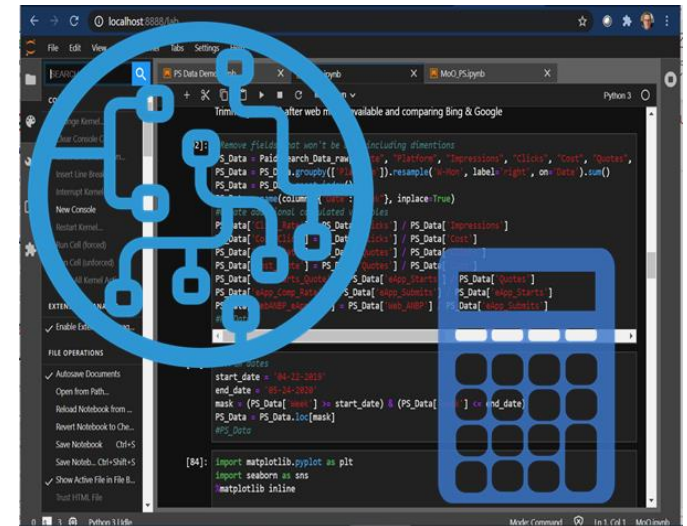
What is needed to boost analytics value?

- A clear *assessment* of current capabilities, shortfalls, and long-term business objectives should inform planning and "visioning"

- An *analytics agenda* to provide detailed and concrete planning with prioritized questions/use cases, learnings needed, and expected value

- An *implementation plan* to address challenges systematically, acquire tools as applicable, and determine hiring and outsourcing needs

- *Monetarily*, 5-10% of your total media and marketing budget (and time) should ultimately be invested in analytics tools and talent

- *Curiosity, flexibility, and fortitude*: Needs are broad and marketing analytics is a cumulative capability that increases in value over time and organizational experience/integration

Thank you!

Please reach out if you are interested in discussing this important (and frequently overlooked) marketing function.

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