

Data Driven
Marketing

ESSENTIAL ANALYTICS

A complete list of essential analytics
for data driven marketing teams

3.32 Pages/Visit

Traffic Sources Overview



- Direct Traffic
3,097.00 (40.00%)
- Search Engines
2,910.00 (38.04%)
- Referring Sites
1,642.00 (21.47%)

Visitors Overview



Introduction

We are at a new age of marketing analytics. It is not enough to be solely tracking KPI's for performance measures.

Companies who want to create true competitive advantage need to understand the cause and effects underpinning the KPI's.

Unless you can understand *what* causes *what* and *why*, you will not know which actions to take.

This essential analytics guide simply lists out analytics that will help you to understand behaviour behind the KPI's.

Implemented correctly, they will provide you with much greater insight and ensure you create a complete picture behind the metrics of your marketing and customer.

What is Analytics?

Analytics is often confused with applying metrics and KPI's to measure marketing strategy.

Metrics and KPI's are quantifiable measures to track performance of marketing strategy and campaigns. They are able to inform your business if your strategy is performing well, exceeding targets or not.

Analytics uses models and actionable analysis to better understand the trends and patterns behind the metrics.

Metrics alone will not provide insights to know which is the best action to take or to provide a personalised experience to your customers.

Analytics will turn your data into visual information that inform you how your customer is engaging with your brand and what experience they expect from your brand.

How to Use This Guide?

To become a successful data driven marketing team you need to be able to identify the right analytics to adopt in relation to your marketing campaign and goals. Therefore, it is not necessary to implement every analysis or metric highlighted in this guide.

Use this guide a brainstorm of ideas to help you and your team identify suitable analytics for your marketing or identify any holes that you may have missed in your analytics strategy.

LIST OF ANALYTICS

Campaign analysis and effectiveness

- Attribution modelling – understand which campaigns and customer touch-points attribute to successful conversions.
- Return on investment analysis.
- Return on advertising spend.
- Campaign comparison and success factor analysis.

Conversion rate optimisation

- Analysis of behaviours that improve and reduce the likelihood of conversions.
- Depending on the type of campaign this analysis can vary from analysis of the customer journey to specific factors such as “keywords”, “targeting” and “creative copy”.

Customer churn

- Understand which customers are likely to buy again or not.
- Understand the rate at which customer repeat purchase versus the rate of customer loss.
- Understand which customers you are most likely to retain and increase retention rates.

Segmentation

- Identify the most and least profitable customers.
- Identify sub markets or sub categories of customers that have greater potential.
- Identify customers and product sales by behavioural traits to better align targeted marketing campaigns.

LIST OF ANALYTICS

Customer behaviour analysis

- Develop a Recency, Frequency, Monetary (RFM) Model to understand customer behaviour the buying patterns of your customers.
- Understand the period of time between purchases and what actions that can help to reduce lag time.
- Understand which products create frequent buyers vs one time purchasers.

Customer value

- Analyse customer lifetime value (CLTV) to be able to budget for campaigns accordingly and understand the value of each customer acquisition.
- Understand which segments of customers create greatest and least customer value.

Product and customer trends

- Understand which products are the most and least popular
- Understand which products are often bought together
- Understand which products are often 1st, 2nd or 3rd etc purchase
- Analyse and identify seasonality in product sales or customer segments

Social media monitoring

- Understand trends in which content type creates most engagement
- Understand demographics, traits and interests of your social media audience
- Understand effectiveness of social media campaigns.
- Identify which segments engage most with your social media channels.

Content engagement

- Understand which content across your digital platform provides most engagement
- Understand which content drives most traffic
- Understand which content converts traffic into sales
- Understand which content increases bounce rates and contributes least to engagement or conversions.

LIST OF ANALYTICS

SEO and keyword monitoring

- Analyse which keywords you are ranking highest and lowest.
- Analyse which keywords you should be trying to rank for to generate increased search engine traffic.
- Track keywords you are trying to increase or maintain your search engine rankings.
- Analyse keywords that are effective for search advertising campaigns.
- Track and monitor competitors SEO activity and how you rank against them on specific keywords.

Goals and Events Tracking

- Track specific actions or conversions that take place on the website.
- Understand and analyse the “why” behind conversion rate and drop-off behaviour.

Ecommerce / Transaction analytics

- Analyse cart abandonment rates.
- Analyse purchase behaviour such as average order value and average number of items per transaction.
- Analyse shopping page content and landing page effectiveness. Identify which pages have best and worst conversion / engagement.
- Identify seasonal trends in product sales. Analyse across product types and categories as some products will sell better at certain times of the year than others.

Web Analytics

- Identify which devices and platforms your customers engage with your business the most
- Understand how many visits to the website it takes before a transaction takes place.
- Understand what traffic sources deliver you a) highest / lowest value customers b) highest / lowest engaged customer c) certain demographics or segments of customer (each segment may take a different user journey or path to purchase).
- Understand your website performance e.g. page load speed and whether its delviering on your customer expectations.

LIST OF ANALYTICS

Predictive Analytics

- Forecast customer sales.
- Forecast customer behaviour e.g. bought together, if bought product X most likely to buy product Y.
- What if scenarios e.g. if we discount product A by 10% the predicted impact on sales will be XYZ.