

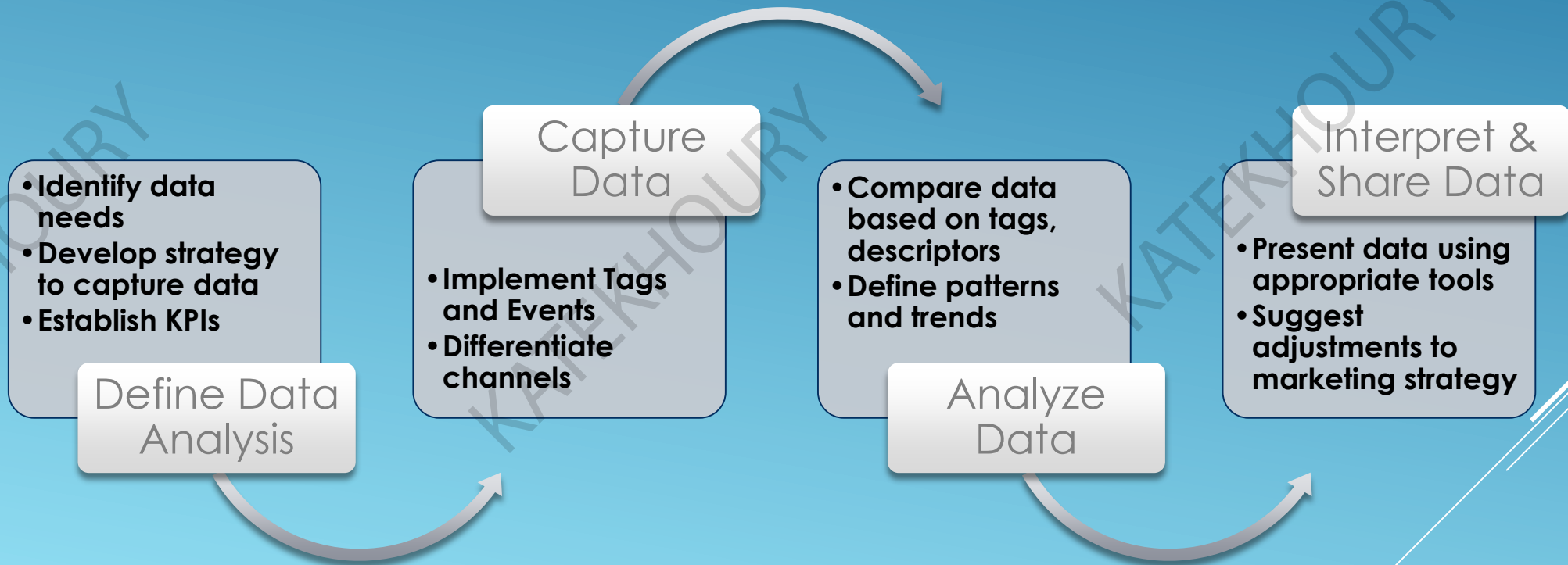
# DATA SETUP & TRACKING

WEBINAR CAMPAIGN ANALYSIS REPORT

# WEBINAR CAMPAIGN DATA ANALYSIS BREAKDOWN

- Establish registration tracking and gather conversion data
- Develop key performance indicators (KPIs) to measure impact of marketing channels toward overall goals
- Evaluate data to provide suggestions for marketing strategy
- Deliver continued data evaluation and updates to key stakeholders

# DATA ANALYSIS PROCESS - OVERVIEW



# DATA SOURCES/TOOLS

- Google Tag Manager
- Google Analytics
- Webinar Software
  - Compare actual attendee information with registrations
  - Attribution - compare source of attendees
- Google Data Studio, Power BI, Tableau (or currently used reporting tool)

# KPIs

- Webinar Landing Page Views
- Form Conversion Rate
  - $\text{Form submissions} / \text{number of page views} \times 100$
- Number of Registrants
- Participation Rate
  - $\text{Amount of attendees} / \text{amount registered} \times 100$
- Channel conversion rate
  - Paid Social, Paid Search, Direct
- Optional KPI: amount of form registrations vs. form opens

# DATA CAPTURE: WEBINAR REGISTRATION FORMS

Focus on two main channels:  
PAID SEARCH & PAID SOCIAL MEDIA

- Ensure marketing resources are appropriately allocated for best ROI
- Adjust strategy according to data results

# DATA CAPTURE:

## SET UP **WEB TRACKING** FOR REGISTRATION FORMS

- Goal: Study effectiveness of different campaigns on webinar enrollment and participation
  - Use Google Tag Manager (or other TMS) to implement tracking events
    - In Google Tag Manager, create a **Form Submit** Listener tag. This continually monitors for registrations, or form submissions.
    - Listener tag pushes an **{{event}}** equals **gtm.formSubmit** event into the data layer for evaluation.
  - Create a goal, or custom goal, in **Google Analytics** that is triggered by the successful webinar registration. This provides an additional layer of data for in-depth analysis, as well as cohesiveness across data platforms.



# DATA CAPTURE:

## PAID SEARCH ADS – TRACKING

Goal: Successfully track webinar registrations from Paid Search traffic

- Implement auto-tagging with Google and Bing paid search ads, with UTMs to differentiate the campaigns, allowing for browser-specific reporting and attribution.
  - Bing Example:
    - ?cid=cpc2021&msclkid=29a74734fd3f10418ccf27b95fcb8841&utm\_source=bing&utm\_medium=cpc&utm\_campaign=bingwc\_webinar&utm\_term=psu%20world%20campus&utm\_content=PSU%20World%20Campus%20Webinar
    - The **Campaign** field and/or the **Content** field can be used to clearly differentiate the program specific webinars, as highlighted in the above example.



# DATA CAPTURE

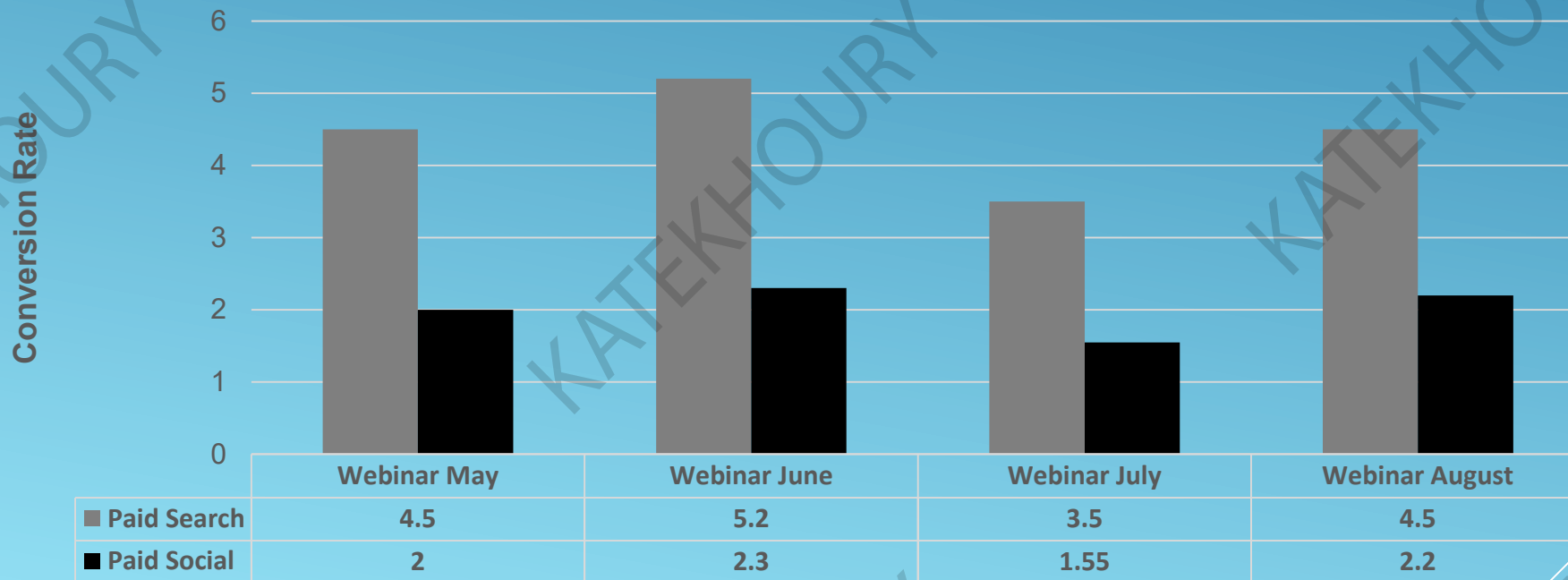
## PAID SOCIAL MEDIA - TRACKING

Goal: Successfully track webinar registrations from Paid Social Media traffic

- As with Paid Search, UTMs will be applied to Paid Social with standard naming functions in order to appropriately identify and bucket the webinar registration traffic.
  - Facebook example:
  - ?utm\_source=facebook&utm\_medium=paid\_social&utm\_campaign=FB&utm\_content=PSUWCWebinar&utm\_campaign\_id=1234&utm\_adset\_id=1234&utm\_placement=Facebook\_Desktop\_Feed&utm\_ad\_id=1234&fbclid=asdfhjkl

# COMPILE DATA FOR EVALUATION

PAID CONVERSION RATE COMPARISON



# SHARING DATA - PROCESS

- Schedule a meeting to discuss, using **Data Studio**, **Power BI**, or **Tableau** dashboard to display and explain data, referring to initial goal of data analysis.
- Discuss KPI results and possible marketing strategy adjustments.
- Follow up emails of dashboard with executive summary of KPI results:
  - Send ongoing email of dashboard that summarizes KPI results and provides recommendations based on insights over time.
  - Example: Paid social is low converting, thus it could be de-prioritized with more weight given to paid search and email channels.

# ADDITIONAL DATA ANALYSIS OPTIONS

- Use **CrazyEgg** or **HotJar** to provide heat maps to evaluate user behavior - where people view/spend the most/least time on-page, when people scroll, etc. Use this information to optimize web page assets, design, and improve user experience
- A/B or MultiVariate testing for form fields – what is the ideal amount of fields for necessary information and conversions? What CTAs perform the best? Test page layout, colors, design
- Review analytics of Behavior Flow of direct audience and customer journey to webinar page, using that data to shorten the number of pages / clicks to get to webinars
- Calculate the cost per click of each stage in customer journey to provide prospective savings of shortened funnel

THANK YOU FOR YOUR TIME

# Appendix

- Future data analysis options
- Images

# FUTURE DATA CAPTURE – A/B TESTING

- Use A/B Testing of different variables to determine their impact on conversion rate
- Example 1: SMS reminders to webinar registrants
  - Is attendee rate increased with SMS reminders, and if so, is it a valuable impact?
- Example 2: Email or SMS messages to people who clicked on forms but did not complete registration
  - Does messaging prospective registrants have an impact on conversion? What messaging is most effective?
  - Do SMS and email have different impacts? Is one more effective in providing conversions than the other?
  - Cost per touchpoint calculations & comparison to total value



# FORM SUBMIT TAG

Example of gtm.formSubmit event

G-1Z1Q67Y9JQ (dataLayer) ▼ Data layer		G-1Z1Q67Y9JQ (dataLayer) ▼ Computed state	
event	gtm.formSubmit	Click Text	Submit
gtm.element	element	event	gtm.formSubmit
gtm.elementClasses	webform-submission-form webform-submission-add-form webform-submis	eventTimeout	2000
gtm.elementId	webform-submission-on24-online-mba-node-3186-add-form	gtm.element	element
gtm.elementTarget		gtm.elementClasses	webform-submission-form webform-submission-add-form webform-submis
gtm.triggers	292488_52	gtm.elementId	webform-submission-on24-online-mba-node-3186-add-form
gtm.elementUrl	https://www.worldcampus.psu.edu/upcoming-events/online-mba-webinar-2	gtm.elementTarget	
gtm.formSubmitElement	element	gtm.elementUrl	https://www.worldcampus.psu.edu/upcoming-events/online-mba-webinar-2
eventTimeout	2000	gtm.formSubmitElement	element
gtm.uniqueEventId	34	gtm.start	1619895606170
event	gtm.formSubmit	gtm.triggers	292488_52
gtm.element	element	gtm.uniqueEventId	34
gtm.elementClasses		program_id	none
gtm.elementId		program_level	none
gtm.elementTarget	fb03030696086286113	site_section	Event
gtm.triggers	292488_52		

# DATA CAPTURE: GOOGLE ANALYTICS GOAL CONVERSION

Example of Custom Goal sent to Google Analytics after webinar form submit :

```
UA-40157076-5 (Universal) +  
(via GTM-K8NQZW)  
url      https://www.worldcampus.psu.edu/thank-you-for-registeri  
CD 6     189991139.1619891451  
CD 7     355  
CD 8     CPC39751  
CG 1     Webinar Thank You  
CG 2     none  
CG 3     none  
CG 4     Not Set  
CG 5     Mystery
```

Images via  
DataSlayer