Cross-Channel Campaign Monitoring:

Planning, Set up and Analytics to Inform Audience Success

CRAIN

ABOUT US

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SESSION OVERVIEW

CROSS CHANNEL:101

- Where we've been
- Where we are
- Where we're going
- A note on constraints

- Spotlight on: Crain Process

WEB ANALYTICS

- Audience Development KPI's

- Spotlight on: Culture

CAMPAIGN METRICS

- Steps
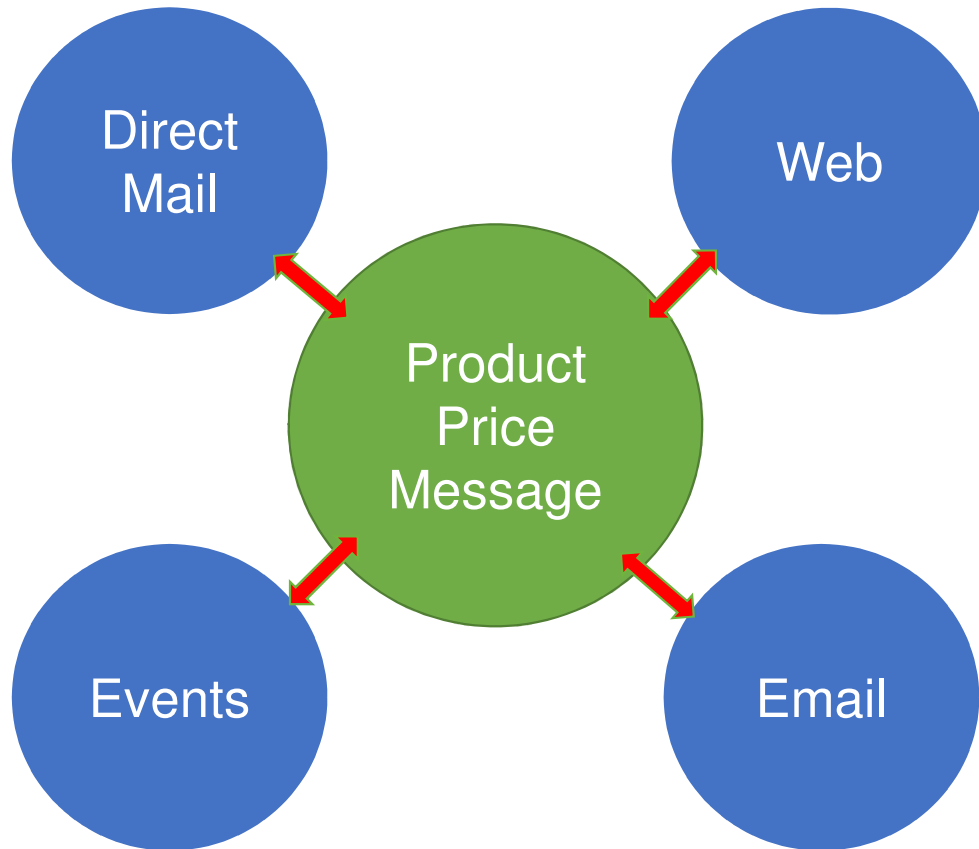- Tracking
- Reporting

- Spotlight on: Cybba

QUESTIONS

- Note cards

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CROSS-CHANNEL:101

CROSS-CHANNEL:101 | where we've been

Direct Mail
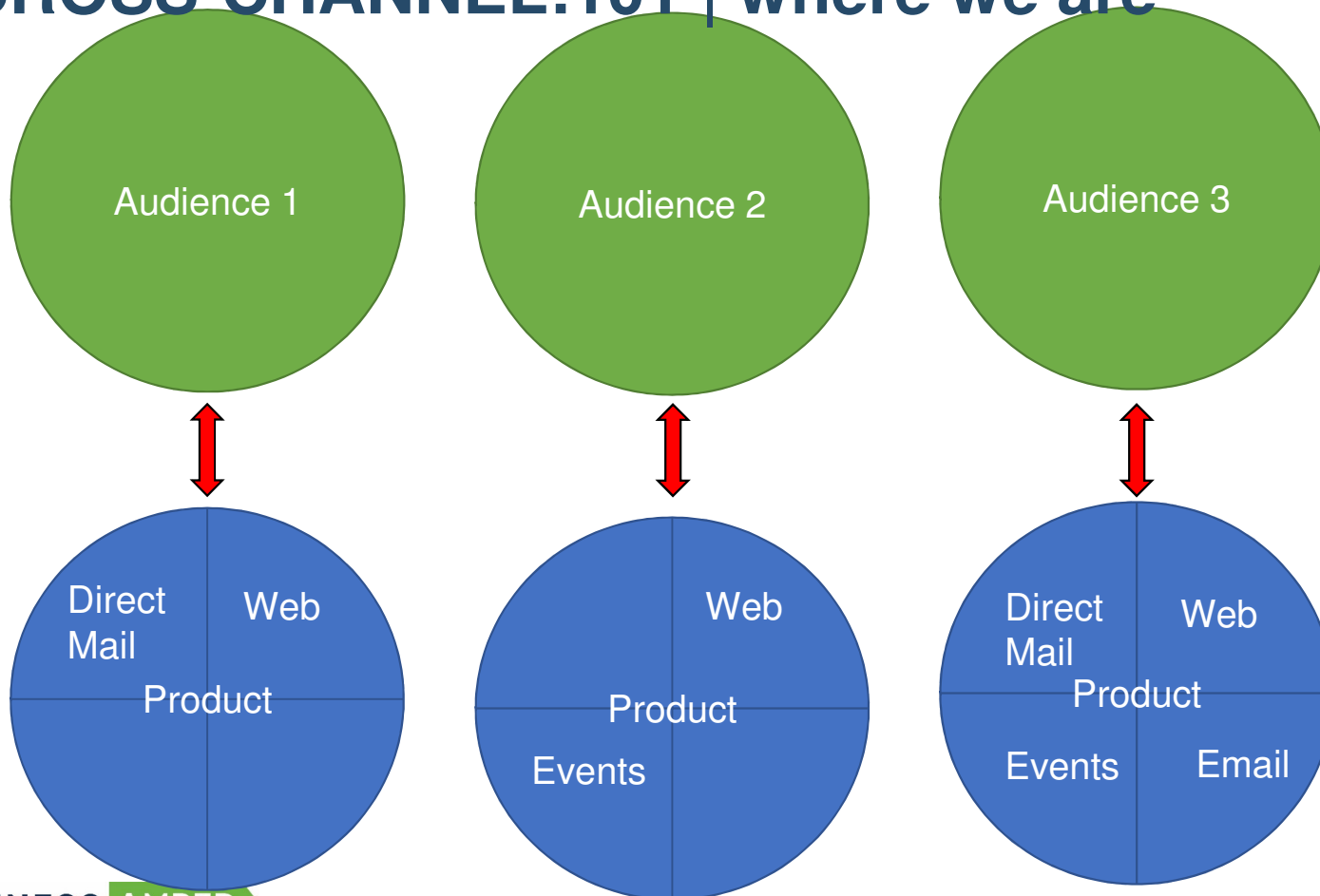
Web

Product Price Message

Events

Email

The need to be consistent in product, price and message across channels resulted in:

One Product
One Price
One Message

Missed Opportunities.

CROSS-CHANNEL:101 | where we are

Audience 1

Audience 2

Audience 3

Direct Mail | Web
Product

Web
Product
Events

Direct Mail | Web
Product
Events | Email

Ability to offer products for a wide variety of **consumption needs.**
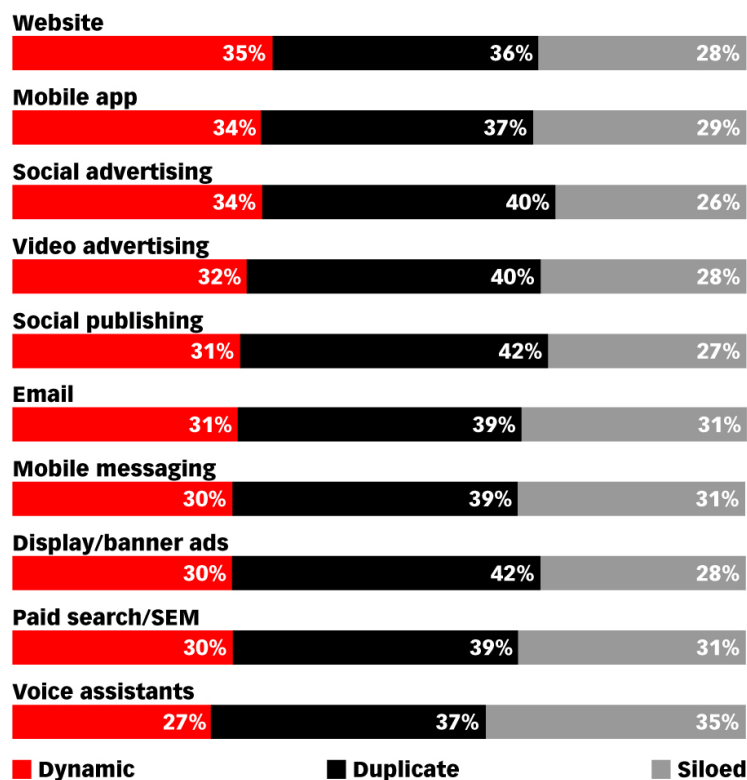
Drive a **consistent experience** with:

Multiple Products
Multiple Prices
Multiple Messages

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CROSS-CHANNEL:101 | where we are

How Do Marketers Worldwide Describe Their Marketing Cross-Channel Coordination?

% of respondents, by channel, Sep 2018

Website

Dynamic	Duplicate	Siloed
35%	36%	28%

Mobile app

Dynamic	Duplicate	Siloed
34%	37%	29%

Social advertising

Dynamic	Duplicate	Siloed
34%	40%	26%

Video advertising

Dynamic	Duplicate	Siloed
32%	40%	28%

Social publishing

Dynamic	Duplicate	Siloed
31%	42%	27%

Email

Dynamic	Duplicate	Siloed
31%	39%	31%

Mobile messaging

Dynamic	Duplicate	Siloed
30%	39%	31%

Display/banner ads

Dynamic	Duplicate	Siloed
30%	42%	28%

Paid search/SEM

Dynamic	Duplicate	Siloed
30%	39%	31%

Voice assistants

Dynamic	Duplicate	Siloed
27%	37%	35%

■ Dynamic   ■ Duplicate   ■ Siloed

Source: Salesforce, "State of Marketing: Fifth Edition," Dec 13, 2018

243882   www.**eMarketer**.com

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CROSS-CHANNEL:101 | where we are

Top 5 Digital & Content vs. Traditional Marketing Techniques Used by US B2B Professionals at High-Growth Firms*, Q4 2018
% of respondents

Traditional

1. Networking at targeted events	52.4%
2. Sponsoring conferences or events	51.5%
3. Speaking at targeted events	51.5%
4. Branded marketing collateral	49.5%
5. Providing assessments/consultations	35.9%

Digital & content

1. Email marketing campaigns	50.5%
2. Keyword research/SEO	43.7%
3. Blogging	43.7%
4. Social media marketing	42.7%
5. Case studies	32.0%

*Note: *high-growth firms are defined as companies that experienced 20% or greater compound annual growth in revenue over a 3-year period and generated more than $1 million in annual revenue*
Source: Hinge Research Institute, "2019 High Growth Study," Jan 29, 2019
245161
www.**e**Marketer.com

Which of these tools are you using?

What do you have the capacity to add?

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When was the last time you looked at your website as a channel, rather than a product?

What Are the Leading Areas of Marketing Spending for US* B2B Marketing Professionals?
% of respondents, Sep 2018

Website development	58%
Digital marketing	57%
Trade shows & events	42%
Marketing automation & analytics	25%
Marketing collateral	23%
Direct marketing & print advertising	18%
Social media	18%
Marketing planning & brand strategy	14%
Public relations	14%
Other	4%
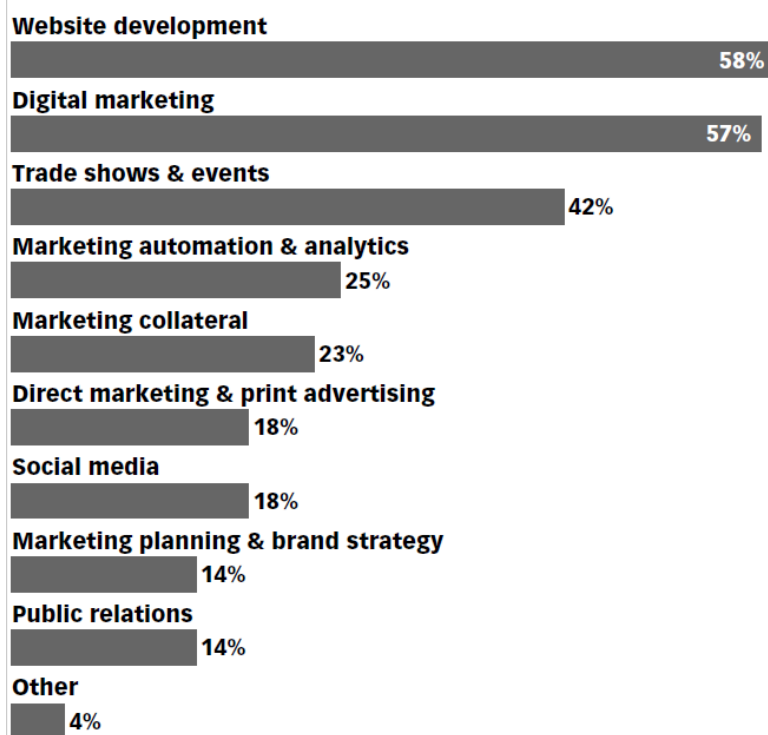
Note: *majority of respondents were from the US
Source: Sagefrog Marketing Group, "2019 B2B Marketing Mix Report," Nov 12, 2018

243324   www.**eMarketer**.com

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CROSS-CHANNEL:101 | where we're going
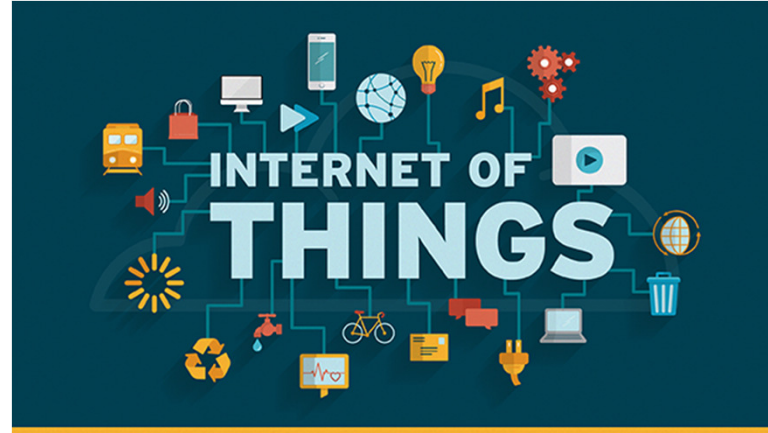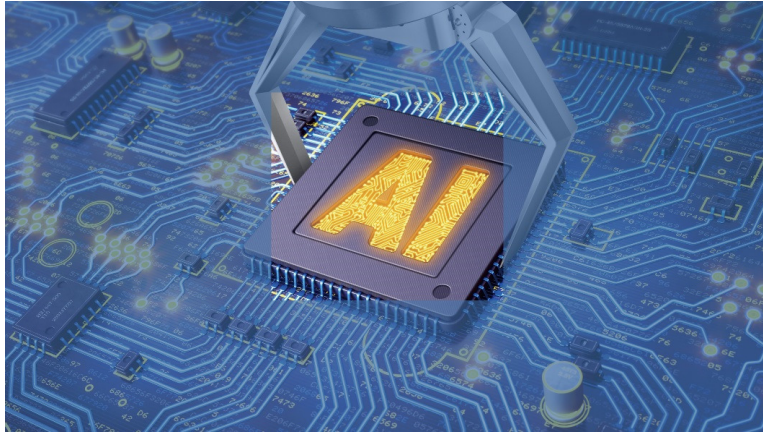
Voice Assistants & Robots

Augmented Reality

BUSINESS AI

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CROSS-CHANNEL:101 | a note on constraints

Labor
Knowledge
Market Shifts
Data Governance
Lifecycle
Confusion

Prioritize
Vendor Partners
Test
Committees
Systemized Methods
- Tracking
- Analytics

CROSS-CHANNEL:101 | CRAIN channel mix

- Agency
- Blow-In Card
- Trade
- Web
- Telemarketing
- Wrap
- Tip-on
- Cover Sticker
- Direct Mail
- Email
- Event
- House Ad - Digital
- House Ad - Print
- Lists
- Social
- Project
- Retargeting
- Paywall
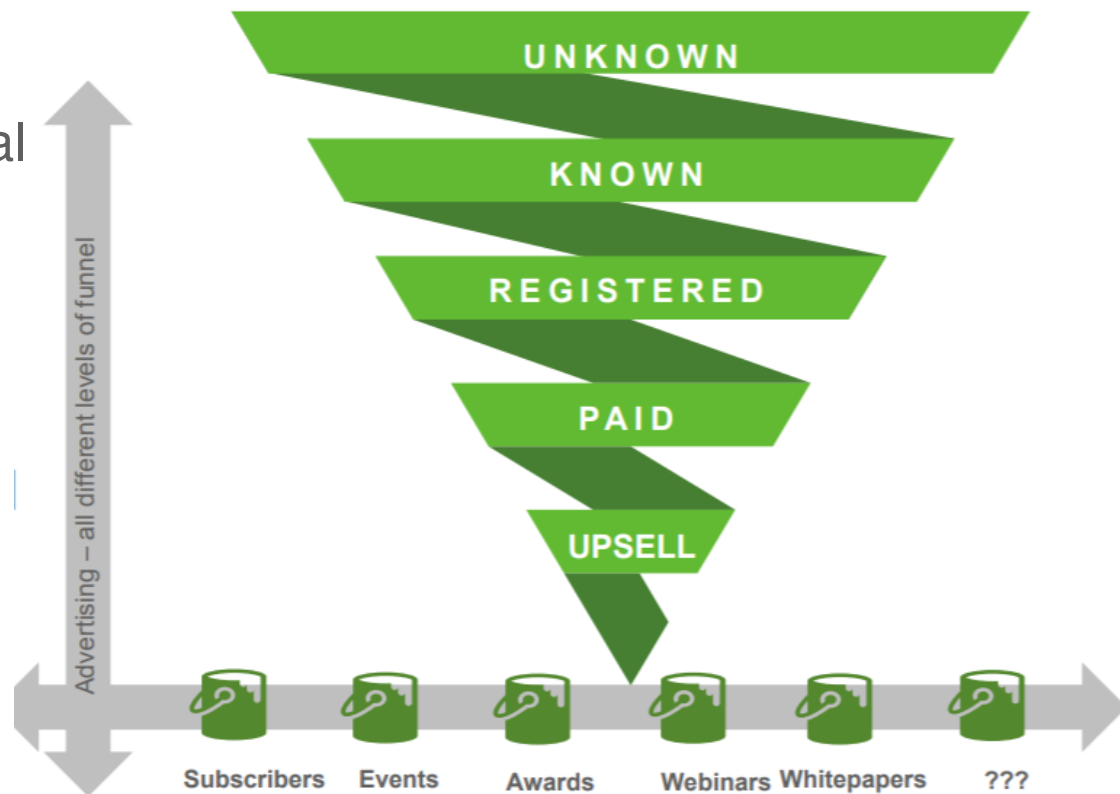
CROSS-CHANNEL:101 | CRAIN campaign process

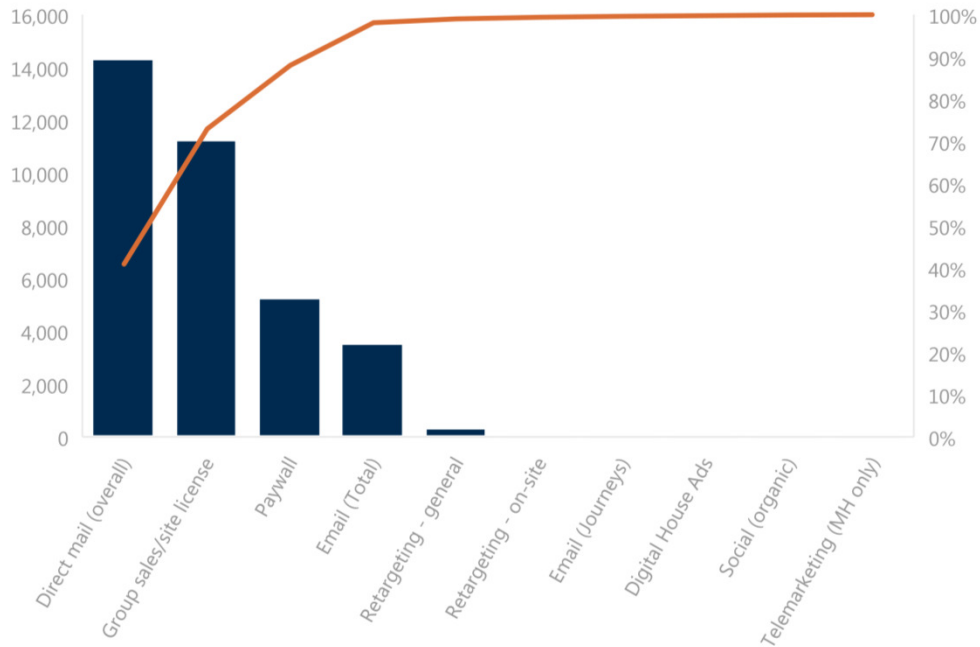| Brand	Function	Channel	Campaign Description	Status	Assigned	Campaign Start Date	Vendor	Campaign End Date	Target (Geographic, Demo, List Type, etc.)	Campaign Offer/Price	Promo Code/URL Assigned	Quantity Delivered
Crain's Chicago Business	New Acquisition	Direct Mail	January campaign	◔		01/04/19	NPS			$35 vs. $29.95		140,887
Crain's Chicago Business	New Acquisition	House Ad - Digital	New Year Subscription Offer - Year in Review	●	AS Alliya Samhat RR Rebecca	01/07/19		01/18/19				
Crain's Chicago Business	New Acquisition	Social	New Year Subscription Offer - Year in Review	●	AS Alliya Samhat RR Rebecca	01/07/19		01/18/19				
Health Pulse: Chicago	New Acquisition	House Ad - Print	Health pulse promo	●		01/07/19		07/31/19	print readers			
Health Pulse: Chicago	New Acquisition	House Ad - Digital	Health pulse promo	●		01/07/19		07/31/19	web visitors			
Crain's Chicago Business	New Acquisition	Email	New Year sub offer - Info USA list test			01/07/19						
Crain's Chicago Business	New Acquisition	Email	New Year Subscription Offer - Year in Review	●	AS Alliya Samhat RR Rebecca	01/09/19	Theorem	01/18/19	Recent web registrants, current newsletter subscribers			125,829
Health Pulse: Chicago	New Acquisition	Email	$1 for 3 mos promo	●	FK Fred Kleinke	01/16/19			pull the current HP newsletter plus 22K unengaged from previous (can combine); exclude active	$1 for 3 mos, auto renew at $199; include lead gen call out	E91CBH	
Health Pulse: Chicago	New Acquisition	Email	$1 for 3 mos promo - effort 2	●	FK Fred Kleinke	01/23/19			pull the current HP newsletter plus 22K unengaged from previous (can combine); exclude active	$1 for 3 mos, auto renew at $199; include lead gen call out	E91CBH	16,921
Health Pulse: Chicago	New Acquisition	Email	$1 for 3 mos promo - effort 3	●	FK Fred Kleinke	01/30/19			Pull opens from previous email efforts.	$1 for 3 mos, auto renew at $199; include lead gen call out	E91CBH	5,383

Brand, Function, Channel, Campaign Name, Status, Owner, Dates, List (and list size), Offer, conversions, Tracking code, Results, artwork

The CRAIN Audience (Subscribers)

No Awareness

Brand Awareness

Data Exchange

Product Engagement

Product Purchase

???: Audits on Brand Awareness and Perception needed

Receive a Subscription: 872k (521k paid)*

New "Opted into an Email Promote" in 2018: 313.9k**

Total registrants: 5.7M
New in 2018: 518.6k**

Total Page Views 2018: 319.5M***

???: Engaging Agency to build Market Size

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Unduplicated and Confidential
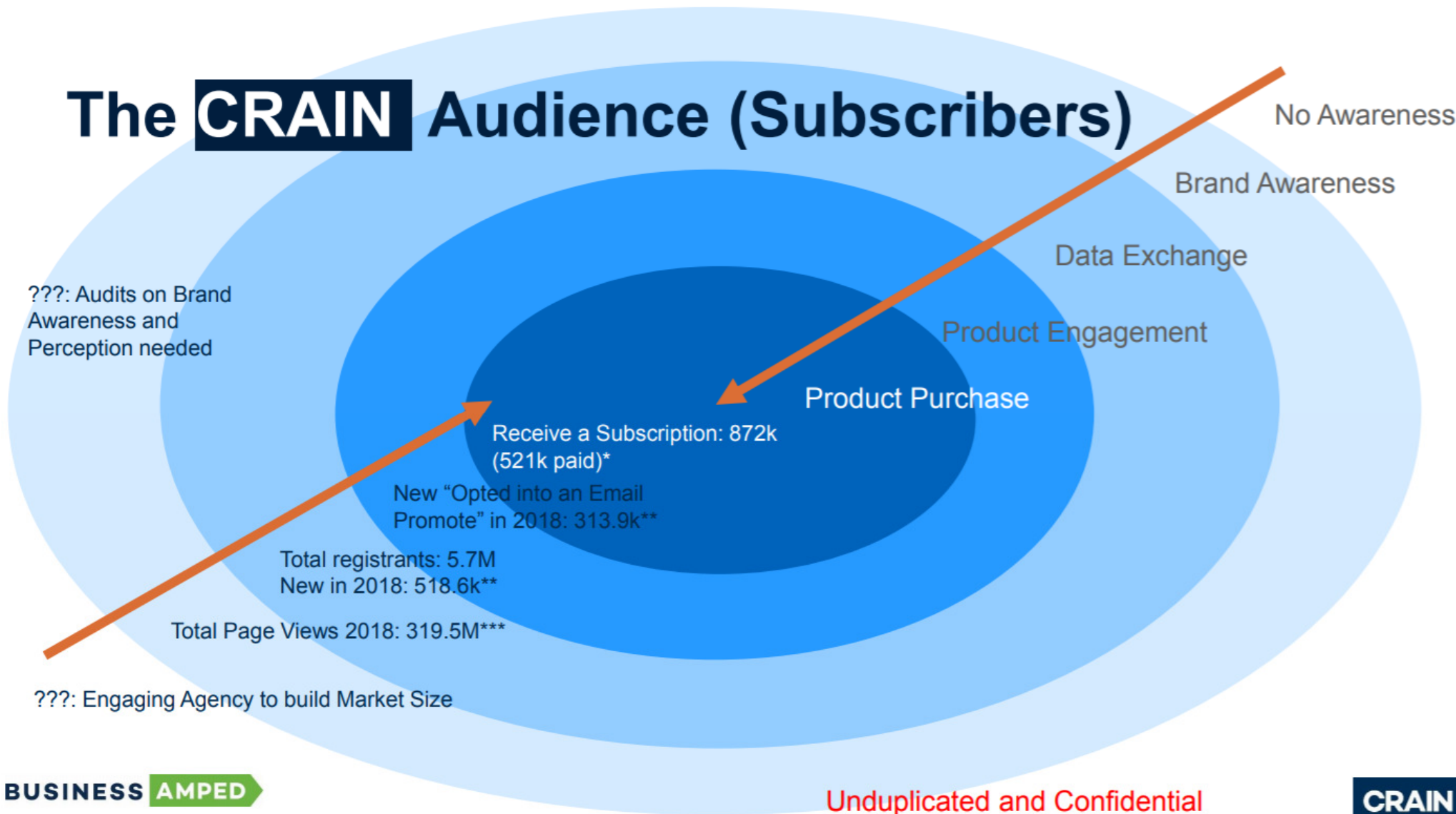
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CROSS-CHANNEL:101 | CRAIN channel high-level review

Total Volume of New Subscribers

P&L per Subscriber by Channel
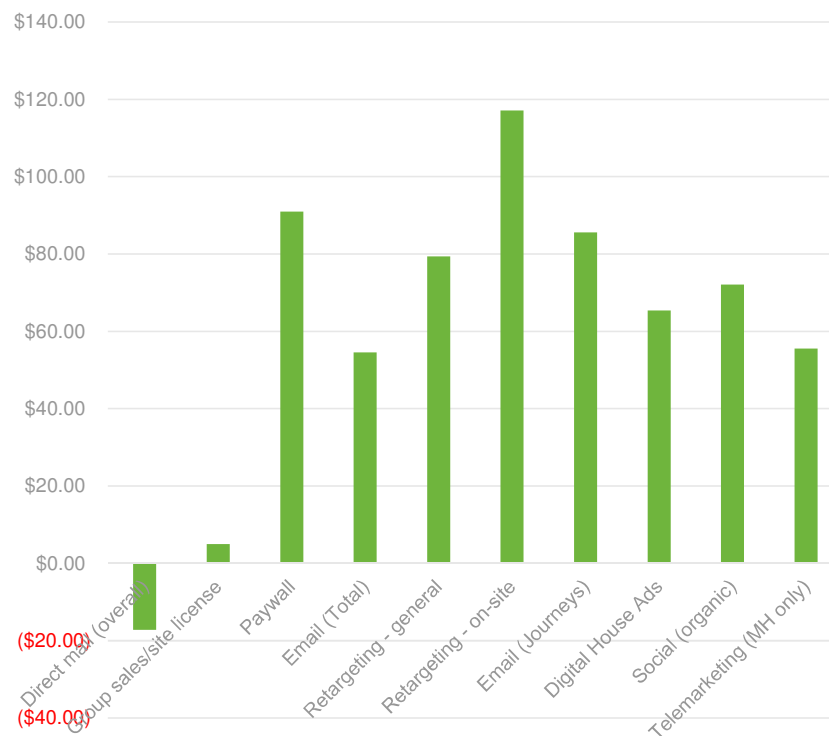
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WEB ANALYTICS

WEB ANALYTICS| audience development kpi's

Let's look at the website as a channel. What are your goals?

Gain new registrants (change unknown to known)
Convert Subscribers
Convert Event Attendees

How do you build an effective analytics review?

Tag the events that build your pipeline
- Registration Page
- Subscription Page

Watch the metrics that matter….
- Page views vs Unique visitors

WEB ANALYTICS| audience development kpi's

Crain's Chicago Business

Adobe Analytics Paywall Report

Last 25 Months

Metrics

Page Views

Visits

Unique Visitors

Article Page Views

Metered Page Views (event80)

% of PVs that are metered

% of Article PVs that are metered

Articles per visit

Logged In Status (p10)

not_logged_in UVs

is_logged_in UVs

Not Logged In (% of Total UVs)

Logged in (% of Total UVs)

Crain's Chicago Business

Adobe Analytics Paywall Report

Last 25 Months

Metrics

Registration & Subscription Events

Registration Paywall - Total UVs

Event 81 UVs (Control)

Event 101 UVs (Test)

Subscription Paywall - Total UVs

Event 82 UVs (Control)

Event 102 UVs (Test)

Reg Paywall Hit Rate (% of Total UVs)

Sub Paywall Hit Rate (% of Total UVs)

Promotion Code

X6NCBX

X6NCBR

N89CB2W

X6NCBC

N92XQZ5

X6NCBS

N88CCBP

X6NCBH

Metrics

% Search Visits

% Social Visit

% Email Visits

% Direct/Unknown

% Other sites visits

Social Breakout of Visits

Metrics

Twitter Visits

Facebook Visits

Flipboard Visits

Linkedin Visits

Instagram Visits

Pinterest Visits

YouTube Visits

Google Plus Visits

WEB ANALYTICS| culture

- 60% increase in CBH paywall orders since dropping price to $199- will test $1 down next

Article View Data

700,000
600,000
500,000
400,000
300,000
200,000
100,000

01/06/2019 01/13/2019 01/20/2019 01/27/2019 02/03/2019 02/10/2019 02/17/2019 02/24/2019 03/03/2019

— Article Page Views   — Metered Page Views (event80)
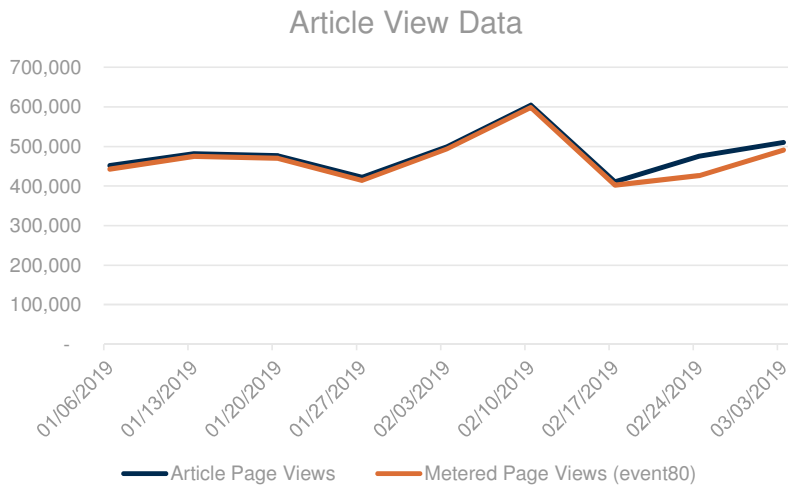
Web & Paywall Orders, Last 12 Months

1.5K   120%

1K 971   1K   1K   1K   80%
                                                                                 870   907
                                              656   698
                                                    546   598   616
500   460   40%

0   0%
2018-Apr 2018-May 2018-Jun 2018-Jul 2018-Aug 2018-Sep 2018-Oct 2018-Nov 2018-Dec 2019-Jan 2019-Feb 2019-Mar

No of Customers

Issue Date

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WEB ANALYTICS| culture

WEB ANALYTICS| culture

Carlos Portocarrero said 2 weeks ago

Beth: I have been doing it but in conversations with Mike, we'll just leave these as they are moving forward. That is, if we marked them as hardwall, we'll just leave them as such indefinitely.

Like | mark as conclusion

Damon Sims said 2 weeks ago

In Cleveland we keep the stories behind the hard paywall.

Like | mark as conclusion

Ann Weiler said 2 weeks ago

Have any of your considered any implications for newsletters and advertisers?
A few questions we're asking at CCB:
• Will putting a hardwalled story into a product like Morning 10 essentially make that a paid newsletter?
• And would adding hardwalled stories in newsletters have any negative implications for the advertisers who have committed to support a free product?

Like | mark as conclusion

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WEB ANALYTICS| culture

Hard Paywall Results

Brand Code	Brand Name	Start Date	Code	Description	Orders	Revenue	Estimated Annualized Revenue	Notes
AA	AdAge	TBD	X95AAHW	$109 print/dig All Access	0	$0.00	$0.00	
AN	Automotive News	1/22/2019	XQZAN14W	$1 down, auto renew $15.99	114	$112.00	$21,874.32	*tracking issues prior to 3/6/19
AN	Automotive News	1/22/2019	XQZAN24W	$1 down digital, auto renew $14.99	44	$44.00	$7,914.72	*tracking issues prior to 3/6/19
AN	Automotive News	6/3/2019	X95ANHW	$1 down, auto renew $15.99 (new code)	14	$14.00	$2,686.32	new tracking set up
AN	Automotive News	6/3/2019	X95AN2HW	$1 down digital, auto renew $14.99 (new code)	6	$6.00	$1,079.28	new tracking set up
CCB	Crain's Chicago Business	5/13/2019	X95CB2HW	hard wall - $5/5 weeks	182	$905.00	$10,920.00	
CCB	Crain's Chicago Business	5/10/2019	X95CB2C	CRED (commercial real estate) - $5/5 weeks	87	$435.00	$5,220.00	
CCB	Crain's Chicago Business	5/10/2019	X95CB2H	healthcare - $5/5 weeks	13	$65.00	$780.00	
CBH	Crain's Chicago Health Pulse	4/11/2019	XQZ94CBH	$1 down for 3 months, auto renew $199	48	$48.00	$9,552.00	
CL	Crain's Cleveland Business	5/27/2019	XQZ9CLHW	$5 for 5 weeks combo	9	$45.00	$4,860.00	
CD	Crain's Detroit Business	3/17/2019	X8CDX100	$1 down, auto renew for $168 (remainder)	218	$218.00	$36,842.00	
CN	Crain's New York Business	5/21/2019	XQZCNWHW	$5 for 5 weeks digital	17	$85.00	$1,020.00	
NHF	Crain's New York Health Pulse	1/1/2019	X8BCNNHF	$199 annual CNY Health Pulse	17	$6,783.00	$6,783.00	
MH	Modern Healthcare	5/3/2019	XQZ9MHHP	$8/monthly print & digital	244	$973.00	$23,424.00	
				TOTAL	1013	$9,733.00	$132,955.64	

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CAMPAIGN METRICS

CAMPAIGN METRICS | steps to measure

1. Plan Campaign
- Holiday subscription offer

2. Determine Channels to Track
- Email, Web & Social Media

3. Define Metrics to Measure
- Conversions, CTR, & CPO

4. Measure Campaign
- Begin tracking those metrics once launched (analyzers)
- Look at overall campaign performance, then look at each channel

5. Use Tools to Analyze Data
- Google Analytics, Adobe Analytics, DOMO

6. Provide Campaign Insights & Learnings
- Share learnings with team members (weekly/monthly/quarterly)
- Determine elements to test for future campaigns

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CAMPAIGN METRICS | tracking paid orders

- **MSA** – a unique set of UTM parameters we use to track subscriptions

- Daily data in a **customizable dashboard** (DOMO)

- Data rolled-up & opportunity to drill-down

- Total **orders** & total **revenue**

- Ability to **test elements** in your campaigns and track them
  - List segmentation
  - Price point/product
  - CTA's
  - Design

https://sec.crain.com/CD/QuickOrder.aspx?PromotionCode=E97CDBJ4&utm_content=NAQW2U3769&**utm_version=wave1**&**utm_campaign=4thofJuly2019**&**utm_medium=email**&cci_msa=NAQW2U3769

Total Campaign Orders: 374
Brand Campaign: Presidents' Day 2019

Source
- Group total
- Email
- Social
- Website
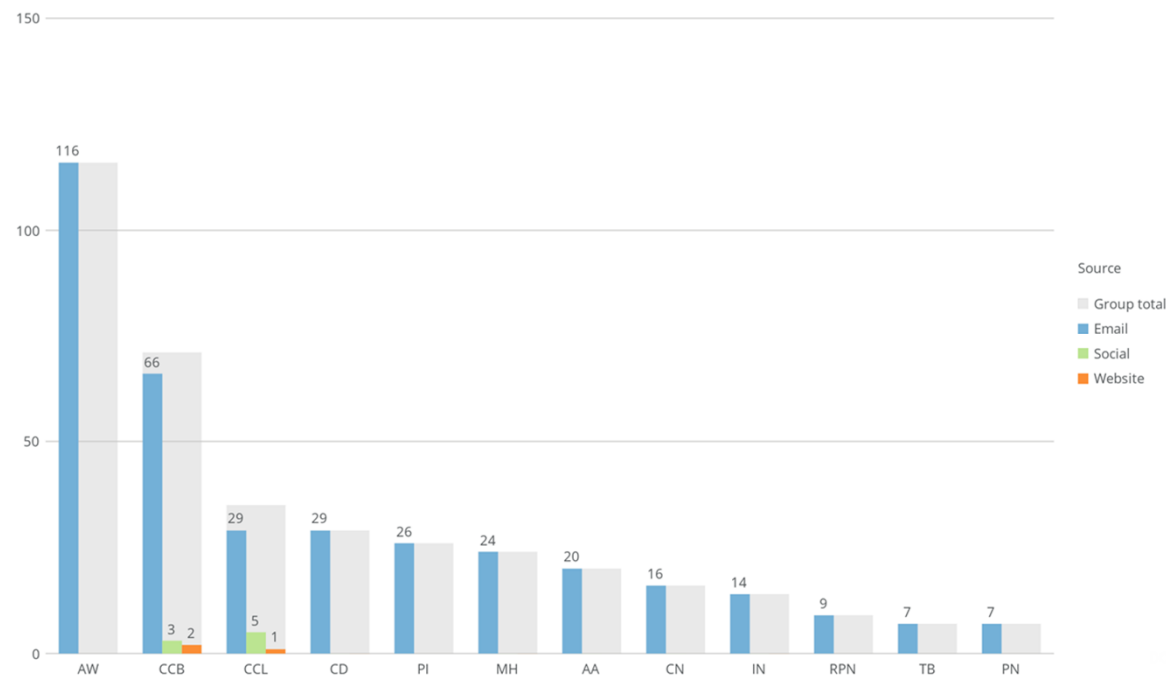
CAMPAIGN METRICS | tracking newsletter enrollment

- Utilize CSCpn referrers to track newsletter sign-ups

- **Standardize** across teams & campaigns

- Track **cross-channel** (web, email, social)

- Ability to track newsletter sign-ups by **placement** on our websites
  - Homepage footers
  - Subscribe page footer
  - Footer on specific article pages (ex: healthcare)

https://home.crainsdetroit.com/clickshare/changeServicesAdd.do?**CSCpn=footer_Homepage**

● websitefooter	6,447
● footer_Subscription-Page	2,015
● content_right_Homepage	1,957
● footer_Homepage	1,443
● footer_Array	153
● content_right_Real-Estate	101
● content_right_Array	77
● footer_Event-Listing	50
● content_right_Fixed-Ops-Jo...	49
● footer_This-Weeks-Crains	49
● content_right_This-week-iss...	47
● content_right_Health-care	45
● Other	2,095

Total
14,528

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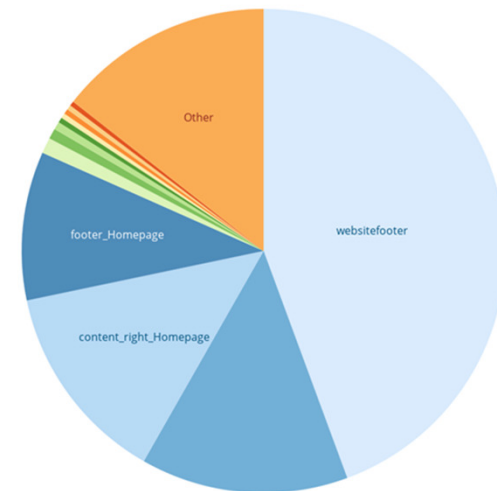
CAMPAIGN METRICS | email campaign reporting

Key metrics:
- Subscriptions
- Revenue
- Gross Response %
- Open Rate
- Click Rate
- Cost Per Order

Key insights:
- What efforts bring in most revenue/orders?
- List performance
- Time of send data
- Creative tests
- Subject line analysis
- CTA tests

CD Paid New Emails

Campaign	Send Date	List	Send Day of Week	Sends	Delivered	Delivery Rate	Opens
Presidents' Day	2/17/19	full promote subscriptions	Sunday	22,508	22,232	98.77%	3857
Presidents' Day	2/17/19	full promote subscriptions	Sunday	22,507	22,207	98.67%	4400

Opens	Open Rate	Clicks	Click Rate	KEYCODE	GROSS SUBS	Revenue	Gross Response	Cost	Profit	P&L per sub	Cost per Order
3857	17.35%	96	0.43%	E92CDPRE	16	$1,264.00	0.07%	$13.50	$1,250.50	$78.16	$0.84
4400	19.81%	143	0.64%	E92CDPR2	13	$1,027.00	0.06%	$13.50	$1,013.50	$77.96	$1.04

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CAMPAIGN METRICS | key takeaways

Create best practices in tracking and share with your teams

Determine the tools that best fit your business needs

Setup meetings with your teams to review/analyze results

Test and track elements in campaigns to increase performance & insights

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SPOTLIGHT: CYBBA PARTNERSHIP

Meet Our Experts

Lisa DePaolo
VP of Sales
Cybba Inc.

Julia Crawford
Digital Account Manager
Cybba Inc.

INCREASE TRAFFIC

INCREASE CONVERSIONS

LEARN & OPTIMIZE

User Acquisition

Customer Conversion

Insight

DISPLAY PROSPECTING
PAID SOCIAL
SEM
MOBILE APP INSTALLS
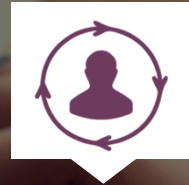
ONSITE ENGAGEMENT
EMAIL REMARKETING
DISPLAY RETARGETING
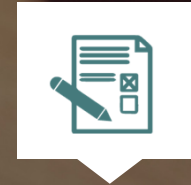
CLIENT DASHBOARD
A/B TESTING
CONSULTATION

cybba

Today's Focus

AdAge

PAID SOCIAL ADVERTISING

CRAIN'S DETROIT BUSINESS

SEARCH ENGINE MARKETING

Automotive News

ONSITE ENGAGEMENT

CRAIN'S CHICAGO BUSINESS

DISPLAY RETARGETING

cybba
CRAIN

AdAge

f Facebook   **◯** Instagram

Challenge: Acquire New Users | Facebook and Instagram

![AdAge]

Campaign Setup

Duration: 60 days

Goal #1: Drive Subscriptions

Goal #2: Brand Awareness

Strategy

Determining Relevant Audiences

Creative Testing

Demographic Targeting

Placement Evaluation

Results: New Users | Facebook and Instagram

AdAge

- ✓ **578K** unique users reached

- ✓ **19,696** page engagements

- ✓ **2,534** post likes

- ✓ **10.2%** of total subscriptions driven

- ✓ **17.2%** of total recovered revenue

CRAIN'S
DETROIT BUSINESS

Search Engine Marketing

Challenge: Acquire New Users & Traffic | Search Engine Marketing

CRAIN'S
DETROIT BUSINESS

Campaign Setup

Duration: 90 days

Goal #1: Drive Subscriptions

Goal #2: Brand Awareness

Strategy

Search Term Analysis

Quality Score Optimization

A/B Testing

Rotating Keywords

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Results: New Users & Traffic | Search Engine Marketing

CRAIN'S
DETROIT BUSINESS

- ✓ **111K** impressions served

- ✓ **8K** clicks

- ✓ **6.67%** click through rate

- ✓ **1.4** average position

- ✓ **2.3%** of total subscriptions driven

Automotive News

Onsite Engagement

Challenge: Re-Engage Users | Onsite Engagement

Automotive News

Features:
- -Exit-Intent triggered (by mouse movement)
- -Dynamic copy & images
- -Mobile responsive

Benefits:
- -Up to 10% incremental uplift in conversion
- -Abandonment Rate Reduction
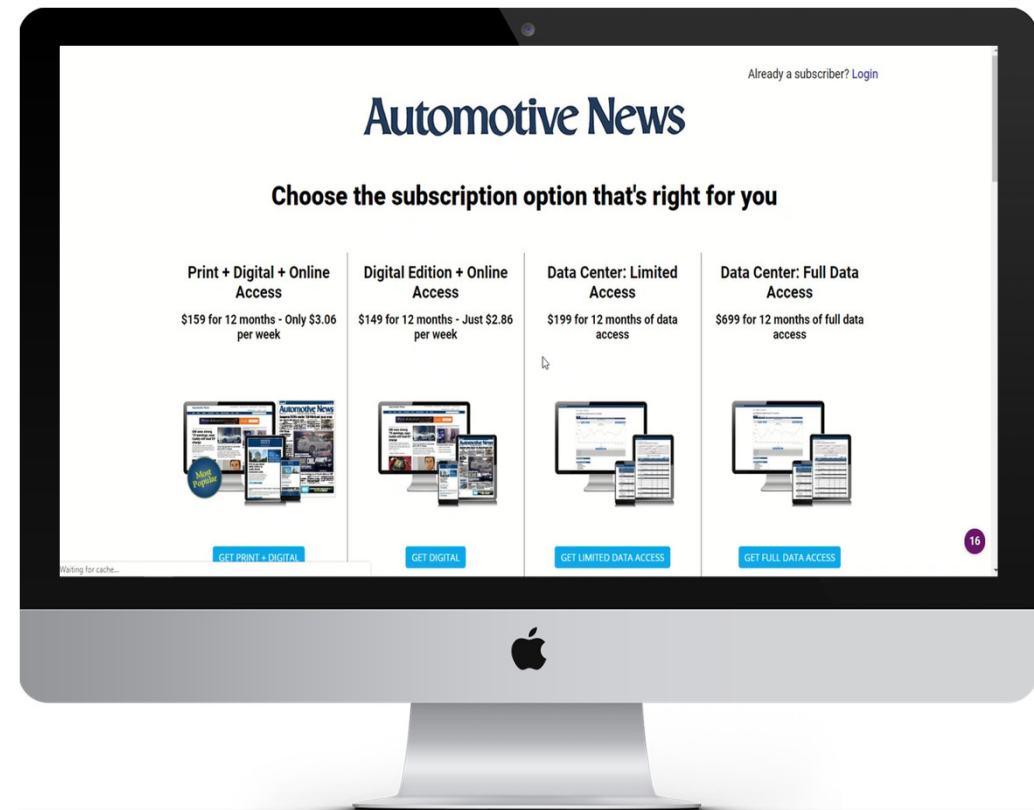
Results: Re-Engage Users | Onsite Engagement

Automotive News

- ✓ **23.5%** of total subscriptions driven

- ✓ **11.7%** of total recovered revenue

CRAIN'S
CHICAGO BUSINESS.

Ad Retargeting

Challenge: Re-Engage Users | Display Retargeting

Features:

Customized Strategies & Segmentations

Retargeting strategies created based on site interaction

High Personalization

Frequency capping and audience exclusions

Benefits:

High Volume

Stay Engaged & Top of Mind!
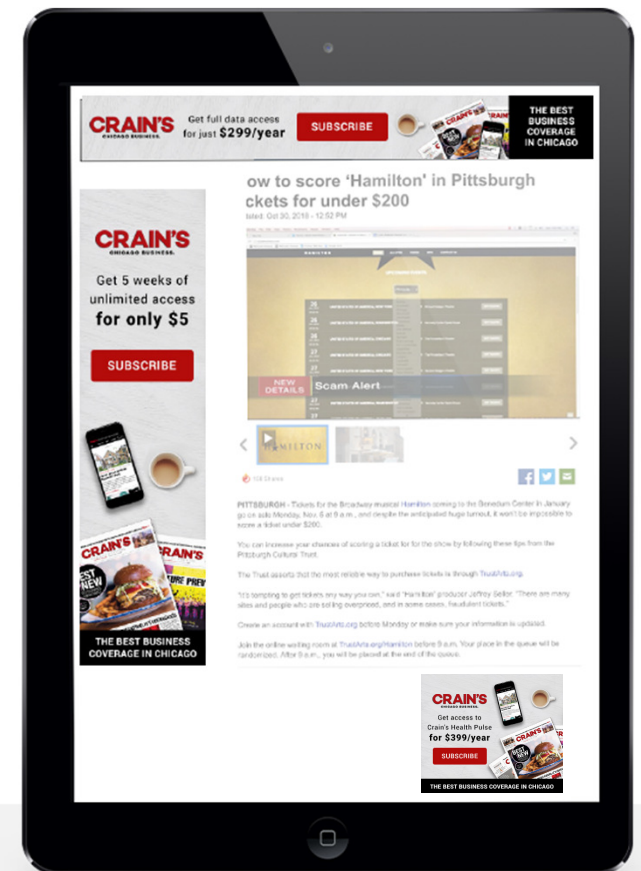
Results: Re-Engage Users | Ad Retargeting

CRAIN'S CHICAGO BUSINESS

- ✓ **2.7M** impressions

- ✓ **825** clicks

- ✓ **.04%** CTR

- ✓ **12.9%** of total subscriptions driven

- ✓ **14.7%** of total recovered revenue

Key Takeaways

Key Takeaways

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- ✓ Crawl, walk, run

- ✓ Importance of testing

- ✓ Committed partner – extension of your team

- ✓ Performance focused
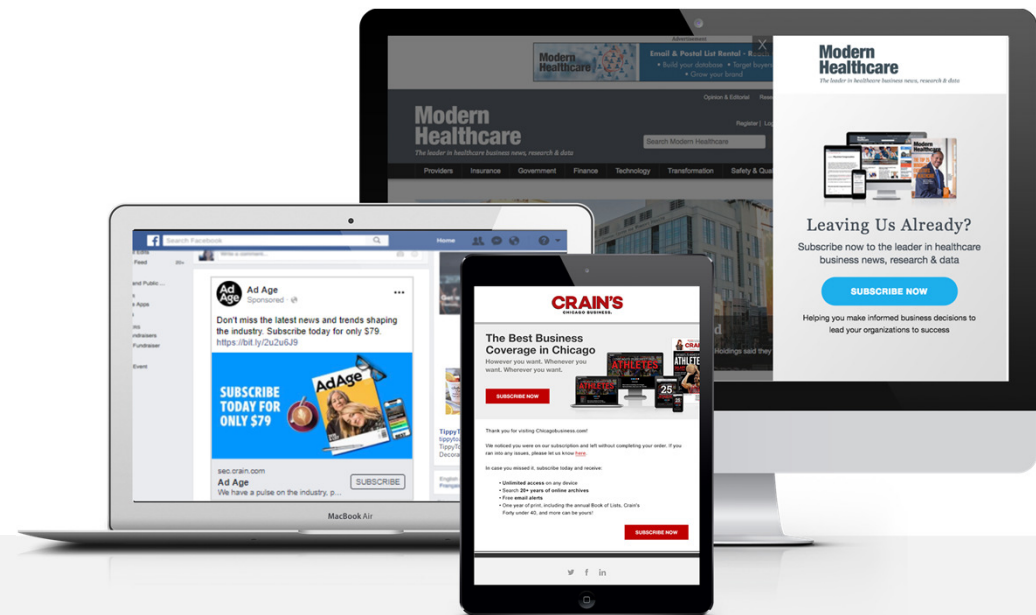
THANK YOU!

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