

Using Data to Drive Growth



“ Data makes your
briefcase heavy...
insights make you rich. ”

Niall Fitzgerald

Former Chairman of Unilever

Data helps businesses grow

"With Google tools,
we can come up with
a product concept on Monday and
have it in the market on Friday."

— RuMe | Centennial, CO



To unlock new opportunities, true insights must be



Novel



Credible



Actionable

Meet James.



Using gut instincts

- Experimented with a new recipe and came up with pineapple pizza; loved it and immediately added it to the menu.
- Cut prices when sales were down.



Using Data



Data = facts or statistics to reference.



Analytics = patterns and trends.



Insights = actionable value.

Look at numbers to make
business decisions rather
than opinion or gut instinct.

Get started using data



Step 1: Outline goals

What are you trying to achieve?



Step 2: Ask questions

What answers do you need?



Step 3: Choose tools

How can you find the answers?

Step 1: Outline goals

What makes a good goal?



Specific



Relevant



Measurable



Time-sensitive



Attainable

Goal

Increase online orders
by **25%** this month.



What are your goals?

Ideas:

Leads, appointments, online sales, phone calls, foot traffic, downloads, etc.

Step 2: Ask questions

Different categories of questions



Reach

Who is your audience?
How do you reach them?



Convert

Do leads become customers?



Engage

Can they find answers?



Sustain

Are people turning into loyal customers?

Remember James?



Reach questions

- What are people searching for?
- Who is your audience?
- How do they find you online?



Reach



Engage



Convert



Sustain

Engage questions

- What do people do once they find you?
- Where do customers engage you online?
- How do people interact with you online?



Reach



Engage



Convert



Sustain

Convert questions

- Which channels drive conversions?
- What calls-to-action drive conversions?
- Which channels have a higher ROI?



Reach



Engage



Convert



Sustain

Sustain questions

- Do people continue to engage? Where?
- Do you respond? How quickly?
- Do you give people a reason to return?



Reach



Engage



Convert



Sustain

Step 3:

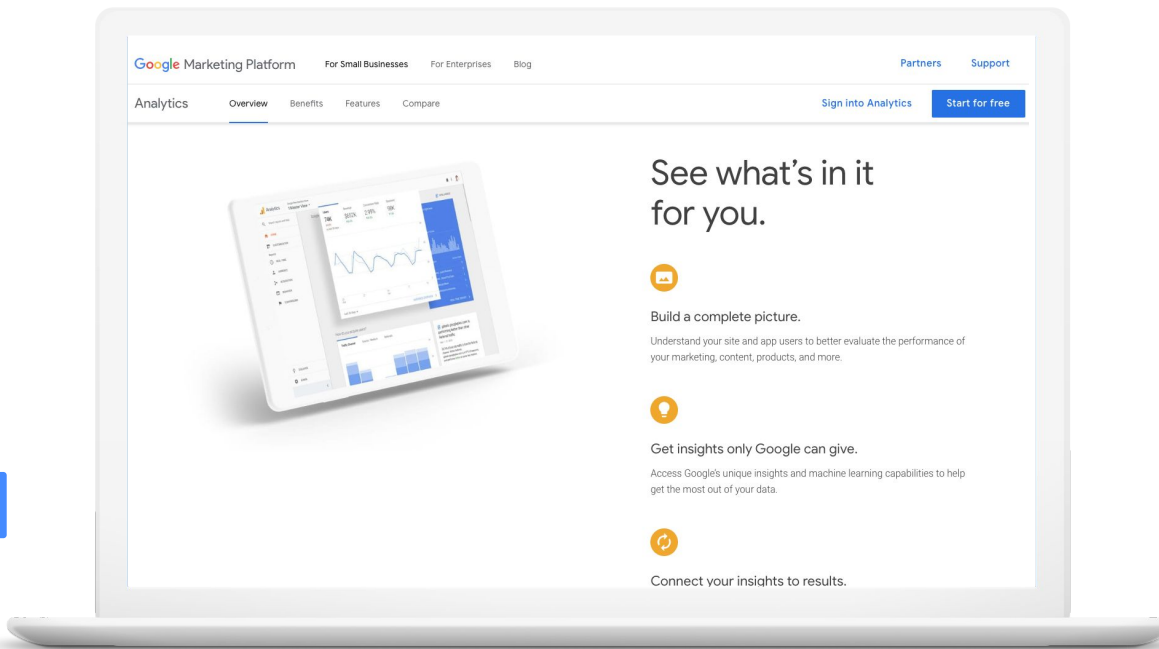
Choose tools

Google Analytics

Free, powerful web analytics collects data from all touch points, in one place.

Measure the effectiveness of your online and offline marketing campaigns.

marketingplatform.google.com



Types of insights



Real Time

What's happening right now?



Behavior

What do people do on the site?



Audience

Who visits the website?



Conversions

Is the website successful?



Acquisition

Where do they come from?

What did James learn?

Age		Acquisition		Behavior	Conversions		
		Users	New Users	Bounce Rate	Transactions	Revenue	Ecommerce Conversion Rate
		21,619 % of Total: 58.27%(37,102)	14,781 % of Total: 56.11% (26,342)	42.53% Avg for View: 44.54% (-4.65%)	2,269 % of Total: 70.06% (3,239)	\$64,865.04 % of Total: 71.50% (\$90,720.34)	9.32% Avg for View: 8.73% (18.22%)
1.	18-24	5,234 (24.21%)	3,700 (25.03%)	45.53%	273 (12.04%)	\$5,669.20 (8.74%)	6.78%
2.	25-34	4,693 (21.71%)	3,139 (21.24%)	47.86%	580 (25.55%)	\$8,192.45 (12.63%)	8.39%
3.	35-44	9,013 (41.69%)	6,059 (40.99%)	27.45%	1150 (50.72%)	\$42,713.63 (65.85%)	21.63%
4.	45-54	1,678 (7.76%)	1,159 (7.84%)	42.67%	191 (8.42%)	\$5,448.66 (8.4%)	6.40%
5.	55-64	649 (3.00%)	472 (3.19%)	45.32%	57 (2.51%)	\$2,568.67 (3.96%)	8.32%
6.	65+	352	252 (1.71%)	46.36%	18 (0.76%)	\$272.43 (0.42%)	4.44%

Where do his customers come from?

Default Channeling Group	Acquisition			Behavior			Conversions eCommerce ▾		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Transactions
	37,102 % of Total: 100.00% (37,102)	26,342 % of Total: 100.00% (26,342)	47,566 % of Total: 100.00% (47,566)	44.54% % of Total: 100.00% (37,102)	4.41 Avg for View: 4.41(0.00%)	00:02:50 Avg for View: 00:02:50 (0.00%)	8.73% Avg for View: 8.73% (0.00%)	3,239 % of Total: 100.00% (3,239)	\$90,720.34 % of Total: 100.00% (\$90,720)
1. Organic Search	20,024 (53.97%)	14,348 (54.47%)	23,735 (49.90%)	51.81%	3.62	00:02:10	2.86%	247 (7.63%)	\$4,672.10 (5.15%)
2. Direct	8,923 (24.05%)	6,514 (24.73%)	10,779 (22.66%)	45.64%	4.21	00:02:55	4.58%	233 (7.19%)	\$6,876.60 (7.58%)
3. Referral	5,042 (13.59%)	3,417 (12.97%)	8,980 (18.88%)	23.75%	6.88	00:04:33	18.75%	1,595 (49.23%)	\$41,631.56 (45.89%)
4. Paid Search	1,410 (3.80%)	938 (3.56%)	1,879 (3.95%)	36.19%	5.10	00:03:06	18.23%	1127 (34.78%)	\$35,825.47 (39.49%)
5. Social	983 (2.65%)	635 (2.41%)	1,313 (2.76%)	51.70%	3.10	00:02:00	4.59%	36 (1.12%)	\$1,478.74 (1.63%)
6. Affiliates	720 (1.94%)	490 (1.86%)	880 (1.85%)	57.54%	2.93	00:02:51	3.37%	1 (0.05%)	\$235.87 (0.26%)

Google Analytics: Next steps

What did James learn?

Best traffic sources are referral and paid search.

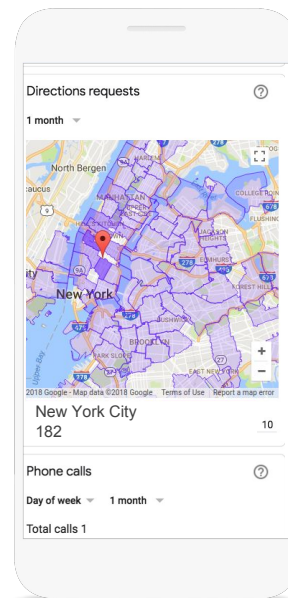
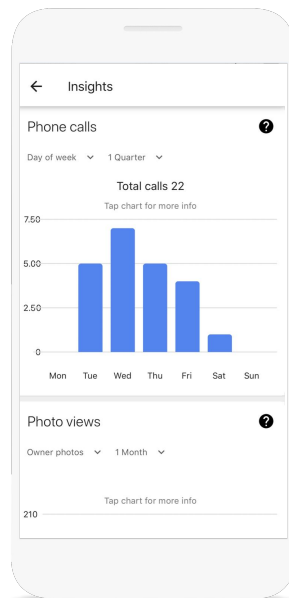
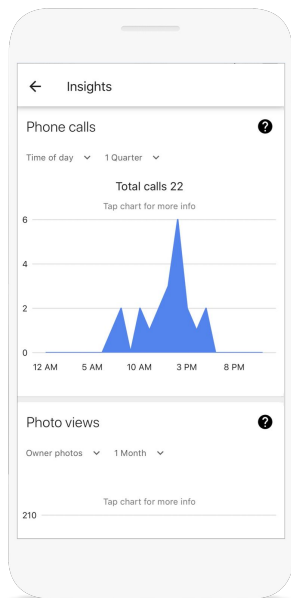
Top audience is 35-44 years old.

Potential Actions:

- **Adjust ad spend**, focus on profitable channels.
- **Review creative** to tailor to audience demographic.

Google My Business insights

google.com/business



Google My Business: Next steps

What did James learn?

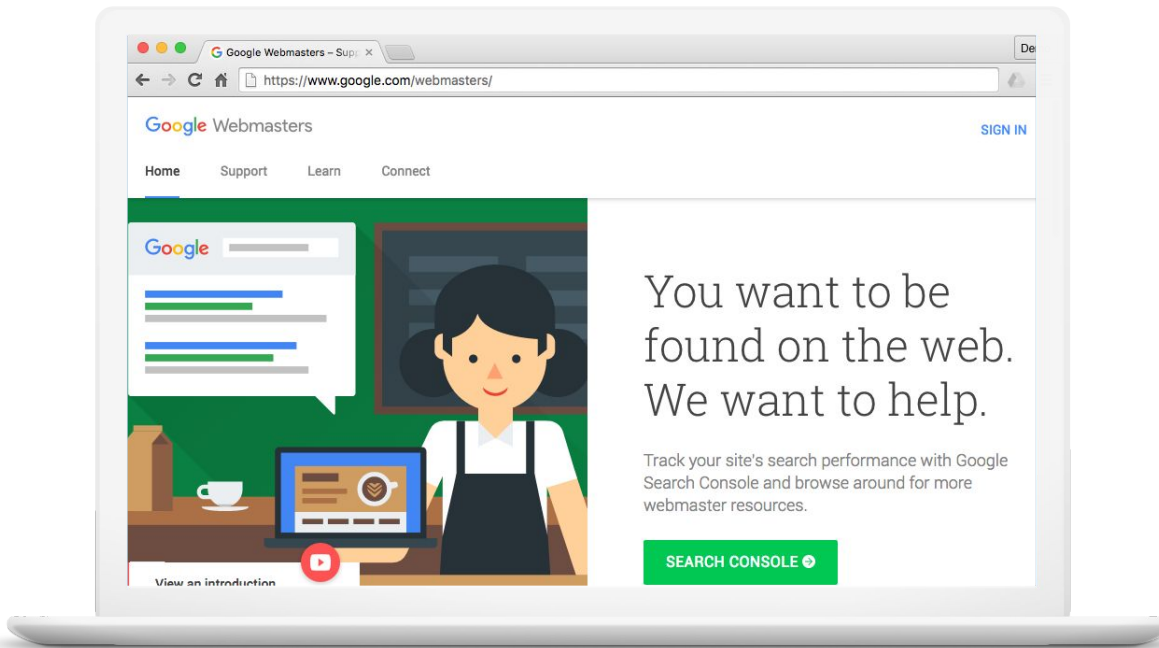
Customers call more often on
Wednesdays at 6 PM.

Potential Actions:

- Boost phone calls staffing resources for peak times.
- Offer customers other ways to contact your business.
- Offer incentives to order on other days of the week.

Google Search Console

google.com/webmasters



Google Search Console: Next steps

What did James learn?

His website's average position in **Google's organic search results** is 24.3.

His **average clickthrough rate** (CTR) is 1.99%.

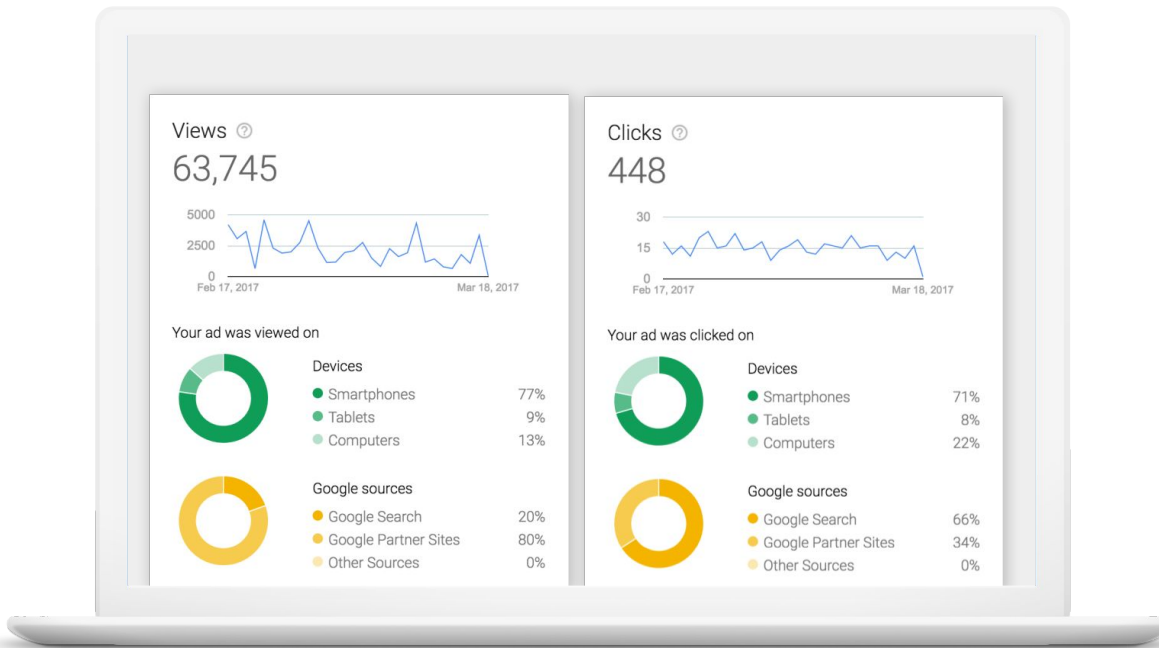
Potential Actions:

- **Optimize website** for search engine visibility to reach average position.
- **Improve page titles and descriptions** to see if CTR can be improved.

Google Ads



ads.google.com



Advertising reports: Next steps

What did James learn?

71% of users clicked on James's ad
from a **smartphone device**.

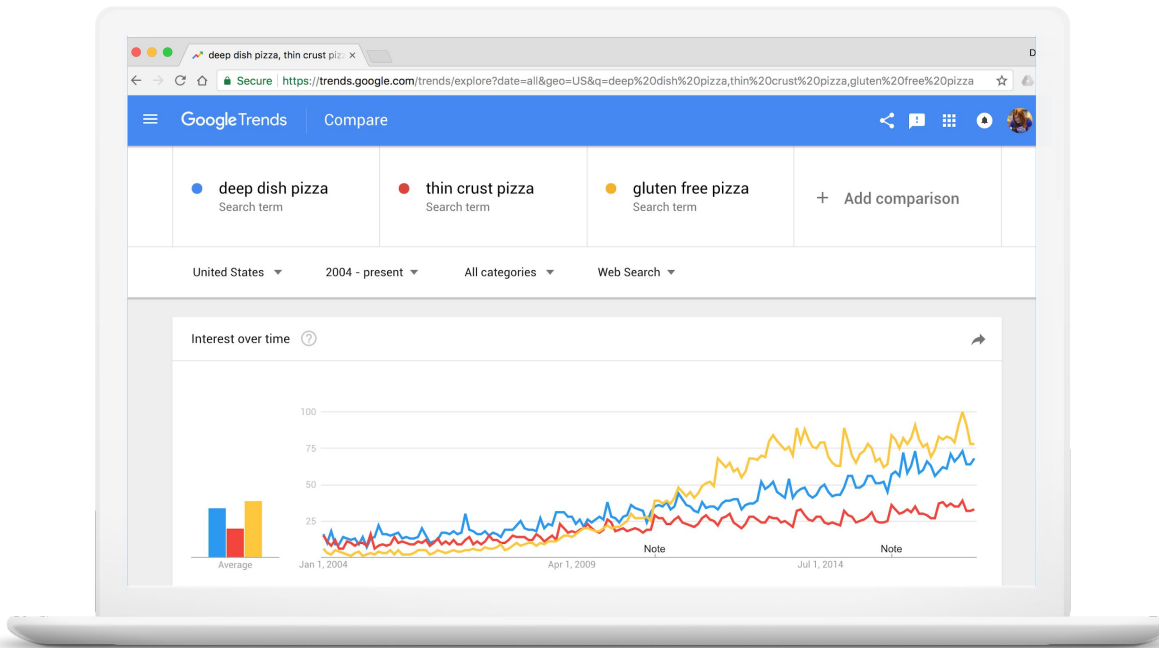
Potential Actions:

- **Create mobile-focused ads,**
for smartphones.
- **Optimize website** for mobile
friendliness and speed.

Google Trends

Find quick and useful insights on what people are searching for.

google.com/trends



Google Trends: Next steps

What did James learn?

Searches for gluten free pizza are on the rise; searches for deep dish aren't far behind.

Potential Actions:

- Consider **adding gluten-free** pizza to menu
- Be sure website includes **corresponding content.**

Recap

Where to go from here?



Outline goals



Choose tools



Ask questions



Measure results,
take action

Thank you

