



***LOOK
INSIDE!***



The Marketer's Guide to Campaign Measurement, Tracking, and Analysis



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INTRODUCTION

Marketing used to be an art. These days, it's more like a science.

Sure, creativity and the ability to finesse compelling messaging still reign, but now we also have the ability to understand whether that creativity made any difference, just how compelling that messaging is, and how to refine it for better results.

Today, we have the ability—and the need—to figure out the dollar-by-dollar contributions our marketing campaigns and their various components make—because that's what senior management really cares about, and that's what you can give them using the processes outlined in this guide.

In three chapters, you'll learn...

- **Measurement:** Understand what you need to measure and how to choose the right metrics.
- **Tracking:** Design your systems and campaigns to deliver the right data and make it actionable.
- **Analysis:** Figure out what's working (and not working), by how much and why, and your best options for improvement.

...and how to prove the success of your campaign.

Have a Goal

Every campaign should have a purpose—a tangible goal that works toward the betterment of the business. Otherwise, you won't be able to measure its success, and you may just end up wasting valuable time and resources. So, before you start planning out your campaign, determine what it is meant to achieve.

The first thing to consider is how your marketing campaign will support your broader business goals. It's easy to say "we want this ad to be seen by 10,000 people" or "we want to get 100 retweets and shares," but how do those achievements help the business? If they're meant to generate brand awareness or sales, then "brand awareness" or "sales" becomes the starting point for determining your goal, not the incremental achievements needed to get there.

Your business goals and your marketing strategy should go hand in hand; your **marketing strategy is an explanation of the business goals** you need to achieve, or the **"Why?"**

Many marketers, however, set out to achieve the "how" without first knowing the "why," which can end up wasting an organization's time and money. That's why having a strong understanding of the two roles is crucial to effectively aligning your organization's marketing and business goals.

The second consideration is how that goal will be measured in quantifiable terms. This means that vague goals like "generate awareness" or "increase engagement" simply won't do; instead, you need to define how that growth (in awareness, engagement, etc.) will be calculated, including the types of data that can be captured as evidence of change and the level at which such growth will be deemed a success.

Know Your Vitals

Data can be captured at many levels, but for the purpose of effective measurement, you need to home in on the specific metrics that will help you understand campaign performance in relation to your goal.

These metrics can be categorized into three types: results metrics, diagnostic indicators, and diagnostic metrics. Each holds value in helping you understand campaign performance, though some are more helpful than others, so be sure to emphasize accordingly. Watch as Ruth P. Stevens explains in [Selecting the Right Metrics to Measure Campaign Success](#).

Here's a look at each metric type in order of significance:

Results metrics are the numbers that directly relate to your goals. They're the ones your senior management team cares about most, such as:

- Number of qualified leads/trials generated
- Incremental sales
- Incremental revenue
- Return on investment (ROI)
- Cost per sale
- Market share
- Lifetime customer value

These "bottom line" metrics give a true indication of whether your campaign is successful for the business and worth the effort you're investing.

Diagnostic indicators measure the impact your efforts are having on a broader scale, which may influence your results metrics in the future. Examples include:

- Awareness
- Engagement
- Opinion and buzz surrounding the campaign
- Brand image, sentiment, and credibility
- Price-value ratings
- Purchase intent
- Number of new customers
- Average transaction size
- Repeat purchase rate
- Customer loyalty and brand switching

These may help you figure out why your results metrics are different than expected and can also serve to alert you of potential changes on the horizon.

Diagnostic metrics measure audience behavior in response to your campaign components. These are typically the easiest to track. They include measurements such as:

- Impressions
- Reach
- Views
- Opens
- Clicks
- Calls
- Website visits
- “Favorites” and “likes”
- Retweets and shares
- Campaign cost
- Cost per touch

These should be viewed more as diagnostic measures that help you assess the types of messaging and campaign elements that resonate best with your audience and are most effective at driving those results metrics.

Example ADVERTISING Metrics	
Activity Metrics	Results Metrics
Reach	Awareness & recall
Frequency	Purchase intent
Clickthrough rate	Sales
Cost per click	Revenue per sale
	Cost per sale
	Return on advertising spend (ROAS)

Example EMAIL Metrics	
Activity Metrics	Results Metrics
Delivery rate	Sales/conversions
Open rate	List conversion rate
Bounce rate	Cost per conversion
Unsubscribe rate	Revenue per email sent
Clickthrough rate	Average order size

This type of URL can be affixed to email campaigns, blog and social media links, banner ads, directory links, QR codes, and other campaign elements that drive traffic to your website through a simple click or scan. Because this type of URL is quite long, it should be avoided in offline campaigns and in any instance in which the audience is required to type it in directly.

UTM variables assist with tracking in Google Analytics and can include the following qualifiers:

- **utm_source** (to pinpoint the specific promotion or site that drove traffic—e.g., February newsletter, NYTimes banner ad, Joe Affiliate’s blog, etc.)
- **utm_medium** (to see which media—e.g., email, CPC, etc.—perform best)
- **utm_campaign** (to classify traffic by campaign name when you have multiple campaigns running on a given source)
- **utm_content** (to identify content sources when multiple ad or content variations direct traffic to the same page, which is particularly useful for A/B testing and content targeting)
- **utm_term** (to understand which search marketing keywords and phrases brought in traffic)

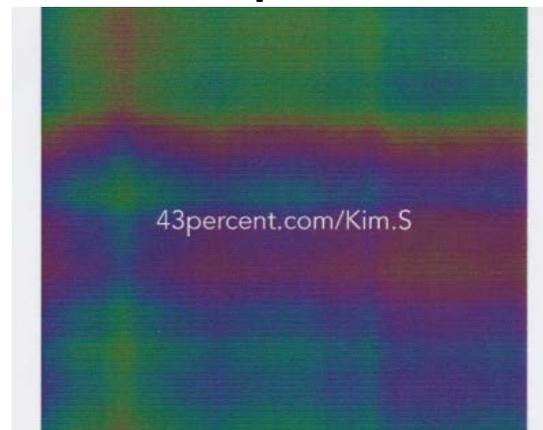
Watch as Dan Soschin explains the process of adding parameters to your webpage URLs to make them unique and trackable in Google Analytics in [How to Create Custom URLs for Better Campaign Tracking](#).

When you’re ready, head over to the [Google URL builder](#) to start creating your own tracking URLs.

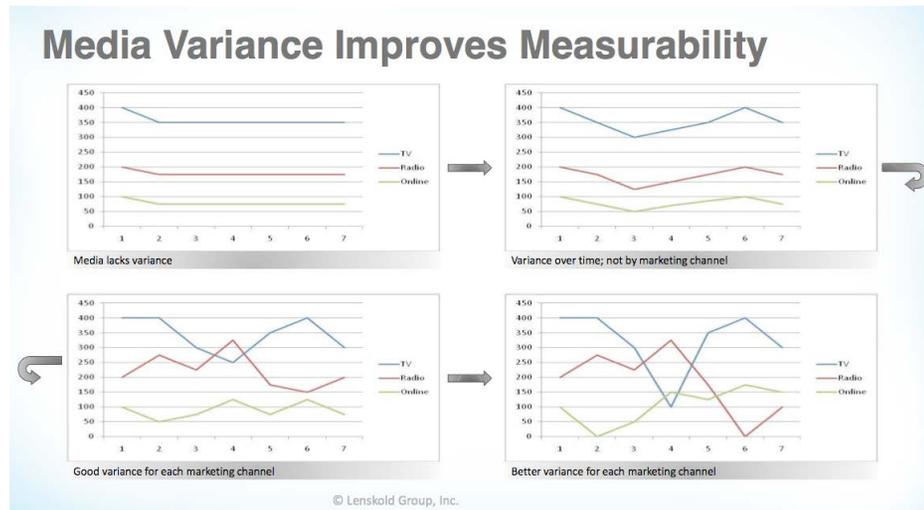
Memorable URLs: These are unique URLs that are easy to remember and recite—for example: using www.DallasRadioDeal.com instead of www.yourdomain.com/promopage89023—so that offline audiences (e.g., those who come into contact with your television ads, radio ads, billboards, vehicle wraps, etc.) can retain that information and respond when they have access to a connected device. This URL can then be directed to a corresponding microsite or redirected to the appropriate landing page on your website and tracked accordingly.

Personal URLs (PURLs): These are unique URLs developed for each individual audience member to add an engaging personal touch to email and direct mail campaigns that target smaller lists. These are best used in combination with customized landing pages or microsites, but, similar to other unique URL options, can also be redirected to an existing page on your website.

To better understand how PURLs can be used in a campaign setting, [read this case study](#), which details how Babcock & Jenkins mailed packages of brownies and unbranded note cards like the one pictured below to a list of 641 unsuspecting executives and generated a 44.5% response rate.



Marketing mix modeling: This involves setting up a model that uses a primary metric like sales volume as the dependent variable and your various campaign components as independent variables. You then vary the tactics within your campaign (or marketing mix) at distinct intervals so that you can differentiate and better attribute results to each component.



Source: [Lenskold Group, Inc.](#)

Next, perform extensive analyses to strip out the influence of external factors and compare the remaining outcomes against your baseline averages to determine the individual incremental impact of each piece.

This approach requires more data, resources (\$\$\$), and work (e.g., regression analysis, etc.) than the previous two, but your findings will be much more valid. It's also one of the only real ways to measure mass media when direct response tracking isn't feasible, and it can help with identifying and understanding external

factors. It can also improve your results tracking and pre-post analyses by providing benchmarks for those external factors.

Note that attribution technology and strategic testing (still to come) are also useful for understanding these types of results.

Your discoveries at this stage may offer some indication of where and how to improve. For example, if a certain keyword in your CPC advertising campaign is driving more sales and revenue than the rest, it makes sense to put more budget behind that keyword. For the most part, however, you'll need to build an understanding of why these results are what they are before you can determine how best to improve.

Why It's Happening

Next, you want to pinpoint the causes behind your campaign's success—or lack thereof—so that those types of results can be either duplicated or improved upon in the future. The following techniques will help you home in on those details:

Gap analysis: This involves tracking and comparing your metrics against their respective goals, then analyzing related metrics, CRM information, market research, and insights on existing trends to look for correlations and determine the root causes behind any differences between those metrics and goals.

For example, if email conversions fall short and your activity metrics point to a low open rate, then take the extra step to decipher what's triggering that. Could it be, for instance, an ineffective or spammy-looking subject line, a target list full of old addresses or lapsed subscribers, low deliverability due to too

Regardless of which stage you're in, you'll want to follow these steps for setting up and carrying out your tests:

- **Establish your success metrics:** Identify the specific metrics that will define success for this particular test. Make sure the metrics can be clearly measured, and design the test so participants are prompted to complete an activity that will register through that metric.
- **Prepare your contender:** Create a test version identical to the control version except for the one thing you are choosing to test. For example, if you want to test your offer, use the same ad or page design, tone, placement, and copy (aside from the actual offer) as the original you'll be testing against.
- **Hypothesize:** Spell out what you think will happen (i.e., how you think the new design or alternate scenario will impact your selected metric compared to the control version). Your test should serve to either validate or invalidate this assumption.
- **Target a sample of your audience:** Select a sample from your total audience to be randomly assigned to your test and control groups. These groups should be of equal size and seemingly identical, particularly with regard to your selected metric. Don't make them too large, since you don't want to expose too much of your audience to the change until you know whether it's the right thing to do. At the same time, make sure these groups are large enough to produce statistically viable data within the test time frame (more on this next).
- **Run a test:** Use A/B testing to randomly expose your test subjects to either the control version or the test scenario. In

general, the test should run at least two weeks and/or generate at least 100 conversions in connection to your success metric in order to be statistically viable. Be careful not to edit or amend the test in any way during this period. Another more complex but also potentially more efficient method to use is multivariate testing, which, as the name implies, allows you to test multiple variables at once. You can learn more about the differences between A/B testing and multivariate testing in this article: [Three Key Differences Between A/B-Testing and Multivariate-Testing](#).

- **Measure results:** Compare the performance of your test version(s) against that of the control.

Understand in advance that not all tests yield conclusive or dramatic differences between the test version and the control—and this does not denote failure. As Slavik Volinsky explains in [Eight Key Lessons on Running a Top-Notch A/B Testing Program](#), “Even if your test is inconclusive (producing no statistically significant lift or drop), it is still valuable. Don't let results like those disappoint you. You did learn, for example, that the particular element you tested is not that important and does not affect your success metrics. Remember, keeping detailed records of all your tests, conclusive or not, will help with future decisions to test or change your website.”

Once you learn all you need to know at this stage and have the confidence to integrate your newfound improvements into the campaign, repeat the entire analytics process. Thoroughly assess what happens, why it happens, and how it might be further improved so that you can incrementally and continuously improve your efforts to achieve (or, better yet, surpass) your goal.

ABOUT



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