

AABP Workshop - 2018

Twenty-First Digital's Guide to the Essential Metrics of Audience Development



MEET OUR TEAM:

MELISSA CHOWNING, Founder and CEO
Previously: *D Magazine*, *Portland Monthly*, *Seattle Met*

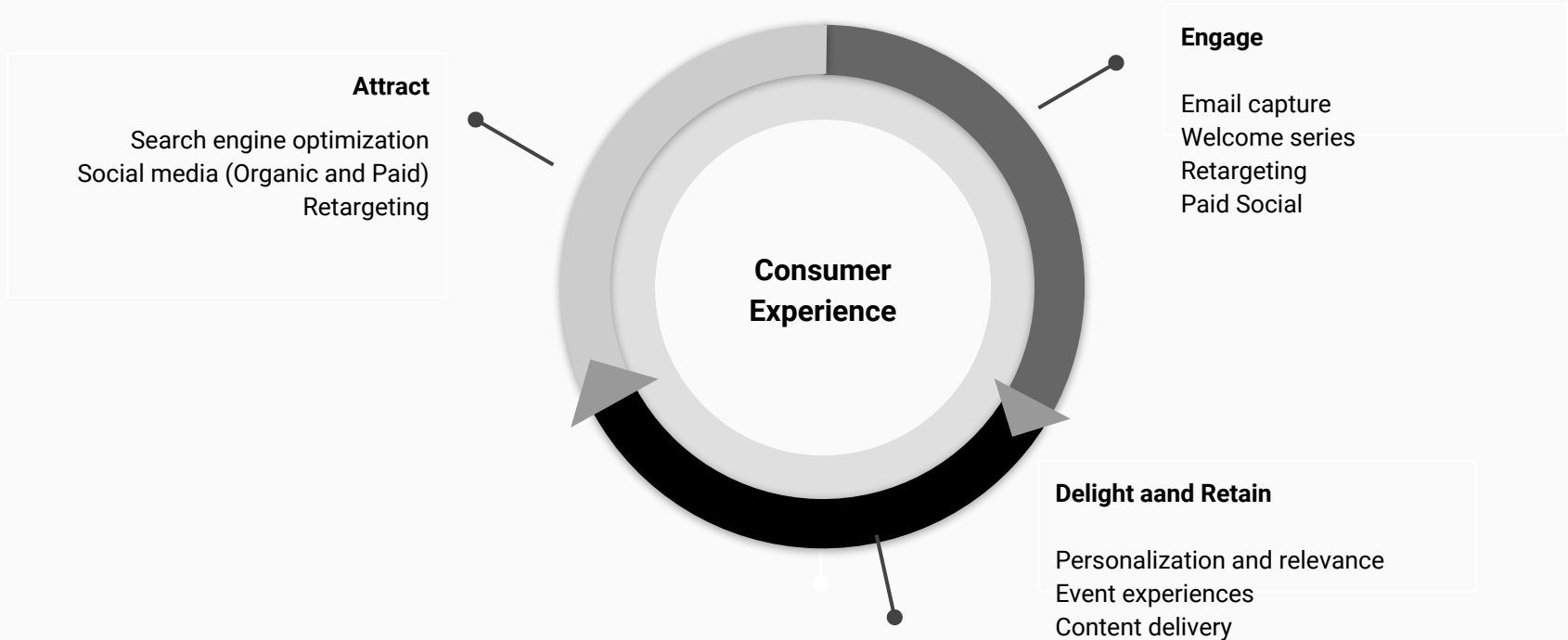
ASHLEY MULDER, COO and Sr. Strategist
Previously: *D Magazine*, *Hour Detroit*

CHELSEY SHOCKLEY, Audience Strategist
Previously: *Neuro-Insight*, *D Magazine*

NATALIE PASCHALL, Audience Strategist
Previously: *Calise Partners*

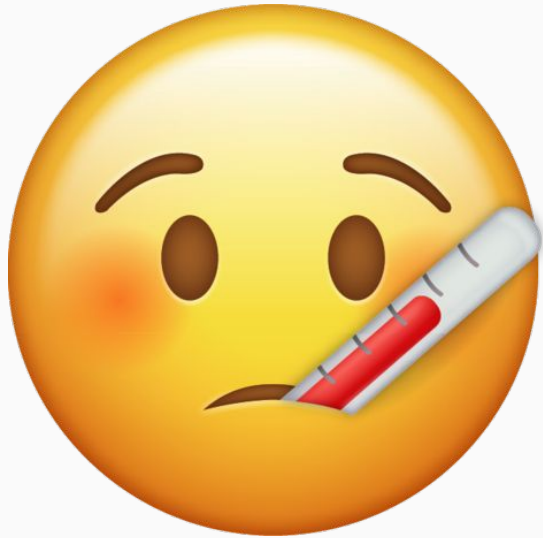
LAUREN FRAPPIER, Chief of Staff
Previously: *University of Oklahoma*, *D Magazine*

We approach audience development as an ecosystem. Social media, email, search optimization, subscriptions, memberships and ticket sales



What your data is trying to tell you, and how to use it to create a better UX and be a better marketer.

WHAT IS YOUR DATA TRYING TO TELL YOU?



Users

1,075



New Users

1,068



Sessions

1,485



Number of Sessions per User

1.38



Pageviews

2,345



Pages / Session

1.58

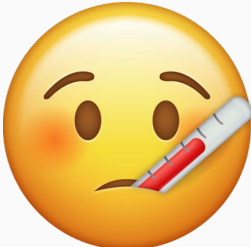


- Local Traffic
- Landing Page Results
- Bounce Rates
- Cart Abandonment
- Search Traffic
- Returning visitors
- Open Rates
- Click Rates
- Growth
- Unsubscribes
- On-Site Email Capture

Bounce Rates



< 70%



> 75%

METRICS THAT MATTER

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	301,227 % of Total: 2.27% (13,253,057)	260,895 % of Total: 4.67% (5,584,241)	00:02:35 Avg for View: 00:00:32 (377.31%)	222,056 % of Total: 5.71% (3,890,442)	85.48% Avg for View: 74.69% (14.45%)
1. /publications/d-ceo/2018/august/paving-the-5-billion-mile-in-frisco/	11,966 (3.97%)	11,399 (4.37%)	00:04:10	11,005 (4.96%)	93.74%
2. /publications/d-ceo/2014/november/the-most-exclusive-private-dallas-clubs/	11,735 (3.90%)	11,066 (4.24%)	00:05:48	10,619 (4.78%)	87.28%
3. /publications/d-ceo/2018/october/my-office-craig-hall/	4,415 (1.47%)	872 (0.33%)	00:00:20	401 (0.18%)	37.16%
4. /publications/d-ceo/2016/march/bill-hutchinson-dunhill-partners-design-district/	3,653 (1.21%)	3,470 (1.33%)	00:05:55	3,352 (1.51%)	90.36%
5. /publications/d-ceo/2018/october/sabre-corp-ceo-sean-menke-is-mapping-out-a-bold-new-direction/	3,186 (1.06%)	2,972 (1.14%)	00:05:07	2,849 (1.28%)	93.54%
6. /publications/d-ceo/	2,806 (0.93%)	2,362 (0.91%)	00:00:30	2,046 (0.92%)	20.34%
7. /publications/d-ceo/2018/august/the-d-ceo-non-profit-and-corporate-citizenship-awards-2018/	2,784 (0.92%)	2,574 (0.99%)	00:03:00	2,247 (1.01%)	89.41%
8. /publications/d-ceo/2018/august/cake-bar-brings-in-the-dough-at-trinity-groves/	2,748 (0.91%)	2,620 (1.00%)	00:03:24	2,252 (1.01%)	92.36%
9. /publications/d-ceo/2018/september/fort-worth-					

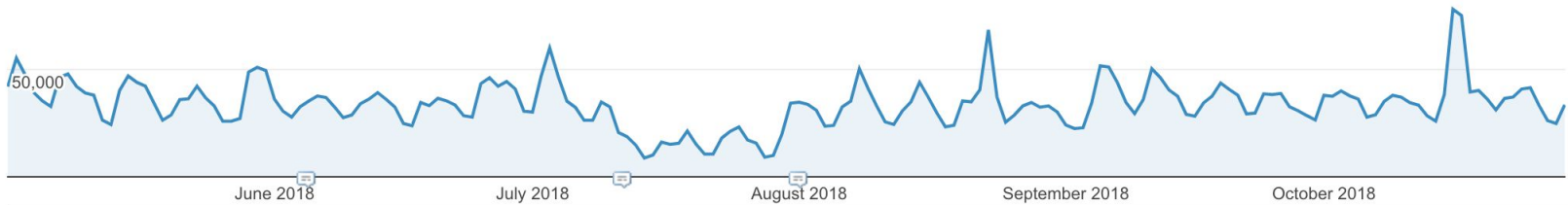
Overview

Sessions vs. [Select a metric](#)

Hourly Day Week Month

Sessions

100,000



Sessions

6,105,930



Users

3,818,028



Pageviews

24,026,008



Pages / Session

3.93



Avg. Session Duration

00:01:23

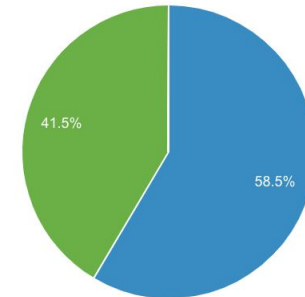


Bounce Rate

73.43%



New Visitor Returning Visitor





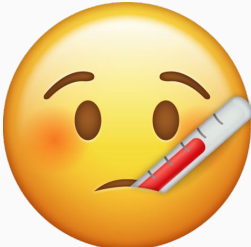
How can I fix it?

- Evaluate site speed
- Improve page titles and descriptions
- Improve UX
- Increase readability
- Avoid pop-ups or obnoxious advertising
- Understand your traffic sources

Local Traffic



> 65%+



< 50%



Audience

Overview

Active Users

Lifetime Value BETA

Cohort Analysis BETA

Audiences NEW

User Explorer

▼ Demographics

▼ Interests

▲ Geo

Language

Location

▼ Behavior

City ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	3,979,898 % of Total: 65.18% (6,105,930)	48.63% Avg for View: 58.53% (-16.92%)	1,935,301 % of Total: 54.15% (3,573,743)
1. Dallas	2,162,807 (54.34%)	41.09%	888,753 (45.92%)
2. Plano	150,318 (3.78%)	48.61%	73,067 (3.78%)
3. Houston	133,736 (3.36%)	68.19%	91,199 (4.71%)
4. Fort Worth	132,609 (3.33%)	60.02%	79,594 (4.11%)
5. Irving	99,027 (2.49%)	49.00%	48,524 (2.51%)
6. Austin	84,413 (2.12%)	67.05%	56,599 (2.92%)
7. Frisco	81,868 (2.06%)	50.89%	41,662 (2.15%)
8. Richardson	78,149 (1.96%)	44.02%	34,401 (1.78%)
9. Arlington	60,693 (1.52%)	63.94%	38,807 (2.01%)
10. McKinney	54,907 (1.38%)	51.89%	28,493 (1.47%)



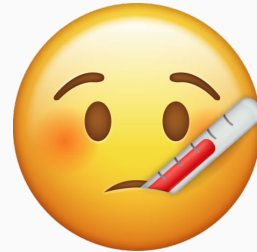
How can I fix it?

- Use more local search terms in content
- Paid search / retargeting to local visitors
- Backlinks from local businesses and business leaders

Top Search Pages and Keyword Rankings



Known and Optimized



Unknown and/or
High Bounce Rates

METRICS THAT MATTER

<input type="checkbox"/>	Keyword	Pos.	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.
<input type="checkbox"/>	home gyms small spaces	1 (3)	260	67.03	2.10	www.baltimoremag...-space	0.10	0.18	1.00
<input type="checkbox"/>	best gyms in baltimore	3 (3)	260	51.31	2.38	www.baltimoremag...timore	0.01	0.03	0.29
<input type="checkbox"/>	gyms in baltimore	6 (4)	2,400	51.13	2.99	www.baltimoremag...timore	0.10	0.25	0.18
<input type="checkbox"/>	gyms in baltimore county	6 (14)	10	50.57	3.89	www.baltimoremag...timore	< 0.01	0.00	0.25
<input type="checkbox"/>	gyms in baltimore county	7	10	50.57	3.89	www.baltimoremag...s-2012	< 0.01	0.00	0.25
<input type="checkbox"/>	gyms in baltimore	7	2,400	51.13	2.99	www.baltimoremag...s-2012	0.08	0.20	0.18
<input type="checkbox"/>	gyms in baltimore city	7 (7)	170	49.29	4.17	www.baltimoremag...timore	< 0.01	0.01	0.14
<input type="checkbox"/>	gyms in baltimore md	7 (8)	390	50.49	3.05	www.baltimoremag...timore	0.01	0.03	0.19
<input type="checkbox"/>	cheap gyms in baltimore	8 (19)	10	57.06	3.79	www.baltimoremag...s-2012	< 0.01	0.00	0.66
<input type="checkbox"/>	24 hour gyms baltimore	9 (9)	20	54.43	2.55	www.baltimoremag...s-2012	< 0.01	0.00	0.48
<input type="checkbox"/>	cheap gyms in baltimore md	9 (14)	30	57.96	0.00	www.baltimoremag...s-2012	< 0.01	0.00	0.86



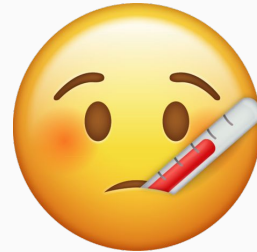
How can I fix it?

- Research your top search keywords
- Update top content
- Optimize UX
- Link to similar or other popular content
- Exit-intent pop-ups

Cart Abandonment



< 60%

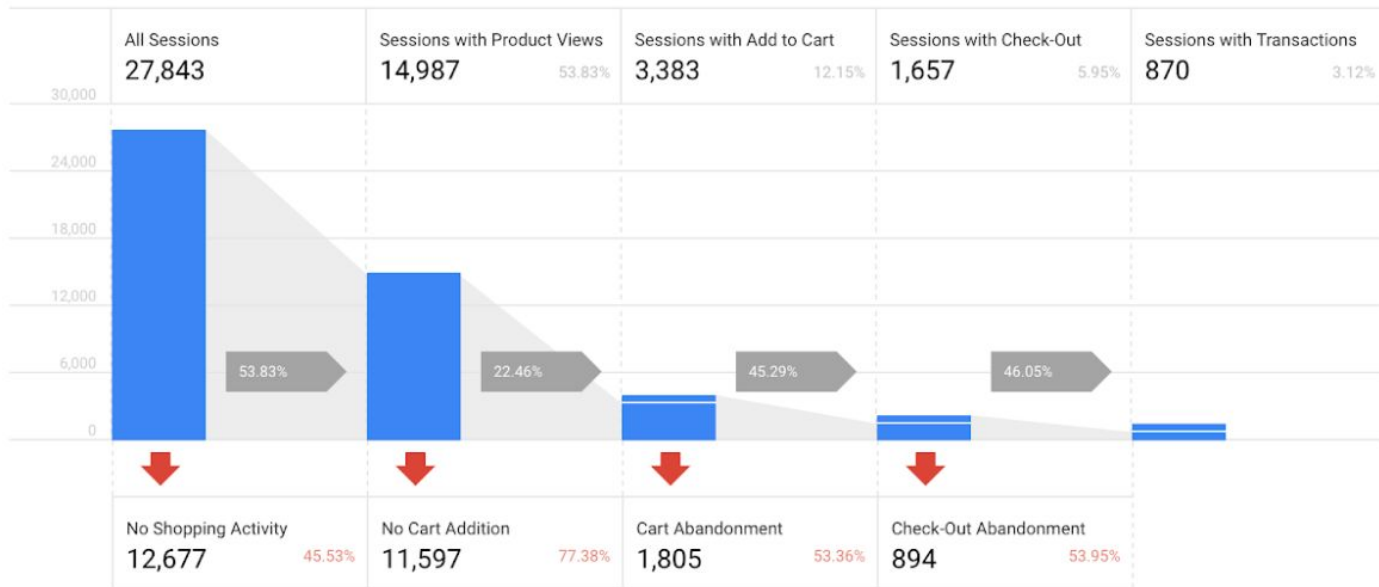


> 70%

69% of online carts are abandoned by users*

METRICS THAT MATTER

- AUDIENCE
- ACQUISITION
- BEHAVIOR
- CONVERSIONS**
- ▶ Goals
- ▼ Ecommerce
 - Overview
 - Shopping Behavior
 - Checkout Behavior
 - Product Performance
 - Sales Performance
 - Product List Performance
- ▶ Marketing
- ▶ Multi-Channel Funnels
- ▶ Attribution



		Sessions	Abandonments	% Completion rate				Search <input type="text"/>		
User Type		All Sessions	Sessions with Product Views	%	Sessions with Add to Cart	%	Sessions with Check-Out	%	Sessions with Transactions	%
1	New Visitor	20,828	10,646	51.11%	2,260	10.85%	1,119	5.37%	513	2.46%
2	Returning Visitor	7,015	4,341	61.88%	1,123	16.01%	538	7.67%	357	5.09%



How can I fix it?

- Mobile friendly purchase pages
- Don't ask for more than you need
- Easy checkout process
- Versatile payment options
- Utilize retargeting
- Send cart abandonment emails



Top Reasons People Abandon a Cart

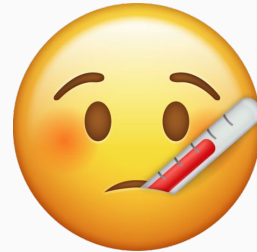
- Being forced to create an account
- Complicated checkout processes
- Unexpected delivery costs
- Concerns over security

*Shopify 2018

Traffic from Search



> 35%



< 35%

69% of online carts are abandoned by users*

Acquisition

- Overview
- All Traffic
- Channels**
- Treemaps
- Source/Medium
- Referrals
- Google Ads
- Search Console
- Social
- Campaigns

Behavior

Default Channel Grouping		Sessions ? ↓	% New Sessions ?	New Users ?
		6,105,930 % of Total: 100.00% (6,105,930)	58.55% Avg for View: 58.53% (0.04%)	3,575,252 % of Total: 100.04% (3,573,743)
1.	Organic Search	3,110,479 (50.94%)	65.26%	2,029,831 (56.77%)
2.	Social	1,153,073 (18.88%)	50.27%	579,677 (16.21%)
3.	Direct	927,328 (15.19%)	75.01%	695,550 (19.45%)
4.	Referral	610,110 (9.99%)	28.37%	173,098 (4.84%)
5.	Email	288,245 (4.72%)	30.21%	87,077 (2.44%)
6.	(Other)	11,585 (0.19%)	57.99%	6,718 (0.19%)
7.	Paid Search	4,024 (0.07%)	67.54%	2,718 (0.08%)
8.	Other Advertising	977 (0.02%)	52.20%	510 (0.01%)
9.	Display	109 (0.00%)	66.97%	73 (0.00%)



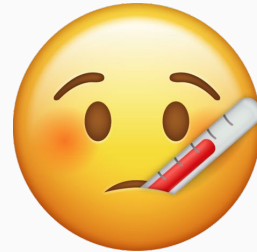
How can I fix it?

- Mobile friendly website
- Increase your site speed
- Understand your rankings and top keywords
- Look for 404 pages
- Identify (and correct) dead-ends

Return Visitors



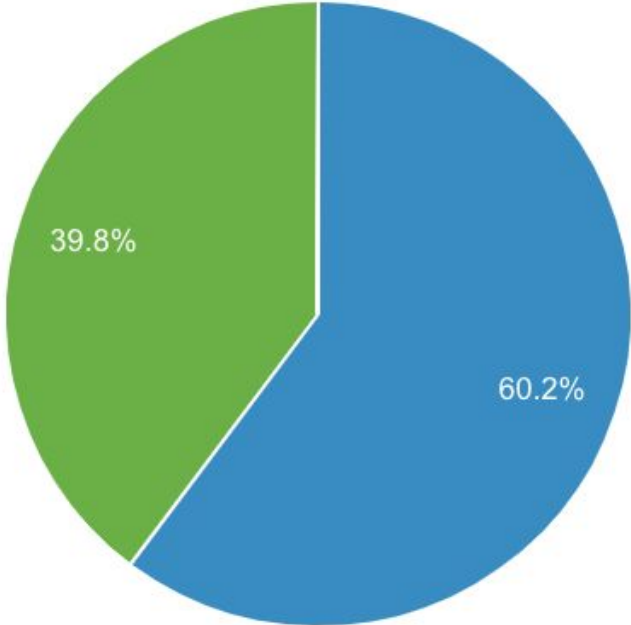
> 50%



< 25%

69% of online carts are abandoned by users*

■ New Visitor ■ Returning Visitor





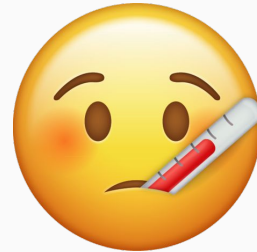
How can I fix it?

- Email newsletters an growth
- Building and engaging your social following
- Understand your audience - know what they want from you

Traffic from Social



Diverse



Too reliant on
one channel



Acquisition

Overview

▲ All Traffic

Channels

Treemaps

Source/Medium

Referrals

▼ Google Ads

▼ Search Console

▼ Social

▼ Campaigns



Behavior

Default Channel Grouping

Organic Search

Social

Direct

Referral

Email

(Other)

Paid Search

Other Advertising

Display

Social Network [?]

Sessions [?] ↓

1,153,073

% of Total: 18.88%
(6,105,930)

1. Facebook	834,683 (72.39%)
2. Twitter	153,067 (13.27%)
3. LinkedIn	41,834 (3.63%)
4. Pinterest	40,531 (3.52%)
5. Pocket	29,502 (2.56%)
6. Instagram	23,407 (2.03%)
7. Instagram Stories	12,206 (1.06%)
8. reddit	11,104 (0.96%)
9. Digg	1,575 (0.14%)
10. Naver	1,273 (0.11%)



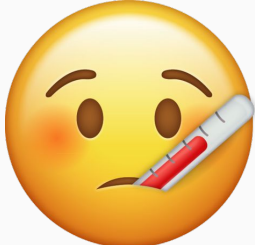
How can I fix it?

- Embrace search
- Explore alternatives
 - Apple News
 - Google AMP
 - Slack channels
 - LinkedIn groups

Open Rates



> 25%



< 20%



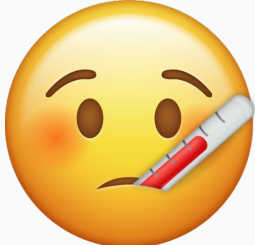
How can I fix it?

- Re-engage
- Purge dead weight
- Increase on-site acquisition
- Test send times and subject lines

Click Rates



> 10%



< 5%



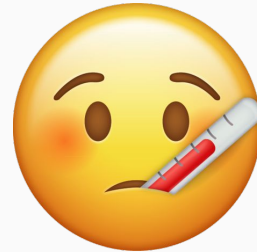
How can I fix it?

- Simplify
- Test and improve headlines
- Utilize personalization

Growth Rates



Lists / Actives are
growing



Lists / Actives are
in decline

Active list



Clone Delete

The contact property **Sign up for Newsletters** 
contains **Philadelphia Sunday**.

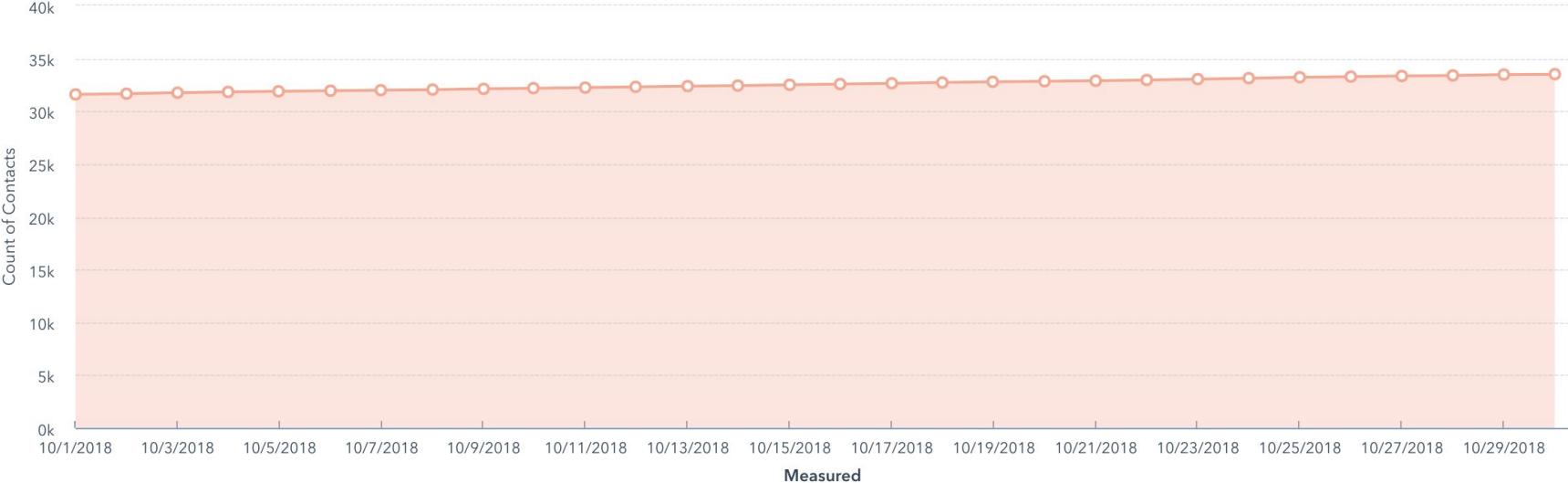
and

The contact property **Inactive** is not equal to 
Yes.

List size over time

Date range: [This quarter](#) ▾

● Count of Contacts





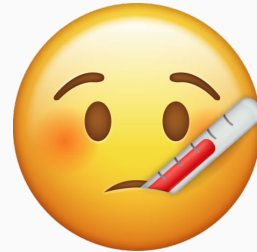
How can I fix it?

- Ask more often!
- State the benefits
- Exit intent pop-ups
- In-line forms
- Utilize third party vendors/technology

Unsubscribe Rates



< 0.5%



> 0.75%



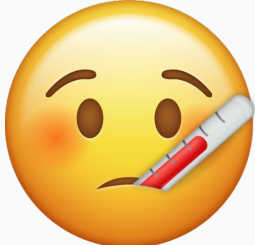
How can I fix it?

- Watch your sources
- Never, ever buy email lists
- Ask permission
- Be relevant
- Give options

Email Capture Rates



> 1%



< 0.5%

METRICS THAT MATTER

Event Category ?	Total Events ? ↓
	1,196,683 % of Total: 100.00% (1,196,683)
1. AdBlocker	516,223 (43.14%)
2. Search results	368,093 (30.76%)
3. undefined	169,814 (14.19%)
4. Read More	104,765 (8.75%)
5. Listing page	33,299 (2.78%)
6. Native Ad	4,209 (0.35%)
7. Newsletter signup	280 (0.02%)

Page ?	Total Events ? ↓
	<p style="text-align: right;">1,000</p> <p style="text-align: right;">% of Total: 0.02% (5,088,642)</p>
<p>1. /foobooz/2018/10/04/louie-louie-restaurant-philadelphia-review/ </p>	<p style="text-align: right;">36 (3.64%)</p>
<p>2. /news/2018/10/20/temple-university-patrick-oconnor-board-chair-moshe-porat-dick-englert/ </p>	<p style="text-align: right;">30 (3.03%)</p>
<p>3. /be-well-philly/2018/10/15/not-losing-weight-reasons/ </p>	<p style="text-align: right;">24 (2.42%)</p>
<p>4. /foobooz/2018/10/17/best-macaroni-and-cheese-philadelphia/ </p>	<p style="text-align: right;">24 (2.42%)</p>
<p>5. /ticket/2018/10/13/things-to-do-late-night-philadelphia/ </p>	<p style="text-align: right;">24 (2.42%)</p>
<p>6. /foobooz/2018/10/11/best-italian-restaurants-philadelphia/ </p>	<p style="text-align: right;">18 (1.82%)</p>
<p>7. /ticket/2018/10/11/festival-for-the-people-guide/ </p>	<p style="text-align: right;">18 (1.82%)</p>
<p>8. /articles/2018/07/19/introducing-find-it-philly/ </p>	<p style="text-align: right;">12 (1.21%)</p>
<p>9. /be-well-philly/2018/10/22/hikes-near-breweries-philadelphia/ </p>	<p style="text-align: right;">12 (1.21%)</p>
<p>10. /business/2018/10/02/philadelphia-is-a-rising-startup-city/ </p>	<p style="text-align: right;">12 (1.21%)</p>



How can I fix it?

- Optimize your CTA placements
- Know which content is likely to encourage a signup
- Offer incentives
- Ask at the right time

As audience developers, we build audiences for:

- Events
- Nominations / Awards
- Subscriptions
- Shops/Products

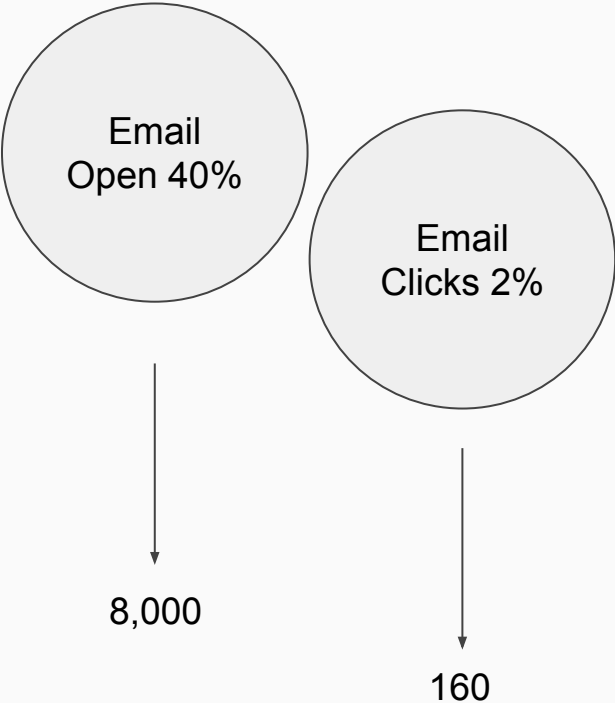
“Send another email!”

Deploy event marketing email to to 20,000



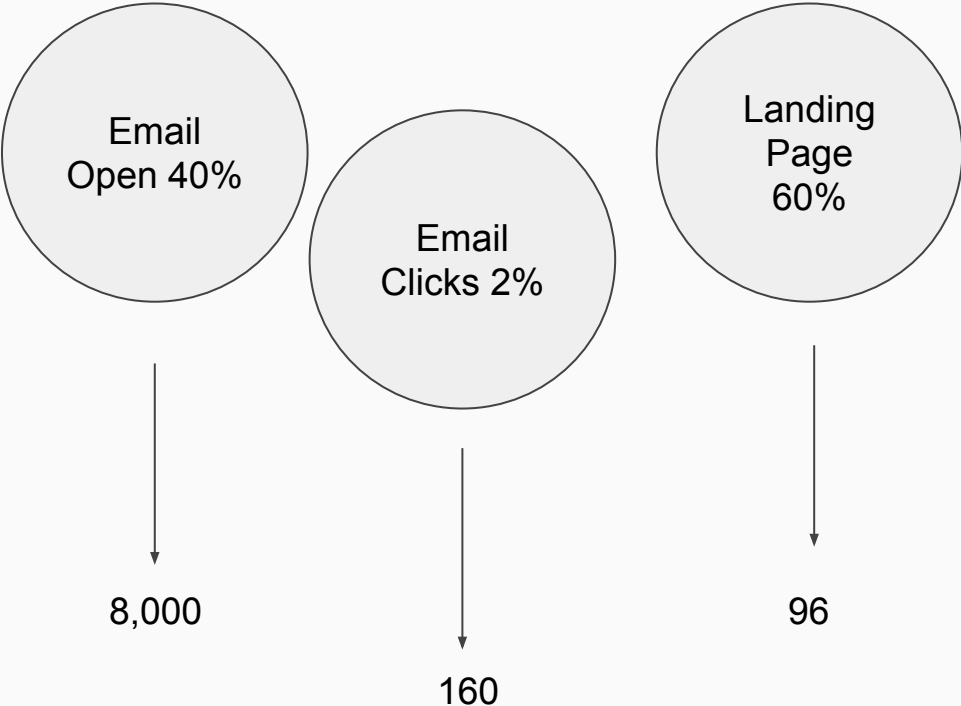
8,000

Deploy event marketing email to to 20,000



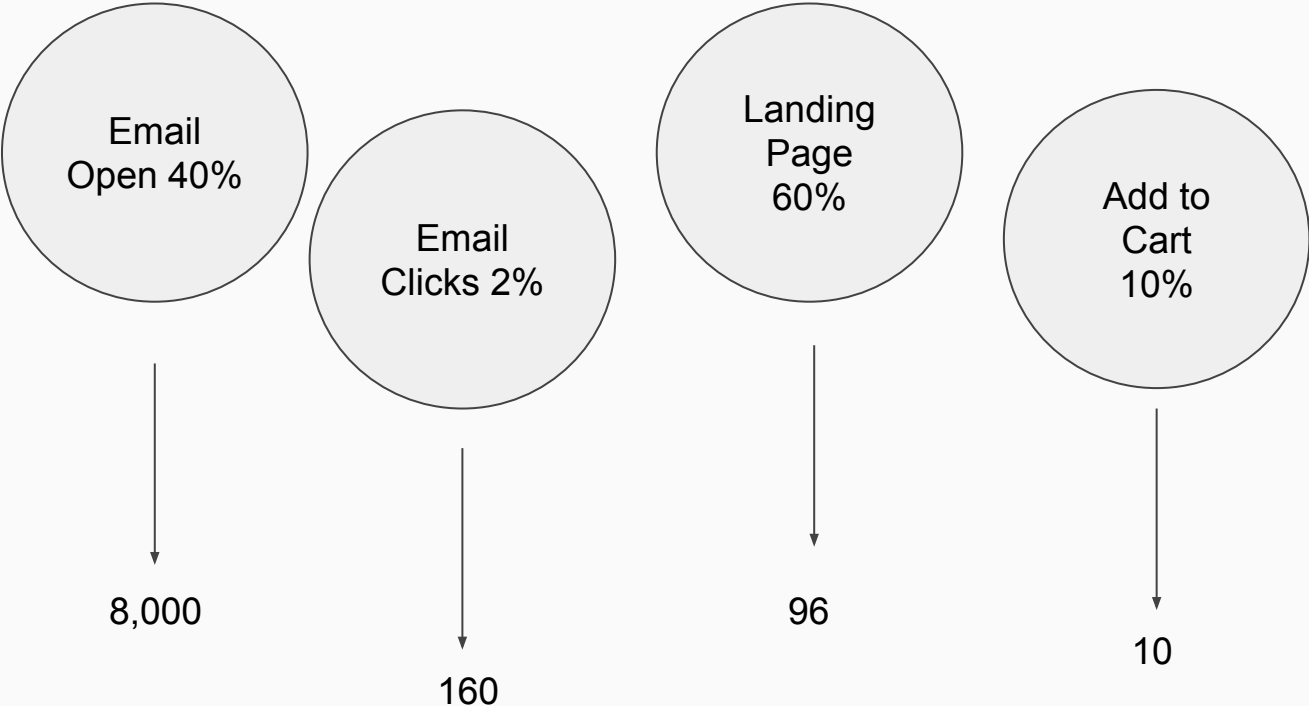
USER JOURNEY - PUTTING IT INTO PRACTICE

Deploy event marketing email to to 20,000



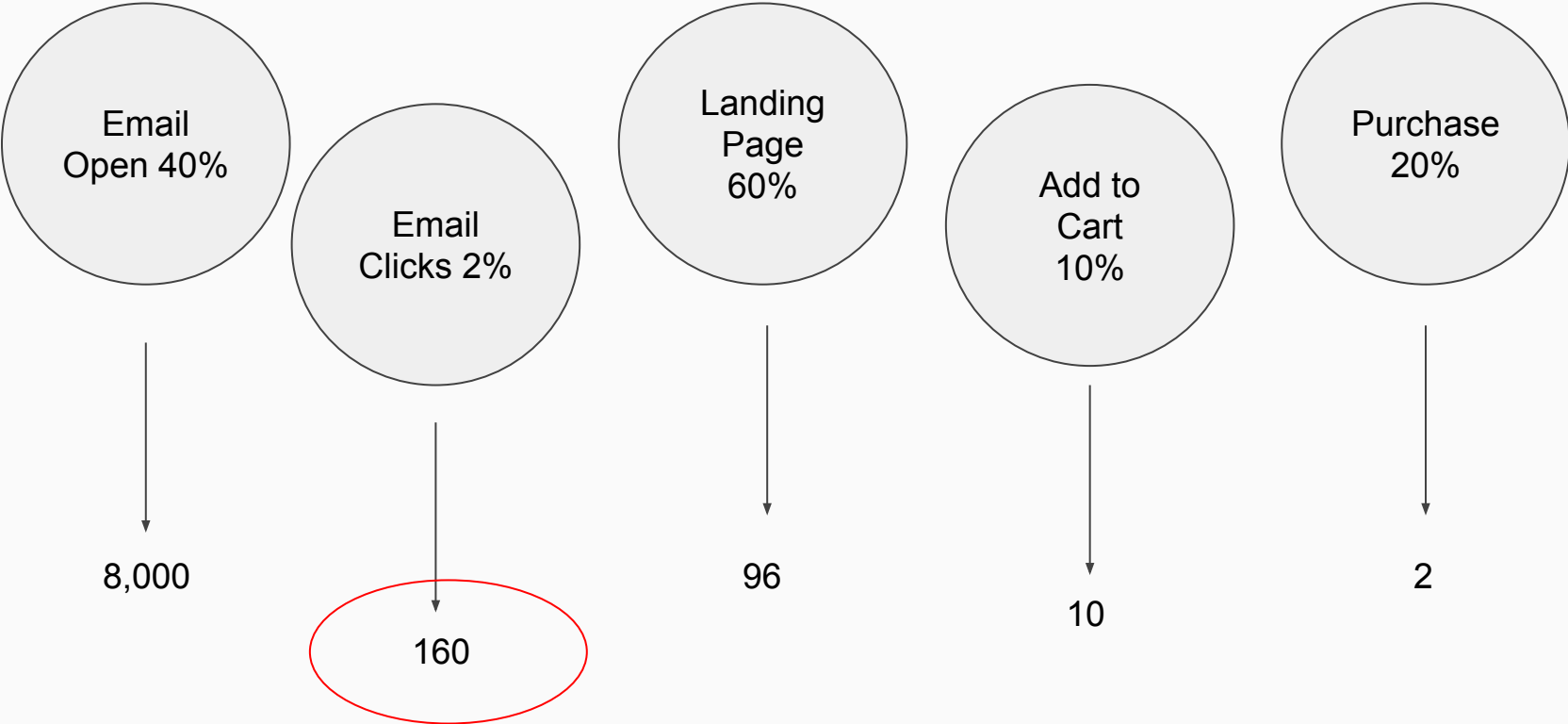
USER JOURNEY - PUTTING IT INTO PRACTICE

Deploy event marketing email to 20,000



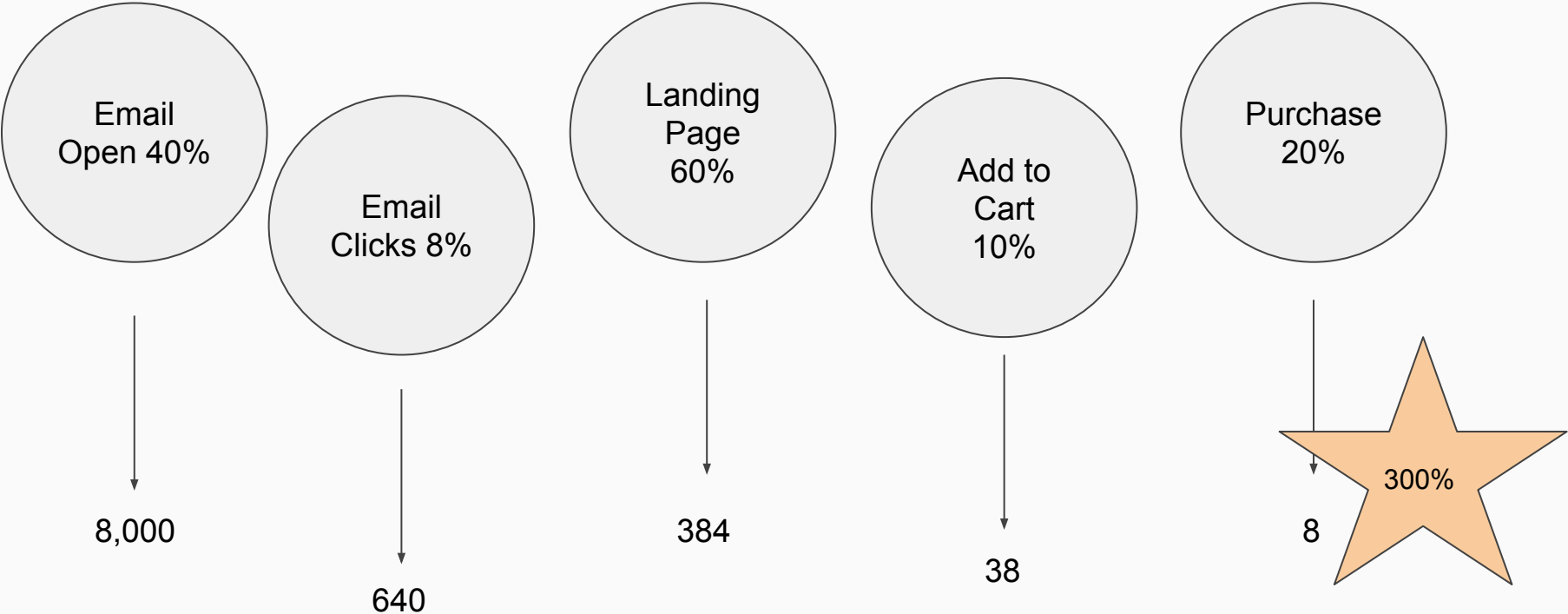
USER JOURNEY - PUTTING IT INTO PRACTICE

Deploy event marketing email to to 20,000



USER JOURNEY - PUTTING IT INTO PRACTICE

Deploy event marketing email to to 20,000





- Set up Google Tag Manager
- Go digging into your data - be a detective!
- Put yourself in your consumer's shoes
- Empower your audience development professionals

THANK YOU!

Melissa Chowning

Founder/CEO

Twenty-First Digital

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