

Why are you Measuring That?

James Akers, Friday 15 July 2022



Digital Culture
Network





#AMAconf

#DigitalCultureNetwork

@ace_dcn

How long is a piece of string?

- What methods could we use to find out?
- How much time do you think it would take?



It doesn't matter

Ask *why*?

Think of sea creature





James' Menai Mussels

“At James' Menai mussels, we believe that sustainable, organic shellfish should be low cost and delicious. We sell only the freshest and tastiest mussels caught in the Menai Strait”

Grand opening!

Navigating a sea of metrics



Metrics and measures:

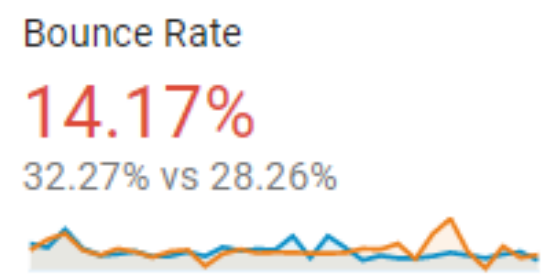
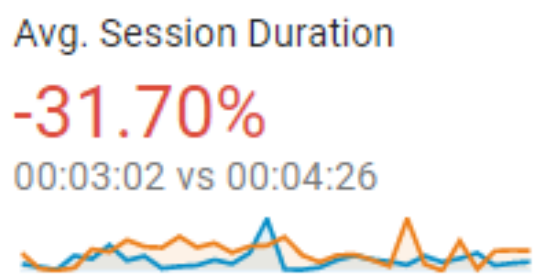
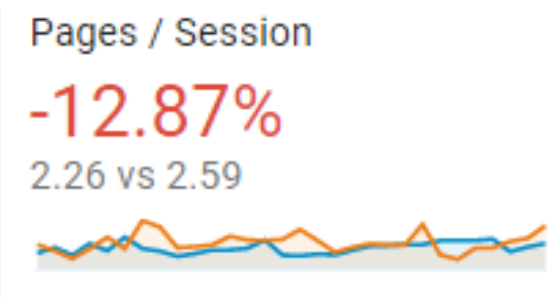
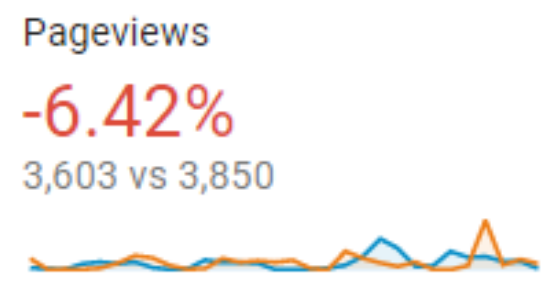
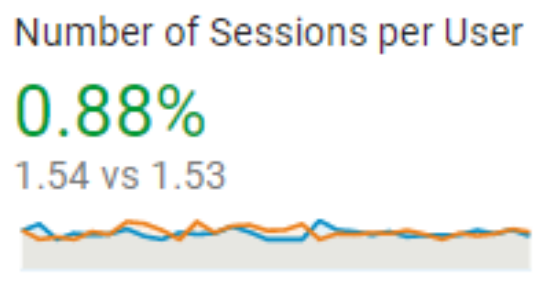
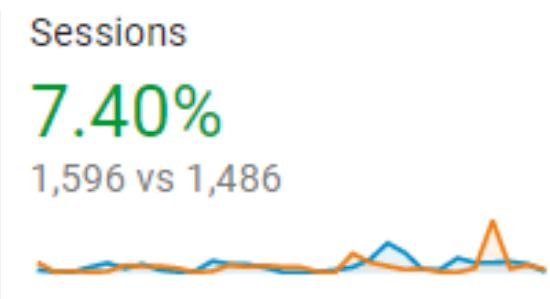
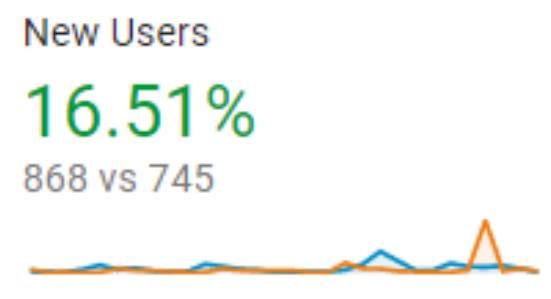
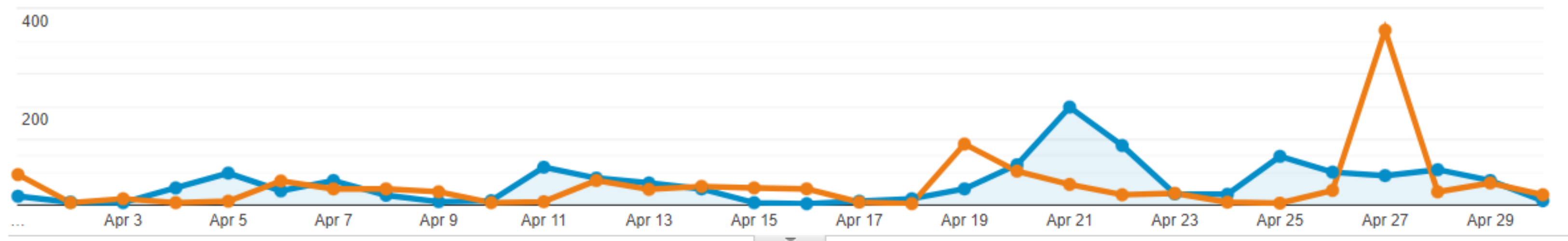
transactions
follows
conversion rate
mentions
ratings
impressions
registered users
shares
sessions
visits
revenue
views
pages
repeat users
average order value
followers
sales
users
memberships

Measure what you value



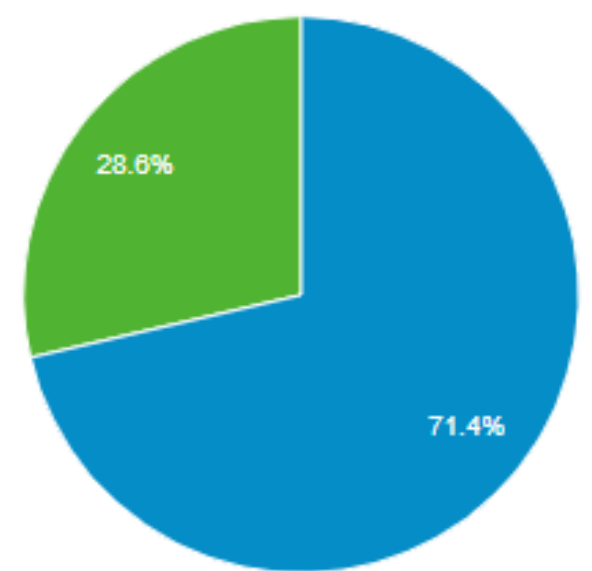
(don't value what you measure)

- Home
- Customization
- REPORTS
- Realtime
- Audience
 - Overview
 - Active Users
 - Lifetime Value BETA
 - Cohort Analysis BETA
 - Audiences
 - User Explorer
 - Demographics
 - Interests
 - Geo
 - Behavior
 - Attribution BETA



■ New Visitor ■ Returning Visitor

Apr 1, 2022 - Apr 30, 2022



Apr 1, 2021 - Apr 30, 2021



“It’s impossible to gain insights when you’re looking at the wrong data”

James Akers,
AMA Conference 2022

Why do you exist?



What is your vision statement?



The Little Mermaid

What is Ariel's vision statement?

1. Wants to be part of your world

a. Wants more

i. Wanna be where the people are

ii. Wanna see 'em dancing

iii. Walking around on those feet



Why are metrics useful?

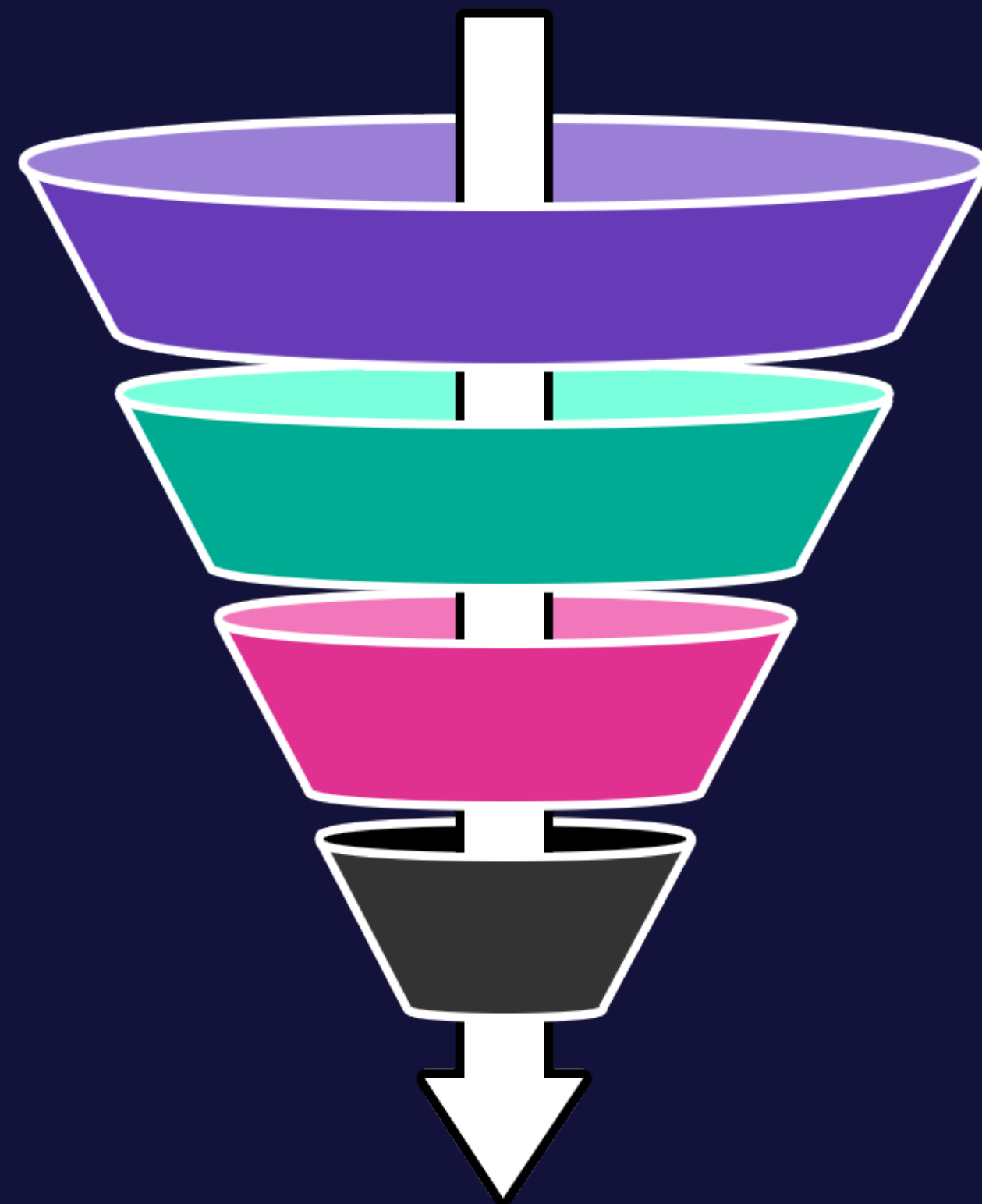
What does success look like?

Who is your audience?

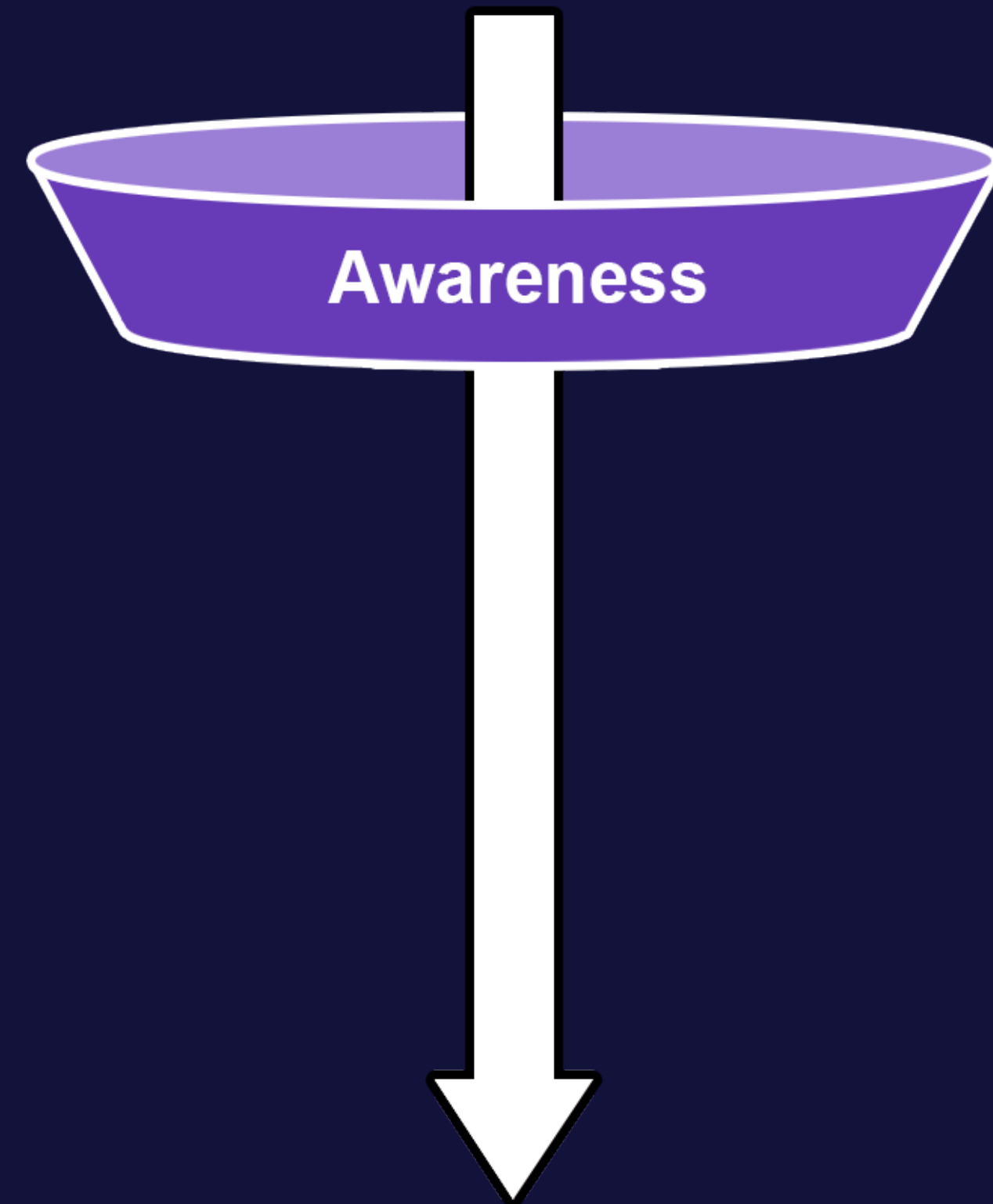


**What do you want
them to do?**

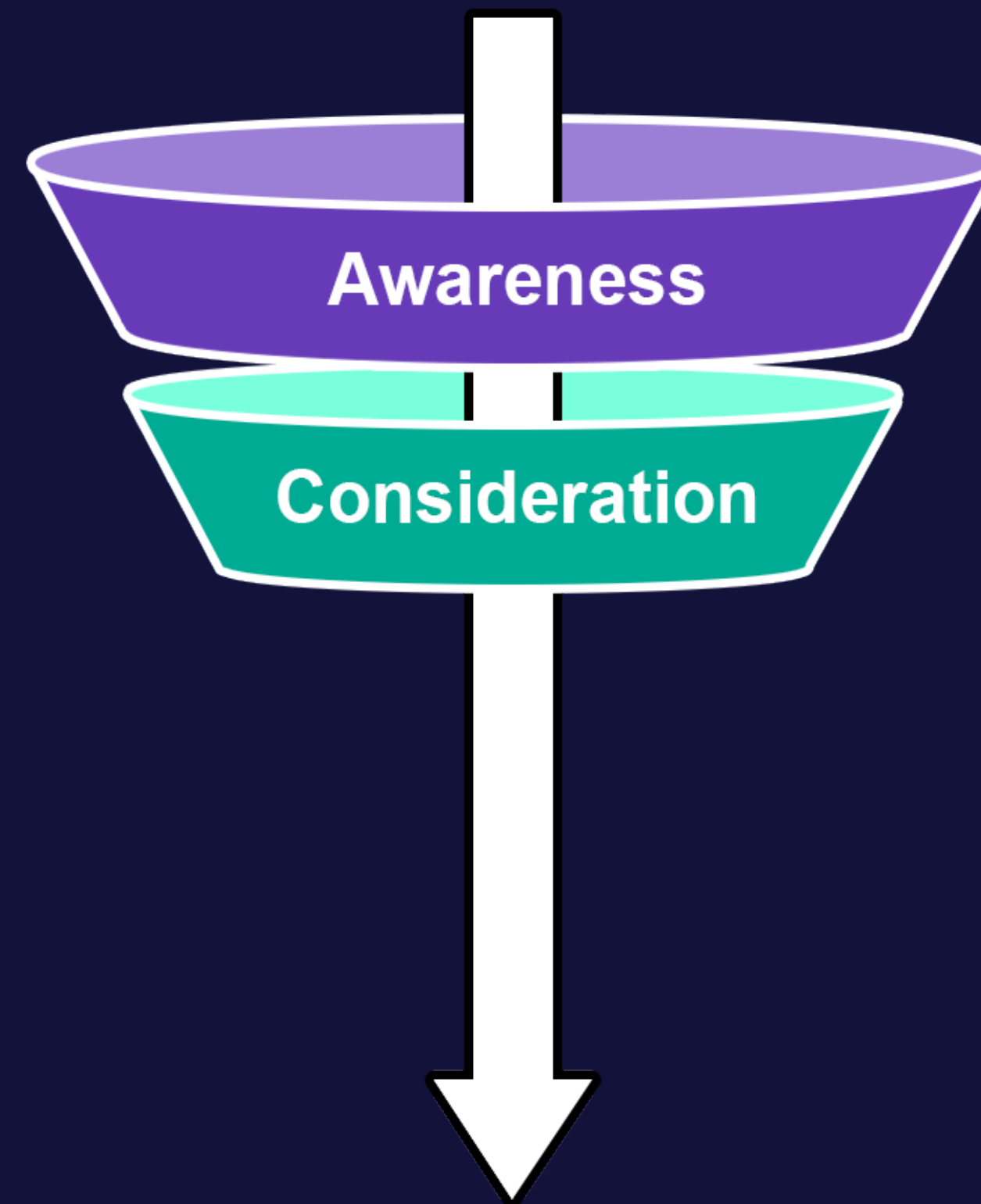
Sailing down the marketing funnel



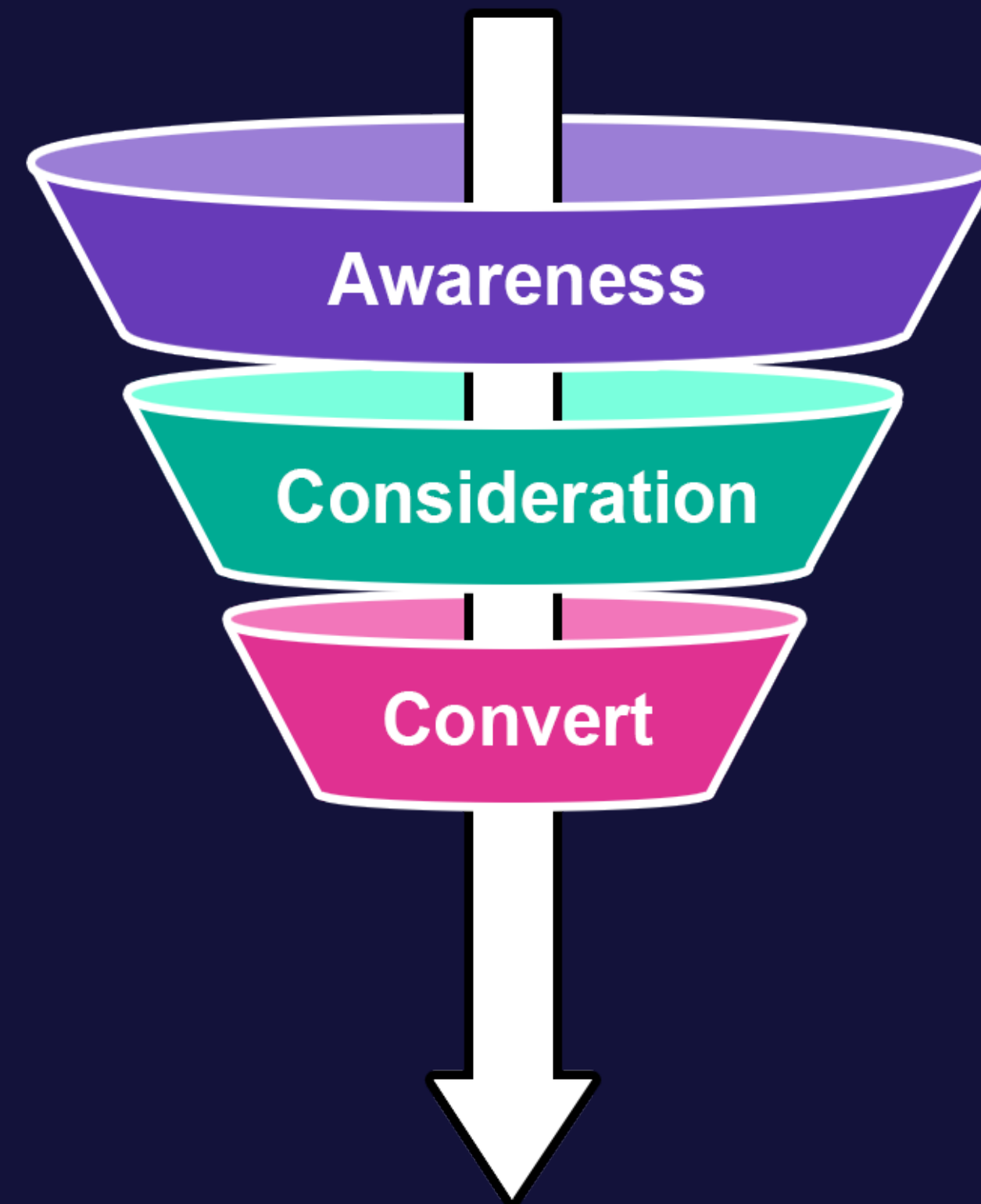
1. Knowing you exist



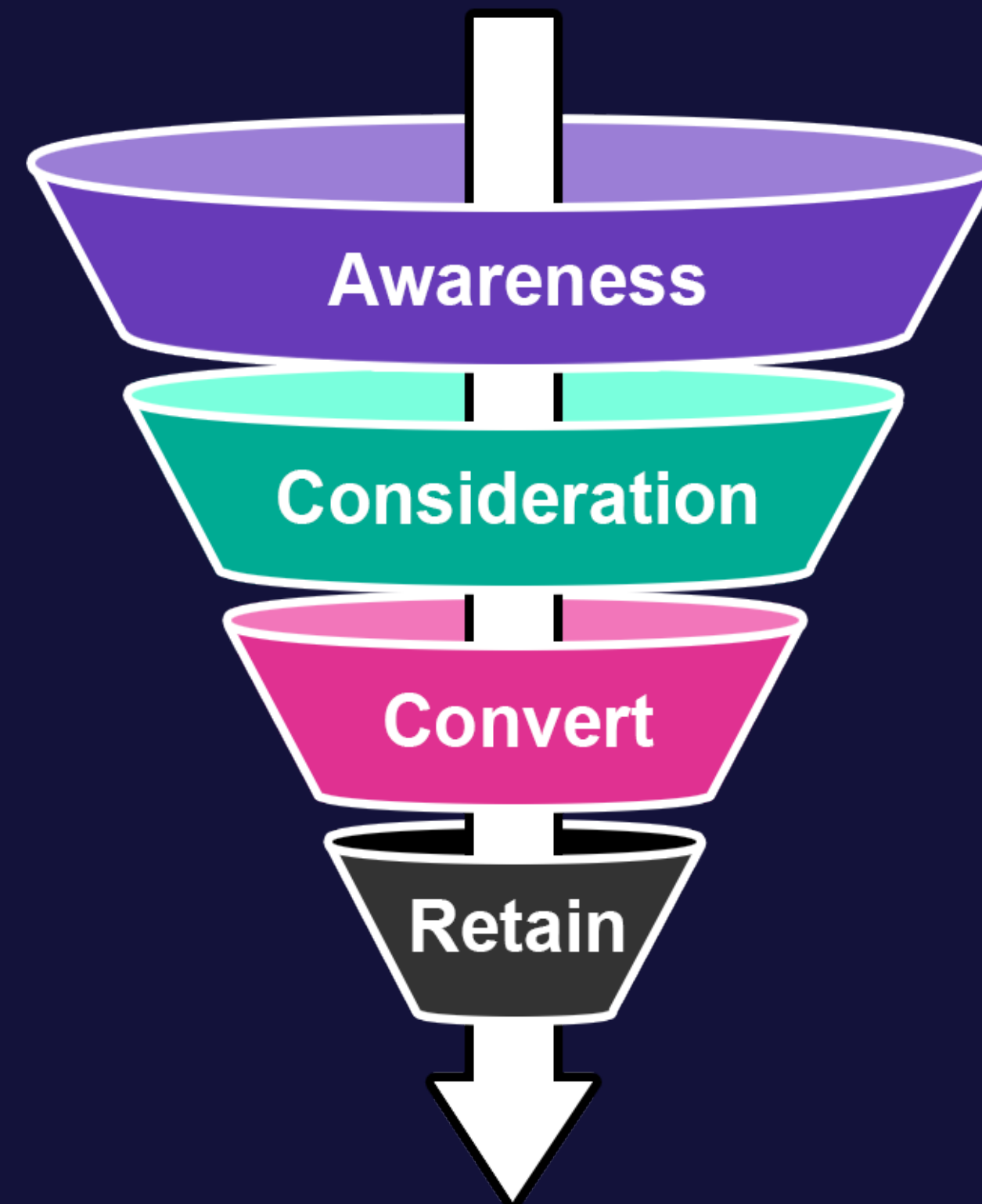
- 1. Knowing you exist**
- 2. You are an option**



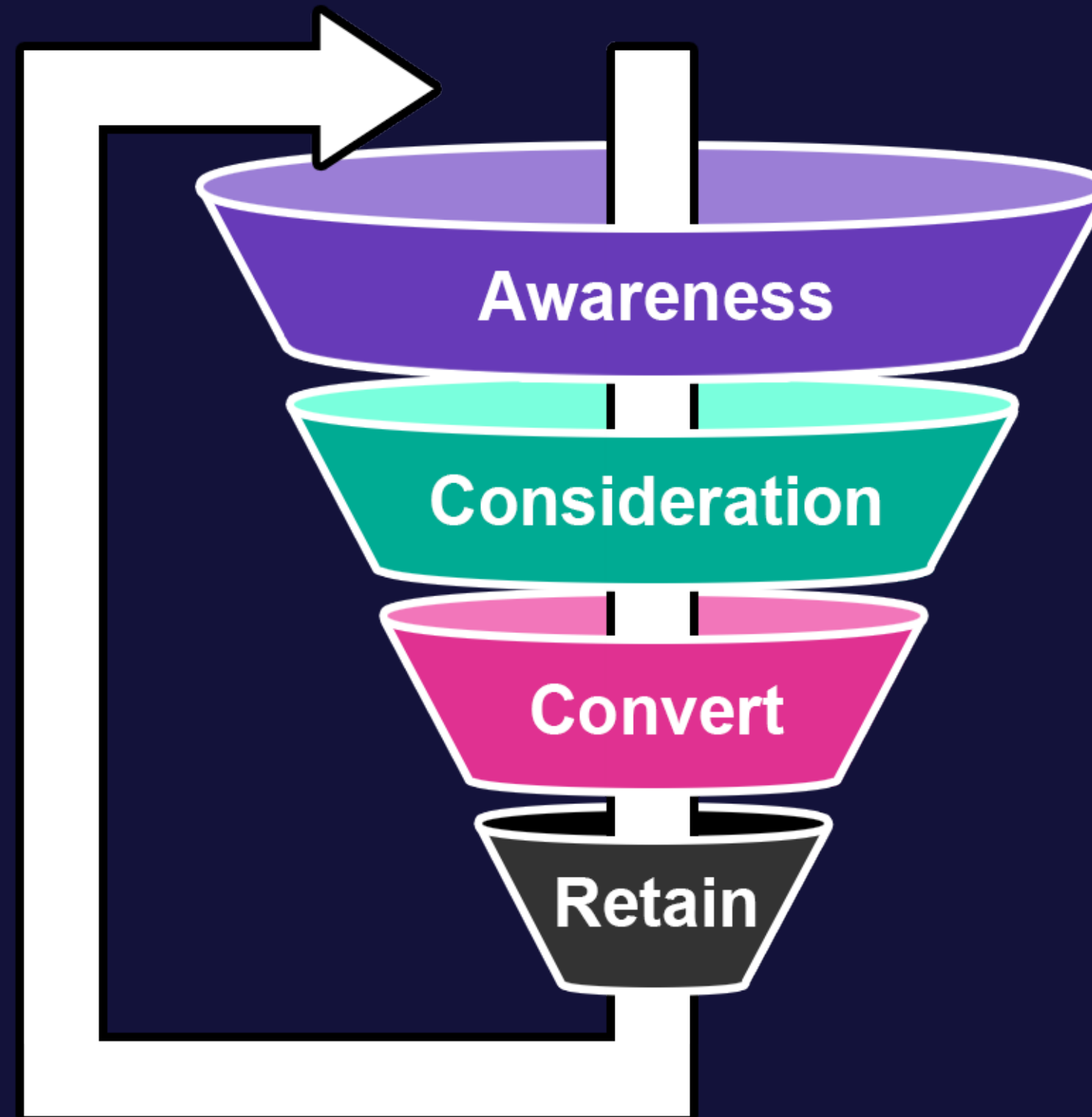
- 1. Knowing you exist**
- 2. You are an option**
- 3. Do the thing**



- 1. Knowing you exist**
- 2. You are an option**
- 3. Do the thing**
- 4. Come back for more**



- 1. Knowing you exist**
- 2. You are an option**
- 3. Do the thing**
- 4. Come back for more**
- 5. Be your advocate**



Awareness



Conversion



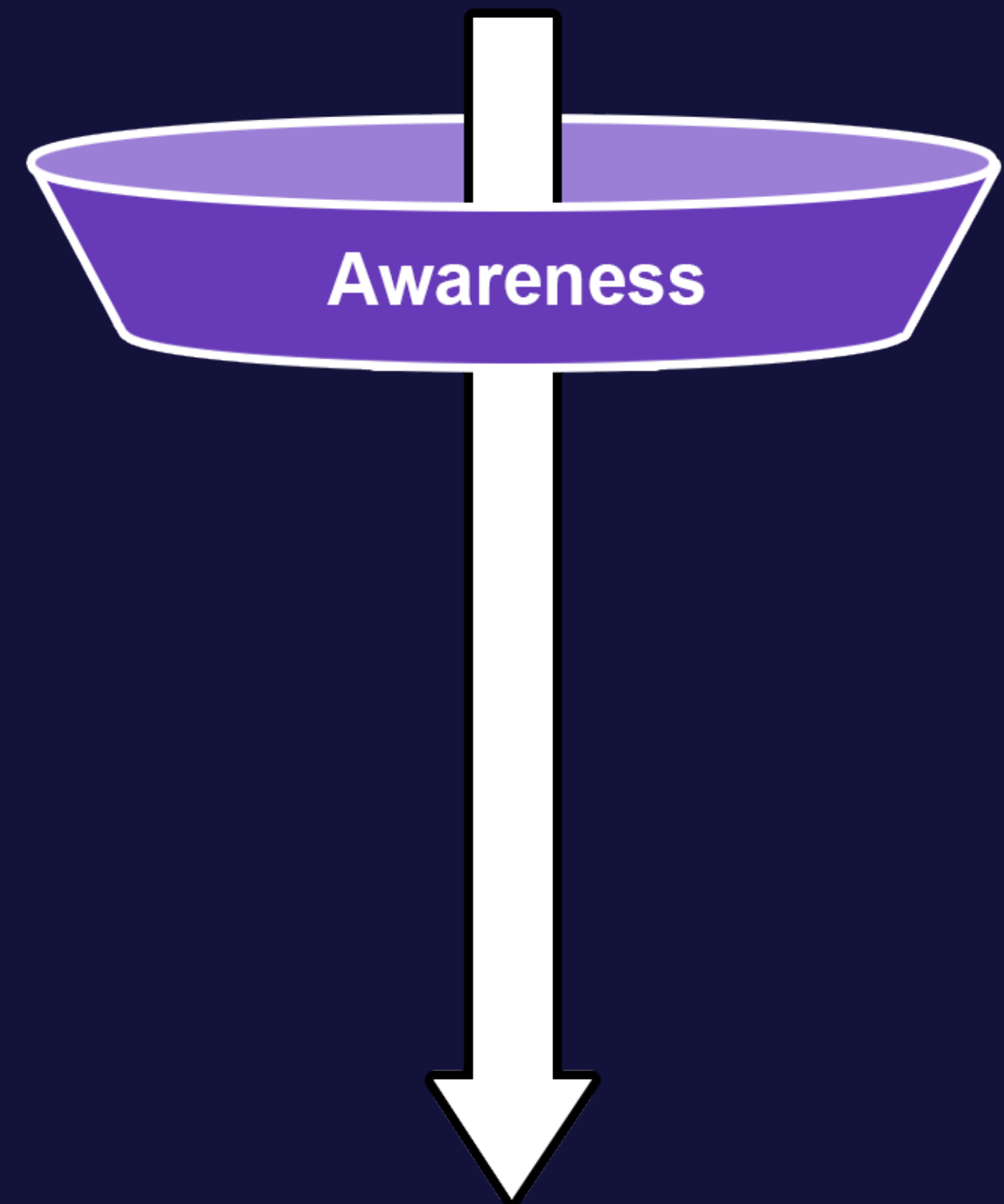
Retention



Awareness

Putting you on the map

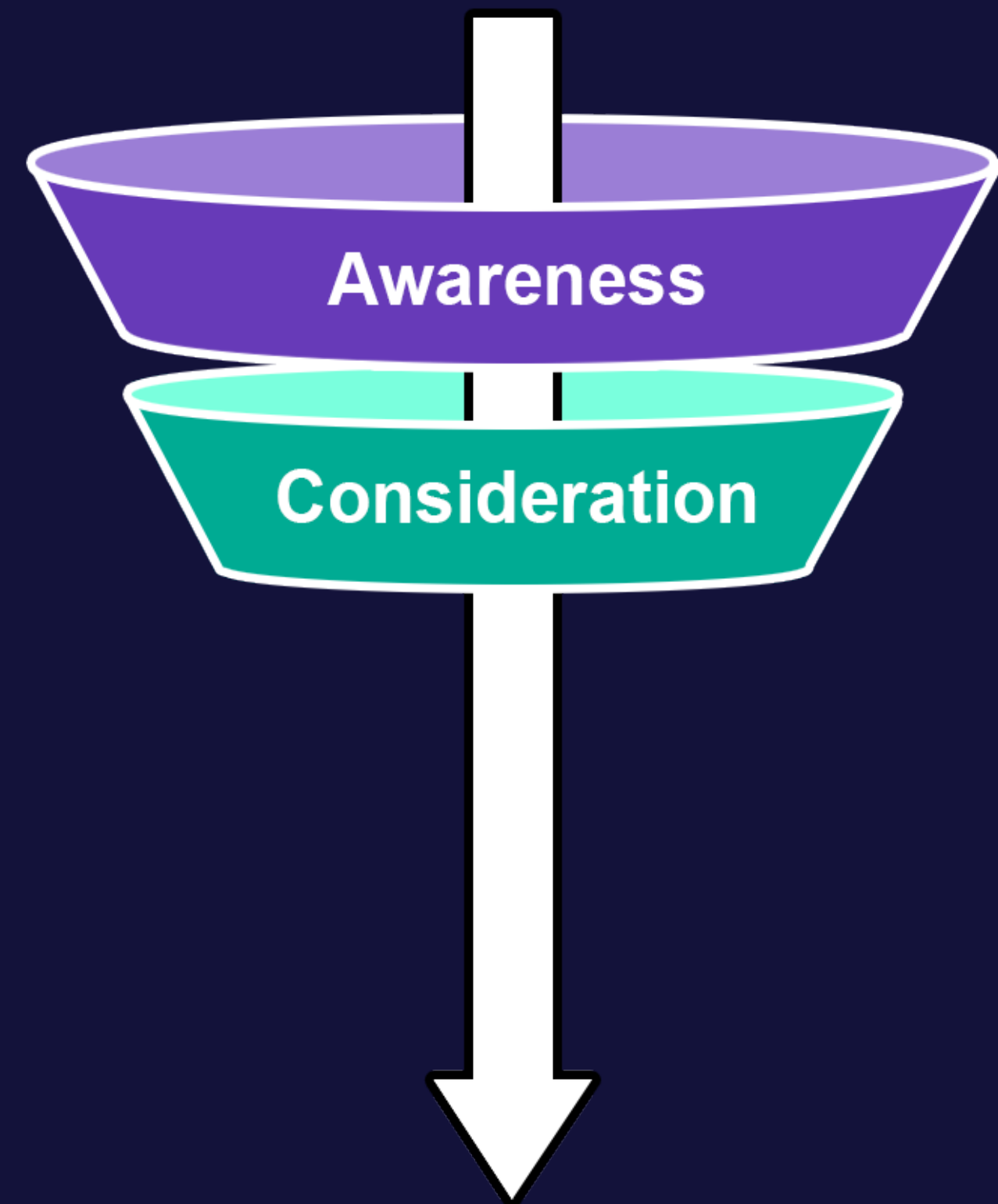
- **Impressions**
- **Website traffic**
- **Search position**



Consideration

A possible destination

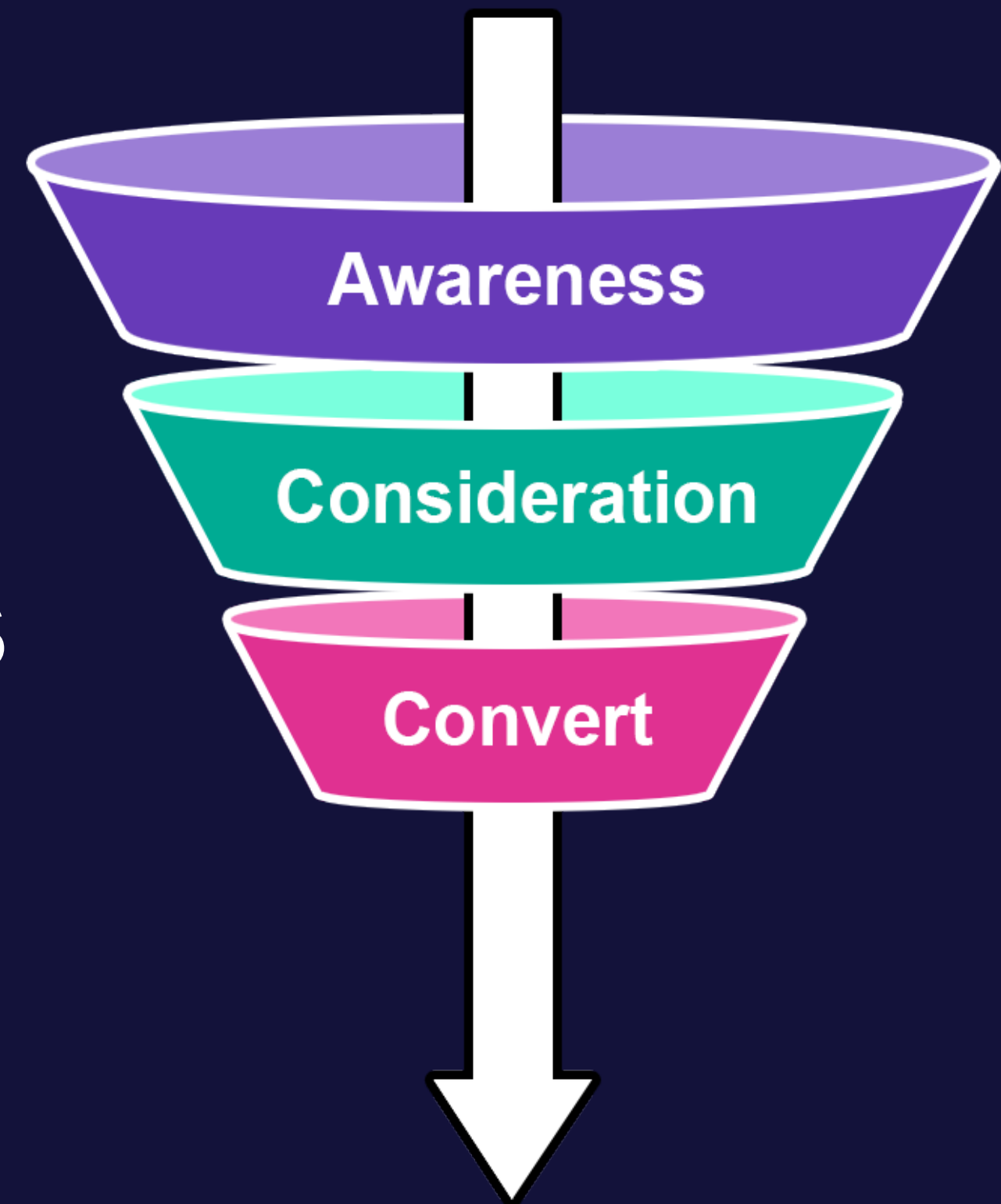
- **Social engagement**
- **Search volume**
- **Email sign up**



Conversion

Catching that sea creature

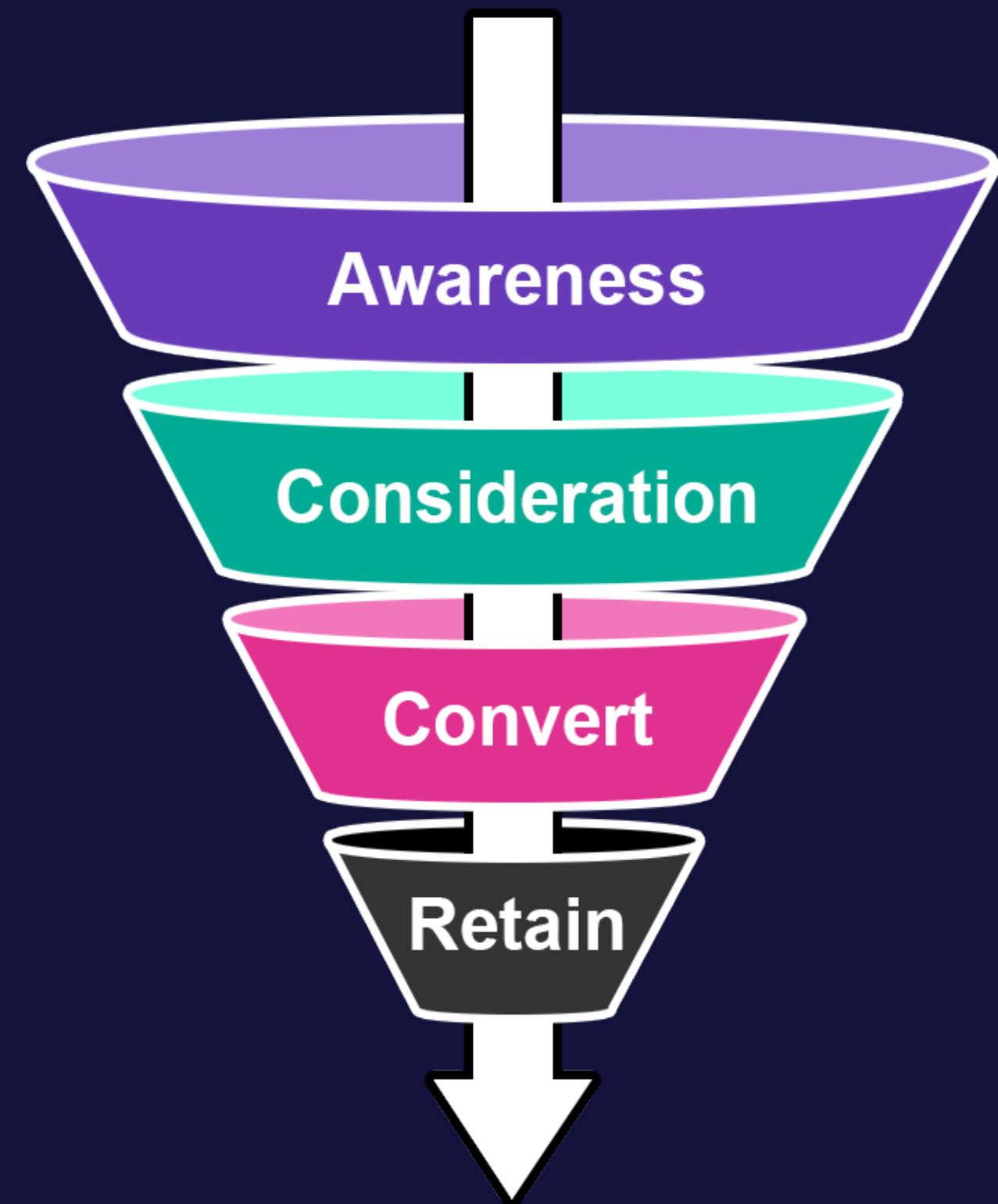
- **Purchases**
- **Form completions**
- **View specific pages**

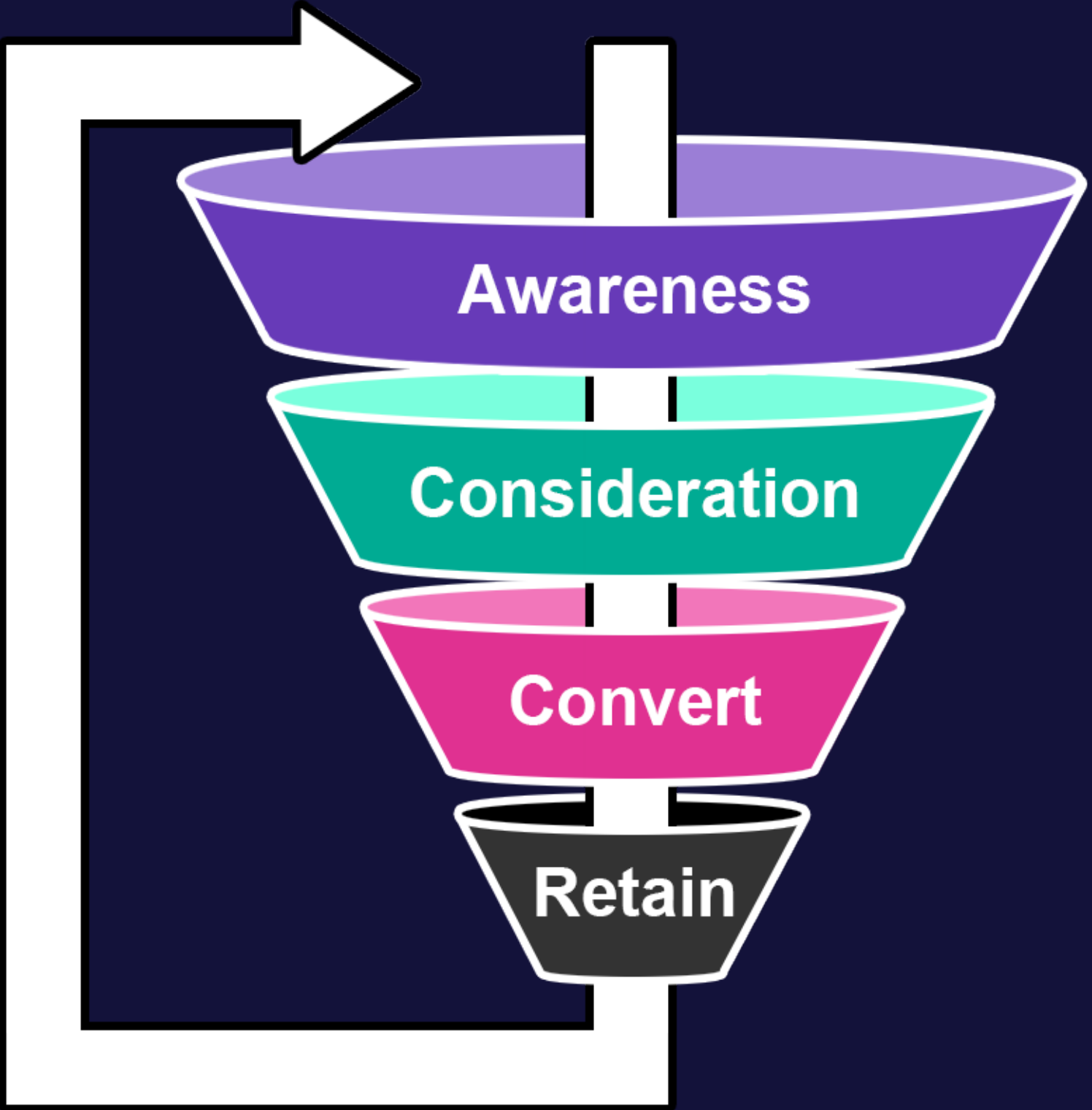


Retention

Building a loyal crew

- **Repeat purchases**
- **Memberships**
- **Net Promoter Score**





Tips for success

1. Ask *why*?
2. Link back to your vision statement
3. Categorise activity for each funnel step
4. Map out what and where you are collecting data
5. Define when it needs to be shared and who with

**How long is a
piece of sting?**

Chat to us



Hansel



Jacqueline



James

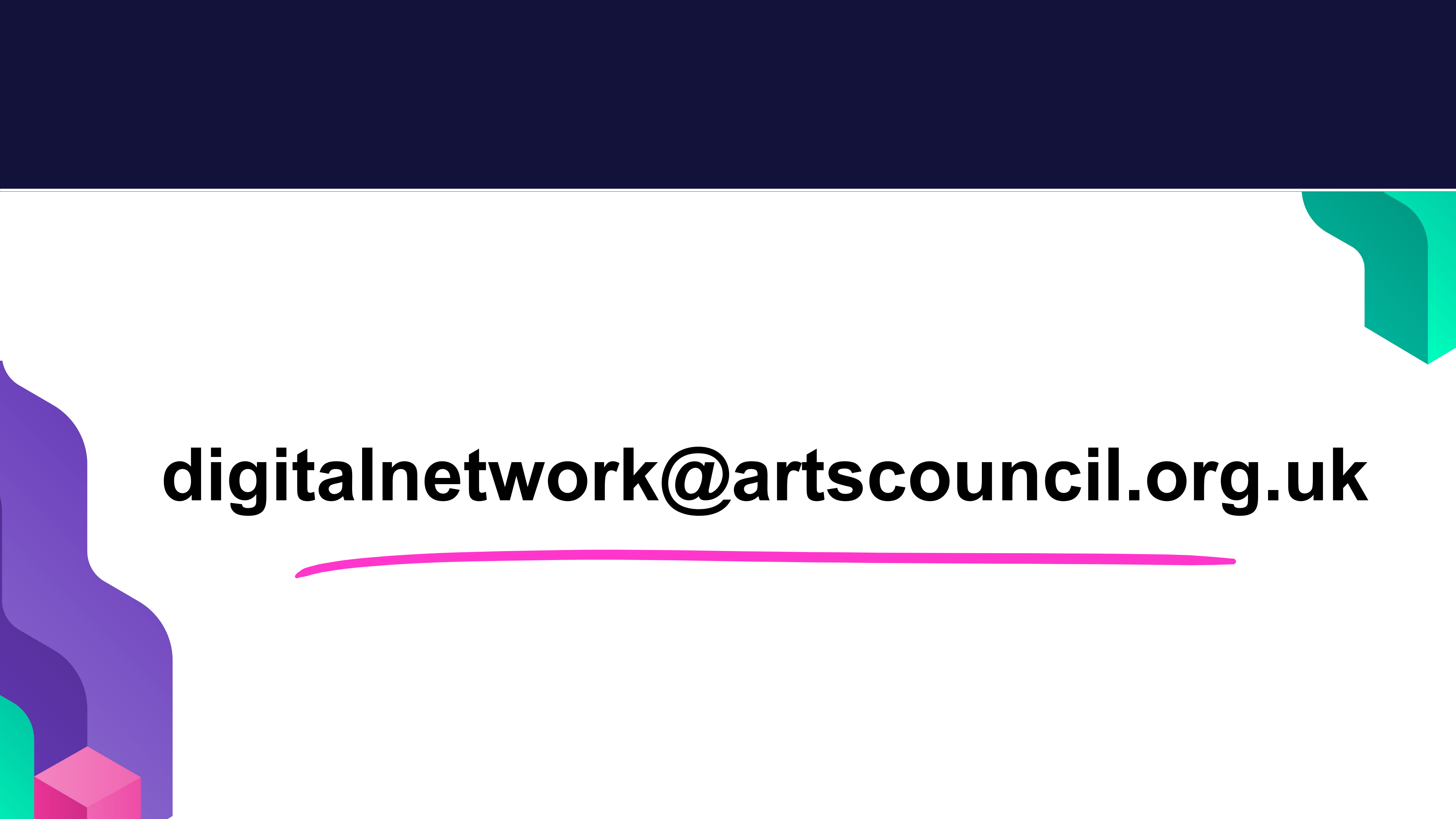
Q&A






**Digital Culture
Network**



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digitalculturenetwork.org.uk

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We've created resources and advice for you to use during the COVID-19 lockdown. [Read More](#)

Digital skills for the arts

Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

[Browse our Knowledge Hub](#)

We Are

Knowledge Hub



Beginner Read
Video and Digital Content

Podcasting and how to get started

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

 Marc Burns · 2 months ago



Beginner Read
Social Media

Engaging Audiences with Social Media

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

 Haydn Corrodus · 2 months ago

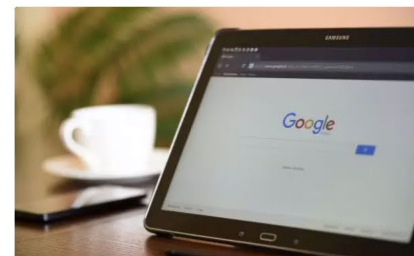


Beginner Read
Social Media

Introduction to Social Media

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

 Haydn Corrodus · 4 months ago





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