

# Metrics That Matter

Establishing a measurement framework and analytics implementation that improves your marketing performance



**MOVEMBER<sup>®</sup>**

**SUPPORTER**

# The Marketing Problem

**“Marketing isn’t brought to the table as frequently with the C-suite as other parts of organization.”**

— Financial-services CMO

**“They [the rest of the C-suite] never see marketing as a serious topic. They really need to work on trusting us.”**

— Insurance-company CMO

**“If a campaign goes well, it’s because the sales team did well. If it goes badly, it’s marketing’s fault.”**

— Former entertainment-company president

## WHY ARE CMOs DROPPING LIKE FLIES?

Intense Demand to Prove ROI Is Contributing to Churn

## Marketing budget growth stalls as CMOs fail to prove ROI

*Marketing budgets hit a plateau in 2017 as CMOs “became distracted” by a heavy focus on operations and tactics or large cross-functional initiatives, such as customer experience, according to a new study.*

1,685 views | Feb 17, 2018, 09:39pm

## New Report Shows A Crisis In CMO Succession Planning And Record High CMO Turnover



Harvard  
Business  
Review

## THE TROUBLE WITH CMOs

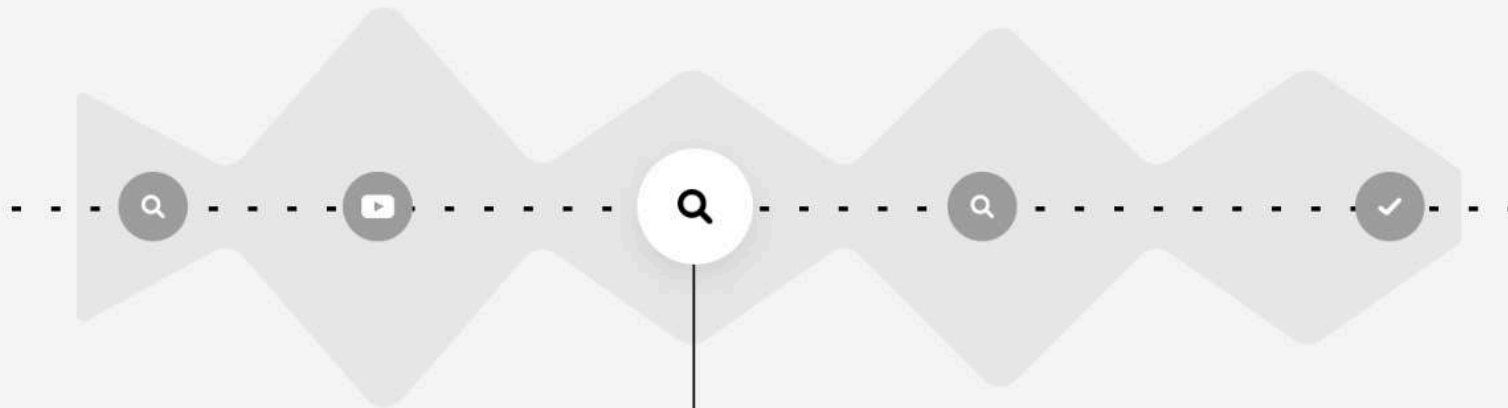
THE TOP MARKETING JOB IN THE COMPANY IS A MINEFIELD WHERE MANY TALENTED EXECUTIVES FAIL. IN THIS ISSUE WE EXAMINE WHAT MAKES THE POSITION SO RISKY—AND HOW FIRMS CAN SET CMOs UP FOR SUCCESS.





Justin, 19

Total Touchpoints: over 375



Total searches: 8

#### KEY SEARCHES ACROSS MOBILE

- Q Best cheap headphones
- Q Best wireless headphones
- Q Best wired headphones 2017





The top 100 most mature marketers on the measurement area, are four times more likely to exceed their business goals compared to the 100 least mature marketers in the same area of expertise.

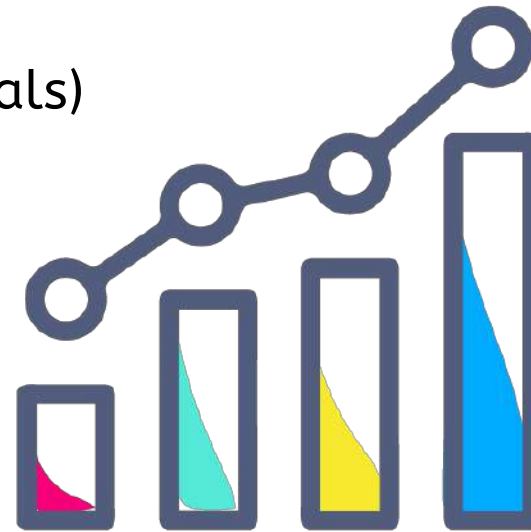
\*If measurement is still not your top priority, here's why it should be,\* April 2019, [ThinkwithGoogle.com.tr](https://www.thinkwithgoogle.com/tr)

*“Marketers with more advanced measurement strategies, link marketing activities with company-wide results such as profit or revenue.”*

# The Measurement Framework

# Digital Marketing & Measurement Model

- Business Objectives (Macro Goals)
- Goals (Macro & Micro Goals)
- KPIs
- Target Setting
- Segmentation



# Digital Marketing & Measurement Model

**Business Objective** – Grow to £x Turnover by EOFY 2021

**Generate Awareness**

**Generate Leads**

# Digital Marketing & Measurement Model

**Business Objective** – Grow to £x Turnover by EOFY 2021

## Generate Awareness

**Website Goal:** Improve recognition of Liberty as a specialist marketing agency.

## Generate Leads

**Website Goal:**  
Enquiry via forms  
(Name & Email)

**Website Goal:**  
Capture leads  
through content

# Digital Marketing & Measurement Model

**Business Objective** – Grow to £x Turnover by EOFY 2021

## Generate Awareness

**Website Goal:** Improve recognition of Liberty as a specialist marketing agency.

**KPI:** Non branded new visits to core service pages.

## Generate Leads

**Website Goal:**  
Enquiry via forms  
(Name & Email)

**Website Goal:**  
Capture leads  
through content

**KPI:** Enquiries

**KPI:**  
Email Captures



# Digital Marketing & Measurement Model

**Business Objective** – Grow to £x Turnover by EOFY 2021

## Generate Awareness

**Website Goal:** Improve recognition of Liberty as a specialist marketing agency.

**KPI:** Non branded new visits to core service pages.

**Target:** x non branded new visits per month

## Generate Leads

**Website Goal:**  
Enquiry via forms  
(Name & Email)

**Website Goal:**  
Capture leads  
through content

**KPI:** Enquiries

**KPI:**  
Email Captures

**Target:** x per  
month

**Target:** x email  
captures

# Digital Marketing & Measurement Model

**Business Objective** – Grow to £x Turnover by EOFY 2021

## Generate Awareness

**Website Goal:** Improve recognition of Liberty as a specialist marketing agency.

**KPI:** Non branded new visits to core service pages.

**Target:** x non branded new visits per month

**Segments:** Location, Traffic Sources, New, Landing Page, Source

## Generate Leads

**Website Goal:**  
Enquiry via forms  
(Name & Email)

**Website Goal:**  
Capture leads  
through content

**KPI:** Enquiries

**KPI:**  
Email Captures

**Target:** x per  
month

**Target:** x email  
captures

**Segments:** Source, Conversion, Path,  
New v Returning, Lead Quality

# Digital Marketing & Measurement Model

**Business Objective** – Grow to £x Turnover by EOFY 2021

## Establish Brand

**Website Goal:** Win New Visitors

**Website Goal:** Build Fan Base

**KPI:** Market Share of Visits/ New Visits

**KPI:** Fan Base Connections

**Target:** x new visits per month

**Target:** x mailing list sign ups per month

**Segments:** Sources, New, Landing Page, Gender, Age

## Increase Sales

**Website Goal:** Improve CVR

**Website Goal:** Increase AOV

**KPI:** CVR

**KPI:** AOV

**Target:** 1.78%

**Target:** £93.03

**Segments:** Sources, New, Landing Page, Gender, Age, On site search v non search, product recommendations

**Collection, Reporting, Analysis**

Collection

# Data Collection



- Make sure your data is clean
- Set goal triggers
- Create behaviour goals using tag manager
- Integrate with other data sources

# Clean Your Data



- Ghosts & Crawlers
- Bot traffic
- Internal traffic
- Tools/Third-party sites



# Create a Custom Filter

The screenshot displays the Meticulosity Admin interface, which is organized into three main vertical panels. The top navigation bar includes a search icon, a home icon, and a sidebar with various tool icons. The main content area is divided into three sections: Account, Property, and View.

**Account Panel:** Features a search bar, a '+ Create Account' button, and a dropdown menu for 'Meticulosity'. Below this are links for 'Account Settings', 'User Management', 'All Filters', 'Change History', and 'Trash Can'.

**Property Panel:** Features a search bar, a '+ Create Property' button, and a dropdown menu for 'https://www.meticulosity.com'. Below this are links for 'Property Settings', 'User Management', '.js Tracking Info', and a 'PRODUCT LINKING' section with links for 'Google Ads Linking', 'AdSense Linking', 'Ad Exchange Linking', and 'All Products'.

**View Panel:** Features a search bar, a '+ Create View' button, and a dropdown menu for 'www.meticulosity.com (unfiltered)'. Below this are links for 'View Settings', 'User Management', 'Goals', 'Content Grouping', 'Filters', 'Channel Settings', 'Ecommerce Settings', and 'Calculated Metrics BETA'. The 'View' section is highlighted with a red box.

# Create a Filter

The screenshot displays the 'Edit Filter' configuration page. The top navigation bar includes a search icon and two tabs: 'ADMIN' (active) and 'USER'. The left sidebar contains a home icon, a grid icon, a clock icon, a user icon, a share icon, a calendar icon, and a flag icon. The main content area is titled 'Edit Filter' and contains the following sections:

- Filter Information**: A section header.
- Filter Name**: A text input field containing 'Exclude Cayman Office'.
- Filter Type**: Two tabs, 'Predefined' (selected) and 'Custom'.
- Filter Configuration**: Three dropdown menus showing 'Exclude', 'traffic from the IP addresses', and 'that are equal to'.
- IP address**: A text input field containing '208.168.230.226'.
- Filter Verification**: A section header with a help icon.

The sidebar also features a 'View' button and a '+ Create View' button. Below these, there is a list of settings: 'View Settings', 'User Management', 'Goals', 'Content Grouping', 'Filters' (highlighted in red), 'Channel Settings', and 'Ecommerce Settings'.

# Create a Custom Filter

Source ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?
Ghost Spam	327 % of Total: 0.32% (103,618)	98.47% Avg for View: 76.88% (28.11%)	322 % of Total: 0.40% (79,645)	28.75% Avg for View: 76.36% (-82.35%)
1. site4.free-share-buttons.com	76 (23.24%)	100.00%	76 (23.60%)	0.00%
2. free-share-buttons.com	75 (22.94%)	100.00%	75 (23.28%)	12.00%
3. guardlink.org	38 (11.62%)	100.00%	38 (11.80%)	100.00%
4. free-social-buttons.com	27 (8.26%)	100.00%	27 (8.39%)	0.00%
5. site2.free-share-buttons.com	27 (8.26%)	100.00%	27 (8.39%)	0.00%
6. www.event-tracking.com	18 (5.50%)	100.00%	18 (5.59%)	0.00%
7. www.Get-Free-Traffic-Now.com	18 (5.50%)	100.00%	18 (5.59%)	100.00%
8. youporn-forum.ga	12 (3.67%)	91.67%	11 (3.42%)	100.00%
9. site3.free-share-buttons.com	9 (2.75%)	100.00%	9 (2.80%)	0.00%
10. site1.free-share-buttons.com	4 (1.22%)	100.00%	4 (1.24%)	0.00%

## Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

Filter
Sessions ▼
Exclude ▼

Source
matches regex
orbis.bvdinfo.com.ezproxy.bem.edu|xyz|
- OR AND

semalt|ranksonic|timer4web|anticrawler|dailyrank|siteevaluation|uptime(robot|bot|check|\\-|\\.com)|foxweber|:8888|mycheaptraffic|bestbaby\\.life|(blogping|blogseo)\\.xyz|(10best|auto|express|audit|dollars|success|top1|amazon|commerce|resell|99)\\-?seo

# Set Goals



- URLs
- Time
- Pages/Visit
- Events

# URL Destination

## Goals (set 1): Goal 4

### General Information

Goal Name

☒ Active ☐ Inactive

Goal Type ☒ URL Destination  
☐ Visit Duration  
☐ Page/Visit  
☐ Event

### Goal Details

Goal URL

e.g. For the goal page <http://www.mysite.com/thankyou.html> enter [/thankyou.html](#). To help you verify that your goal URL is set up correctly, please see the tips [here](#).

Match Type

Case Sensitive ☐

URLs entered above must exactly match the capitalization of visited URLs.

Goal Value optional

### Goal Funnel

A funnel is a series of pages leading up to the goal destination. For example, the funnel may include steps in your checkout process that lead you to the thank you page (goal).

Use funnel ☐

Please note that the funnels that you've defined here only apply to the Funnel Visualization Report. Note: URL should not contain the domain (e.g. For a step page <http://www.mysite.com/step1.html> enter [/step1.html](#)).

[Cancel](#)

# Visit Duration

## Goals (set 1): Goal 4

### General Information

Goal Name

☒ Active ☐ Inactive

Goal Type ☐ URL Destination  
☒ Visit Duration  
☐ Page/Visit  
☐ Event

### Goal Details

Visits with	Condition	Hours	Minutes	Seconds
<input checked="" type="radio"/> Visit Duration	Greater than ▼	<input type="text"/>	<input type="text"/>	<input type="text"/>
Goal Value <small>optional</small>		<input type="text"/>		

Save

Cancel

# Pages/Visit Goals

## Goals (set 1): Goal 4

### General Information

Goal Name

☒ Active ☐ Inactive

Goal Type

- ☐ URL Destination  
☐ Visit Duration  
☒ Page/Visit  
☐ Event

### Goal Details

Visits with

Condition

Number of Pages Visited

Pages Visited

Greater than



Goal Value optional

Save

Cancel



# Event

## Goals (set 1): Goal 4

### General Information

Goal Name

☒ Active ☐ Inactive

Goal Type ☐ URL Destination  
☐ Visit Duration  
☐ Page/Visit  
☒ Event

### Goal Details

1. Configure a combination of one or more event conditions from the list below

Category

Action

Label

Value

2. For an event that meets the above conditions set the following goal value

☒ Use the actual Event Value

Goal Value ☐ Use a constant value



















Save

Cancel

# Measure Behaviour Using Google Tag Manager

- Scroll Depth
- AMP Page Views
- Mobile Apps
- Button Clicks (add to cart, subscribe etc.)
- Social Button Clicks
- Contact clicks
- File Downloads
- Outbound Clicks
- Form Submissions
- Checkboxes
- Install Remarketing Pixels
- Ecommerce Features
- Video Plays
- Visitor Navigation

# Third Party Integration

 <b>New Goals</b> Triggered when a new goals is added.	 <b>New Account</b> Triggers when a new account is created.
 <b>New Campaign</b> Triggers when a new campaign is created.	 <b>New Case</b> Triggers when a new case is created.
 <b>Closed Opportunity</b> Triggers when an opportunity is closed.	 <b>New Contact</b> Triggers when a new contact is created.
 <b>New Custom Object</b> Triggers when a new custom object (of the type you choose) is created.	 <b>New Custom Object Type</b> Triggers when you add a new type of custom object to Salesforce. Typically you want to use the "New Custom Object" trigger, not this.
 <b>New Event</b> Triggers when a new event is created.	 <b>New Folder</b> Triggers when a new folder is created.
 <b>New Lead</b> Triggers when a new lead is created.	 <b>New Note</b> Triggers when a new note is created.
 <b>New Opportunity</b> Triggers when a new opportunity is created.	 <b>New Outbound Message</b> Triggered when a new Outbound Message is received.
 <b>New Task</b> Triggers when a new task is created.	 <b>Updated Opportunity</b> Triggers when an opportunity is updated.
 <b>Create Account</b> Create a new account.	 <b>Create Attachment</b> Create a new attachment (max 25MB).

# Third Party Integration

```
<script type="text/javascript">
  document.getElementById('FORM_ID').addEventListener(
    'submit', function(event) {
      ga(function() {
        var tracker = ga.getAll()[0];
        var clientId = tracker.get('clientId');
        document.getElementById('GAClientID').value = clientId;
        var userId = tracker.get('userId');
        document.getElementById('GAUSERID').value = userId;
      });
    });
</script>
```

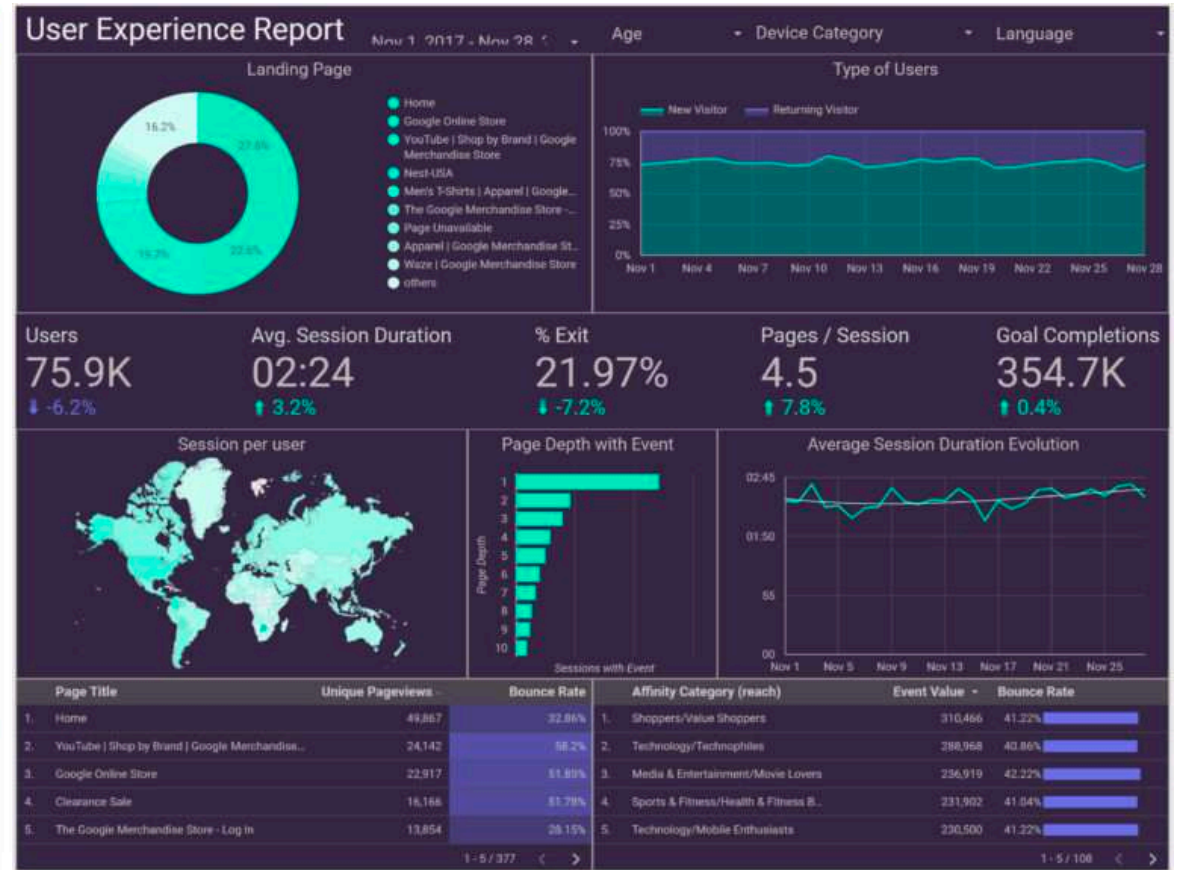
# Reporting

# Reporting



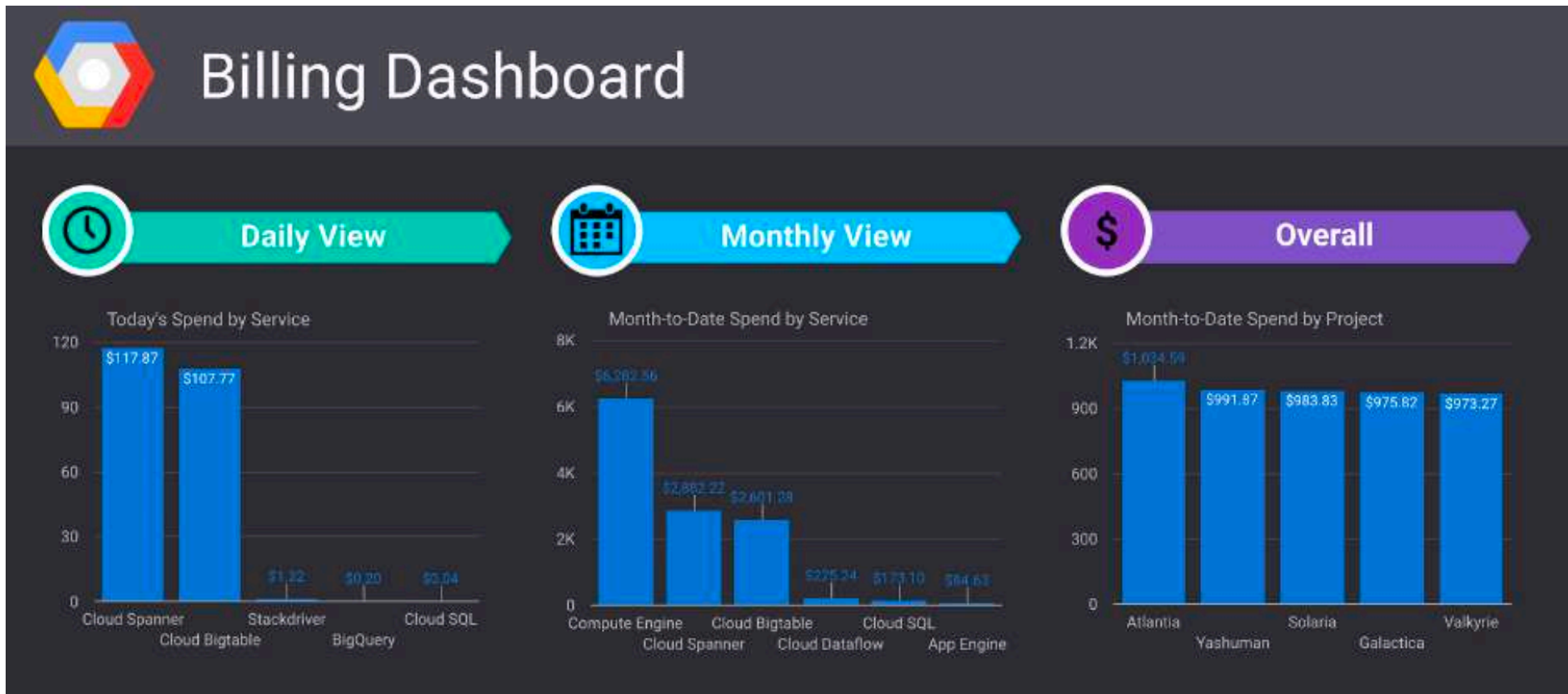
- Build progress updates into your culture
- Create easy to access dashboards
- Only report on metrics that matter
- Attribution. Attribution. Attribution

# Dashboards

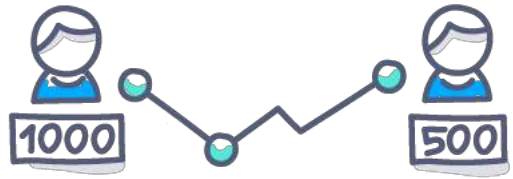




# Dashboards

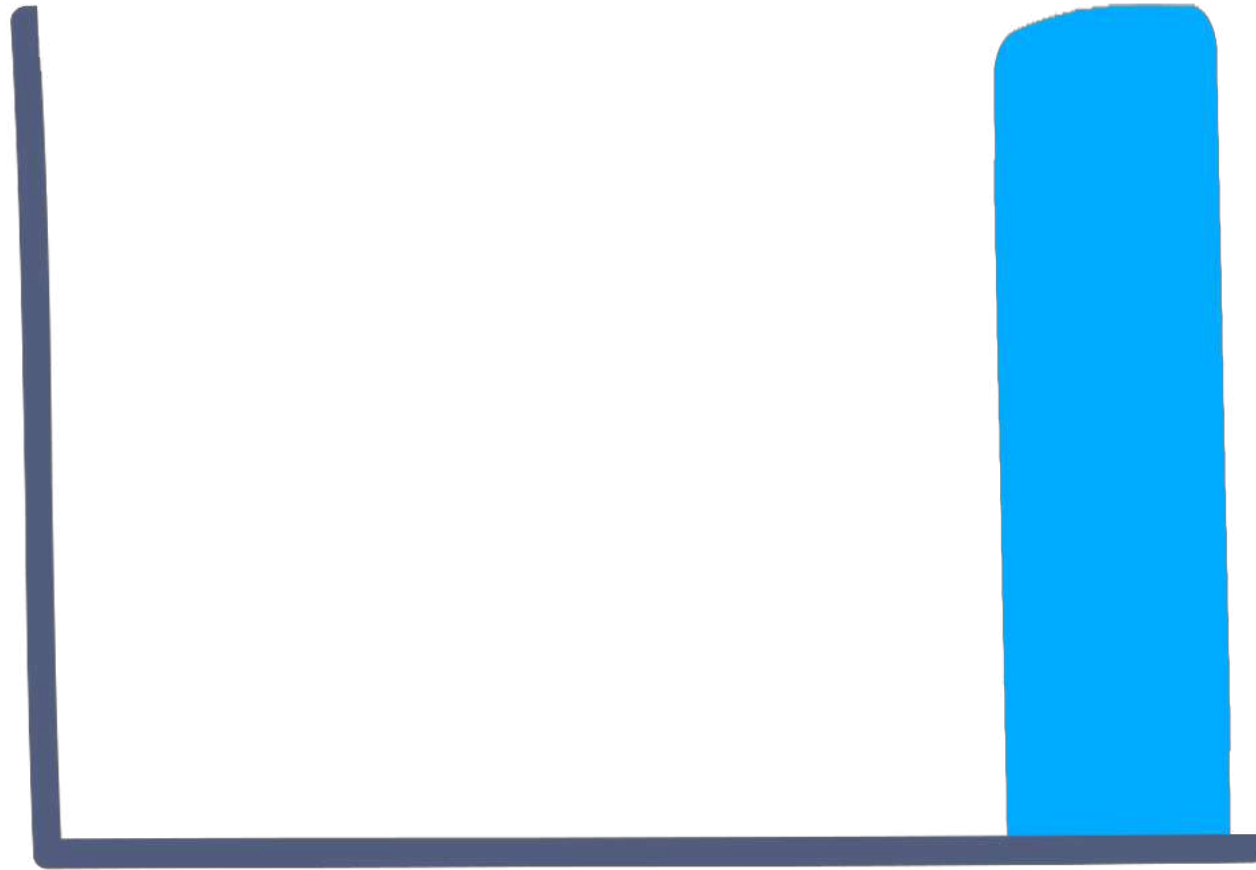


# Attribution



-  Last Click
-  First Click
-  Linear
-  Position Based
-  Time Decay

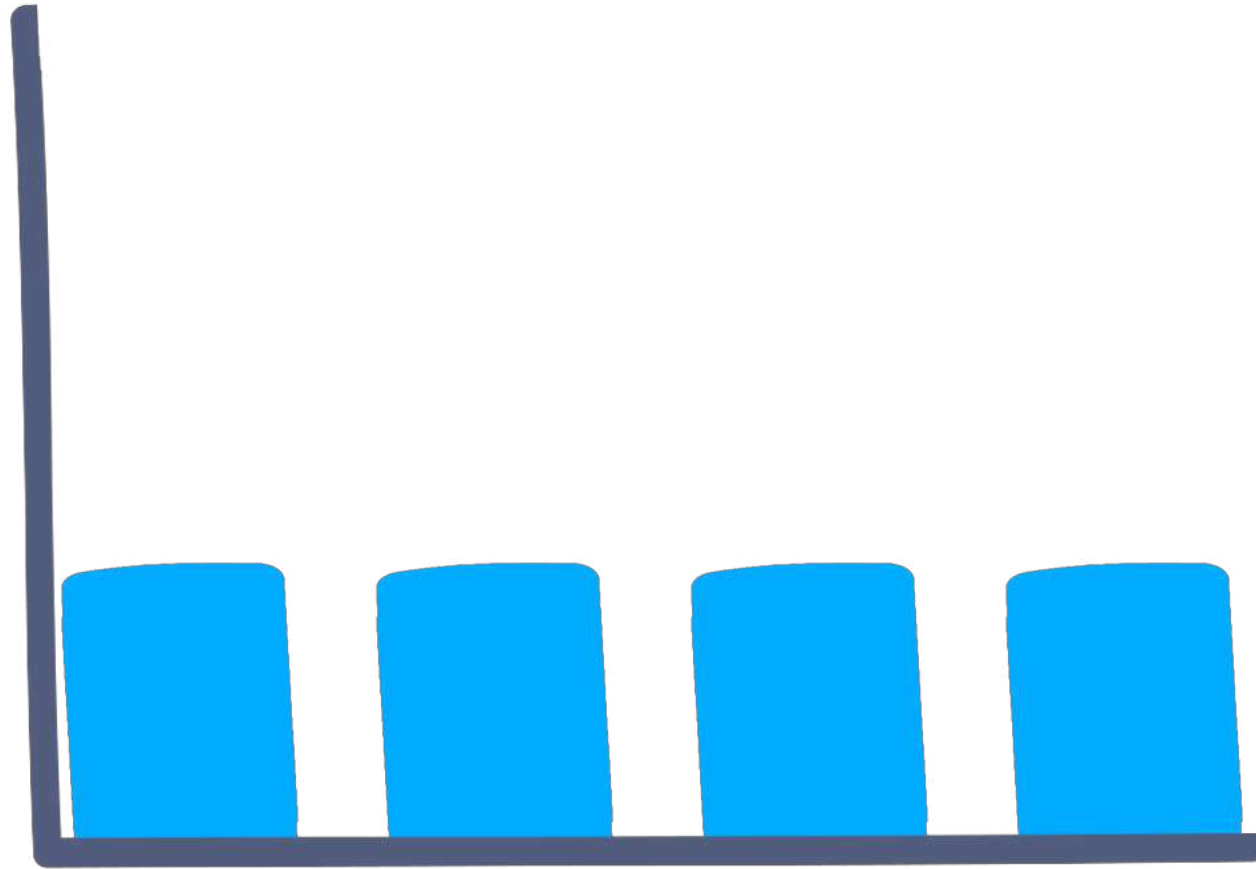
# Last Click



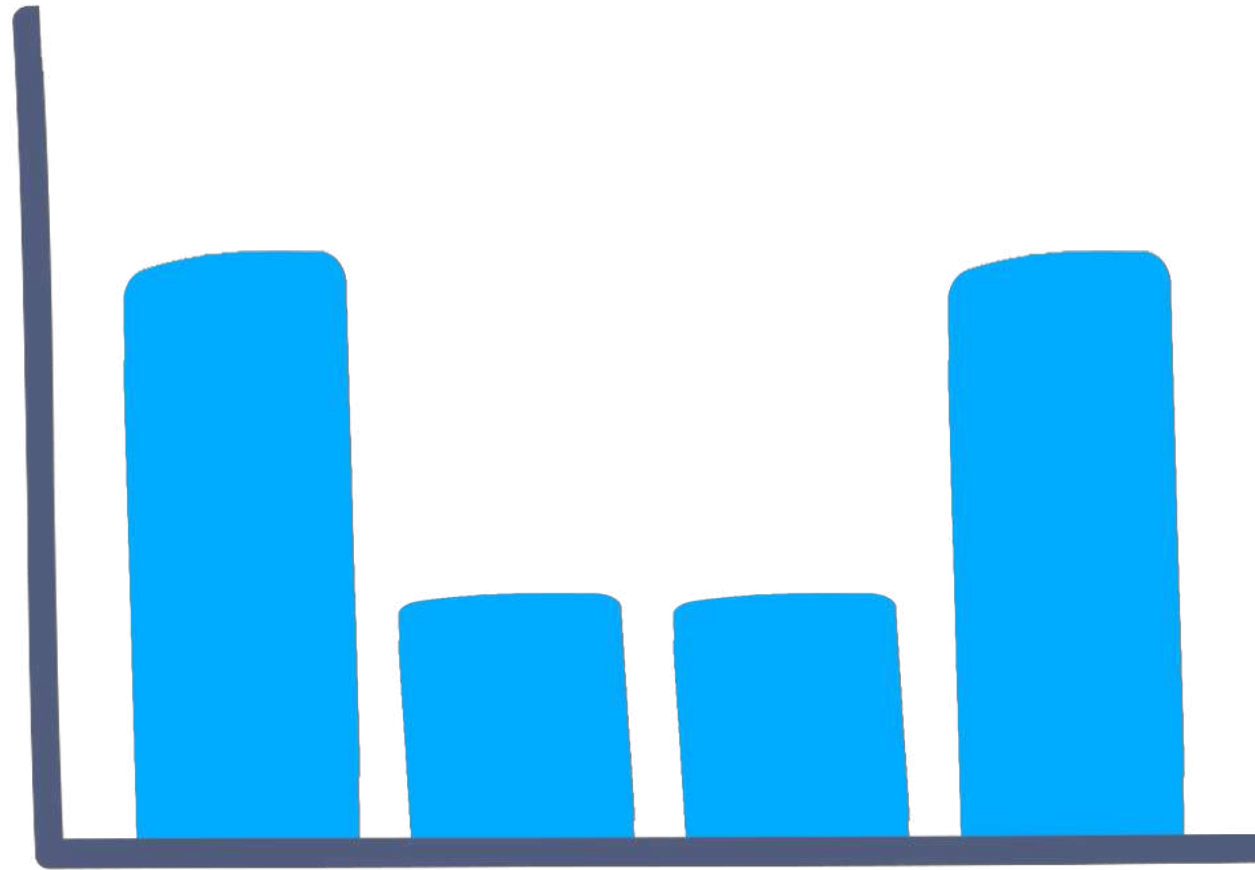
# First Click



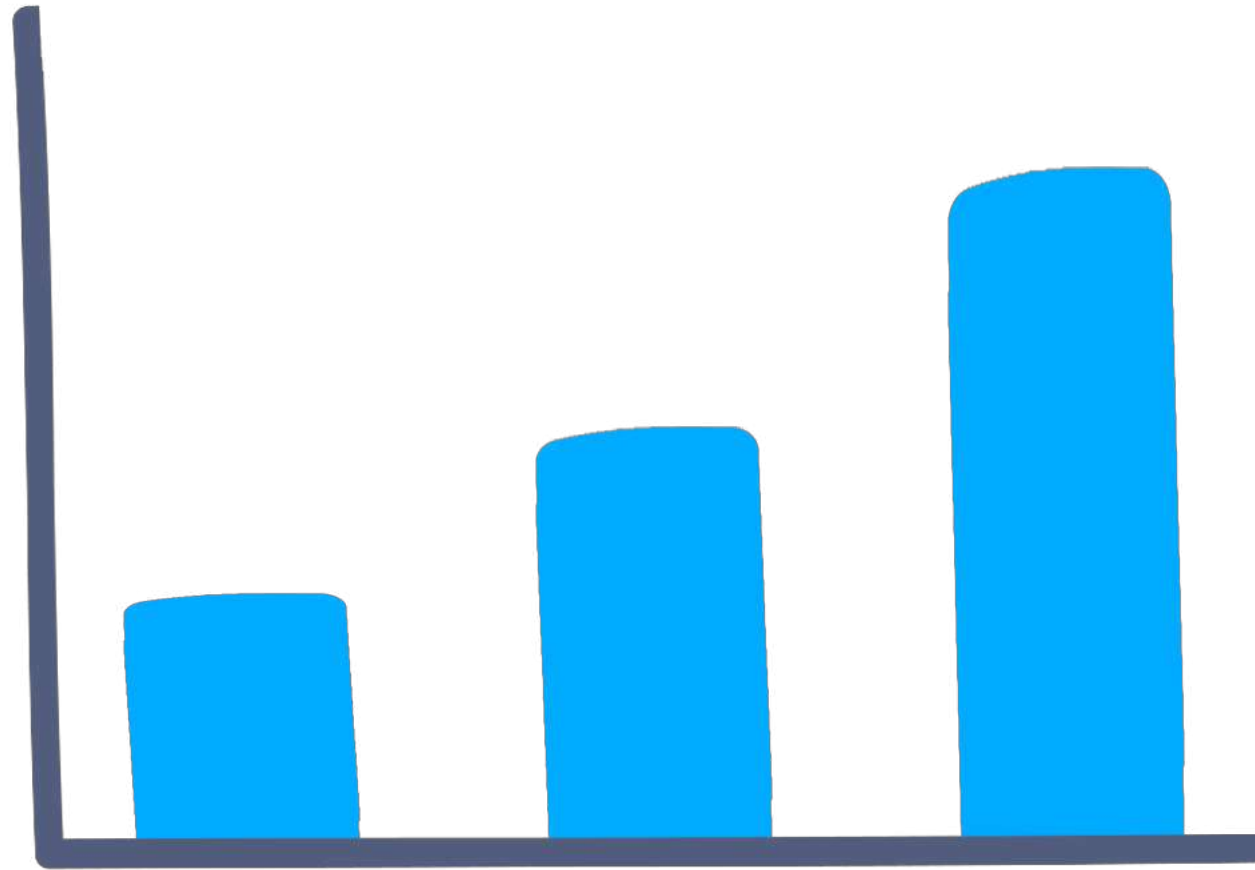
# Linear



# Position Based



# Time Decay



# Model Comparison Tool



Last Interaction

vs



First Interaction

vs



Linear

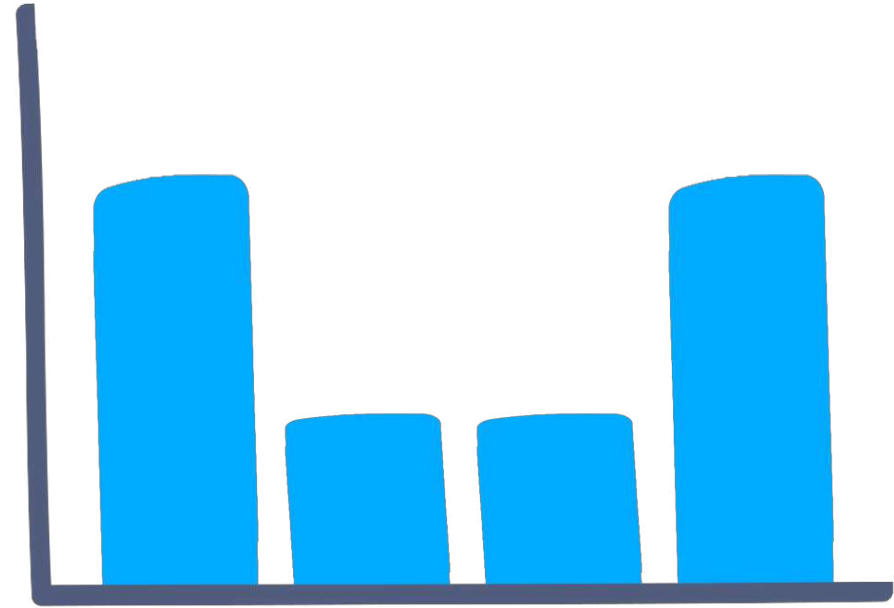
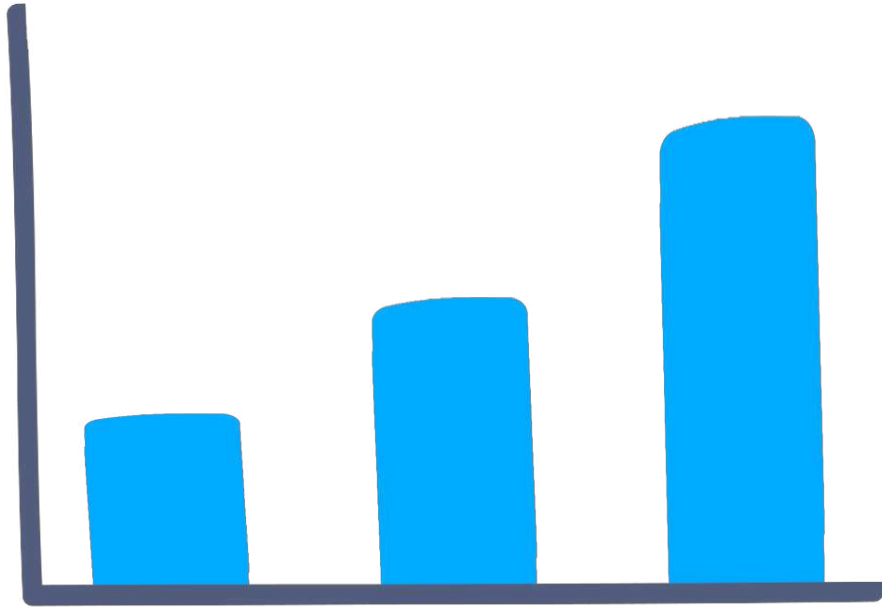
 Primary Dimension: **MCF Channel Grouping** [Default Channel Grouping](#) [Source/Medium](#) [Source](#) [Medium](#) [Other](#) [Channel Groupings](#)

 Secondary dimension ▼

MCF Channel Grouping <span>?</span>		Spend (for selected time range)	Conversions & CPA <span>▼</span>					
			Last Interaction		First Interaction		Linear	
			Conversions <span>?</span> <span>↓</span>	CPA <span>?</span>	Conversions <span>?</span>	CPA <span>?</span>	Conversions <span>?</span>	CPA <span>?</span>
1.	Direct	—	1,059.00 (52.74%)	—	660.00 (32.87%)	—	895.84 (44.61%)	—
2.	Organic Search	—	491.00 (24.45%)	—	650.00 (32.37%)	—	550.51 (27.42%)	—
3.	Referral	—	264.00 (13.15%)	—	469.00 (23.36%)	—	348.45 (17.35%)	—
4.	Paid Search	US\$257.60	134.00 (6.67%)	US\$1.92	161.00 (8.02%)	US\$1.60	149.08 (7.42%)	US\$1.73
5.	(Other)	—	40.00 (1.99%)	—	41.00 (2.04%)	—	41.05 (2.04%)	—
6.	Other Advertising	—	11.00 (0.55%)	—	17.00 (0.85%)	—	12.25 (0.61%)	—
7.	Social Network	—	7.00 (0.35%)	—	8.00 (0.40%)	—	8.62 (0.43%)	—
8.	Display	—	2.00 (0.10%)	—	2.00 (0.10%)	—	2.20 (0.11%)	—



# Custom



# Analysis

# Digital Marketing & Measurement Model

**Business Objective** – Grow to £x Turnover by EOFY 2021

## Establish Brand

**Website Goal:** Win New Visitors

**Website Goal:** Build Fan Base

**KPI:** Market Share of Visits/ New Visits

**KPI:** Fan Base Connections

**Target:** x new visits per month

**Target:** x mailing list sign ups per month

**Segments:** Sources, New, Landing Page, Gender, Age

## Increase Sales

**Website Goal:** Improve CVR

**Website Goal:** Increase AOV

**KPI:** CVR

**KPI:** AOV

**Target:** 1.78%

**Target:** £93.03

**Segments:** Sources, New, Landing Page, Gender, Age, On site search v non search, product recommendations

# Segments

All Users

Choose segment from list

+ NEW SEGMENT

Import from gallery

Share segments

View

Search segments

VIEW SEGMENTS

All

System

Custom

Shared

Starred

Selected

Segment Name	Created	Modified	
<input checked="" type="checkbox"/> <input type="star"/> All Users			Actions ▾
<input type="checkbox"/> <input type="star"/> Bounced Sessions			Actions ▾
<input type="checkbox"/> <input type="star"/> Converters			Actions ▾
<input type="checkbox"/> <input type="star"/> Direct Traffic			Actions ▾
<input type="checkbox"/> <input type="star"/> Made a Purchase			Actions ▾
<input type="checkbox"/> <input type="star"/> Mobile and Tablet Traffic			Actions ▾
<input type="checkbox"/> <input type="star"/> Mobile Traffic			Actions ▾
<input type="checkbox"/> <input type="star"/> Multi-session Users			Actions ▾
<input type="checkbox"/> <input type="star"/> New Users			Actions ▾

Apply

Cancel

# Segments

SaveCancelPreviewSegment is visible in any View [Change](#)

Demographics

Technology

Behaviour

Date of First Session

Traffic Sources

Enhanced E-commerce

Advanced

Conditions

Sequences

### Demographics

Segment your users by demographic information.

Age ?

☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+

Gender ?

☐ Female ☐ Male ☐ Unknown

Language ?

contains ▼

Affinity Category (reach) ?

contains ▼

In-Market Segment ?

contains ▼

Other Category ?

contains ▼

Location ?

Continent ▼

contains ▼

### Summary

100.00%

of users

Users

-

Sessions

-

100.00% of sessions

No Filters

# Top Conversion Paths

Find reports & more

% of Total: 37.93% (58) % of Total: 10.00% (€100.00)

Primary Dimension: MCF Channel Grouping Path Source/Medium Path Source Path Medium Path Other Channel Groupings

Secondary dimension

advanced

MCF Channel Grouping Path	Conversions	Conversion Value
1. Direct × 2	3 (13.64%)	€0.00 (0.00%)
2. Paid Search → Direct × 6 → Referral → Direct × 6 → Email → Direct × 13	2 (9.09%)	€0.00 (0.00%)
3. Paid Search → Direct × 6 → Referral → Direct × 6 → Email → Direct × 14	2 (9.09%)	€0.00 (0.00%)
4. Direct × 4 → Display → Referral	2 (9.09%)	€0.00 (0.00%)
5. Direct → Referral	2 (9.09%)	€0.00 (0.00%)
6. Paid Search → Direct × 6 → Referral → Direct × 6 → Email → Direct × 9	1 (4.55%)	€0.00 (0.00%)
7. Paid Search → Display × 2	1 (4.55%)	€0.00 (0.00%)
8. Paid Search × 2 → Display	1 (4.55%)	€0.00 (0.00%)
9. Direct × 6 → Organic Search → Direct × 3	1 (4.55%)	€0.00 (0.00%)
10. Direct × 4 → Organic Search → Direct × 7 → Social Network → Direct × 4	1 (4.55%)	€0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 16

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# Automated & Custom Insights

The screenshot displays a dashboard titled "Insights" with a grid of nine insight cards. The top right corner features "Manage" and "Create" buttons. The cards are organized into two columns: the first column contains three "CUSTOM INSIGHT" cards, and the second column contains two "CUSTOM INSIGHT" cards followed by two "AUTOMATED INSIGHT" cards. Each card includes a lightbulb icon, a title, a description, and a timestamp. A "Load more" button is located at the bottom center of the grid.

Insight Type	Insight Title	Description	Timestamp
CUSTOM INSIGHT	Revenue was less than \$100,000.00 in the last hour	On October 14, 2019 from 1:00 PM to 1:59 PM	
CUSTOM INSIGHT	Users was greater than 0 in the last hour	On October 14, 2019 from 1:00 PM to 1:59 PM	
CUSTOM INSIGHT	Conversions was less than 10 in the last hour	On October 14, 2019 from 1:00 PM to 1:59 PM	
CUSTOM INSIGHT	Total users was greater than 100 in the last hour	On October 14, 2019 from 1:00 PM to 1:59 PM	
CUSTOM INSIGHT	Total users increased by more than 1% in the last hour	On October 14, 2019 from 1:00 PM to 1:59 PM	
CUSTOM INSIGHT	Users was less than 10,000,000,000 in the last hour	On October 14, 2019 from 1:00 PM to 1:59 PM	
CUSTOM INSIGHT	Total users decreased by more than 1% in the last hour	On October 14, 2019 from 1:00 PM to 1:59 PM	
AUTOMATED INSIGHT	Engagement time was 291% higher than average for people who use "iPad Air".	From October 4 to 13, 2019	
AUTOMATED INSIGHT	Engagement time was 186% higher than average for people who use "iPad Pro 9.7 inch".	From October 4 to 13, 2019	

# Takeaways



# Takeaways



- Make sure you have a measurement framework in place
- Ensure your data is as accurate as possible
- Make reporting easier for yourself with dashboards
- Attribution can help you make better marketing decisions

**“Marketing and data in particular are first-class citizens in a way they were not four to five years ago.”**

— Direct-to-consumer entertainment company CEO

**“It used to be that the CMO worked in a world very different from the rest of the executives. Marketing was more of a craft and not as measurable. [Data] has changed how the C-suite is interacting with marketing. Now it’s very hard to separate company strategy from marketing strategy.”**

— Former retail CEO



@\_libertydigital  
@pm\_hunter



/company/liberty-marketing-ltd  
/in/pmhunter/



libertymarketing.co.uk

# Thanks