



# Unlocking PR Insights Using GA

*January 15, 2019  
PRSA Boston*

# A BIT ABOUT ME

Lead the Marketing Technology team at SHIFT Communications.

Responsible for leveraging analytics & data to:

- Provide clear & actionable measurement of program performance.
- Regularly inform our integrated strategies.

Integrated Marketing degree from Ithaca College.



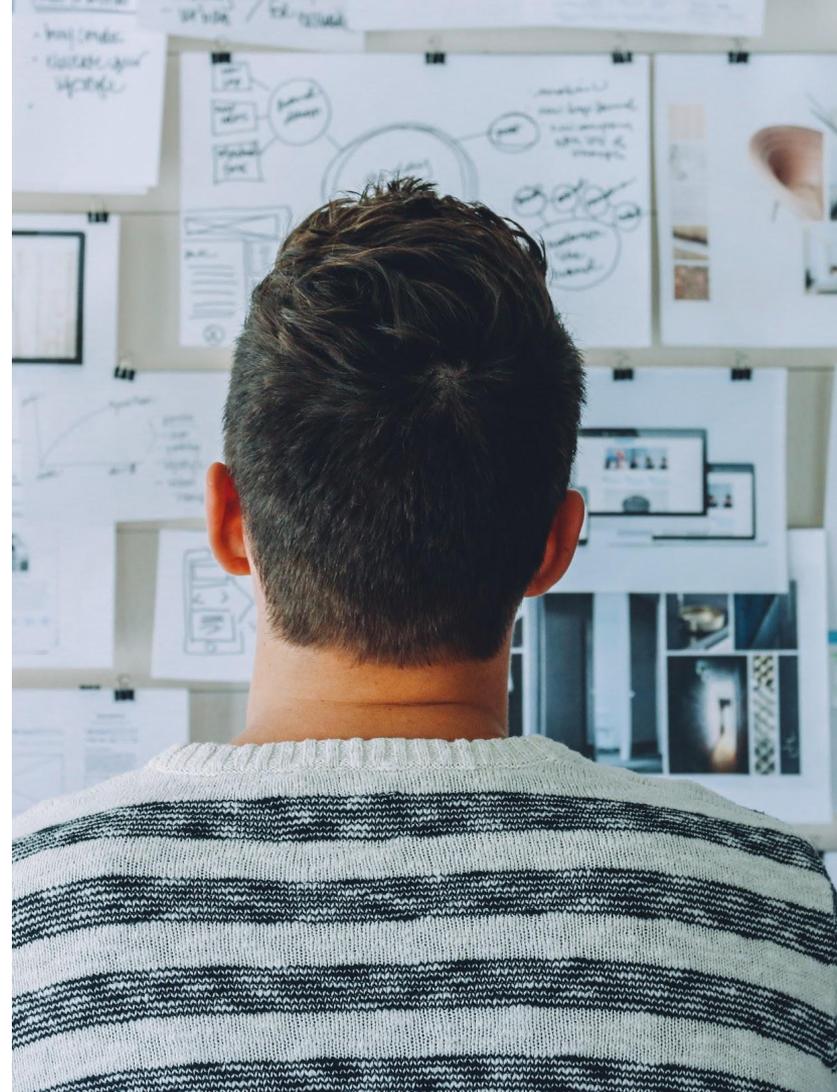
# WHAT WE'LL COVER

- The PR measurement challenge(s)
- Overview of metrics + insights GA offers
- Metric Methodology -- mapped to a traditional marketing funnel
- Insight hacks -- asking nicely with NLP
- Application 101 -- how does all this make me situationally better?



# PURPOSE OF PR

- Is fundamentally to create awareness and build trusted relationships with target audiences.
- But isn't it more...?



# OUR MEASUREMENT CHALLENGE(S)

## ➤ MARKETING OWNS MEASUREMENT

*From logins to all the tools to access to GA, marketing & insights teams own these functions, but are distant from the work itself.*

## ➤ WE HAVE A “PROOF” PROBLEM

*PR activities that build awareness are difficult to measure, but a critical piece of a communications program. Modern CMO's require hard ROI & business impact.*

# HAVEN'T WE TRIED THIS?

## ① SORT OF, BUT DATA WAS LIMITED

*We've been forced to use other means like Ad Value Equivalence and share of voice -- both of which miss the mark for various reasons.*

## ② WE'VE USED "SOFT" METRICS

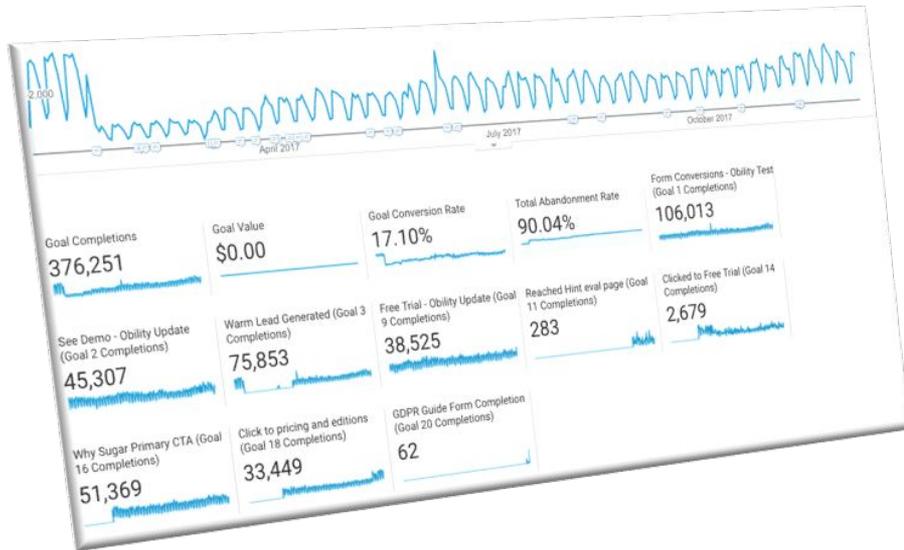
*Coverage volume, impressions, etc. are fine for measuring raw audience size, but not to get to the core of how engaged that audience was or how they interacted with us.*





# GA Metrics Overview

# FIRST THINGS FIRST: THE HOUSE MUST BE IN ORDER



## *Items to Consider:*

- Are tracking codes setup properly?
- Are goals active and setup correctly?
- Do goals represent the actions we want people to be taking?

# OVERVIEW OF GA METRICS

## Users

- # of unique users who visited the website

## Sessions

- # of sessions initiated by all users (30 min of inactivity triggers new session)

## New Vs. Returning Users

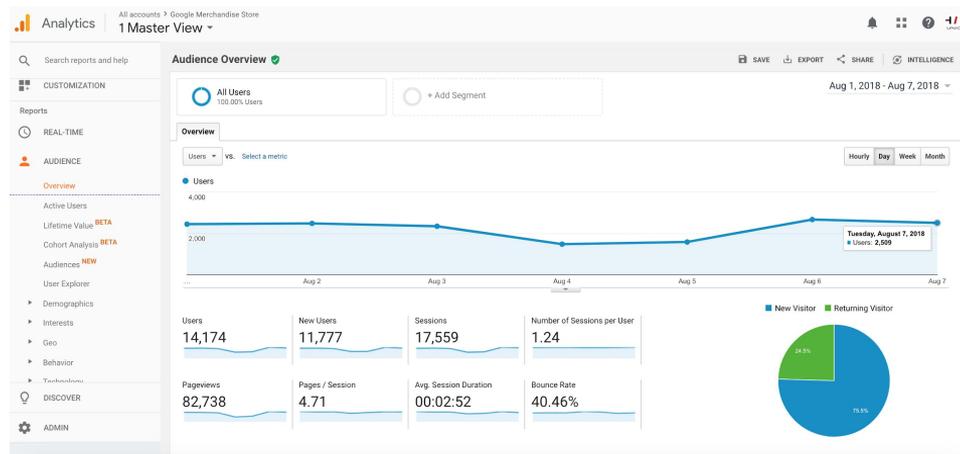
- Percentage of new users who have never visited the site vs. those returning

## Pages/Session

- Avg. number of pages users viewed on the website during their session

## Acquisition Source

- Method in which the user got to website (organic search, direct, referral, etc.)



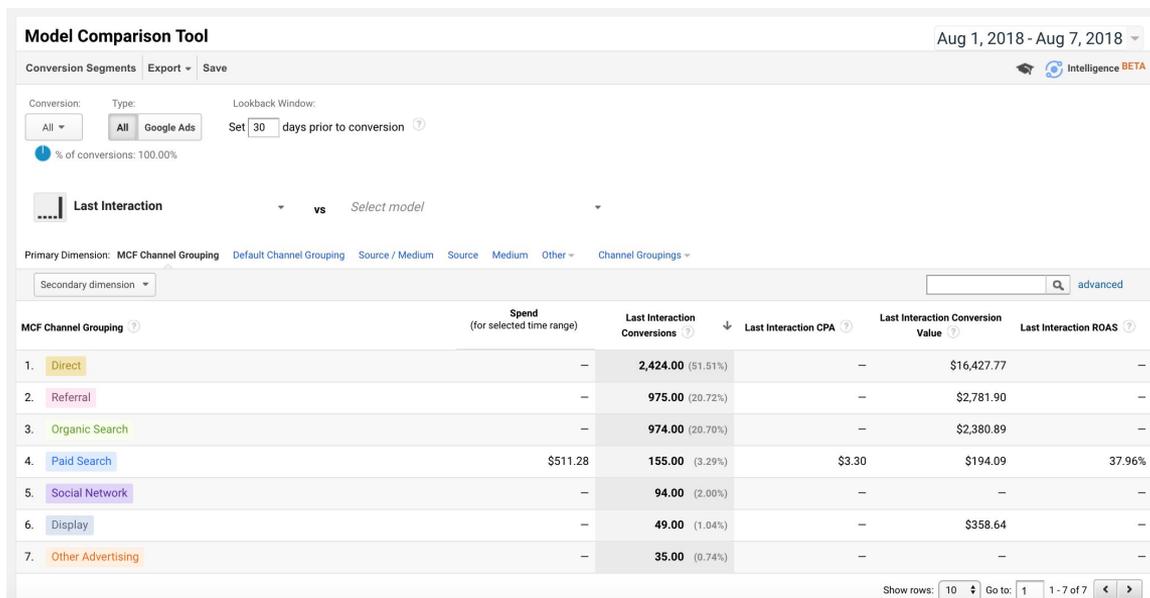
## Bounce Rate

- Percentage of users who navigate off the site after visiting one page (~30% is great)

## Duration

- Average time that users are engaged on site consuming content (> 1.5 min is good)

# OVERVIEW OF GA METRICS



The screenshot shows the 'Model Comparison Tool' interface for the period of Aug 1, 2018 - Aug 7, 2018. The tool is configured for 'All' conversion segments, 'All' conversion type, and 'Google Ads' as the source. The lookback window is set to 30 days prior to conversion. The primary dimension is 'MCF Channel Grouping' and the secondary dimension is 'Channel Groupings'. The table displays the following data:

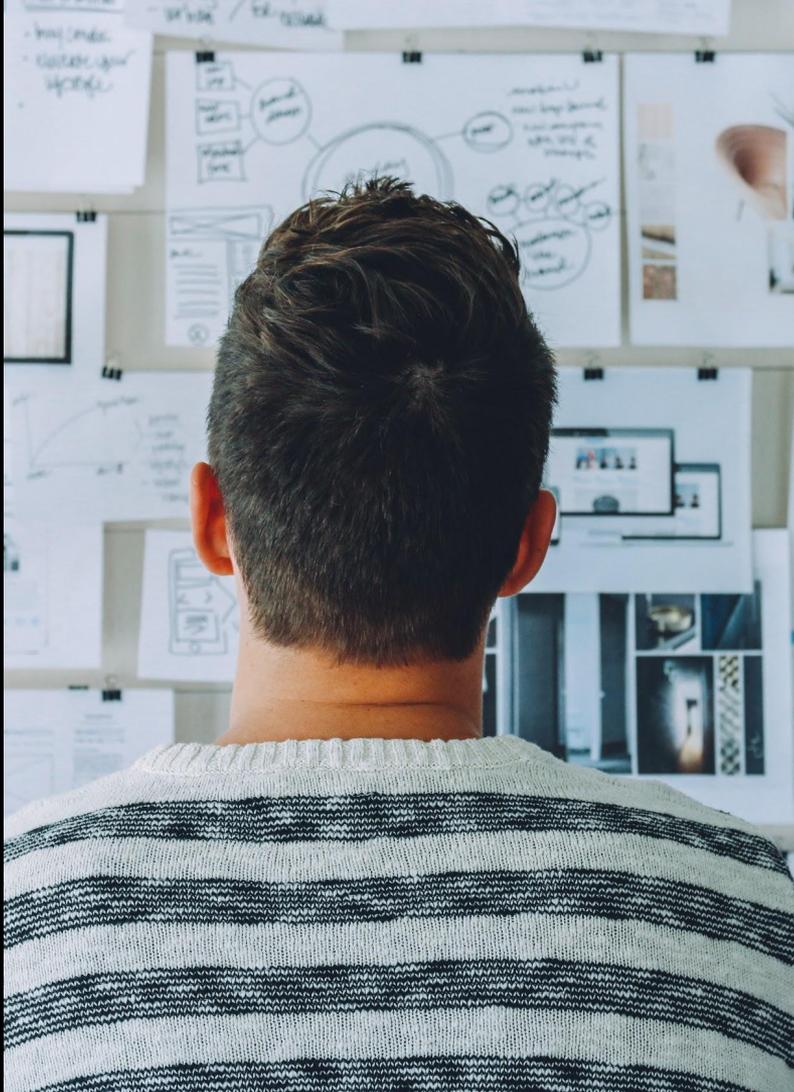
MCF Channel Grouping	Spend (for selected time range)	Last Interaction Conversions	Last Interaction CPA	Last Interaction Conversion Value	Last Interaction ROAS
1. Direct	-	2,424.00 (51.51%)	-	\$16,427.77	-
2. Referral	-	975.00 (20.72%)	-	\$2,781.90	-
3. Organic Search	-	974.00 (20.70%)	-	\$2,380.89	-
4. Paid Search	\$511.28	155.00 (3.29%)	\$3.30	\$194.09	37.96%
5. Social Network	-	94.00 (2.00%)	-	-	-
6. Display	-	49.00 (1.04%)	-	\$358.64	-
7. Other Advertising	-	35.00 (0.74%)	-	-	-

## Goal Completions (conversions)

- The number of times a user completed an important CTA on site (form fill out, sale, etc.)

## Attribution Modeling

- The various ways in which GA can assign value to channel-specific touch points throughout the purchase journey. What role does PR play in that path via assisted conversions?



# MEASUREMENT METHODOLOGY

*MAPPING GA METRICS TO A TRADITIONAL FUNNEL*

## AWARENESS

Branded Search  
**New** vs. Returning  
Direct Traffic

## ENGAGEMENT

User/Session Data  
Duration & Bounce  
Referral Traffic  
New vs. **Returning**

## ACTION

Conversion Rate  
Goal Completions  
Attribution

# AWARENESS

*DO MORE PEOPLE KNOW ABOUT US?*

***Branded Search Traffic:*** Are more people Googling our brand?

***New vs. Returning:*** Are we attracting more new users than we were prior to our campaigns?

***Direct Traffic:*** Are more people directly navigating to the site, therefore indicating they're aware?

# ENGAGEMENT

WHAT ARE PEOPLE DOING ONCE THEY BECOME AWARE?

**User/Session Data:** What content is attracting users and performing best? How are users getting to the site? (Source)

**Duration & Bounce:** Are users staying on site longer and visiting more pages?

**Referral Traffic:** Are users clicking through links in our coverage to learn more about our brand?

**New vs. Returning:** Are they coming back to us after we've made a first impression?

# ACTION

*WHAT IMPACT IS THIS HAVING ON OUR BOTTOM-LINE?*

**Goal Completion:** Is traffic resulting from our PR efforts converting?

**Attribution:** How much of our work is contributing to sales?

# ATTRIBUTION OVERVIEW

**What is it?** Modeling to determine the value of marketing channels (paid & unpaid).

**Why use it?** To help articulate the value of earned & owned media and its impact on the customer journey.

**Um, how?** Choose a couple models that could apply to your client/business. Compare results and apply the one that best demonstrates ROI for you.

A customer finds your site by clicking one of your Google Ads ads. She returns one week later by clicking over from a social network. That same day, she comes back a third time via one of your email campaigns, and a few hours later, she returns again directly and makes a purchase.

 In the **Last Interaction** attribution model, the last touchpoint—in this case, the *Direct* channel—would receive 100% of the credit for the sale.

 In the **Last Non-Direct Click** attribution model, all direct traffic is ignored, and 100% of the credit for the sale goes to the last channel that the customer clicked through from before converting—in this case, the *Email* channel.

 In the **Last Google Ads Click** attribution model, the last Google Ads click—in this case, the first and only click to the *Paid Search* channel—would receive 100% of the credit for the sale.

 In the **First Interaction** attribution model, the first touchpoint—in this case, the *Paid Search* channel—would receive 100% of the credit for the sale.

 In the **Linear** attribution model, each touchpoint in the conversion path—in this case the *Paid Search*, *Social Network*, *Email*, and *Direct* channels—would share equal credit (25% each) for the sale.

 In the **Time Decay** attribution model, the touchpoints closest in time to the sale or conversion get most of the credit. In this particular sale, the *Direct* and *Email* channels would receive the most credit because the customer interacted with them within a few hours of conversion. The *Social Network* channel would receive less credit than either the *Direct* or *Email* channels. Since the *Paid Search* interaction occurred one week earlier, this channel would receive significantly less credit.

 In the **Position Based** attribution model, 40% credit is assigned to each the first and last interaction, and the remaining 20% credit is distributed evenly to the middle interactions. In this example, the *Paid Search* and *Direct* channels would each receive 40% credit, while the *Social Network* and *Email* channels would each receive 10% credit.

# ATTRIBUTION EXAMPLE



*Last Click*

**0%**

Email would  
get 100%.

*Linear*

**25%**

Each channel  
shares credit.

*Position Based*

**40%**

First/last get  
40%, rest is split.



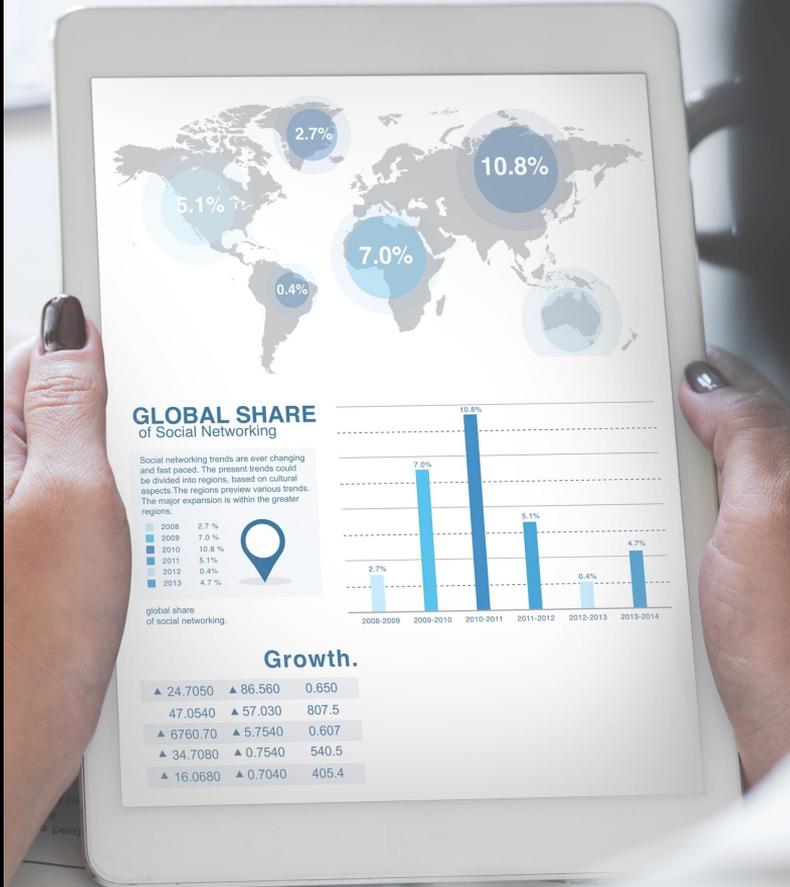
# What Questions Do We Need Answered?

# GA's ANALYTICS INTELLIGENCE

Machine learning algorithm that makes it simple to drill down into useful and specific GA data

Can ask questions in plain language through integration of natural language processing tech





# 1. WHAT CONTENT IS MOST VALUABLE TO OUR AUDIENCE?

METRICS: referral traffic, resulting time on site, bounce rate.

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INSIGHTS: we know what pubs our message resonates most strongly with, and what angles were most effective. How do we recreate and amplify?

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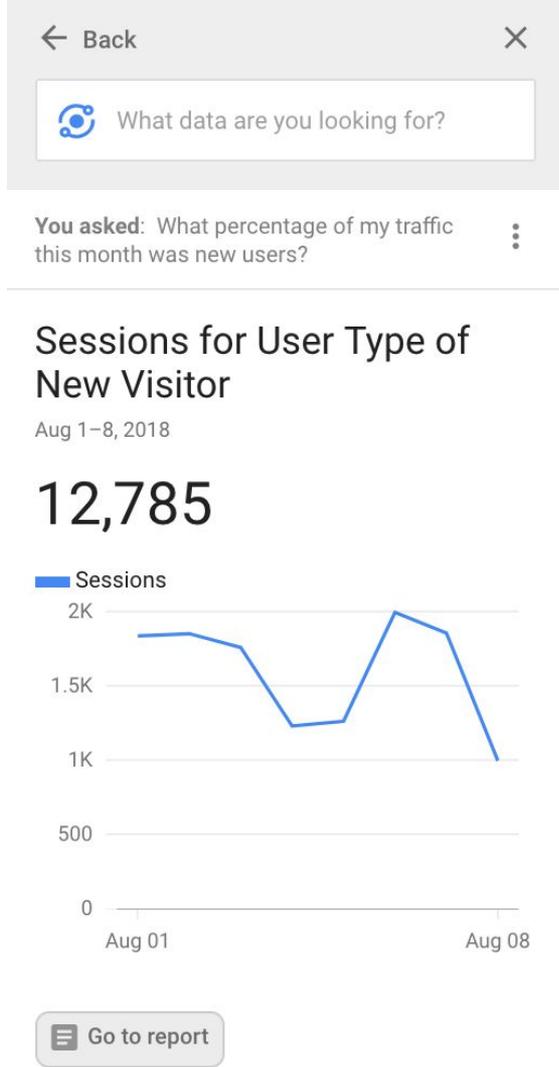
WHAT TO ASK: “What referrals drove the most traffic?” “What channel converted best this month?”

## 2. HOW MANY NEW PEOPLE ARE AWARE OF THE BRAND?

METRICS: new vs. returning users, lift in branded & direct traffic.

INSIGHTS: we can demonstrate lifts in brand awareness resulting from our efforts.

WHAT TO ASK: “What percentage of my traffic was from new users this month?” “How much direct traffic did we receive in 2018?”





### The Groom's Guide Book by The Black Tux

By Man of Many in Books, Lifestyle, Men's Fashion Advice on April 29, 2017



This is one is for the men about to walk down the aisle. As much as it's (probably) the happiest day of your life, it's not without it's moments of panic for most – especially when it comes to picking the perfect suit. Never fear, friend – the guys at The Black Tux have got you covered, insofar as they've put together the ultimate wedding planner guide for grooms. Whether you're either experiencing it right now or have done so before, weddings can be a stressful foe.



#### THE LATEST



Bogarde and Dior Homme Bring Home the Gold



Nikon Coolpix P1000 Brings it all Into Focus



Heimplanet Backdoor Tent Drives a Stake through Other Tents



Manchester United Scores

# 3. WHAT AUDIENCES ARE NATURALLY TALKING ABOUT US?

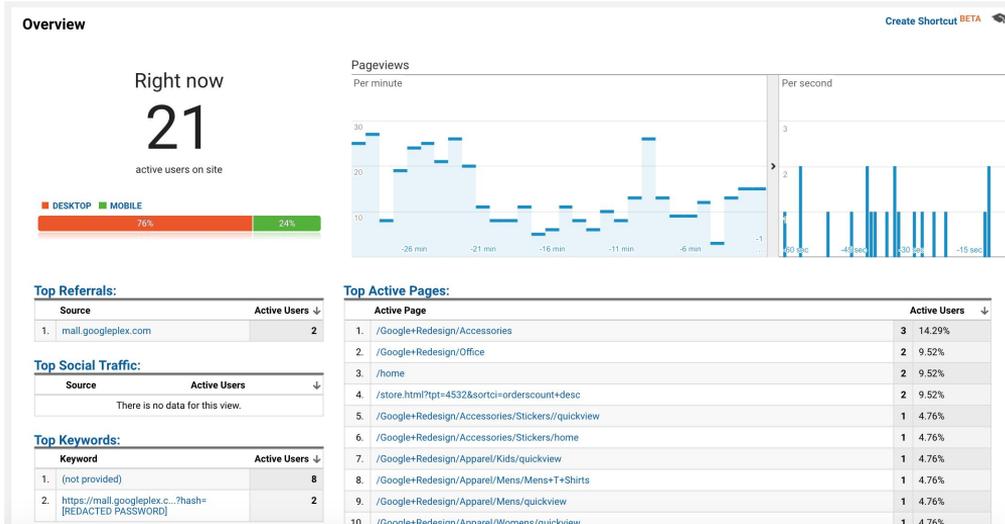
METRICS: top referral sources (not from PR efforts)

INSIGHTS: who is naturally mentioning the brand & where is the traffic coming from? How can we capitalize (e.g. influencer strategy)?



# Other Applications of GA Data

# LEVERAGING GA IN CRISIS SITUATIONS



GA's Real Time reports can show us:

- Where the traffic is coming from (geo and source).
- What exact pages users are engaging with on site.

How we can leverage?

- We know what messages audiences are exposed and reacting to and can proactively combat (on & off site).

# USING GA TO IMPROVE PITCH PROCESS

Source	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	516,406 <small>% of Total: 23.48% (2,199,691)</small>	21.10% <small>Avg for View: 60.89% (-65.34%)</small>	108,976 <small>% of Total: 8.14% (1,339,289)</small>	41.92% <small>Avg for View: 56.67% (-26.03%)</small>	2.11 <small>Avg for View: 1.90 (11.09%)</small>	00:01:42 <small>Avg for View: 00:01:22 (23.79%)</small>	38.37% <small>Avg for View: 17.10% (124.32%)</small>	198,141 <small>% of Total: 52.66% (376,251)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
30. <a href="#">store.sugarcrm.com</a>	1,136 (0.22%)	2.64%	30 (0.03%)	50.53%	1.93	00:01:22	5.28%	60 (0.03%)	\$0.00 (0.00%)
31. <a href="#">neting.it</a>	1,116 (0.22%)	73.39%	819 (0.75%)	31.54%	2.12	00:01:27	13.62%	152 (0.08%)	\$0.00 (0.00%)
32. <a href="#">cio.com</a>	1,085 (0.21%)	81.94%	889 (0.82%)	38.62%	2.02	00:01:29	16.22%	176 (0.09%)	\$0.00 (0.00%)
33. <a href="#">computerwoche.de</a>	999 (0.19%)	76.88%	768 (0.70%)	37.64%	2.34	00:01:14	19.52%	195 (0.10%)	\$0.00 (0.00%)
34. <a href="#">192.168.12.180</a>	987 (0.19%)	40.73%	402 (0.37%)	92.10%	1.10	00:00:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
35. <a href="#">laraadmin.com</a>	890 (0.17%)	84.61%	753 (0.69%)	61.69%	1.46	00:00:40	8.54%	76 (0.04%)	\$0.00 (0.00%)
36. <a href="#">isdi.education</a>	865 (0.17%)	75.38%	652 (0.60%)	30.64%	2.53	00:02:49	7.05%	61 (0.03%)	\$0.00 (0.00%)
37. <a href="#">crm2web.ru</a>	859 (0.17%)	72.64%	624 (0.57%)	35.62%	1.98	00:01:31	9.90%	85 (0.04%)	\$0.00 (0.00%)
38. <a href="#">free.gr</a>	854 (0.17%)	82.55%	705 (0.65%)	55.97%	1.47	00:00:44	5.62%	48 (0.02%)	\$0.00 (0.00%)
39. <a href="#">elica.njcrm.in</a>	839 (0.16%)	26.46%	222 (0.20%)	90.35%	1.14	00:00:46	0.83%	7 (0.00%)	\$0.00 (0.00%)
40. <a href="#">alternativeto.net</a>	815 (0.16%)	79.39%	647 (0.59%)	31.04%	2.30	00:01:30	13.99%	114 (0.06%)	\$0.00 (0.00%)

- Sort the last 6-12 months of coverage by referral traffic;
- Identify verticals, pubs, authors that had most impact;
- Perform qualitative analysis of headlines, messaging, pitch approach, etc.;
- Iterate process and routinely track against goals.



# Wrapping Up

# GA RESOURCES FOR CONTINUED LEARNING

*From Google:*

- Analytics Academy (certification and in-depth training):  
<https://analytics.google.com/analytics/academy/>
- Demo Account (Google Merch Store):  
<https://support.google.com/analytics/answer/6367342#access>
- Analytics Support Hub: <https://support.google.com/analytics/?hl=en#topic=3544906>
- Analytics Product Blog: <https://www.blog.google/products/marketingplatform/analytics/>

*Third-Party Resources & White-Papers:*

- PR-specific GA materials from SHIFT and other industry leaders

# FOR NEXT TIME

## ➤ CUSTOM REPORTS & GOOGLE DATA STUDIO DASHBOARDS

*How can we setup reporting infrastructure that regularly provides us the insights we need and translates that data into easy to digest insights for our customers?*

## ➤ SEARCH CONSOLE, TREND DATA & SEO IMPACT

*With subtle adjustments, our PR campaigns can take credit for a number of SEO-related outcomes.*

## ➤ ADVANCED USE CASES: PREDICTIVE ANALYTICS

*Using past data to inform PR strategies for the coming year. Ex: using historical Google Trends data to predict topical interest in the year ahead and strategically map pitch opportunities.*



# Thanks!

Email me @  
**[mraven@shiftcomm.com](mailto:mraven@shiftcomm.com)** if you:

- Want that list of great resources to learn more;
- Have thoughts on future sessions / deeper dives;
- Need reporting and/or GA infrastructure support.

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