spt.

Deep sea data diving *cheat sheet* →

ATTENTION

OFFLINE
- Uplift in direct traffic
- Uplift in branded keyword search traffic
- Uplift in other channels traffic where direct played a role (check Google Analytics conversion paths or path analysis in the new GA4)

SEARCH
- Broad keyword performance in search - both organic SEO rankings and paid keyword performance
- Reduction in CPC AND uplift in additional clicks and engagements gained as a direct result of reduction
- Non-linear direct engagements & conversions*

DISPLAY/VIDEO
- View through conversions
- Engagements
- Non-linear direct engagements and conversions*
- Uplift in other channel resonance in aggregate (correlate to the percentage of view-through conversions tracked)

SOCIAL
- Facebook + Instagram DIRECT and post VIEW attribution windows (by revenue, lead figures or ROAS)
- Uplift in other channels traffic where direct played a role (check Google Analytics conversion paths/ path analysis)
- Uplift in other channel resonance in aggregate (correlate to the percentage of view-through conversions tracked)

ENGAGEMENT

RETARGETING
- MUST track attribution windows to determine percentage of double counting - if funning on Facebook AND Google, view last click/direct attribution on channel platforms and first touch attribution in Google Analytics conversion paths
- To understand possible overlap with email, ensure core retargeting sets have auto-exclusion for those who exist in email nurture sequences (if = subscriber, exclude from list)
- Consider running separate remarketing campaigns with a lower spend to those on the email list (frequency doesn't often need to be as high)

EMAIL
- Total prospect captures (from website pop up/newsletter sub etc.)
- Email direct conversions
- Uplift in email traffic
- Uplift in other channels traffic where email played a role (check Google Analytics conversion paths/path analysis)
- Check conversion paths

SMS
- Bit.ly or UTM tracked link clicks
- If CTA includes phone number, utilise phone tracking to trace source
- Implement custom promotional codes for track-ability OR only use a specific % discount for period to test channel effectiveness (i.e. the only channel where 15% off runs consistently)

PHONE
- Phone tracking source attribution and alignment in Google Analytics click to call event metrics

ACTION

WEBSITE
- Active users
- Conversion rate (holistic)
- Top converting pages
- Content themes
- Layout themes
- CRO (conversion rate optimisation) tactics

LANDING P'S
- Conversion rate
- Place in GA conversion paths (do they subsequently convert on the core site?)

CONTENT MKT
- Bit.ly or UTM tracked link clicks across distribution channels
- Stickiness (time on site, pages viewed per session)
- CTA clicks/conversions

LEAD MGNT
- Downloads
- Email open rate
- Email click rate
- Multiple opens
- Place in GA conversion paths

*Remember that the funnel isn't linear. Conversions can occur at any stage, even right away from the first ad they see! These are typically from people who were already PRIMED to convert or who were following you prior to the set look back window (tracking cookies only last so long before we can no longer follow a journey - and those darn ad blockers.....!) Want 1:1 training?

SEE 1:1 MENTOR PROGRAM