Analytics

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January 14, 2014
Your Website as the Hub
It’s also the Starting Point

- Ability to create CTA landing pages
- Google Analytics code allows you to see activity, but that’s only half the story
- Other analytics tools hone in on specific user activity and could supplement GA (MixPanel, MailChimp, etc.)
- Create a tracking path from social > website > ‘goal’
- Must partner with other stakeholders for the full picture (context)
Google Analytics

External and Internal Tracking

- External - Campaigns
  Isolate the external traffic of specific initiatives

- Internal - Event Tracking
  See the results of in-page content
Campaigns

Google Analytics for External Tracking

- Add GA syntax code to URLs added to adverts, social posts, etc.
- Three parts: Source, Medium, Campaign
- No spaces or weird characters
- Begins a new GA user session
- Use a URL shortener, or ask IT for a alias/redirect if URL is visible
- No additional setup required
Campaigns - Example

HR Faculty Ad

• Campaign is placed on employment sites and in publications HR uses for recruitment
• Chart presents semester push for Fall 2014, which helps highlight best timing and impact of campaign
• Need to work with HR to see quantity of applicants

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Campaigns - Example
Undergraduate Admissions

- Multiple Segments - Campaign was used in postcards, e-mails, and posters
- Aliases were used. Ex. : ‘/openhouse1’
- Chart shows 2013 and 2014 timeframes (same codes were used for both)
- Click segments for details
Campaigns - Example

Financial Aid CUNYfirst

- Initially thought source was only Facebook - posting on 8/6
- Actual Sources: Email, Facebook, others
- Since multiple channels used the same campaign code, impossible to separate
Google Analytics Acquisition > Social

Another way to look at Social Referrals

- BC News Story, Dec 29, 2014
- Posted to Facebook
- Half the traffic (740 vs 380) came from Facebook
- Facebook Insights - 315 clicks
- Without tracking, might be from multiple sources (ex. other posts)
Event Tracking

Google Analytics for Internal Tracking

- Javascript variables passed to GA
- Add variables to HTML code
- BC tracks anchors only, but any JS event could be tracked (mouseovers, page position, etc)
- Three parts: Category, Action, Label
- Can have spaces, etc.
- Does not start a new user session
- Invisible to the user
- JS file and additional code in GA call

Javascript (ga-eventtracker.js)

```javascript
$(document).ready(function(){
  $('a').click(function(){
    var eventCategory = $(this).attr('ga-category');
    var eventAction = $(this).attr('ga-action');
    var eventLabel = $(this).attr('ga-label');
    trackClick(eventCategory, eventAction, eventLabel);
  });
});
```

Google Analytics

```html
<script type="text/javascript">
  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-16095067-3']);
  _gaq.push(['_trackPageview']);
  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
  }());

  function trackClick(eventCategory, eventAction, eventLabel) {
    _gaq.push(['_trackEvent', eventCategory, eventAction, eventLabel]);
  }

</script>
```
Event Tracking - Example

Brooklyn College Library

- Helps us understand our website header
- Header has three parts: 1) maroon bar, 2) consistent nav, and 3) gateways
- Library links in the consistent nav, PS dropdown, CS dropdown, FS dropdown, Academics give us some real understanding of how the site is being used
- Link in 2 (consistent nav) outperforms all
Event Tracking - Example

International Admissions How to Apply Link on International Students Page

- Helps us understand page elements
- Two areas: 1) page link in right-side navigation, 2) button within How to Apply column content
- Timeframe: 10/9 - 12/31
- 1 - 1059 clicks
- 2 - 410 clicks
Event Tracking - Example

Feirstein Homepage Banner

- Two areas: 1) page link in copy, 2) Learn More
- Timeframe: 10/9 - 12/31
- 1 - 174 clicks
- 2 - 199 clicks
- Outside agency runs analytics on Feirstein website as part of a larger marketing campaign; need to partner to quantify these numbers
- Application link within Feirstein - over 1000 clicks, so again, only half the story
Social Media

An Overview of Social Media Management

• Consistent branding
• Expect a response. Users most strongly agree that reciprocity matters. If someone posts on your Facebook wall, you’re expected to respond in a timely manner.
Insights

Facebook includes software that collects a modicum of information about the performance of your Page and the users that visit.

- Insights provide information about your Page’s performance and are available after at least 30 people like your Page.
- Understand how people are responding to your posts to help you create content that your audience cares about.
- See how specific posts and types of posts perform so you can focus your efforts on what works.
Insights - Likes vs. Reach

Tweak your social media campaign for maximum impact.

- Likes - the number of people who liked your page.
- Reach - the number of people your post was ‘served to’ – who has seen the post, whether they clicked on it or not.
- Also shows the number of people served any activity. Ex: mentions, check-ins, ‘like’ ads, posts by other people, charts for likes, comments and shares, hidden or reported as spam content, or if your page was unliked.
Insights - Posts

Insights provides stats that highlight the demographics of your visitors/participants and the effectiveness of your posts.

- People - The demographic makeup of your viewers can help you better understand your audience: age group, location, gender, etc.
- Post Types - Which kinds of posts have the most reach and engagement.
- Keep it in context. Be aware that the data you see on Facebook Insights might not reflect a post’s overall performance on other social media channels.
Twitter

Twitter is frequently utilized for speedy, ‘live’ updates of an event.
Twitter Counter
twittercounter.com

- A free service with some basic tracking capabilities.
- Use it to get a clear overview and graph of your Twitter stats.
Hootsuite

hootsuite.com

• A social media management system that allows you to schedule posts across multiple social media platforms.
• The system’s user interface takes the form of a dashboard.
Buffer
bufferapp.com

- Similar to Hootsuite but with limited capabilities, essentially allowing you to schedule posts.
Conclusion
For effective measurement of external and internal tracking

- Partner with other stakeholders for the full picture (context)
- Use Google Analytics to look at more than users and page views
- Create a tracking path from social > website > ‘goal’
- Add campaign code to URLs added to adverts, social posts, etc.
- Work with IT to enable event tracking
- Develop a good editorial calendar to plan posts and tracking needs
- Facebook Insights and additional software should be utilized to execute more effectively campaigns.
- Use social tools to streamline posting process