

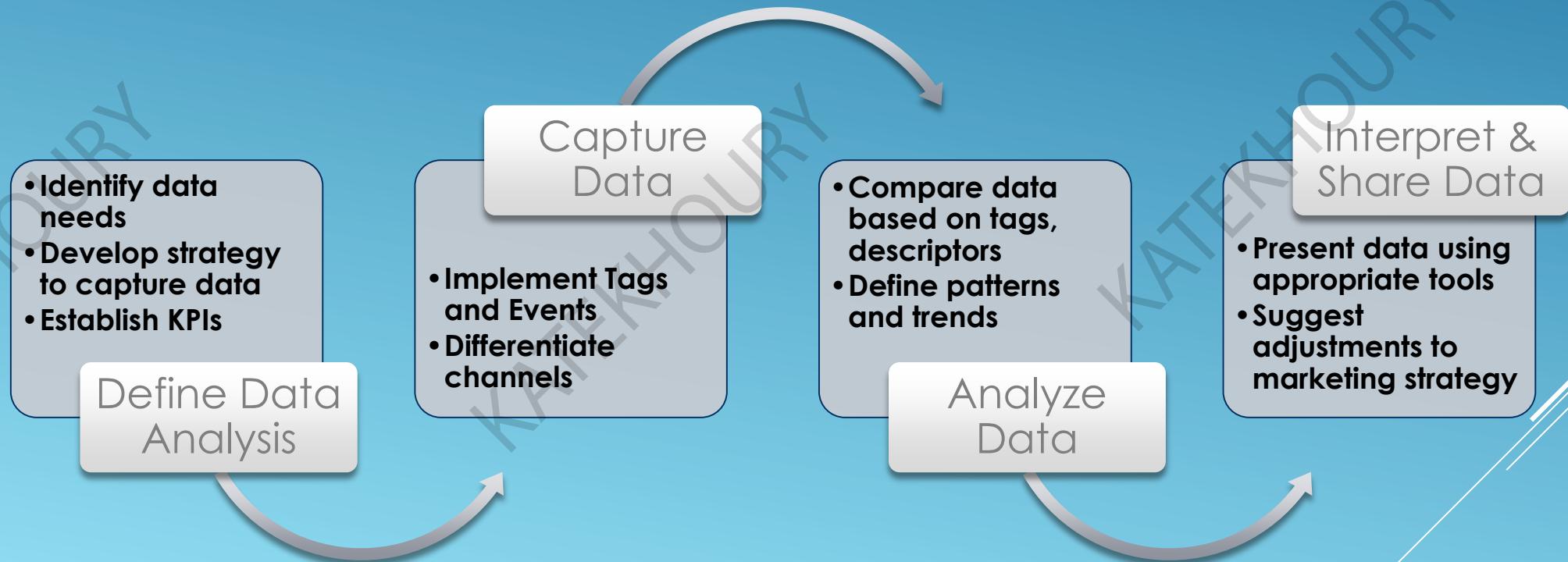
DATA SETUP & TRACKING

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
 - Form submissions/number of page views $\times 100$
- Number of Registrants
- Participation Rate
 - Amount of attendees/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.

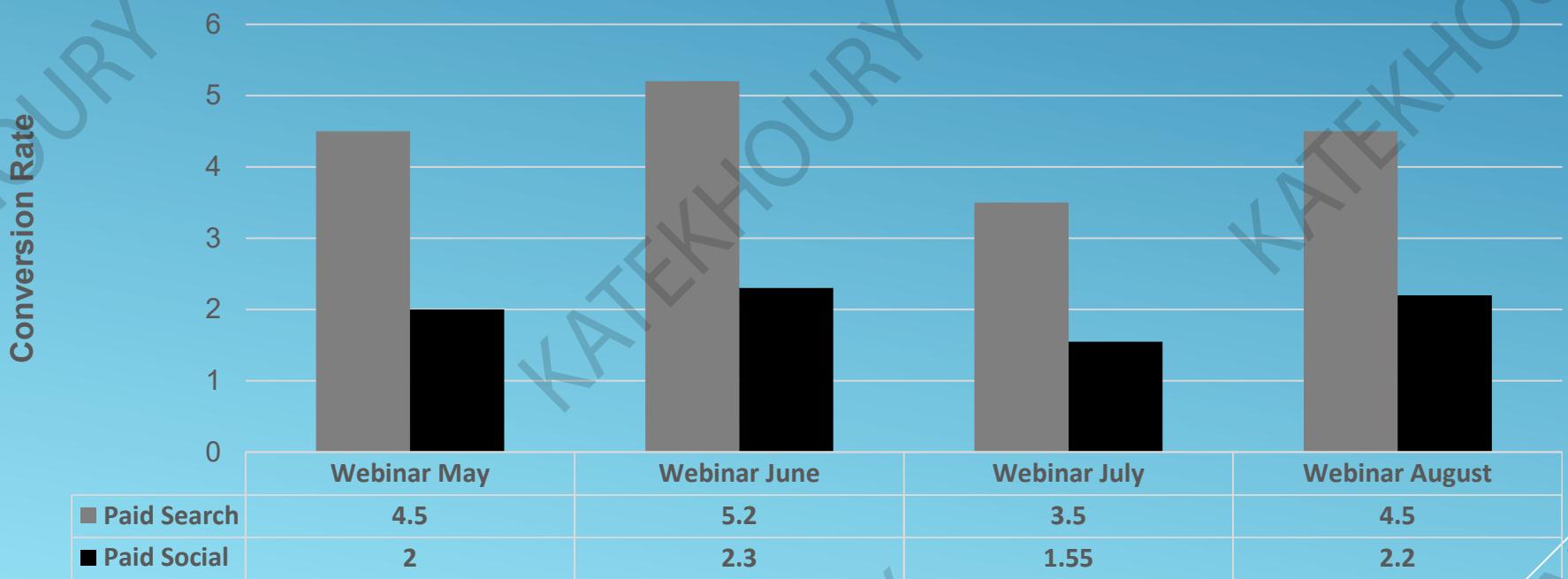
DATA CAPTURE PAID SOCIAL MEDIA - TRACKING

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

DATA CAPTURE: GOOGLE ANALYTICS GOAL CONVERSION

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

<u>UA-40157076-5 (Universal) +</u> <i>(via GTM-K8NQZW)</i>	
url	https://www.worldcampus.psu.edu/thank-you-for-registering-to-our-webinar
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