Using Digital Analytics to Make Decisions

Michael A. Reina
Director of Digital Engagement, The University of Texas System

@MichaelAReinaUT
#SystemSeminar2016

10 ways to make analytics actionable

Michael A. Reina
Director of Digital Engagement, The University of Texas System

@MichaelAReinaUT
#SystemSeminar2016

bit.ly/digi-tips

Moving past…

- "29 people retweeted us."

- "This webpage got 987 hits and a 1:48 average time on page."

- "That Facebook post had 16,568 impressions."

- "Our emails average a 2.7% click-through rate."

Michael A. Reina
Director of Digital Engagement, The University of Texas System

@MichaelAReinaUT
#SystemSeminar2016

#1

WEBSITES: FILTER INTERNAL VS. EXTERNAL TRAFFIC WITH GOOGLE ANALYTICS

Michael A. Reina
Director of Digital Engagement, The University of Texas System

@MichaelAReinaUT
#SystemSeminar2016

1. Work with your IT team to identify your organization's IP address or range of IP addresses

2. Create custom top-level filters in your site's instance of Google Analytics

3. Reassess your web traffic within these new parameters

4. Place audience-relevant content in targeted locations across your site

Detailed steps can be found at:

- cognique.co.uk/blog/exclude-internal-traffic-google-analytics

- support.google.com/analytics/answer/1034840

WEBSITES: ANALYZE PATTERNS WITH CRAZYEGG HEATMAPPING SOFTWARE

WEBSITES: GET AUTOMATED INFOGRAPHICS WITH WHATAGRAPH

#4

WEBSITES: IMPROVE SEARCH ENGINE OPTIMIZATION WITH MOZ

Michael A. Reina
Director of Digital Engagement, The University of Texas System

@MichaelAReinaUT
#SystemSeminar2016

EMAIL MARKETING: MEASURE STRENGTH OF CONTENT THROUGH CLICK-TO-OPEN (ENGAGEMENT) RATE

Michael A. Reina
Director of Digital Engagement, The University of Texas System

Open Rate = Emails opened ÷ Emails sent

Measures quality of subject line, timing of email, etc.

Click-through Rate = Number of Clicks ÷ Emails sent

Measures overall response of an email campaign

Michael A. Reina
Director of Digital Engagement, The University of Texas System

@MichaelAReinaUT
#SystemSeminar2016

Click-to-Open Rate = Number of clicks ÷ Emails opened

Measures engagement rate and effectives/quality of content

EMAIL MARKETING: MAKE SMART DECISIONS BY LOOKING AT TREND LINES

Michael A. Reina
Director of Digital Engagement, The University of Texas System

@MichaelAReinaUT
#SystemSeminar2016

SOCIAL MEDIA TRENDS: STAY INFORMED BY FOLLOWING PEW RESEARCH'S SUITE OF ACCOUNTS

@pewinternet

Nonpartisan, non-advocacy @pewresearch data about the internet, science and technology

@pewresearch

Nonpartisan, non-advocacy data and analysis on the issues, attitudes and trends shaping America and the world

@pewglobal

Nonpartisan, non-advocacy @pewresearch data about global attitudes and trends shaping the world.

@pewjournalism

Nonpartisan, non-advocacy @pewresearch data on the state of news and information in a changing society.

@facttank

A blog from @pewresearch writers, pollsters & demographers. We find the news in the numbers. Tweeting about polls, data, econ, demographics and more.

Michael A. Reina
Director of Digital Engagement, The University of Texas System

@MichaelAReinaUT
#SystemSeminar2016

Thanks in part to the growing number of older adults who are joining the site, Facebook use is on the rise pewrsr.ch/2fleTTY

79% of online adults (68% of all Americans) use Facebook

% of online adults who use Facebook

All online adults	79%
Men	75
Women	83
18-29	88
30-49	84
50-64	72
65+	62
High school degree or less	77
Some college	82
College+	79
Less than $30K/year	84
$30K-$49,999	80
$50K-$74,999	75
$75,000+	77
Urban	81
Suburban	77
Rural	81

Note: Race/ethnicity breaks not shown due to sample size.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

PEW RESEARCH CENTER

RETWEETS
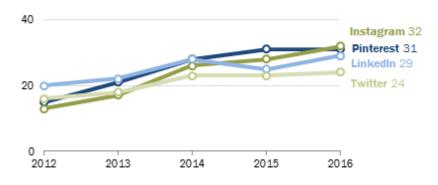**24**

LIKES
27

6:32 AM - 27 Nov 2016

↩   ⇄ 24   ♥ 27   •••

Facebook remains the most popular social media platform

% of online adults who use ...

100%

Facebook 79

80

60

40

Instagram 32
Pinterest 31
LinkedIn 29

20

Twitter 24

0
2012   2013   2014   2015   2016

Note: 86% of Americans are currently internet users
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

PEW RESEARCH CENTER
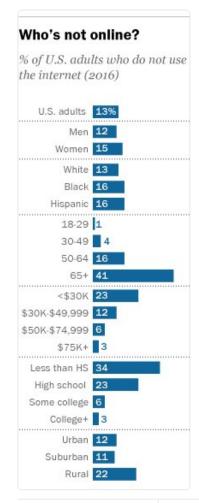
4-in-10 Americans ages 65 and older don't use the internet pewrsr.ch/2ciill0

Who's not online?

% of U.S. adults who do not use the internet (2016)

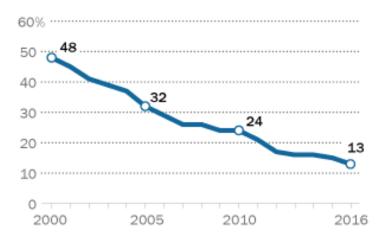|	
U.S. adults	13%
Men	12
Women	15
White	13
Black	16
Hispanic	16
18-29	1
30-49	4
50-64	16
65+	41
<$30K	23
$30K-$49,999	12
$50K-$74,999	6
$75K+	3
Less than HS	34
High school	23
Some college	6
College+	3
Urban	12
Suburban	11
Rural	22

Offline population has declined substantially since 2000

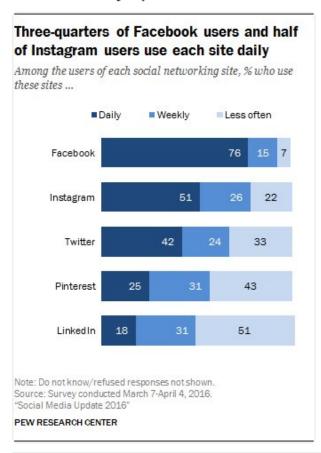*% of U.S. adults who do not use the internet*

Source: Pew Research Center surveys of U.S. adults, 2000-2016. Data from 2016 includes surveys conducted March 7-April 4 and March 30-May 3, 2016.

PEW RESEARCH CENTER

RETWEETS 20   LIKES 8

3:16 AM - 21 Nov 2016

↩   ⟲ 20   ♥ 8   •••

42% of Twitter users indicate that they are daily visitors, with 23% saying they visit more than once a day. pewrsr.ch/2fleTTY

Three-quarters of Facebook users and half of Instagram users use each site daily

Among the users of each social networking site, % who use these sites ...

■ Daily ■ Weekly ☐ Less often

Site	Daily	Weekly	Less often
Facebook	76	15	7
Instagram	51	26	22
Twitter	42	24	33
Pinterest	25	31	43
LinkedIn	18	31	51

Note: Do not know/refused responses not shown.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

PEW RESEARCH CENTER

Substantial 'reciprocity' across major social media platforms

% of users of each social media site who use another social media site

	Use Twitter	Use Instagram	Use Pinterest	Use LinkedIn	Use Facebook
% of Twitter users who ...	–	65%	48%	54%	93%
% of Instagram users who ...	49	–	54	48	95
% of Pinterest users who ...	38	57	–	41	92
% of LinkedIn users who ...	45	53	43	–	89
% of Facebook users who ...	29	39	36	33	–
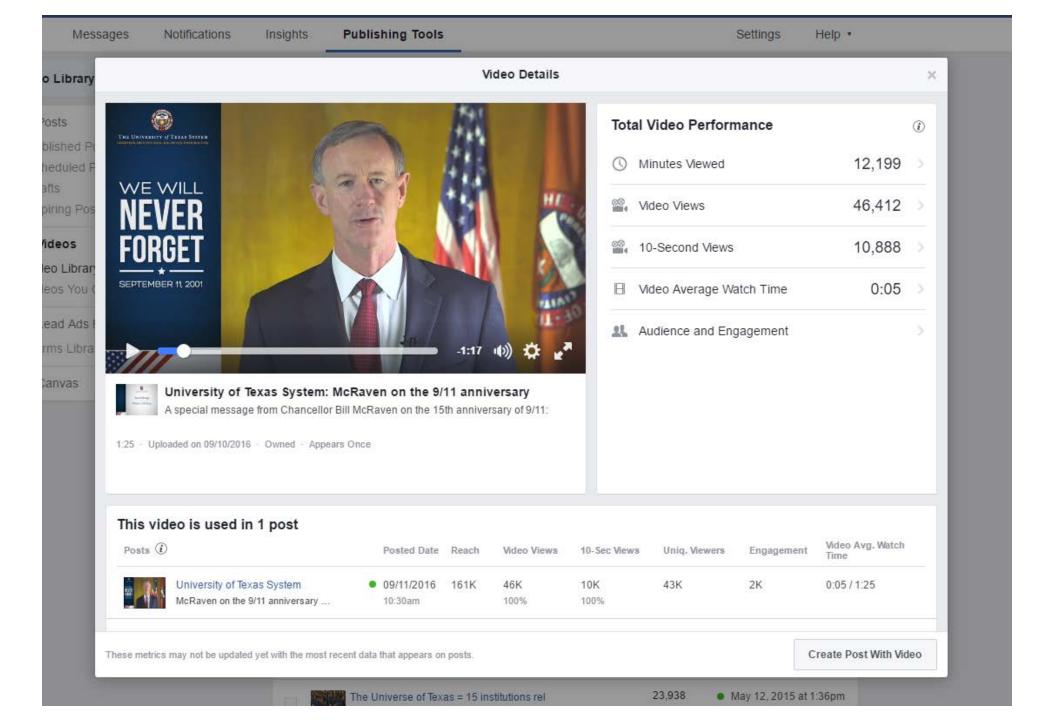
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

PEW RESEARCH CENTER

RETWEETS LIKES
10   18

7:11 AM - 16 Nov 2016

↩   ⟲ 10   ♡ 18   ···
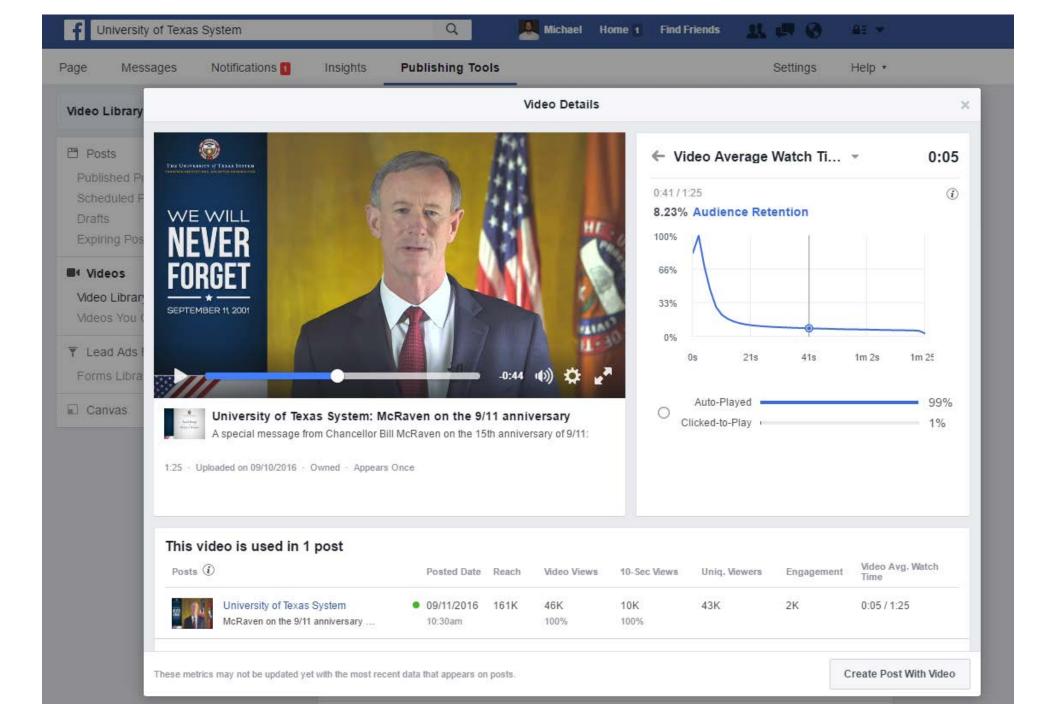
SOCIAL MEDIA: DEFINE VIDEO VIEWS AND MEASURE AVERAGE WATCH TIME

Michael A. Reina
Director of Digital Engagement, The University of Texas System

@MichaelAReinaUT
#SystemSeminar2016

Facebook Video View = 3 seconds

Video Details   ✕

o Library

Posts

blished P

heduled

afts

piring Pos

Videos

eo Librar

eos You

ead Ads

rms Libra

Canvas

WE WILL
NEVER
FORGET
★
SEPTEMBER 11, 2001

-1:17 🔊 ⚙ ⤢

University of Texas System: McRaven on the 9/11 anniversary
A special message from Chancellor Bill McRaven on the 15th anniversary of 9/11:

1:25 · Uploaded on 09/10/2016 · Owned · Appears Once

Total Video Performance   ⓘ

🕐 Minutes Viewed   12,199 ›

📹 Video Views   46,412 ›

📹 10-Second Views   10,888 ›

🎞 Video Average Watch Time   0:05 ›

👥 Audience and Engagement   ›

This video is used in 1 post

Posts ⓘ		Posted Date	Reach	Video Views	10-Sec Views	Uniq. Viewers	Engagement	Video Avg. Watch Time
	University of Texas System McRaven on the 9/11 anniversary …	● 09/11/2016 10:30am	161K	46K 100%	10K 100%	43K	2K	0:05 / 1:25

These metrics may not be updated yet with the most recent data that appears on posts.   **Create Post With Video**

The Universe of Texas = 15 institutions rel   23,938   ● May 12, 2015 at 1:36pm

Twitter Video View = 3 seconds

Video details

Bill McRaven @billmcraven

Special Message
from
William H. McRaven

0:02 / 1:25

Retention

40.0K

30.0K

20.0K

10.0K

Starts | 25% | 50% | 75% | 100%
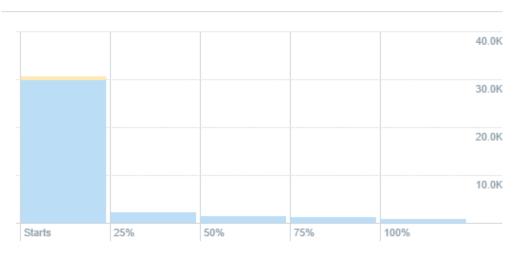
Top Tweets with this video	Views
Bill McRaven @billmcraven · Sep 11 A special message on the 15th anniversary of 9/11: pic.twitter.com/vvPr7hgepM View	8,903
UT Dallas @UT_Dallas · Sep 11 RT @billmcraven: A special message on the 15th anniversary of 9/11: pic.twitter.com/H6o2dPOpY4	302

Key metrics	Organic	Promoted
Video views Number of times users viewed this video	9,076	215
Minutes viewed Total number of minutes users spent viewing this video	2,778	45
Completion rate Percentage of users who completed this video	2.8%	0.4%
Call to action clicks Clicks on the call to action button in this video	7	0

60 x minutes viewed ÷
Video views
=
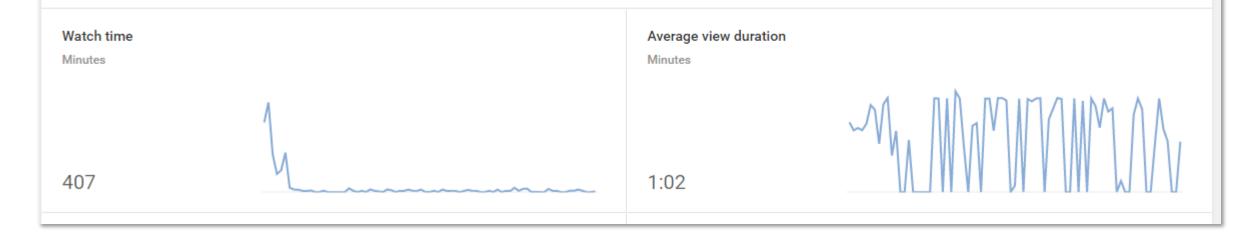Average Watch Time
(seconds)

60 x 2,778
÷
9,076
=
18.36 seconds

YouTube Video View = 10 seconds
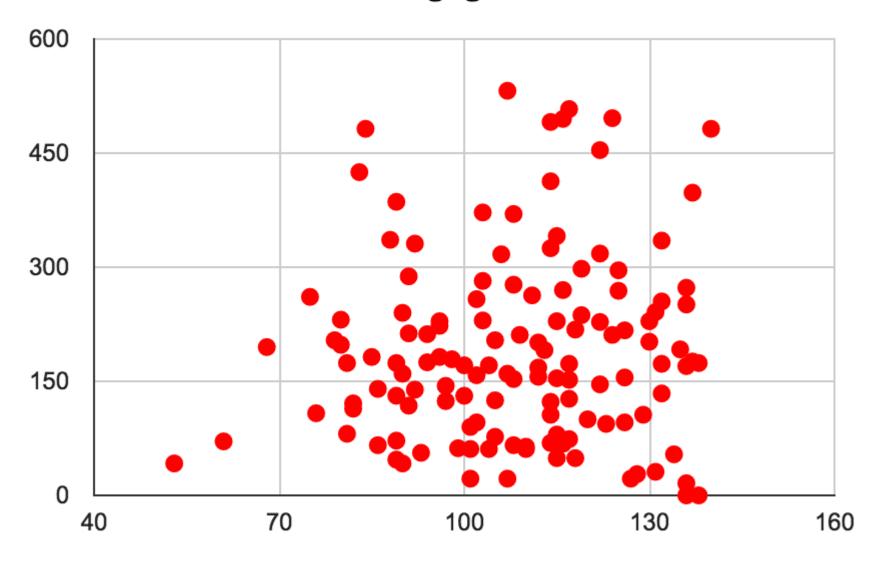
A special message from Chancellor Bill McRaven on the 15th anniversary of 9/11

Created: Sep 11, 2016 · Duration: 1:25 · Privacy setting: Public

`VIDEO`

Lifetime (Sep 11, 2016 – Nov 28, 2016)

Watch time	Average view duration
Minutes	Minutes

407

1:02

TWITTER: TWEET LENGTH VS. ENGAGEMENT

Character Count & Engagement
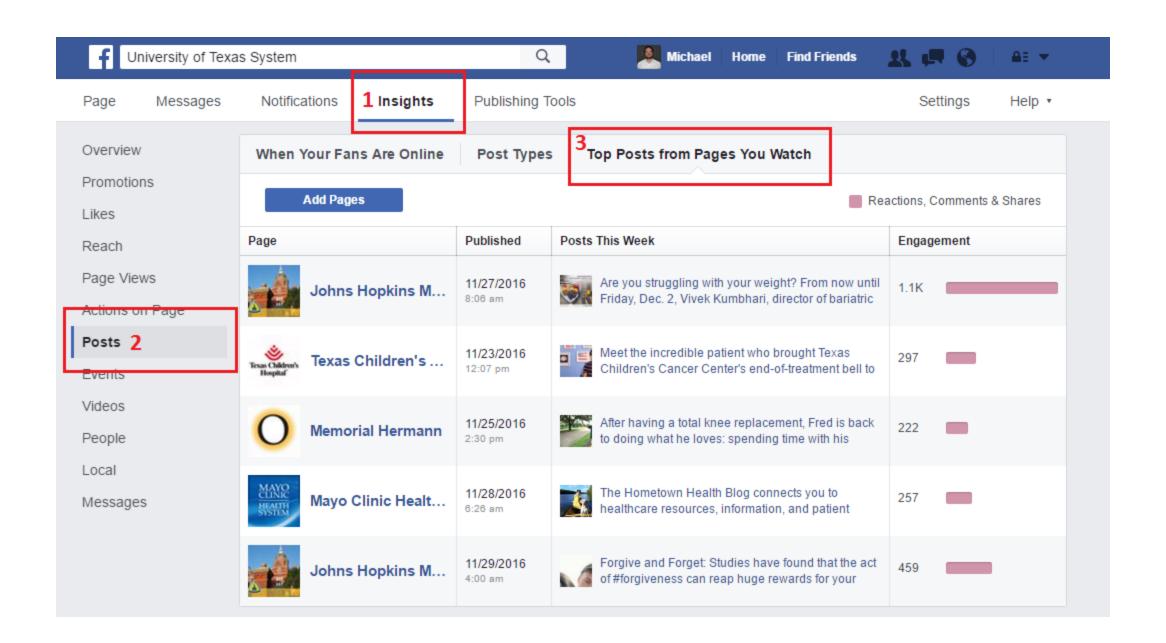
Characters

1. Export Twitter data from "Tweets" tab of analytics.twitter.com

2. Delete URLs from column C of the spreadsheet

3. Add a new column to the leftmost side of the spreadsheet

4. Copy this formula into the cells of the new column: =LEN(D2)

5. Convert engagement rate column into a percentage

6. Run scatter plot w/ tweet length & the engagement rate columns

7. Decipher what tweet length range works best for you

Working example can be found at blog.bufferapp.com/twitter-analytics

Michael A. Reina
Director of Digital Engagement, The University of Texas System

@MichaelAReinaUT
#SystemSeminar2016

FACEBOOK: TRACK THE MOST ENGAGING POSTS FROM COMPETITORS AND PEERS

Page   Messages   Notifications   **1 Insights**   Publishing Tools   Settings   Help ▾

Overview

Promotions

Likes

Reach

Page Views

Actions on Page

Posts 2

Events

Videos

People

Local

Messages

When Your Fans Are Online   Post Types   **3 Top Posts from Pages You Watch**

Add Pages   ▮ Reactions, Comments & Shares

Page	Published	Posts This Week	Engagement
Johns Hopkins M...	11/27/2016 8:06 am	Are you struggling with your weight? From now until Friday, Dec. 2, Vivek Kumbhari, director of bariatric	1.1K
Texas Children's ...	11/23/2016 12:07 pm	Meet the incredible patient who brought Texas Children's Cancer Center's end-of-treatment bell to	297
Memorial Hermann	11/25/2016 2:30 pm	After having a total knee replacement, Fred is back to doing what he loves: spending time with his	222
Mayo Clinic Healt...	11/28/2016 6:26 am	The Hometown Health Blog connects you to healthcare resources, information, and patient	257
Johns Hopkins M...	11/29/2016 4:00 am	Forgive and Forget: Studies have found that the act of #forgiveness can reap huge rewards for your	459

Recap

1. Filtering traffic
2. CrazyEgg heatmapping
3. Whatagraph
4. SEO + Moz
5. Click-to-open rates

6. Email performance trends
7. Pew research
8. Video views vs. watch time
9. Tweet length/engagement
10. Tracking peers on Facebook

bit.ly/digi-tips

Using Digital Analytics to Make Decisions

QUESTIONS?

Michael A. Reina
Director of Digital Engagement, The University of Texas System

@MichaelAReinaUT
#SystemSeminar2016