

Content Training

Measuring Content Performance



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Measuring Content Performance

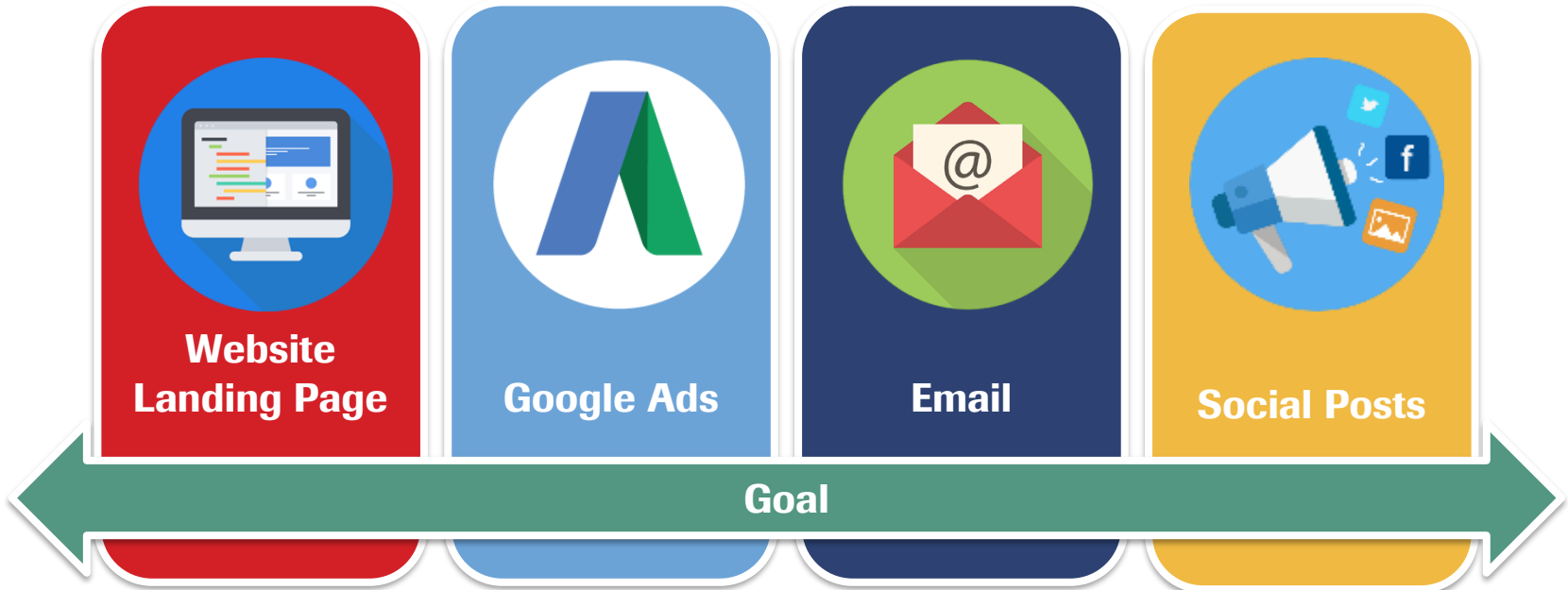
A multi-channel approach

- What can I measure on my website, social media, and email, etc
- What tools work best for measurement across these channels
- What decisions can I make based on the results I see



Measuring Performance of Multichannel Marketing

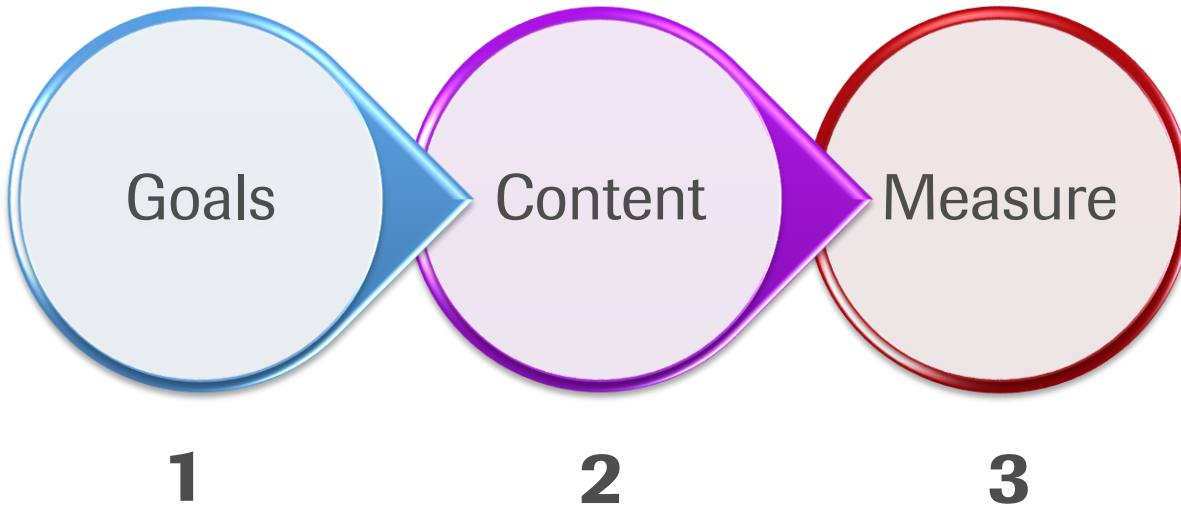
Start with a goal – the channels can work together



Measuring Content Performance

It's as Easy as 1, 2, 3

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- What is your business *goal*?
What do you want your target audience to do after reading the content?
- Leverage *content strategy* to drive “call to action”
- Define *metrics* based on goals and channels

So What Can I Measure?

Just about anything....

- Here are some examples of goals from Paid media

Orders

Meter orders

- Promotional items
- Supplies
- “Buy Nows”
- Free Mobile forms

Customer Acquisition

- User registrations
- Meter registrations
- Club memberships
- Detailed registrations

Lead Generation

- Info request form
- Interest form
- Reserve pump form
- Meter selection tool
- Newsletter sign ups

Website Landing Page



Use content to support your goal – Free Meter Placements



[Free Accu-Chek® Meter - Limited time free meter offer.](#)
 Ad www.accu-chek.ca/free-meter
 Choose simplicity or connectivity and get 100 free lancets. Learn more.
 Keywords: 9

Google AdWords

Ad Content	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	3,584 <small>0.75% (477,379)</small>	2,936 <small>0.63% (466,533)</small>	4,434 <small>0.63% (698,886)</small>	5.41% <small>Avg for View: 35.79% (54.89%)</small>	1.36 <small>Avg for View: 1.89 (26.02%)</small>	00:01:29 <small>Avg for View: 00:01:46 (15.46%)</small>	40.71% <small>Avg for View: 16.17% (151.80%)</small>	1,805 <small>1.60% (112,986)</small>	\$0.00 <small>0.00% (\$0.00)</small>
1. Free Accu-Chek® Meter	2,884 (79.58%)	2,339 (79.67%)	3,620 (81.64%)	5.94%	1.35	00:01:28	43.84%	1,587 (87.92%)	\$0.00 (0.00%)

Google Analytics Goal Conversion Rate

The screenshot shows a landing page for the Accu-Chek website. At the top, it says 'ACCUCHEK®' and 'EN | FR'. The main heading is 'Simply Smart' with a sub-headline: 'Get a NEW Accu-Chek Guide meter and switch to a surprisingly smart testing experience!'. Below this is a question: 'Do you currently use an Accu-Chek meter?' with 'YES' and 'NO' buttons. At the bottom, there is a small text block: 'Offer: valid in Canada only. ACCU-CHEK, ACCU-CHEK GUIDE and SMARTPACK are trademarks of Roche. This website contains information on products which are targeted to a wide range of audiences and could contain product details or information otherwise not available or valid in your country. Please be aware that we do not take any responsibility for processing such information which may not comply with any valid legal process, regulation, registration or usage in the country of your origin. © 2018 Roche Diabetes Care. All rights reserved.'

https://www.accu-chek.ca/en/microsites/free-diabetes-meter?utm_source=NxP_201802

Website Landing Page

Measure the results

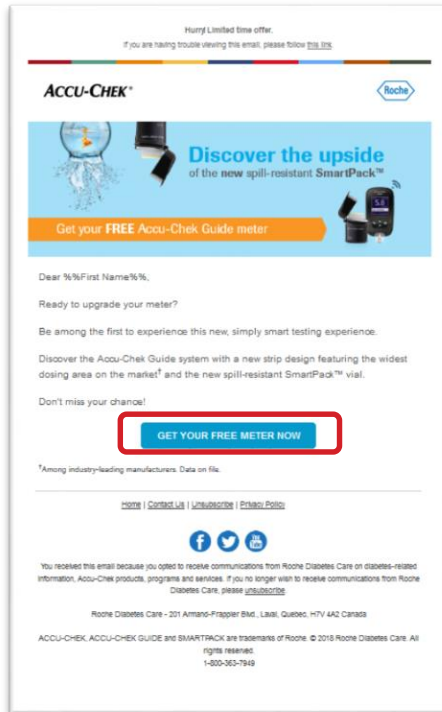


Ad Content ?	Acquisition			Behavior			Conversions All Goals ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	3,584 % of Total: 0.75% (477,379)	2,936 % of Total: 0.63% (466,533)	4,434 % of Total: 0.63% (698,886)	5.41% Avg for View: 35.79% (-84.88%)	1.36 Avg for View: 1.89 (-28.02%)	00:01:29 Avg for View: 00:01:46 (-15.46%)	40.71% Avg for View: 16.17% (151.80%)	1,805 % of Total: 1.60% (112,986)	\$0.00 % of Total: 0.00% (\$0.00)
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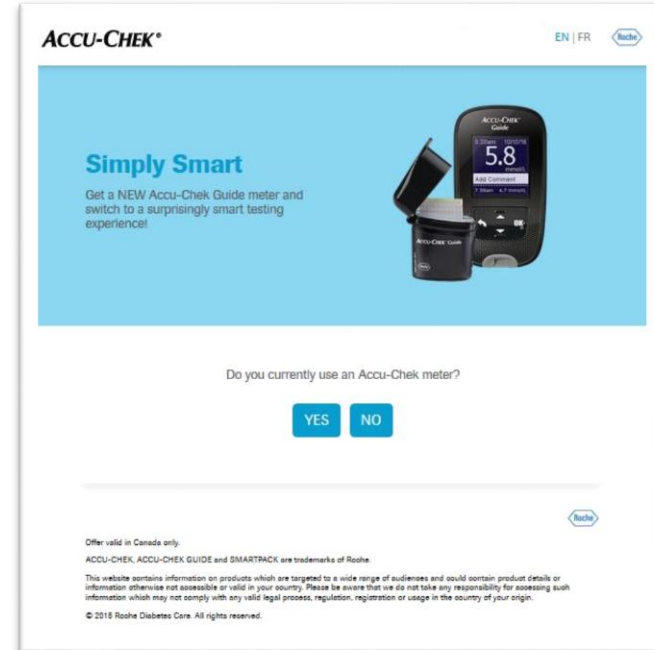
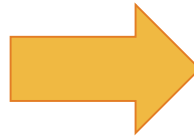
Email

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It's no different – Free meter placements (upgrades)



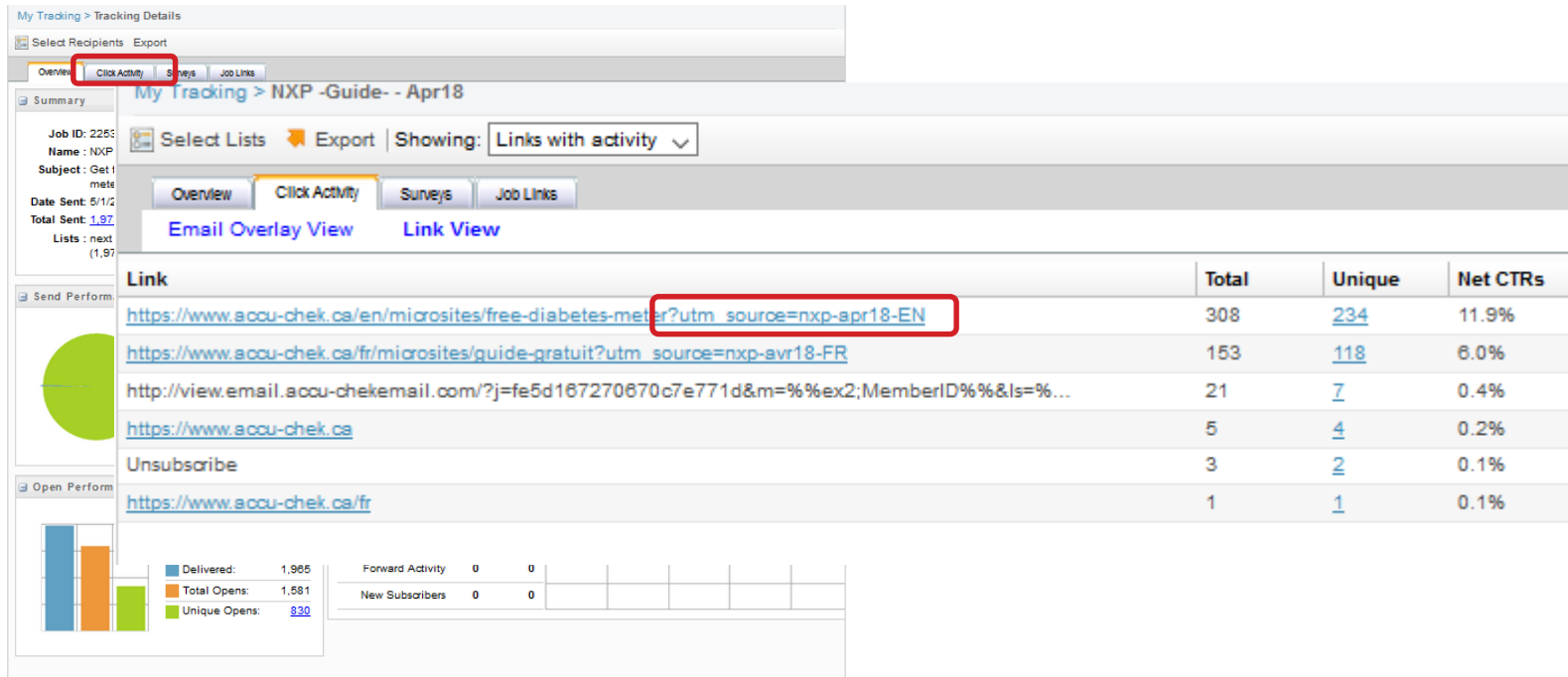
Email using CRM data



https://www.accu-chek.ca/en/microsites/free-diabetes-meter?utm_source=NxP_201802

Measure Email Performance

Email has more options to measure



Measure Email Performance

As well as Google Analytics

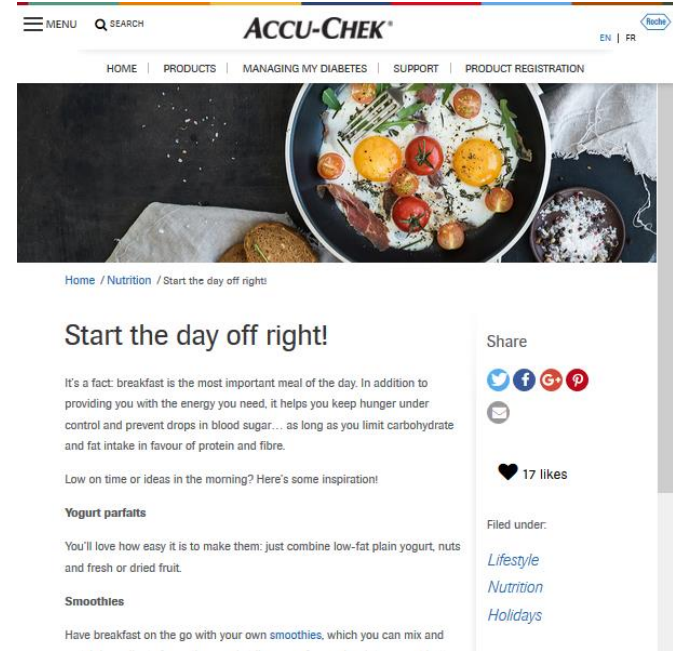


Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	297 % of Total: 0.32% (94,168)	219 % of Total: 0.25% (86,521)	370 % of Total: 0.28% (132,585)	77.30% Avg for View: 64.46% (19.91%)	1.85 Avg for View: 2.06 (-9.80%)	00:01:20 Avg for View: 00:01:43 (-22.84%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	CA\$0.00 % of Total: 0.00% (CA\$0.00)
1 1 msn-ans1R-FN / (not set)	297 (100.00%)	219 (100.00%)	370 (100.00%)	77.30%	1.85	00:01:20	0.00%	0 (0.00%)	CA\$0.00 (0.00%)

Acquisition > Traffic > Source Medium Report

Social Media

Still 1, 2, 3 – Example - Increase Content Engagement



<https://www.accu-chek.ca/en/nutrition/start-day-right>

Measure Social Post Engagement

Social has more options to measure

Post Details

Accu-Chek Canada
Posted in [Canada](#) (Sandra) on April 30 at 8:34am

Try a better way to breakfast. These easy make-ahead and on-the-go breakfast ideas are high in fibre and limit extra sugar and carbs. <https://bit.ly/2FOsIRi>

1. High-fibre muffins
2. Hard-boiled eggs
3. Yogurt parfaits
4. Overnight oatmeal
5. Mini frittatas

Get More Likes, Comments and Shares
Boost this post for \$10 to reach up to 2,700 people.

48,285 people reached

537 Reactions, Comments & Shares

310 Like 291 On Post 19 On Shares

9 Love 7 On Post 2 On Shares

1 Haha 1 On Post 0 On Shares

1 Wow 1 On Post 0 On Shares

1 Angry 1 On Post 0 On Shares

5 Comments 4 On Post 1 On Shares

210 Shares 204 On Post 6 On Shares

2,060 Post Clicks

754 Photo Views 847 Link Clicks 389 Other Clicks

NEGATIVE FEEDBACK

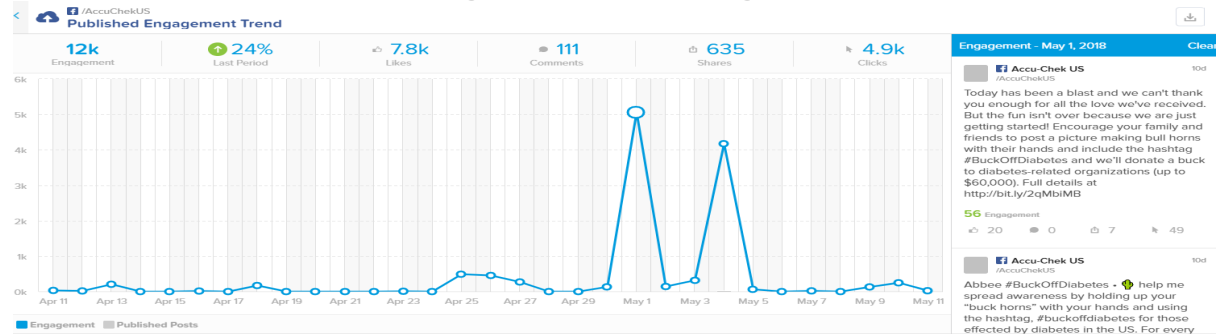
14 Hide Post 1 Hide All Posts

0 Report as Spam 0 Unlink Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Page	Source	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		276 % of Total: 0.02% (1,323,500)	244 % of Total: 0.02% (1,073,159)	00:02:36 Avg for View: 00:01:57 (33.17%)	193 % of Total: 0.03% (697,133)	87.56% Avg for View: 35.79% (144.64%)	73.91% Avg for View: 52.67% (40.32%)	\$0.00 % of Total: 0.00% (\$0.00)
1.	/en/nutrition/start-day-right	158 (57.25%)	138 (56.56%)	00:03:06	132 (68.39%)	87.12%	82.28%	\$0.00 (0.00%)
2.	/en/nutrition/start-day-right	65 (23.55%)	60 (24.59%)	00:02:30	40 (20.73%)	92.50%	73.85%	\$0.00 (0.00%)
3.	/en/nutrition/start-day-right	15 (5.43%)	15 (6.15%)	00:03:18	13 (6.74%)	84.62%	80.00%	\$0.00 (0.00%)
4.	/en/nutrition/start-day-right	15 (5.43%)	12 (4.92%)	00:01:12	0 (0.00%)	0.00%	20.00%	\$0.00 (0.00%)

Google Analytics Page Report

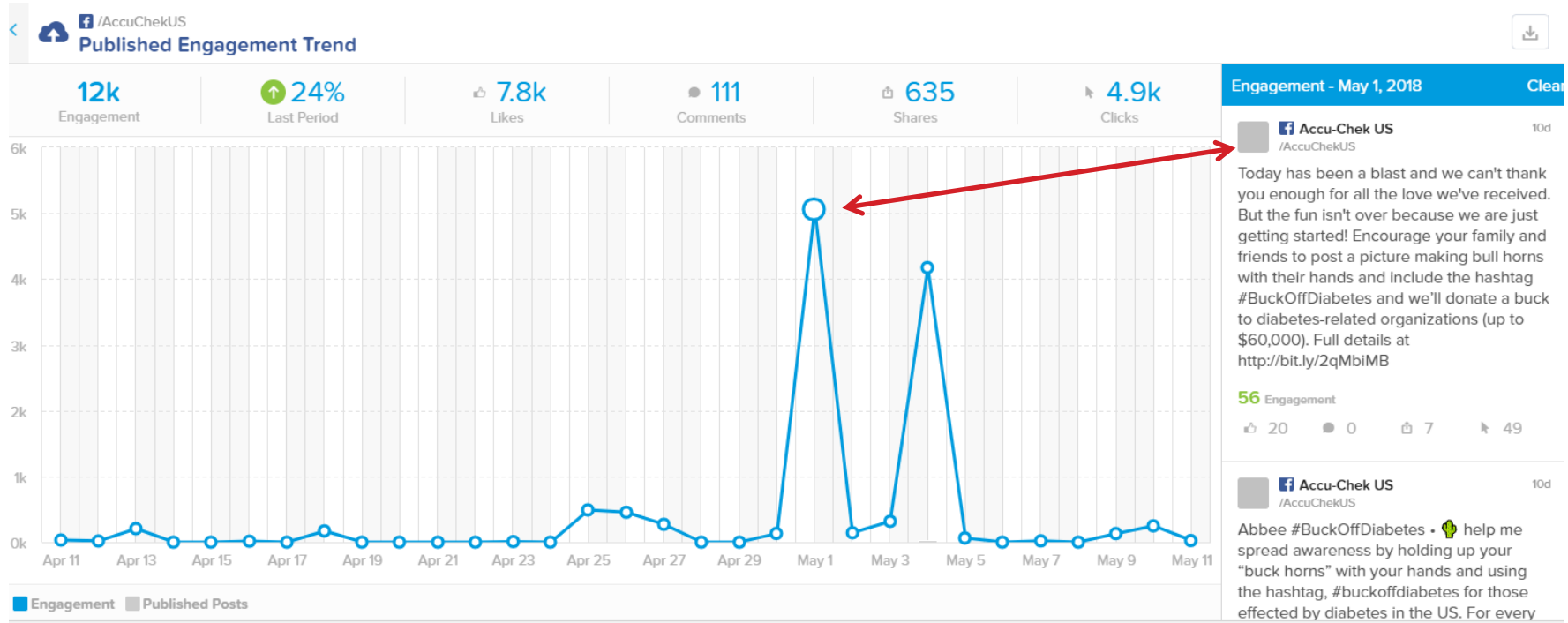


Social Studio Engagement Trend

Content & metrics: measuring for success



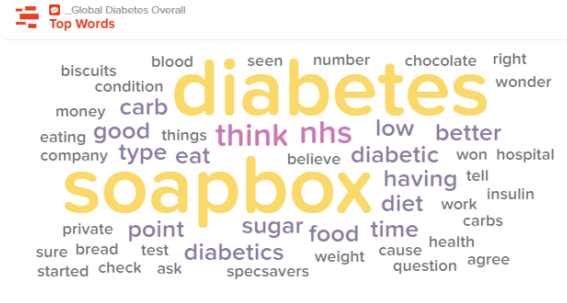
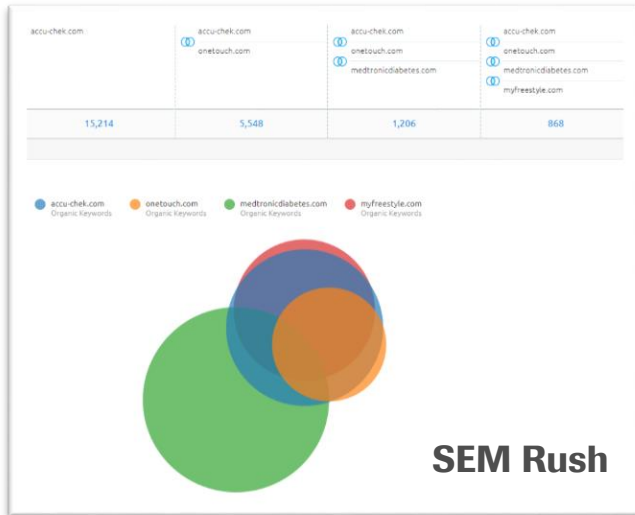
Content on social channels



How Can I Optimize My Performance

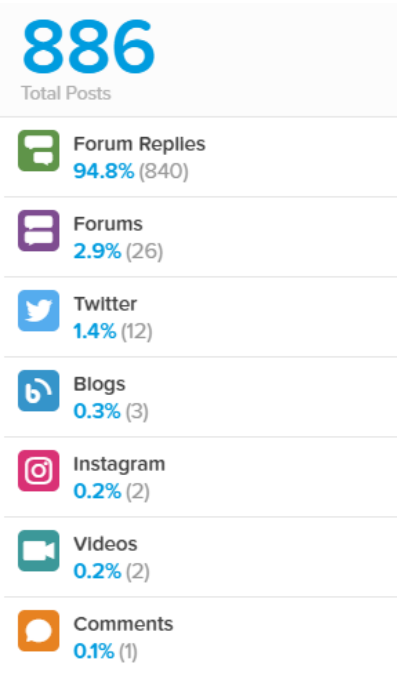
Learn where you have opportunities

- Organic keywords
- Competitive Keywords
- Competitive Ad examples



Social Studio

- Trending keywords
- Best social\ channel mix



One thing to improve cross-channel tracking?

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Use Google URL Builder

 Google Analytics | Demos & Tools

Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

	<input type="text"/>
* Website URL	The full website URL (e.g. <code>https://www.example.com</code>)
* Campaign Source	<input type="text"/> The referrer: (e.g. <code>google</code> , <code>newsletter</code>)
Campaign Medium	<input type="text"/> Marketing medium: (e.g. <code>cpc</code> , <code>banner</code> , <code>email</code>)
Campaign Name	<input type="text"/> Product, promo code, or slogan (e.g. <code>spring_sale</code>)
Campaign Term	<input type="text"/> Identify the paid keywords
Campaign Content	<input type="text"/> Use to differentiate ads

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

Campaign Source

Use `utm_source` to identify a search engine, newsletter name, or other source.

Example: google

Campaign Medium

Use `utm_medium` to identify a medium such as email or cost-per-click.

Example: cpc

Campaign Name

Used for keyword analysis. Use `utm_campaign` to identify a specific product promotion or strategic campaign.

Example: `utm_campaign=spring_sale`

Campaign Term

Used for paid search. Use `utm_term` to note the keywords for this ad.

Example: running+shoes

Campaign Content

Used for A/B testing and content-targeted ads. Use `utm_content` to differentiate ads or links that point to the same URL.

Examples: logolink or textlink

Key take-a-ways

Lots of measurement options – WE'RE HERE TO HELP

- **Easy as 1, 2, 3** - Identify your goal, define the content strategy to drive the goal and then how to measure success
- **Use the Campaign URL builder**
- **We're here to help you**
 - Sign up for training – visit <https://digitalmarketing.rochedc.com/hc/en-us>
 - Wei – Google Analytics and General Measurement Best Practices
 - Gina – Marketing Cloud
 - Frani – Social Studio
 - Marcus – Paid Media (including paid social)
 - Stephanie - Content

Now its your turn....

WHAT QUESTIONS DO YOU HAVE

Doing now what patients need next