Why are you Measuring That?

James Akers, Friday 15 July 2022

Digital Culture Network

ARTS COUNCIL ENGLAND

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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

Grand opening!

“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”

Navigating a sea of metrics

Metrics and measures:

Measure what you value

(don’t value what you measure)

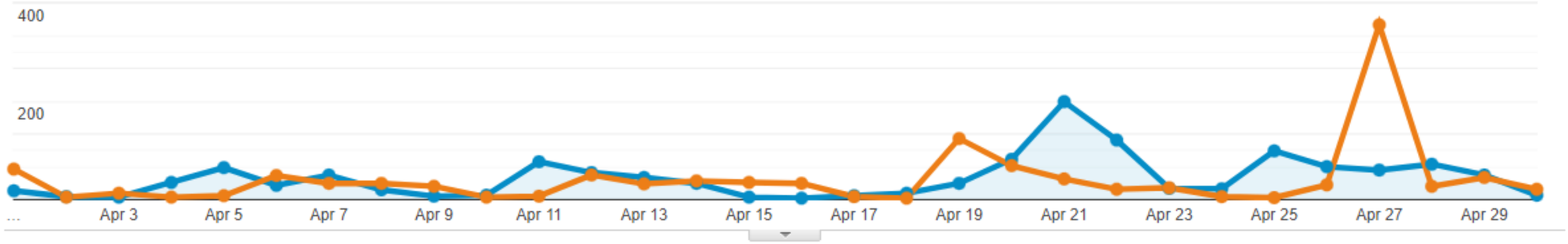
Analytics | All accounts > Digital Culture Network ... | digitalculturenetwork.org.u...

Try searching for "site content"

- Home
- Customization

REPORTS

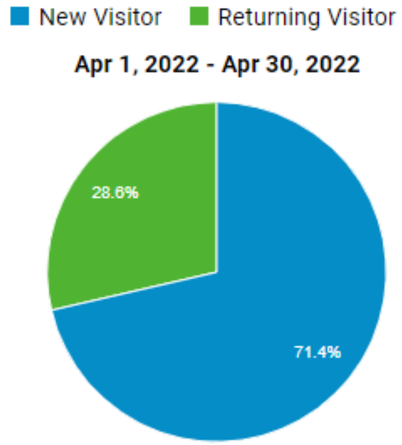
- Realtime
- Audience
  - Overview
  - Active Users
  - Lifetime Value BETA
  - Cohort Analysis BETA
  - Audiences
  - User Explorer
  - Demographics
  - Interests
  - Geo
  - Behavior

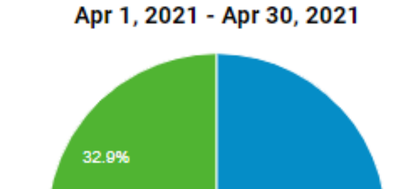


Users	New Users	Sessions
6.47%	16.51%	7.40%
1,037 vs 974	868 vs 745	1,596 vs 1,486

Number of Sessions per User	Pageviews	Pages / Session
0.88%	-6.42%	-12.87%
1.54 vs 1.53	3,603 vs 3,850	2.26 vs 2.59

Avg. Session Duration	Bounce Rate
-31.70%	14.17%
00:03:02 vs 00:04:26	32.27% vs 28.26%





“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?

© Disney

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

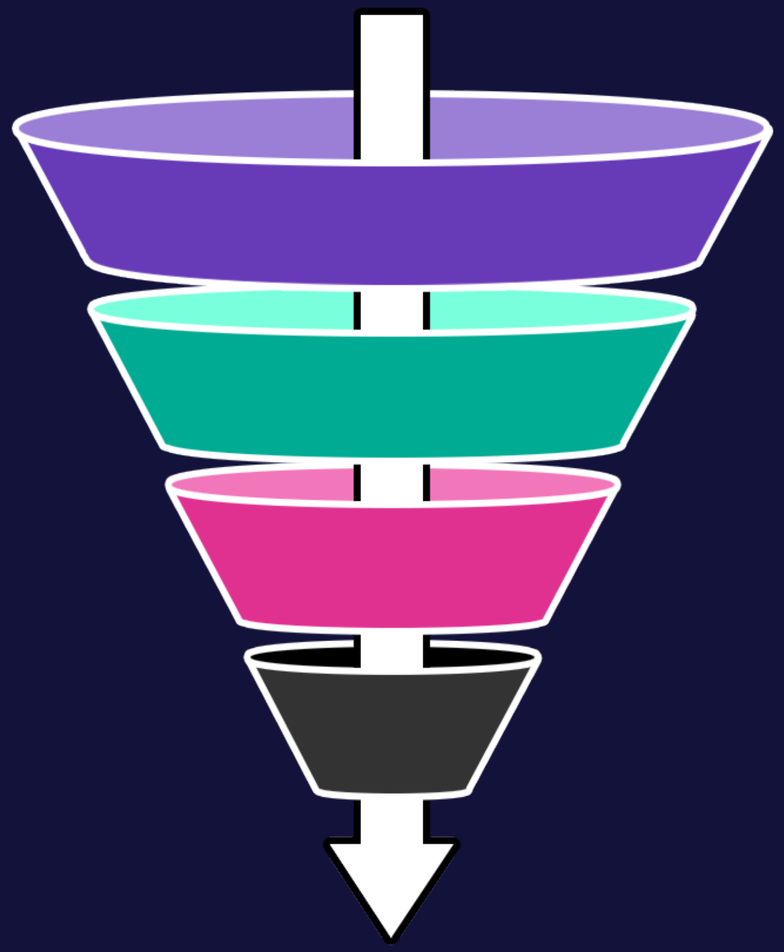
Why are metrics useful?

What does success look like?

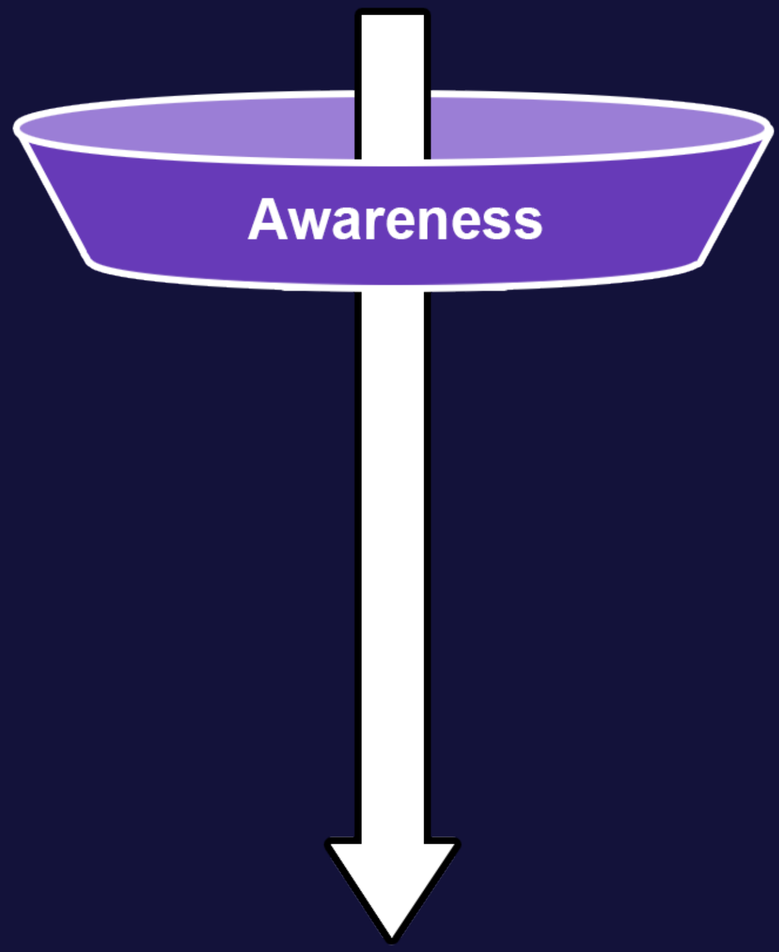
Who is your audience?

What do you want them to do?

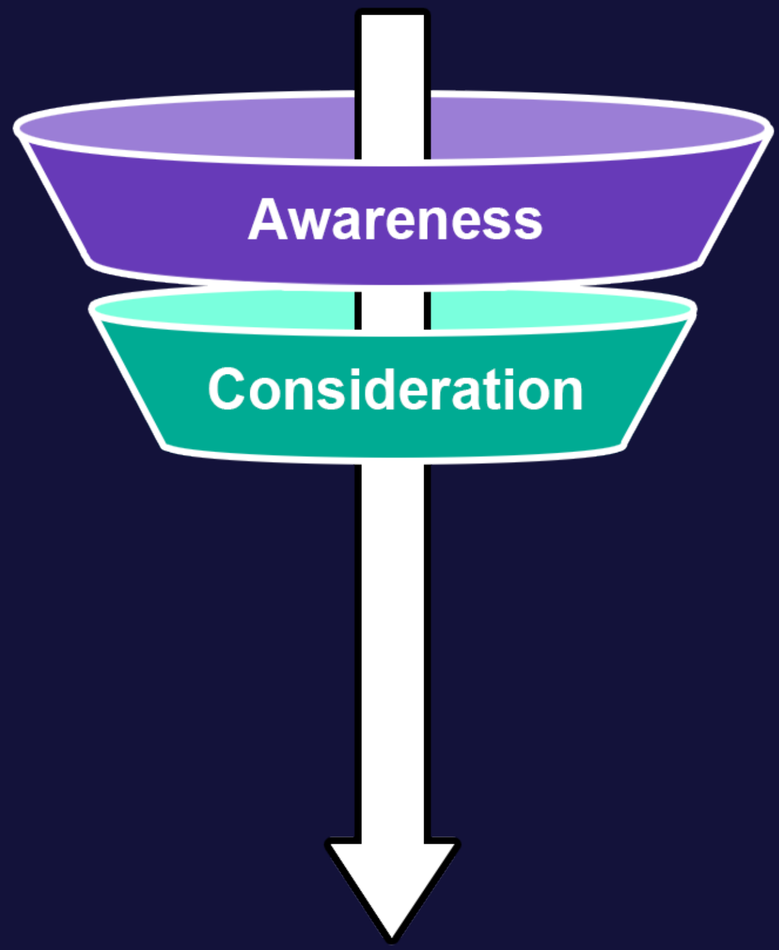
Sailing down the marketing funnel



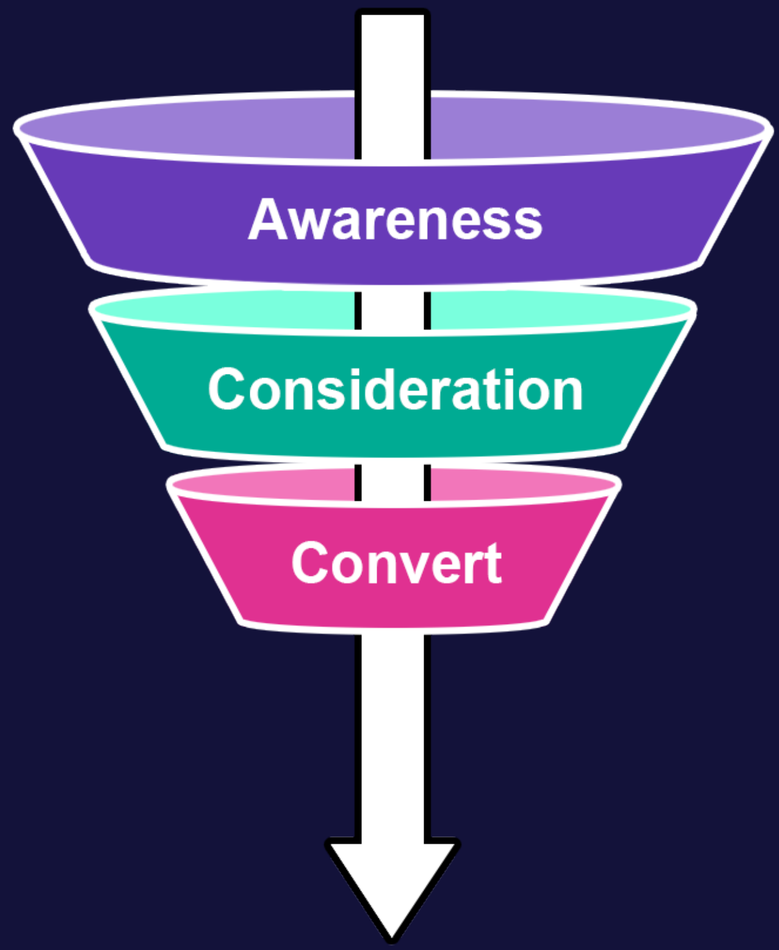
1. Knowing you exist



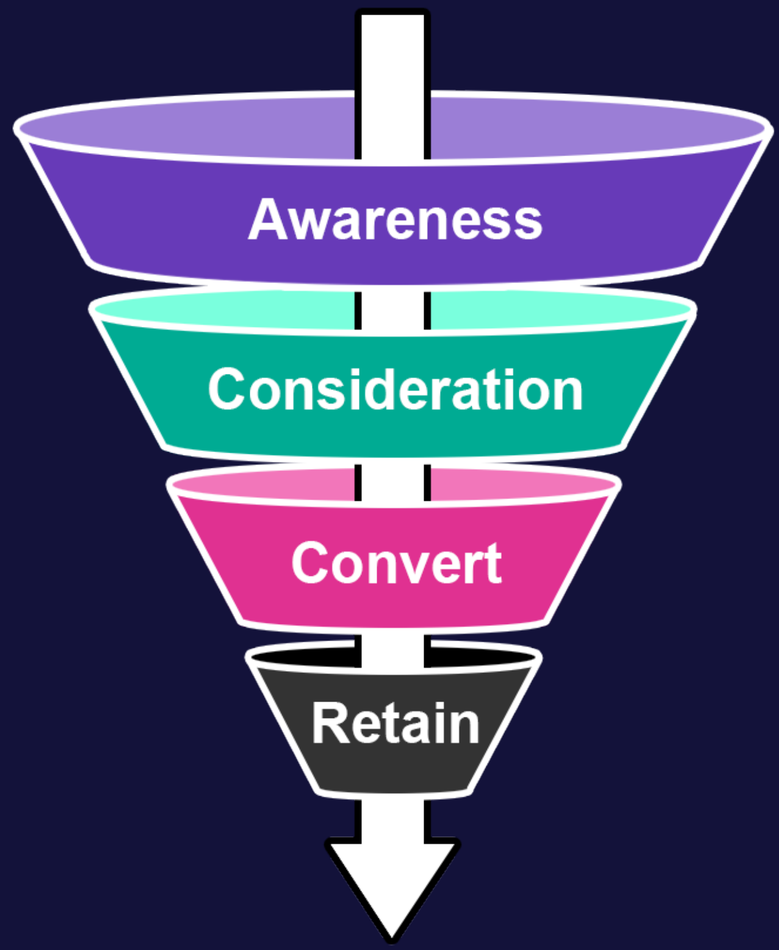
1. Knowing you exist
2. You are an option



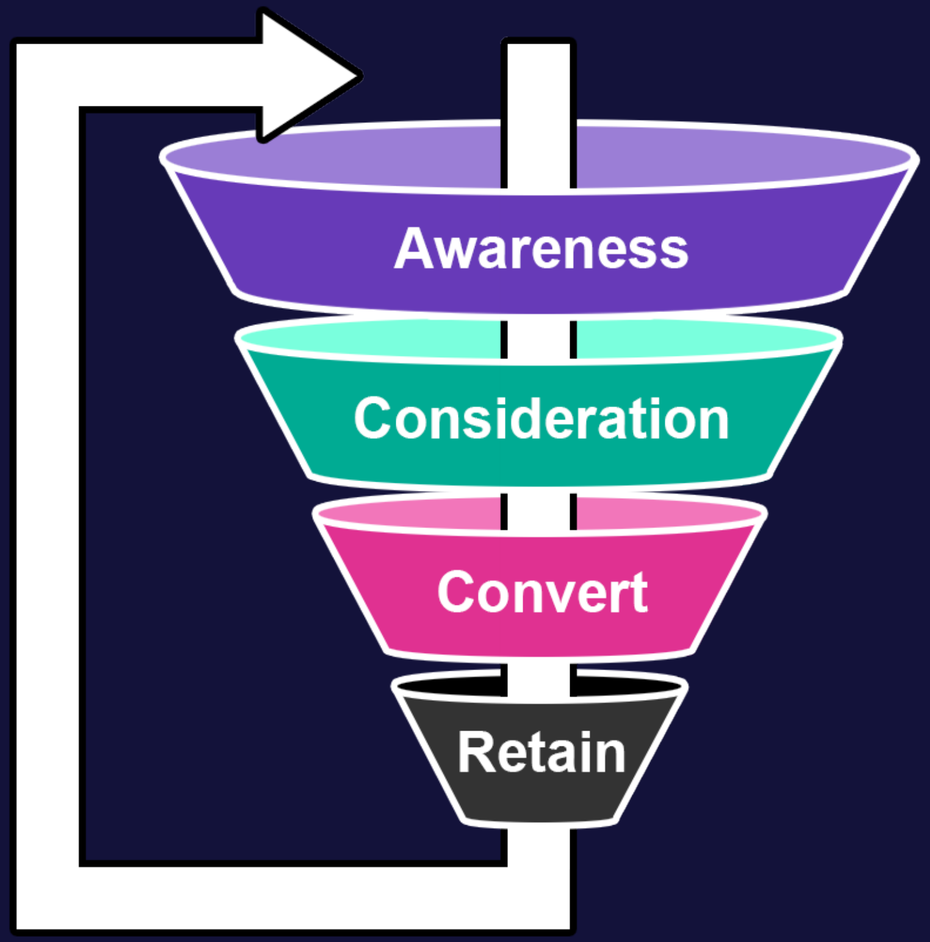
1. Knowing you exist
2. You are an option
3. Do the thing



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

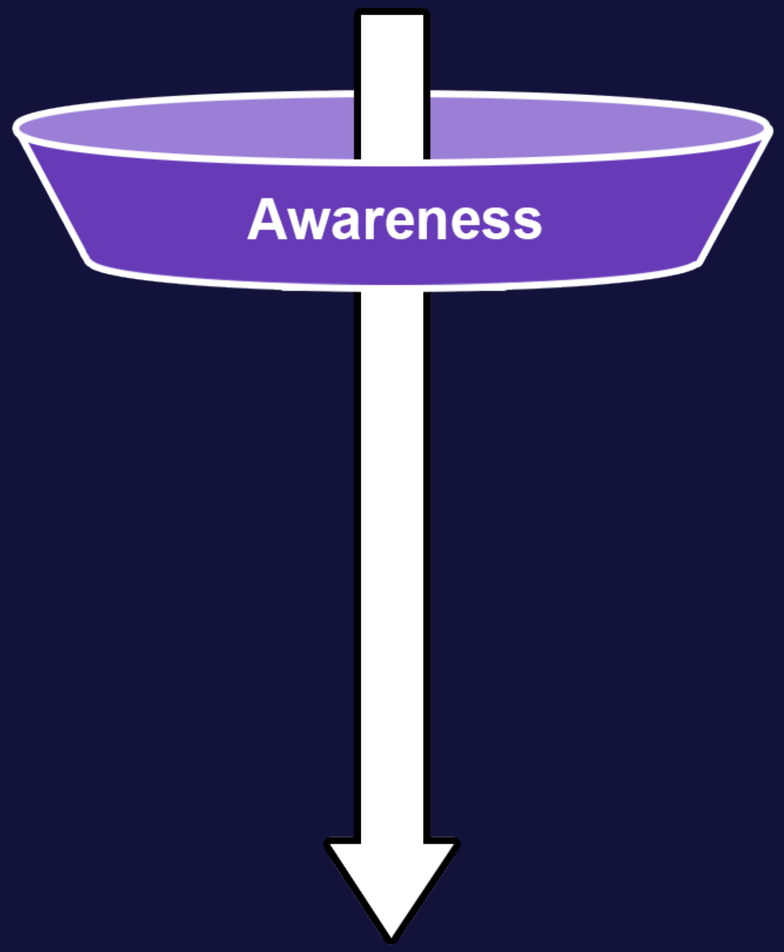
Retention

© Disney

Awareness

Putting you on the map

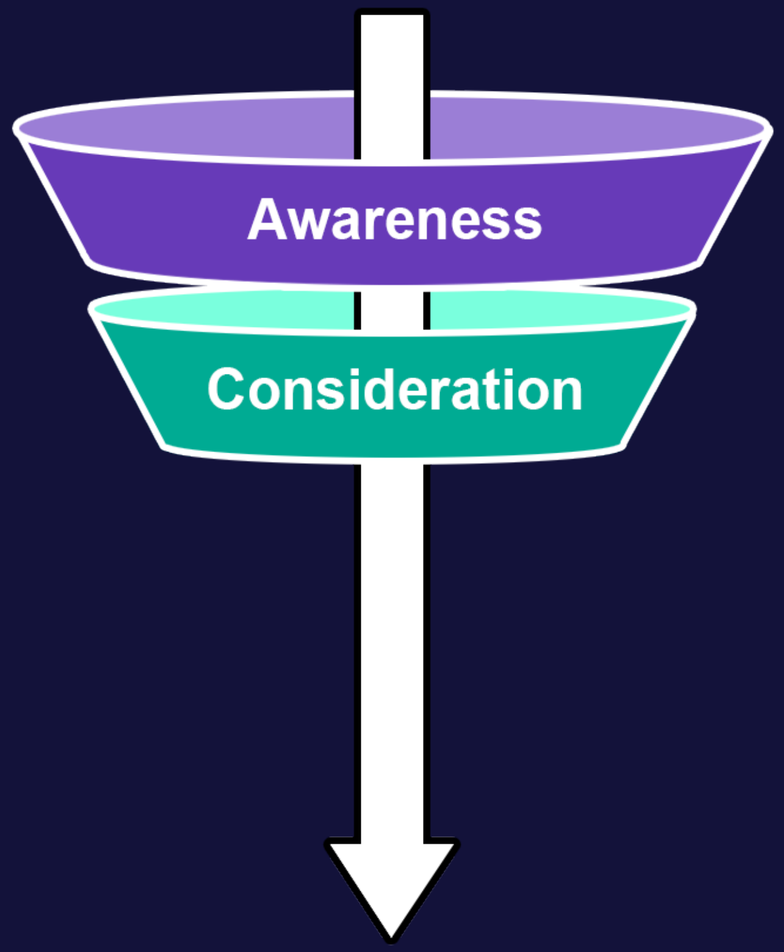
- Impressions
- Website traffic
- Search position



Consideration

A possible destination

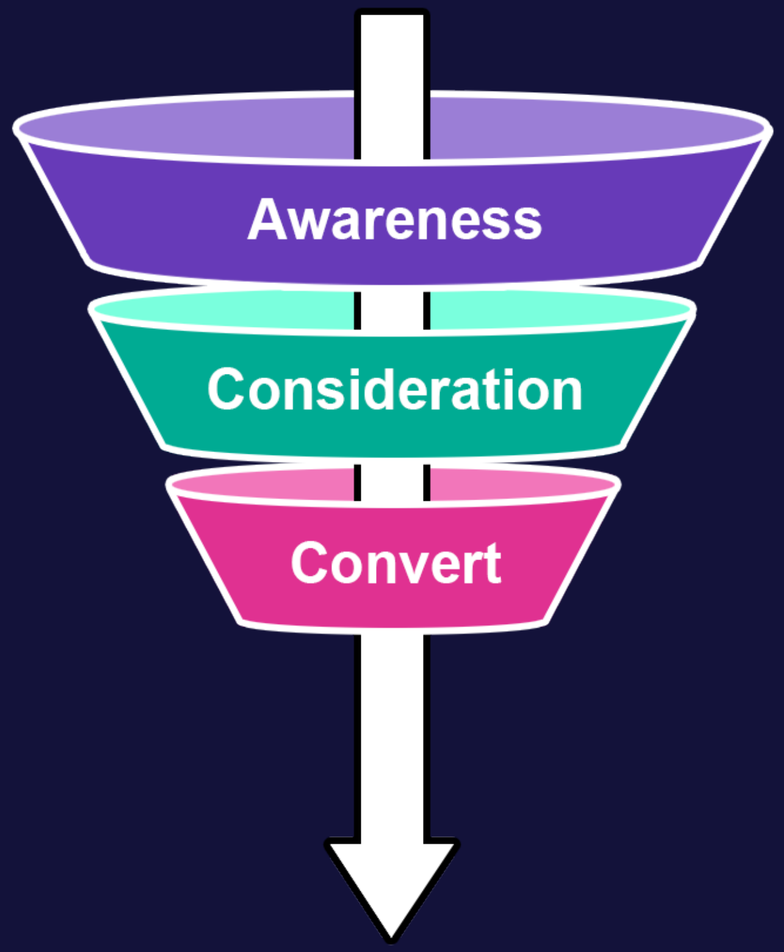
- Social engagement
- Search volume
- Email sign up



Conversion

Catching that sea creature

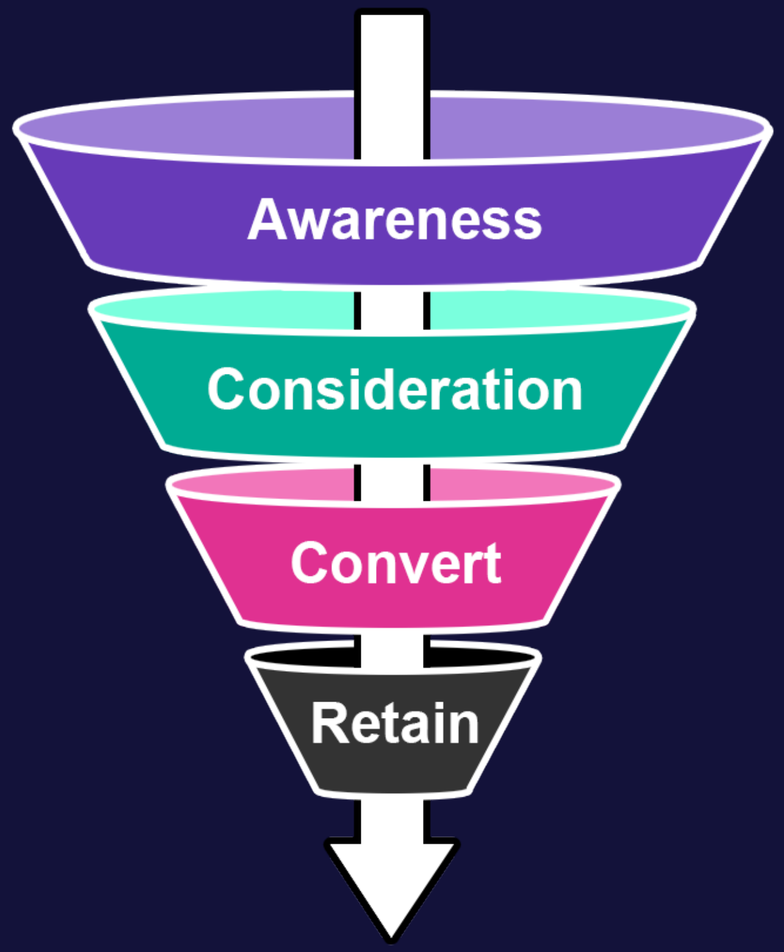
- Purchases
- Form completions
- View specific pages

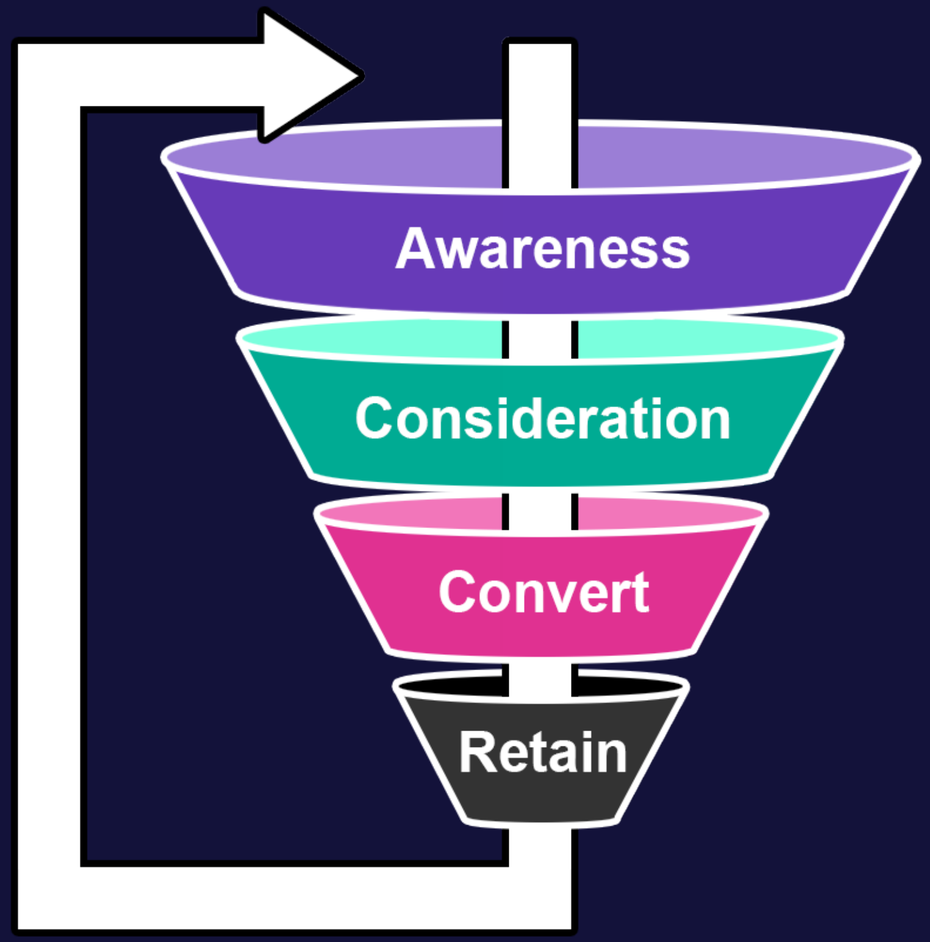


Retention

Building a loyal crew

- Repeat purchases
- Memberships
- Net Promoter Score




Awareness
Consideration
Convert
Retain

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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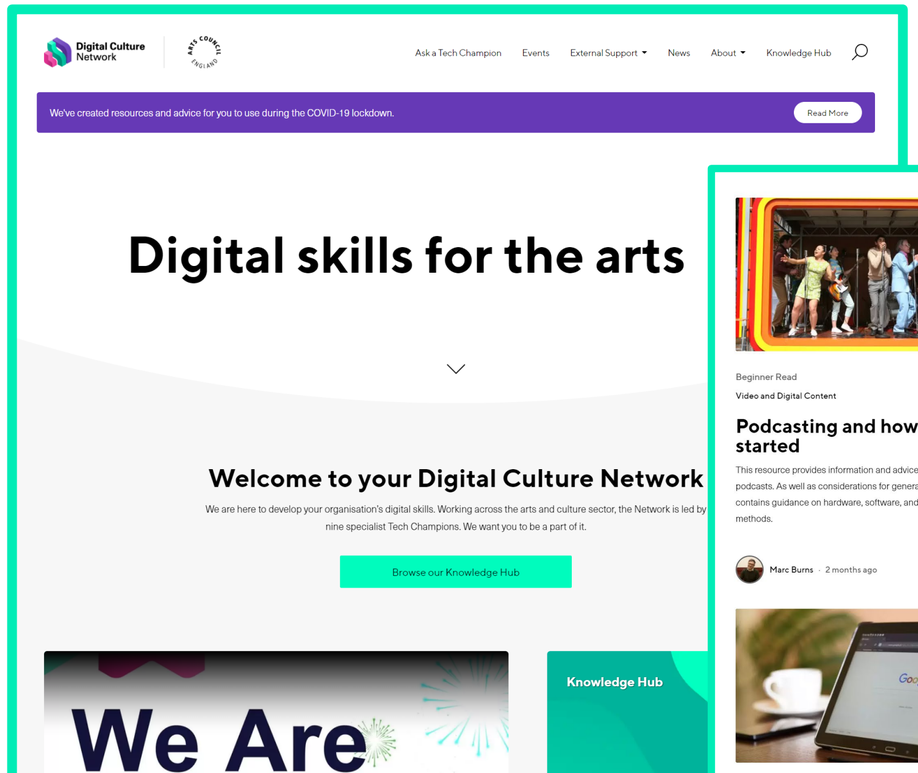

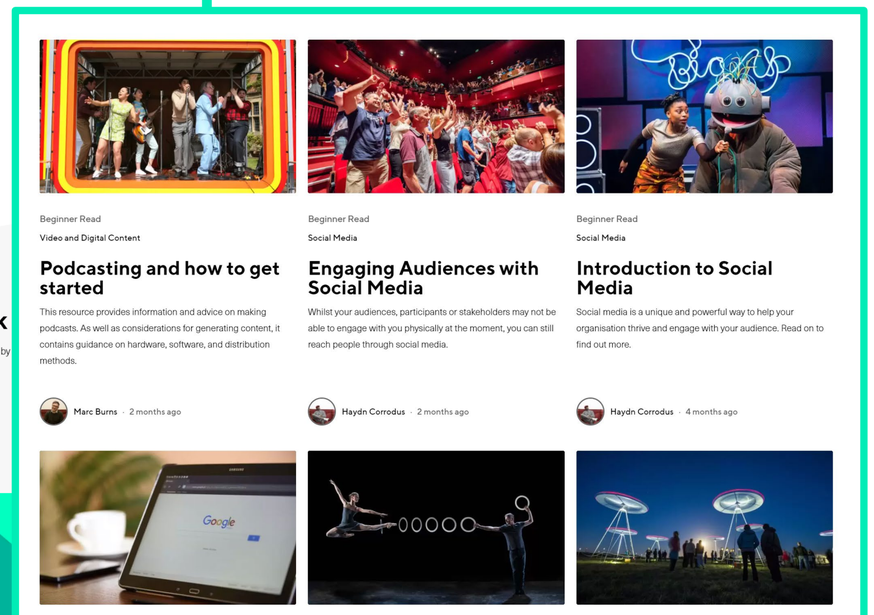

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