

Using Analytics to Make Data Driven Decision

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Why Are We Here?

Data Driven Decision Making



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WE KNOW HUMAN ATTENTION IS DWINDLING

**12
SECONDS**

The average human
attention span in

2000

**8
SECONDS**

The average human
attention span in

2015

**9
SECONDS**

The average
attention span of a

GOLDFISH

SOURCE: STATISTIC BRAIN



WELCOME TO
TEXAS A&M UNIVERSITY

LEAD
by **EXAMPLE**

Mon April 2, 2018 | 11:52 AM CDT

FEATURED LINKS

MAJORS

**GRADUATE & PROFESSIONAL
PROGRAMS**

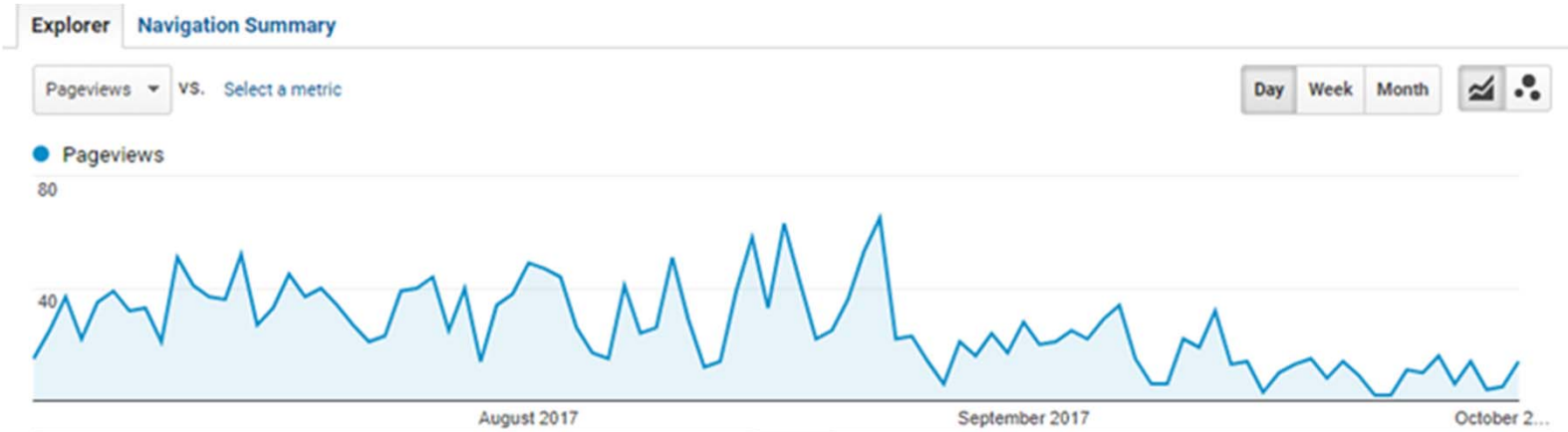
TUITION & COSTS

FINANCIAL AID

Pay attention *after* a redesign too

After a redesign, monthly traffic to a group registration form decreased by almost 80%

(July 1, 2017 – October 3, 2017)





The Magic of Horses

Texas A&M's equine therapy program is changing the lives of veterans and people with disabilities.

TEXAS
A&M
FOUNDATION

SPIRIT
MAGAZINE

FEATURE
STORIES

ALSO IN
THIS ISSUE

CONTACT
US

SEARCH
SPIRIT ARCHIVES

GIVE NOW

BEST OF THE BEST

One man's spirit inspires a prestigious award for members of the Corps of Cadets.

SUMMER 2018 SPIRIT

ABOUT SPIRIT
MAGAZINE

SUBSCRIBE TO SPIRIT
MAGAZINE

ABOUT THE TEXAS
A&M FOUNDATION

GIVE NOW



12 Things to Know About the Yell Leaders

A compilation of facts about one of the most unique traditions in college athletics.

By Molly Kulpa '15



The Rescuers

Through mock scenarios, Texas A&M's Disaster Day prepares students across health professions to practice collaboratively and respond to emergency situations.

By Kara Bounds Socol



What content worked & what didn't

| | A | B | C | D | E |
|----|--|------------------|-------------------|-------------|------------------|
| 1 | Page Title | Unique Pageviews | Avg. Time on Page | Bounce Rate | Goal Completions |
| 2 | Summer 2018 Spirit | 43,177 | 2:57 | 79.62% | 101 |
| 3 | Time Capsule - 12 Things to Know About the Yell Leaders | 13,976 | 6:07 | 87.88% | 15 |
| 4 | Student Impact - Best of the Best | 3,997 | 4:00 | 75.80% | 9 |
| 5 | Spirit Magazine Home Page | 3,295 | 0:52 | 50.42% | 0 |
| 6 | Trailblazers - Animation Wizard | 2,552 | 4:17 | 80.50% | 3 |
| 7 | Back Page - Good Reads: 5 Books You Won't Want to Miss | 2,268 | 2:01 | 86.31% | 11 |
| 8 | Viewpoint - Dr. Lyons LEGO replica | 2,016 | 2:17 | 83.70% | 7 |
| 9 | Campaign Update - Movers, Shakers and Dream Makers | 1,344 | 3:11 | 83.08% | 5 |
| 10 | One Voice - I-School | 1,188 | 5:49 | 74.30% | 2 |
| 11 | Ask Professor X - The Brainiac | 966 | 2:39 | 77.22% | 6 |





Tools for Analytics

Making analytics easier



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Web Analytics

- Google Analytics (GA)
 - Javascript that runs on your page and communicates with Google. You can only get analytics for sites that you own and have this code installed.
 - Google Tag Manager allows you to expand GA and do things like tracking downloads, tracking off-site links, viewing progress of videos, and more.
 - If you haven't set up GA yet, do so from within tag manager.
- SiteImprove
- Other third-party software

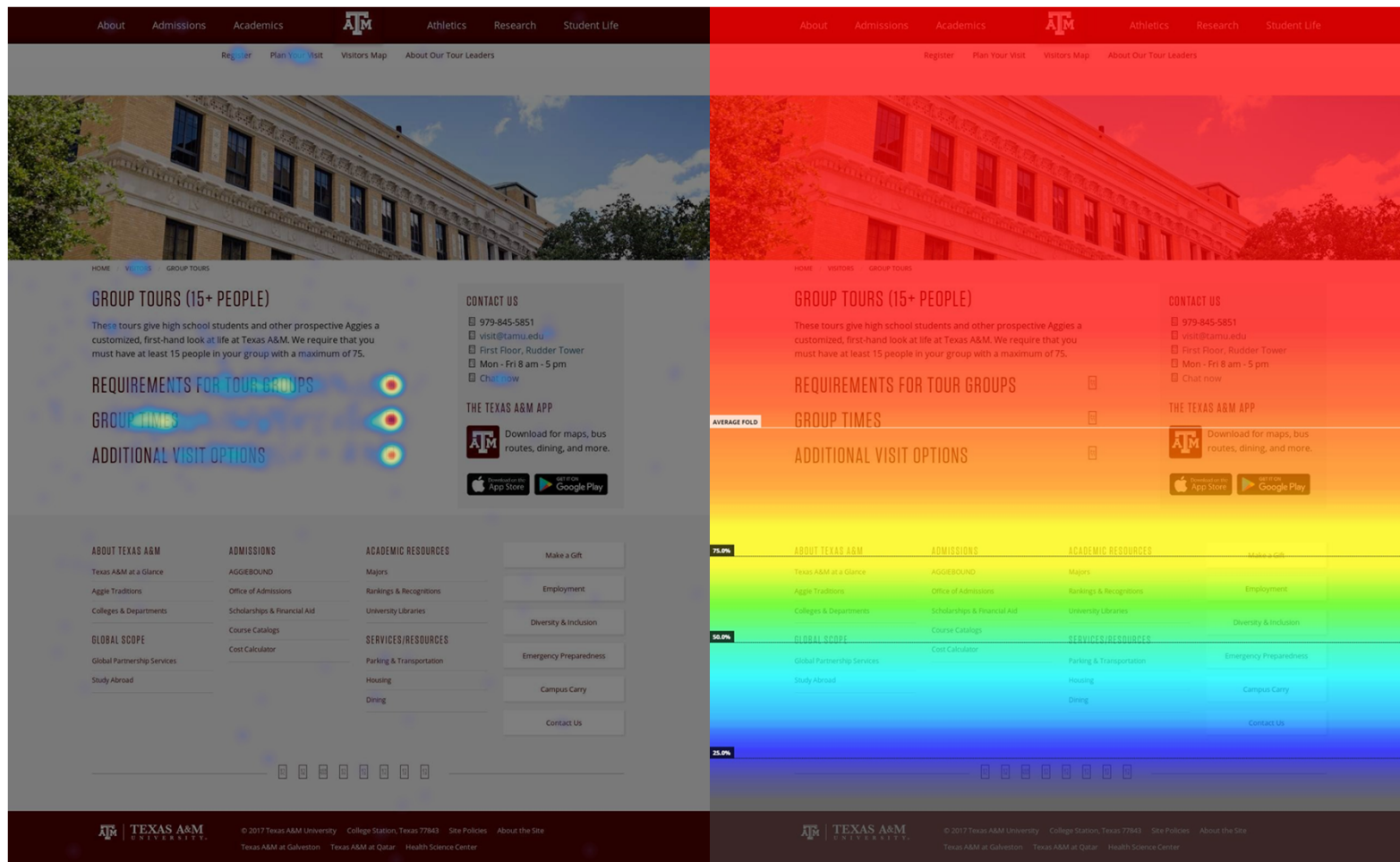


Heatmaps

- Heatmaps are visual representations users viewing your site.
- They can track things like mouse clicks, cursor movement, and page scrolling
- HotJar, Crazy Egg, Clicktale, and many other vendors. All of these use javascript placed on your site, similar to GA



Heatmap Examples



Heatmaps to show eye tracking



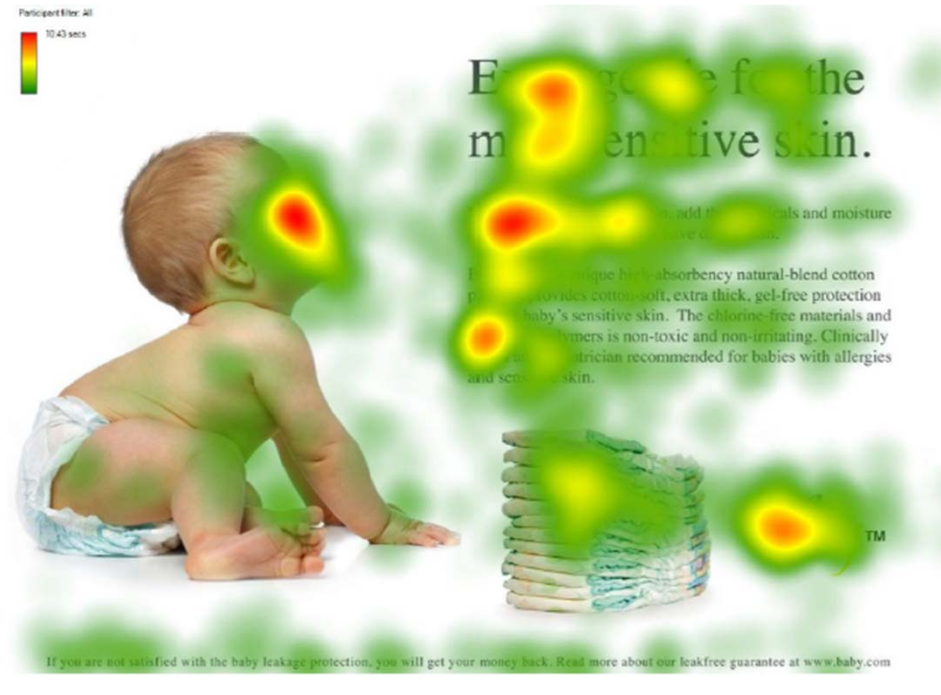
Extra gentle for the most sensitive skin.

So gentle on sensitive skin, add the chemicals and moisture you need to prevent diaper rash.

Baby's unique high-absorbency natural-blend cotton provides cotton-soft, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



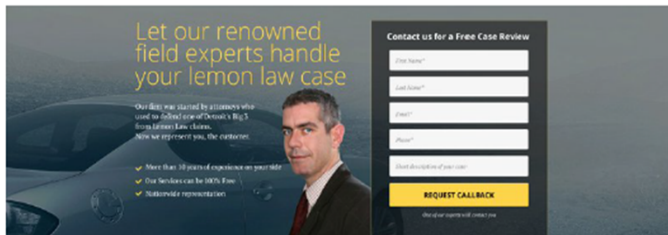
If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at www.baby.com



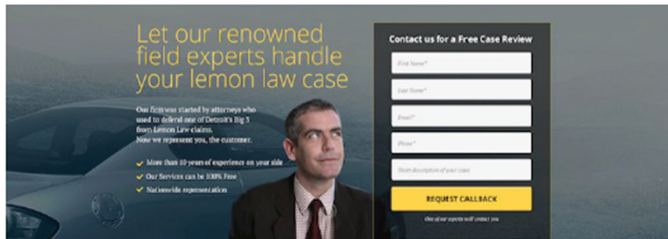
If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at www.baby.com



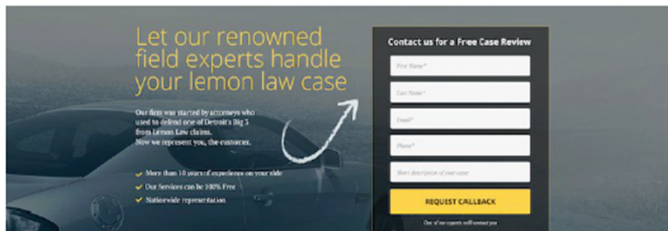
Heatmaps to show eye tracking



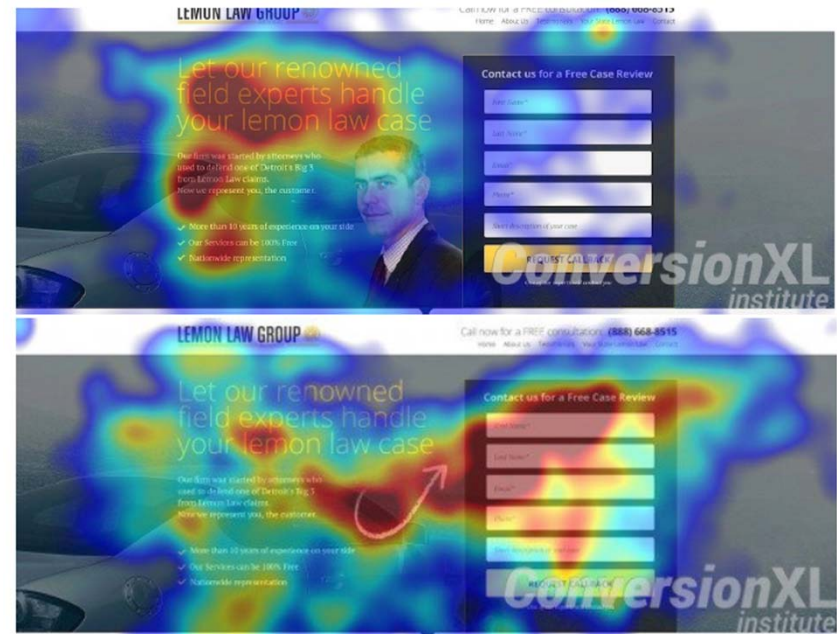
Human looking away from form



Human looking at form



Arrow



Source: ConversionXL



Important Metrics

*What are the most important
pieces of data to look at?*



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Important Metrics



We are overloaded with data.

All data is not the same.

“Vanity Metrics”

Pageviews are not actually terribly important. This is the modern version of the 1990s counters.

Every site has its own most important metric depending on the content/audience/etc. Identify that that is for your sites.



Important Metrics

So what then are some general recommendations?

- **Sessions** - a visit, no matter how many pages they viewed.
- **Visitors** - unique visitors, new vs. returning
- **Bounce Rate** - how engaged are your users?



Important Metrics Continued

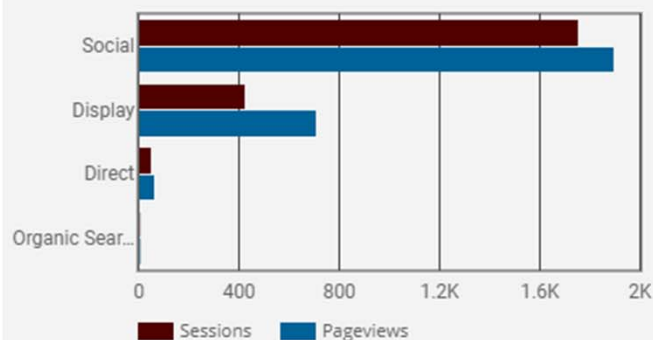
- **Acquisition Channels** - where is your traffic coming from?
- **Demographics** – age, gender, faculty/staff, geographic regions, etc.



MATTHEW CURTIS
is innovating for good

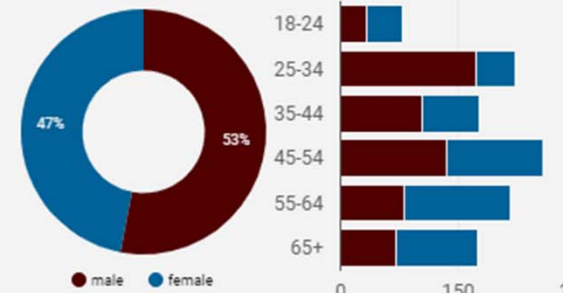
Which channels are driving engagement?

Last 30 days



Engagement by Age & Gender

Showing the number of users over the past 30 days



Tracking Email and Social Media

Using campaigns to measure your traffic coming from email, social media, advertisements, and other non-website sources



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Campaign Codes

These allow you to track incoming traffic from different types of external sources and categorize it into specific campaigns.

These may be as general as “email” or as specific as a particular link in a particular issue of a newsletter.



Building Links

You need three pieces of data to build a campaign link: source, medium, campaign name.

Original link: <http://leadbyexample.tamu.edu/Gracie.html>

Source: facebook

Medium: social

Campaign: fdn_ad-campaign_gracie

http://leadbyexample.tamu.edu/Gracie.html?utm_source=facebook&utm_medium=social&utm_campaign=fdn_ad-campaign_gracie

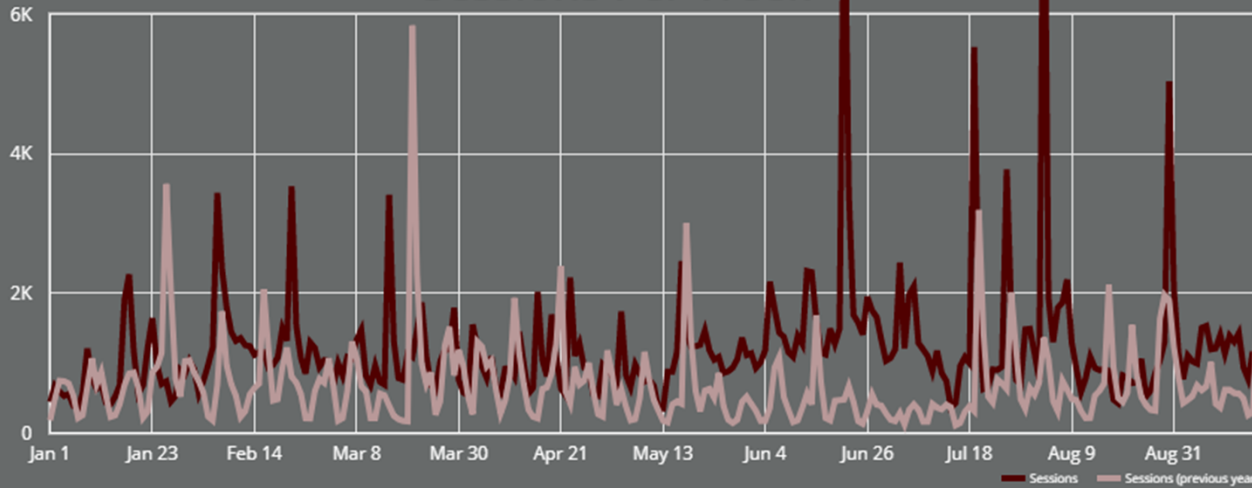
Link to the generator: tx.ag/URLBuilder



Foundation & LBE Websites

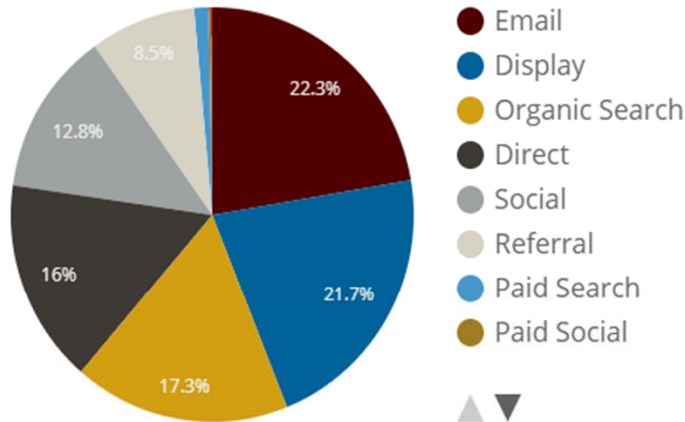
Jan 1, 2018 - Sep 18, 2018

Sessions Per Week



Sessions
320,237
 ↑ 78.7%

Traffic Sources



| Channel | Sessions | % Δ |
|-------------------|----------|----------|
| 1. Email | 71,433 | 49.5% ↑ |
| 2. Display | 69,342 | 657.8% ↑ |
| 3. Organic Search | 55,488 | 42.0% ↑ |
| 4. Direct | 51,237 | 60.2% ↑ |
| 5. Social | 40,984 | 93.4% ↑ |
| 6. Referral | 27,101 | 8.0% ↑ |
| 7. Paid Search | 3,683 | 243.2% ↑ |
| 8. Paid Social | 717 | - |
| 9. (Other) | 199 | -94.9% ↓ |

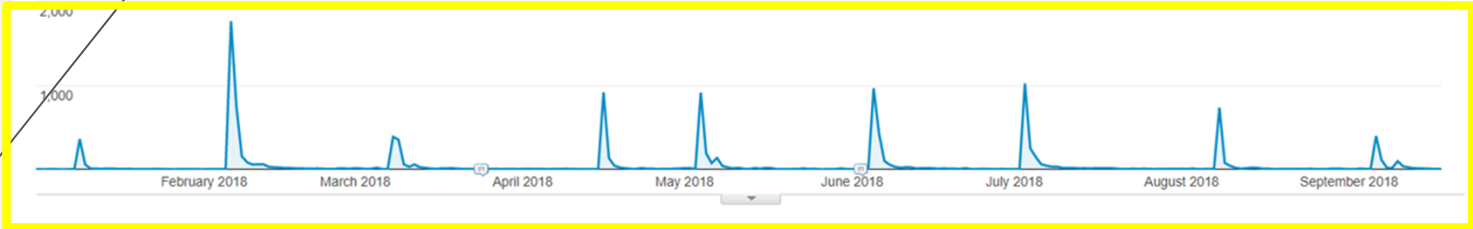


- HOME
- CUSTOMIZATION
- Reports
- REAL-TIME
- AUDIENCE
- ACQUISITION
- Overview
- All Traffic
- Google Ads
- Search Console
- Social
- Campaigns
- All Campaigns
- Paid Keywords
- Organic Keywords
- DISCOVER
- ADMIN

MENU TABS

DATE RANGE

Jan 1, 2018 - Sep 18, 2018



| Campaign | Acquisition | | | Behavior | | | Conversions | | |
|------------------------------------|--|---|---|--|---|---|--|---|---|
| | Sessions | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| Planned Giving Email-June | 12,742 <small>% of Total: 3.98% (320,520)</small> | 70.53% <small>Avg for View: 65.45% (7.76%)</small> | 8,987 <small>% of Total: 4.28% (209,787)</small> | 83.84% <small>Avg for View: 73.30% (14.37%)</small> | 1.30 <small>Avg for View: 1.58 (-17.84%)</small> | 00:00:39 <small>Avg for View: 00:01:08 (-42.66%)</small> | 3.09% <small>Avg for View: 1.75% (76.85%)</small> | 394 <small>% of Total: 7.03% (5,604)</small> | \$5,559.00 <small>% of Total: 0.57% (\$969,834.00)</small> |
| 1. PG_Gift-Legacy_35_February-2018 | 1,425 (11.18%) | 74.88% | 1,067 (11.87%) | 90.39% | 1.17 | 00:00:27 | 2.25% | 32 (8.12%) | \$200.00 (3.60%) |
| 2. PG_Gift-Legacy_51_February-2018 | 1,167 (9.16%) | 72.58% | 847 (9.42%) | 89.29% | 1.21 | 00:00:26 | 1.89% | 22 (5.58%) | \$1,709.00 (30.74%) |

CAMPAIGN NAMES





Goals & Conversions

Have a way to measure success



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What is a goal?

Tracked measurement of an action on your page that you have determined is valuable.



Types of goals

When most people hear goal or conversion they think of tracking revenue.



Types of goals

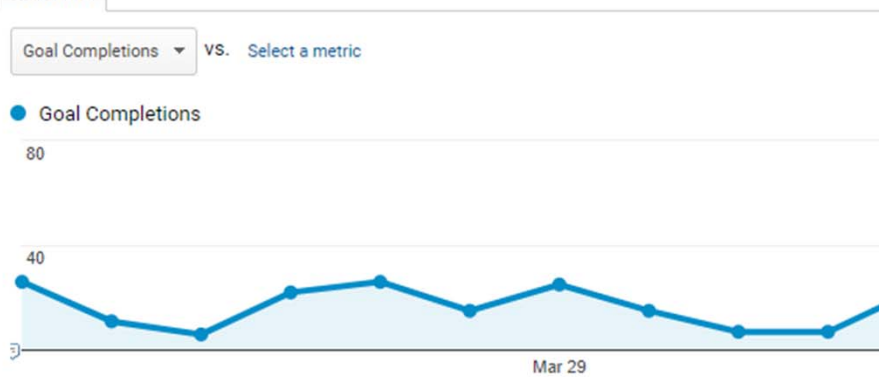
MANY different types of events you can track in Google Analytics like:

- **Downloads of a named PDF**
(ie. brochure, student handbook or PPT)
- **Views of a specific page**
(ie. application confirmation, event registration)
- **Completions of a form**
(ie. feedback form, inquiry form, newsletter sign-up form)
- **Engagement measurements**
(ie. specific time on site, # pages per visit, amount of time watching a video)



Determining goal value

Overview



FINDING THE ROOT OF JOY

Poet, speaker and photographer Karla K. Morton '88 will bring messages of hope and inspiration to the 2018 Women, Wealth & Wisdom conference.

[READ MORE](#)

Request a FREE Estate & Gift Planning Kit Today!

Make estate and gift planning easy by requesting your planning kit.

[REQUEST A KIT](#)

TIPS FOR DOWNSIZING

Whether becoming empty nesters, downsizing or adapting to the minimalist movement, Americans are examining the items they have collected over the years.

[READ MORE](#)

Goal Completions

572

Goal Value

\$157,581.00

Goal Conversion Rate

2.13%

Total Abandonment Rate

0.00%

Mailto: click (Goal 1 Completions)

220

Contact Us/Update Contact Information Form (Goal 2 Completions)

19

Give Now Form Completion (Goal 5 Completions)

261

Heritage Membership Form (Goal 6 Completions)

0

Newsletter Subscription (Goal 9 Completions)

16

Publication Request (Goal 10 Completions)

1

Estate & Gift Planning Kit (Goal 12 Completions)

29

Retirement Asset Gift Kit (Goal 13 Completions)

0



The background of the slide is a dark maroon color with a faint, semi-transparent image of the Texas State Capitol dome on the left side. The dome is shown in profile, with its characteristic tiered structure and arched windows.

Data Studio

“Beautiful data visualization starts here.”

- Google



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© Mike Baldwin / Cornered



“What is it, boy? Want to go outside?”

CartoonStock.com



All Traffic ✓

Feb 23, 2018 - Mar 1, 2018

All Users
100.00% Pageviews

+ Add Segment

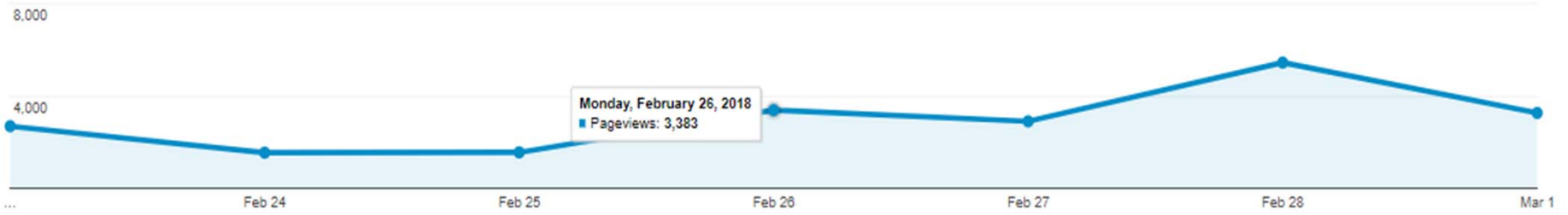
Explorer

Summary Site Usage Ecommerce

Pageviews VS. Select a metric

Day Week Month

Pageviews



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

advanced [Grid] [List] [Filter] [Refresh]

| Source / Medium | Pageviews | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
|------------------------------|---|---|---|---|---|---|---|---|---|
| | 20,773 <small>% of Total: 100.00% (20,773)</small> | 59.12% <small>Avg for View: 59.12% (0.00%)</small> | 9,415 <small>% of Total: 100.00% (9,415)</small> | 85.12% <small>Avg for View: 85.12% (0.00%)</small> | 1.30 <small>Avg for View: 1.30 (0.00%)</small> | 00:00:52 <small>Avg for View: 00:00:52 (0.00%)</small> | 0.00% <small>Avg for View: 0.00% (0.00%)</small> | 0 <small>% of Total: 0.00% (0)</small> | \$0.00 <small>% of Total: 0.00% (\$0.00)</small> |
| 1. google / organic | 9,454 (45.51%) | 66.96% | 4,961 (52.69%) | 85.68% | 1.28 | 00:00:52 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 2. today / email | 3,272 (15.75%) | 23.72% | 584 (6.20%) | 80.79% | 1.33 | 00:00:50 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 3. (direct) / (none) | 2,467 (11.88%) | 82.20% | 1,238 (13.15%) | 86.72% | 1.64 | 00:01:16 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 4. m.facebook.com / referral | 1,069 (5.15%) | 79.75% | 815 (8.66%) | 95.99% | 1.05 | 00:00:07 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 5. t.co / referral | 741 (3.57%) | 54.06% | 326 (3.46%) | 90.05% | 1.23 | 00:00:57 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 6. facebook / social | 627 (3.02%) | 74.56% | 428 (4.55%) | 80.66% | 1.09 | 00:00:38 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |

CASE STUDY: MESSAGE WHAT HAPPENED WITH HARVEY?



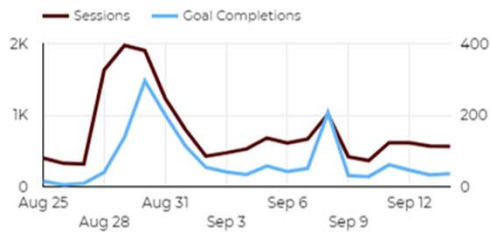
HURRICANE HARVEY IMPACT - AUGUST 25-SEPTEMBER 14, 2017

OVERALL SITE IMPACT

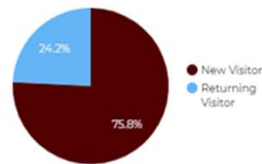
| | | | | | | |
|-----------------------------------|--------------------------------------|---------------------------------------|--|--|--|--|
| Users 13,338 ↑ 13.9% | Sessions 16,114 ↑ 13.7% | Pageviews 29,918 ↑ 19.6% | Goal Completions 1,539 ↑ 315.9% | Goal Conversion Rate 9.55% ↑ 266.0% | Avg. Time on Page 00:01:58 ↑ 8.8% | Total Events 25,376 ↑ 59.5% |
|-----------------------------------|--------------------------------------|---------------------------------------|--|--|--|--|

**change metrics based on previous period*

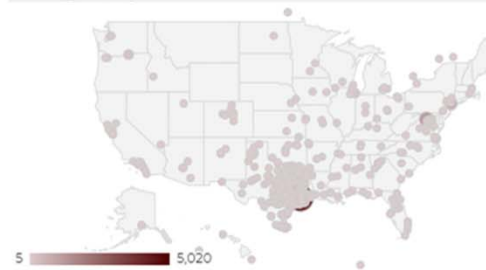
Traffic and Conversion Trends



New vs. Returning Users



Geography



Top Traffic Sources

| Source | Sessions |
|-----------------|----------|
| (direct) | 3,998 |
| google | 3,675 |
| facebook | 1,747 |
| m.facebook.com | 1,003 |
| tamu.edu | 725 |
| vetmed.tamu.edu | 686 |
| facebook.com | 434 |
| cas.tamu.edu | 389 |
| tamug.edu | 354 |
| tamf-newsletter | 275 |

1 - 10 / 200 < >

Most Popular Events

| Event Category | Total Events |
|---------------------|--------------|
| form-submit | 13,231 |
| Scroll Depth | 2,748 |
| header-nav-main | 2,222 |
| outbound-link | 1,550 |
| recent-news-2 | 1,209 |
| spirit-slider | 1,074 |
| youtube | 1,066 |
| intranet-side-nav | 484 |
| spirit-Scroll Depth | 364 |
| header | 321 |

1 - 10 / 40 < >

Detail of Outbound Links

| Event Label | Total Events |
|---|--------------|
| http://tx.ag/harveysupport | 746 |
| https://sfaid.tamu.edu/uwideapp/ | 68 |
| https://www.applytexas.org/adappc/gen/c_start.wbx | 59 |
| https://scholarships.tamu.edu/freshmen/available-sc... | 51 |
| https://www.flickr.com/photos/texasamfoundation/s... | 37 |
| https://www.facebook.com/texasamfoundation | 35 |
| http://coalitionforcollegeaccess.org/ | 19 |
| http://bthoharvey.org/ | 14 |
| https://vimeo.com/150721713 | 12 |
| https://twitter.com/txamfoundation | 11 |

1 - 10 / 119 < >



Questions?

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GoWeb Documentation

<https://goweb.tamu.edu/groups/analytics/>





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April 20, 2018



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