DECODING & DEMYSTIFYING DATA INTEGRATION

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WEB ANALYTICS DEMYSTIFIED

We literally wrote the book(s) on digital analytics!

Remember the good ol’ days?

The consumer journey

@michelejkiss
Inconsistent user experience...

“What can I do?”

DON’T WORRY... I GOT THIS
Disconnected Data

Integrated views:
- Campaign/initiative success
- KPI measurement across channels
- Comparing trended data across channels

Customer as the common identifier:
- Understanding the individual across channels

“Just pull all the data in, then we’ll figure it out” is not a strategy
• Include the right data
• Don’t waste time bringing in the wrong data
• Don’t bring in unnecessary data
• Have clearly defined measures of success

DON’T THINK ABOUT METRICS.
START WITH GOALS AND OBJECTIVES.
(Metrics for metrics’ sake are worthless.)

What are the overall business goals?
What are the goals of this effort?

What do you WANT?
How will you know if you got it?

Defining what’s important is more work up front, but it gives you the structure to know what to bring in.

DEFINE KPIs
This isn’t a list of “every metric we can think of to put on a report” or “every metric I can pull out of Google Analytics”

These critical metrics will be used to determine success.
They define what you want out of the effort.

IDENTIFY YOUR SOURCES
You’ve determined your KPIs…
• What data sources do they come from?
• How can you access?

Business Objectives ➔ Measurable KPIs
Does the data exist?
1. Does it exist at all?
2. Does it exist in the tools you have access to?
3. Does it exist in the format you need?

Does the data exist?
1. Does it exist at all?

Does the data exist?

METHODS OF ACCESS

Google Analytics — Direct Connector
Salesforce — Direct Connector

Excel, Access or Text file
Google BigQuery, Hive, ODBC and more

BRING IT ALL TOGETHER

Campaign Goal: Engage consumers and drive purchase via photos, sharing and coupons

<table>
<thead>
<tr>
<th>KPI</th>
<th>Goal</th>
<th>Target</th>
<th>Actual</th>
<th>% to Goal</th>
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</thead>
<tbody>
<tr>
<td>Coupon Prints</td>
<td>Purchase Intent</td>
<td>25,000</td>
<td>25,000</td>
<td>100%</td>
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<tr>
<td>Coupon Redemption</td>
<td>Purchase</td>
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<td>Photo Submissions</td>
<td>Engagement</td>
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<td>49,000</td>
<td>98%</td>
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<td>Facebook Coupon Shares</td>
<td>Awareness</td>
<td>18,000</td>
<td>25,000</td>
<td>139%</td>
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</table>
You’ll still dive deeper…

Forest, not trees

Questions?