



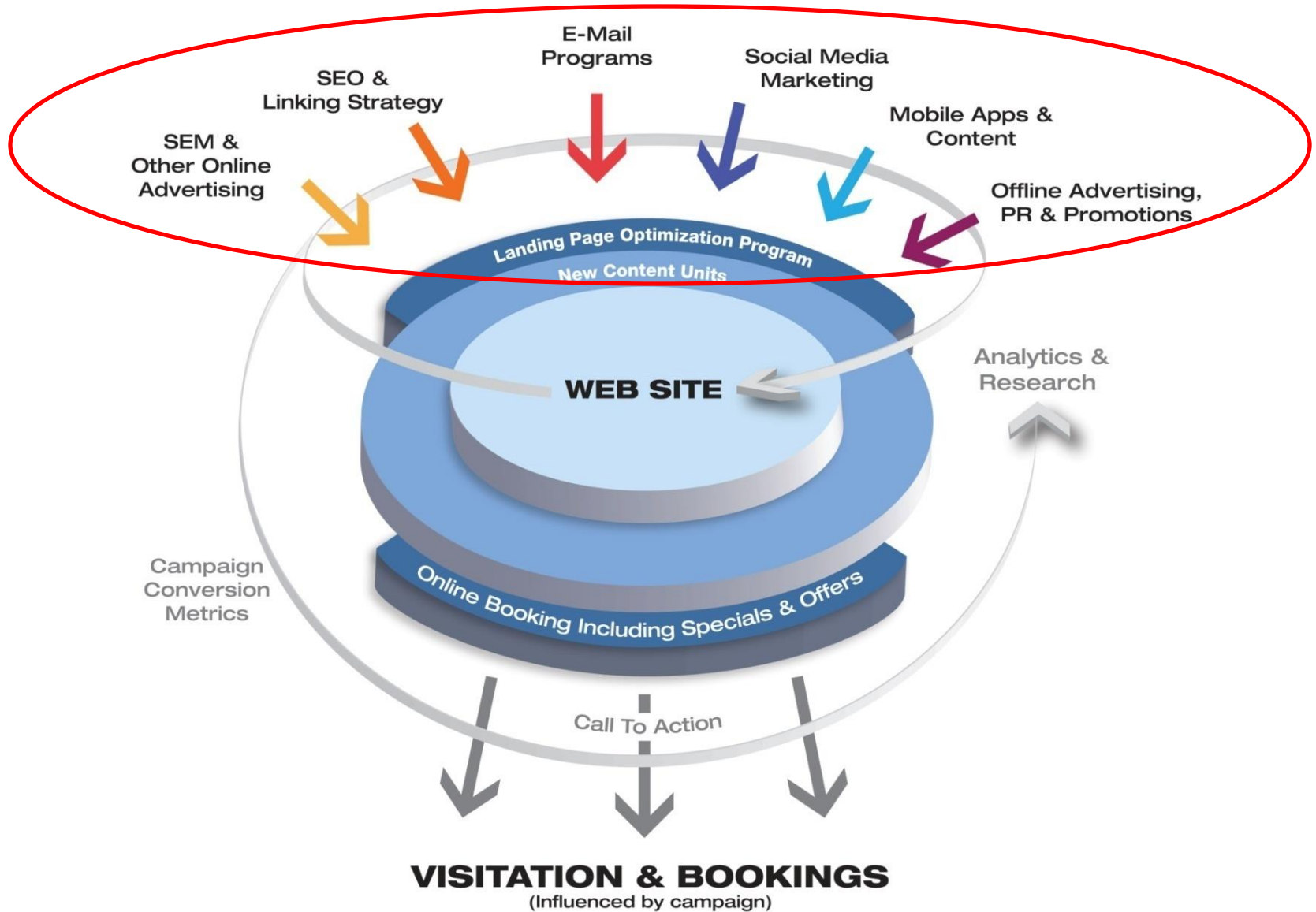
# Measuring Campaigns

Online Campaign Performance Measurement

**Chris Adams**

June 2013

# INTEGRATED ONLINE MARKETING PROGRAM



# Blackstone Hospitality Group

## 2010/2011 Integrated Online Marketing Program Plan

SUMMARY OF PLAN *excluding Agreement*

### Introduction & Overview

### Campaign Summary

### Campaign Target Markets

### Objectives & Key Performance Indicators

### Incl. Campaign Conversions (“Signals of Intent to Travel”)

### Reporting

### Budget

performance each quarter and dual tag page SEO efforts.

4. Monitoring and adjustment of the SEM media spend on a weekly basis as needed to maximize response and conversion.
5. Detailed reporting on results during campaigns and a major review and report at the end of each of the three campaign periods.



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Page | 1

# Blackstone Hospitality Group

6. Landing page testing and optimization aimed at minimizing bounce rates and increasing Signals of Intent to Travel.

7. Integration of the Traffic Generation Program with other, separately budgeted activities

Page 1

Page 3

Page 4

Page 5

Page 6

Page 7

Page 8

such as off the beaten track related terms, will include additional trial of Facebook Cost Per Click (CPC).

- **Young Families** – Generation X and younger families with at least one or more children under 13. Technology savvy with the woman dominant in travel planning (“Blogger Moms”). Focused on beaches and Florida family attractions. Activities and affordability are especially important.



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Page | 2

# ANALYTICS CATEGORIES



**A**udience

**E**ngagement

**S**ignals of Intent To **T**ravel

# Audience

## Measures

1. Responses
2. Visits
3. Global “People”

# Engagement

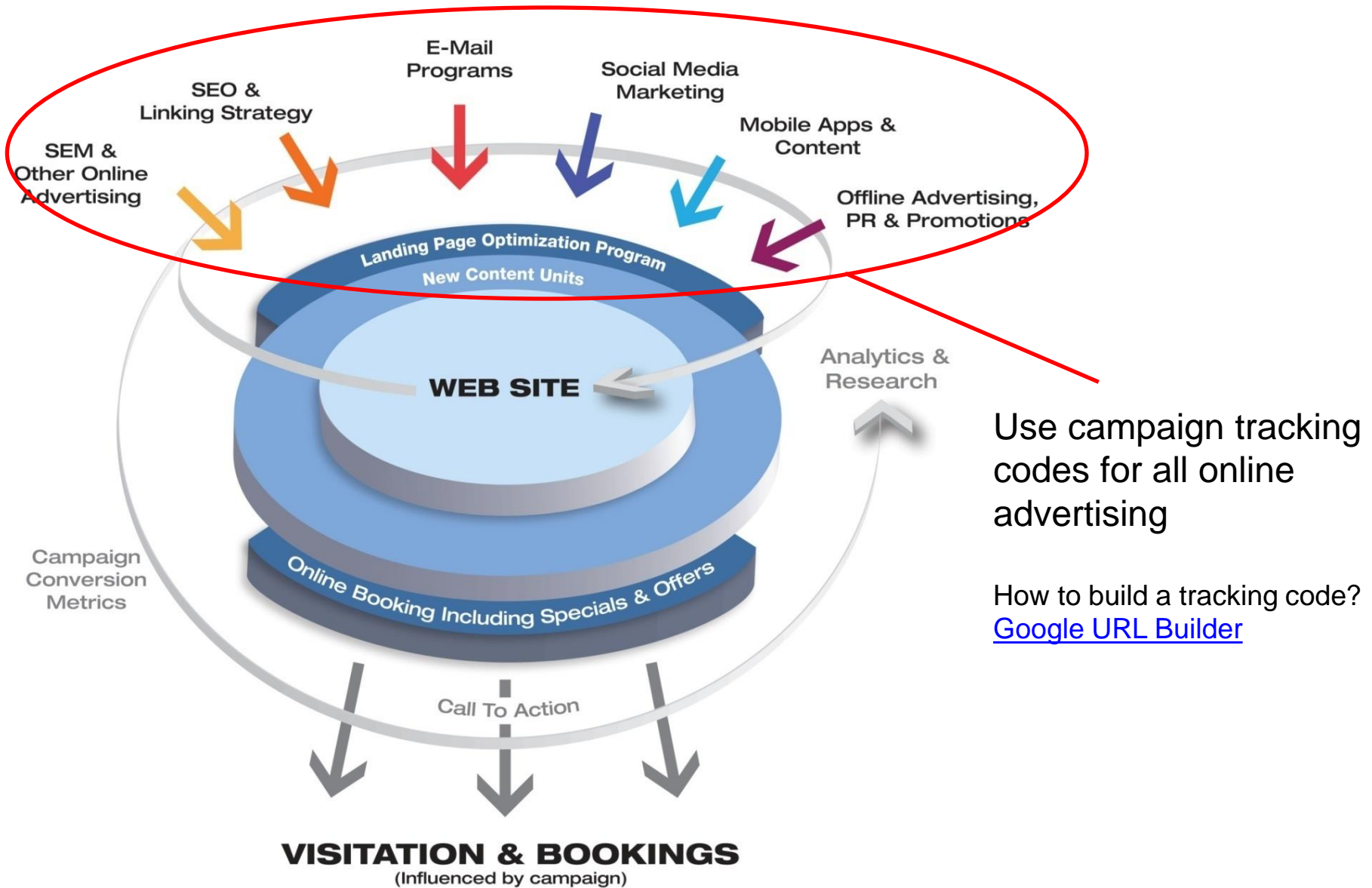
1. Bounce rate
2. Page views per visit
3. Facebook likes

# Signals of Intent to Travel

1. Event Interactions
2. Checked Pricing & Availability
3. Industry Partner Link
4. Viewed Deals or Specials
5. Viewed an Online video



# INTEGRATED ONLINE MARKETING PROGRAM



# Campaign Tracking Codes

**Google Analytics** offers the URL builder to generate campaign tracking codes

**Search for “URL Builder” or visit <http://mywebsite.com>**

**Cut and paste the URL with tracking code** from Step 3 and give this to your advertising partner. No other set up needed !



*\*Other analytics solutions have different approaches to creating campaign tracking codes – check with their help sections or your web vendor.*

## Tool: URL Builder

### Google Analytics URL Builder

Fill in the form information and click the **Generate URL** button below. If you're new to tagging links or this is your first time, visit [tag my links?](#)

If your Google Analytics account has been linked to an active AdWords account, there's no need to tag your links manually. They will be tagged for you automatically.

**Step 1:** Enter the URL of your website.

Website URL: \*

(e.g. <http://www.urchin.com/download.html>)

**Step 2:** Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be filled in.

Campaign Source: \*

(referrer: google, citysearch, news, etc.)

Campaign Medium: \*

(marketing medium: cpc, banner, email, etc.)

Campaign Term:

(identify the paid keywords)

Campaign Content:

(use to differentiate ads)

Campaign Name\*:

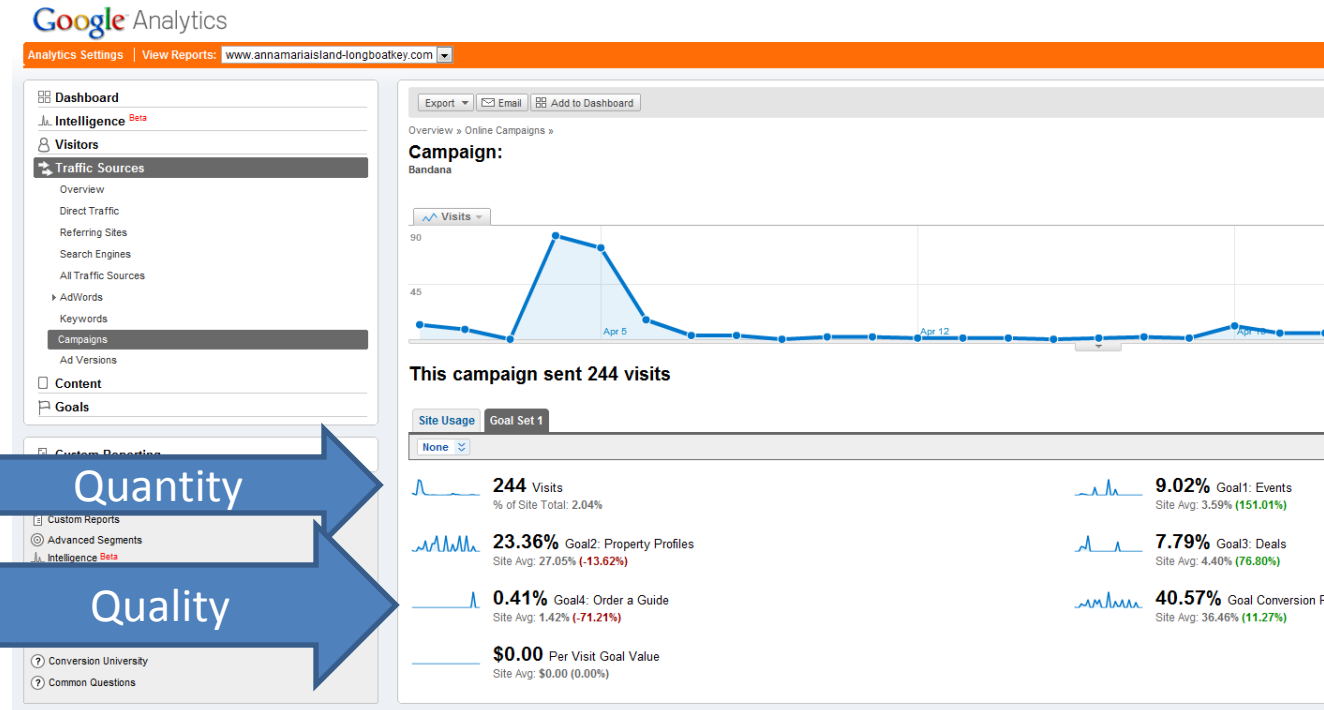
(product, promo code, or slogan)

**Step 3**

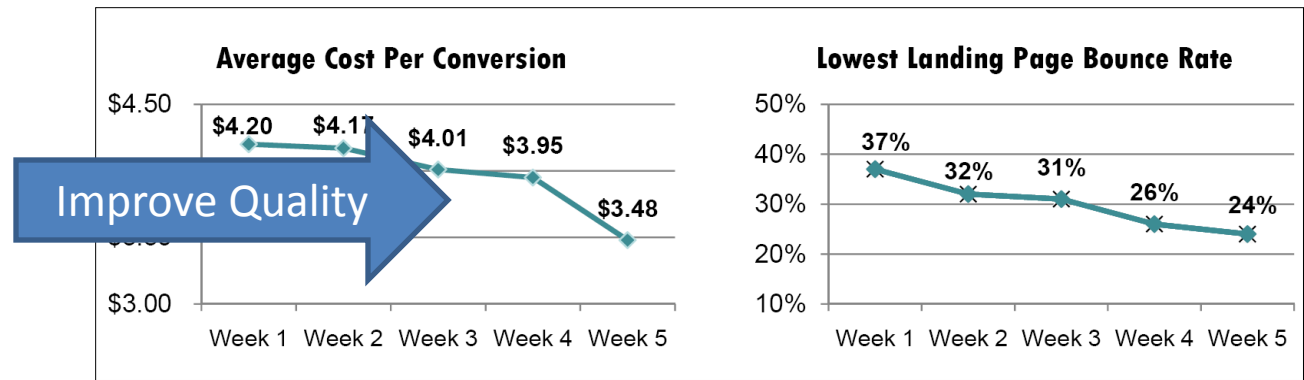
### Helpful Information

# Campaign Reporting

Use your analytics to measure the quantity and quality of your campaign



Testing and updating your campaign elements



Monitor & report on your campaign's cost per conversion & landing page bounce rate.



# Campaign Tracking Codes

1. **Campaign tracking codes** identify each campaign.
2. **Use different tracking codes** for each campaign.
3. **Tracking codes allow you to measure** the results of each campaign including engagement and conversions.

Web Address of Campaign Landing Page:

[www.mywebsite.com/family](http://www.mywebsite.com/family)

Web Address with Tracking Code:

[http://www.mywebsite.com/family?utm\\_source=Facebook01](http://www.mywebsite.com/family?utm_source=Facebook01)

# Campaign Tracking Sheet

June 27th 2012

## Campaign Tracking Work Sheet 2011

University of Waikato

V01. Updated <<Date Here>> by <<Names Here>>

## Google's Campaign Tracking Code Generator (URL Builder)

<http://goo.gl/EY9Yv>

**A. Univeristy Staff or Agency Partner To Complete**

### B. DESTINATION URL WITH CAMPAIGN TRACKING CODES ADDED

Based on an agreed description for Campaign elements - Campaign Tracking added to landing page URL using the Google URL Builder Above.

[illegible]

**Notes:**

Different campaign tracking codes should be created for each target market, or major campaign messages/creative

Adopt a description and categorization that will be easy to understand when looking at the campaign tracking codes in the analytics reports

Campaign tracking codes may need to be specific to the Analytics solution being used (which is the case for Google Analytics) and may not work with other Analytics platforms

No loading of campaign tracking codes is required in Google Analytics. For other Analytics, allow 48 - 72 hours for campaign tracking codes to be added to the Analytic solution.

# Clear, Actionable Reporting

## VISIT FLORIDA® Traffic Generation Program

### Campaign Status Report

April 30 – June 18, 2009

\* All metrics from ad management system unless otherwise noted.

Total Ad Spend	Impressions Delivered	Average Cost Per Click (CPC)	Goal Cost Per Click (CPC)
\$137,960	22,718,685	\$1.93	<\$1.95

\*Cost per Click is below the new goal set for the full campaign.

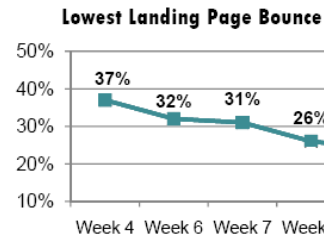
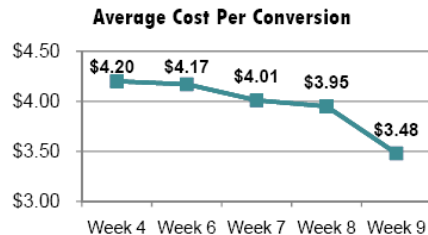
Total Conversions	Average Cost Per Conversion	Goal Cost Per Conversion	Conversion Ratio
39,680	\$3.48	<\$5.00	55%

\* The Cost per Conversion continues to decrease.

\* The Conversion Ratio is still exceeding the higher, revised goal.

Total Responses	Average Cost Per Response (CPR)	Goal Cost Per Response (CPR)	Total Traffic (Clicks)
62,312	\$2.21	<\$2.30	71,614

\* The campaign has remained under the revised Cost per Response goal.



## VISIT FLORIDA® Traffic Generation Program

### VISIT FLORIDA®

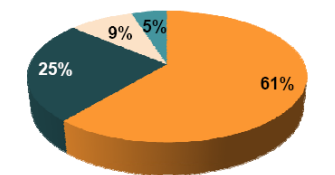
#### CAMPAIGN SUMMARY April 30 – June 18, 2009

\* The Cost per Conversion continues to decrease and has now moved below \$3.50.

\* Three new DMAs were added to the campaign: Tampa area, Orlando area and all of the rest of Florida (excluding these

## VISIT FLORIDA®

### Clicks By Source



### Conversions

\* Source: HBX

## VISIT FLORIDA®

### Landing Page Optimization

April 30 – June 18, 2009

\* All landing page metrics from HBX unless otherwise noted.

#### Overall Landing Page Performance

Bounce Rate	40%
Average Time Spent	1:12
Conversion Ratio	84%

#### Other Landing Pages

Residents Tag	
Bounce Rate	37%
Average Time Spent	1:07
Conversion Ratio	94%
Romance Tag	
Bounce Rate	47%
Average Time Spent	1:36
Conversion Ratio	67%
Honeymoon Tag	
Bounce Rate	46%
Average Time Spent	1:41
Conversion Ratio	49%
Homepage	
Bounce Rate	51%
Average Time Spent	1:33
Conversion Ratio	80%

\* Campaign respondents only.  
Overall HP bounce rate 38.5%.

Value 1		Value 2	
Bounce Rate	36%	Bounce Rate	34%
Average Time Spent	1:31	Average Time Spent	1:27
Conversion Ratio	87%	Conversion Ratio	97%



Family 1	
Bounce Rate	37%
Average Time Spent	1:41
Conversion Ratio	94%



Family 2	
Bounce Rate	25%
Average Time Spent	1:22
Conversion Ratio	93%



Family 3	
Bounce Rate	27%
Average Time Spent	0:59
Conversion Ratio	96%



Beaches 1	
Bounce Rate	31%
Average Time Spent	1:04
Conversion Ratio	119%

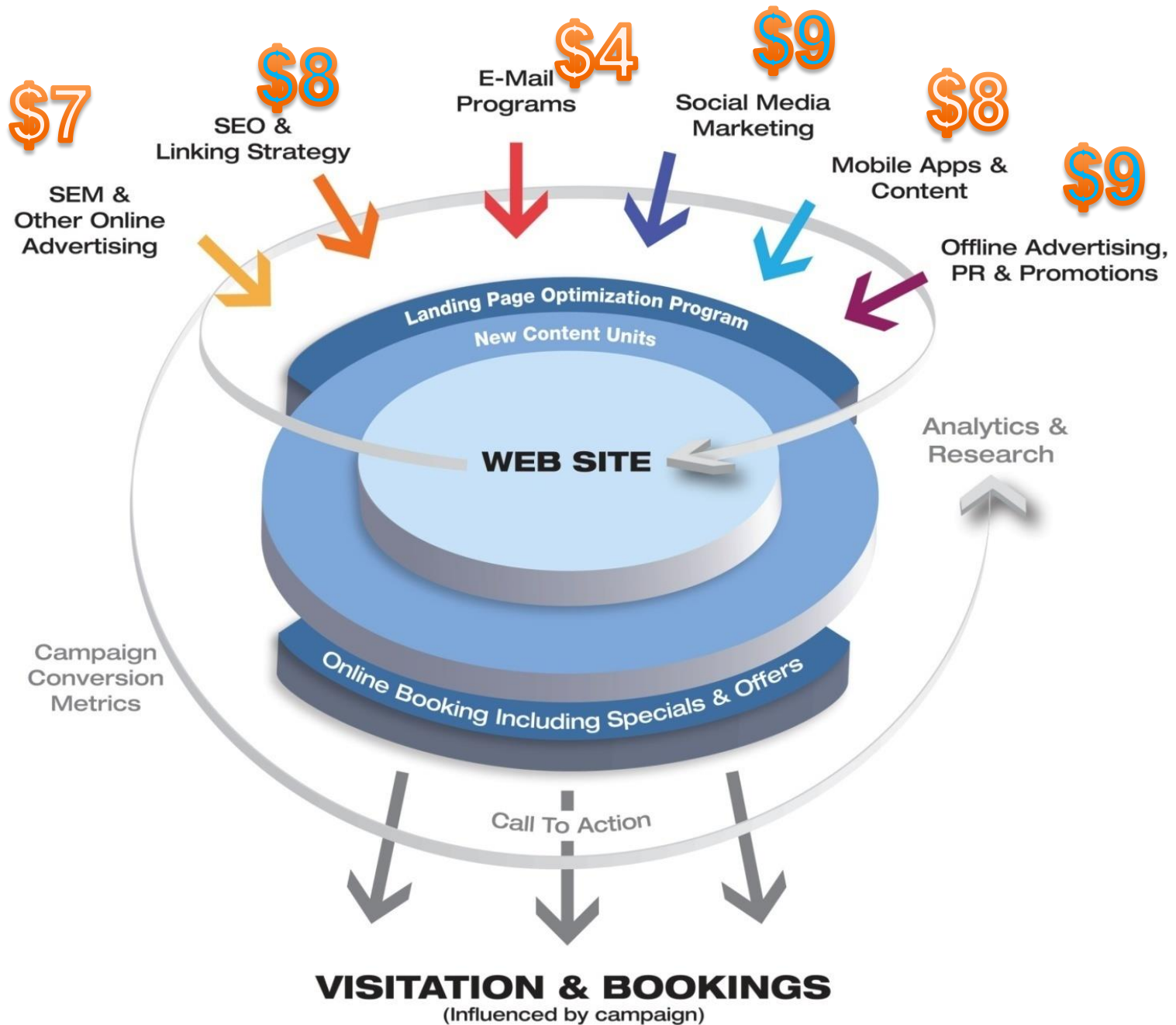


Beaches 2	
Bounce Rate	27%
Average Time Spent	1:14
Conversion Ratio	121%



Beaches 3	
Bounce Rate	24%
Average Time Spent	1:40
Conversion Ratio	114%

# INTEGRATED ONLINE MARKETING PROGRAM



# A. Audience: Analytics

## Audience Overview

Jan 1, 2013 - Mar 31, 2013

Advanced Segments | Email | Export ▾ | Add to Dashboard | Shortcut

▾ % of visits: 100.00%

### Overview

Visits ▾ VS. [Select a metric](#)

Hourly **Day** Week Month

● Visits

20,000

10,000

**429,718 people visited this site**

Visits

 **590,234**

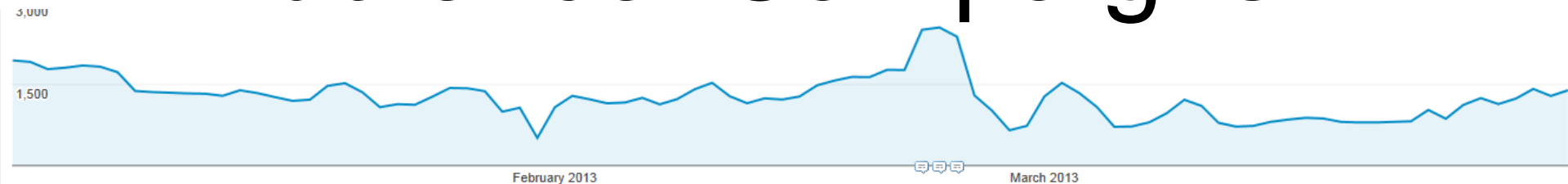
Unique Visitors

 **429,718**

Pageviews

 **2,128,098**

# A. Audience: Campaigns



<input type="checkbox"/> Campaign	Visits	↓	Pages / Visit	Avg
<input type="checkbox"/> 1. TOU41433 Things To Do (Aucklanders)	25,478		3.30	
<input type="checkbox"/> 2. TOU41433 Things To Do (Rest of NZ)	25,210		2.85	
<input type="checkbox"/> 3. TOU41436 Things To Do (AU)	21,409		4.04	
<input type="checkbox"/> 4. TOU41433 Events (Aucklanders)	21,199		2.82	
<input type="checkbox"/> 5. TOU41433 Events (Rest of NZ)	8,279		2.31	
<input type="checkbox"/> 6. Baidu_cpc	6,539		2.41	
<input type="checkbox"/> 7. TOU41436 Events (AU)	2,310		2.54	
<input type="checkbox"/> 8. TOU49963 V8 Supercars SEM	751		2.71	
<input type="checkbox"/> 9. TOU41433 NZ Retargeting	451		2.38	
<input type="checkbox"/> 10. ateed	332		1.88	

# B. Engagement: Analytics

## Audience Overview

Jan 1, 2013 - Mar 31, 2013

Advanced Segments | Email | Export ▾ | Add to Dashboard | Shortcut

100% of visits: 100.00%

### Overview

Visits ▾ vs. [Select a metric](#)

Hourly | Day | Week | Month

Visits

20,000

10,000



429,718 people visited this site

Pages / Visit



3.61

Avg. Visit Duration



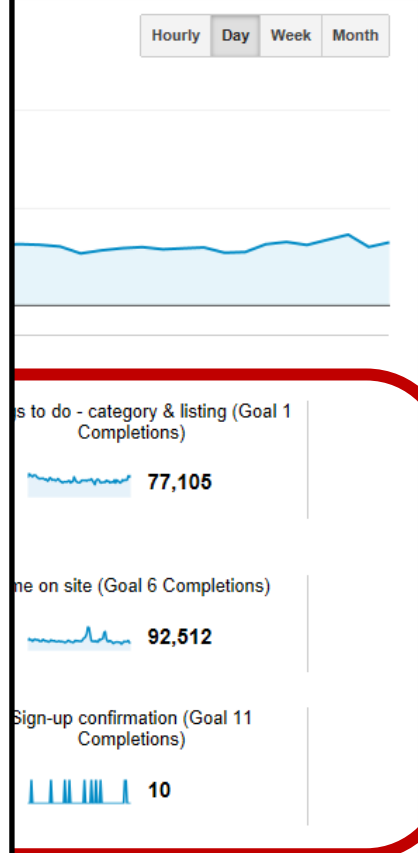
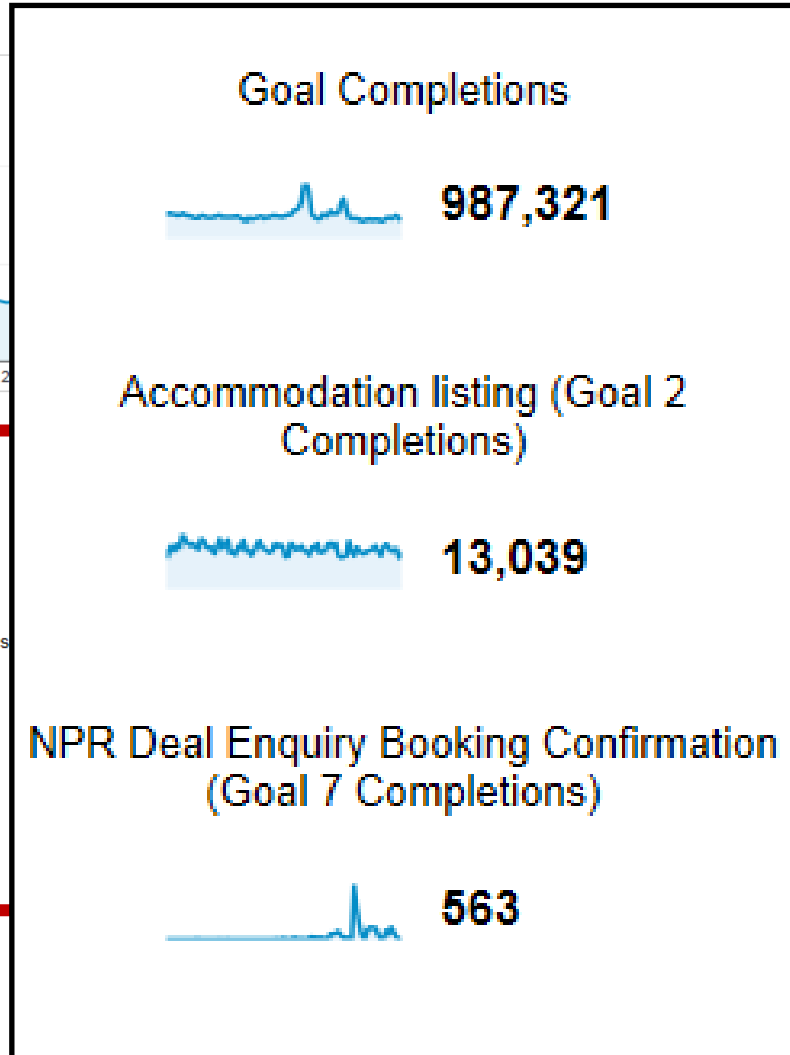
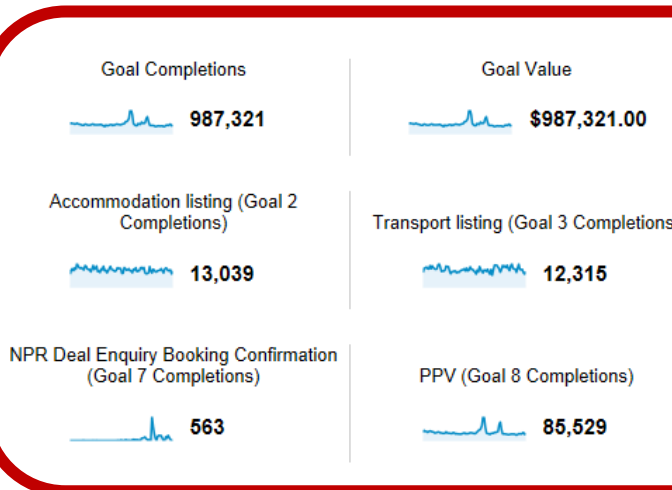
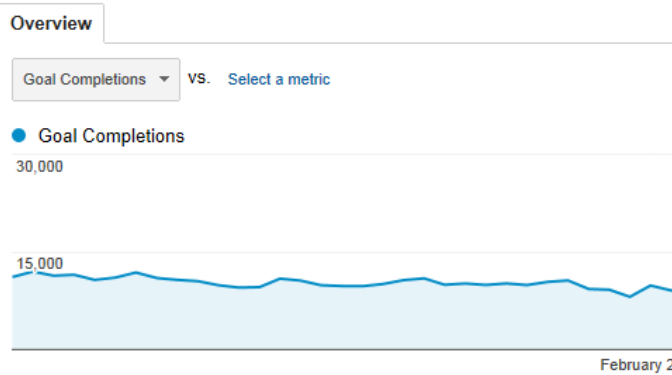
00:03:08

Bounce Rate



48.74%

# C. Signals of Intent: Analytics





# C. Signals of Intent: Analytics

