

IGNITING CUSTOMER ENGAGEMENT



Marketing Analytics

To improve messaging for increased conversion, look for “why so” instead of just “how much.”

J. David Green
Director, Strategic Partnerships
MECLABS Institute

October 23, 2014



Why do people say, “Yes”?

Asking “how” leads to information; asking “why” leads to **wisdom**. Yet marketers are all too busy asking how: How do I improve conversion? How do I drive more visits? How do I meet my numbers? We are so busy asking “how” that we have no time to ask “why.” Indeed, we are so busy “trying” that we have no time to reflect.

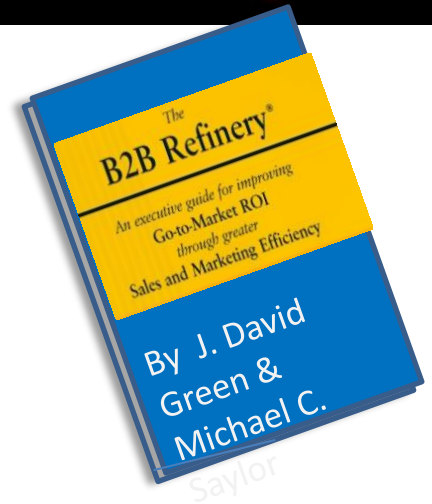
- - From *The Marketing As Philosophy* by Flint McGlaughlin, Managing Director, MECLABS Institute

Bio

J. David Green

Director, Strategic Accounts

MECLABS Institute



Case study: \$1B lead pipeline in 20 months

- 25 years of wide-ranging B2B lead generation experience
- Speaker at MarketingSherpa, DMA, AMA and other events
- Author and co-author of numerous white papers, blog posts, articles and a book, *The B2B Refinery*[®], covering sales and marketing alignment, funnel optimization, lead scoring, lead nurturing, tele-prospecting and high-velocity database marketing

About MECLABS Institute

MECLABS is a research institute focused on discovering what really works in marketing.

We conduct real-world experiments with companies around the world to **understand why people say “yes.”**

Our scientific approach provides the basis for education and training resources that help create exceptional, customer-centric marketing organizations.



This is a Text Slide. Insert Headline Here.



Edmonton Calgary Winnipeg

Call Toll Free 1 (866) 644-6418

Windows

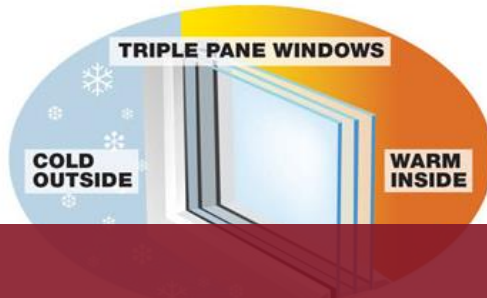
Product Guide

Portfolio

About Us

Contact Us

Book Your Spring Installation Now and Save \$1,350 on New Triple Pane Windows



Let's start with a case study.

Triple pane windows are the most energy efficient windows available. They feature three panes of glass, with argon gas in-between the panes and LoE coating. Together they reduce condensation and heat loss, ensuring a comfortable inside temperature year-round and savings on your energy bills.

Get a Free Quote



Background



Company: Ecoline Windows

Research Notes:

Background: B2C company running multichannel marketing campaigns.

Goal: Drive traffic from physical mail campaigns to the site.

Primary Research Question: Which homepage will produce the greatest lead capture rate?

Approach: A/B split test

Problem

Summer is Calgary's busiest season for window replacement
Book your installation before summer and get 3 FREE upgrades

Your 3 FREE upgrades include

- **Triple Pane Glass**
 - 3 panes of glass improve insulation and provide added performance benefits, especially in extreme prairie climates. **Feel warmer in the winter.**
- **Simply Clean Coating**
 - Coating on the glass helps break down accumulated dust and dirt, keeping the window clean longer. **Save time and enjoy your new view.**
- **LoE 180 + Argon**
 - Argon gas better insulates than air while LoE coating causes heat to reflect back inside the home minimizing heat loss. **Together they help to maintain a comfortable temperature year round, reducing energy cost.**



Energy efficient upgrades make even a large window weatherproof



EcoLine Windows is an ENERGY STAR® Participant

- Specializing in residential replacement windows
- Professional installation by company installers
- 25-year written warranty

The direct-mail piece was not translating to lead generation on the website.

Control: Headline

Direct Mail

Summer is Calgary's busiest season for window replacement
Book your installation before summer and get 3 FREE upgrades

Your 3 FREE upgrades include



Triple Pane Glass

- 3 panes of glass improve insulation and provide added performance benefits, especially in extreme prairie climates. **Feel warmer in the winter.**



Simply Clean Coating

- Coating on the glass helps break down accumulated dust and dirt, keeping the window clean longer. **Save time and enjoy your new view.**



LoE 180 + Argon

- Argon gas better insulates than air while LoE coating causes heat to reflect back inside the home minimizing heat loss. **Together they help to maintain a comfortable temperature year round, reducing energy cost.**



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Landing Page



Edmonton Calgary Winnipeg
Call Toll Free 1-888-260-7360

Windows

Learning Center

Portfolio

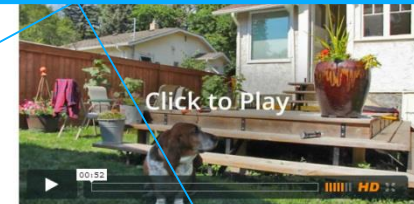
About Us

Contact Us

Specializing in Residential Replacement of Windows and Doors

Installed to provincial building code by our professional window crew
Backed by the industry-leading 25 year warranty.

- ✓ **Save money on energy bills.**
Energy Star Certified windows reduce drafty houses and immediately save you money. Month after Month. Year after Year.
- ✓ **Maintenance-Free Windows Means Less Hassle.**
Our special Simply Clean coating allows you to spend more time enjoying your new view and less time working for it.
- ✓ **Increased Peace of Mind with Every Purchase.**
Our industry-leading 25-year warranty protects your investment for decades. Dedicated technicians on-call to fix any issues that may arise too.
- ✓ **Guaranteed Purchase Every Time.**
Ecoline's free quote and custom consultation ensures the ideal choice for the needs of you and your home.



Get a Free Quote

Specializing in Residential Replacement of Windows and Doors

Installed to provincial building code by our professional window crew
Backed by the industry-leading 25 year warranty.



Treatment: Headline

Direct Mail

Summer is Calgary's busiest season for window replacement
Book your installation before summer and get 3 FREE upgrades

Your 3 FREE upgrades include



Triple Pane Glass

• 3 panes of glass improve insulation and provide added performance benefits, especially in extreme prairie climates. **Feel warmer in the winter.**



Simply Clean Coating

• Coating on the glass helps break down accumulated dust and dirt, keeping the window clean longer. **Save time and enjoy your new view.**



LoE 180 + Argon

• Argon gas better insulates than air while LoE coating causes heat to reflect back inside the home minimizing heat loss. **Together they help to maintain a comfortable temperature year round, reducing energy cost.**



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Landing Page



Edmonton Calgary Winnipeg
Call Toll Free 1-888-260-7360

Windows Learning Center Portfolio About Us Contact Us

Book your installation before Summer and get 3 FREE Upgrades
1. Triple Pane Glass 2. Simply Clean Coating 3. LoE 180+Argon

Save Money on Energy Bills

Energy Star Certified windows reduce drafts, reduce energy bills and immediately save you money. Month after Month. Year after Year.

Maintenance-Free Windows Means Less Hassle.

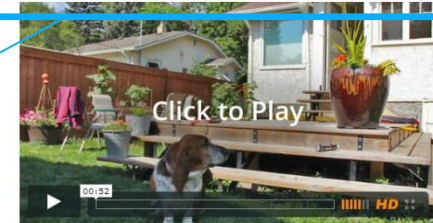
Our special Simply Clean coating allows you to spend more time enjoying your new view and less time working for it.

Increased Peace of Mind with Every Purchase.

Our industry-leading 25-year warranty protects your investment for decades. Dedicated technicians on-call to fix any issues that may arise too.

Guaranteed Purchase Every Time.

Ecoline's free quote and custom consultation ensures the ideal choice for the needs of you and your home.



Get a Free Quote

Book your installation before Summer and get 3 FREE Upgrades
1. Triple Pane Glass 2. Simply Clean Coating 3. LoE 180+Argon



Double Hung

Results



104% Relative Increase

The landing page with the same headline as the direct-mail piece generated a 104% relative increase in lead capture.

Home page		Lead Capture Rate
Control		5.6%
Treatment		11.5%
	Relative Difference	104%

Results




104% Relative Increase


The landing page with the same headline as the direct-mail piece generated a 104% relative increase in lead capture.

It's not the channel.
It's the message.

	Lead Capture Rate
Control	5.6%
Treatment	11.5%
Relative Difference	104%



How do I choose
channels and messages?



What
information do
customers need to
make a conversion or
purchase decision?



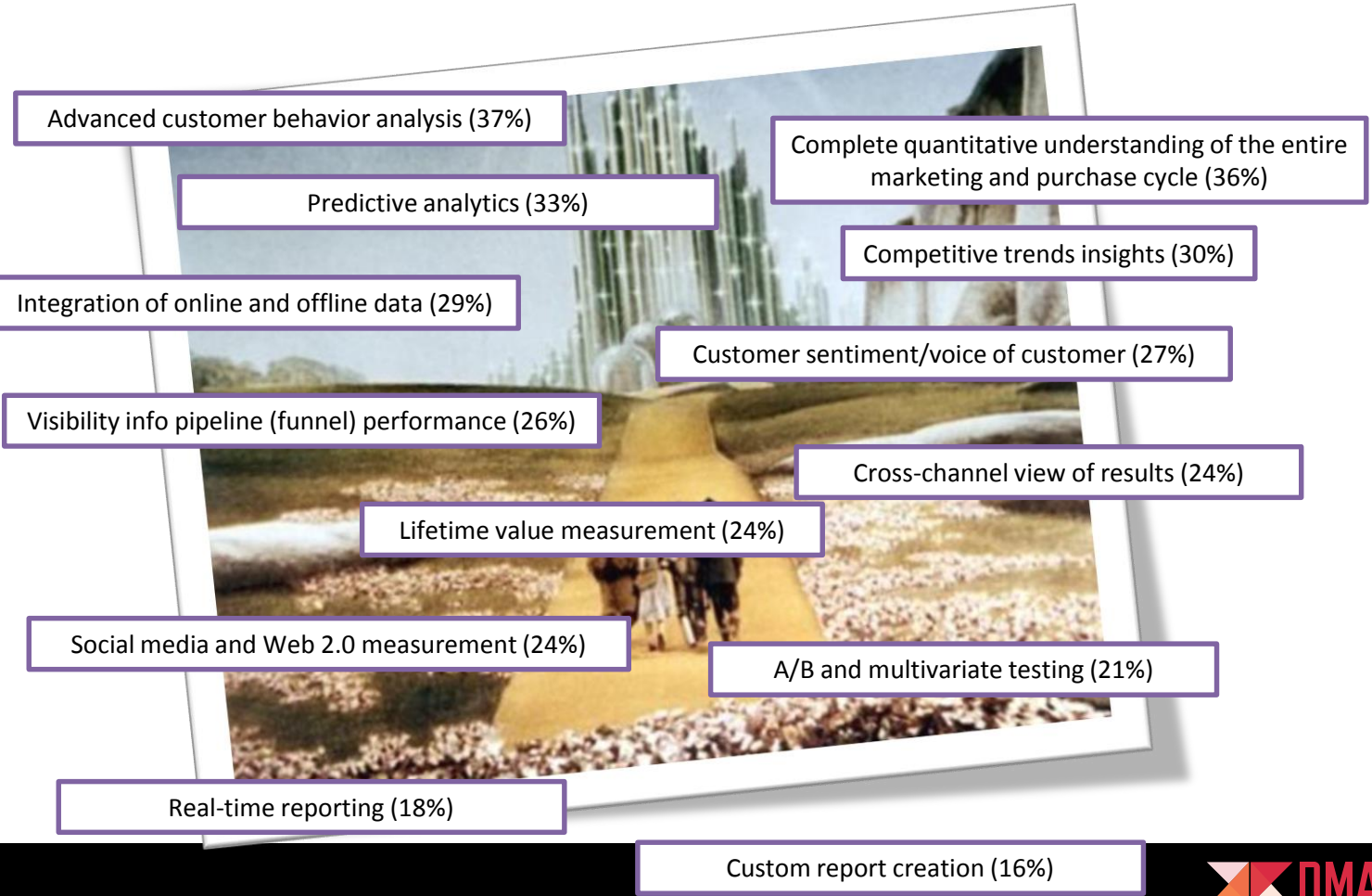


Where
and how do
they want to
receive that
information?

GETTING TO KNOW YOUR CUSTOMERS

What marketers want from Oz

If I only had _____, my marketing efforts would be substantially more effective.

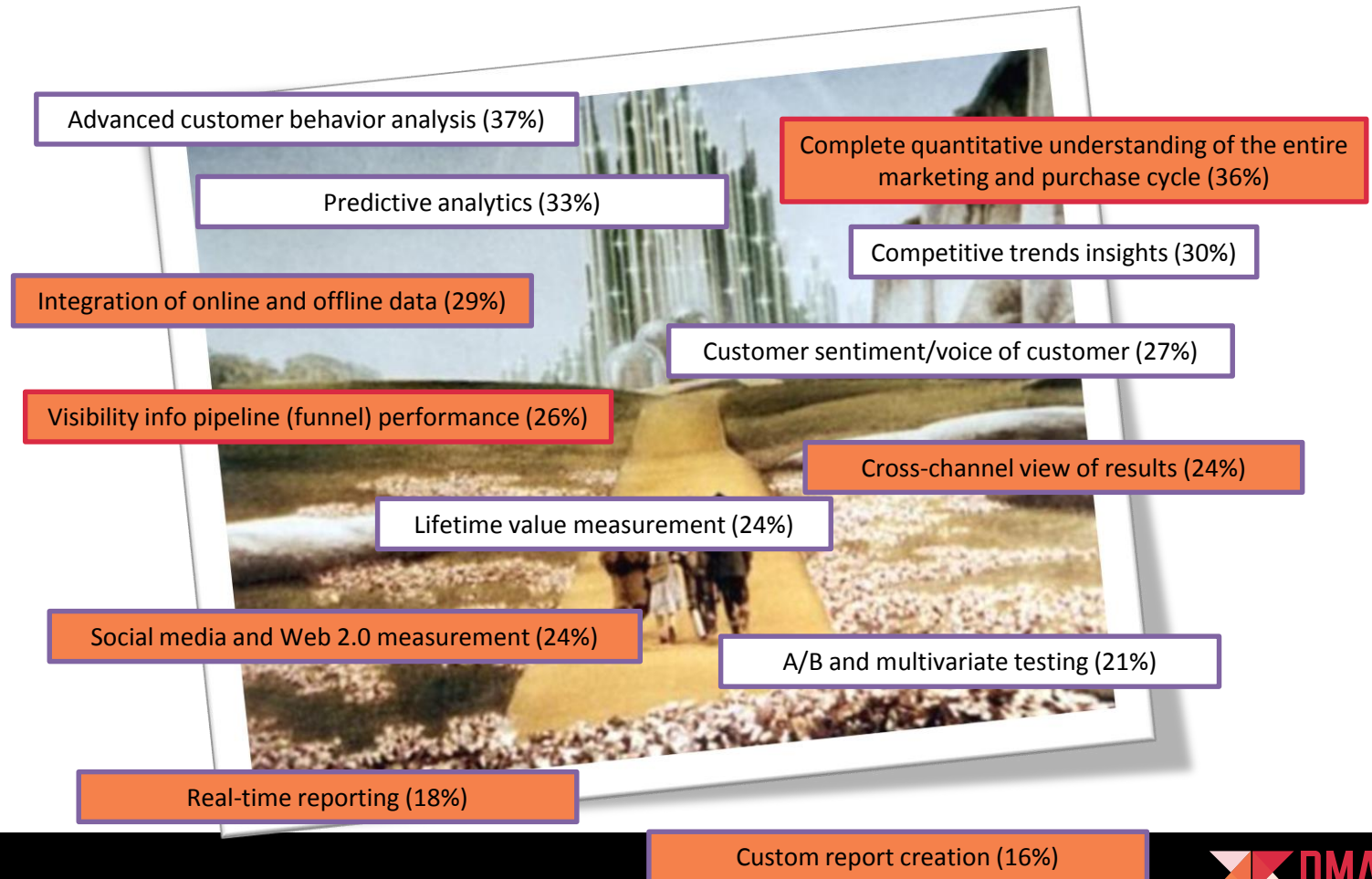


MarketingSherpa
Marketing Analytics
Benchmark Study
2012 N = 1,131



What marketers want from Oz

If I only had _____, my marketing efforts would be substantially more effective.

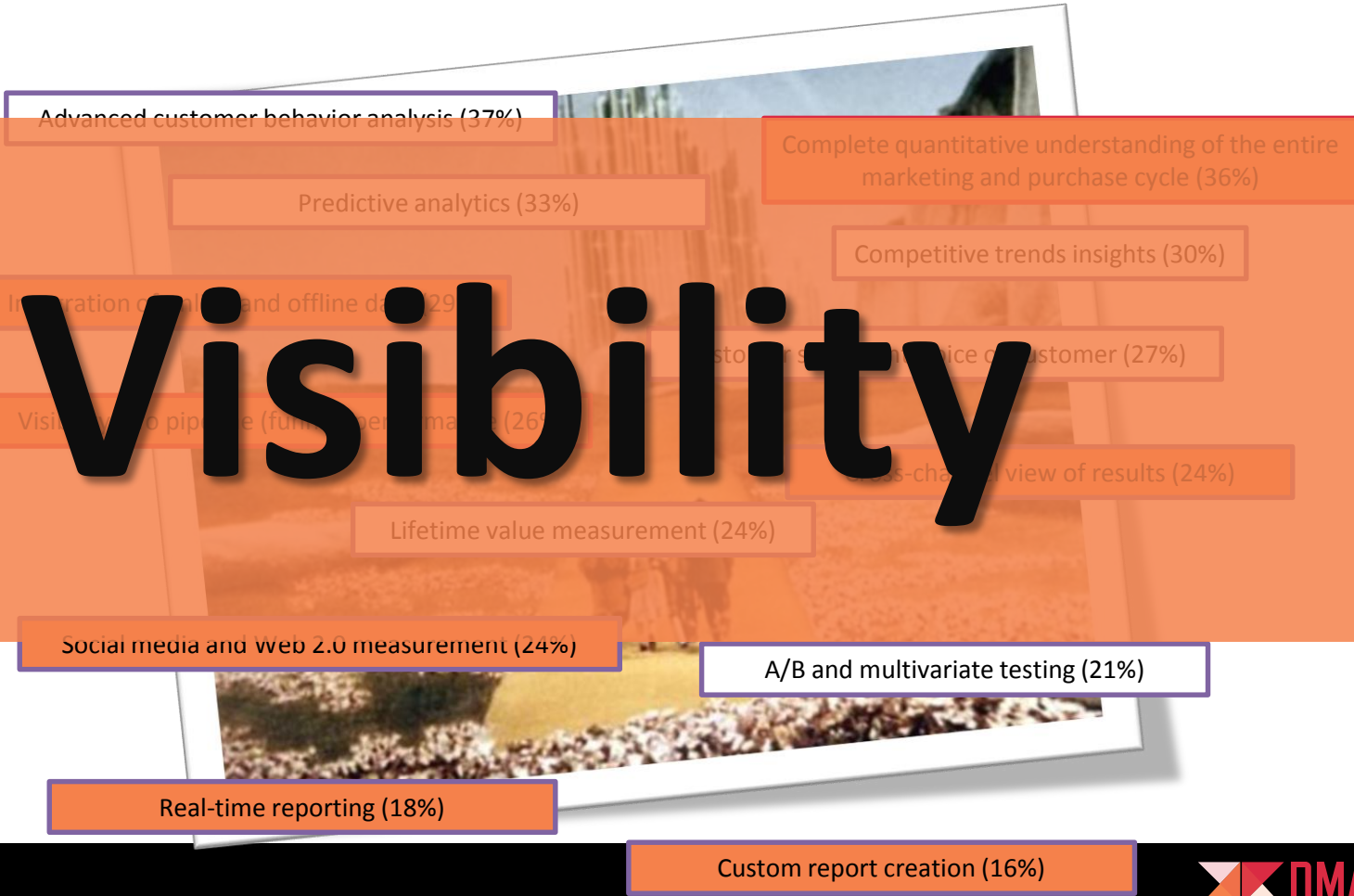


MarketingSherpa
Marketing Analytics
Benchmark Study
2012 N = 1,131



What marketers want from Oz

If I only had _____, my marketing efforts would be substantially more effective.



visibility

MarketingSherpa
Marketing Analytics
Benchmark Study
2012 N = 1,131



Need a moment?

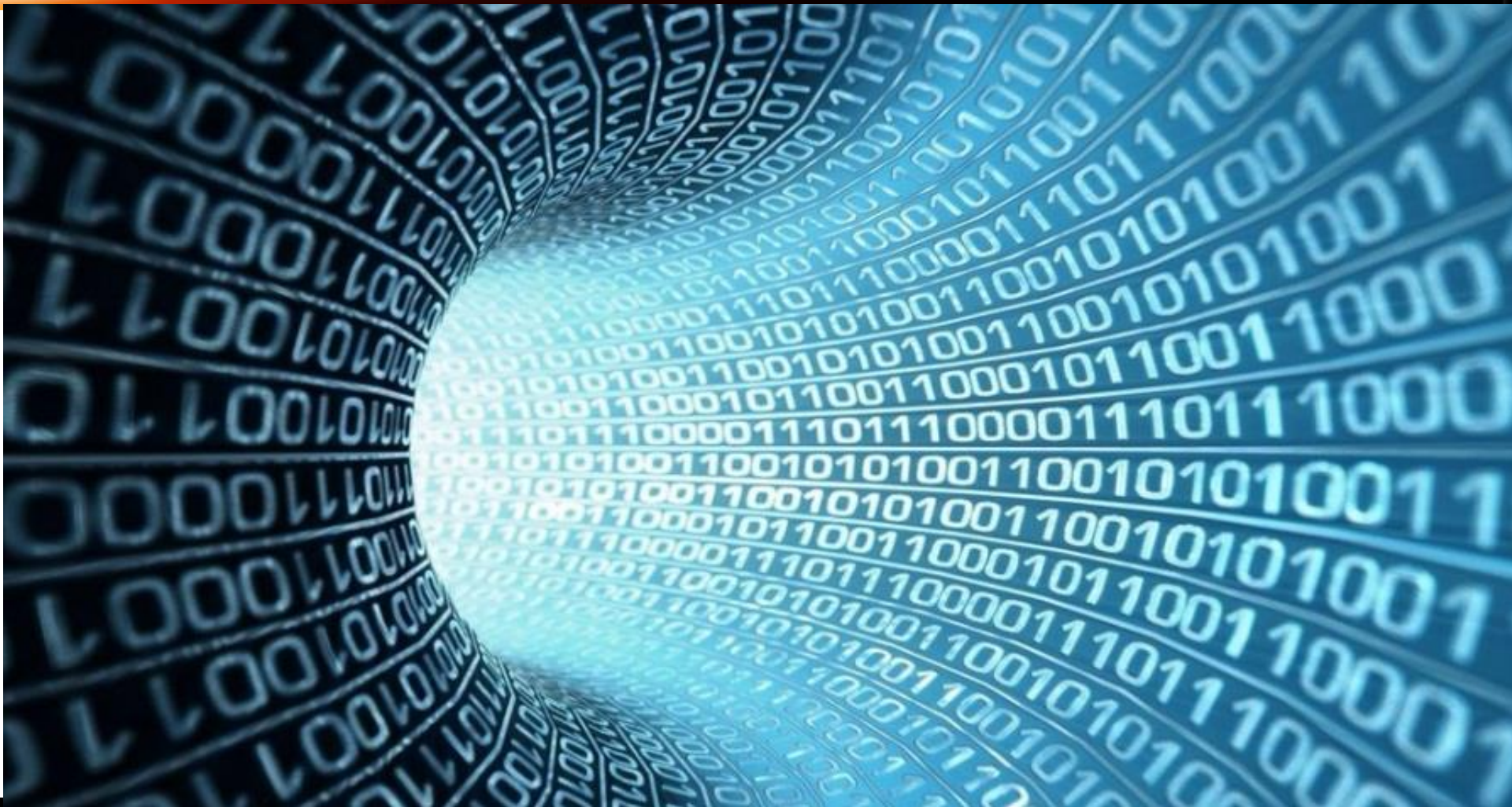
Page	Pageviews	↓	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
1. /research-and-measurement/competitive-analysis-tools/	6,383		5,704	00:04:14	5,674	89.94%	88.75%
2. /marketing/effective-meeting-agendas/	2,682		2,409	00:05:00	2,407	89.95%	89.30%
3. /	2,636		2,294	00:02:35	1,919	74.73%	70.26%
4. /online-marketing/8-point-analysis-for-blogging/	1,463		1,381	00:05:11	1,314	89.42%	86.60%
5. /email-marketing/top-three-steps-email-summit-2013/	1,427		1,343	00:03:29	1,112	84.53%	80.31%
6. /email-marketing/3-overlooked-aspects-automated-messages/	1,391		1,308	00:04:20	1,258	85.93%	83.97%
7. /social-networking-evangelism-community/marketing-blog-award-winners/	1,321		1,257	00:05:18	1,249	91.91%	91.22%
8. /marketing/3-gamification-tips-content-marketing/	1,121		1,044	00:03:25	988	85.12%	83.05%
9. /marketing/social-media-metrics-roi/	1,091		1,029	00:03:31	879	81.80%	79.56%
10. /email-marketing/58-percent-marketers-see-mobile-impacting-email/	1,011		961	00:02:54	837	68.34%	66.77%
11. /email-marketing/open-rates-by-time/	977		923	00:04:38	861	90.82%	88.43%
12. /consumer-marketing/5-questions-to-ask-crm-autorespond/	825		789	00:02:55	678	78.17%	74.79%
13. /mobile/mobile-marketing-behavior-data-points/	713		669	00:05:52	618	92.07%	89.20%
14. /marketing/most-common-marketing-questions/	667		633	00:03:27	575	85.04%	81.71%
15. /marketing/competition-types-to-watch/	573		539	00:05:05	535	89.91%	88.31%
16. /social-networking-evangelism-community/twitter-data-mining/	456		430	00:04:27	426	89.44%	89.04%
17. /marketing/michaels-stores-pinterest-followers-contest/	449		432	00:03:50	379	84.96%	81.74%
18. /marketing-careers/national-guide-digital-marketing-salaries/	448		424	00:03:28	382	86.13%	83.04%
19. /about/	427		387	00:02:04	136	71.32%	64.40%
20. /mobile/marketing-research-in-action-email-revenue/	407		383	00:03:30	287	78.75%	74.45%
21. /marketing/2013-smb-marketing/	358		322	00:03:47	305	83.61%	81.01%
22. /online-marketing/nypd-social-media-marketing/	352		322	00:05:35	290	88.28%	83.24%
23. /mobile/5-takeaways-from-case-studies/	351		318	00:04:46	257	80.16%	75.50%

Need a moment?

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
1. /research-and-measurement/competitive-analysis-tools/	6,383	5,704	00:04:14	5,674	89.94%	88.75%
2. /marketing/effective-meeting-agendas/	2,682	2,409	00:05:00	2,407	89.95%	89.30%
3. /	2,636	2,294	00:02:35	1,919	74.73%	70.26%
4. /online-marketing/8-point-analysis-for-blogging/	1,463	1,381	00:05:11	1,314	89.42%	86.60%
5. /email-marketing/top-three-steps-email-summit-2013/	1,427	1,343	00:03:29	1,112	84.53%	80.31%
6. /email-marketing/overlooked-aspects-automated-messages/	1,391	1,258	00:04:20	1,258	85.93%	83.97%
7. /social-networking/5-questions-to-ask-before-launching-social-media-campaign/	1,321	1,127	00:03:52	1,127	81.12%	91.22%
8. /marketing/5-questions-to-ask-before-launching-social-media-campaign/	1,127	1,044	00:03:52	1,127	81.12%	83.05%
9. /marketing/social-media-metrics-roi/	1,091	1,029	00:03:31	879	81.60%	79.56%
10. /email-marketing/58-percent-marketers-see-mobile-impacting-email/	1,011	961	00:02:54	837	68.34%	66.77%
11. /email-marketing/open-rates-by-time/	977	923	00:04:38	861	90.82%	88.43%
12. /consumer-marketing/5-questions-to-ask-cmo-before-launching/	925	89	00:02:55	678	78.17%	74.79%
13. /mobile/mobile-marketing/5-questions-to-ask-before-launching/	813	79	00:03:52	678	83.27%	89.20%
14. /marketing/most-common-marketing-mistakes/	803	73	00:03:52	678	83.27%	81.71%
15. /marketing/competition-types-to-watch/	573	539	00:05:05	535	81.15%	88.31%
16. /social-networking-evangelism-community/twitter-data-mining/	456	430	00:04:27	426	89.44%	89.04%
17. /marketing/michaels-stores-pinterest-followers-contest/	449	432	00:03:50	379	84.16%	81.74%
18. /marketing-careers/national-social-media-marketing/	425	387	00:03:52	387	92.23%	83.04%
19. /about/	425	387	00:02:35	387	92.23%	64.40%
20. /mobile/marketing-research/in-action-email-revenue/	407	383	00:03:30	267	76.15%	74.45%
21. /marketing/2013-smb-marketing/	358	322	00:03:47	305	83.61%	81.01%
22. /online-marketing/nypd-social-media-marketing/	352	322	00:05:35	290	88.28%	83.24%
23. /mobile/5-takeaways-from-case-studies/	351	318	00:04:46	257	80.16%	75.50%

Massive information presented equally assaults the mind.

**Big data is all the rage.
But have we mastered little data?**



Simplify your perspective

1. When you focus on the “why so,” all analytics can be organized into four categories.
2. Each analytics category reveals a different aspect of the visitor’s story.
3. Different perspectives (categories) can be combined to create a single understanding of the person that encounters our messaging.

Source

Result

Amount

Nature

Source: the who

If you want to know **where people are coming from**.

These analytics often give clues to the motivation of your visitors and allow you to understand how many different types of visitors are viewing the same message.

i.e., the kind of experience or content the visitor is expecting

Common Metrics

Referrers

Search Terms

Countries and Languages

Top Landing Pages

Result: the what

If you want to know **what people do** once they get to a page.

These analytics are like mile markers on your highway to conversion.

What markers must people take to get to the end of the road?

At what markers do people get off the highway or get off track?

Common Metrics

Conversions/Purchases

Clicks

Next Pages

Downloads

Amount: where and when

If you want to know **the amount in each part of your process** (including the purchase category).

Common Metrics

Pageviews, Visits

Visitors

Impressions

Total Revenue

Nature: the why

If you want to know **what people are experiencing (or selecting)** while viewing your messaging.

Use this group of analytics to **find big problems and disconnects** people may be experiencing in your messaging or experience.

Common Metrics

Event, Eye Tracking

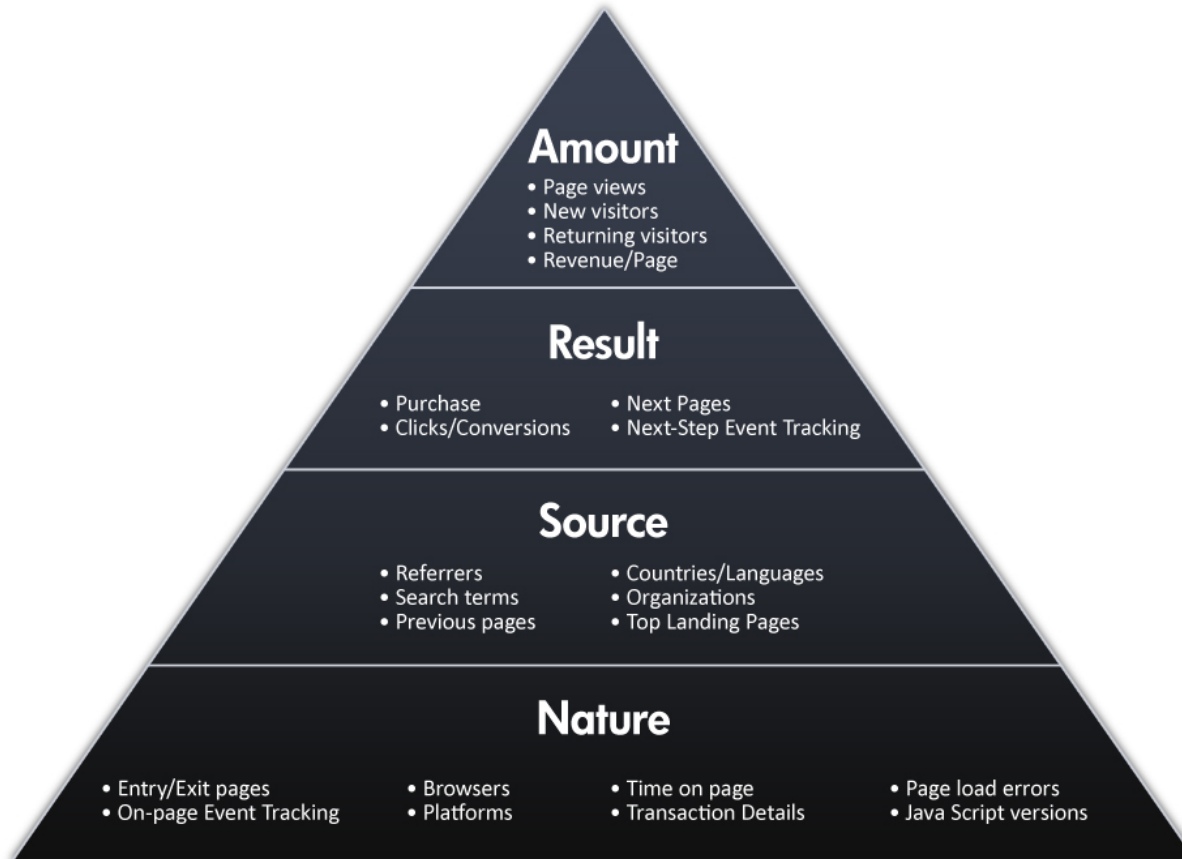
Clicks per Page

Time on Page

Transaction Details

Analytics pyramid

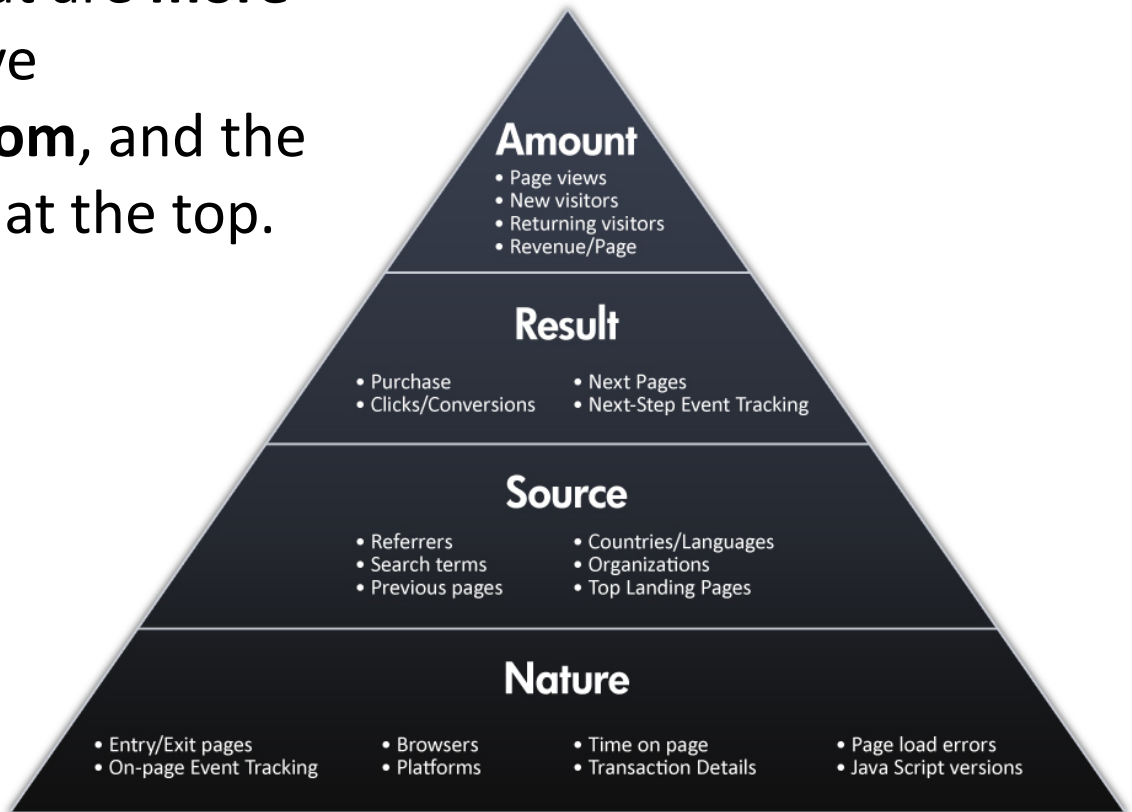
Not all analytics categories are created equal.



What have we discovered?

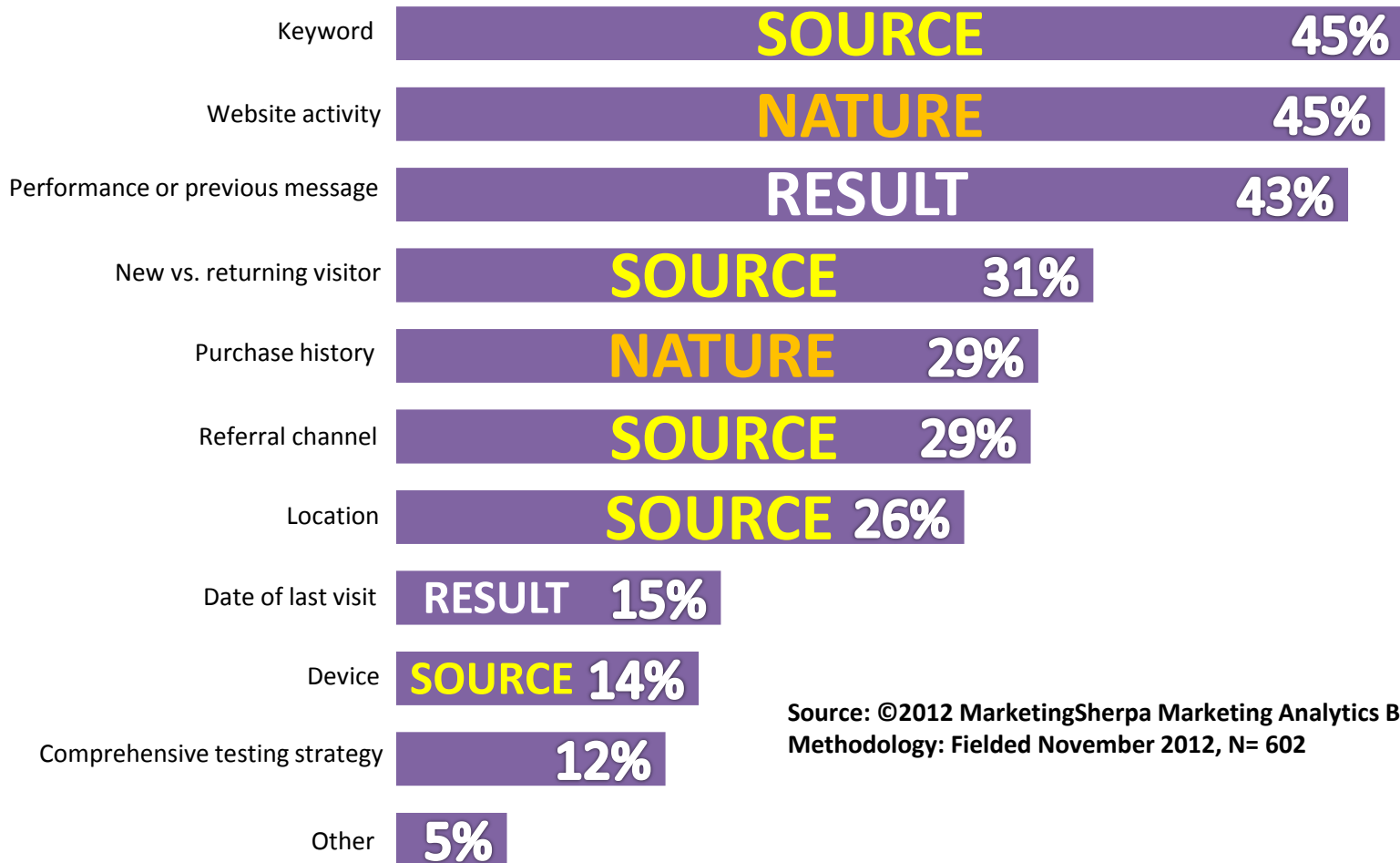
The analytics (or clues) that are **more telling** for creating effective messaging **are at the bottom**, and the metrics that need less are at the top.

Like the old food pyramid



Analytics usage for message creation

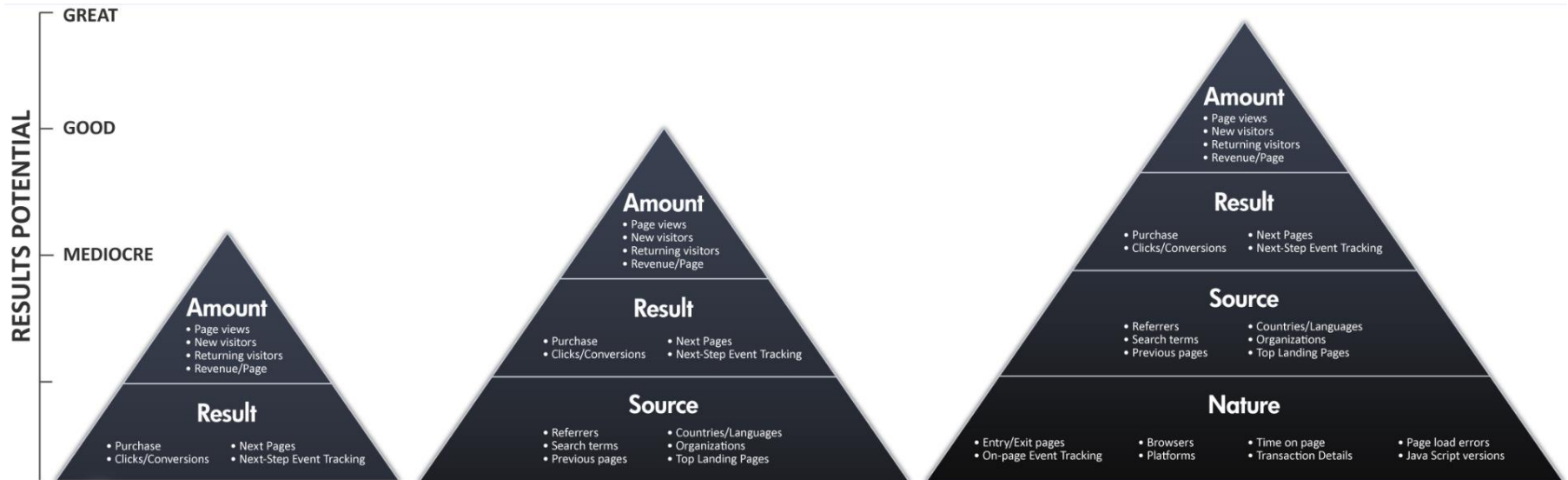
Which of the following do you routinely use to create different message types?



Source: ©2012 MarketingSherpa Marketing Analytics Benchmark Survey
Methodology: Fielded November 2012, N= 602

Maximizing your ROI

The Key: The more you combine and utilize **source and nature-based** analytics, the **better performance potential** you'll have with your messaging.



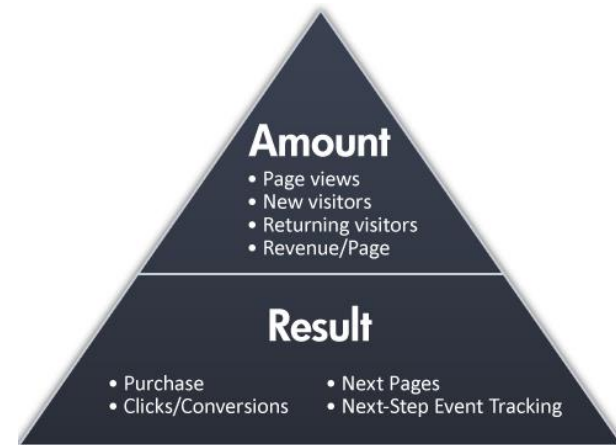
Analytics Pyramid Examples

Example 1: Messaging that doesn't take **source** analytics into consideration is a message that has no clear target.



Example 2: If you see a great **amount** of visitors that show a common **result** (like leaving the critical path in a certain direction), then you may have found a major disconnect with the messaging.

You still need more information to know what causes it.



QUESTIONS?

Thank you!

J. David Green

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