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Google Analytics #2

MARKETING TALKS

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Measurement framework

Measurement framework

Measurement frameworks are critical for **linking organizational objectives to the business unit and individual levels.** They ensure that everyone understands not only how roles align with organizational objectives, but also how each unit and individual contributes to the outcomes. **The end result is a scorecard** that provides a strategic framework, organizational alignment, and balanced measures that link to critical success factors and can be aggregated to draw meaningful conclusions. https://www.apqc.org/sites/default/files/files/Measurement%20Frameworks.pdf

Measurement framework

Measurement frameworks are critical for **linking organizational objectives to the website, app, IoT ....**
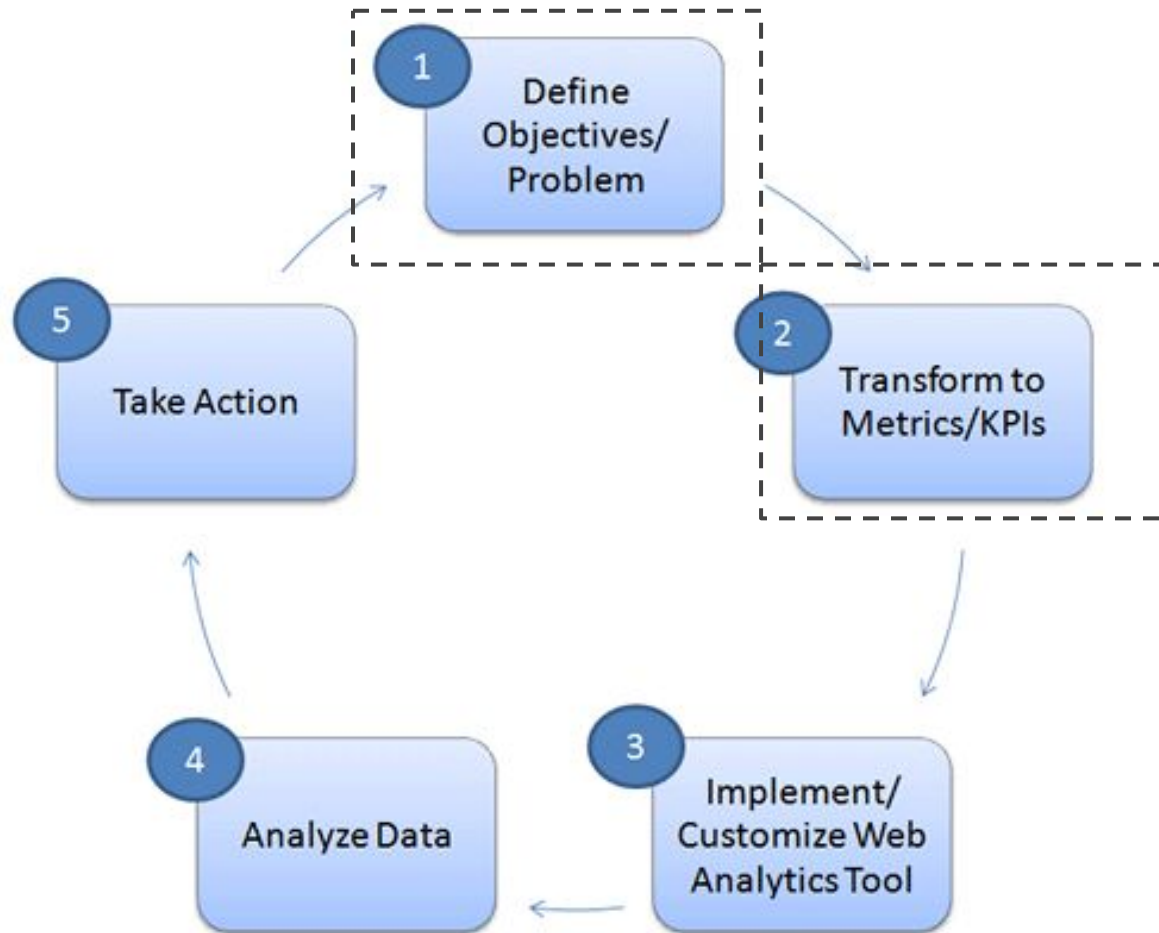
Measurement framework

In a nutshell, a measurement plan is **a document that translates your top-line business objectives into metrics and dimensions you can measure on your website.**

https://www.freshegg.co.uk/blog/analytics/performance-measurement/how-to-create-a-measurement-plan-and-why-you-really-need-one

MF steps by Avinash Kaushik

1 is to force us to identify the **business objectives**

2 Step two is to identify **crisp goals** for each business objective

3 is to write down the **key performance indicators (KPIs)**

4 is to set the parameters for success upfront by identifying **targets** for KPIs

5 is to identify the **segments** of people / behavior / outcomes that we'll analyze

1. Define Objectives/Problem
2. Transform to Metrics/KPIs
3. Implement/Customize Web Analytics Tool
4. Analyze Data
5. Take Action

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Početak i kraj

Business Objective(s)

Zašto smo napravili stranicu, aplikaciju?

Zašto smo pokrenuli display kampanju?

Zašto smo promijenili funkcionalnost

stranice?

Ako želite pobijediti u utrci, morate prvi proći kroz cilj.

Grunf

Doable.
Understandable.
Manageable.
Beneficial.

Business Objectives
(Why do we exist? Honestly, why?)

| Create Awareness | Generate Leads | Highlight Events |

Kako ćemo postići zadane poslovne
ciljeve?

Web stranicom, kampanjom ...

Broj koji koristimo kako bi objasnili uspješnost.

100.000

Users

01:30

Average Session Duration (MM:SS)

3,05%

Ecommerce Conversion Rate

100.000€

Revenue

Global World Domination Inc.
"We rock digital!"

Create Awareness

Website Goal:
Reinforce
Offline/Online
Advertising

KPI:
Branded Traffic

Generate Leads

Website Goal:
Capture Leads
(Email/Contact)

KPI:
Conversions
(e-newsletter)

KPI:
Conversions
(Home Tours)

Website Goal:
Provide
Homebuyer Info
& Resources

KPI:
# of Downloads

Highlight Events

Website Goal:
Engage
Community via
Local Events

KPI:
Visitor Loyalty

Broj koji objašnjava jesmo li uspješni ili ne.

100.000€

Revenue

100.000€

Revenue

150.000€

Target Revenue

175.000€

Revenue

Global World Domination Inc.

"We rock digital!"

Create Awareness

Website Goal:
Reinforce Offline/Online Advertising

KPI:
Branded Traffic

Target:
7k Visits/Mo

Generate Leads

Website Goal:
Capture Leads (Email/Contact)

Website Goal:
Provide Homebuyer Info & Resources

KPI:
Conv. eNews

Target:
45/Mo

KPI:
# of Downloads

Target:
150/Mo

KPI:
Conv. Tours

Target:
20/Mo

Highlight Events

Website Goal:
Engage Community via Local Events

KPI:
Visitor Loyalty

Target:
50% Repeat Visits

Skupina / **Nakupina osoba** koja dijeli neko zajedničko ponašanje / svojstvo.

100.000€

Revenue

TARGET: 50.000€

90.000€

Category A Revenue

100.000€

Revenue

TARGET: 50.000€

10.000€

Category B Revenue

Global World Domination Inc.

"We rock digital!"

Create Awareness

Website Goal:
Reinforce Offline/Online Advertising

KPI:
Branded Traffic

Target:
7k Visits/Mo

Segments:
Traffic Sources
Converted Visits

Generate Leads

Website Goal:
Capture Leads (Email/Contact)

KPI:
Conv. eNews

Target:
45/Mo

Segments:
Traffic Sources
Site Tools Used

Website Goal:
Provide Homebuyer Info & Resources

KPI:
# of Downloads

Target:
150/Mo

Segments:
Document Type
Geography

Highlight Events

Website Goal:
Engage Community via Local Events

KPI:
Visitor Loyalty

Target:
50% Repeat Visits

Segments:

1, 2, 3+
Visits Buckets

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The end!

Izvedenice!

Vrste konverzija (outcomes)

Micro Conversions

Pomoćne aktivnosti i alati koji daju naznaku namjere korisnika.

- **Registracija**
- **Newsletter sub**
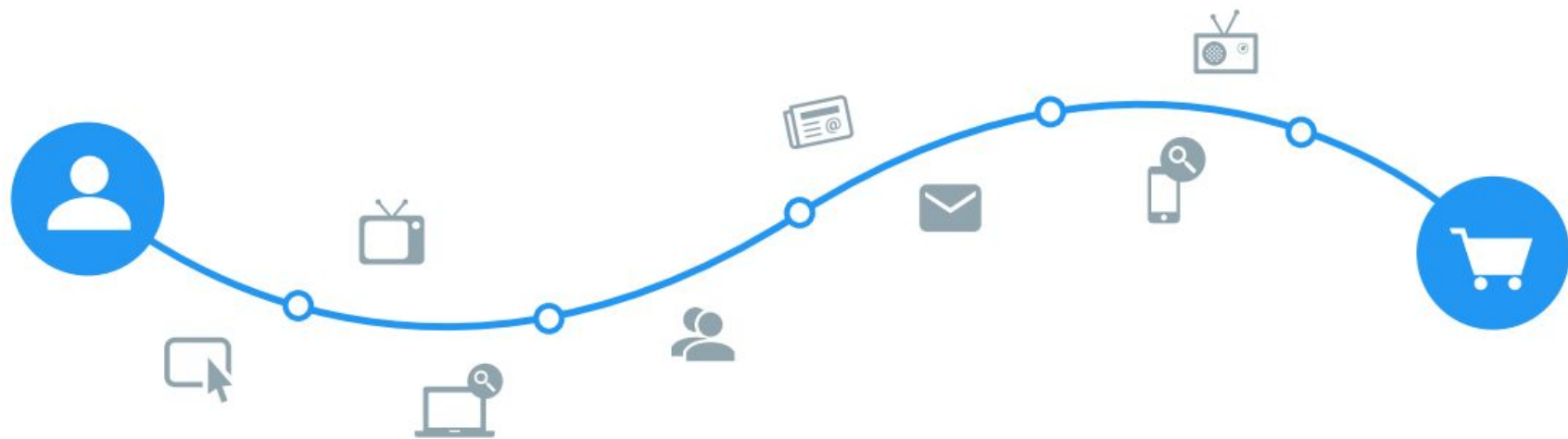- **Internal search**
- **Add to Cart**
- **Image zoom**
- **Social share**
- **...**

Macro Conversions
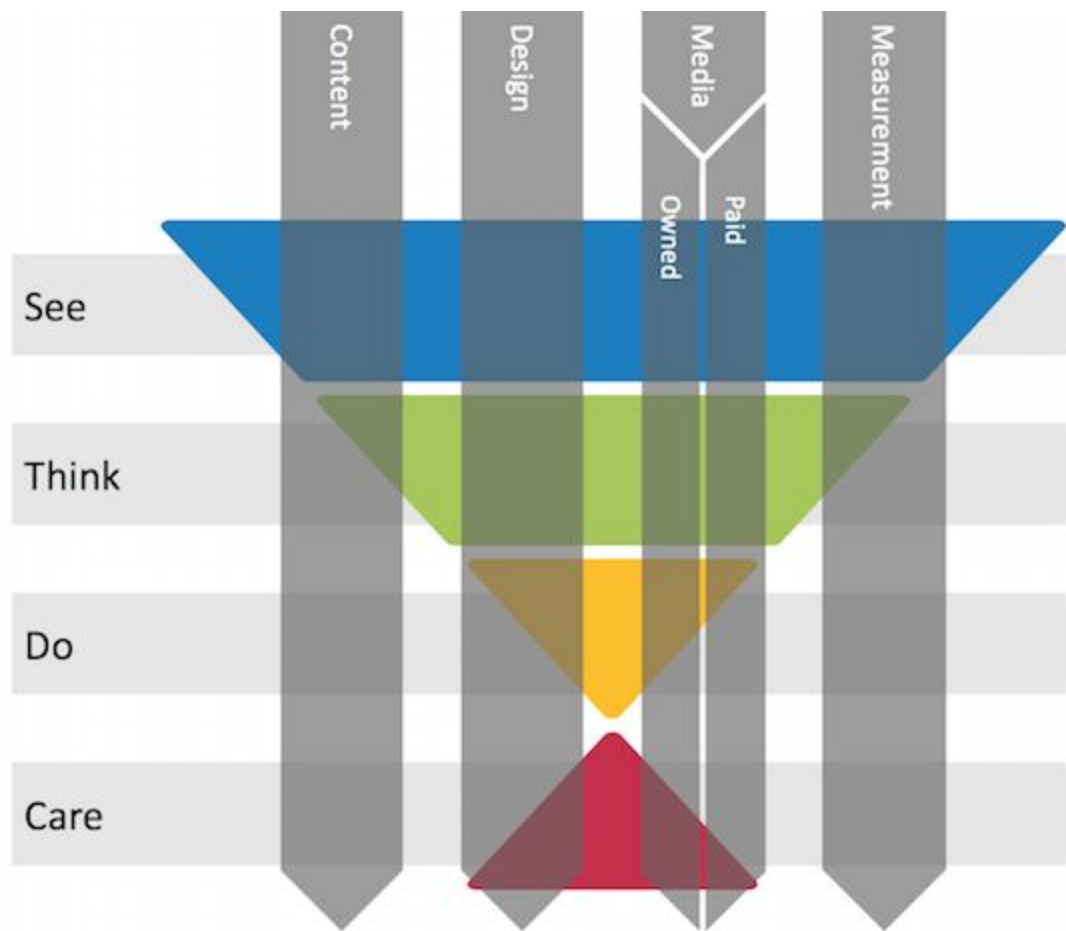
Glavna aktivnost koju korisnik može napraviti.

- **Kupovina**
- **Lead**

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Customer Journey Model
See Think Do Care
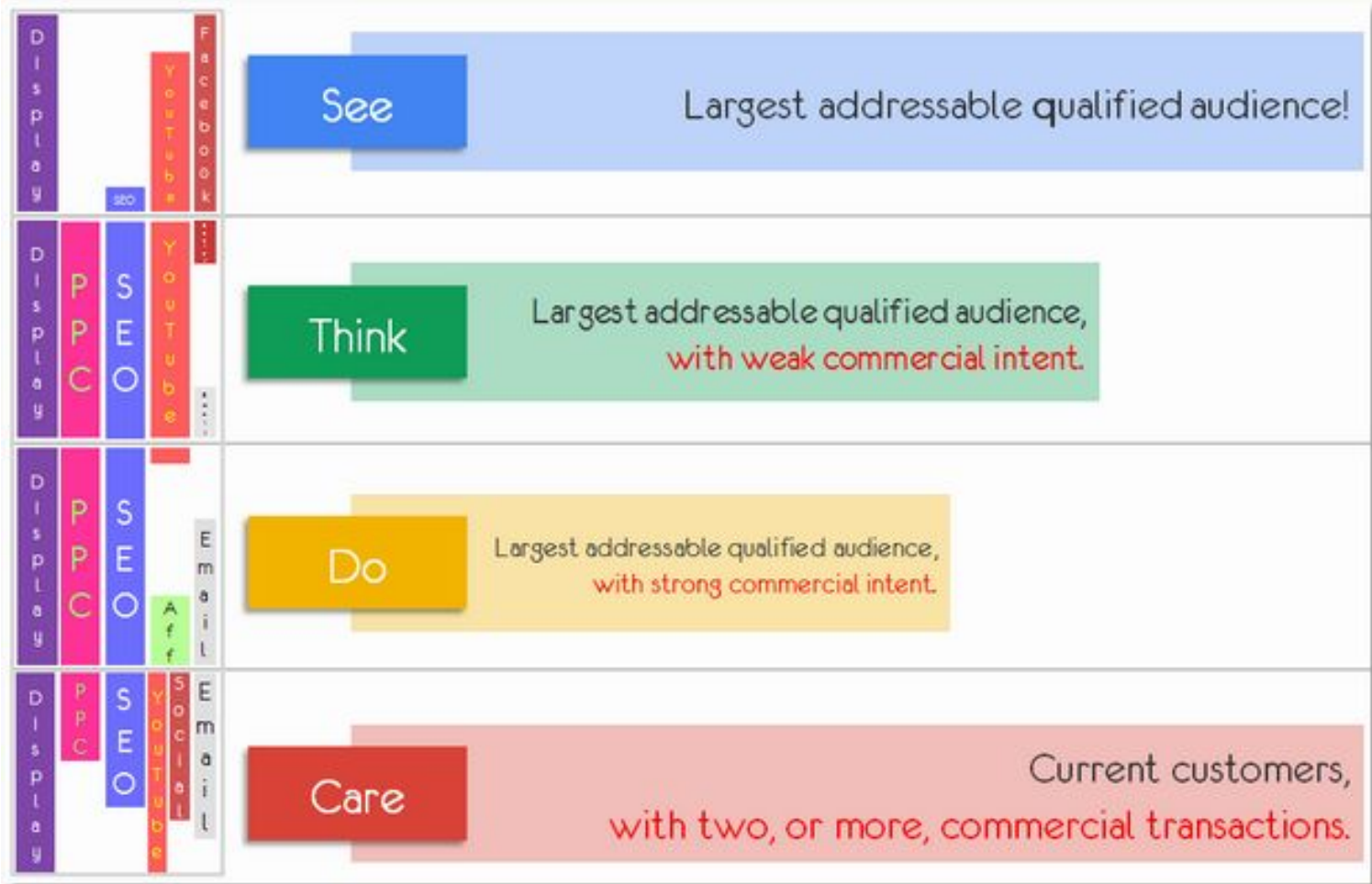
	What	Example from fashion industry
See	Anyone that could buy your product	People wearing clothes (that's a lot of people)
Think	Anyone that could buy your product showing some commercial intent	People wearing clothes, thinking that they might need some new ones
Do	Anyone that could buy your product showing a lot of commercial intent	People wearing clothes, thinking that they might need some new ones NOW
Care	Your existing customers	People who bought clothes from you

	In-process KPI	Output KPI
See	Reach Share of Voice (SoV)	Awareness
Think	Reach of people showing some commercial intent (often gathered in a remarketing list)	Brand searches
Do	Reach of people showing lots of commercial intent	Whatever financial KPI(s) you committed to your owners
Care	Reach among your existing customers	Repeat purchase rate

Stage	Strategy to build a competitive advantage
See	**Drive fast recognition** - The faster someone attributes an ad to your brand the better. This since if your brand is faster to recognize than competition, you will get a better result (bigger mental availability) for the same number of impressions. Therefore, always ensure that your communication is properly branded with logo, signature color, shapes etc that people relate to your brand.
Think	**Expand content base** - When people start to research your industry you should have relevant answers to whatever they look for. You do this by every year expanding your content so you can increase your relevance continuously and turn it into a competitive advantage. For example, if someone looks for smart ways to travel, few travel companies have great content about that, so being relevant to frequent business travelers that look for smart ways to travel can be a competitive advantage.
Do	**Optimize the purchase** - The more you optimize the actual purchase, the lower your cost of purchase will be, which can then turn into a competitive advantage.
Care	**Expand reach of owned media** - If you capture your existing customers you can continuously expand the reach of your owned media such as your CRM system and e-mail marketing program. This way you can reach people via owned (free) media, and remove them using negative remarketing lists from the See stage, and by doing that save money. For example, if 30% of the population have bought from you and you are great in incentivizing people to become part of your CRM system you can save 30% of your media budget at See stage since you can reach them via owned media.

Materijali

https://www.freshegg.co.uk/blog/analytics/performance-measurement/how-to-create-a-measurement-plan-and-why-you-really-need-one

https://www.kaushik.net/avinash/digital-marketing-and-measurement-model/

https://www.thinkwithgoogle.com/intl/en-145/perspectives/global-articles/kpis-essential-framework/

https://www.kaushik.net/avinash/see-think-do-content-marketing-measurement-business-framework/

Keep

It

Simple,

Stupid.

Hvala!

Vidimo se 18.4.