

**PRNews'**  
Measurement Conference

**Measuring Social: How to  
Measure Your Impact Across  
Social Media Platforms**

**meritus.**MEDIA

# Google Analytics

Google Analytics

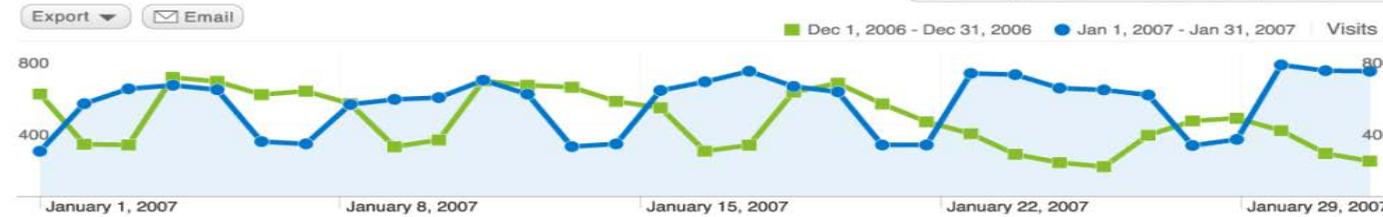
[My Account](#) | [Help](#) | [Contact Us](#) | [Sign Out](#)

Analytics Settings | View Reports:

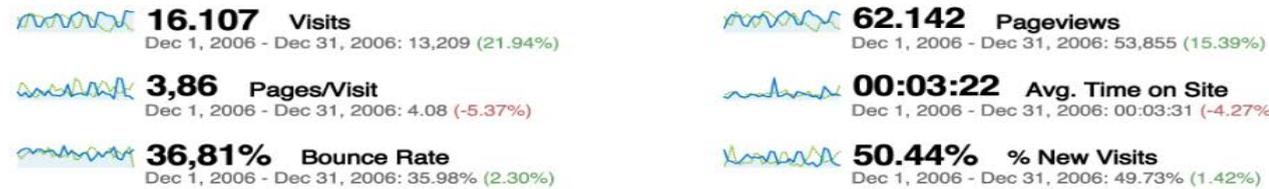
- Dashboard**
- ↳ Saved Reports
- ↳ Visitors
- ↳ Traffic Sources
- ↳ Content
- ↳ Goals
- ↳ Ecommerce
- Settings**
- ↳ Email
- Settings**
- ↳ About this Report
- ↳ Conversion University
- ↳ Common Questions
- ↳ Report Finder

## Dashboard

Jan 1, 2007 - Jan 31, 2007



## Site Usage



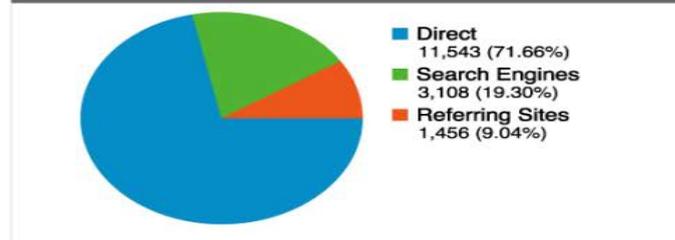
## Visitors Overview



## Map Overlay world



## Traffic Sources Overview



## Browsers

Browser	Visits	% visits
Internet Explorer	13,136	81.55%
Firefox	2,349	14.58%
Safari	393	2.44%
Netscape	116	0.72%
Opera	55	0.34%

#PRNews

# Custom PR Dashboard



Tinu Abayomi-Paul  
Google Analytics Specialist



Sally Falkow APR  
PR Measurement

**#PRNews**

# PR Measurement Dashboard

- Make it simple to get started with measurement
- Track the relevant stats for PR
- See only the reports you need
- One glance snapshot
- Easy to drill down for more granular numbers

## PR Measurement Dashboard

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By [Tinu Abayomi-Paul](#) and [Sally Falkow](#)

★★★★★ [+ 207](#) [2](#)



### Description

This public relations (PR) Dashboard was developed to give PR professionals who may be less familiar with search analytics the opportunity to see important aspects of web statistics that would be most important to a specific PR campaign.

Two of the widgets assume that you have set goals so that you can examine both in real time and over the last month whether pages specific to your campaign are working.. We look at both who is/was on the site, how deeply they are engaged, where they are visiting from, and what your top performing pages are.

This way if you were to get publicity from a PR campaign, you could see the results of the boost of traffic as it comes in, and see if the landing pages you created are useful in real time. With the historical aspect you can also measure how past campaigns and overall traffic has fared. By using the goal setting option in Google Analytics, you can use this dashboard to examine the effects of paid, earned, shared and owned media.

Updated 08.18.2015 - [https://www.google.com/analytics/gallery/#posts/search/%3F\\_viewId%3DrTInvQQdSZuP7pqaljTk-Q](https://www.google.com/analytics/gallery/#posts/search/%3F_viewId%3DrTInvQQdSZuP7pqaljTk-Q) - The only difference is the duplicated widget is removed.

### Rating

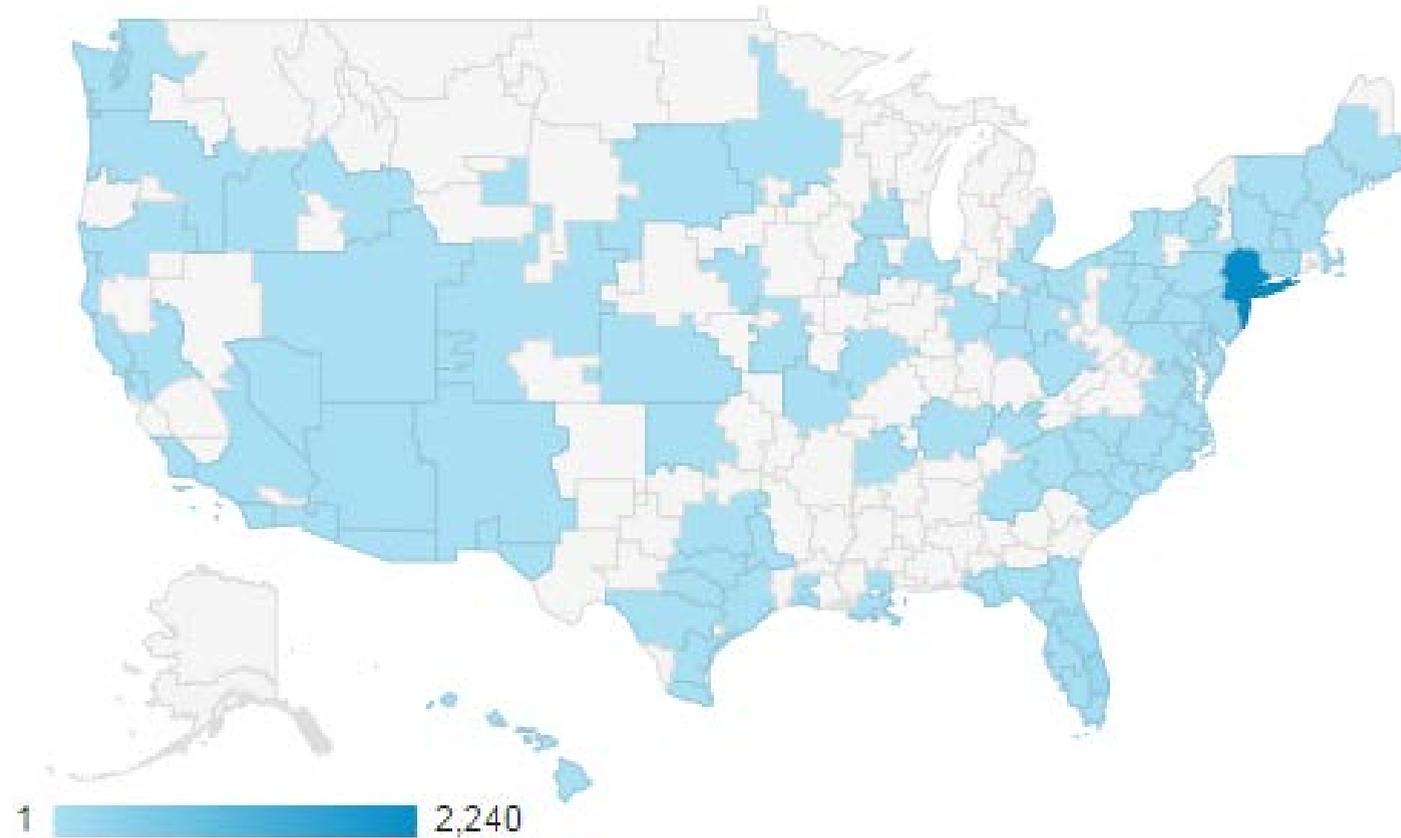


# DOWNLOAD THE DASHBOARD

<http://bit.ly/2okpCcC>

# Social Sessions

Social Sessions



# Social Referrals

## Sessions and Pageviews by Social Network

Social Network	Sessions	Pageviews
Facebook	36	39
LinkedIn	5	10
Twitter	4	5
Pinterest	3	4
ShareThis	1	1

# Real Time Visitors

Realtime New Visitors

Right now

6

active users on site

■ GOOGLE ■ (DIRECT)

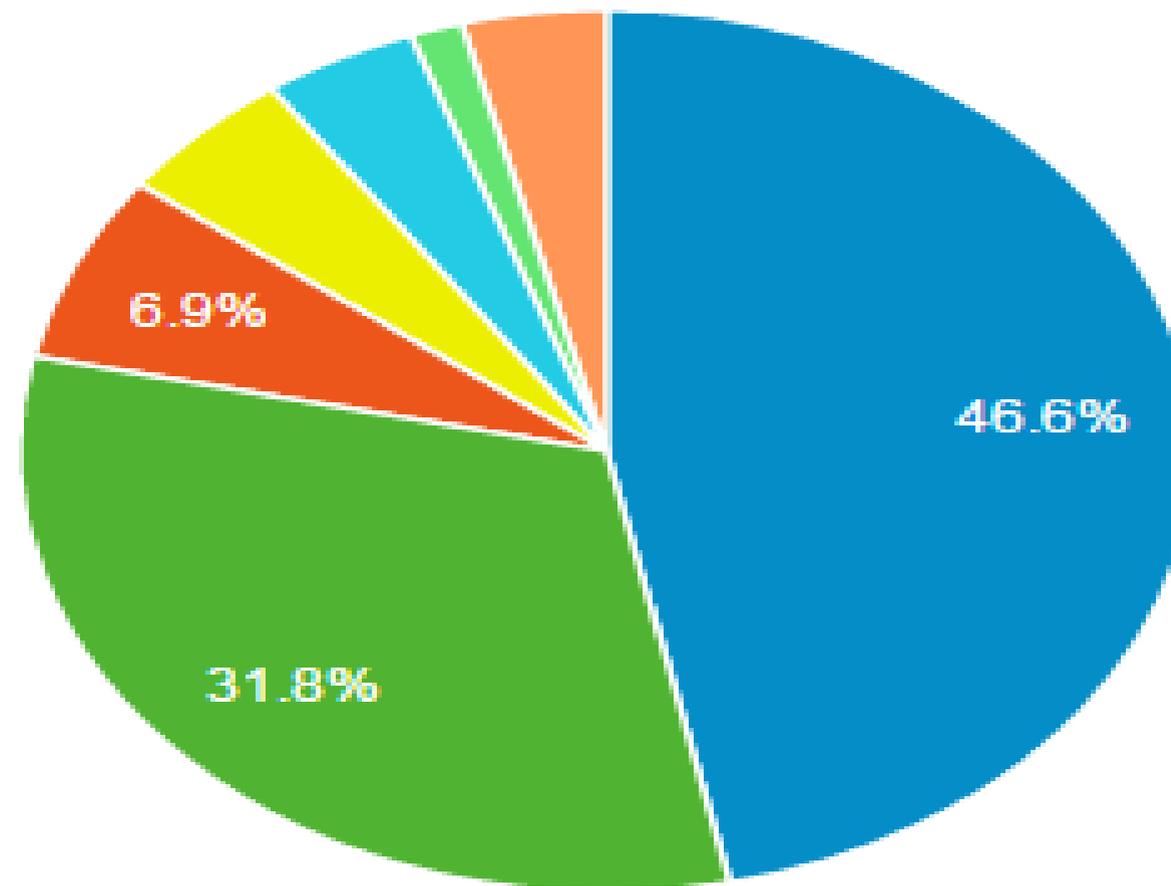
■ DAVIDLERNER.AUTOMATEDFINANCIAL.COM



	City	Page Title	Referral Path	Active Users ↓	
1.	Dade City	The Sensible Middle Groun...- David Lerner Associates	(not set)	1	20.00%
2.	Denver	The Sensible Middle Groun...- David Lerner Associates	(not set)	1	20.00%
3.	Fort Lauderdale	Account Support - David Lerner Associates	/accounts/customer_info_page.html	1	20.00%
4.	Snellville	David Lerner Associates, ...et, NY Investment Company	(not set)	1	20.00%
5.	West Windsor Township	The Sensible Middle Groun...- David Lerner Associates	(not set)	1	20.00%

## Overall New Visitors & Where they come from

- google
- (direct)
- bing
- yahoo
- cox
- m.facebook.com
- Other

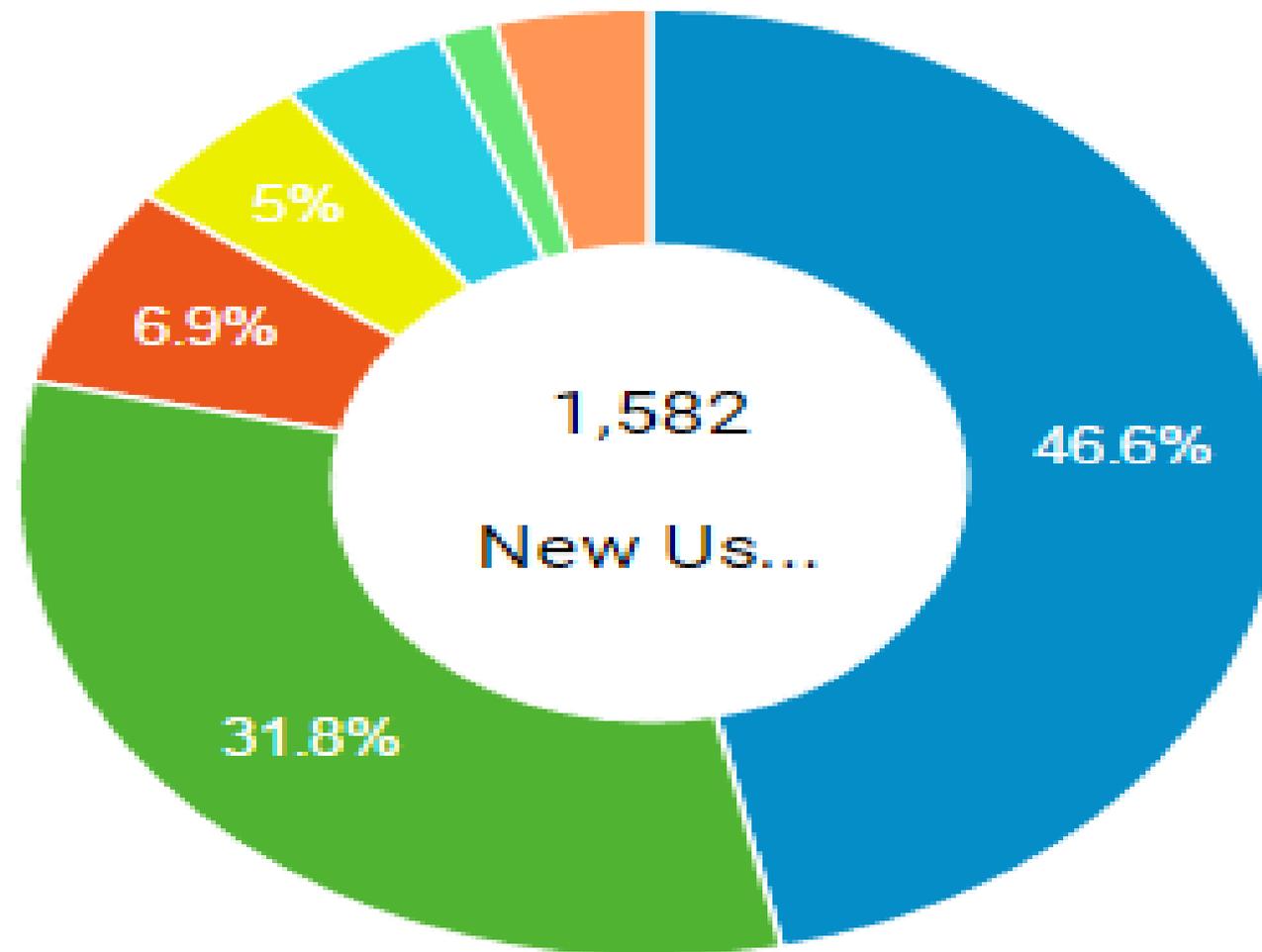


## Highest Traffic Pages

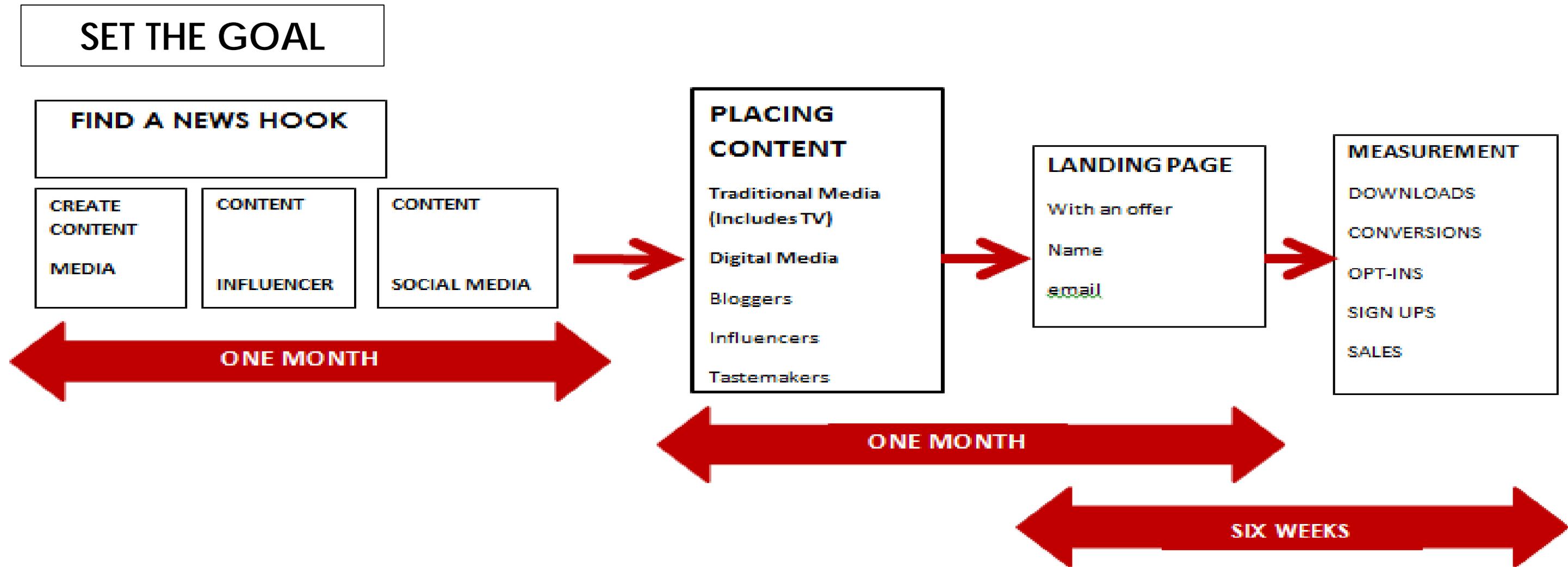
Landing Page		Pageviews	Entrances / Pageviews
/		4,320	68.52%
/contact-us/our-locations		137	40.15%
/about-us		109	28.44%
/sufficientincome		89	84.27%
/logon		82	51.22%
/about-us/apple-reits/apple-reit-ten		77	61.04%
/account-support		76	50.00%
/our-products/energy-11		74	63.51%
/careers/working-for-david-lerner-associates		61	21.31%
/investment-seminars		60	55.00%

## Where New Visitors Came From Last Full Month

google (direct) bing yahoo cox  
m.facebook.com/ Other



# Measuring a Specific Campaign



# GOALS

Reach women in New York Connecticut, New Jersey and Florida with an interest in:

- Personal finance
- Savings
- Investment
- Retirement planning

Raise awareness of the topic of Financial Literacy

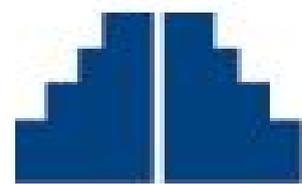
Increase awareness of the company as a thought leader on this topic

Increase clients from this demographic

# NATIONAL FINANCIAL LITERACY MONTH

- Media attention on women's issues
- National Financial Capability Quiz shows dismal literacy rates in the US
- Women lag far behind men
- Only 22.8% of US women can answer all 5 questions correctly

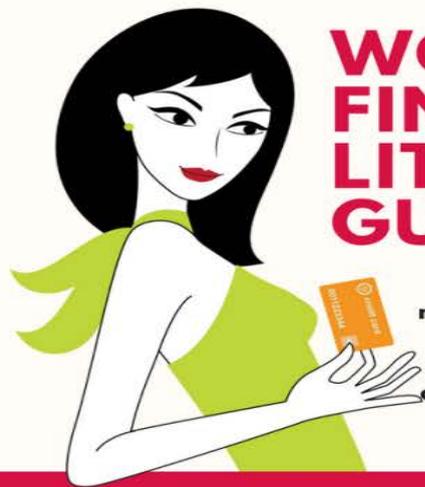
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**DAVID LERNER  
ASSOCIATES, INC.**

*The Sensible Middle Ground of Investing<sup>®</sup>*

# *Women's* Financial Literacy Guide



# WOMEN'S FINANCIAL LITERACY GUIDE 2017

Women's issues have been in the news a lot recently. One issue that hasn't received much attention is the low financial literacy rate among women. But it should - our ability to make wise financial decisions affects everything else.

## WHAT IS FINANCIAL LITERACY?

The FINRA Investor Education Foundation's annual National Financial Capability Study tests financial literacy based on three concepts that are fundamental to how you manage resources and make financial decisions.



## WOMEN SCORE LOWER THAN MEN

Less than one quarter (22%) of US women answered all the financial literacy quiz questions correctly, while 40% of men got them right.



## UNDERSTANDING THESE FINANCIAL CONCEPTS

Learn how these three basic financial concepts work and how they affect your decisions about loans, mortgages, credit cards, savings, and retirement planning:

1. Interest rate calculations
2. How Inflation works
3. Risk diversification

Take the quiz. Learn more about these concepts.

[DOWNLOAD THE GUIDE](#)



[www.davidlerner.com](http://www.davidlerner.com)

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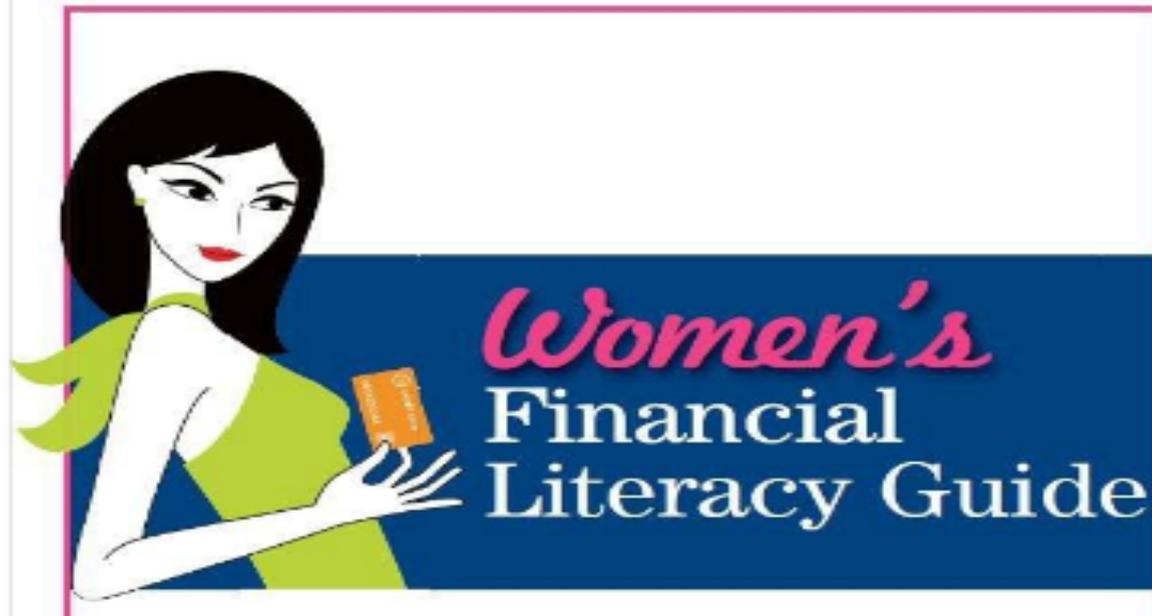


David Lerner Associates

Published by Sendible [?] · Just now ·

Did you know that only 23% of US women can answer all the questions on the National Financial Literacy Quiz correctly? Download the 2017 Women's Financial Literacy Guide. Take the quiz and learn more about these basic financial concepts.

<http://www.davidlerner.com/womensfinances>



#PRNews

## David Lerner Associates News

### Events & Appearances

04/18/2017: 4th Annual Jersey Shore Biz Fest

04/20/2017: Asbury Park Music & Film Festival 2017

04/22/2017: 2017 Waretown Spring Wine Festival

[MORE >](#)

### Videos


[SEE ALL VIDEOS >](#)

### Images

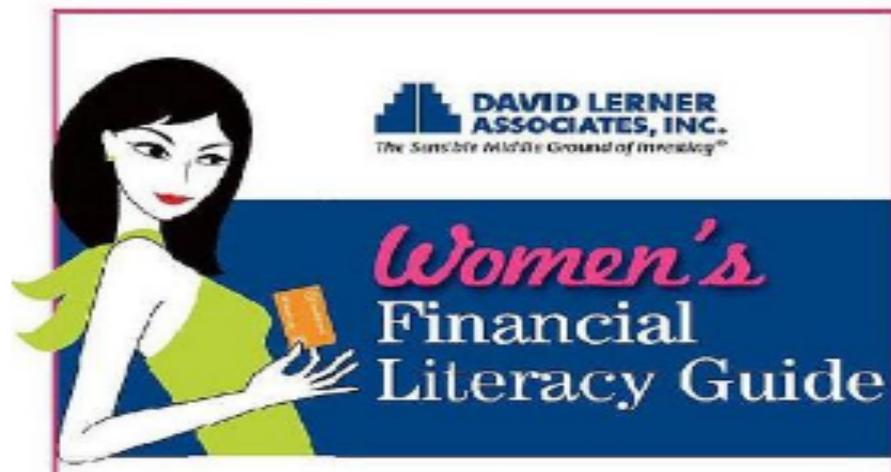

[SEE ALL IMAGES >](#)

### Press Contacts

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Zimmerman/Edelson  
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jmendlinger@zimmed.com

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### Featured Story



## 2017 Women's Financial Literacy Guide

04/10/2017 - There has been a lot of discussion around women's rights this year. One issue that hasn't received much attention is financial literacy and a woman's ability to make her own financial decisions.

[MORE >](#)

### David Lerner Associates News



#### Developing Good Financial Habits

04/06/2017 - April is National Financial Literacy Month and is an excellent opportunity to establish and maintain healthy financial habits.



#### Financial Literacy for Retirement

04/04/2017 - Studies have found that Americans in their retirement years gradually lose the ability to manage their money. In other words, the ability to answer basic financial literacy questions wanes as age increases.



#### April is Financial Literacy Month

04/03/2017 - The best investment you could make is financial education. This is not just a catch-phrase anymore.

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 +432

 Like You and 280 others like this.

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 124

 364

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Women's Financial Literacy

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age based info budgeting college planning david lerner associates debt education estate planning financial financial advice financial

Tweets

Tweets & replies

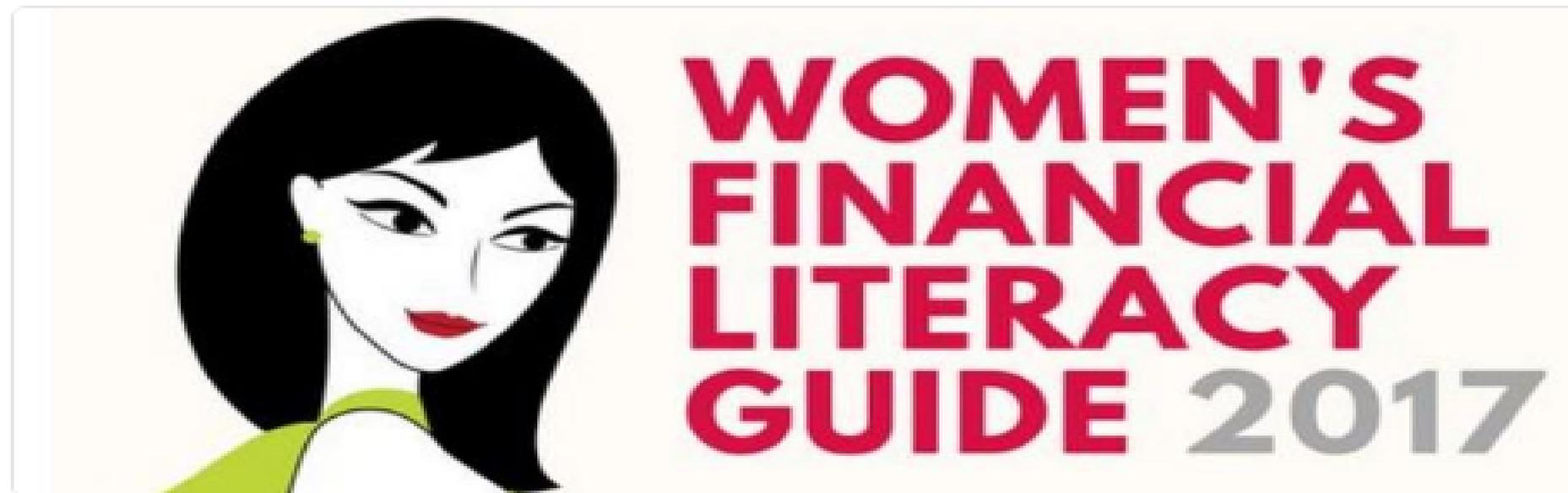
Media



David Lerner Assoc. @DLA\_News · Apr 7



Many women's issues have been in the news lately, but an important one that's been overlooked is financial literac ...  
[davidlerner.com/womensfinances](http://davidlerner.com/womensfinances)



# Placement

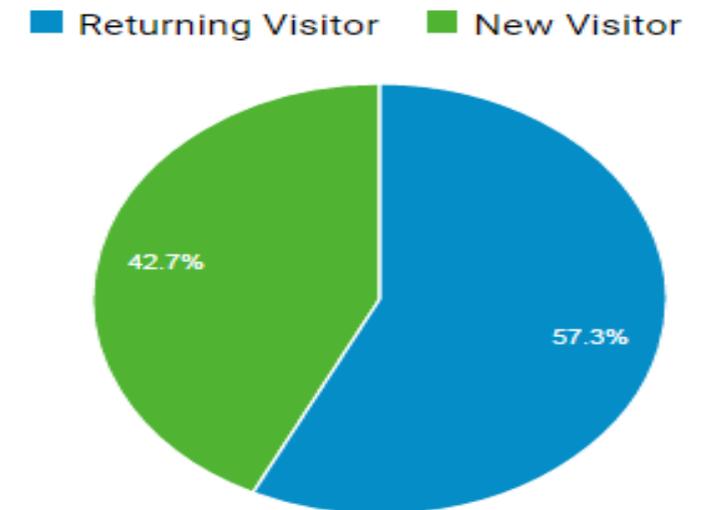
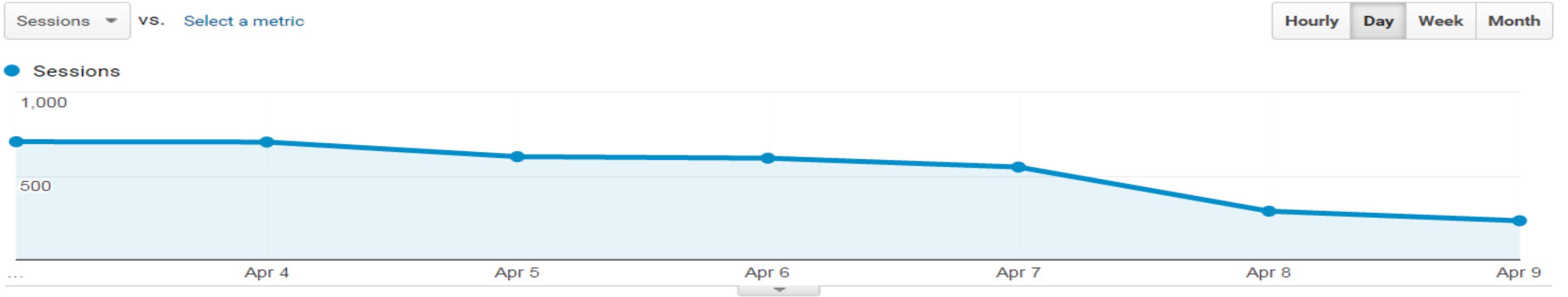
- Newsroom
- Facebook Post
- Facebook Ad (targeted)
- Pinterest (infog)
- Outreach to social media influencers
  - Stumble Upon

# First Two Days of Campaign

Plot Rows		Secondary dimension	Sort Type: Default	Acquisition			Behavior			Cor
	Landing Page ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	R		
		523 % of Total: 100.00% (523)	46.85% Avg for View: 46.85% (0.00%)	245 % of Total: 100.00% (245)	30.40% Avg for View: 30.40% (0.00%)	1.42 Avg for View: 1.42 (0.00%)	00:01:12 Avg for View: 00:01:12 (0.00%)			
<input type="checkbox"/>	1. /	410 (78.39%)	41.71%	171 (69.80%)	22.93%	1.30	00:01:13			
<input type="checkbox"/>	2. /womensfinances	18 (3.44%)	100.00%	18 (7.35%)	83.33%	1.28	00:00:14			
<input type="checkbox"/>	3. /logon	12 (2.29%)	0.00%	0 (0.00%)	41.67%	2.17	00:04:41			
<input type="checkbox"/>	4. /sufficientincome	12 (2.29%)	91.67%	11 (4.49%)	83.33%	1.33	<00:00:01			
<input type="checkbox"/>	5. /our-products/energy-11	8 (1.53%)	62.50%	5 (2.04%)	50.00%	1.62	00:04:43			

# Referral Traffic

Source <span>?</span>	Acquisition			Behavior
	Sessions <span>?</span> ↓	% New Sessions <span>?</span>	New Users <span>?</span>	Bounce Rate <span>?</span>
	<b>36</b> % of Total: 6.88% (523)	<b>38.89%</b> Avg for View: 46.85% (-16.98%)	<b>14</b> % of Total: 5.71% (245)	<b>55.56%</b> Avg for View: 30.40% (82.74%)
1. davidlerner.automatedfinancial.com	22 (61.11%)	0.00%	0 (0.00%)	31.82%
2. m.facebook.com	8 (22.22%)	100.00%	8 (57.14%)	100.00%
3. linkedin.com	2 (5.56%)	100.00%	2 (14.29%)	100.00%
4. pinterest.com	2 (5.56%)	100.00%	2 (14.29%)	100.00%
5. phillyhomeshow.com	1 (2.78%)	100.00%	1 (7.14%)	100.00%
6. searchall.com	1 (2.78%)	100.00%	1 (7.14%)	0.00%



1.38% to landing page – 34  
8 downloads after two days

# Conversion Rate

***Across industries, the average landing page conversion rate was 2.35%, yet the top 25% are converting at 5.31% or higher.***

***Ideally though, you want to break into the top 10% — these are the landing pages with conversion rates of 11.45% or higher.***

Search Engine Land

# 7 Days 13.8% conversion

	Landing Page ?	Sessions ? ↓	% New Sessions ?	New Users ?
		<b>3,333</b> % of Total: 100.00% (3,333)	<b>44.46%</b> Avg for View: 44.40% (0.14%)	<b>1,482</b> % of Total: 100.14% (1,480)
<input type="checkbox"/>	1. / 	<b>2,579</b> (77.38%)	38.50%	993 (67.00%)
<input type="checkbox"/>	2. /womensfinances 	<b>130</b> (3.90%)	92.31%	120 (8.10%)
<input type="checkbox"/>	3. /sufficientincome 	<b>70</b> (2.10%)	85.71%	60 (4.05%)
<input type="checkbox"/>	4. /contact-us/our-locations 	<b>41</b> (1.23%)	56.10%	23 (1.55%)
<input type="checkbox"/>	5. /our-products/energy-11 	<b>41</b> (1.23%)	78.05%	32 (2.16%)
<input type="checkbox"/>	6. /about-us/apple-reits/apple-reit-te n 	<b>36</b> (1.08%)	86.11%	31 (2.09%)
<input type="checkbox"/>	7. /logon 	<b>36</b> (1.08%)	0.00%	0 (0.00%)

# 7 Days 13.8% conversion

Goal Completion Location	Goal Completions	% Goal Completions
1. /	1,716	89.47%
2. /womensfinances	87	4.54%
3. (entrance)	34	1.77%
4. /investment-seminars	13	0.68%
5. /contact-us/client-information	11	0.57%
6. /contact-us/our-locations	8	0.42%
7. /account-support	6	0.31%
8. /about-us	5	0.26%
9. /contact-us/our-locations/westport	5	0.26%
10. /careers/become-an-investment-counselor	4	0.21%

# Referrers

		% of Total: 7.02% (3,333)	Avg for View: 44.40% (18.38%)	% of Total: 8.31% (1,480)	Avg for View: 30.48% (101.88%)
<input type="checkbox"/>	1. <a href="http://davidlerner.automatedfinancial.com">davidlerner.automatedfinancial.com</a>	<b>73</b> (31.20%)	1.37%	<b>1</b> (0.81%)	<b>38.36%</b>
<input type="checkbox"/>	2. <a href="http://m.facebook.com">m.facebook.com</a>	<b>62</b> (26.50%)	96.77%	<b>60</b> (48.78%)	<b>91.94%</b>
<input type="checkbox"/>	3. <a href="http://com.google.android.googlequicksearchbox">com.google.android.googlequicksearchbox</a>	<b>11</b> (4.70%)	0.00%	<b>0</b> (0.00%)	<b>100.00%</b>
<input type="checkbox"/>	4. <a href="http://l.facebook.com">l.facebook.com</a>	<b>10</b> (4.27%)	100.00%	<b>10</b> (8.13%)	<b>100.00%</b>
<input type="checkbox"/>	5. <a href="http://corp.stumbleupon.com">corp.stumbleupon.com</a>	<b>9</b> (3.85%)	100.00%	<b>9</b> (7.32%)	<b>88.89%</b>
<input type="checkbox"/>	6. <a href="http://stumbleupon.com">stumbleupon.com</a>	<b>6</b> (2.56%)	100.00%	<b>6</b> (4.88%)	<b>83.33%</b>
<input type="checkbox"/>	7. <a href="http://facebook.com">facebook.com</a>	<b>5</b> (2.14%)	100.00%	<b>5</b> (4.07%)	<b>100.00%</b>
<input type="checkbox"/>	8. <a href="http://duckduckgo.com">duckduckgo.com</a>	<b>4</b> (1.71%)	75.00%	<b>3</b> (2.44%)	<b>50.00%</b>
<input type="checkbox"/>	9. <a href="http://optimum.net">optimum.net</a>	<b>4</b> (1.71%)	50.00%	<b>2</b> (1.63%)	<b>0.00%</b>
<input type="checkbox"/>	10. <a href="http://pinterest.com">pinterest.com</a>	<b>4</b> (1.71%)	50.00%	<b>2</b> (1.63%)	<b>50.00%</b>

# Social Referrers

Primary Dimension: **Social Network**

Secondary dimension ▾

Social Network <sup>?</sup>	Sessions <sup>?</sup> ↓	Pageviews <sup>?</sup>
1. Facebook	77 (63.64%)	84 (62.22%)
2. Twitter	21 (17.36%)	22 (16.30%)
3. StumbleUpon	15 (12.40%)	17 (12.59%)
4. Pinterest	4 (3.31%)	6 (4.44%)
5. LinkedIn	3 (2.48%)	5 (3.70%)
6. Blogger	1 (0.83%)	1 (0.74%)

# 14 Days

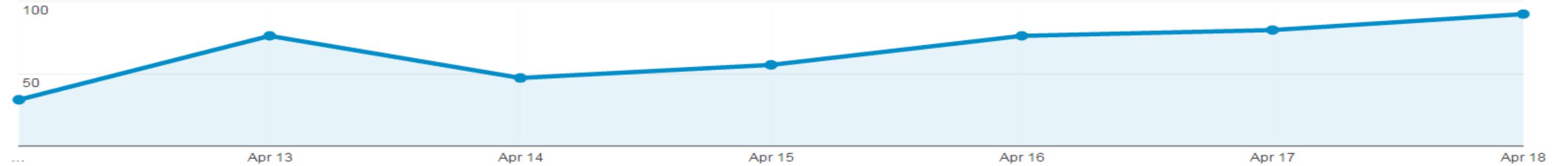
			<b>3,531</b> % of Total: 100.00% (3,531)	<b>50.81%</b> Avg for View: 50.81% (0.00%)	<b>1,794</b> % of Total: 100.00% (1,794)
<input type="checkbox"/>	1. / 		<b>2,437</b> (69.02%)	38.49%	<b>938</b> (52.29%)
<input type="checkbox"/>	2. /womensfinances 		<b>547</b> (15.49%)	93.05%	<b>509</b> (28.37%)
<input type="checkbox"/>	3. /calculators/retirement-calculator 		<b>54</b> (1.53%)	98.15%	<b>53</b> (2.95%)
<input type="checkbox"/>	4. /sufficientincome 		<b>50</b> (1.42%)	78.00%	<b>39</b> (2.17%)
<input type="checkbox"/>	5. /account-support 		<b>35</b> (0.99%)	31.43%	<b>11</b> (0.61%)

# Referrers

Social Referral

Day Week Month

● Sessions via Social Referral



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# Social Network Referrers

Social Network <span>?</span>	Sessions <span>?</span>	↓
1. Facebook	<b>329</b> (63.64%)	
2. StumbleUpon	<b>156</b> (30.17%)	
3. Twitter	<b>26</b> (5.03%)	
4. Pinterest	<b>3</b> (0.58%)	
5. LinkedIn	<b>2</b> (0.39%)	

# Facebook Ads Manager

<input type="checkbox"/>	Campaign Name	Delivery <i>i</i>	Results <i>i</i>	Reach <i>i</i>
<input checked="" type="checkbox"/>	DLA Womens Financial Literacy	● Active	362 Link Clicks	9,711
<input type="checkbox"/>	Post: "Did you know that only 23% of US women ca..."	● Active	146 Post Engagem...	2,176

## AUDIENCE:

WOMEN OVER 35 IN NEW YORK, NEW JERSEY, CONNECTICUT AND FLORIDA

## Interests:

Financial Literacy, personal finance, saving, investment.

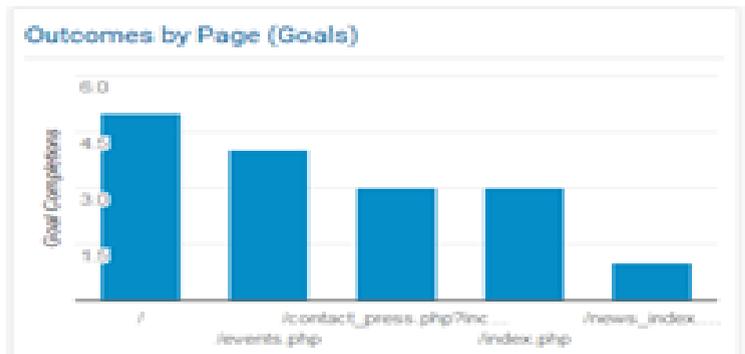
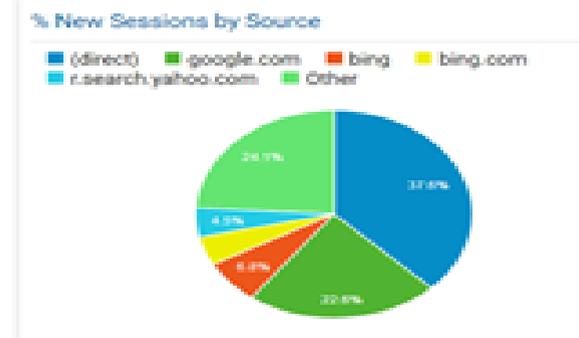
Source ?	Acquisition			Behavior		
	Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>693</b> % of Total: 19.63% (3,531)	<b>80.66%</b> Avg for View: 50.81% (58.76%)	<b>559</b> % of Total: 31.16% (1,794)	<b>82.83%</b> Avg for View: 38.46% (115.37%)	<b>1.16</b> Avg for View: 1.45 (-20.43%)	<b>00:00:20</b> Avg for View: 00:01:02 (-68.19%)
1. <a href="#">m.facebook.com</a>	<b>336</b> (48.48%)	95.54%	<b>321</b> (57.42%)	96.13%	1.05	00:00:04
2. <a href="#">corp.stumbleupon.com</a>	<b>105</b> (15.15%)	100.00%	<b>105</b> (18.78%)	91.43%	1.10	00:00:12
3. <a href="#">davidlemer.automatedfinancial.com</a>	<b>62</b> (8.95%)	6.45%	<b>4</b> (0.72%)	37.10%	1.60	00:01:46
4. <a href="#">stumbleupon.com</a>	<b>58</b> (8.37%)	98.28%	<b>57</b> (10.20%)	100.00%	1.00	00:00:00
5. <a href="#">t.co</a>	<b>27</b> (3.90%)	66.67%	<b>18</b> (3.22%)	81.48%	1.22	00:00:21
6. <a href="#">commpro.biz</a>	<b>10</b> (1.44%)	70.00%	<b>7</b> (1.25%)	70.00%	1.50	00:00:16
7. <a href="#">lm.facebook.com</a>	<b>10</b> (1.44%)	90.00%	<b>9</b> (1.61%)	100.00%	1.00	00:00:00
8. <a href="#">com.google.android.googlequickse archbox</a>	<b>6</b> (0.87%)	0.00%	<b>0</b> (0.00%)	83.33%	1.17	00:01:04
9. <a href="#">flipboard.com</a>	<b>6</b> (0.87%)	83.33%	<b>5</b> (0.89%)	100.00%	1.00	00:00:00
10. <a href="#">localhost:44117</a>	<b>6</b> (0.87%)	0.00%	<b>0</b> (0.00%)	16.67%	0.50	00:00:03

45 Downloads

9% conversion rate

# CHEAT SHEET

## GOOGLE ANALYTICS PR MEASUREMENT DASHBOARD



**Highest Traffic Pages**

Landing Page	Pageviews	Entrances / Pageviews
/	126	65.08%
/index.php	15	73.33%
/news.php?include=14520	12	66.67%
/financial.php?include=143204	10	90.00%
/news.php?include=14641	9	22.22%

DOWNLOAD THE DASHBOARD

<http://bit.ly/2okpCcC>

# QUESTIONS?

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