

# 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

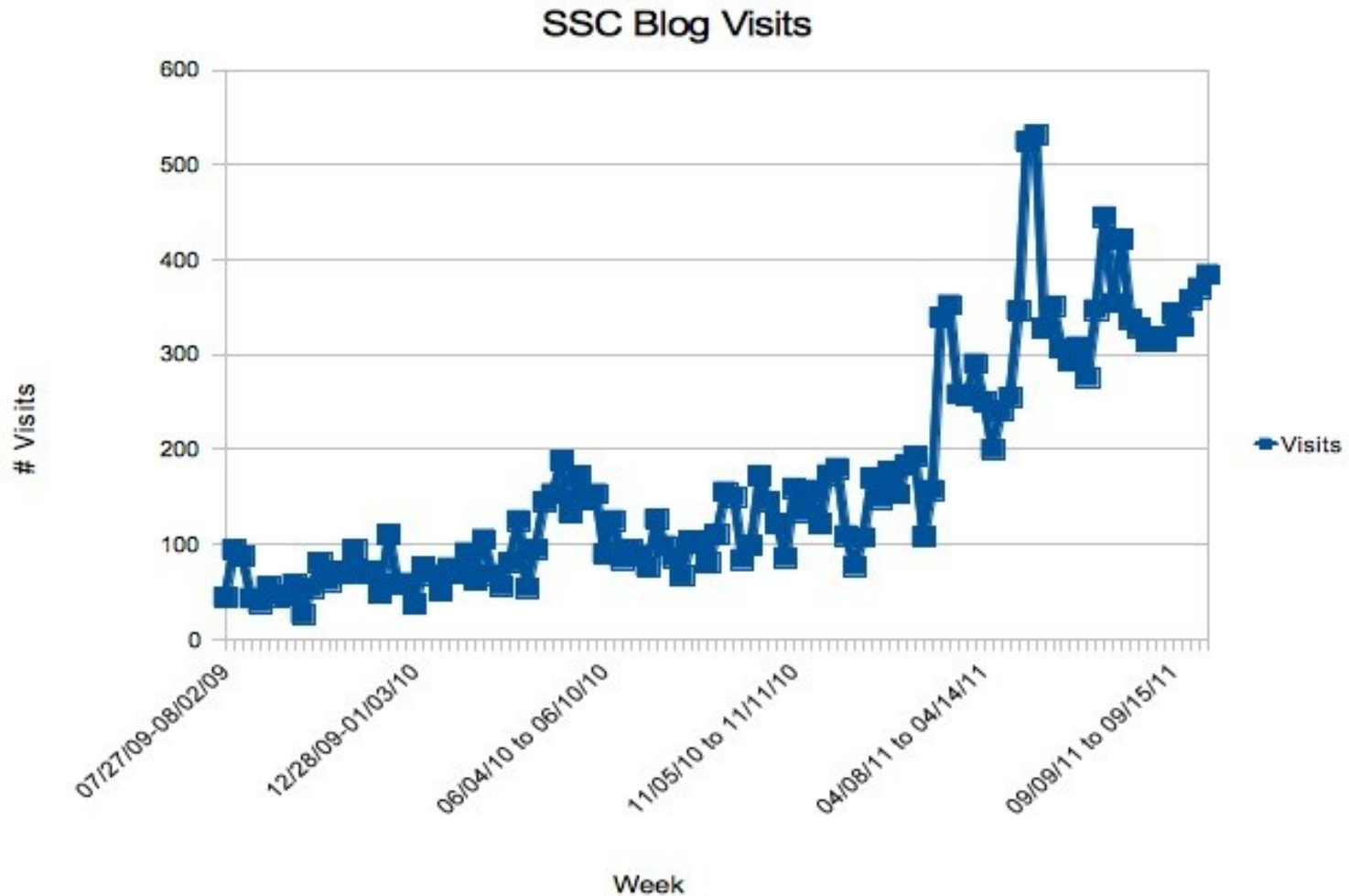
# Tracking Document

- ▶ 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	DA	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>	hosted.vertica	hosted.vertica	socialsource	t.co (18)	community.mis.temple.edu (17)			
<b>Top Page</b>	/2011/04/face	/2011/04/face	/2011/04/face	/2011/04/face	/2011/04/facebook-page-vs-group/			
<b>Second Most Popular Page</b>	/2011/03/crea	/2011/04/ima	/2011/04/ima	/2011/03/crea	/2011/03/creating-share-this-on-facebooktwitter-links/			
<b>Third Most Popular Page</b>	/2011/04/ima	/2011/03/crea	/2011/03/crea	/	/			

# Traffic Doc Example



# Web Site

Google Analytics

New Version | [googlegrants@aspirationtech.org](mailto:googlegrants@aspirationtech.org) | [Settings](#) | [My Account](#) | [Help](#) | [Sign Out](#)

Analytics Settings | View Reports: [aspirationtech.org](#)

My Analytics Accounts: [Aspiration](#)

## Dashboard

- [Intelligence <sup>Beta</sup>](#)
- [Visitors](#)
- [Traffic Sources](#)
- [Content](#)
- [Goals](#)

## Custom Reporting

### My Customizations

- [Custom Reports](#)
- [Advanced Segments](#)
- [Intelligence <sup>Beta</sup>](#)
- [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
  - Vaguely Evil
  - Incredible data 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...

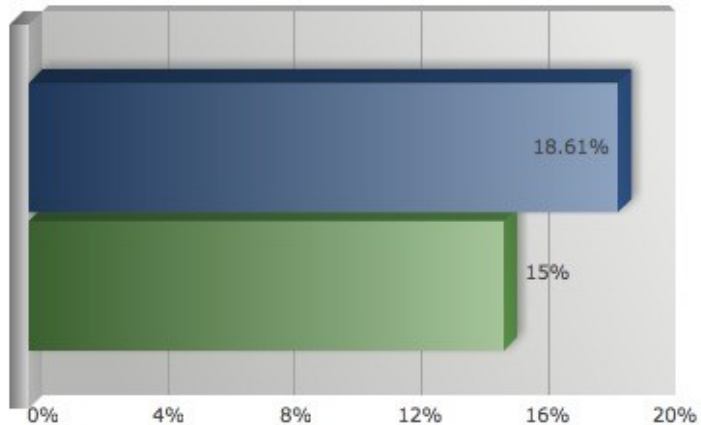


# Using Web Site Analytics

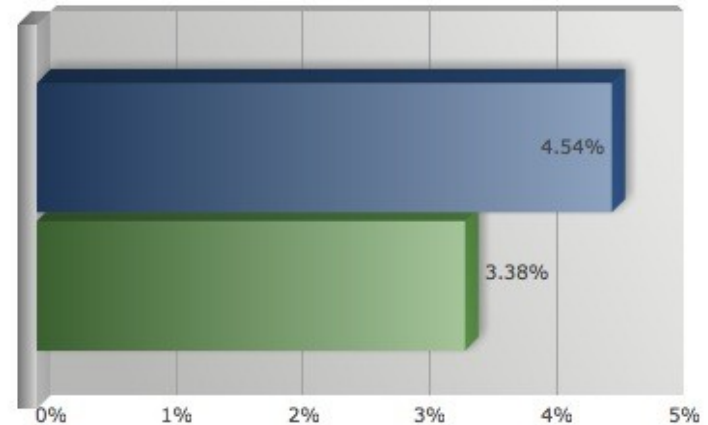
- ▶ There are many things to track; What is your goal?
  - Determining your audiences?
    - Start at your most popular pages
  - Figuring out if social media is driving your traffic?
    - Check out your referring sites
  - Just simply monitoring basic traffic trends?
    - Visitors, PageViews/Visitor, Referring Sites, Bounces

# Email

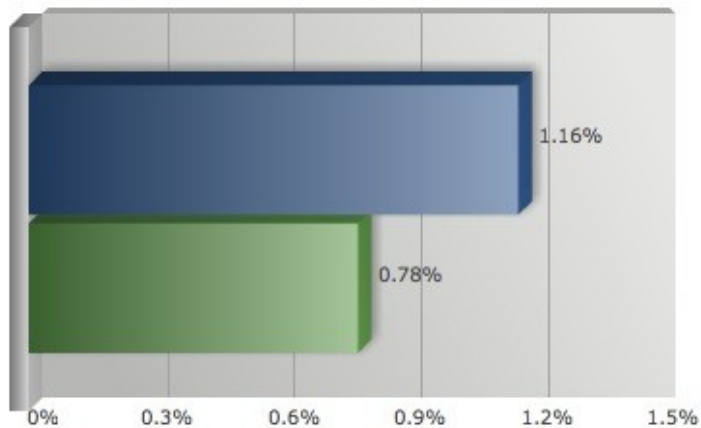
**Percent Opened:**



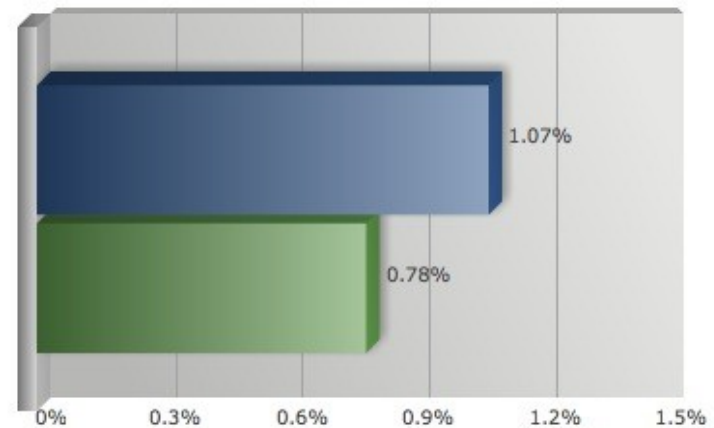
**Percent Clicked:**



**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


  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: [#npotech](http://bit.ly/rucTw)  
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:  
[lifelhack.kr/k9Hqk8](http://lifelhack.kr/k9Hqk8) #privacy via  
[@lifelhacker](https://twitter.com/lifelhacker)

8 Jun via Twitter for Mac

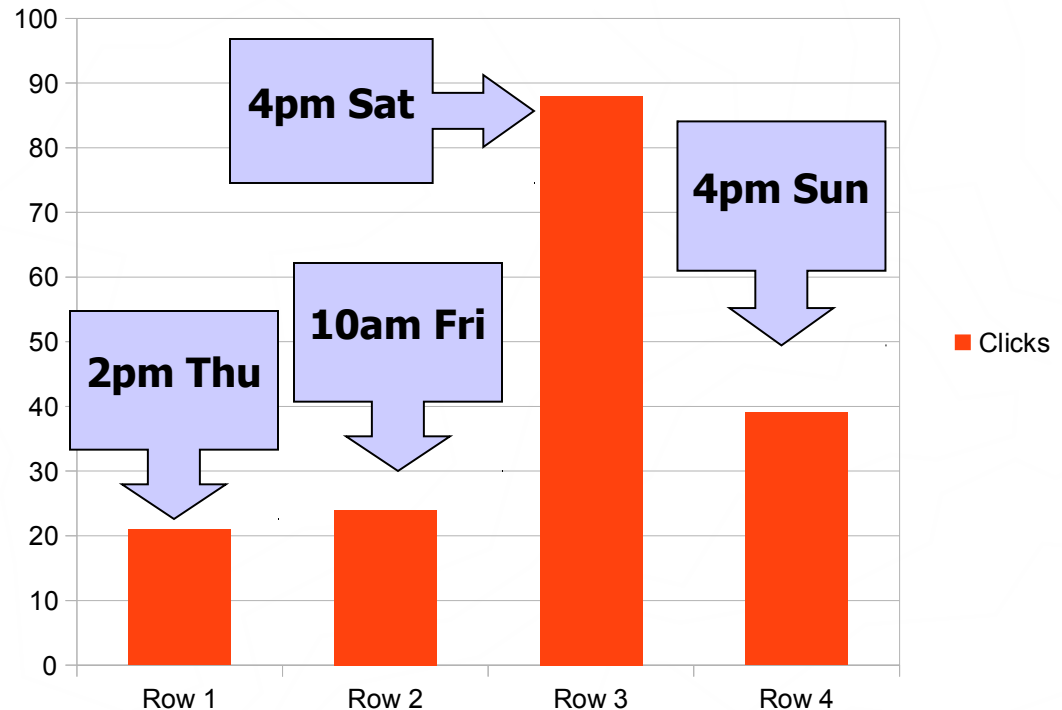
☆ Favorite ↻ Reply 🗑 Delete

Retweeted by [ClaireInParis](#) and 8 others



# Using Twitter Analytics

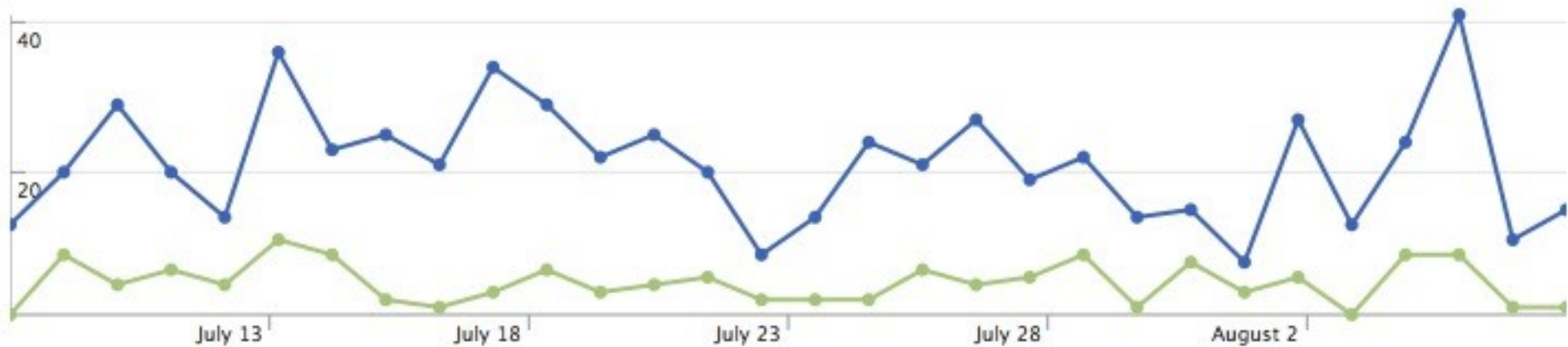
- ▶ **Message Optimization**
  - What content gets most clicks, retweets?
  - What time of day gets most clicks, retweets?
- ▶ **Determining proper pacing for messaging**
  - [useQtwitter.com](https://useQtwitter.com)
  - [who.unfollowed.me](https://who.unfollowed.me)



# 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

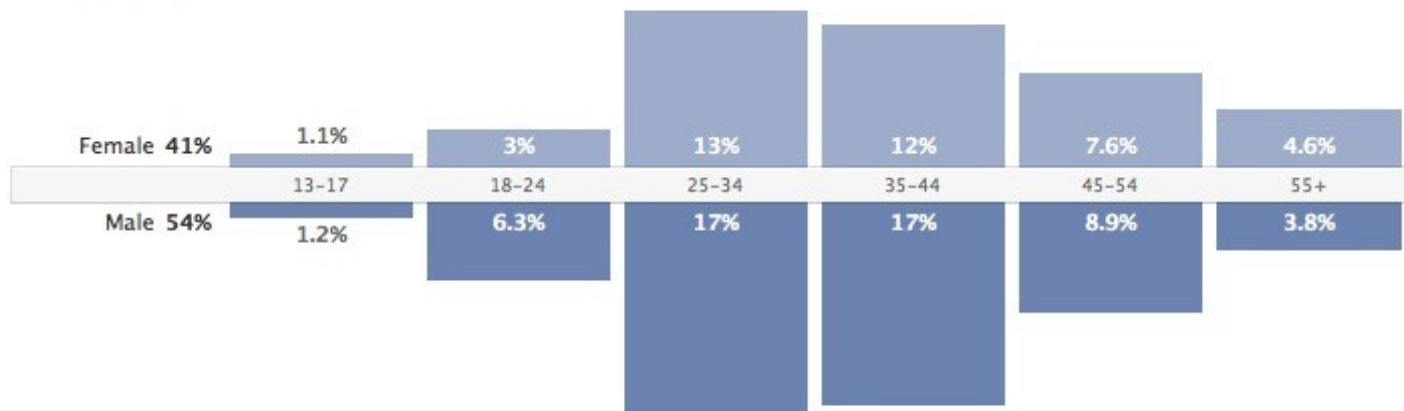
## ► Message Optimization

- 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: Aspiration (190), 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
- AnthonyDuque:** @aspirationtech REMINDER TOMORROW Aug 3 The Westin BWI-12-5 Interview 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"**

★ (5) 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

★ (5) aspirationtech - Social Mention

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**Twitter Search: 'np tech'**

- 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> #np tech - 7 minutes ago
- MoabCAC:** RT @amysward: 7 Habits of Effective Personal Fundraisers from @CauseVox <http://t.co/V9PjN4j> via #np tech #fundraising - 17 minutes ago

**(12) 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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