



Delucchi University

The Proof is in the Pi

Using Analytics Data to Inform
Strategy & Provide Value



Agenda

- What is an Analyst?
 - What an Analyst Isn't
 - What an Analyst Does
- Online Channel Management
 - Marketing Performance vs Traffic Performance
- Analysis PRO Tips
- Questions

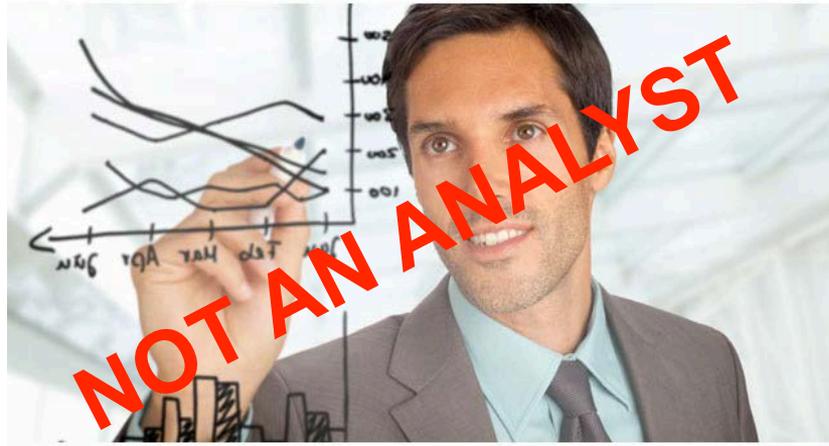


What is an Analyst?



What is an Analyst?

An analyst doesn't just talk about numbers. An analyst talks about insight. Marketing strategy is complicated; you have to be willing to put on your detective hats and dive through the data, chasing esoteric leads. An analyst can't work in a vacuum.





What is an Analyst?





Online Channel Management



Online Channel Management

There are two main components to any marketing campaign:

Marketing Performance

Traffic metrics, like clicks, cost, CPC, CTR, etc speak to the strength or weakness of your advertising to your targeted audience. Want to know how your message is performing? How about your creative? Or your calls to action? You'll want to look at these metrics.

Traffic Performance

Marketing performance is only half of the battle. Once you drive this traffic to the website, what do you want the user to do? Understanding this is just as important – if not more so – and knowing where to look for this data is key to analytics success!



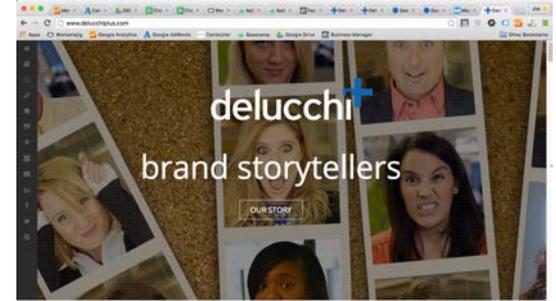
Online Channel Management

But what does that look like?

User

Your Ad

Your Website

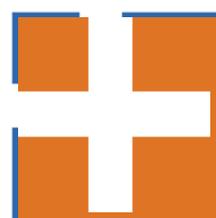




THEN WHAT!?!?

ANALYSIS! THAT'S WHAT!





Solving the Mystery

+ Example Analysis

A Multi-family Real Estate Client

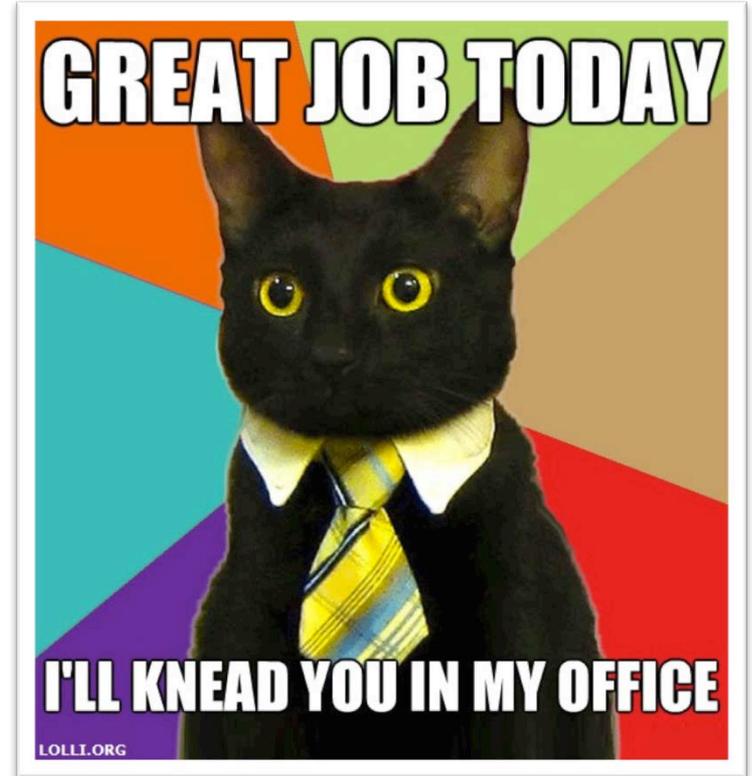
- 29.3% of the paid search traffic is being directed to the dedicated “2 Bedroom” landing page.
- Only 2.7% of the paid search efforts were directed to users who are searching for “2 Bedroom” related terms.
- We recommend that we QA your paid search destination URLs AND direct more traffic to the “No-Fee Apartments” page.

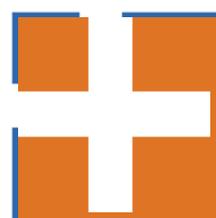


+ Example Analysis

A Destination Client

- Resonate drove 70% of the display advertising traffic this summer to the hotel pages.
- However, traffic to these pages from Resonate spent an average time on site of only 26 seconds. Trip Advisor, conversely, spent an average of 1 minute 47 seconds.
- Given that Trip Advisor traffic costs less, but is more qualified, we recommend reallocating funds from Resonate to Trip Advisor.





Analysis PRO Tips

Analysis PRO Tips

Starting Off Right

Before you even start your marketing, make sure that you're set up for success.

- **Does your website have Analytics?** It's sad how often this question needs to be asked.

Make sure your website is being tracked properly!

- **Are you tracking your marketing?** If you're doing marketing in Google, you can just auto-tag your marketing efforts. If you're using LITERALLY ANYTHING ELSE, make sure that you implement UTM codes to track everything properly!

Analysis PRO Tips

Writing All Star Analysis

Don't just say what happened. Explain it.

- **Wait, what happened?** Restating data is fine. Contextualizing it is even better. Recapping the focus of your marketing efforts is a great place to start.
- **Why did that happen?** Step up your game by explaining WHY traffic increased. Did spend grow? Did you update your keyword strategy? Did one of your competitors go out of business?
- **So What?** Your clients know their industry; they don't necessarily know digital marketing. Make it simple for them: tell them why this traffic matters. Does it convert? Is it for awareness? Again, contextualize it for them.
- **So Now What?** You've got them against the ropes. Hammer it home with recommendations about what to do now. PLEASE NOTE: As long as you give great answers to all of the above questions, it's ok to recommend doing nothing. If it ain't broke, don't fix it.

Analysis PRO Tips

The Biggest PRO Tip of All

LOOK AT ALL OF YOUR DATA





Questions?