

PR News' Google Boot Camp

How to Make Google Analytics Work for Your Brand

January Williams

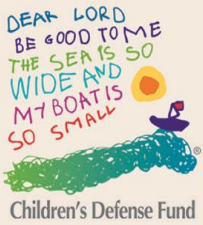
Director of Online Communications and Outreach

Children's Defense Fund

@ChildDefender

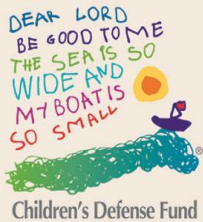
December 10, 2015

#powerofPR



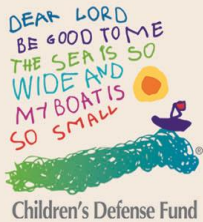
Starting Your Campaign on the Right Foot

- What is the primary goal for your campaign?
- What do you hope to learn?
- What Key Performance Indicators (KPIs) do you want to measure?



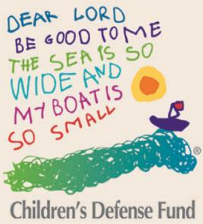
CDF's #GivingTuesday Campaign

- For #GivingTuesday 2015, the Children's Defense Fund wanted to learn more about our donors; specifically
 - Acquisition (where did they come from)
 - What compels them to give
 - We performed A/B tests with images
 - Donor engagement



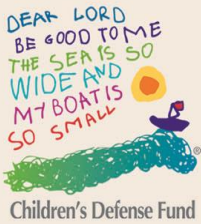
Our KPIs

- Number of landing page visits from various channels.
 - Email, Social Media, Direct traffic, Adwords, Referrals, etc.
- Number of landing page conversions
 - Visitors who made a donation
- Number of conversions from email outreach
- Number of conversions from social media outreach



First Thing's First

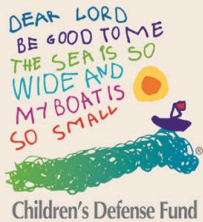
- Before you can start tracking these KPI's you've got to get started by **“Creating goals in Google Analytics”** ...and here's how to do it!



Creating Goals

Define What Your Goals Are

- Goals
 - What fulfills your target objective(s)?
 - Time on the site
 - Bounce Rate
 - Did they complete an action
 - Make a donation, Share the page, Click on a link, Take another action on your site?
 - Fulfilled objectives are conversions (or a completed activity)



Creating Goals

How to Track Donation Conversions

Google Analytics

Home

Reporting

Customization

Admin

Admin

cdftwebtest@gmail.com
http://www.childrensdefense.org - http://...
All Pages

Administration

National Office

ACCOUNT

National Office

PROPERTY

http://www.childrensdefense.org

VIEW

All Pages

Account Settings

User Management

All Filters

Change History

Trash Can

From any screen in Google Analytics click:

- Admin
- Goals

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Goals

Creating Goals

How to track Donation Conversions

VIEW

All Pages

View Settings

User Management

Goals

Content Grouping

Next click

— New Goal

— Custom on the following page

— Continue

+ NEW GOAL

☐

Goal

☐

2015 Giving Tuesday Donations - Email (books)

☐

2015 Giving Tuesday Donations - Email (children)

☐

2015 Giving Tuesday Donations - Facebook (books)

☐

2015 Giving Tuesday Donations - Facebook (children)

☐

2015 Giving Tuesday Donations - Twitter (books)

☐

2015 Giving Tuesday Donations - Twitter (children)

☐

2015 Giving Tuesday Donations - Web

☐

2015 Giving Tuesday Donations - YouTube (books)

☐

2015 Giving Tuesday Donations - YouTube (children)

☐

2015 Giving Tuesday Donations - YouTube (books)

☐

2015 Giving Tuesday Donations - YouTube (children)

3 goals left

New Goal

VIEW

All Pages

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics

PERSONAL TOOLS & ASSETS

Segments

Annotations

Custom

1 Goal setup

☐ Template

Select a template to start with a pre-filled configuration

☒ Custom

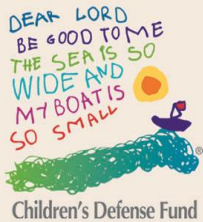
Continue

Cancel

2 Goal description

3 Goal details

Cancel



Creating Goals

How to track Donation Conversions

Google Analytics

Home

Reporting

Customization

Admin

cdwebtest@gmail.com

http://www.childrensdefense.org - http://www.childrensdefense.org - All Pages

Administration > View Goals

National Office / http://www.childrensdefense.org / All Pages

VIEW

All Pages

Goal Name

Destination

1 Goal setup

Custom

2 Goal description

Name

Test Goal

Goal slot ID

Goal ID 18 / Goal Set 4

Type

☒ Destination ex: thanks.html

☐ Duration ex: 5 minutes or more

☐ Pages/Screens per session ex: 3 pages

☐ Event ex: played a video

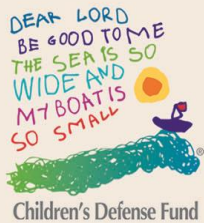
Continue

Cancel

3 Goal details

Cancel

- Enter a name for your goal
 - The name should reflect the donation campaign and year
- Select Destination
 - Destination allows us to provide Google Analytics a URL that will register a conversion when displayed
- Click Continue



Creating Goals

How to track Donation Conversions

Google Analytics

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cdfwebtest@gmail.com

http://www.childrensdefense.org - http...

All Pages

Administration > View Goals

National Office / http://www.childrensdefense.org / All Pages

VIEW

All Pages

View Settings

User Management

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Annotations

✓ Goal setup Edit
Custom

✓ Goal description Edit
Name: Donation Form Completed - Refreshed
Goal type: Destination

3 Goal details

Destination

Begins with /site/Donation2?df_id=3700&3700.donation=completed ☐ Case sensitive

For example, use My Screen for an app and /thankyou.html instead of www.example.com/thankyou.html for a web page.

Value optional

☐ OFF

Assign a value to each goal completion.

Funnel optional

☐ OFF

Specify a path you expect traffic to take towards the destination. Used to analyze the entrance and exit points that impact your Goal.

Verify this Goal See how often this Goal would have converted

Save

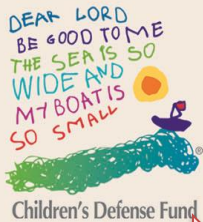
Cancel

Cancel

Page URL

Save

- Find the URL for your donation form's Thank You page and enter in the box
 - Do not include `http://www.yourwebsite.org`
- Click Save



Creating Goals

How to track Donation Conversions

Reporting

Reporting Customization Admin

cdwebtest@gmail.com
http://www.childrensdefense.org - http://...
All Pages

Overview

Email Export Add to Dashboard Shortcut

All Sessions
100.00%

Goal Option:

All Goals

Overview

Goal Completions vs. Select a metric

- To monitor goal conversions click:
 - Reporting tab
 - Conversions
 - Overview

Conversions

Overview

Conversions

Goals

Overview

Goal URLs

Reverse Goal Path

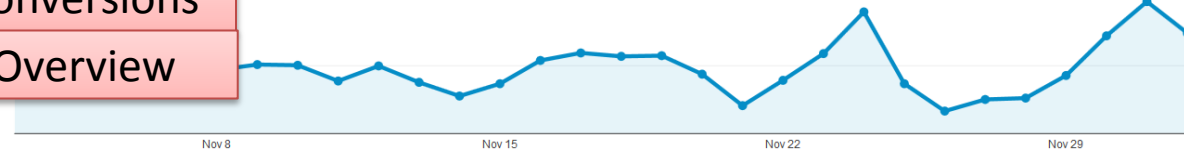
Funnel Visualization

Goal Flow

Ecommerce

Multi-Channel Funnels

Attribution



Goal Completions

2,823

Goal Value

\$0.00

Goal Conversion Rate

5.43%

Total Abandonment Rate

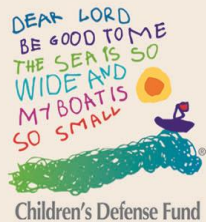
4.56%

Advocacy Take Action
Complete (UserPrint) (Goal 3
Completions)

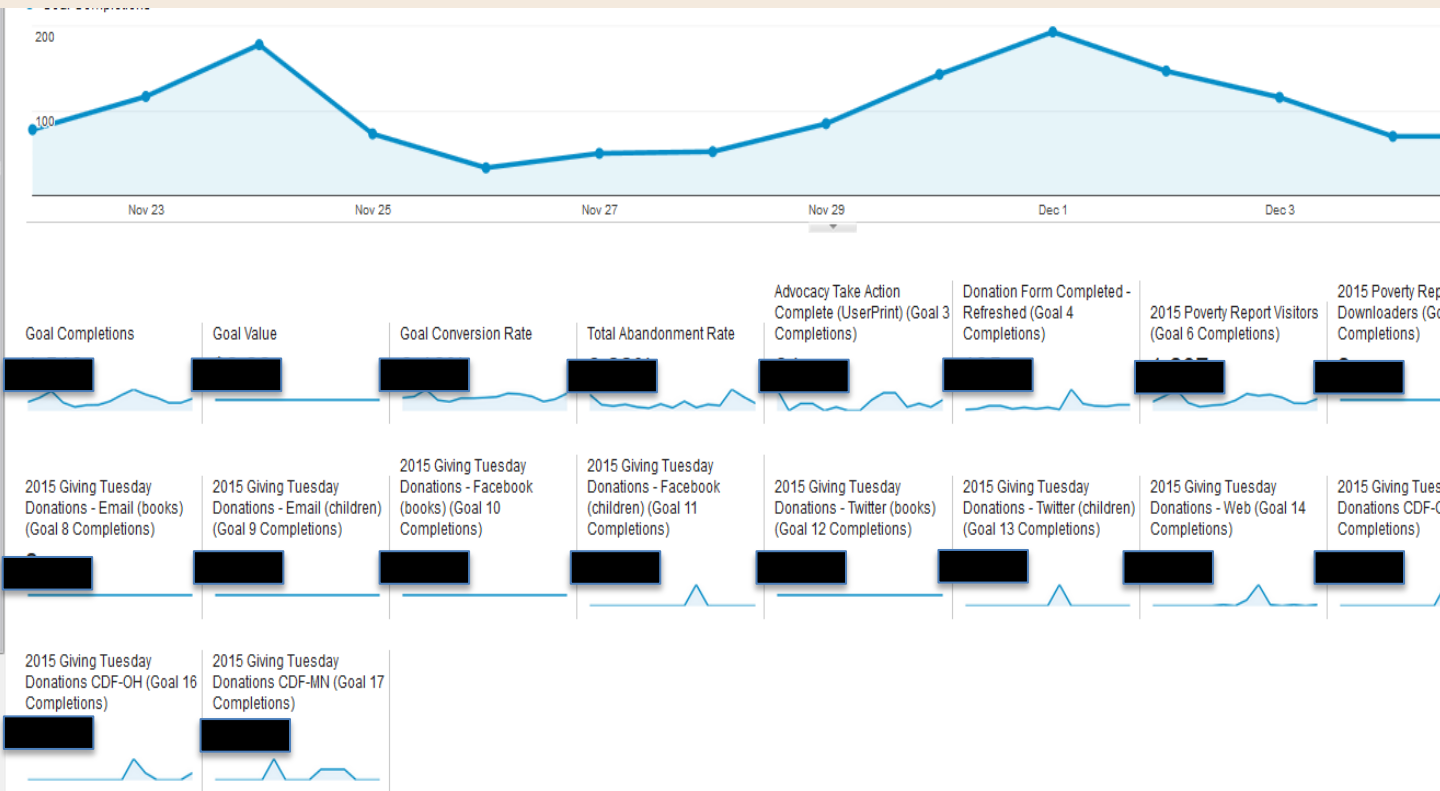
26

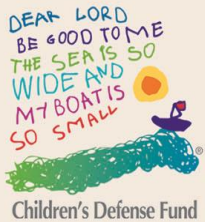
Donation Form Completed -
Refreshed (Goal 4
Completions)

149



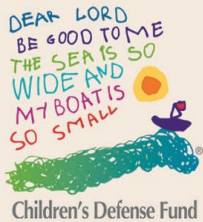
How Did You Do?





What We Learned

- For CDF's #GivingTuesday Campaign we learned valuable information about our donors and even acquired some new donors! Specifically we learned:
 - Our constituents open our emails and make donations 😊
 - When the image in an email or social media post correlated with one of our landing pages, there was a higher conversion
 - Our Twitter followers are not as engaged to give as we would like, so we need to optimize outreach
 - However they do share our messages
 - Our Facebook fans are more engaged than Twitter followers, but conversions were still low



We Learned More

- Frequency of messaging; especially during giving season or in our case #GivingTuesday
- We rely heavily on SEO to acquire new donors and website visitors
- Most importantly....our 2015 #GivingTuesday efforts raised nearly 9x more funds than our 2014 #GivingTuesday efforts. That made our Board very 😊



Children's Defense Fund

Dear January,

You can make a difference today. For only \$10.37 you can give an at-risk child the chance to succeed with the gift of reading.



This year the Children's Defense Fund distributed more than 109,000 culturally appropriate books that reflect the unique challenges and experiences children in poor and low-income families face daily. The recipients? Nearly 13,000 at-risk children who participated in CDF Freedom Schools® summer and after-school programs. The need is great. Please help by giving as generously as you can.

For only \$10.37 you can give one book and impact the life of one at-risk child.

Since 1995, the CDF Freedom Schools program has helped stop summer learning loss for more than 135,000 children in 28 states and the District of Columbia and helped them fall in love with reading. With your support we will continue to reach more poor and low-income children to make a difference in their lives today and America's workforce tomorrow.

Will you help? For only \$10.37, you can change one at-risk child's tomorrow.

With determination and gratitude,

Mark Pubow
Chief Development Officer

25 E Street, NW, Washington, DC 20001
Tel: (800) 233-1200
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DONATE NOW
CDF needs your help now! [Click here](#)



Children's Defense Fund

A strong, effective, independent voice for all the children of America.



Support Our Work

Since 1995, the Children's Defense Fund Freedom Schools® program has staunchly summer learning loss and helped more than 135,000 children in 28 states and the District of Columbia fall in love with reading. But the need is so great when 66 percent of fourth graders cannot read at grade level.

Will you help CDF reach even more at-risk children? For only \$10.37 you can provide one child with a book and give the gift of hope for a better future.

This #GivingTuesday, let's give our children a gift that will help them learn and succeed. Gift a book today.

I Pledge To

Select Gift Amount:

☐ Help one at-risk child \$10.37 ☐ Help two at-risk children \$20.74 ☐ Help four at-risk children \$41.48

☐ Help ten at-risk children \$103.70 ☐ Help as many at-risk children as possible with a gift of

Gift type:

☐ One-time gift ☐ Sustaining gift

Select a Gift Duration:

Total Gift:

0.00

Your Information

Title: * First Name: Middle Name: * Last Name: Suffix:
* Street 1: Street 2: * City: Daytime Phone:
* State/Province: * ZIP/Postal Code: Country: * Email Address:

Payment Information

PayPal users please select the PayPal button then process your donation.

Payment Method:

☐ Credit Card ☐ PayPal

Credit Card Information:

VISA * Credit Card Number: Expiration Date: * CVV Number: What is this?

@ChildDefender

#powerofP



Children's Defense Fund

- Thank you. For more questions regarding this campaign, reporting, analytics, etc. Please feel free to contact me via email:

Jwilliams@childrensdefense.org