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Measuring the Success of Your Efforts

Thursday, Feb. 22, 8:30-10 a.m.

About me



- President and lead consultant, Dot Org Solutions
- More than 30 years of experience in marketing, planning and operations
- Frequent blogger, presenter and writer on marketing and leadership
- B.S. in Journalism, Bowling Green State Univ. (OH)
- Graduate, Goldman Sachs 10KSB Program
- Data and tech nerd

Prior session recap

- Have a detailed marketing plan for hiring.
- Break down goals into smaller objectives.
- Know your competitors and what sets you apart from them.
- Be thoughtful about selecting the right marketing channels.
- Use storytelling to engage with potential hires.

What we will cover today

- Key digital and traditional metrics and what they mean
- Using these metrics to measure campaign success
- Understanding what the data means through real-life examples
- Open Q&A – ask me anything about our sessions that you want to confirm before we are done.

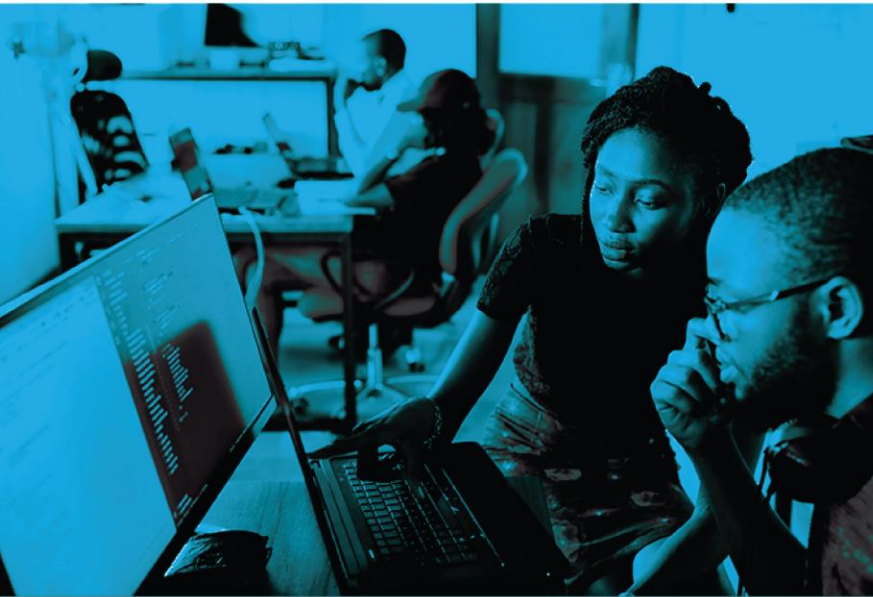
Why are metrics important?

- Give a real-time view of campaign performance
- Provide flexibility so adjust your strategy based on goals
- Save money by focusing on methods that work
- Show true growth and overall ROI



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Paid & Organic Social Media



Social media

- Clicks – User takes a desired action from paid or organic social
 - Ex: Clicks a link, video, etc.
- Interactions – A combination of likes, shares and clicks.
 - Helps you pinpoint the most relevant content for your audience.
 - Tells you what post interactions work for each marketing goal.

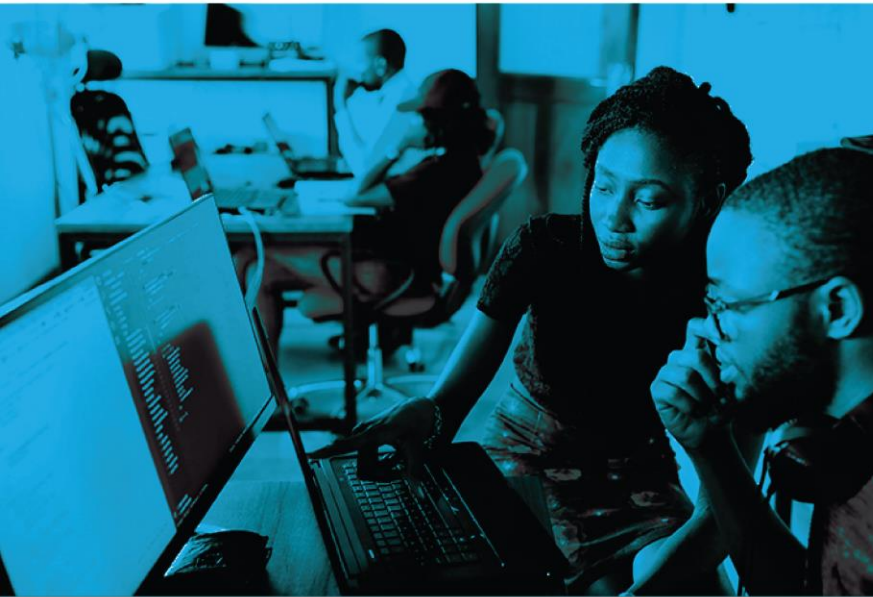
Social media

- Impressions – Number of times a post appears in someone’s feed.
 - Not as important as engagement but can give great insight
- Engagement – How much users are interacting with your content.
 - Ex: Likes, comments, shares, link clicks etc.
 - Shows content effectiveness + how users are reacting



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Paid Digital



Google Display

- Cost per thousand impressions (CPM)– Price for 1,000 ad impressions
- Engagement rate – Frequency of interaction with your ad (clicks)

Google Search

- Cost per click (CPC) – Price you pay every time a user clicks on your ads.
- Clicks – Count of clicks from a Google search result that brought a user to your landing page.
- Impressions – How many links to your site a user saw on the Google search results.
 - Counted when a user visits the page of results that your link is on, even if the result was not scrolled into view.

Google Search

- Conversion rate – How often people who click on your ad go on to complete desired action ie. applying.
- Cost-per-acquisition – Amount you spend on Google Ads divided by the number of conversions
 - Shows how well these campaigns drive users to apply.
- Quality score – Google’s rating of the quality/relevance of the keyword, ad and landing page.
 - Helps you understand the effectiveness of your keyword and ads.

YouTube

- Cost per view – Average price you pay when someone views your ad.
 - CPV is measured differently for each ad
 - Skippable in-stream video – only pay if a user watches at least 30 seconds of your ad, finishes your ad or clicks on your ad
 - Non-skippable in-stream video ads – User must watch until end
 - Bumper ads – Only pay if entire ad is watched
 - In-feed video ads – Only pay when a person clicks on the video thumbnail

YouTube

- View rate – Percent of impressions that resulted in a view.
 - Aim for a 10-15% view rate.
 - A low view rate suggests that your content isn't hooking viewers.
- Interactions/engagements – Shows how many people watched at least 10 seconds of your ad.
 - Helps to show the value and performance of your campaign.

Other paid digital

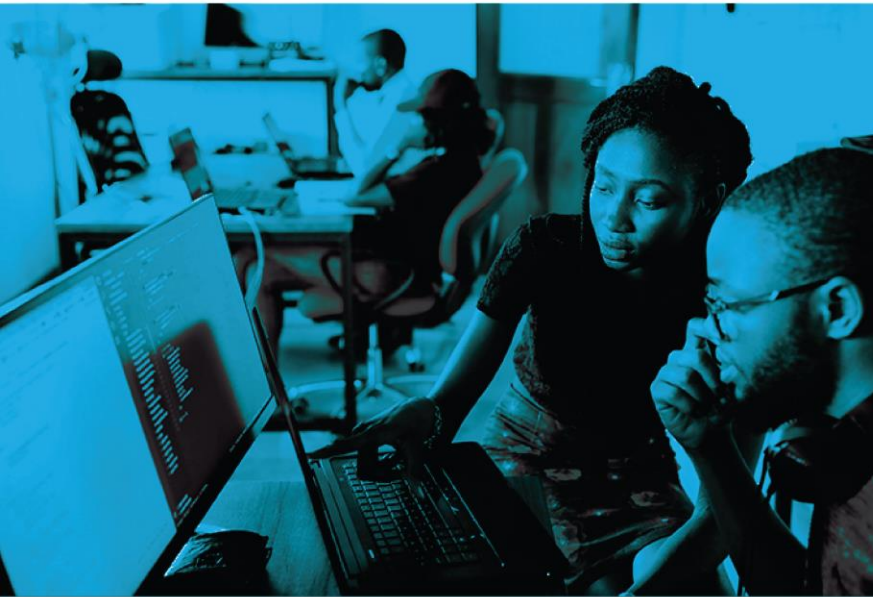
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Your website



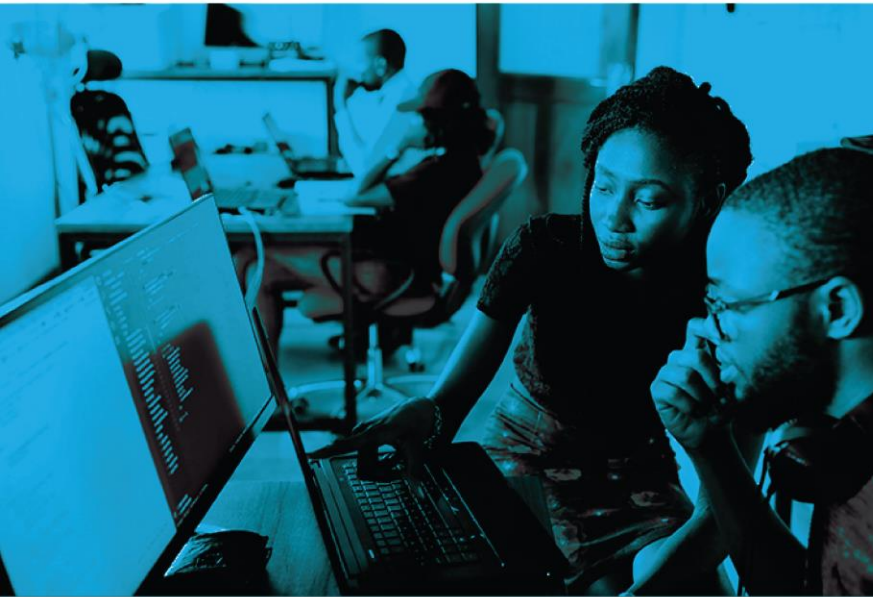
Website

- Bounce rate – Percentage of website visitors who leave your site after visiting one page.
 - The lower your bounce rate, the more pages/information users see/more likely they are to take the desired action on a page.
- Conversion rate – Percentage of times people perform the desired action (click “apply” button, submit application etc.)
 - Conversion rate = actions/page visits
 - Content performance – Frequency that website content is viewed combined with bounce rates on those pages



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Email



Email

- Delivery rate – Percentage of emails delivered to intended recipients.
 - Businesses with low delivery rates are more likely to be marked as spam.
 - A good delivery rate is 95%
- Open rate – Number of emails opened/number of emails sent

Email

- Click-to-open rate (CTOR) – Percentage of unique people who open your email and click on something.
 - Helps determine effectiveness of CTAs, ad or information.
 - Ideal range is 10-15%.
- Click through rate (CTR) – Percentage of people who clicked on a link in your email.
 - Helps you understand how many people are opening your email and clicking on something.
 - Average CTR is 6.64%

Traditional metrics

Vanity URL - billboards

- A short, memorable URL to quickly guide users to a dedicated page
- Use Google Analytics to track the users accessing your vanity URL
- Helps determine if your ad is inspiring people to visit your URL

QR codes – mail, advertisement, flyer

- Directs viewer to a dedicated website landing page
- Helps determine if your ad inspires people to scan the code
- Use Google Analytics to track the users scanning the code/interacting with linked site
- QR code provider also provides metrics



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Activity

Analyzing Campaign Data





Account

Campaign

Ad group

Device

Performance Snapshot

Clicks
52.97K
↓ -3.6%

Impressions
2.71M
↓ -31.6%

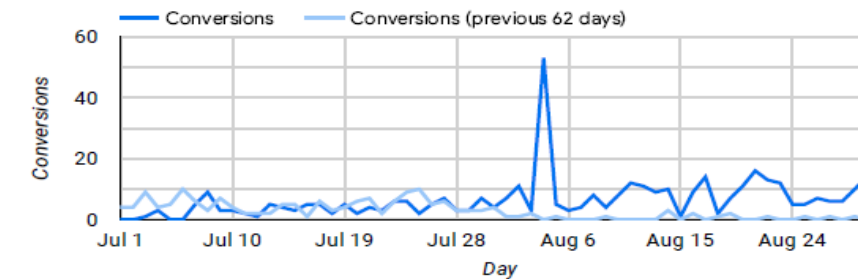
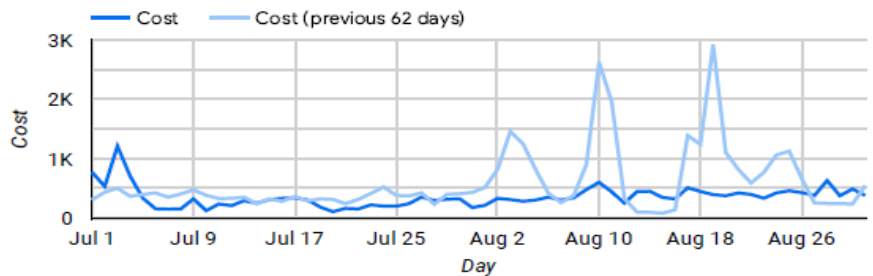
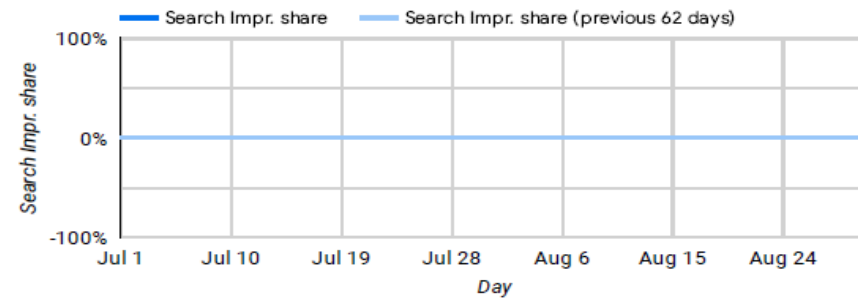
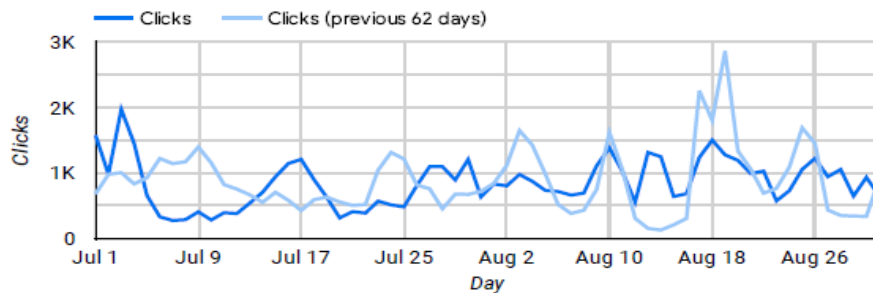
CTR
1.95%
↑ 41.0%

Avg. CPC
\$0.42
↓ -37.8%

Cost
\$22.07K
↓ -40.1%

Cost / conv.
\$51.33
↓ -76.5%

Performance Trend by Day vs. Previous Period



[Optional] Performance Notes

Account

Campaign

Ad group

Device

Account Performance vs Previous Period

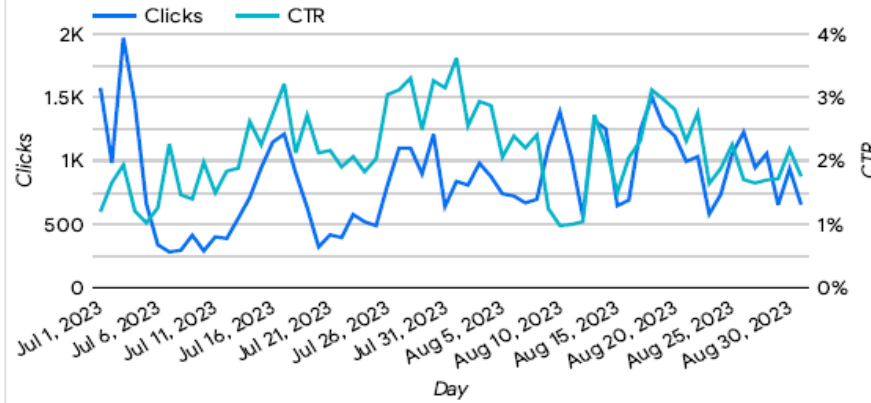
CTR **1.95%** ↑ 41.0%
 Clicks **52.97K** ↓ -3.6%

Search Impr. share **0.00%** N/A
 Cost **\$22.07K** ↓ -40.1%

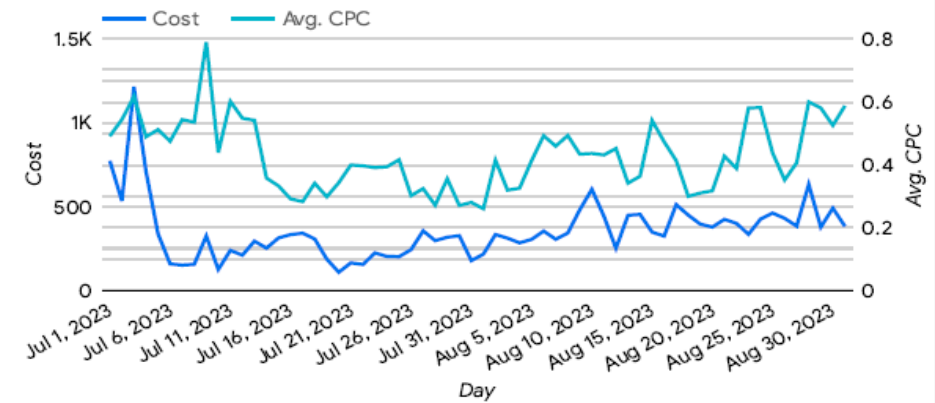
Conversions **430.00** ↑ 154.4%
 Conv. rate **0.46%** ↑ 177.3%

Cost / conv. **\$51.33** ↓ -76.5%
 ROAS **0.27** ↑ 543.4%

Clicks vs CTR by Day



Cost vs Avg.CPC by Day



Account Performance Overview

Account	Clicks	Impressions	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate	ROAS
analytics_googlestore_NA	52,966	2,709,832	1.95%	\$0.42	\$22,070,000	430.00	\$51.33	0.46%	0.27

Search Performance Dashboard - Campaign Performance

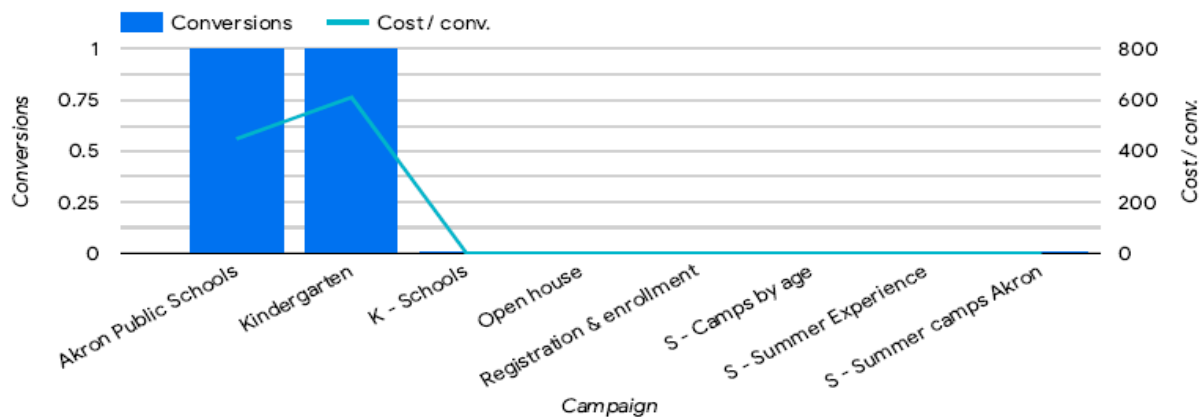
Account

Campaign

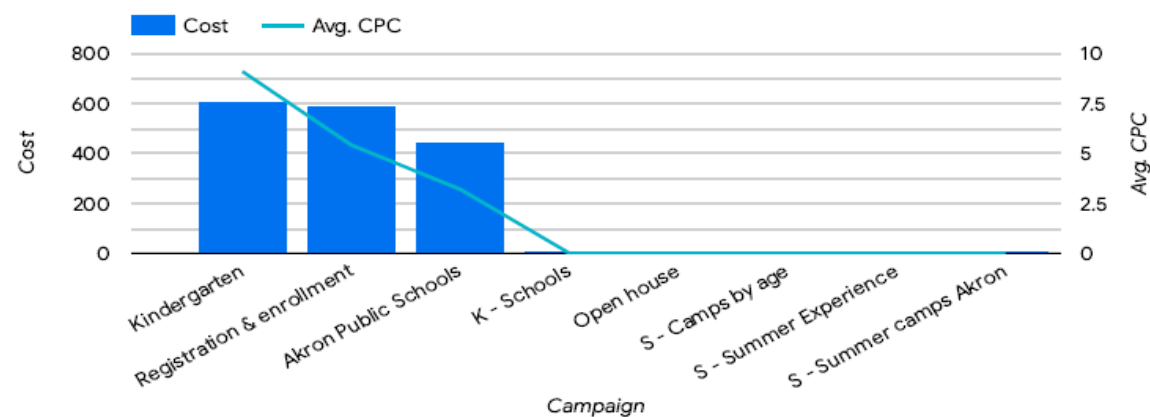
Ad group

Device

Top 10 Campaigns (By Conversions and Cost/Conv.)



Top 10 Campaigns (By Cost and Avg. CPC)



Campaign Performance (Compared with previous period)

Campaign	Budget	Clicks	% Δ	Impressions	% Δ	CTR	% Δ	Avg. CPC	% Δ	Cost	% Δ	Conversions	% Δ	Cost / conv.	% Δ	Conv. rate	% Δ
Akron Public Schools	\$15.00	140	52.2% ↑	255	19.2% ↑	54.9%	27.7% ↑	\$3.2	6.3% ↑	\$447.41	61.8% ↑	1.00	-	\$447.41	-	0.71%	-
Registration & enrollment	\$25.00	109	75.8% ↑	414	27.8% ↑	26.33%	37.6% ↑	\$5.41	-12.4% ↓	\$590.04	53.9% ↑	0.00	-	\$0	-	0%	-
Kindergarte	\$20.00	67	-18.3% ↓	442	-19.3% ↓	15.16%	1.3% ↑	\$9.1	41.3% ↑	\$609.55	15.5% ↑	1.00	0.0%	\$609.55	15.5% ↑	1.49%	22.4% ↑

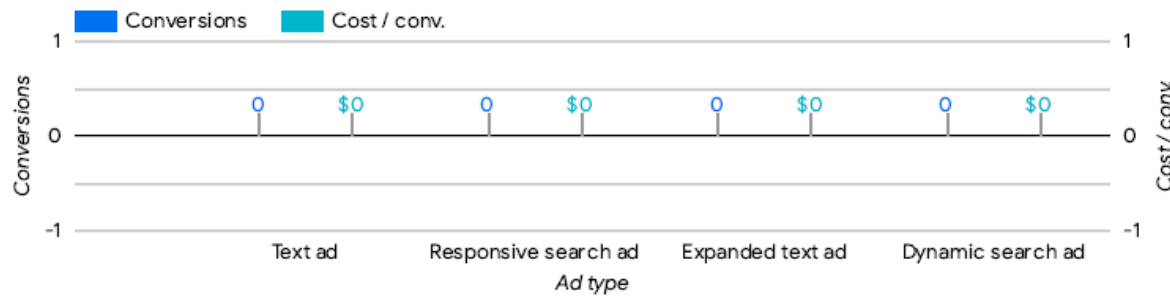
Account

Campaign

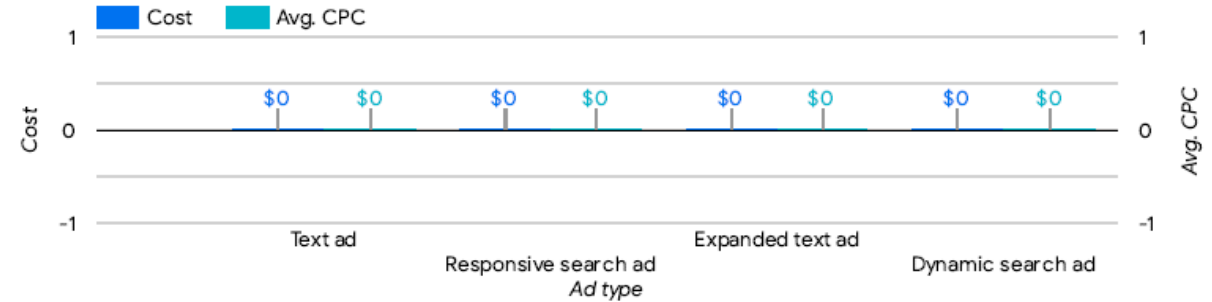
Ad group

Device

Conversions, Cost/Conv (By Ad type)



Cost, Avg CPC (By Ad type)



Ad group Performance (Compared with previous period)

Ad group	Clicks	% Δ	Impressions	% Δ	Cost	% Δ	Conversions	% Δ	Cost / conv.	% Δ
AW - 12 Oz Coffee Tumbl...	0	-	0	-	\$0	-	0.00	-	\$0	-
AW - 12 Oz Insulated Tum...	0	-	0	-	\$0	-	0.00	-	\$0	-
AW - 12 Oz Stainless Ste...	0	-	0	-	\$0	-	0.00	-	\$0	-

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Ad Level Deep Dive (Compared with previous period)

Ad type	Click type	Clicks	% Δ	Impressions	% Δ	Cost	% Δ	Conversions	% Δ	Cost / conv.	% Δ
No data											

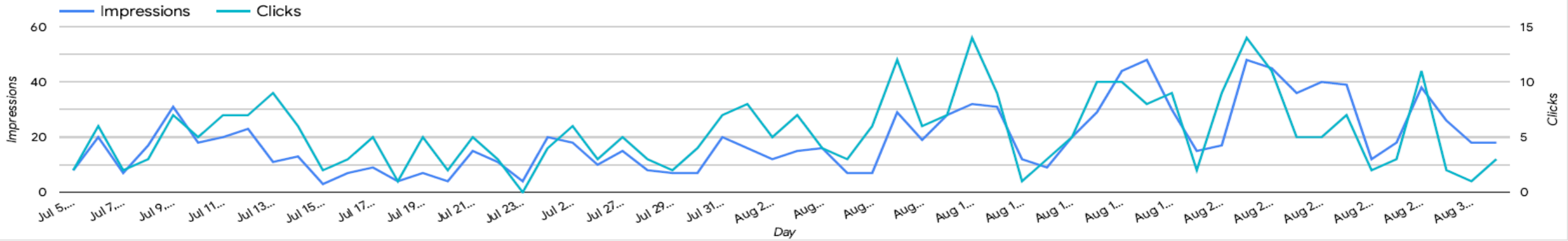
Account

Campaign

Ad group

Device

Impressions Vs Clicks (By Day)



Performance of Clicks, Impressions & Conversions by Day

Day ^	Clicks	Impressions	Conversions
Jul 5, 2023	2	8	0
Jul 6, 2023	6	20	0
Jul 7, 2023	2	7	0
Jul 8, 2023	3	17	0
Jul 9, 2023	7	31	0

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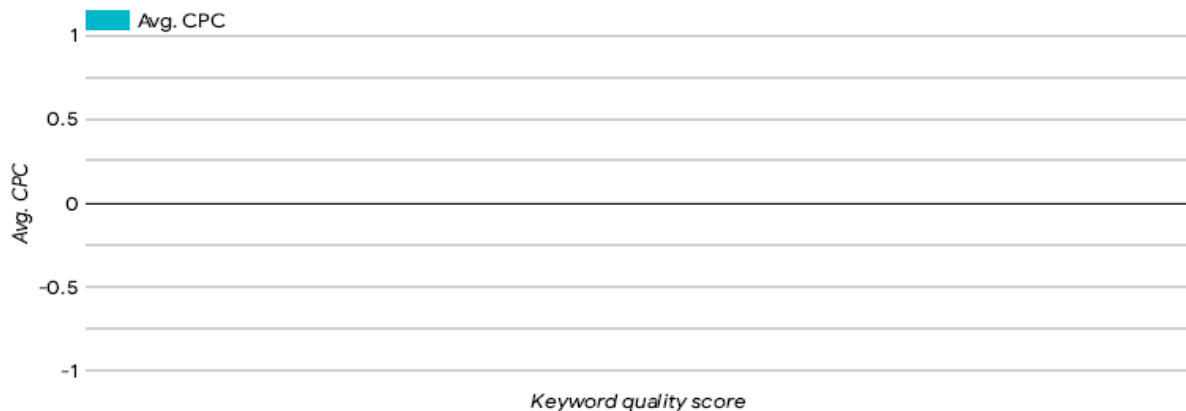
Account

Campaign

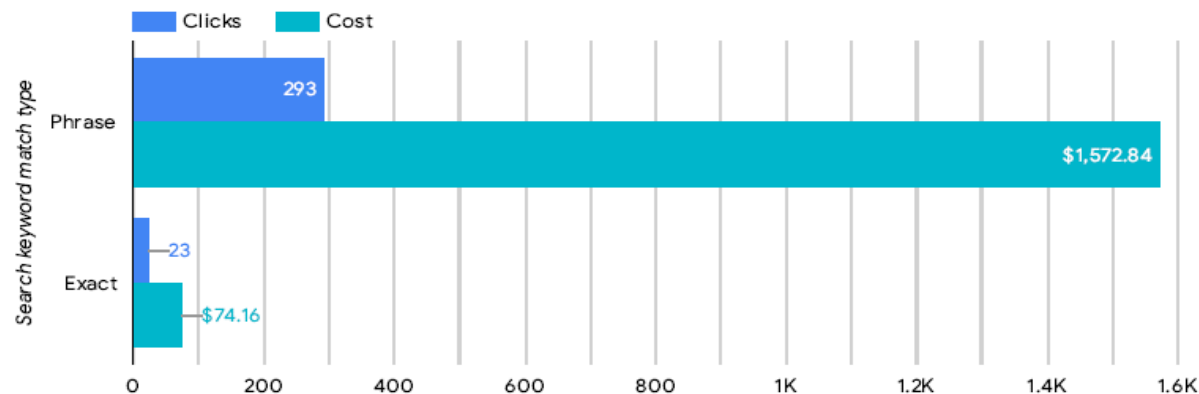
Ad group

Device

Avg CPC (By Quality Score)



Clicks, Cost (By Keyword Match Type)



Keyword Performance Overview

Search keyword	Keyword quality score	Search keyword match type	Clicks ¹ ▾	Impressions	CTR	Cost	Conversions ² ▾	Cost / conv.
Akron Public Schools kindergarten registration 2023	null	Phrase	61	112	54.46%	\$173.82	0.00	\$0
kindergarten enrollment	null	Phrase	58	205	28.29%	\$267.86	0.00	\$0
AKS Kindergarten	null	Phrase	21	41	51.22%	\$122.05	0.00	\$0

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Search Performance Dashboard - Search Query Performance

Account Campaign Ad group Device

Search Query Performance

Search term	Clicks	Impressions	CTR	Cost	Avg. CPC	Conversions
akron public schools kindergarten registration 2023	46	79	58.23%	\$127.35	\$2.77	0.00
aps kindergarten registration	9	10	90%	\$8.59	\$0.95	0.00
aps kindergarten	7	13	53.85%	\$7.45	\$1.06	0.00
kindergarten enrollment	5	12	41.67%	\$15.44	\$3.09	0.00
kindergarten registration	5	7	71.43%	\$32.16	\$6.43	0.00
kindergarten near me	4	12	33.33%	\$37.66	\$9.42	0.00
kindergarten	3	80	3.75%	\$25.68	\$8.56	0.00
aps kindergarten schedule	3	3	100%	\$10.77	\$3.59	0.00
kindergarten school near me	2	4	50%	\$24.68	\$12.34	0.00
when does kindergarten start	2	3	66.67%	\$11.29	\$5.65	0.00
akron public schools kindergarten registration	2	4	50%	\$7.83	\$3.92	0.00
akron public schools kindergarten registration 2022	2	3	66.67%	\$7.73	\$3.87	0.00
aps kindergarten supply list	2	6	33.33%	\$6.66	\$3.33	0.00
enroll my child in kindergarten	1	3	33.33%	\$7.73	\$7.73	0.00
when do kids start school	1	1	100%	\$7.86	\$7.86	0.00
what age do kids start kindergarten	1	1	100%	\$8.51	\$8.51	0.00
sign up for kindergarten	1	1	100%	\$7.62	\$7.62	0.00

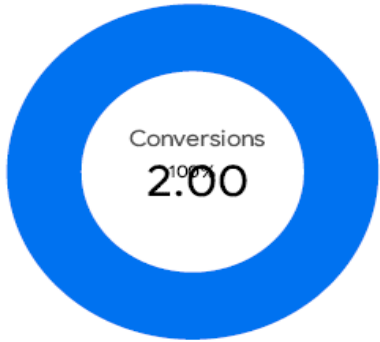
Account

Campaign

Ad group

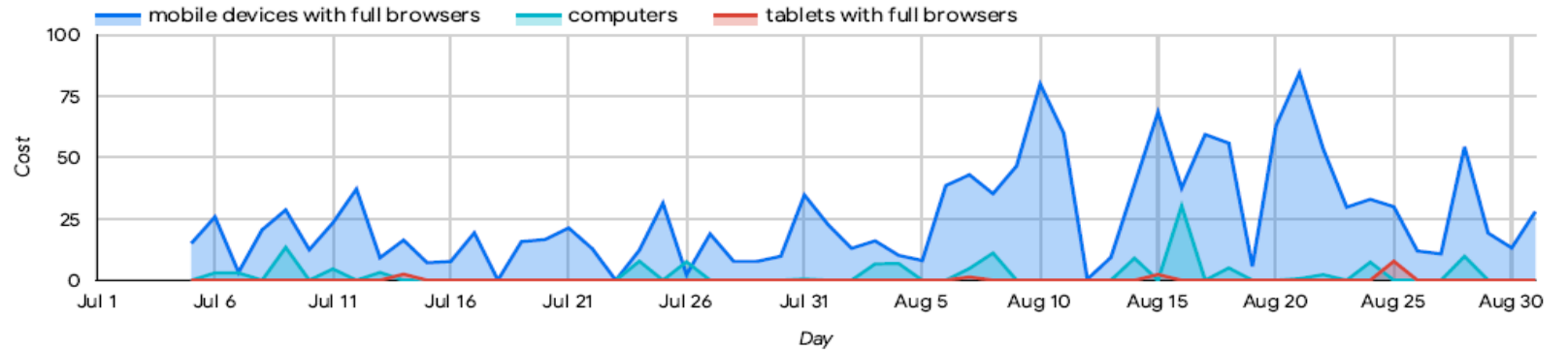
Device

Conversions by Device

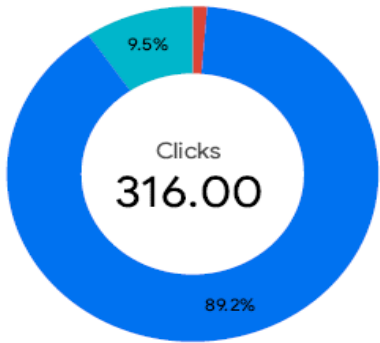


- tablets with full browsers
- mobile devices with full browsers
- computers

Cost by Device



Clicks by Device



- tablets with full browsers
- mobile devices with full browsers
- computers

Device Deep Dive (Compared with Previous Period)

Device	Clicks	% Δ	Impressions	% Δ	CTR	% Δ	Cost	% Δ	Conversions	% Δ	Cost / conv.	% Δ
mobile devices with full browsers	282	41.7% ↑	950	3.1% ↓	29.68%	37.4% ↓	\$1,496.00	43.7% ↑	2.00	100.0% ↑	\$748.00	-28.1% ↓
computers	30	-9.1% ↓	149	-0.7% ↓	20.13%	-8.5% ↓	\$136.44	13.7% ↑	0.00	-	\$0	-
tablets with full browsers	4	0.0%	12	-20.0%...	33.33%	25.0% ↑	\$13.88	-47.4% ↓	0.00	-	\$0	-

Audience ?

Save report

Activity between 1/1/2024-1/31/2024 vs. 12/1/2023-12/31/2023

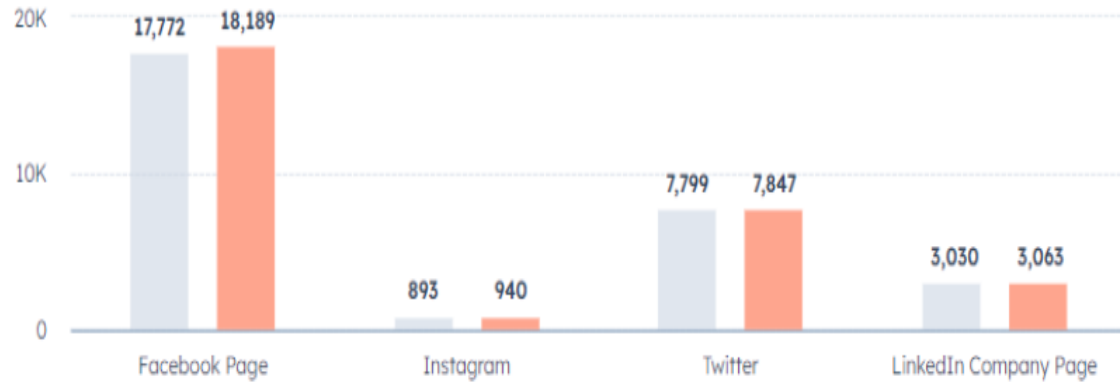
FROM 1/1/2024 TO 1/31/2024

COMPARED TO | PREVIOUS 31 DAYS

FILTERS (1)

● Previous period ● Audience size

30,039 ▲ 1.85%



Published Posts ?

Save report

Posts published between 1/1/2024-1/31/2024 vs. 12/1/2023-12/31/2023

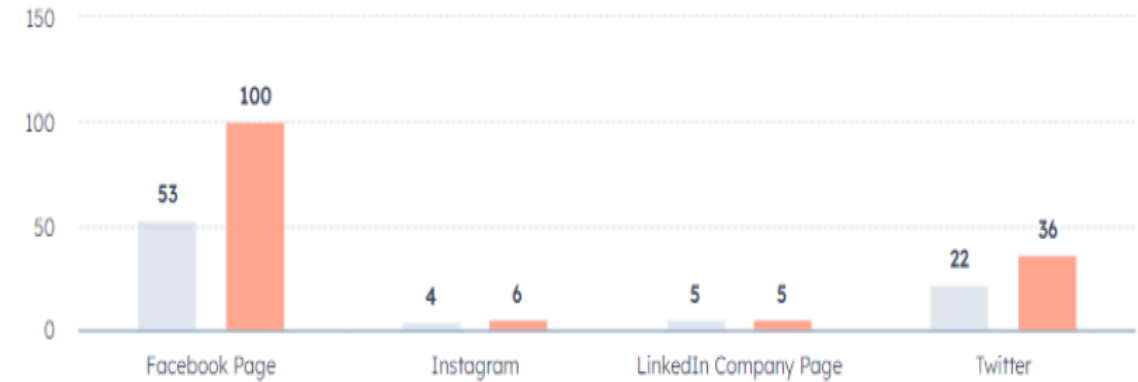
FROM 1/1/2024 TO 1/31/2024

COMPARED TO | PREVIOUS 31 DAYS

FILTERS (2)

● Previous period ● Published Posts

147 ▲ 75%



Interactions ?

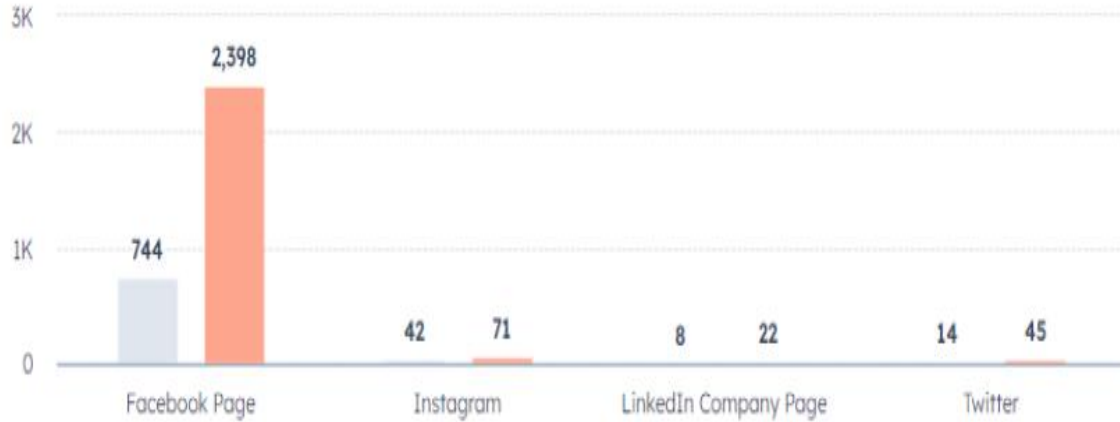
Save report

Posts published between 1/1/2024-1/31/2024 vs. 12/1/2023-12/31/2023

FROM 1/1/2024 TO 1/31/2024 COMPARED TO | PREVIOUS 31 DAYS FILTERS (2)

Previous period Interactions

2,536 ▲ 213.86%



Clicks ?

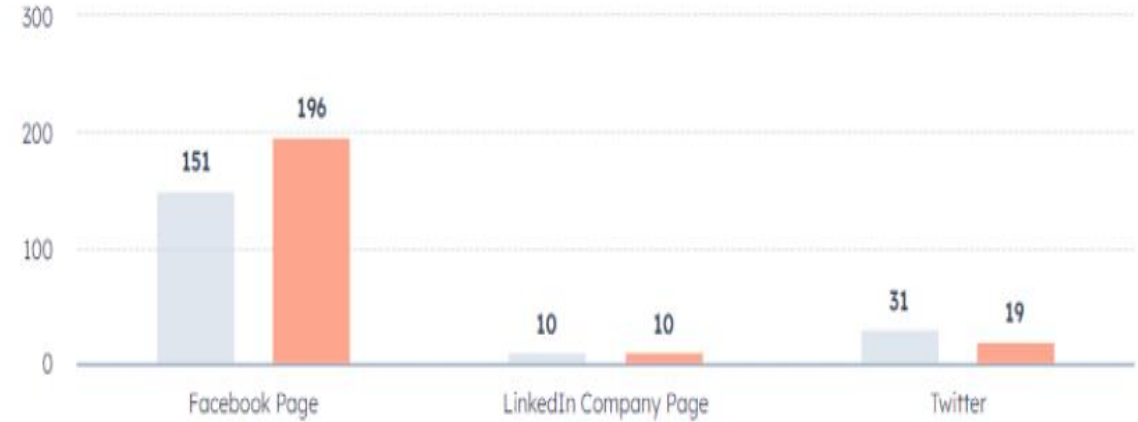
Save report

Posts published between 1/1/2024-1/31/2024 vs. 12/1/2023-12/31/2023

FROM 1/1/2024 TO 1/31/2024 COMPARED TO | PREVIOUS 31 DAYS FILTERS (2)

Previous period Clicks

225 ▲ 17.19%



Shares

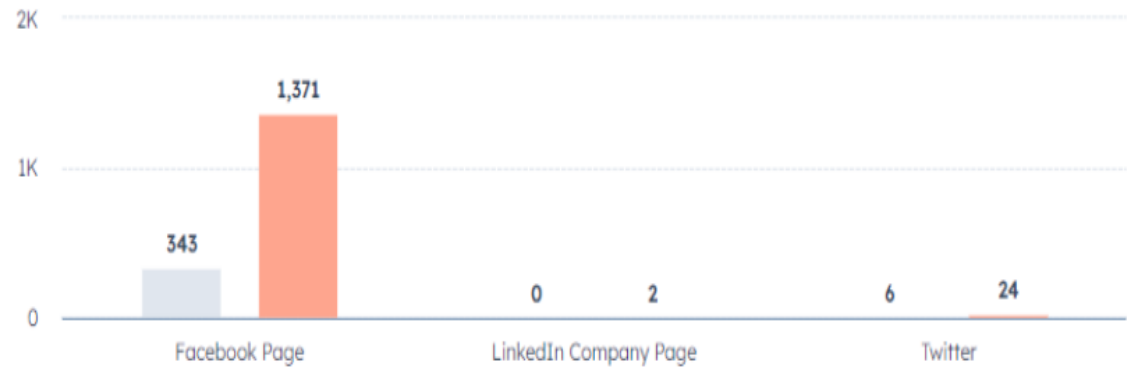
Save report

Posts published between 1/1/2024-1/31/2024 vs. 12/1/2023-12/31/2023

FROM 1/1/2024 TO 1/31/2024 COMPARED TO | PREVIOUS 31 DAYS FILTERS (2)

Previous period Shares

1,397 ▲ 300.29%



Impressions

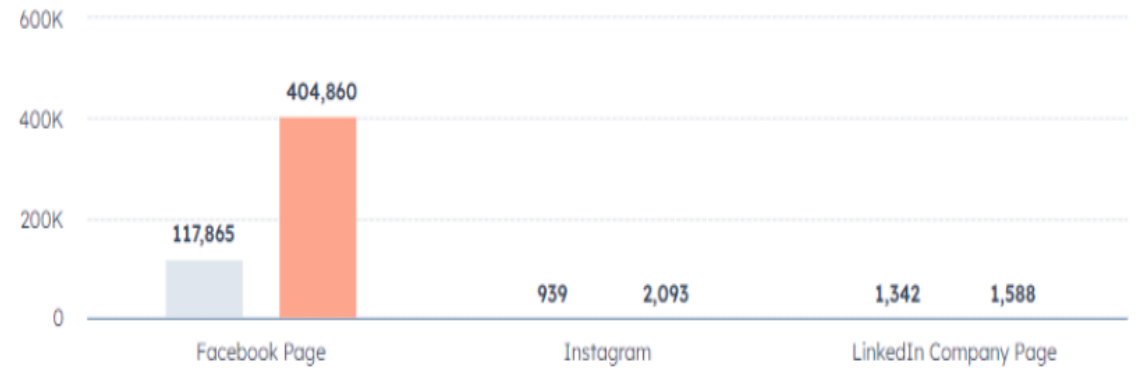
Save report

Posts published between 1/1/2024-1/31/2024 vs. 12/1/2023-12/31/2023

FROM 1/1/2024 TO 1/31/2024 COMPARED TO | PREVIOUS 31 DAYS FILTERS (2)

Previous period Impressions

408,541 ▲ 240.04%



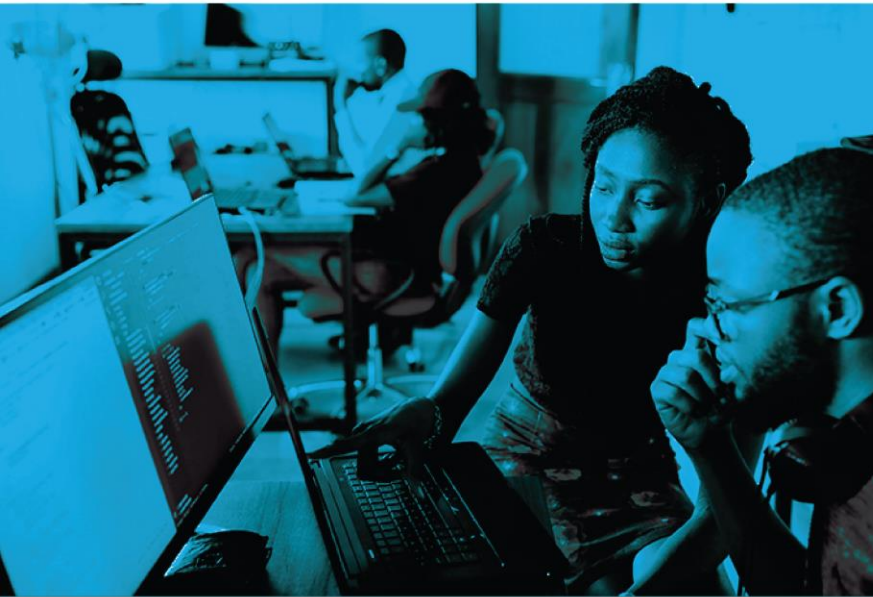
Recap

- Analyzing metrics will help keep your campaign on track for success.
- Each platform has its own set of metrics to follow
- Measure regularly and pivot when necessary



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Questions?



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