

Measuring Your Progress with Google Analytics: Case Studies

PR News
July 15, 2014

Sandra Fathi
President, Affect
Web: www.affect.com

Blog: www.tech affect.com
Email: sfathi@ affect.com
Twitter: [@sandrafathi](https://twitter.com/sandrafathi)

SANDRA FATHI



- President, Affect
 - Public Relations and Social Media Firm
 - Serving B2B Technology, Healthcare and Professional Services Clients
- Chair, PRSA Tri-State District
- Past-President, PRSA-NY
- Past-President, PRSA Technology Section



AGENDA

- Setting Goals & Objectives
- Key Performance Indicators (KPIs)
- Architecting Your Campaign With Measurement in Mind
- Case Studies:
 - **Regus: Multi-Channel Marketing Campaign**
Tracking Lead Generation & Sales Through Analytics
 - **ConEdison: Social Media Contest**
Monitoring Reputation & Measuring Positive Engagements Through Analytics
 - **Dealnews: Affiliate Marketing**
Measuring ROI Through Analytics

WHY MEASURE?

1. Prove the Value of Public Relations Activities
2. Demonstrate Ongoing Improvement in Performance
3. Garner Support for Increased Investment
4. Don't Get Fired

MEASURE WHAT MATTERS TO THE C-SUITE

1. Money
 - Making, Saving, Spending
2. Customers
 - They Bring the Money
3. Leads
 - They Bring the Customers
4. Exposure
 - It Brings the Leads



SETTING GOALS & OBJECTIVES

Goals	Objectives
Increase Awareness	Secure 20 Articles in Top Tier Publications (NYT, WSJ, Fortune etc.) in 12 Months
Strengthen Analyst Relations	Brief Top 10 Analyst Firms and Secure Inclusion in 5 Analyst Reports by Dec. 2014
Increase Share of Voice	Compare Media Coverage of Top 5 Competitors on Quarterly Basis and Increase from 10% to 20% in 18 Months
Generate Leads	Increase Subscriptions Referrals from Media Sites by 50% by June 2014

OUTPUTS, OUTCOMES & BUSINESS OUTCOMES

Activity	Impact	
<p data-bbox="367 511 546 568">Outputs</p> <ul data-bbox="178 617 724 982" style="list-style-type: none"> <li data-bbox="178 617 556 665">• Press Release <li data-bbox="178 722 714 779">• Speaking Submission <li data-bbox="178 828 609 885">• Corporate Video <li data-bbox="178 933 651 982">• Award Submission 	<p data-bbox="934 511 1165 568">Outcomes</p> <ul data-bbox="777 617 1228 1177" style="list-style-type: none"> <li data-bbox="777 617 1207 665">• NY Times Article <li data-bbox="777 722 1228 868">• Speak at Industry Event <li data-bbox="777 925 1197 1063">• 10,000 Views on YouTube <li data-bbox="777 1120 1081 1177">• Win Award 	<p data-bbox="1438 511 1858 568">Business Outcome</p> <ul data-bbox="1365 617 1900 1274" style="list-style-type: none"> <li data-bbox="1365 617 1848 673">• 15% Spike in Sales <li data-bbox="1365 722 1743 868">• Secure 2 New Customers <li data-bbox="1365 925 1900 1063">• Increase Web Traffic 22% <li data-bbox="1365 1120 1837 1274">• +50 New Business Leads

KEY PERFORMANCE INDICATORS (KPI)

- Audience
 - Visitors (Users)
 - Origin
 - Referral
 - Campaign
 - Social
 - Organic
 - Paid
 - Segments
 - Geography
 - Technology
- Activities
 - Visits (Sessions)
 - Page Views (Pages/Session)
 - Clicks
 - Customer Path (Flow)
 - Site Search
- Actions (Goals)
 - 'Conversion'
 - Registration
 - Demo
 - Downloads
 - Plays
 - Purchase

ARCHITECTING YOUR CAMPAIGN

- Set Goals & Objectives
- Identify KPIs
- Examine Operational & Technical Requirements for Measurement
 - Install Google Analytics
 - Generate Tracking Links
 - Develop 'Tripwires' or Milestones in the Workflow
 - Connect with Sales or Other Critical Information Systems
 - Create Reporting Mechanism
- Measure, Tweak, Repeat

REGUS I



Flexible Workspace Solutions

1800 Centers, 600 Cities,

100 Countries

- **Challenge:** Low Occupancy in NYC
- **Goal:** Generate 350 Leads in 90 Days
- **Strategy:** Multi-Channel Marketing Campaign

WHO HAS THE PERFECT PLACE TO MEET?

The ideal, professional and convenient place to hold a meeting. Flexible pricing, save 10% when you book your meeting room online.

WE DO

[Let's go](#)

WHO SAVES BUSINESSES THE EXPENSE OF PAYING FOR EMPTY DESKS?

Nobody likes to pay for something they don't use. At Regus we're flexible, so you only pay for the space you need.

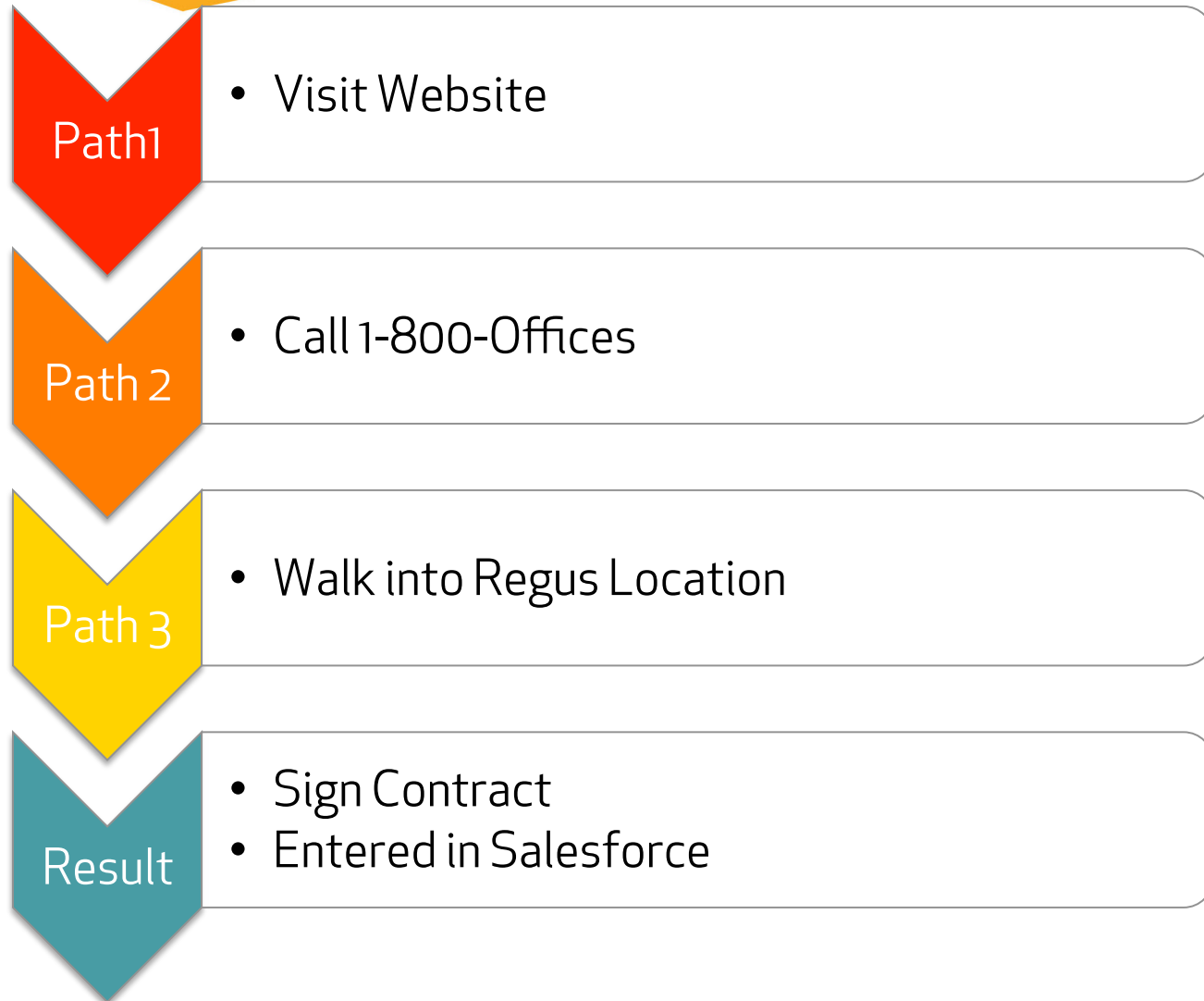
[Find out more](#)

WE DO

Regus



REGUS III



REGUS IV

90-Day Results

- 723 Business Leads
- 900+ Sweeps Leads
- \$1.07M in Contracts
- 114% Increase in Revenue for Qtr (YoY)

Inc. **WHY PAY RENT?**
Win One Year of NYC Office Space.*

Regus
CLICK TO LEARN MORE

START-UP > RUNNING A BUSINESS > FINANCE > LEADERSHIP & MANAGING > SALES & MARKETING > TECHNOLOGY > INNOVATION > INC.500/5000

Topics > Sales and Marketing >

Sales



What Makes a Great Salesperson?

Six successful entrepreneurs share their opinions.
View slideshow



My First Million-Dollar Account

Four entrepreneurs share the big sale that changed their lives.
Read story



Personality Testing for Sales Recruits

DELTA SKYMILES

I WANT A 10 MEGAPIXEL, 3X ZOOM, HD DIGITAL CAMERA WITH MILES.

Learn More

WIN AN OFFICE SWEEPSTAKES
One Year of Manhattan Office Space.
18 NYC LOCATIONS
Enter to win fully-furnished and equipped workspace.
RegusNewYork.com | 1-877-REGUS-01

Regus 18 NYC LOCATIONS
Fully-Furnished Offices & Workspaces. regus.com/nyc

Advertise Here 212.456.2463

Need More Space?
If your office is getting cramped, it's time to check out Regus.

Regus

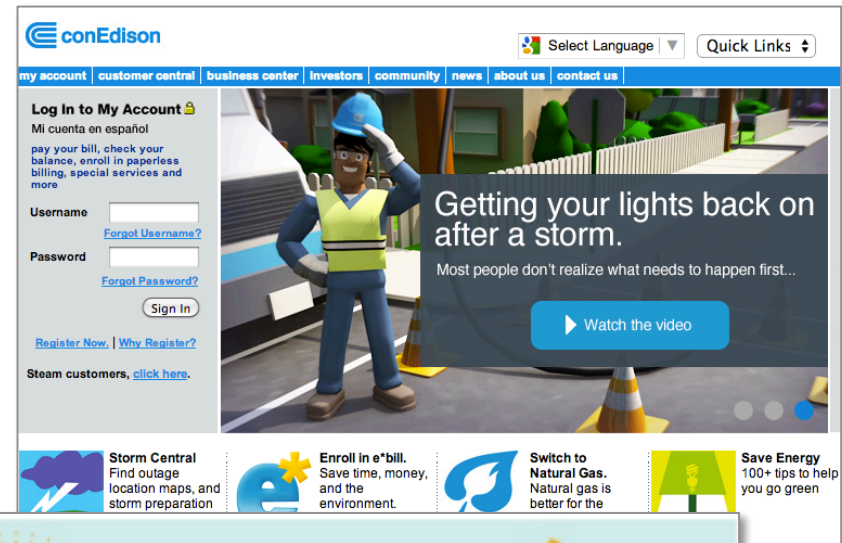
Fully furnished, professionally equipped offices. Convenient locations everywhere you need to conduct business. Flexible term options — get an office for a year, a month, or a day.

37 NYC locations | 1-888-OFFICES | regus.com/ny



Utility Company Providing Electric & Gas Services to NYC & Westchester Serving More Than 9M Customers

- **Challenge:** Change the Conversation Online (Negative to Positive)
- **Goal:** Increase % of Positive Sentiment, Drive SM Engagement, Educate Public on Green Initiatives & Power of Giving
- **Strategy:** Create a SM Contest



CON EDISON II



Week	Impressions	Clicks	Avg. CTR	Spend	Avg. CPC
1	22,293,359	5,484	0.03%	\$3,553	\$0.65
2	23,642,445	6,566	0.03%	\$3,776	\$0.58
3	25,164,942	7,260	0.03%	\$4,293	\$0.59
4	20,205,994	7,664	0.04%	\$4,354	\$0.57
5	16,928,372	6,598	0.04%	\$4,344	\$0.66
6	8,814,690	3,619	0.04%	\$2,206	\$0.61
Totals	117049819	37,191	0.03%	\$22,525	\$0.61

Ad Type	Impressions	Clicks	Avg. CTR	Spend	Avg. CPC
General Display Ads	54,689,334	18,031	0.03%	\$10,499.35	\$0.59
Sponsored Stories	578,643	2,686	0.56%	\$1,777.08	\$0.62
Daily Ads – Con Ed Logo	12,510,146	3,322	0.02%	\$2,156.40	\$0.49
Daily Ads - Prize Logo	19,409,240	5,055	0.02%	\$3,044.18	\$0.55
Weekly Prize Ads	29,862,456	8,097	0.03%	\$5,048.03	\$0.63



CON EDISON III

Six Weeks Results

- 117,049,819 Impressions
- 72,241 Visits to Contest App
- 37,191 Clicks
- 19,084 Entries
- 100% Positive Engagement
- SM Metrics Increased Between 50-400%
- Website Traffic Increased for Con Edison & Partners

Bette Midler @BetteMidler 16 Jul
 Who knows better how to spend a "Family Day Out" than @NYRP? Win one via @ConEdison's Plug Into Summer Fun Contest: bit.ly/1dA9XrY
 Retweeted by Con Edison
 Expand Reply Retweet Favorite More

New York City's YMCA @ymcanyc 13 Aug
 We're excited to participate in @ConEdison Plug Into Summer Fun Contest! #ConEdSummerFun See how you can win today bit.ly/1b6F810
 Expand Reply Retweeted Favorited More

New-York Historical Society shared a link. August 15

What's the oldest newspaper in New York City? Answer today's Con Edison Summer Fun question via this link and you'll be entered to win a New-York Historical Society family membership & an opportunity to schedule a private tour for up to 10:
<https://apps.facebook.com/plugintosummerfun/enter>

American Museum of Natural History August 23

This week, Con Edison is giving away a scenes tour of the Museum with a p...
 Don't miss your chance! Today is the <http://bit.ly/19CihTr>



Con Edison's Plug Into Summer Fun
apps.facebook.com/plugintosummerfun

I just entered Con Edison's Summer Fun contest, and wanted to share it with you! Con Edison's partners are offering prizes all around New York every day until August 23.

Like · Comment · Share
 7 people like this.



Like · Comment · Share
 1,183 people like this. Top Comment

- Write a comment...
- Carol Struck** is it Ross Geller?? 😊
 Like · Reply · 3 · August 23 at 9:36pm
 - Marisa Bohar** Oh I wish I was there to do it!
 Like · Reply · 1 · August 23 at 6:45pm · Edited
- 1 more comments

The New York Botanical Garden July 29

All this week, Con Edison and the NYBG are teaming up for a huuuge giveaway—a \$600 value that'll earn a lucky winner four tickets to three events: our Family Dinner with Mario Batali's Chefs, the next Cocktail Evening & Summer Concert, and Spooky Nighttime Adventures in October. And entering is as easy as getting on Facebook! Click through for more info:

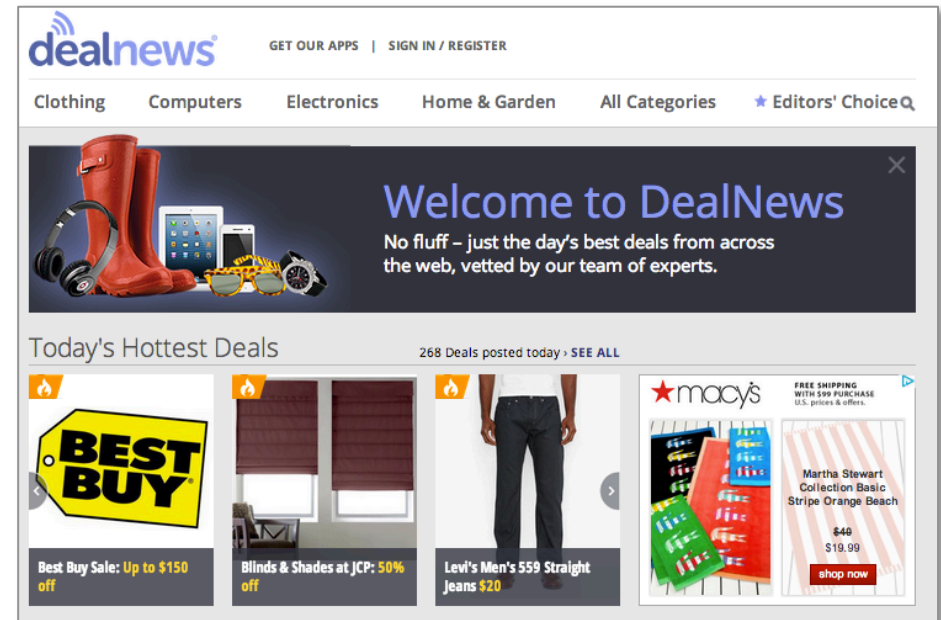
<http://bit.ly/11qlyL>



Like · Comment · Share
 143 people like this. Top Comments

Deals, Promotions & Coupon Site 'Affiliate Marketer'

- **Challenge:** Rising Costs of Traditional Advertising & PPC Models
- **Goal:** Generate Traffic to Website from Public Relations
- **Strategy:** Focus on PR Campaign That Drives Traffic to Website



DEALNEWS II



SET EDITION: U.S. | INTERNATIONAL | MEXICO | ARABIC
TV: CNN | CNNI | CNN en Español | HLN

CNN Tech

Home | TV & Video | U.S. | World | Politics | Justice | Entertainment | Tech | Health | Living

Sports

Part of complete coverage on
Holiday Shopping



Forget Black Friday; deals are online now



By John D. Sutter, CNN
November 25, 2010 8:21 a.m. EST | Filed under: **Gaming & Gadgets**



42,075 Visits

IN THE NEWS: MARIO GOETZE | TRACY MORGAN | ROBERT F. KENNEDY JR.

HOME | SECTIONS | SEARCH

NEW YORK POST

METRO



Shoppers set 'sale'

By Vinita Singla

December 25, 2010 | 5:00am

Merry Christmas, shoppers — you're about to get your best present yet!

Tomorrow begins the retail industry's final bid to boost its bottom line before year's end — and eager-beaver bargain-hunters are already champing at the bit.

"Products in general — clothing, shoes — are just marked really, really high during the holiday season than we're willing to pay," said Orange, NJ, resident who had just been shopping in SoHo yesterday with friends.

It's the final set of doors for one last sale of 2010 — as early as 5 a.m. tomorrow.

0 Visits

MONEY Personal Finance

HOME | RETIREMENT | PERSONAL FINANCE | CAREERS | INVESTING | REAL ESTATE

[My Money Blog](#) | [The Frugal Shopper Blog](#) | [Alpha Consumer Blog](#) | [The Smarter Investor](#) | [How to Live to 100](#)

The Secrets Behind Black Friday Leaks

Why retailers increasingly release information about sales far ahead of schedule.

By Kimberly Palmer | Nov. 2, 2010 | 12:00 a.m. EDT



Word is already out: Black Friday sales, which traditionally begin the Friday after Thanksgiving, have been leaked to websites and news outlets throughout the country. If you want to find out what discounts your favorite store is offering, chances are that a little digging online will reveal them. [BlackFriday2010.com](#), which is run by coupon site Brad's Deals, already lists discounts from Ace Hardware and Sears.

10,706 Visits

DEALNEWS III

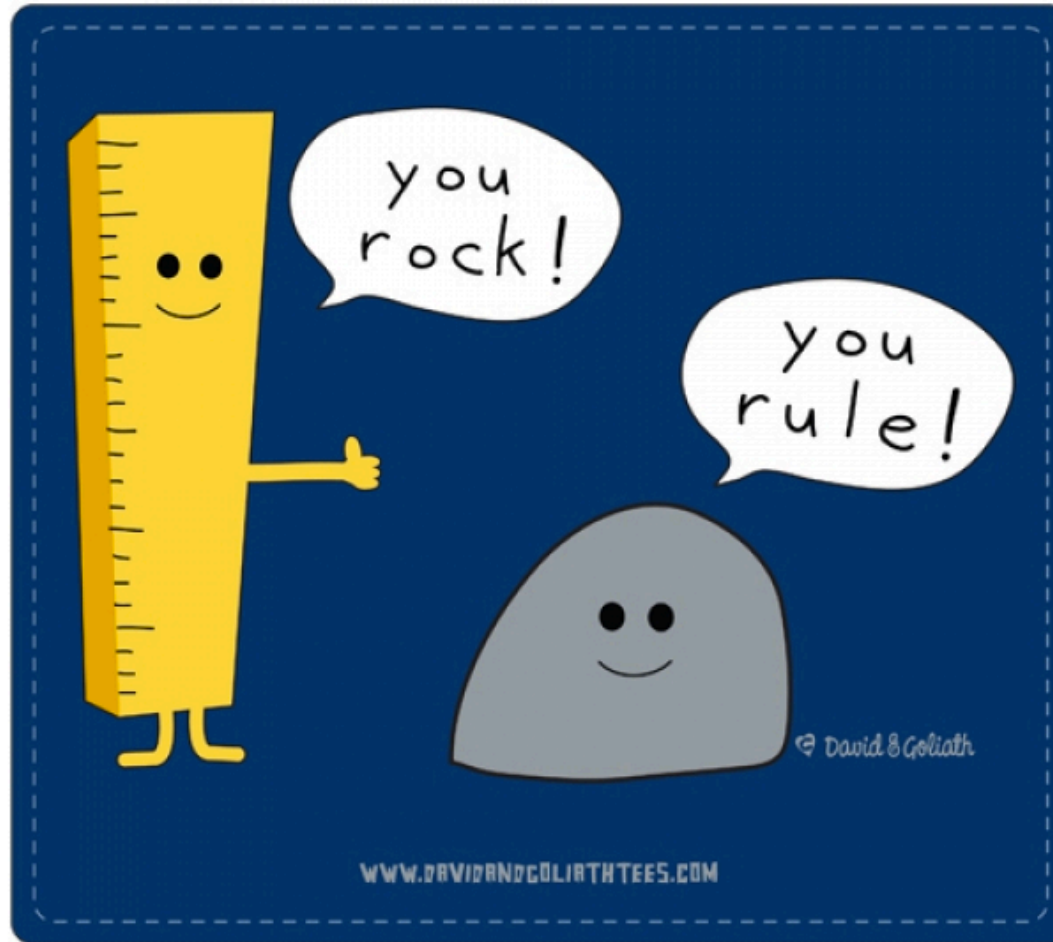


Year	Unique Visitors	Placements	Estimated Value (\$0.86)
Year 1	216,169	326	\$185,905
Year 2	76,763	131	\$66,016
Year 3 (Affect)	261,580	572	\$224,959

\$40,000 Campaign Investment Yields 5.62 x ROI

CONCLUSION

Analytics & Public Relations



Contact Information & Resources:

On Slideshare – www.slideshare.net/sfathi

Sandra Fathi

President

Affect

989 Avenue of the Americas, 6th Floor

New York, NY 10018

212 398 9680

sfathi@affect.com

Twitter: [@sandrafathi](https://twitter.com/sandrafathi)

LinkedIn, Facebook: Sandra Fathi

Web: www.affect.com

Blog: www.tech affect.com