

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large, solid red speech bubble is centered on the page, pointing downwards. The title text is white and located inside the speech bubble.

Track It! The Basics of Tracking & Reporting for Digital Marketing

Tim Jensen

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What we'll cover

- **Metrics That Matter: Surface Metrics vs. ROI Metrics**
- **Tools for Tracking: Free Resources for Tracking & Reporting**
- **Data Discretion: What to Consider When Reviewing Data**

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Metrics That Matter

What metrics
matter?

clicks cost conversions
impressions cpc ctr cpa



Goals that matter to a business's bottom line

Increasing sales volume while maintaining a positive ROI

Increasing the percentage of qualified leads that make it through the sales process

Not:

**Increasing
ad
impressions**

**Increasing
CTR**

**Decreasing
CPC/CPM**

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Just because you can
track it

doesn't mean you should focus on it.

Focus on metrics
that matter to
business ROI

“SURFACE” METRICS

- Clicks
- Impressions
- CTR
- CPC

ROI METRICS

- Leads
- Conversion rate
- Cost/lead

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Not every lead
is the same

- The cheapest leads might also be the lowest quality
- Look at backend CRM data to see how qualified leads are
- Correlate with specific ad channels/campaigns if possible

Look at ROI
metrics
throughout the
sales process


**Benchmark conversion rate and
cost/conversion for each stage.**

Form fill

Marketing
qualified
lead

Sales
qualified
lead

Purchase

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Consider the
audience & ad
goal

- Top-of-funnel leads are going to be cheaper but less qualified
- Lower-funnel leads are going to be pricier but more qualified
- A healthy advertising mix should target both, but set different cost and quality expectations for each!

Consider the
channel



Search, display, and social
channels vary in costs, intent, and
lead quality for every industry



Microsoft



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Tools for Tracking

UTM Tagging

- Adding UTM tags allows for links to be attributed properly attributed to the right source, campaign, ad, and keyword in platforms like Google Analytics as well as in your CRM
- Complete Guide to UTM Codes (Buffer): buffer.com/library/utm-guide/
- Google URL Builder: <https://bit.ly/3JCx0J5>

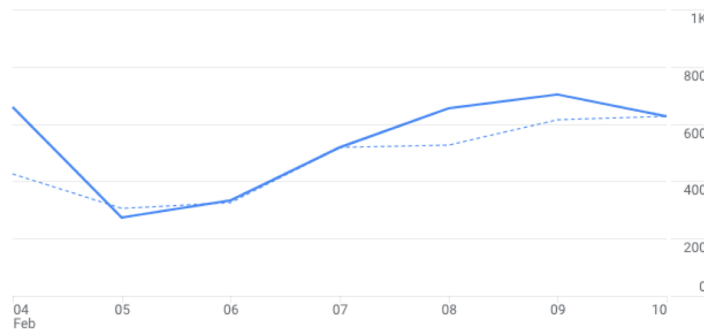
Ad Platform Tracking

- Install any recommended pixels to set up conversion tracking for all ad platforms you're using.
- This allows conversion data to fire into platforms both for reporting and optimization.
- Each platform varies in setup but will provide information to walk you (or a developer) through setting these up.

Google Analytics

Google Analytics Home

Users 3.6K ↑14.7% **Sessions** 3.9K ↑12.7% **Bounce Rate** 86.58% ↓1.1% **Session Duration** 0m 40s ↓1.6%



Last 7 days ▼

[AUDIENCE OVERVIEW](#) >

Active Users right now

2

Page views per minute



Top Active Pages

/security/2017...web-evolution/
/security/appli...oservices-era/

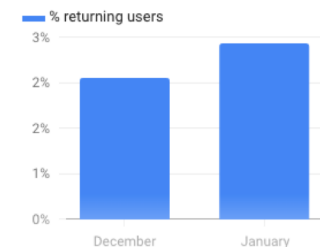
Active Users

1
1

[REAL-TIME REPORT](#) >

More users returned to your site in January.

You had 16.1K users in December, 382 came back in January, which means 3.1% of your users returned to your site.



Follow-up Insights

[MORE INSIGHTS](#) >

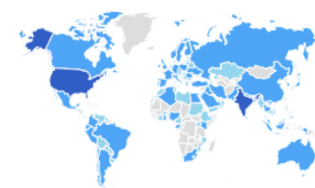
How do you acquire users?

Traffic Channel **Source / Medium** **Referrals**



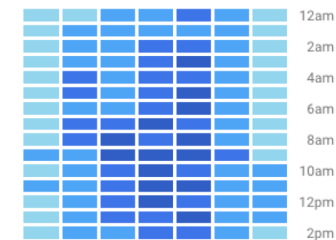
Where are your users?

Sessions by country



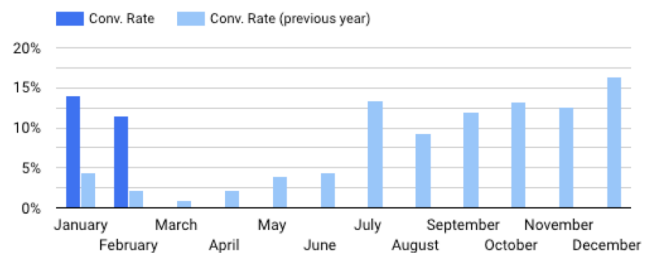
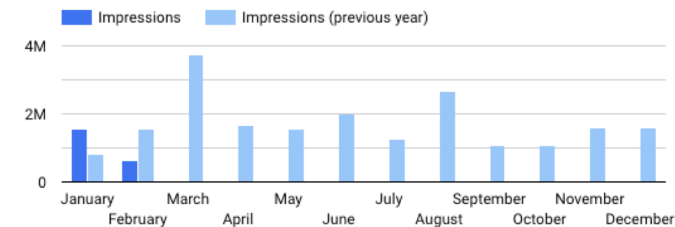
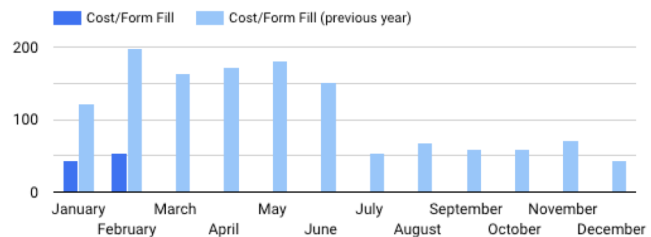
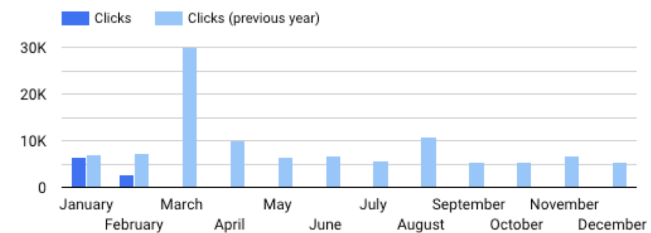
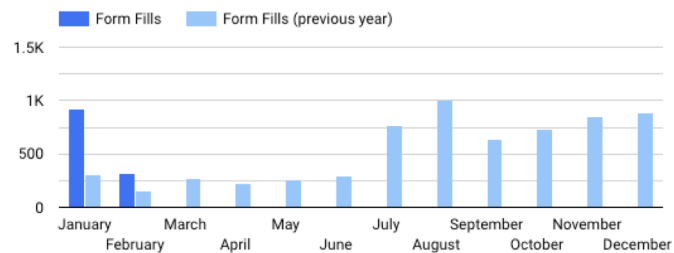
When do your users visit?

Users by time of day

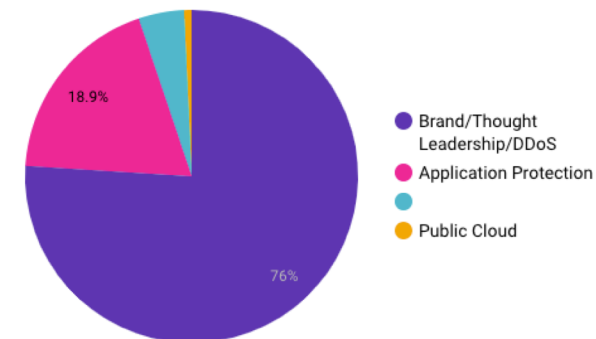


Google Data Studio

Demand Gen: Year Over Year Trends



Spend by GTM Category



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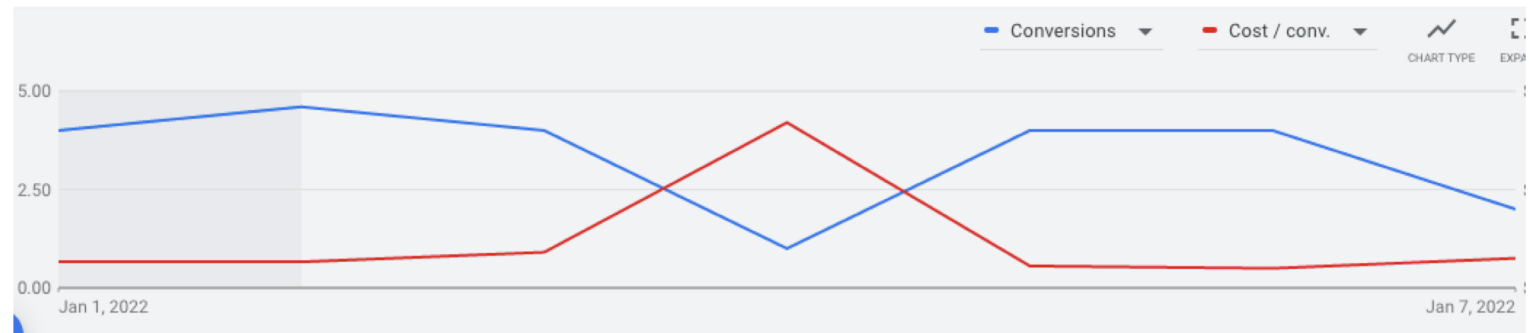
Data Discretion

The background of the slide features several thin, curved lines in a light gray color, some solid and some dashed, creating a sense of motion or a stylized globe. On the left side, there is a large red speech bubble with a white border. Inside the bubble, the text "Gather enough data before making decisions" is written in white, sans-serif font. The bubble has a small tail pointing downwards and to the right.

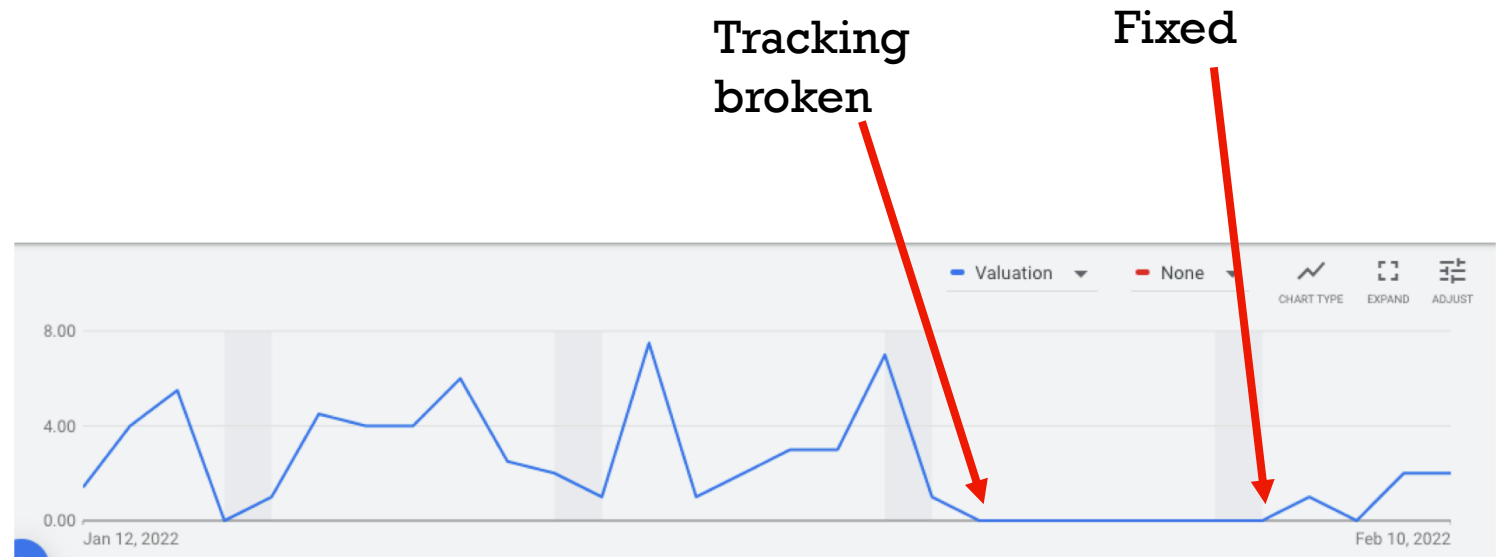
Gather enough
data before
making decisions


- The ad that's underperforming right now often becomes the best performer next week.
- Timing thresholds vary based on spend, costs for the audience you're targeting, and anticipated conversion volume, but generally you should target to run a campaign for at least a month before making major tweaks.
- Also consider your sales cycle when deciding how long to test a campaign.

Avoid focusing
on very short
time periods



Note instances
when tracking
goes down



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Consider the
impact of offline
factors on online
activity

- Press mentions (good or bad)
- Seasonality
- Weather
- Supply chain slowdowns
- Shipping issues

Takeaways

- Focus on the metrics that matter most for ROI.
- If possible, correlate channel/campaign data with your own lead/sales data to make decisions
- Allow enough time to get the right data.

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Questions?