

# High Impact eAdvocacy

# Intro to Online Channel Analytics

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# Learning Goals

- ▶ See the tools that provide you with analytics for your messaging
- ▶ Get introduced to the statistics different online channels can provide about your messaging
- ▶ Learn about ways in which to use analytics to improve your online messaging

# Analytics Overview

- ▶ Attached to measurable goals, analytics are your thermometer
  - Make sure you know what goal the data is speaking to
- ▶ Helps determine what value you're providing to whom
- ▶ Tracking is key!!
  - Trends more important than isolated numbers

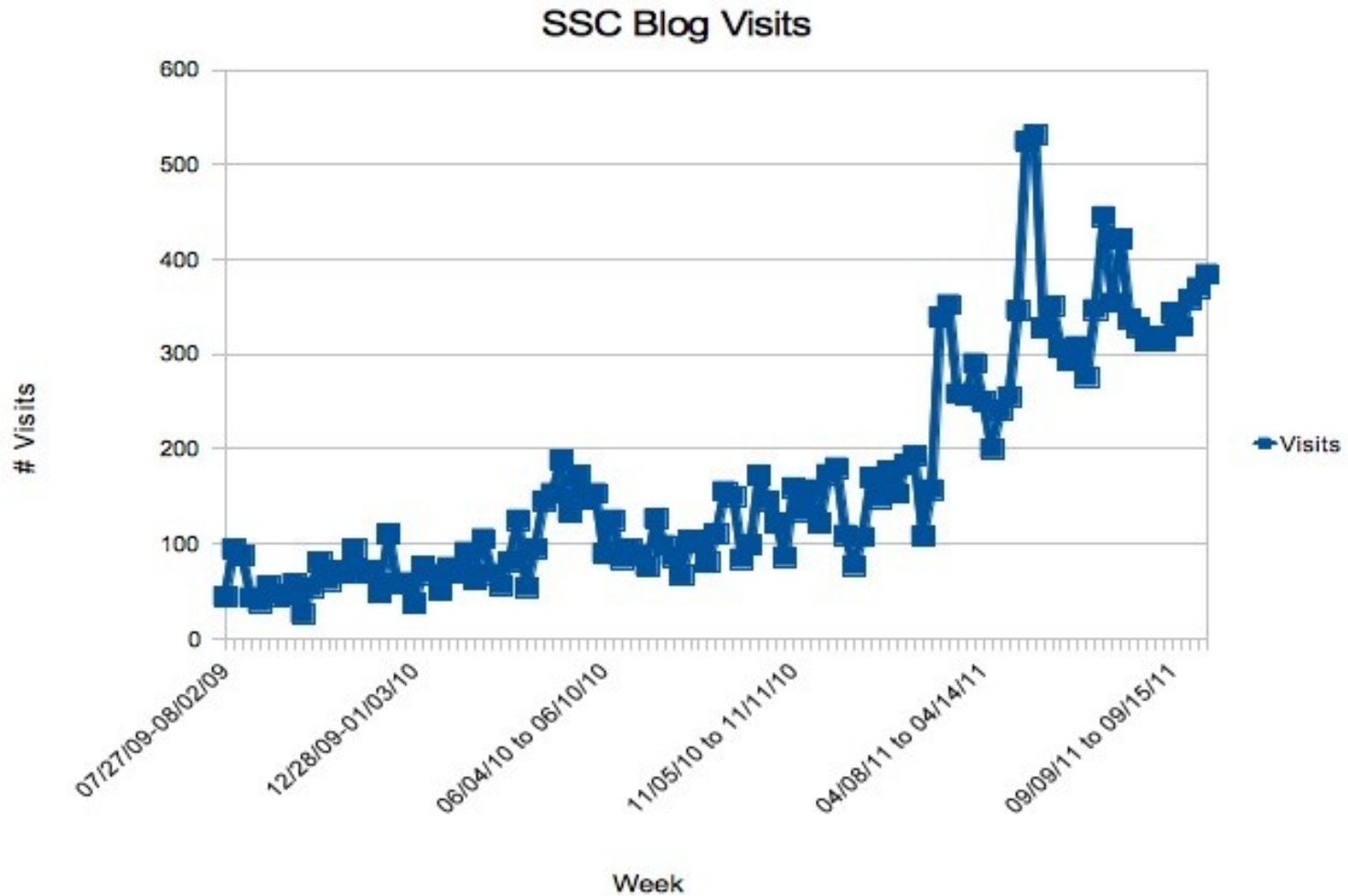
# Tracking Document

- ▶ How do you keep track of your analytics data?
- ▶ Start with a simple spreadsheet tracking basic web site traffic
  - Update once a week
- ▶ Iterate (small steps) to tracking your other channels over time
  - Email open rates over time
  - Twitter Clicks, Facebook interactions, etc.
- ▶ Make notes on peaks and dips to describe what content caused them

# Tracking Doc Example

A	DH	DI	DJ	DK	DL	DM	DN	DO
<b>SSC Blog</b>								
	09/09/11 to 09/15/11	09/16/11 to 9/22/11	09/23/11 to 09/29/11	09/30/11 to 10/06/11	10/07/11 to 10/13/11			
<b>Impressions</b>	278	230	206	170	251			
<b>Clicks</b>	1	0	0	0	0			
<b>CTR</b>	0.36%	0.00%	0.00%	0.00%	0.00%			
<b>Avg CPC</b>	\$1.00	\$0.00	\$0.00	\$0.00	\$0.00			
<b>Cost</b>	\$1.00	\$0.00	\$0.00	\$0.00	\$0.00			
<b>Avg. Position</b>	5.9	5.5	6.4	5.9	5.4			
<b>Visits</b>	344	329	358	370	384			
<b>Page Views</b>	451	427	443	599	505			
<b>Bounce Rate %</b>	85.17%	88.15%	87.99%	81.62%	83.33%			
<b>Avg. Time on Site</b>	01:09	00:52	00:56	01:48	01:09			
<b>% New Visits</b>	88.95%	86.02%	89.66%	81.35%	81.77%			
<b>Bit.ly Referrers:</b>	0	0	0	0	0			
<b>Twitter Referrers:</b>	1	0	0	0	0			
<b>FB Referrers</b>	6	5	1	15	4			
<b>Notable Referrers:</b>	<a href="#">hosted.vertica</a>	<a href="#">hosted.vertica</a>	<a href="#">socialsource</a>	<a href="#">t.co</a> (18)	<a href="#">community.mis.temple.edu</a> (17)			
<b>Top Page</b>	<a href="#">/2011/04/face</a>	<a href="#">/2011/04/face</a>	<a href="#">/2011/04/face</a>	<a href="#">/2011/04/face</a>	<a href="#">/2011/04/facebook-page-vs-group/</a>			
<b>Second Most Popular Page</b>	<a href="#">/2011/03/crea</a>	<a href="#">/2011/04/ima</a>	<a href="#">/2011/04/ima</a>	<a href="#">/2011/03/crea</a>	<a href="#">/2011/03/creating-share-this-on-facebooktwitter-links/</a>			
<b>Third Most Popular Page</b>	<a href="#">/2011/04/ima</a>	<a href="#">/2011/03/crea</a>	<a href="#">/2011/03/crea</a>	<a href="#">/</a>	<a href="#">/</a>			

# Traffic Doc Example



# Web Site

Google Analytics

New Version | googlegrants@aspirationtech.org | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: aspirationtech.org

My Analytics Accounts: Aspiration

## Dashboard

- Intelligence Beta
- Visitors
- Traffic Sources
- Content
- Goals

## Custom Reporting

### My Customizations

- Custom Reports
- Advanced Segments
- Intelligence Beta
- Email

### Help Resources

- About this Report
- Conversion University
- Common Questions

Export | Email

Advanced Segments: All Visits

## Dashboard

Jul 8, 2011 - Aug 7, 2011



## Site Usage

4,103 Visits

59.30% Bounce Rate

7,688 Pageviews

00:01:48 Avg. Time on Site

1.87 Pages/Visit

84.13% % New Visits

## Visitors Overview



## Map Overlay



# Web Site

## ► Tools

- Many free tools out there
- Google Analytics
  - Free
  - Stores visitor data on their servers
  - Incredible info w/some limitations
- Urchin
- Awstats
- Piwik

## ► Stats you can Track

- # Visitors
- # Bounces
- # Pageviews
- Referring Sites
- Search keywords used
- Top landing/exit pages
- Countries of Visitor Origin
- Mobile devices used
- and so much more...



# Using Web Site Analytics

▶ There are many things to track; What is your goal?

- Determining your audiences?

- Start at your most popular pages

- Figuring out if social media is driving your traffic?

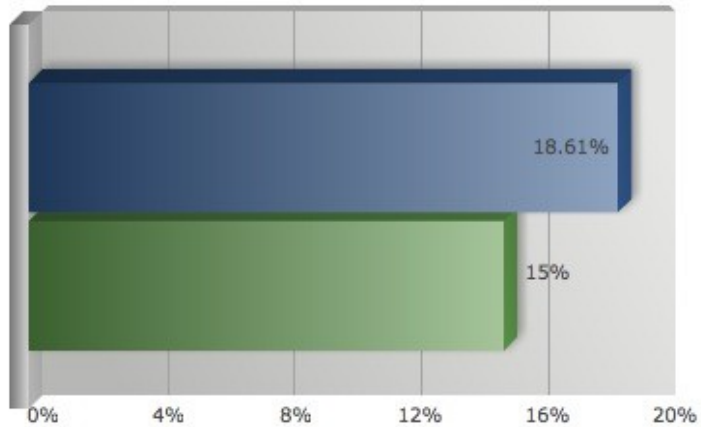
- Check out your referring sites

- Just simply monitoring basic traffic trends?

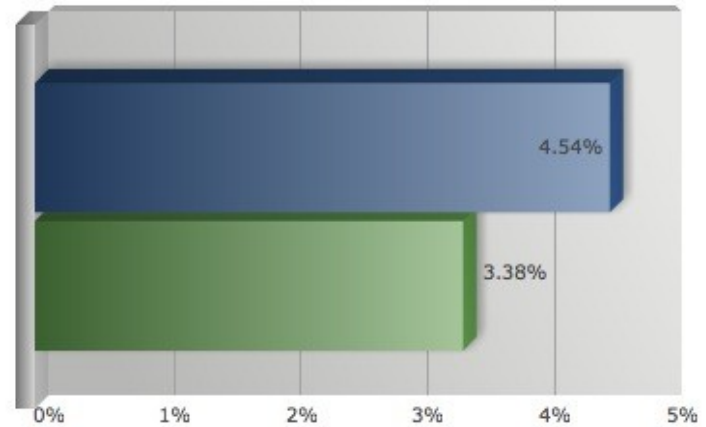
- Visitors, PageViews/Visitor, Referring Sites, Bounces

# Email

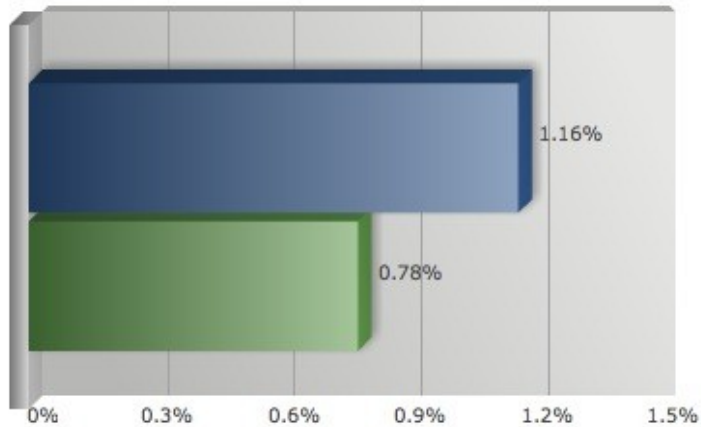
**Percent Opened:**



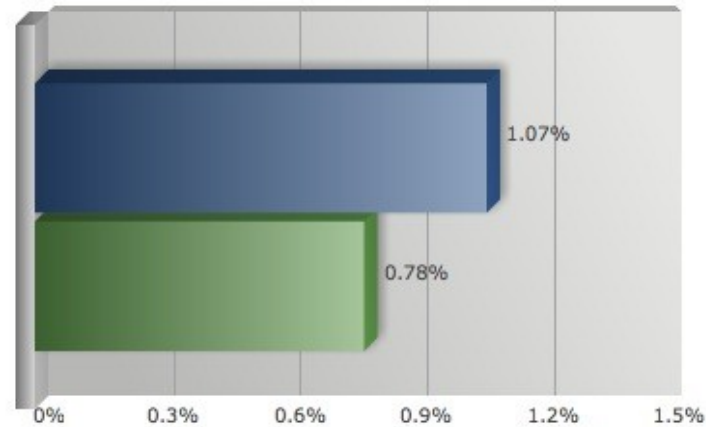
**Percent Clicked:**



**Percent Bounced:**



**Percent Unsubscribed:**



# Email

- ▶ Analytics come from your blasting software
  - Vertical Response, MailChimp, MyEmma, etc.
- ▶ All should have ability to track:
  - Open Rates (Standard ~16%)
  - Click Rates (Standard ~3%)
  - Unsubscribes
  - Bounces (hard & soft)

# Using Email Analytics

## ▶ Subject Line Optimization

- A/B Testing
- What gets the most opens?

## ▶ Message Content Optimization

- What gets the most clicks?

## ▶ Segmentation after Sign-Up

- Those who clicked on this get this email in the future
- Those who clicked on that get that email in the future

## ▶ Determining proper pacing for messaging

- Pay attention to jumps in unsubscribe rates to determine your spamming potential

# Twitter

The image shows a screenshot of the Twitter homepage. At the top, there is a navigation bar with the Twitter logo, a search box, and links for Home, Profile, Messages, and Who To Follow. The user's name, 'aspirationtech', is visible in the top right corner. Below the navigation bar is a large text input field with the placeholder 'What's happening?'. Underneath this field are tabs for 'Timeline', '@Mentions', 'Retweets', 'Searches', and 'Lists'. The main content area displays a list of tweets. The first tweet is from 'johnhaydon' (John Haydon) about 53 million WordPress websites. The second is from 'ntenhross' (Holly Ross) about Blue Avocado. The third is from 'nonprofitsrule' (CompassPoint Nonprof) about a presentation. The fourth is from 'msurman' (Mark Surman) about hacks and hackers. The fifth is from 'amyrsward' (Amy Sample Ward) about a book. On the right side, there are sections for 'Your Tweets' (576), 'Following' (117), and 'Followers' (303,252). Below these are sections for 'Who to follow' with a list of accounts like GuideStarUSA, mstein63, and SmartNonprofits. At the bottom right, there is a 'Trends' section with various hashtags and topics like #TheHelpMovie, #ProfissaoTwitter, #prayforlondon, #WhyAreYou, Happy Women's Day, Darcus Howe, Matthew Upson, and Ryo Miyaichi.

twitter  Home Profile Messages Who To Follow aspirationtech

What's happening?

Timeline @Mentions Retweets Searches Lists

**johnhaydon** John Haydon  
53 million WordPress websites and counting -> <http://ow.ly/5YW2M>  
3 minutes ago

**ntenhross** Holly Ross  
If you haven't, check out Blue Avocado. It rocks, and I read every article: <http://bit.ly/rucTw> #nptech  
6 minutes ago

**nonprofitsrule** CompassPoint Nonprof  
More than 1/3 of presenters @ #11npd authored incredible books on #nonprofit #strategy #management #fundraising #ROWE. <http://ow.ly/5YVvK>  
8 minutes ago

**msurman** Mark Surman  
Hacks and hackers meld minds <http://wp.me/p1pBB-FR>  
11 minutes ago

**amyrsward** Amy Sample Ward  
[@dkrumlauf](http://twitter.com/dkrumlauf) hehe, you always get a point in my book!  
17 minutes ago

Your Tweets **576**  
2 Aug: Apply for Doc Camp with FLOSS Manuals/Booki...

Following **117** Followers **303,252**

Who to follow · refresh · view all

**GuideStarUSA** GuideStar USA · Follow  
Promoted

**mstein63** Michael Stein · Follow  
Followed by @benrigby and others.

**SmartNonprofits** MN Nonprofits · Follow  
Followed by @learnphil and others.

Trends · Worldwide · change

**#TheHelpMovie** Promoted

**#ProfissaoTwitter**

**#prayforlondon**

**#WhyAreYou**

Happy Women's Day

Darcus Howe

Matthew Upson

Ryo Miyaichi

# Twitter

- ▶ No Built-in Analytics :(
  - YET
- ▶ There are ways to track interaction
  - Followers
  - Retweets
  - @ Mentions
  - Use of your hashtag
  - Outside Services
    - URL shorteners (e.g. Bit.ly)
    - Favstar.fm
    - Klout



How to stop Facebook from using Facial Recognition on You:  
[lifehack.kr/k9Hqk8](http://lifehack.kr/k9Hqk8) #privacy via @lifehacker

8 Jun via Twitter for Mac

☆ Favorite ↩ Reply 🗑 Delete

Retweeted by [ClaireInParis](#) and 8 others



# Using Twitter Analytics

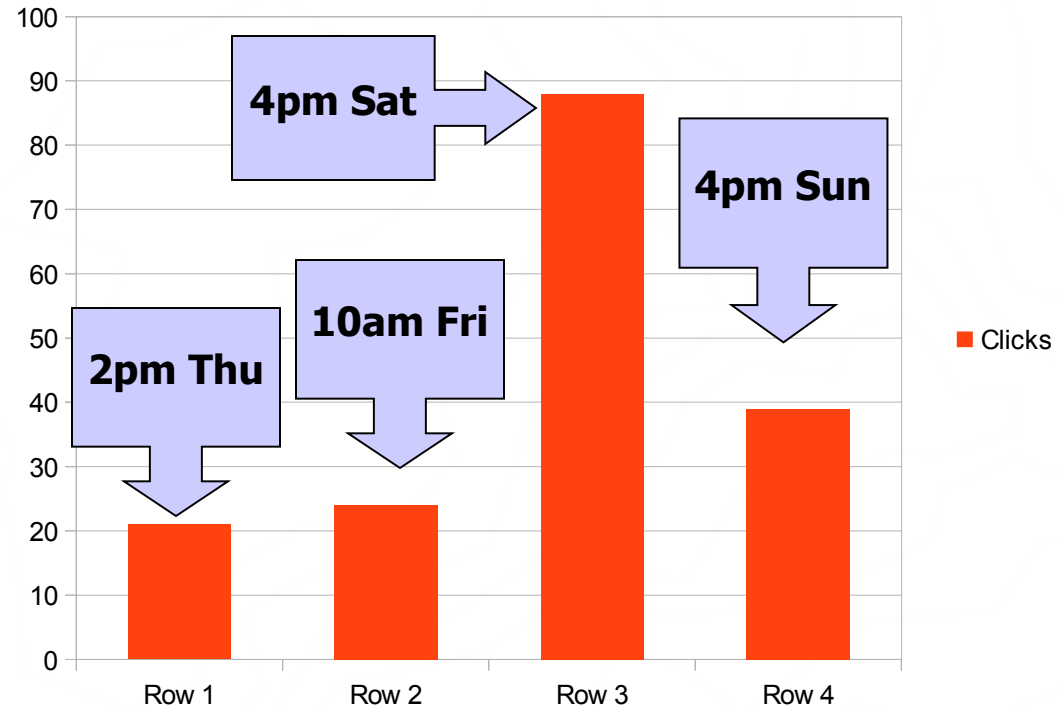
## ▶ Message

### Optimization

- What content gets most clicks, retweets?
- What time of day gets most clicks, retweets?

## ▶ Determining proper pacing for messaging

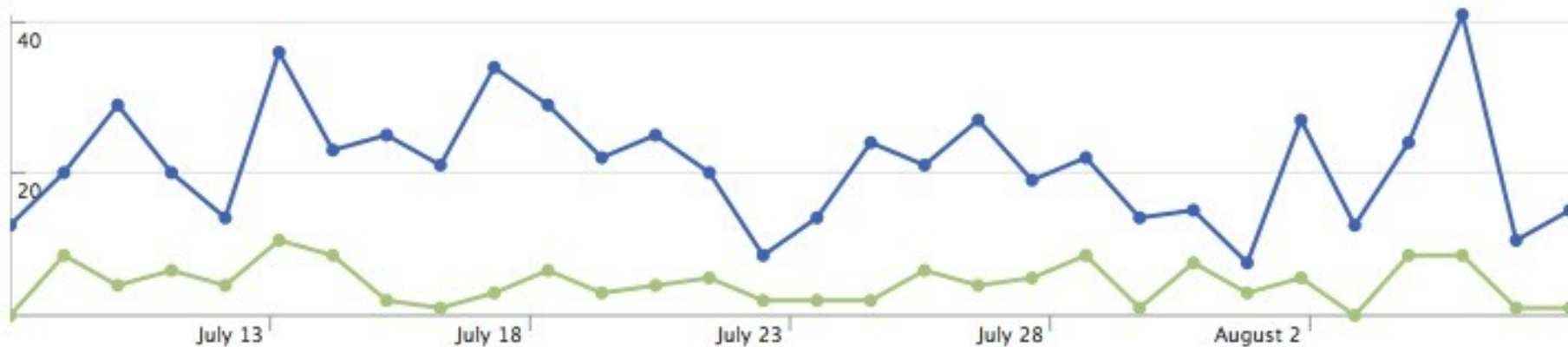
- useQwitter.com



# Facebook

## Page Views?

Page Views  Unique Page Views



## Total Tab Views?

536 Wall  
42 Photos  
27 Information  
26 Events  
4 Events | pe

## External Referrers?

7 aspirationtech.org  
4 blog.socialsourcecommons.org  
2 search.creativecommons.org  
1 us.nc.yhs.search.yahoo.com  
1 google.com  
1 google.co.th



# Facebook

## ▶ Facebook PAGES have “Insights”

- Groups do not
- Profiles do not



## ▶ Stats you can Track

- # Likes
- # Post Views
- # Active Users
- Demographics (e.g. Age)
- # Page Views
- Media Consumption
- Post Impressions
- Post Feedback
- and so much more...

# Using Facebook Analytics

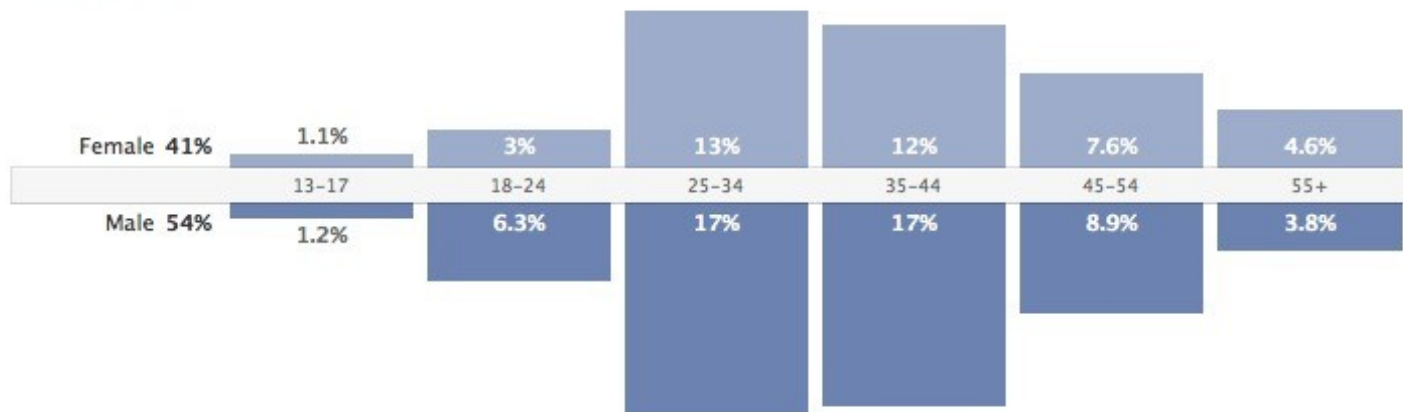
## ▶ Message Optimization

- What content gets most interaction?
- What content gets most impressions?
- Country or Language-specific statuses

## ▶ Determining your audience

- Facebook has amazing demographic information

Gender and Age?



# Social Media Dashboard

► Your real-time window into your mentions online

The dashboard is titled "Aspiration's Social Media Dashboard" and features a navigation bar with tabs for: Aspiration (190) Edit, Social Source Commons, SSC Blog (2), Answer, Fundraising, NP Tech Blogs, Nonprofit Software Dev. Summit, OTT, Central Valley, and New Tab.

**Twitter Search: 'aspirationtech'**

- peterscampbell:** Off to the @aspirationtech 5 year anniversary party in SF. Who's with me? - 3 days ago
- mistavila:** bah ha ha ha, just another day at work. #pushups #aspirationtech staff training <http://twitpic.com/61fb5j> - 3 days ago
- urbanlabs:** RT @aspirationtech: Apply for Doc Camp with FLOSS Manuals/Book! Applications close Friday <http://t.co/PysAOV9> - 6 days ago
- ArtSpark:** many many thanks to Matt Garcia @aspirationtech for a fantastic webinar re: online comm and the arts sponsored by @artspark @creativeabq - 6 days ago
- aspirationtech:** Apply for Doc Camp with FLOSS Manuals/Book! Applications close Friday <http://t.co/PysAOV9> - 6 days ago
- AnthonyDuke:** @aspirationtech REMINDER TOMORROW Aug 3The Westin BWI-12-5Interview With L-3Startis, LOCKHEED MARTIN & 25top companies <http://bit.ly/p56yGZ> - 6 days ago

**Recent Uploads tagged aspirationtech**

prev next



"Effective Online Advocacy for Grassroots Organizations" at the California Endowment in LA.  
Made Possible by the California Consumer Protection Foundation.

**Comment Search for "aspirationtech"**

- aspirationtech - Social Mention**
- Export to Outlook or iCal (.ics) - 2 weeks ago - 3 weeks ago 2 weeks ago
- Allen Gunn's Page - FrontlineSMS 2 weeks ago
- Events - telecentre-europe 2 weeks ago
- Open Translation Tools 2009 - telecentre-europe 1 month ago
- Friendster - Heather 1 month ago
- Gerardo Capiel 1 year ago
- "Język polski jako obcy" - Społeczne Pracownie 2 years ago

**Twitter Search: "allen gunn"**

- treehuggingr14u:** RT @LeafLesbians: "Even in my dreams I engaged in the pursuit of freedom." ~ Poet Paula Allen Gunn - 3 days ago
- remoteCSW:** RT @LeafLesbians: "Even in my dreams I engaged in the pursuit of freedom." ~ Poet Paula Allen Gunn - 3 days ago

**Twitter Search: 'nptech'**

- anushamadhavan:** RT @TechSoup: In case you missed the webinar on Microsoft's new #nonprofit donation program, you can watch the recording: <http://bit.ly/msftaug4> #nptech - 7 minutes ago
- MoabCAC:** RT @amyrvox: 7 Habits of Effective Personal Fundraisers from @CauseVox <http://t.co/V9PjM4j> via #nptech #fundraising - 17 minutes ago

**link:aspirationtech.org - Google Blog**

- 2 weeks ago
- 2 weeks ago
- How Do You Rate the People You Love? | Social Source Commons Blog** 3 weeks ago
- 3 weeks ago
- How to Manage an Email Discussion List to Invite Collaboration

# Workflow

## ▶ Send Action Alert

- Go through Pub Matrix and send according to message calendar
- After action time period complete, check out analytics
  - Use Dashboard to SEE the content that corresponds with the #s
- Fill in analytics doc to compare to past messaging
  - Adjust publishing matrix, message calendar accordingly

# Section Summary

- ▶ What are your goals for these channels?
  - Identifying them clears up the utility of analytics
- ▶ Use a document to track stats over time
  - A simple spreadsheet works fine
- ▶ Start small. Iterate up
- ▶ Make small changes to messaging over time to take advantage of what analytics tell you

# End Of Section

- ▶ Questions?
- ▶ Comments?

## Thank You!

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