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Digital and Social Media Marketing

BMBM5007

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



www.uwtsd.ac.uk

Metrics

- Understanding what's working and what's not with your digital marketing
- Market, Message, Media, MEASURE
- p315

- Know the right statistics!
- Data Manipulation
- Excel
- Presentation

- Impressions
- Clicks
- Views
- Conversions
- Attribution

- Google Analytics
- SEO
- Social
- Paid Results
 - Google
 - Facebook

Actions on Page

21 February - 27 February



We have insufficient data to show for the selected time period.

Page Views

21 February - 27 February

68

Total Page views ▼ 18%



Page previews

21 February - 27 February



We have insufficient data to show for the selected time period.

Page Likes

21 February - 27 February



We have insufficient data to show for the selected time period.

Post reach

21 February - 27 February

138

People reached ▼ 69%



Story reach

21 February - 27 February

Get story insights

See stats on how your Page's recent stories have performed.

[Learn More](#)

Recommendations

21 February - 27 February



We have insufficient data to show for the selected time period.

Post engagement

21 February - 27 February

10

Post engagement ▼ 63%



Responsiveness

As of 25 February 2020

52%

Response rate ▲ 13%

14 hrs 35 mins

Response time ▲ 7 hrs 29 mins



Campaign ↑	Optimisation score	Campaign type	Impr.	Interactions	Interaction rate	Avg. cost	Cost	Conversions	Cost / conv.	Conv. rate
 CBD - Generic Campaign	99.5%	Search	18,851	1,046 Clicks	5.55%	£0.30	£312.00	10.37	£30.09	0.99%
 CBD - Initial Campaign	96.4%	Search	113,066	4,577 Clicks	4.05%	£0.27	£1,239.87	51.75	£23.96	1.13%
Total: All enabled campaigns	—		131,917	5,623 Clicks	4.26%	£0.28	£1,551.87	62.12	£24.98	1.10%
Total: Account ?	—		132,708	5,653 Clicks	4.26%	£0.28	£1,583.10	62.23	£25.44	1.10%

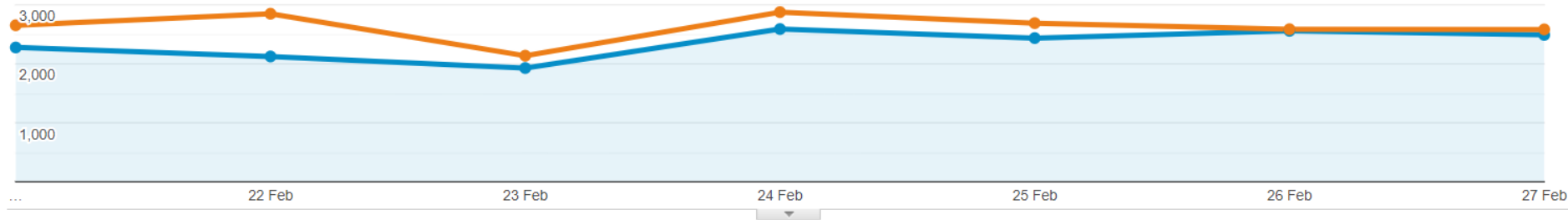
Overview

Users ▼ VS Select a metric

Hourly Day Week Month

21-Feb-2020 - 27-Feb-2020: ● Users

14-Feb-2020 - 20-Feb-2020: ● Users



Users

-10.93%

13,651 vs 15,326



New Users

-12.01%

9,645 vs 10,962



Sessions

-9.96%

19,325 vs 21,462



Number of Sessions per User

1.09%

1.42 vs 1.40



Page Views

-11.07%

69,740 vs 78,424



Pages/Session

-1.24%

3.61 vs 3.65



Avg. Session Duration

0.62%

00:03:10 vs 00:03:09



Bounce Rate

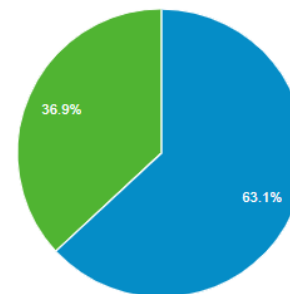
-2.94%

45.77% vs 47.16%



■ New Visitor ■ Returning Visitor

21-Feb-2020 - 27-Feb-2020



Default Channel Grouping	Acquisition			Behavior			Conversions	eCommerce ▾	
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	10,393 % of Total: 100.00% (10,393)	7,391 % of Total: 100.19% (7,377)	16,341 % of Total: 100.00% (16,341)	40.09% Avg for View: 40.09% (0.00%)	7.77 Avg for View: 7.77 (0.00%)	00:05:51 Avg for View: 00:05:51 (0.00%)	2.28% Avg for View: 2.28% (0.00%)	372 % of Total: 100.00% (372)	£61,569.23 % of Total: 100.00% (£61,569.23)
1. Organic Search	4,603 (40.92%)	3,253 (44.01%)	6,503 (39.80%)	38.00%	8.89	00:06:49	2.66%	173 (46.51%)	£25,793.72 (41.89%)
2. Email	2,363 (21.00%)	1,100 (14.88%)	3,733 (22.84%)	39.22%	6.83	00:04:45	1.96%	73 (19.62%)	£12,553.11 (20.39%)
3. Direct	1,822 (16.20%)	1,508 (20.40%)	2,729 (16.70%)	43.53%	7.70	00:06:23	2.20%	60 (16.13%)	£11,785.44 (19.14%)
4. Paid Search	1,311 (11.65%)	1,001 (13.54%)	1,709 (10.46%)	49.09%	5.62	00:03:37	0.99%	17 (4.57%)	£1,695.98 (2.75%)
5. Referral	547 (4.86%)	364 (4.92%)	745 (4.56%)	37.58%	7.19	00:05:26	3.49%	26 (6.99%)	£4,828.61 (7.84%)
6. (Other)	445 (3.96%)	27 (0.37%)	735 (4.50%)	29.25%	9.28	00:07:19	2.86%	21 (5.65%)	£4,691.57 (7.62%)
7. Social	159 (1.41%)	138 (1.87%)	187 (1.14%)	50.27%	4.29	00:03:30	1.07%	2 (0.54%)	£220.80 (0.36%)

Timing

- Learn from the data
 - Campaign Timing
 - Time of day
 - Day of week
- Real Time
 - Adapt and change