

How to track marketing campaign performance

James Akers, 15 October 2020



1. Dance organisation

Want to reach more people over the age of 55

2. Orchestra

Want to increase subscribers to their email database

3. Small museum

Want more schools to use their resource packs

Why should I track my marketing campaigns?

Why should I track my marketing campaigns?

- Prove what is working
- Focus your time and resources
- Live testing and adjustment
- Inform future activity

Campaign structure

1. Objectives
2. Benchmark
3. Tactics
4. Targets
5. Evaluation

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Campaigns should have specific objectives to achieve in a defined timeframe

What are the challenges?

some of What are the challenges?

- Increased privacy standards, awareness and expectation
- Closed-wall social media activity
- Data quality and limitations
- Inherent bias and interpretation
- Digital exclusion

Accept the following:

1. There is no single source of truth
2. You will never know the full picture

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**Campaign tracking is a mix of
metrics, benchmarks and
informed assumptions**

What are metrics?

Quantitative

- Website analytics
- Social media likes/shares/followers
- Ticket sales

Qualitative

- Feedback surveys
- Focus groups
- Case studies

Where can I find this data?

Twitter

Your Tweets earned **17.0K impressions** over this **28 day** period

Tweet activity

James Akers @JamesAkers

🤔 Heard about Google Analytics but don't know where to start?

▶ Join our FREE webinar for absolute beginners!

👉 Sign up now: https://www.eventbrite.co.uk/e/google-analytics-for-absolute-beginners-tickets-98420286727?utm_source=twitter&utm_medium=post&utm_campaign=webinar_ga_beginners ...

#DigitalCultureNetwork

@gooleanalytics pic.twitter.com/7JWOyhRv8A



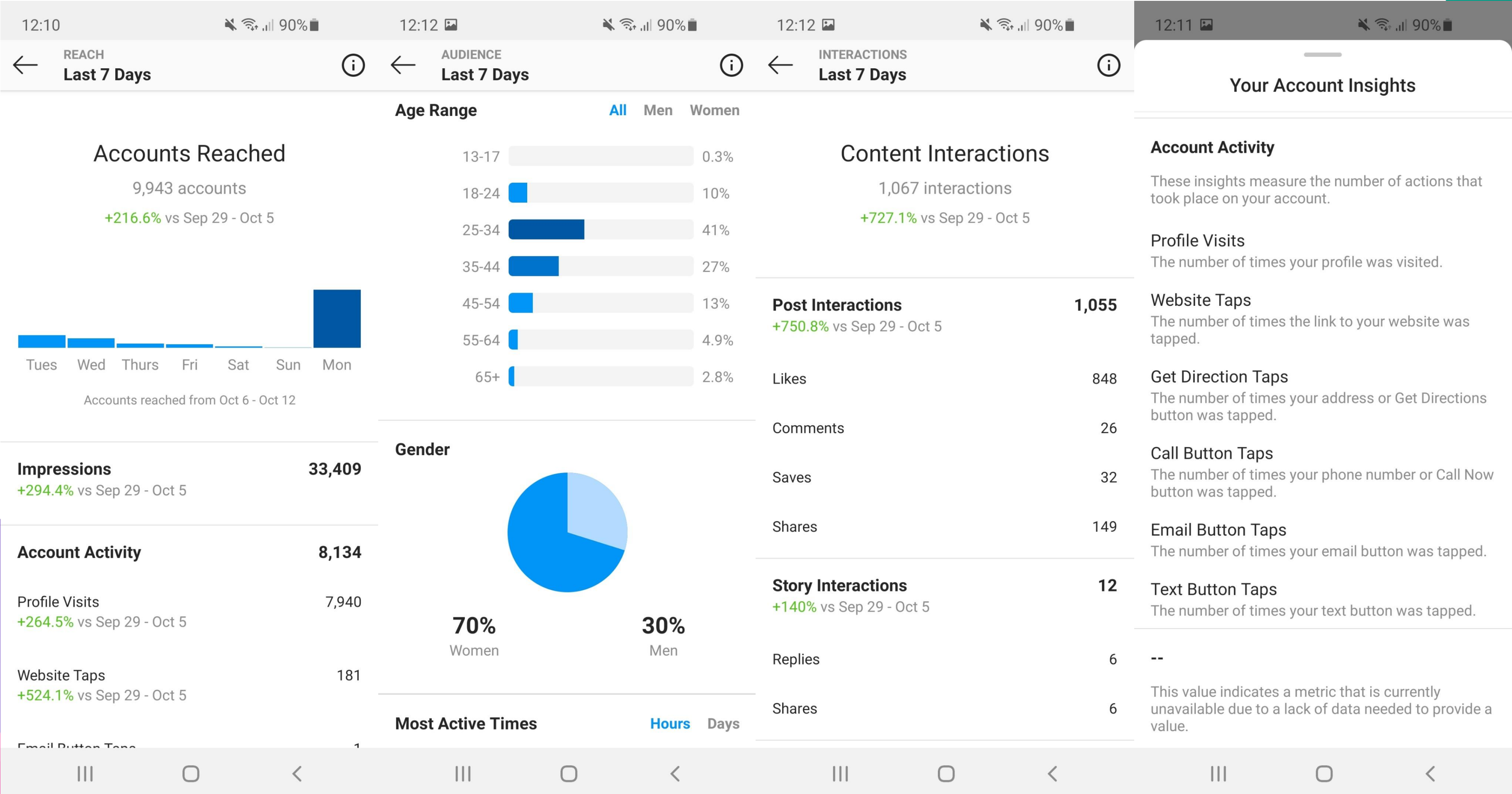
Reach a bigger audience

Get more engagements by promoting this Tweet!

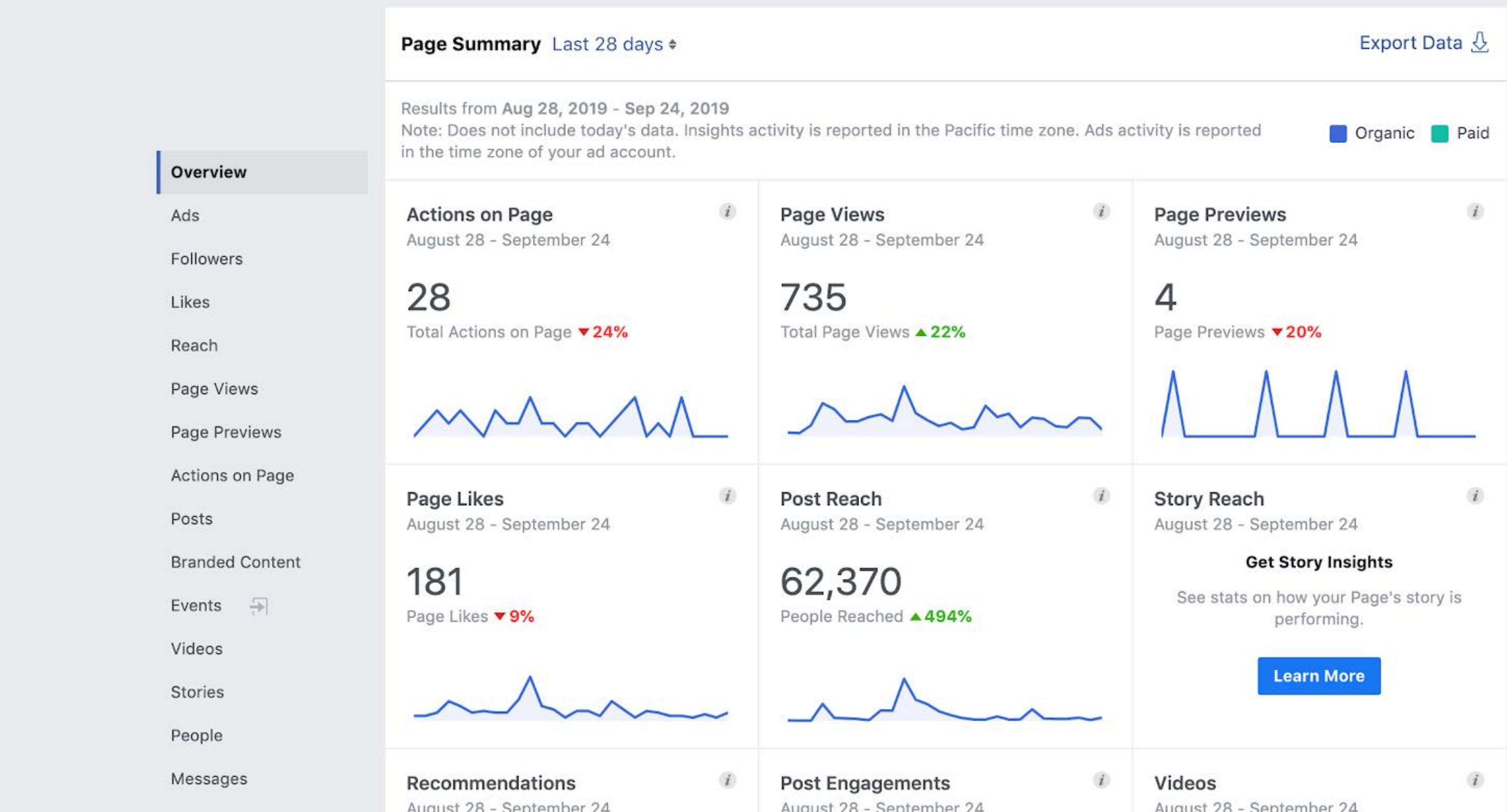
Get started

Impressions	4,084
Media views	506
Total engagements	77
Media engagements	23
Link clicks	17
Likes	14
Retweets	10
Profile clicks	7
Detail expands	5
Replies	1

Instagram organic

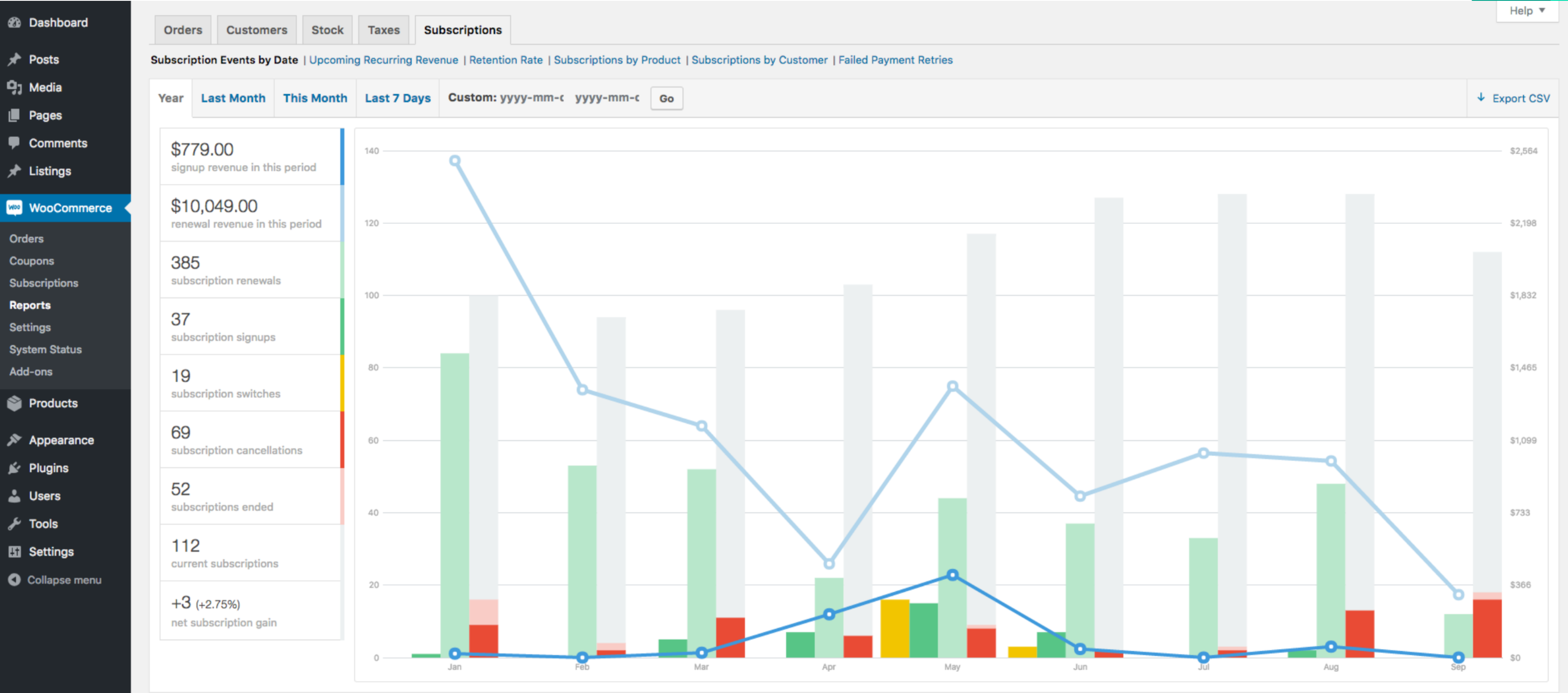


Facebook organic

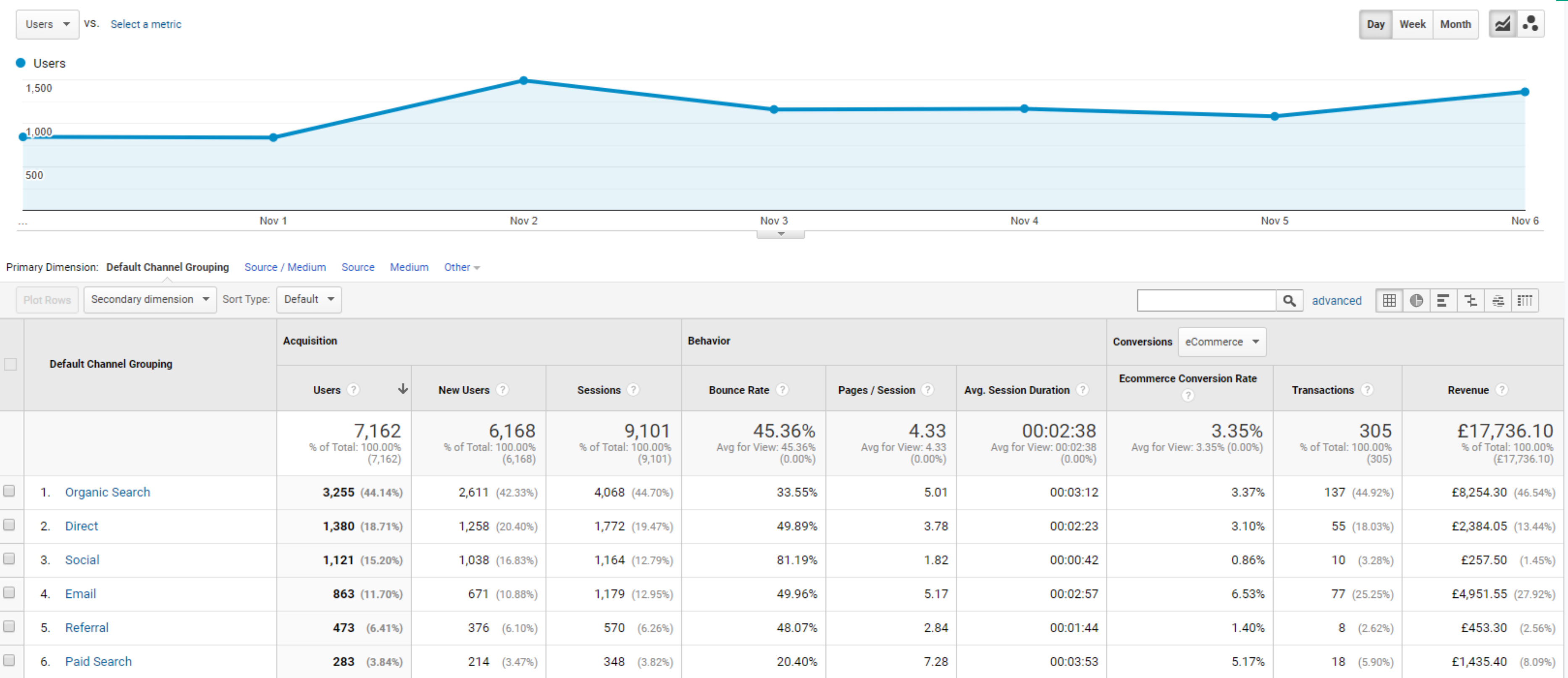




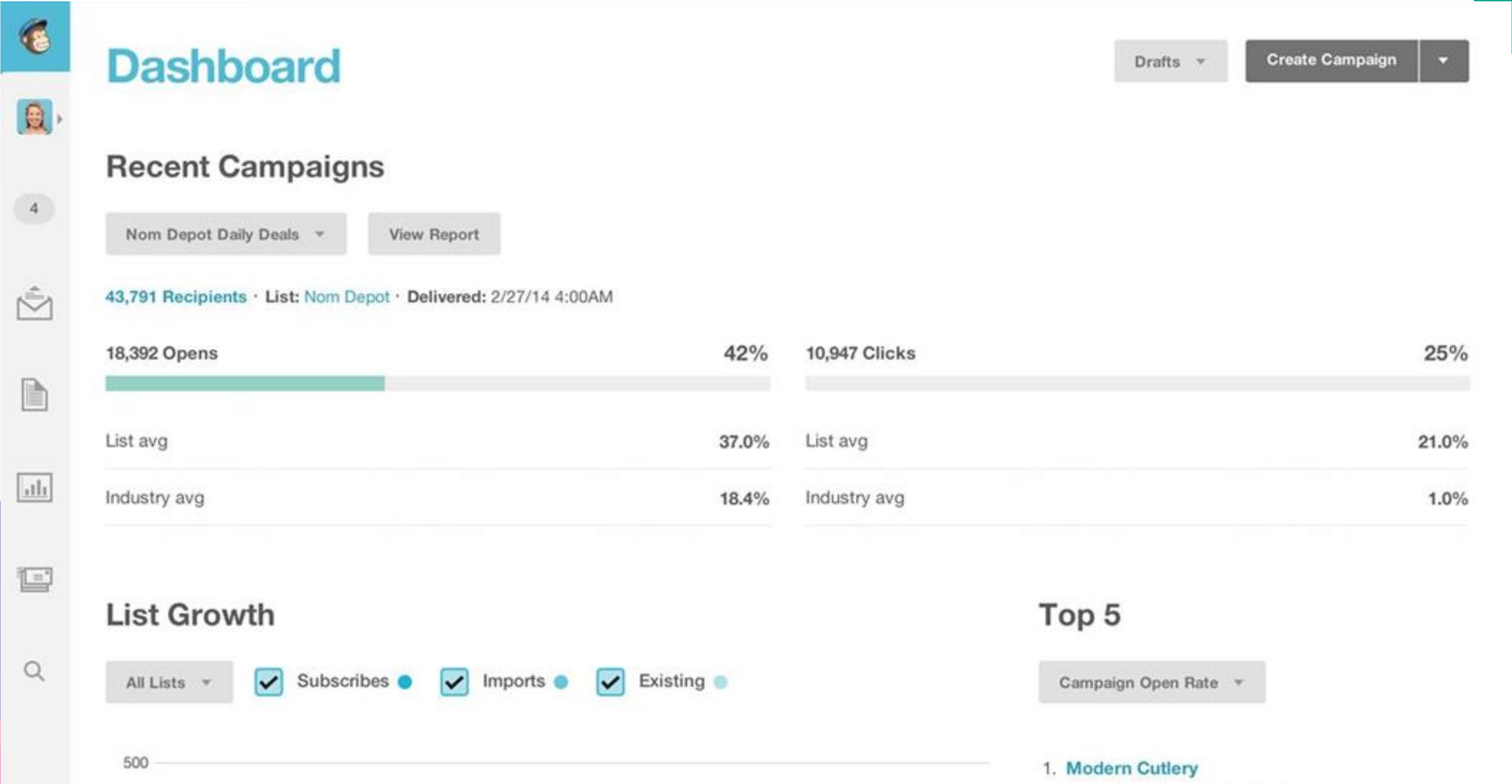
Ticketing and ecommerce



Website Analytics



Email

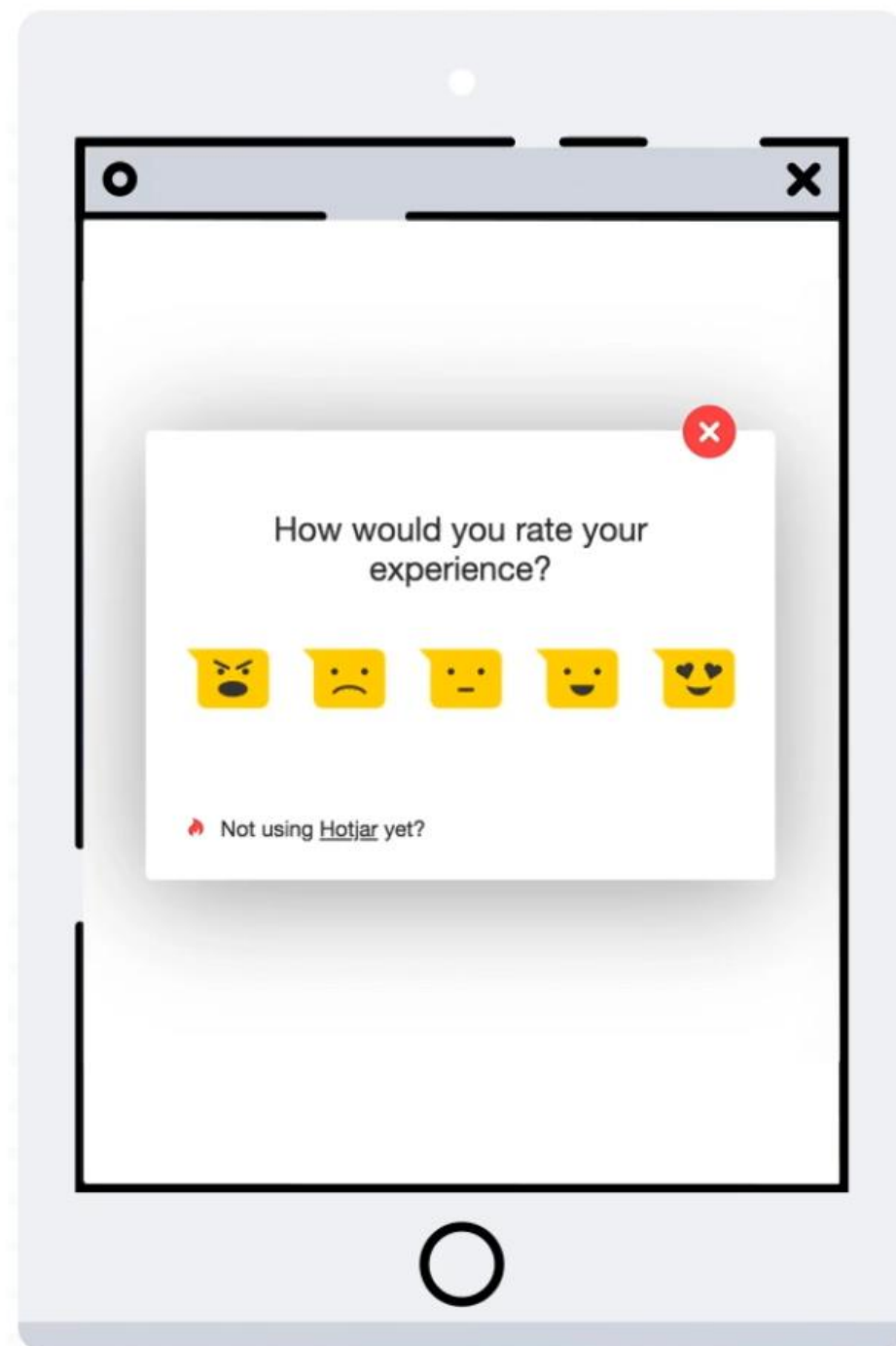


Surveys



Hotjar configuration panel with the following settings:

- LANGUAGE: English
- POSITION ON PAGE: Middle Left
- REACTIONS STYLE: [Emoticon selection]
- ACCENT COLOR: #f4364c
- ALTERNATE COLOR: ☒ Light ☐ Dark
- HOTJAR BRANDING: ☐ Hide



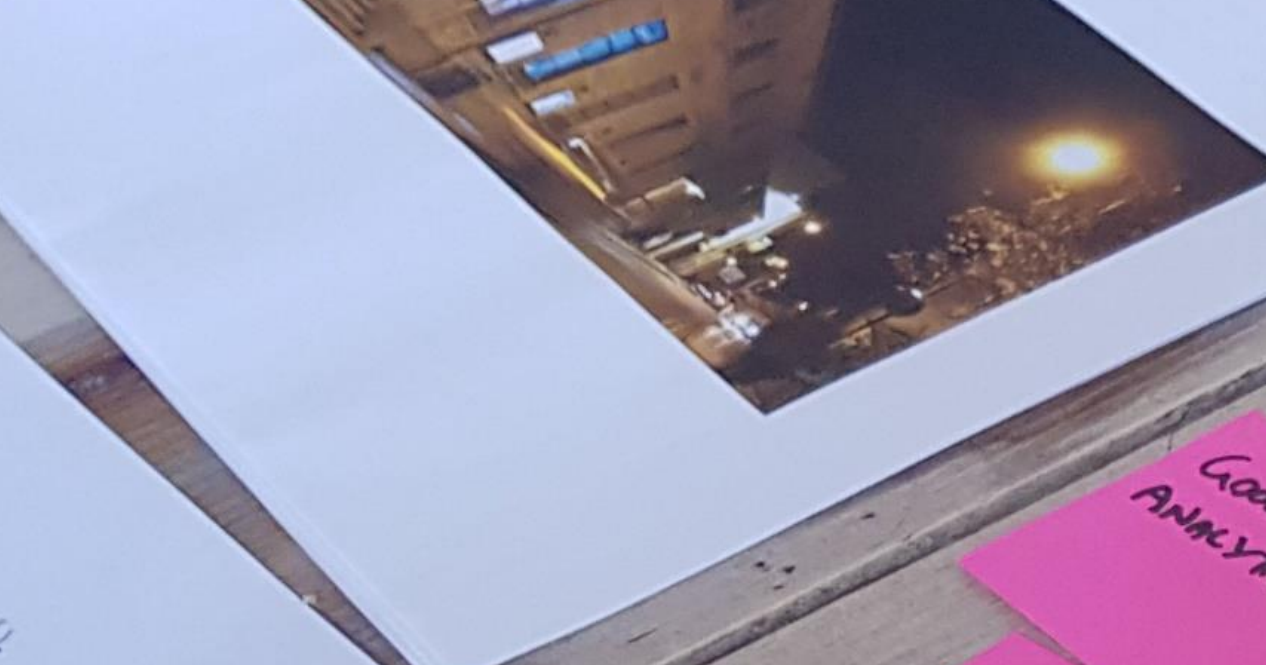
hotjar

Make it your own

Set the position, emoticon, color and flow in seconds, add your own message, and you're good to go. Incoming Feedback works on all devices; and if you want to collect specific [website feedback](#) on more than one page, you can create as many widgets as you need.



Which metrics should I look at?



IDENTITY TRUST
MOBILE FIRST
CONSISTENT LANGUAGE
USER JOURNEY EXPERIENCE
MULTIMEDIA CONTENT
- BRIEF
- SITE MAP

BUILDING INFRASTRUCTURE
- NO HARD CODED ACCESS POINTS
DIAL IN TO SERVER FOR DATA
WINDOWS 10
DIGITAL TECH FOR SHOWS
- e.g. GreenScreen Projection

FACEBOOK PIXEL
FACEBOOK DONATIONS.

Twitter
Dukes there
Dukes there
EVENT
- PUT ON
- PUT ON

WORDPRESS
GOOGLE ANALYTICS.
SLD 4
15-02
1 feature
CLAD BASED

MAILCHIMP
TOP UP DONATIONS
AUC FINDER
- TOTAL
- BUDGET
- BUDGET

GOOGLE ADDRESS
TECH TEST
- 1200 POST
OFFICE 365
- ADAMS
- ADAMS (Liam)
- E.G. C200.

GOOD BOX
- DONATIONS
GOODPHONE
- 1200

TEXT TO DONATE
- DONA

MEMBERSHIP
MANUAL EMAILS
CLAD

FREE 16-25
MEMBERSHIP

MARKETING
SERVITATION
BASED ON STORIES
EMAIL OPENS
& RETENTION
LAPSED BOOKER
NEW BOOKER

LATE BOOKERS

Digital Comic + print
- POLICE
- MULTI CLAR
JOURNEY.

Digital OUTPUT

TECH FOR LIGHT OF LANGUAGES

SOCIAL CAMPAIGN
VIDEO TRACKER

SPRING
AUTUMN
POSTCODE ANALYSIS
- PRINT
- DIGITAL
- TRACKING

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**Don't value what you measure,
measure what you value**

What not to measure

1. Things you cannot change
2. Vanity metrics

1. Dance organisation

What? Increase audience demographic of ages 55+

How? Lookalike audience with Facebook Pixel

Evaluation

- Facebook Insights
- Google Analytics demographic reports

2. Orchestra

What? Increase subscribers to their email database

How? Drive traffic to the website using search and social ads

Evaluation

- Mailchimp subscribers
- Google Analytics conversion rate

3. Small museum

What? More schools using resource packs

How? Referral websites, email campaign

Evaluation

- Website contact form submissions
- File downloads report in Google Analytics

Benchmarking and SMART objectives

SMART objectives



1. Dance organisation

Objective: Increase audience demographic of ages 55+

Benchmark: An average month sees 400 visits from this demographic to the website

Target: Increase by 50% over the next three months

$$400 \times 0.5 \times 3 = 600$$

Evaluation: 600 additional visits of New Users in total

2. Orchestra

Objective: Increase subscribers to their email database

Benchmark: An average month sees 30 people subscribe

Target: Increase by 100% over the next six months

$$30 \times 1 \times 6 = 180$$

Evaluation: 180 additional subscribers in total

3. Small museum

Objective: More schools using resource packs

Benchmark: An average month sees 50 downloads

Target: Increase by 75% over the next three month

$$50 \times 0.75 \times 3 = 112.5$$

Evaluation: 113 additional downloads in total

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**Conversions should be easy
to define, easy to measure, and
significantly beneficial**

How do I calculate cost per conversion?

Spend

Conversions

(minus benchmark)

£500 spend
***25 additional* people signed up**

$$\text{£500} \div 25 = 20$$

Cost per conversion = £20

1. Dance organisation

Objective: Increase audience demographic of ages 55+

Spend: £200 on Facebook Ads

Result: 600 site visits

Cost per new site visitor: 33p

2. Orchestra

Objective: Increase subscribers to their email database

Spend: £100 on Facebook Ads, £100 Google Ads

Result: 180 additional subscribers

Cost per new subscriber: £1.11

3. Small museum

Objective: More schools using resource packs

Spend: 6 hours (building referral links and email campaign)

Result: 113 additional subscribers

Cost per new subscriber: 3 minutes staff time

Multi-channel marketing

**On average it takes 14 dates
before a couple will say
“I love you”**



*According to one survey: <https://thoughtcatalog.com/nico-lang/2013/08/29-eye-opening-dating-facts-that-will-change-the-way-you-view-relationships/>

What are channels?

- Social media
 - Organic
 - Paid
- Search
 - Organic
 - Paid
- Email
- Referral
- Digital advertising
- Press and offline media

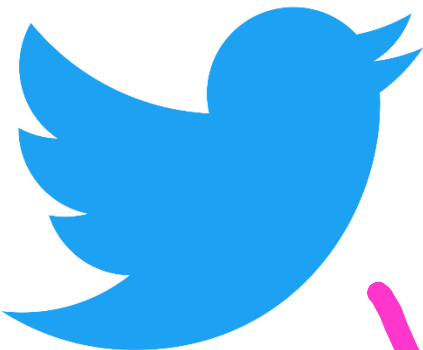
Multi-channel marketing and attribution

MCF Channel Grouping Path [?]		Conversions [?]	↓	Conversion Value [?]
1.	<div>Organic Search</div> <div>Direct</div>	236 (17.21%)		£3,516.60
2.	<div>Direct × 2</div>	165 (12.04%)		£1,967.75
3.	<div>Organic Search</div> <div>Direct × 2</div>	108 (7.88%)		£1,779.80
4.	<div>Email</div> <div>Direct</div>	86 (6.27%)		£1,703.90
5.	<div>Direct × 3</div>	69 (5.03%)		£904.20
6.	<div>Organic Search</div> <div>Direct × 3</div>	58 (4.23%)		£1,338.20
7.	<div>Direct</div> <div>Organic Search</div>	45 (3.28%)		£918.30
8.	<div>Direct × 4</div>	28 (2.04%)		£423.70
9.	<div>Organic Search</div> <div>Direct × 4</div>	27 (1.97%)		£632.50
10.	<div>Direct × 5</div>	22 (1.60%)		£425.00

UTM Parameters

The method for tracking campaigns *across* marketing tools

Google



HOME THE SHOW TOUR DATES GALLERY AST CREATIVES EDUCATION PACK

BOOK NOW

FRECKLE PRODUCTIONS AND ROSE ORIGINAL PRODUCTIONS PRESENT

ZOG

JULIA DONALDSON * AXEL SCHEFFLER

WITH BRAND NEW SONGS FROM JOE STILGOE · DIRECTED BY EMMA KILBEY

LIVE ON STAGE

BIGGER, BRIGHTER AND MORE ROAR-SOME THAN EVER!

TOUR DATES

Other websites (referrals)

UTM Parameters

Also known as URL parameters, campaign parameters, or campaign tracking parameters

- Website URL
- Campaign Source
- Campaign Medium
- Campaign Name

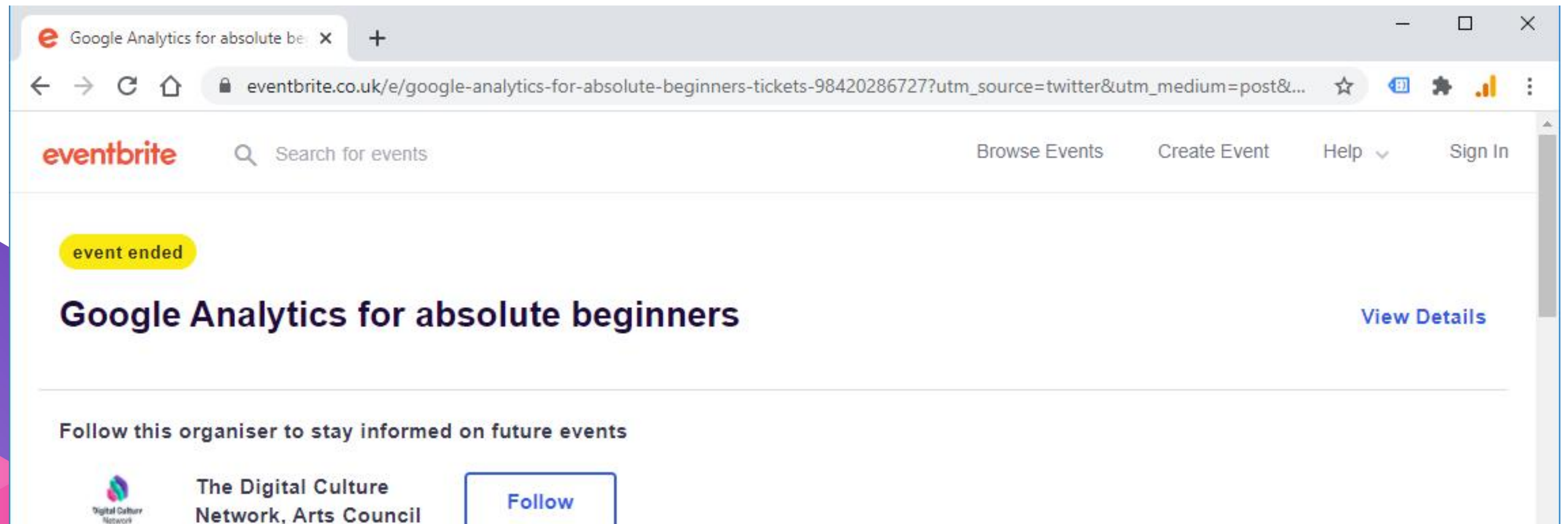


Example URL with UTM

- Website URL: <https://www.eventbrite.co.uk/e/google-analytics-for-absolute-beginners-tickets-98420286727>
- Campaign Source: **twitter**
- Campaign Medium: **post**
- Campaign Name: **webinar_ga_beginners**

Example URL with UTM

https://www.eventbrite.co.uk/e/google-analytics-for-absolute-beginners-tickets-98420286727?utm_source=twitter&utm_medium=post&utm_campaign=webinar_ga_beginners



Consistency is key

Recommended best practice:

- Lowercase names (facebook not Facebook)
- Dashes instead of underscores, spaces or camel cases (campaign-name instead of campaign_name, Campaign Name or CampaignName)
- Consistent sources and mediums

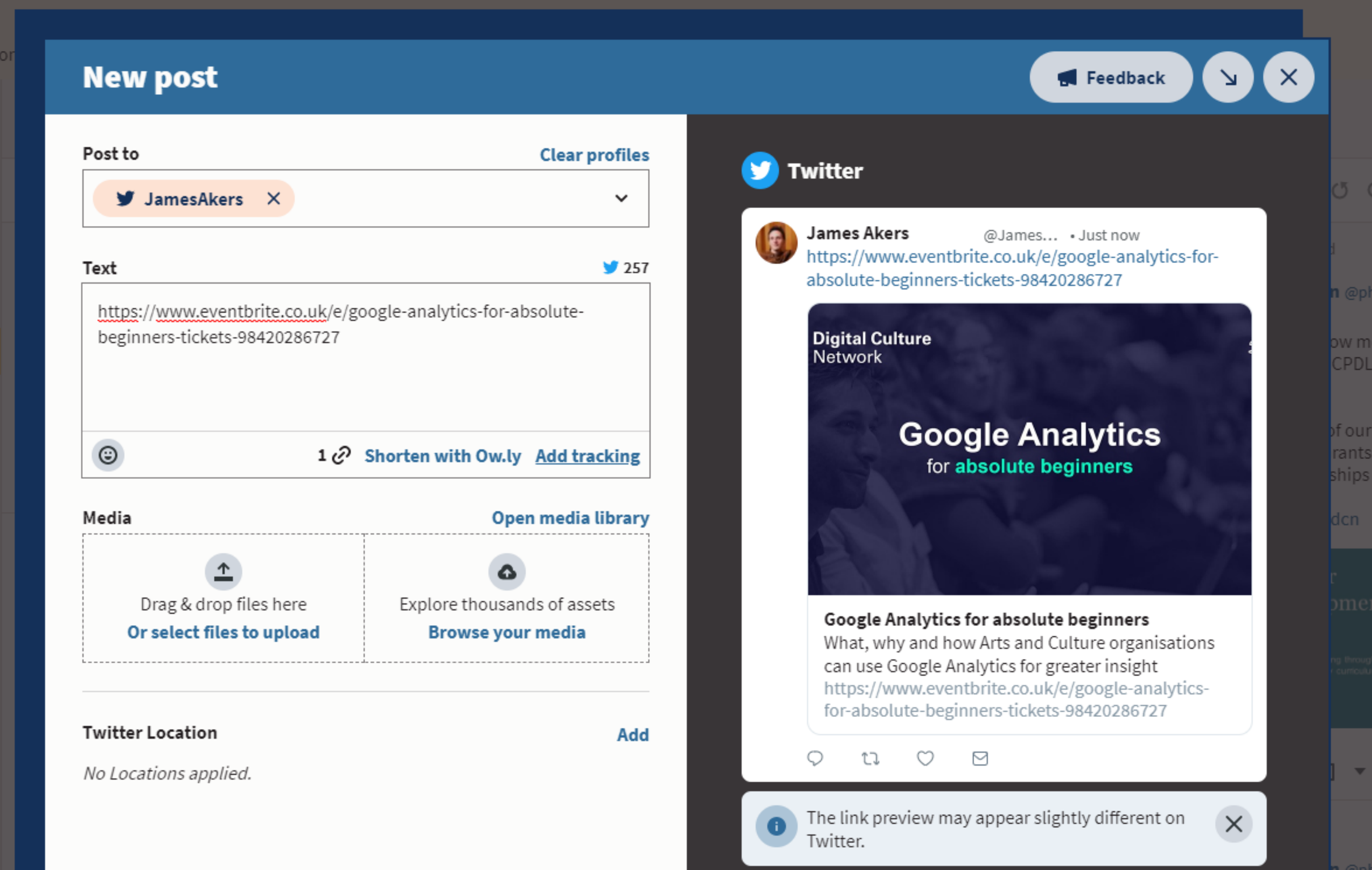
UTM campaign structure

Campaign Name	Campaign Source	Campaign Medium
campaign-name	twitter	post
campaign-name	twitter	cpc
campaign-name	mailchimp	email
campaign-name	google	cpc
campaign-name	google	display

UTM Parameters




Hootsuite



Shortener

Ow.ly ▼

You can apply tracking parameters for your links.

Custom 

Name	Type	Value
platform	Custom	hootsuite
utm_campaign	Custom	campaign-name

- ☒ Make default settings for all links.

Mailchimp



Campaigns



All campaigns



Email templates



Reports



Keep it up!

Draft

Draft email

[Finish later](#)

[Schedule](#)

[Send](#)

Discover which campaign links were clicked, how many times they were clicked, and who did the clicking.



Track plain-text clicks

Track clicks in the plain-text version of your email by replacing all links with tracking URLs. [Learn more](#)



E-commerce link tracking

Track visitors to your website from your Mailchimp campaigns, capture order information, and pass that information back to Mailchimp. Then you can view purchase details, conversions, and total sales on the reports page. You can also set up segments based on your subscribers' purchase activity. [Learn more](#)



Google Analytics link tracking

Track clicks from your campaigns all the way to purchases on your website. Requires [Google Analytics](#) on your website.



ClickTale link tracking

Gain insight to how subscribers interact with your email content. Requires [ClickTale](#) on your website.

[Save](#)

[Cancel](#)

Feedback

?

Analytics

Analytics

analytics.google.com/analytics/web/#/report/trafficsources-all-traffic/a1964454w211020531p202733098/_u.date00=20200301&_u.dat...

Try searching "Any anomalies in sessions this month?"

REPORTS

Realtime

Audience

Acquisition

Overview

All Traffic

Channels

Treemaps

Source/Medium

Referrals

Google Ads

Search Console

Social

Campaigns

Behavior

Conversions

Attribution BETA

Master - filtered data for an...

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Table icons

	Source / Medium ?	Acquisition			Behavior			Conversions eCommerce	
		Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?
	[DCN] Product SKU = 170016385	512 % of Total: 39.26% (1,304)	430 % of Total: 35.10% (1,225)	517 % of Total: 29.58% (1,748)	0.00% Avg for View: 2.69% (-100.00%)	3.30 Avg for View: 2.20 (50.00%)	00:04:49 Avg for View: 00:02:31 (90.83%)	540 % of Total: 80.84% (668)	£0.00 % of Total: 0.00% (£0.00)
<input type="checkbox"/>	1. artsprofessional / referral	130 (25.29%)	116 (26.98%)	130 (25.15%)	0.00%	3.35	00:05:01	133 (24.63%)	£0.00 (0.00%)
<input type="checkbox"/>	2. tech_champion / email	104 (20.23%)	95 (22.09%)	105 (20.31%)	0.00%	3.30	00:05:13	108 (20.00%)	£0.00 (0.00%)
<input type="checkbox"/>	3. clickdimensions / email	71 (13.81%)	50 (11.63%)	71 (13.73%)	0.00%	3.28	00:04:06	74 (13.70%)	£0.00 (0.00%)
<input type="checkbox"/>	4. (direct) / (none)	60 (11.67%)	55 (12.79%)	61 (11.80%)	0.00%	3.08	00:04:58	63 (11.67%)	£0.00 (0.00%)
<input type="checkbox"/>	5. eventbrite.com / referral	48 (9.34%)	43 (10.00%)	49 (9.48%)	0.00%	3.16	00:04:21	49 (9.07%)	£0.00 (0.00%)
<input type="checkbox"/>	6. eventbrite / email	14 (2.72%)	9 (2.09%)	14 (2.71%)	0.00%	3.21	00:04:22	14 (2.59%)	£0.00 (0.00%)
<input type="checkbox"/>	7. eventbrite / event_page	8 (1.56%)	1 (0.23%)	8 (1.55%)	0.00%	5.12	00:06:12	14 (2.59%)	£0.00 (0.00%)
<input type="checkbox"/>	8. relationship_managers / email	13 (2.53%)	8 (1.86%)	13 (2.51%)	0.00%	3.31	00:05:09	13 (2.41%)	£0.00 (0.00%)
<input type="checkbox"/>	9. twitter / post	11 (2.14%)	8 (1.86%)	11 (2.13%)	0.00%	3.09	00:03:54	11 (2.04%)	£0.00 (0.00%)
<input type="checkbox"/>	10. linkedin / post	9 (1.75%)	7 (1.63%)	9 (1.74%)	0.00%	3.22	00:03:49	9 (1.67%)	£0.00 (0.00%)

Show rows: 10

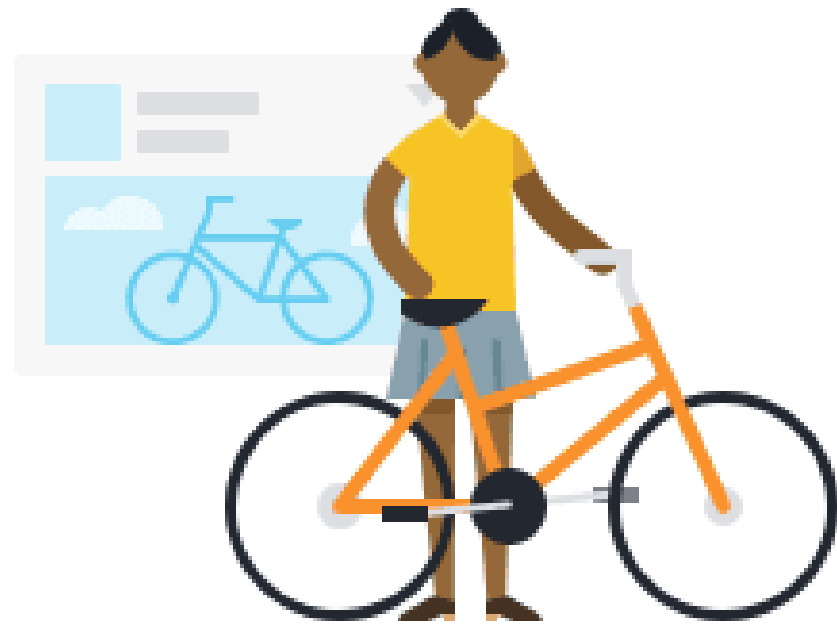
Go to: 1

1 - 10 of 30

Facebook Pixel

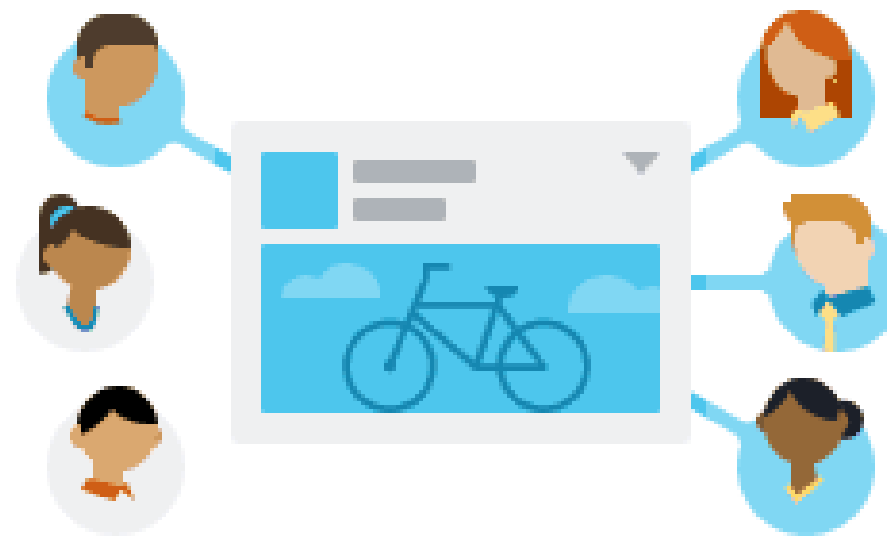
Create a Facebook Pixel

Add the Facebook pixel to your website to measure the impact of your ads. Unlock powerful solutions in Facebook advertising.



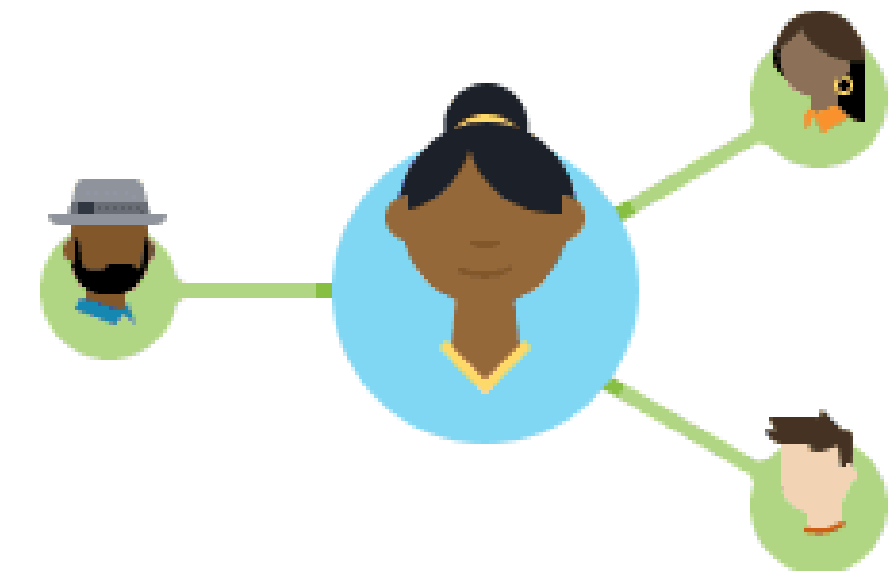
Track Website Activities

Understand the actions people take after seeing your ads. Track conversions and measure your return on advertising.



Improve Your Return on Advertising

Facebook will automatically deliver ads to people more likely to take action, based on conversion data from your website.



Reach New and Existing Customers

Show ads to people based on the actions they take on your website. Create lookalike audiences to reach people similar to your best customers.

Create a Pixel

Evaluation

Data visualisation



Data Studio

Product Overview

OVERVIEW

GALLERY

CONNECT TO DATA

VISUALIZATIONS

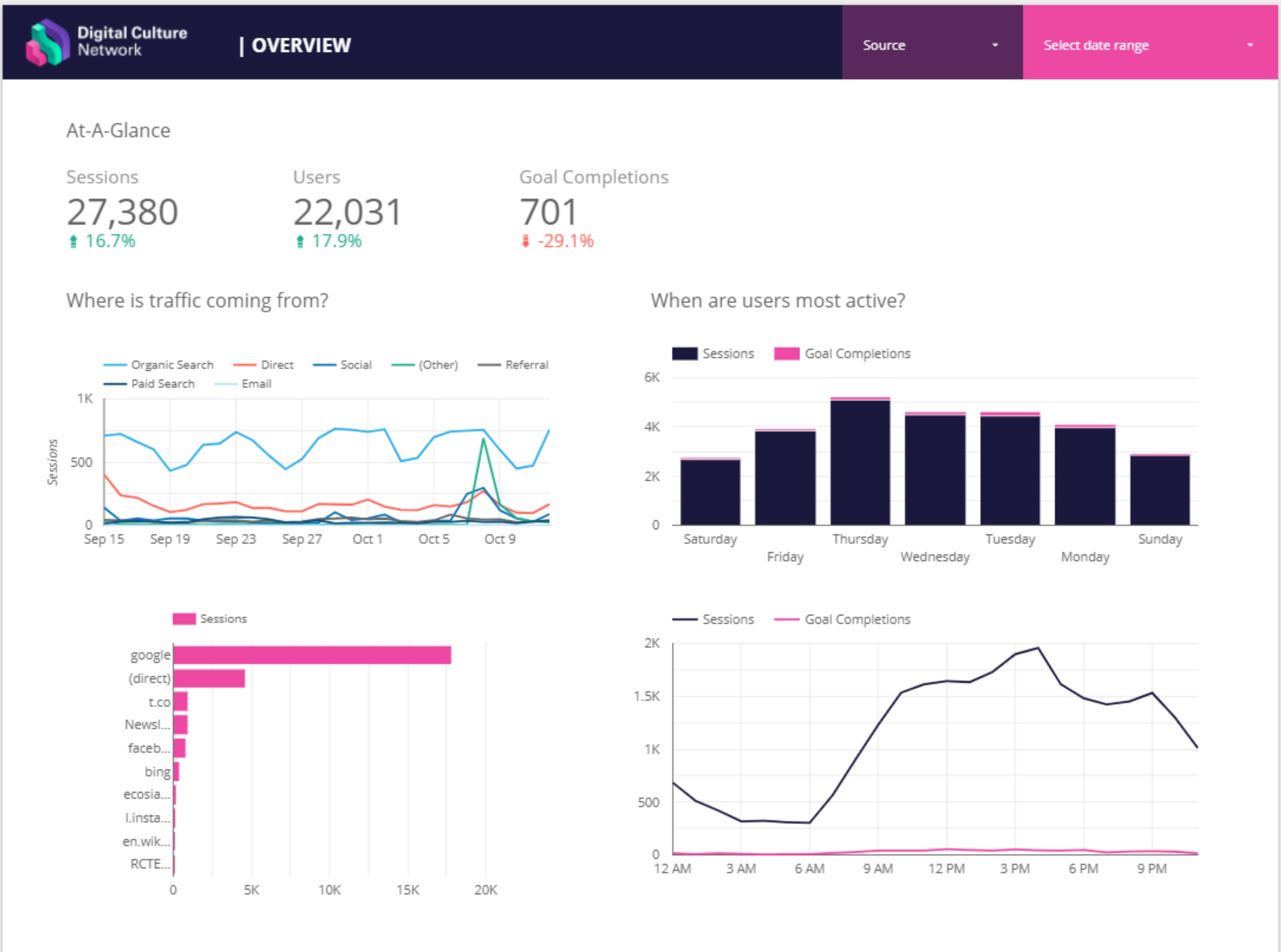
HOME

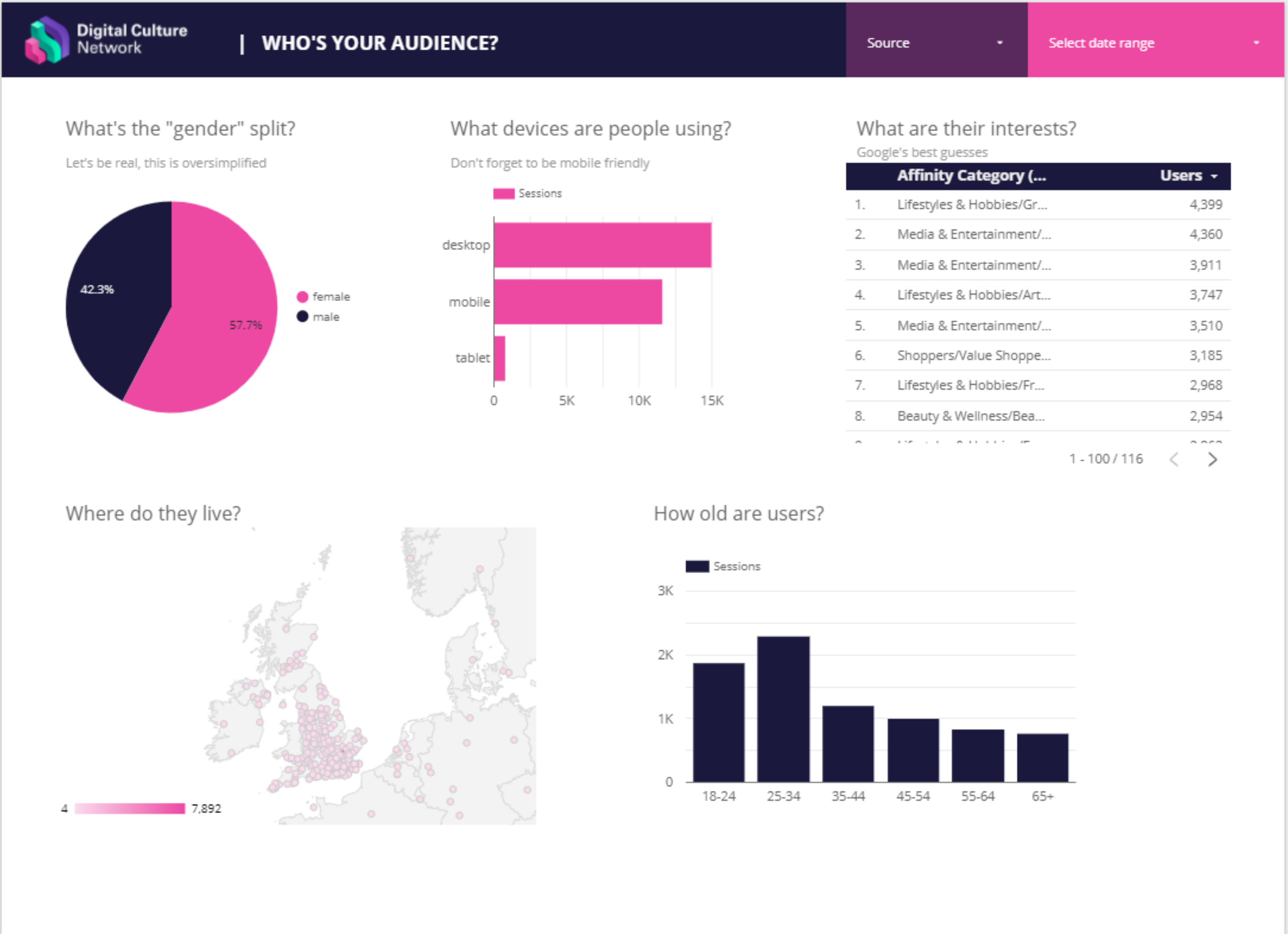
Google Data Studio

Your data is beautiful. Use it.

Unlock the power of your data with interactive dashboards and beautiful reports that inspire smarter business decisions. It's easy and free.

USE IT FOR FREE





Filters

☒ Campaign

☐ Type to search

☒ Knowledge

☒ MyKnowledgeBase

☒ Living Newspaper: Search

☒ Interviews, Writers, Images

☒ Images, Links, Writers, Images

☒ SearchFeed

☒ OpenSourceWikiSearch

☒ Search in The Search

☒ Content

☒ Book, Video, Project

☒ Recently

1 - 11 / 11 < >


£9,316.00

Campaigns

	Campaign	Revenue	
1.	FTLongNewspaper	£6,146	
2.	Print ad	£2,548	0.24%
3.	Westminster Avenue	£510	16.67%
4.	Long Newspaper - Launch	£55	0.22%
5.	Search Engine	£30	50%
6.	Young, Adults, 2000	£25	25%
7.	Hydrocolloid band	£2	5.88%
8.	Amazon Prime	£0	0%

1 - 100 / 271 < >

1 - 38 / 38 < >



Data Studio

Report Gallery


OVERVIEW

GALLERY


CONNECT TO DATA

VISUALIZATIONS


HOME




Featured




Marketing Templates



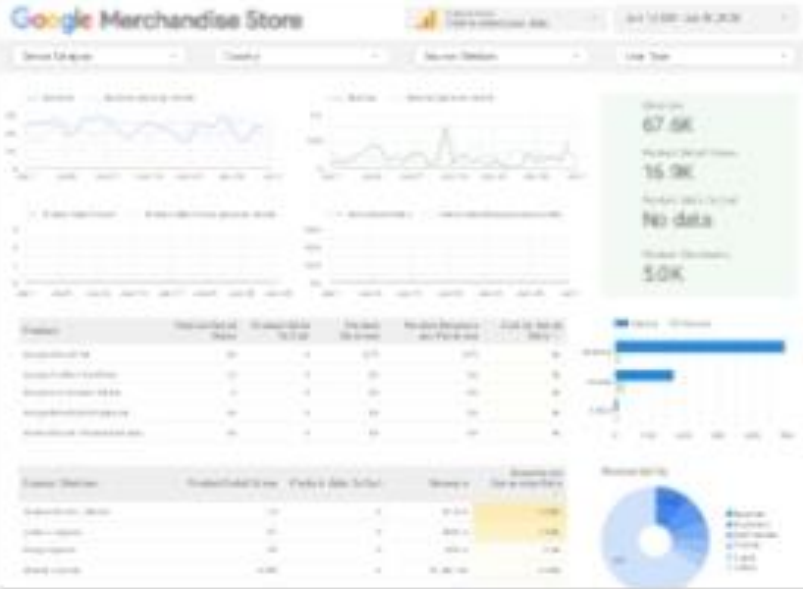
Community



Community Visualizations




Submit your report



Ecommerce Store

By [Data Studio Team](#)


Shows data from an example Google Merchandise store.



AdWords Report

By [Data Studio Team](#)


Shows key conversion metrics.



YouTube Channel Report

By [Data Studio Team](#)


Shows views, watch time, video shares, and other key metrics over time.



Google Ads Auction Insights

By [Data Studio Team](#)


Google Ads auction insights overview



Google Ads Search performance

By [Data Studio Team](#)

Google Ads search performance overview



Google Ads Video performance

By [Data Studio Team](#)

Google Ads video performance overview

Why should I track my marketing campaigns?

Why should I track my marketing campaigns?

- Prove what is working
- Focus your time and resources
- Live testing and adjustment
- Inform future activity

Get in touch

digitalnetwork@arts council.org.uk
digitalculturenetwork.org.uk

Join the conversation

@ace_dcn
#digitalculturenetwork





Digital Culture Network