



Data Sources Assemble!
Getting Cross Channel Audience Insights



- Funds research to treat Multiple Myeloma
- 75+ clinical trials
- 10 drugs brought to market

How can I support?

Participate in MMRF sponsored athletic events ranging from 5Ks to Escape to Alcatraz Triathlon to trekking through Iceland!

themmrf.org/get-involved/join-an-event/

Survey Says?



A faint, light-colored network diagram is visible in the background, consisting of several nodes connected by lines, suggesting a data network or graph structure.

Big Data (*noun*):

extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions.



A faint, light-colored network diagram is visible in the background, consisting of several nodes connected by lines, suggesting a data network or social graph.

Big Data (*noun*):

extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to **human behavior and interactions.**





power bi



1 - 50 of 326

Power BI Basics for SEO & PPC Marketers PLAY ALL



Power BI for Digital Marketers | Lesson 1:...



Power BI for Digital Marketers | Lesson 2: Using...



Power BI for Digital Marketers | Lesson 2.5:...



Title Tags
Meta Descriptions
Meta Data Length
Number of Keywords
Conversions
Links
Bounce Rate
Sessions
CTR
Ranking Position
Search Volume
Cost Per Click
Impressions
Assisted Conversions

Ad Copy
Ad Extensions
SERP features
URLs
Mobile vs. Desktop
TV Impressions
Quality Score
Competitor Market Share
Title Tags
Meta Descriptions
Meta Data Length
Number of Keywords
Conversions
Links
Bounce Rate

100+ Data Points 20+ Sources & Tools

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Ad Copy
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SERP features
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Competitor

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Links

Bounce Rate

100+ Data Points

20+ Sources & Tools



What are we missing by focusing on the foreground and not the big picture?



A baby in a cannon?
WTF!?



We will touch on:

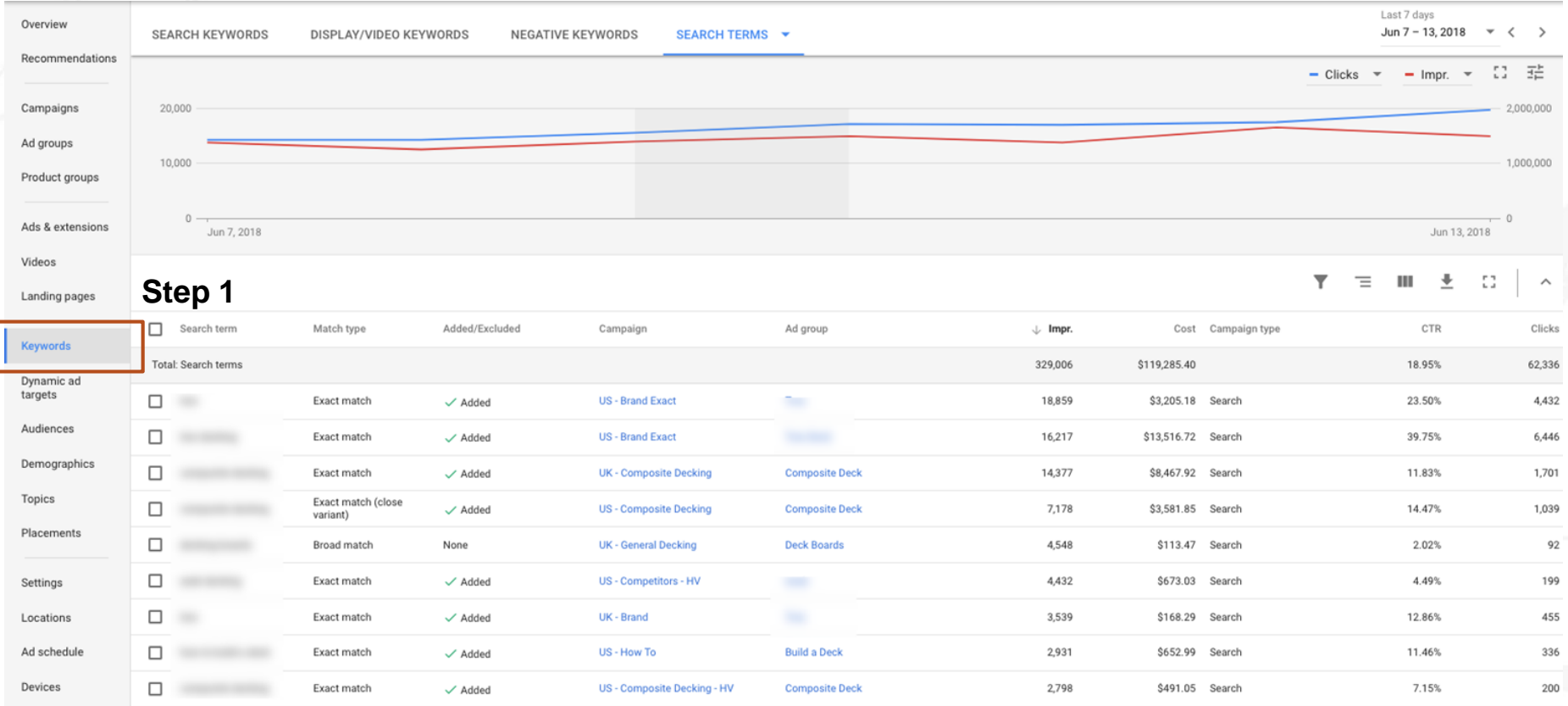
- Most useful data points for integration
- Joining and mining data sets for audience insights
- Best tools for the job



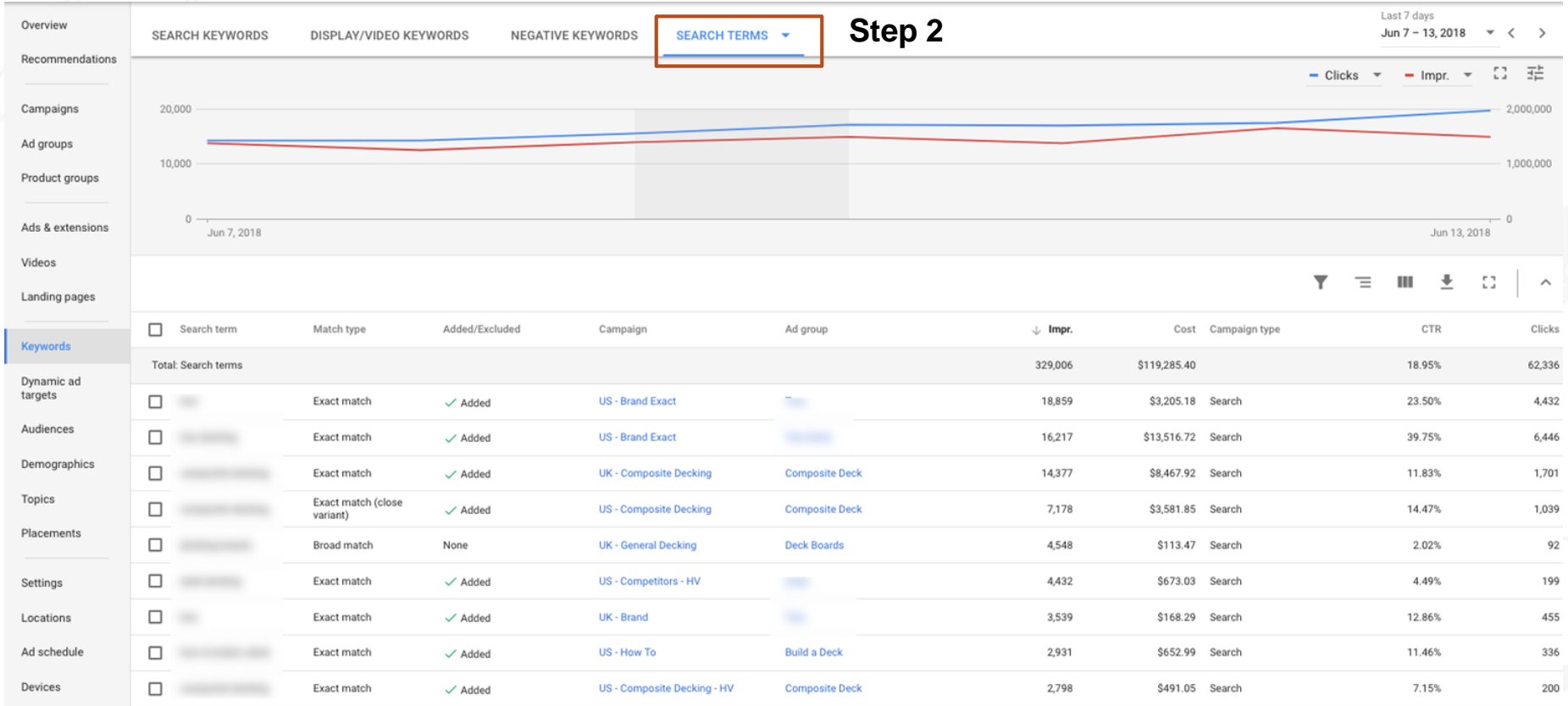
Gathering the Data



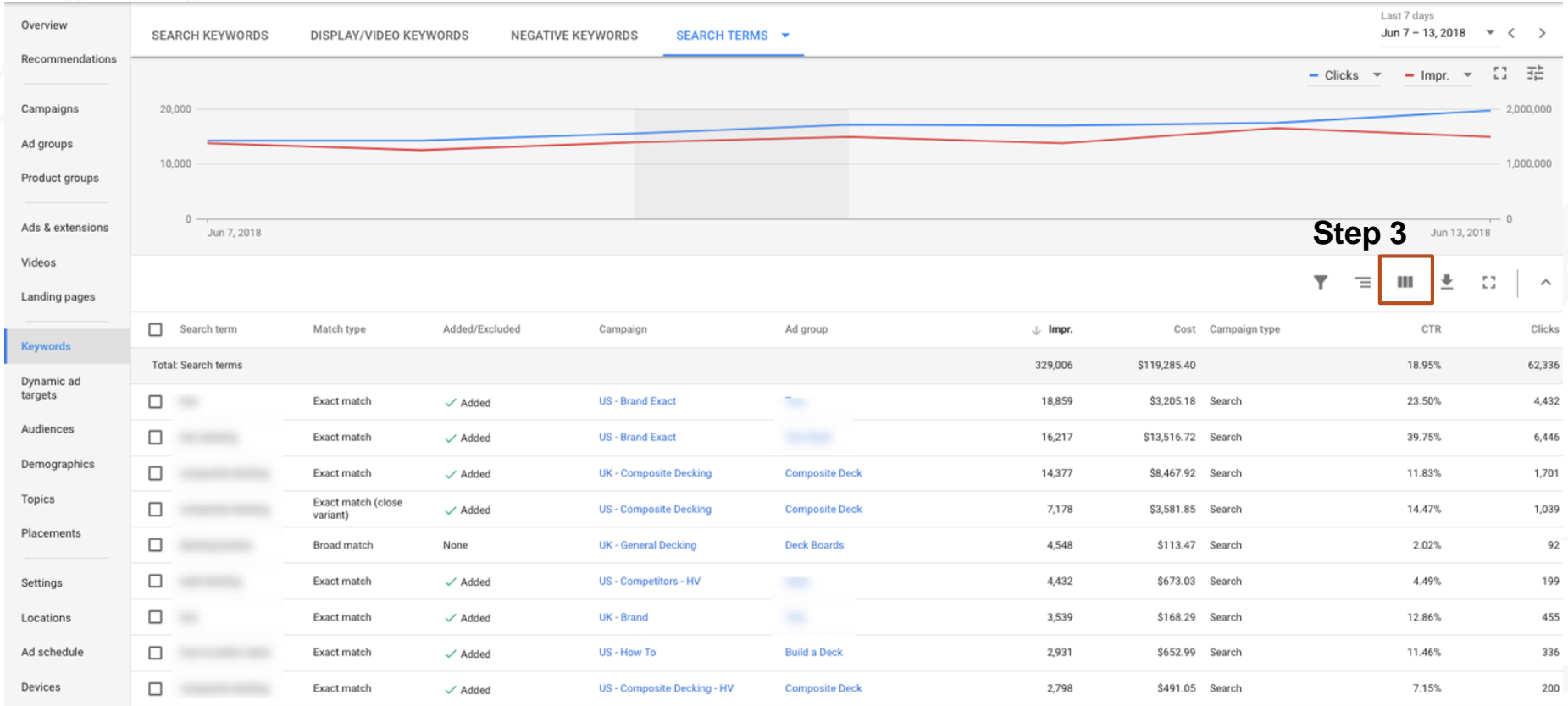
Adwords - Search Query Report



Adwords - Search Query Report



Adwords - Search Query Report



Adwords - Search Query Report

Step 4

Modify columns for search terms

Performance



Impr.



Cost



CTR



Clicks



Avg. CPM



Avg. pos.



Interaction rate



Avg. cost



Avg. CPE



Engagement rate



Avg. CPC



Conversions



Conversions



Cost / conv.



Conv. rate



Conv. value



Conv. value / cost



Conv. value / click



Value / conv.



Adwords - Search Query Report

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Modify columns for search terms

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Engagement rate



Engagements



Avg. CPC

Conversions



Conversions



Cost / conv.



Conv. rate



Conv. value



Conv. value / cost



Conv. value / click



Value / conv.



Google Analytics - Landing Page Report

Primary Dimension: **Landing Page** Content Grouping: none Other

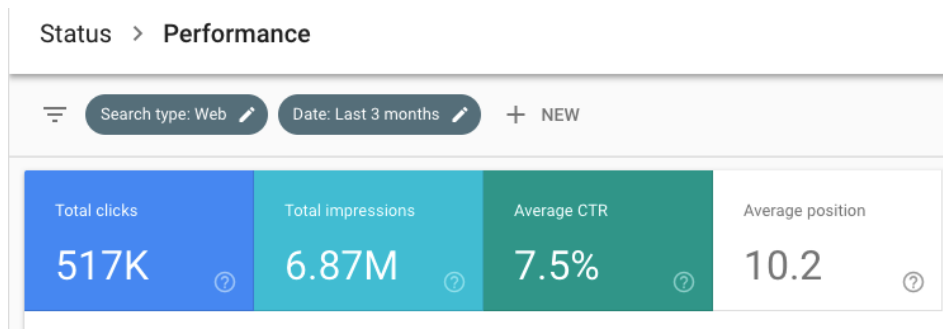
Plot Rows Secondary dimension Sort Type: Default

advanced

Landing Page ?	Acquisition			Behavior			Conversions All Goals			
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?	
	47.85% ↑ 64,562 vs 43,667	18.86% ↑ 48.78% vs 41.04%	75.74% ↑ 31,493 vs 17,920	22.15% ↓ 40.70% vs 33.32%	12.99% ↑ 1.86 vs 1.65	6.53% ↑ 00:01:44 vs 00:01:37	3.19% ↑ 3.50% vs 3.39%	52.56% ↑ 2,261 vs 1,482	53.36% ↑ \$107,468.00 vs \$70,074.00	
1. /										
Jun 1, 2018 - Jun 12, 2018	37,617 (58.26%)	37.82%	14,226 (45.17%)	24.04%	1.85	00:01:54	0.90%	338 (14.95%)	\$17,230.00 (16.03%)	
Jun 1, 2017 - Jun 12, 2017	26,125 (59.83%)	21.39%	5,588 (31.18%)	16.03%	1.51	00:01:51	0.63%	164 (11.07%)	\$8,800.00 (12.56%)	
% Change	43.99%	76.81%	154.58%	49.94%	22.10%	2.34%	43.13%	106.10%	95.80%	
2. [blurred]										
Jun 1, 2018 - Jun 12, 2018	1,666 (2.58%)	54.50%	908 (2.88%)	74.61%	1.38	00:01:30	0.12%	2 (0.09%)	\$40.00 (0.04%)	
Jun 1, 2017 - Jun 12, 2017	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	
3. [blurred]										
Jun 1, 2018 - Jun 12, 2018	1,557 (2.41%)	61.14%	952 (3.02%)	80.09%	1.48	00:01:05	0.39%	6 (0.27%)	\$272.00 (0.25%)	
Jun 1, 2017 - Jun 12, 2017	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	



Google Search Console



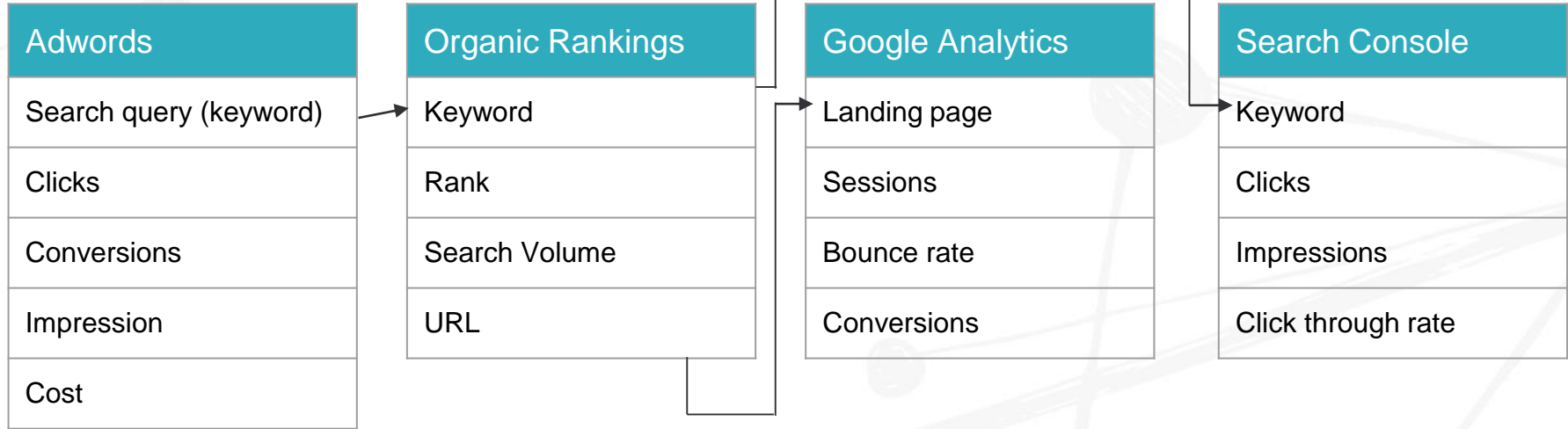
Queries	Vol	CPC	Comp	↓ Clicks	Impressions	CTR
				51,801	402,319	12.9%
				49,592	223,299	22.2%
				7,730	17,633	43.8%
				6,108	181,534	3.4%
				5,658	20,325	27.8%
				4,305	14,901	28.9%
				4,262	21,539	19.8%



Asssemblee!



Find the common column across data sets



You now have one large table

Without the hassle of vlookups or pivot tables!

Adwords/ Organic Report	Adwords	GSC	Organic Report		Adwords		GA/Organic Report	GA			
Keyword	Paid Conversions	Organic CTR	Rank	Search Volume	Cost	Paid CVR	Landing Page	Organic Session s	Bounce Rate	Organic Conversions	Organic CVR
"Digital Marketing"	4	5%	3	301k	\$400	.4%	seerfest.com	100	50%	20	20%



A background network diagram with nodes and connecting lines, rendered in a light gray color. The nodes are represented by small circles, and the lines are thin and connect the nodes in a complex, web-like structure. The overall aesthetic is clean and modern, typical of a professional presentation.

Align your SEO, PPC, analytics, and user behavior data sources to:

- answer common business questions
- challenge assumptions
- operationalize insights
- deliver a superior experience for your audience



Visualizations to Mine the Data



A background network diagram with nodes and connecting lines. The nodes are represented by small grey circles and larger, shaded spheres. The lines are thin and grey, connecting the nodes in a complex, web-like structure. The overall aesthetic is clean and modern, with a light blue and grey color palette.

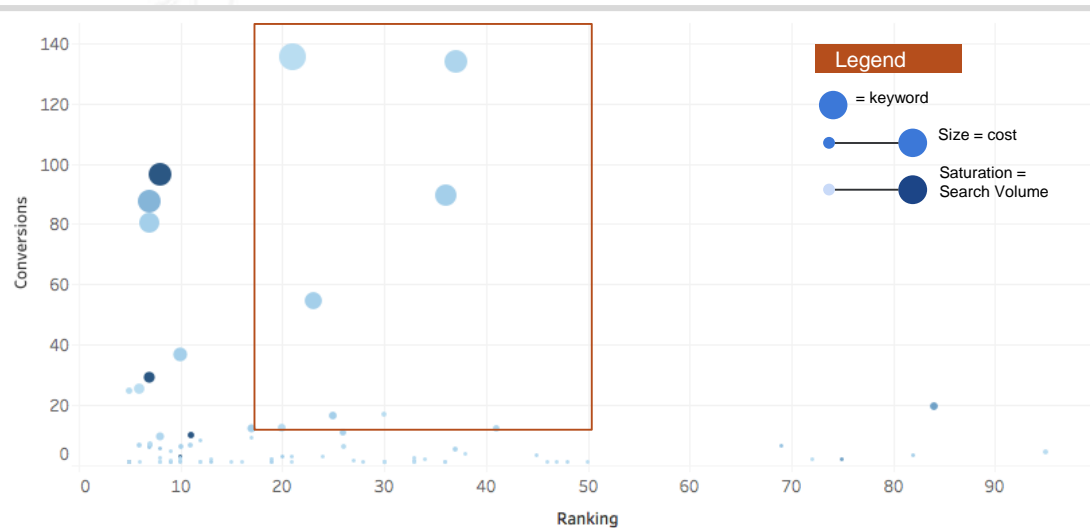
Business Question: Can potential customers
find me if I stop running paid?



Search Query + Organic Rankings Export

Adwords	Organic Rankings
Search query (keyword)	Keyword
Clicks	Rank
Conversions	Search Volume
Impression	URL
Cost	





Keyword	Organic Ra..	Cost	MTA Signup	Search V..	Avg. CTR
Cloud computation	7	\$10,975.89	30	27,100	1.34%
cloud computing	6	\$67,487.91	226	27,100	1.64%
cloud computing	7	\$401.19	0	27,100	1.66%
clouding computing	11	\$2,360.28	12	27,100	1.92%
clouds computing	8	\$38,306.38	104	27,100	1.51%
the cloud computing	5	\$846.12	1	27,100	1.93%
web host	10	\$2,025.15	4	27,100	1.92%
web hosting	8	\$244.63	0	27,100	3.22%
virtual desktop infrastruc..	78	\$0.00	0	18,100	0.00%
website hosting	10	\$596.40	0	14,800	3.21%

Total Cost

\$562,038.58

Total
Conversions

1,486

Look at high converting keywords with low organic visibility to identify gaps where your high purchase potential audience won't be able to find you if pull back on paid



Pages

Columns

MIN(Blended Rank)

Rows

SUM(Conversion)



Filters

Keyword

Marks

Circle

Color

Size

Label

Detail

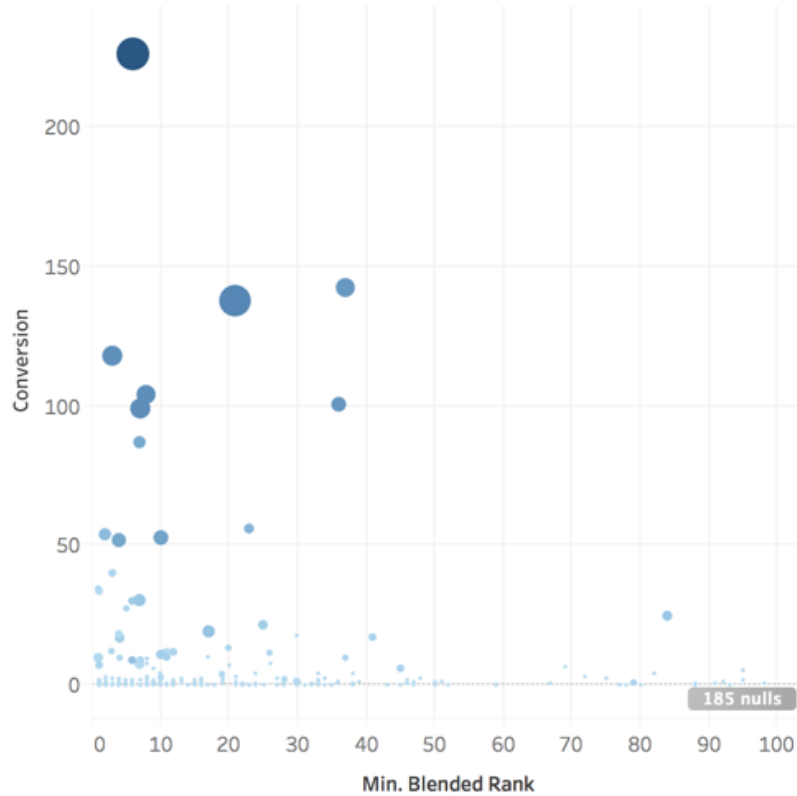
Tooltip

SUM(Cost)

SUM(Clicks)

Keyword

Scatter



SUM(Clicks)

- 0
- 10,000
- 20,000
- 29,767

SUM(Cost)

0 67,488

Pages

Columns

MIN(Blended Rank)



Rows

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Label

Detail

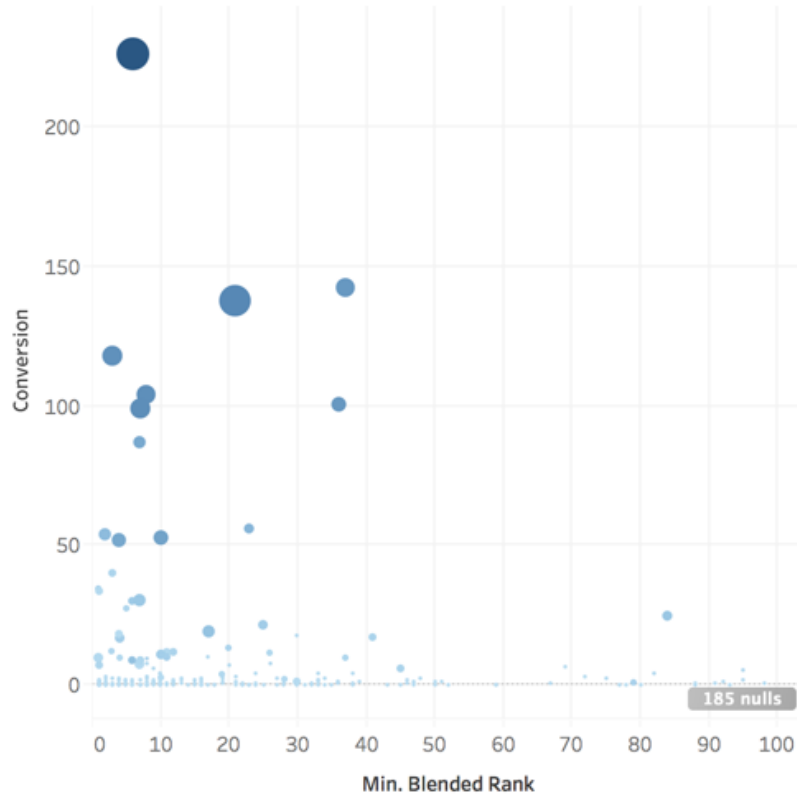
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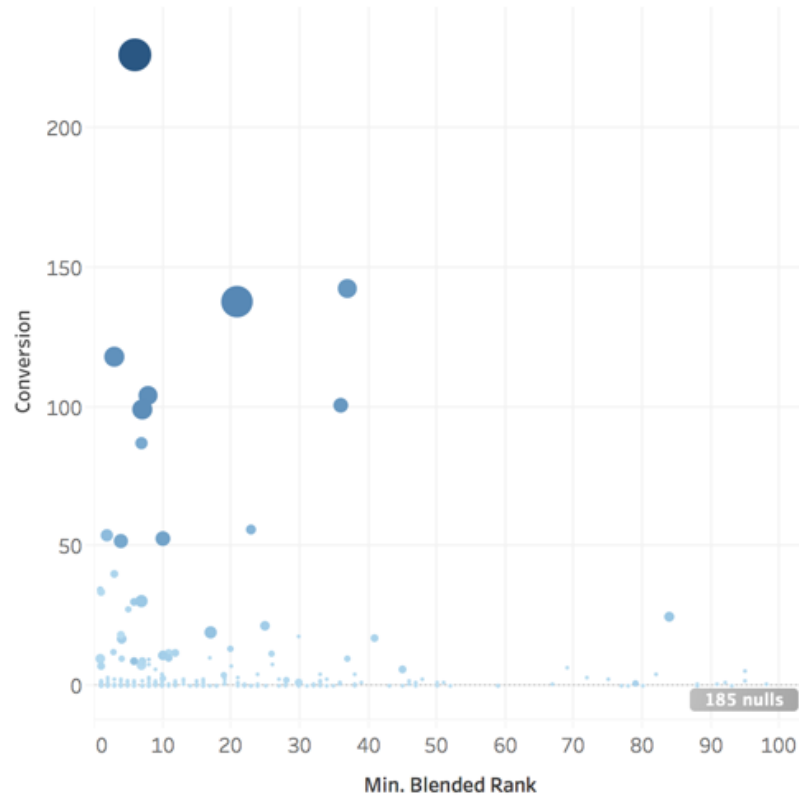
Tooltip

SUM(Cost)

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SUM(Clicks)

0
10,000
20,000
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SUM(Cost)

0 67,488

Now What?

- Create pages for topics where conversions are high, but organic rankings are low or non-existent
- Perform a striking distance analysis to move high converting keywords to page 1



IRL Example

Improve Organic Visibility: “Infrastructure as a Service (IaaS)”

Current State:

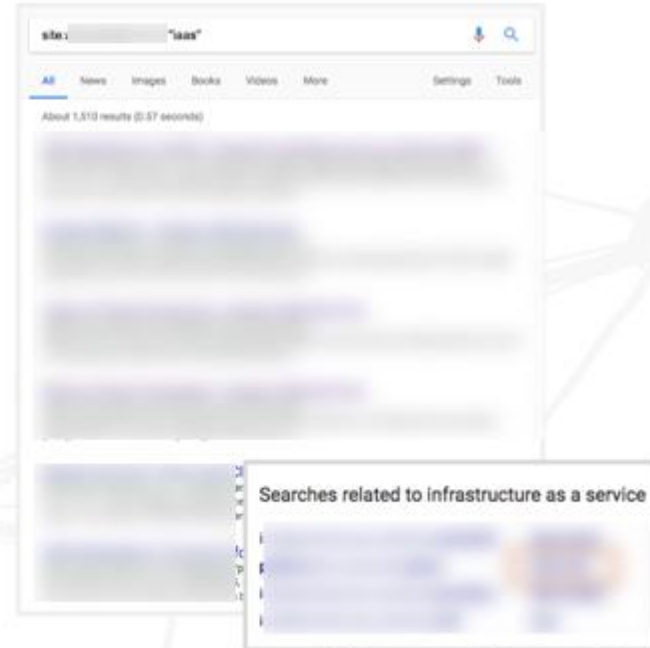
- [Gartner's](#) Infrastructure as a Service (IaaS) Magic Quadrant
- ranks organically in position 62 for “infrastructure as a service” (2,900 MSV) and position 1 for “IaaS” (12,100 MSV) with the above linked press release
- does not have a dedicated landing page for IaaS
- When users conduct related searches, they look for IaaS

Recommendations:

- Develop an IaaS solutions page that is linked from the [Types of Cloud Computing](#) page


Impact:

- Estimated 19,756 additional annual organic sessions
- Estimated 395 additional annual organic conversions*

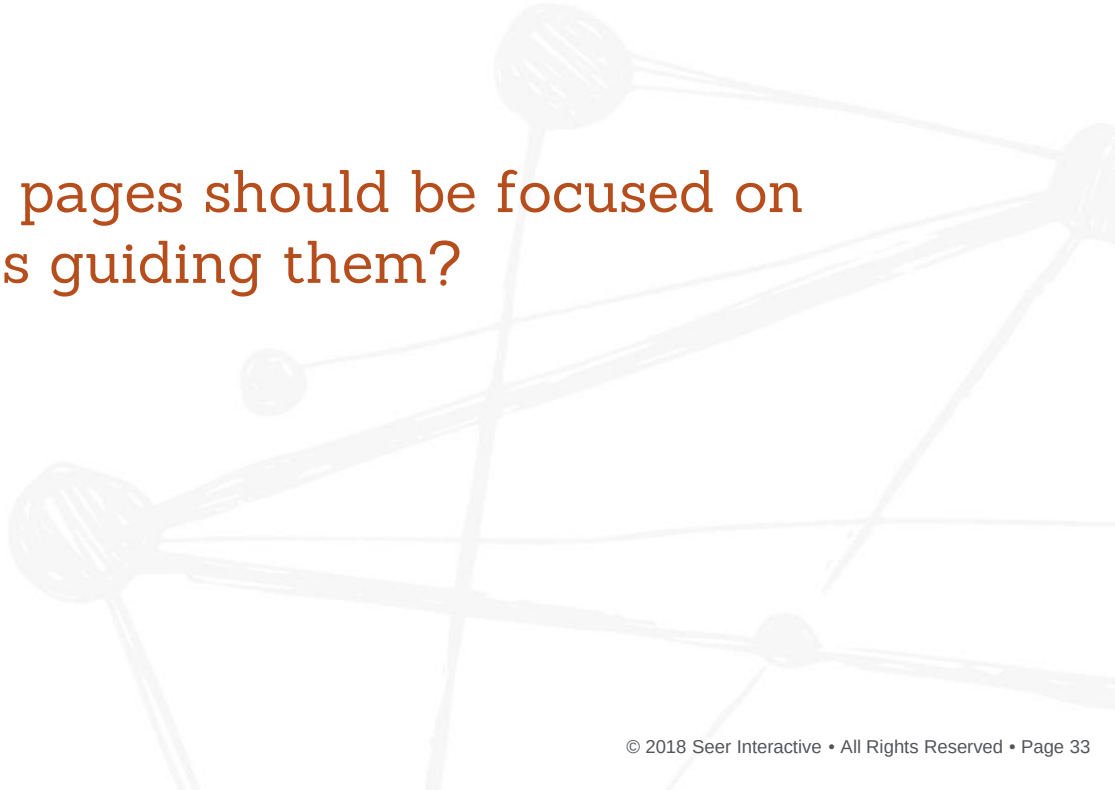


*Assume 2% organic conversion rate

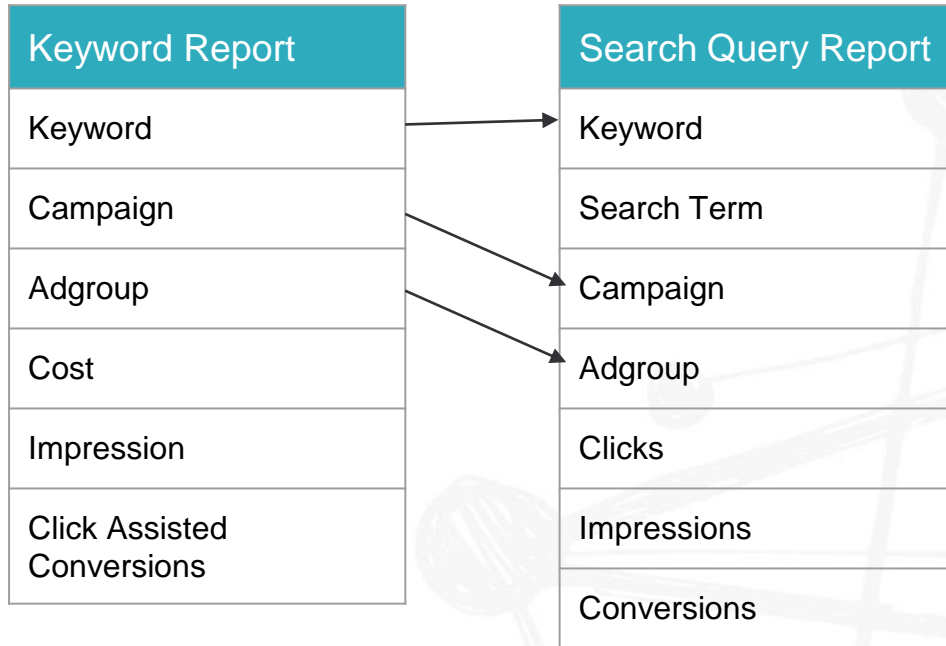
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Business Question: What pages should be focused on converting visitors versus guiding them?



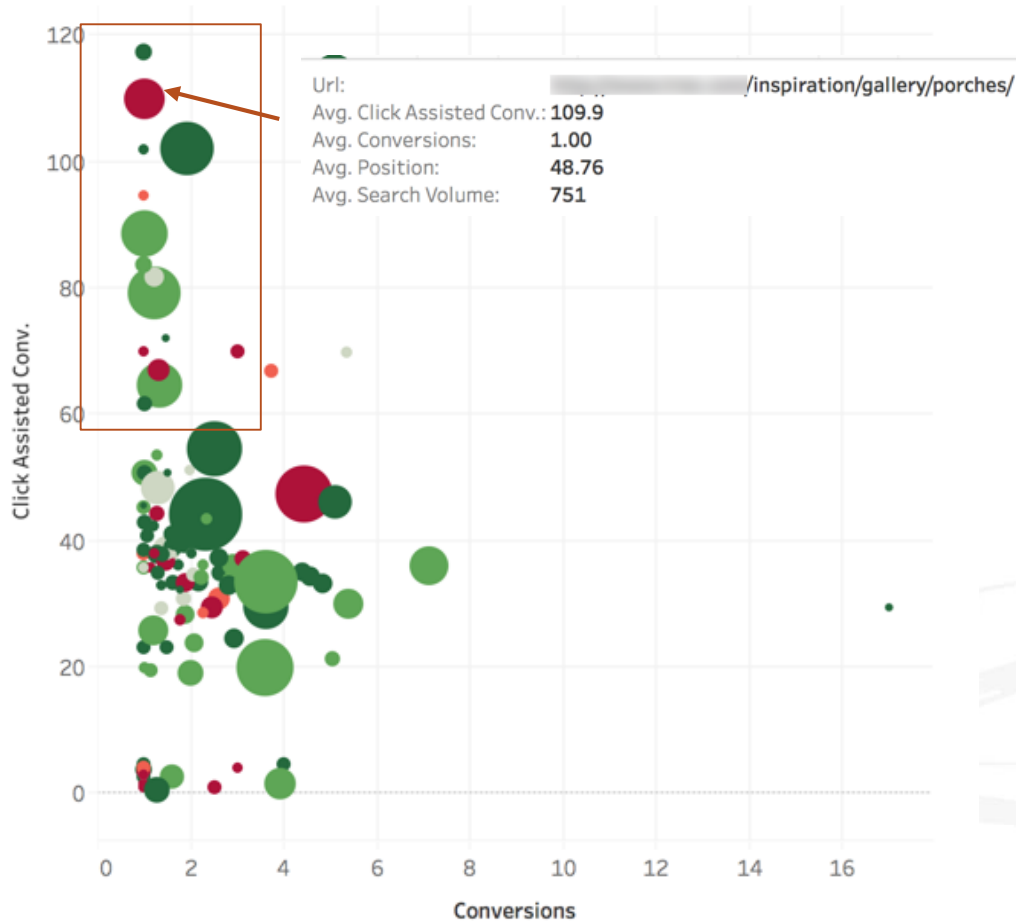
Keyword Report + Search Query Report





Look at keywords with HIGH click assisted conversions and LOW conversions

Do we need more content to support the user journey?



Look at landing pages associated with keywords with HIGH click assisted conversions and LOW conversions for additional content opportunities

Conversely, LOW click assisted conversions and HIGH conversions indicate CRO opportunity

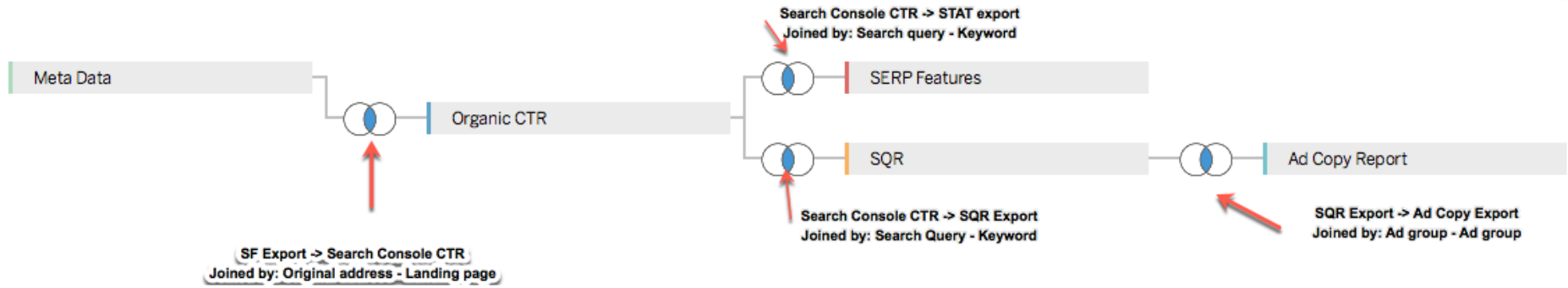




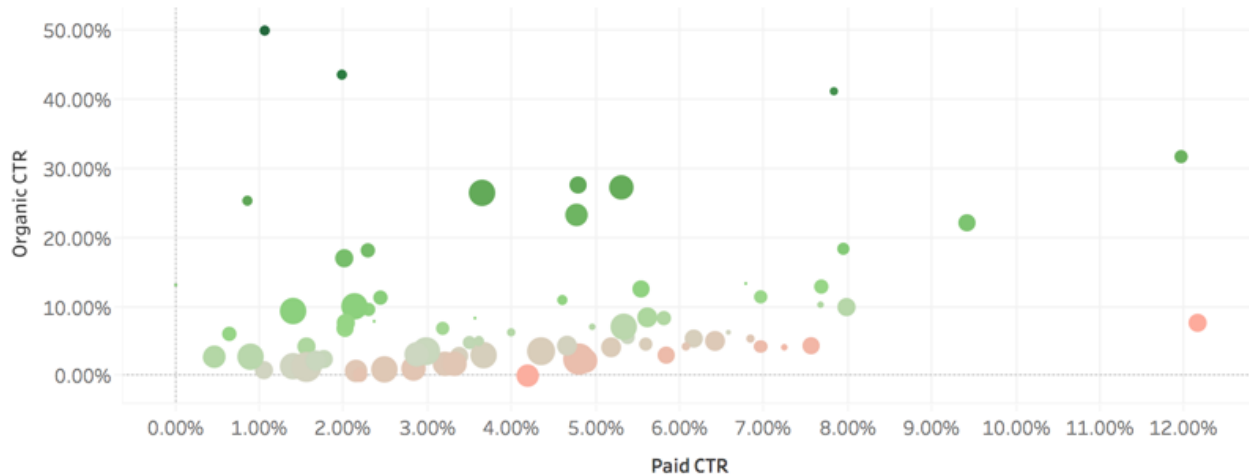
Business Question: What language is resonating with our audience and does it differ by channel?



ALL the Exports



Keyword CTR by Channel



- Device**
- (All)
 - Computers
 - Mobile phones
 - Tablets
- SERP Feature1**
- (All)
 - answers / list
 - answers / paragraph
 - images
 - knowledge graph / other
 - organic
 - placesv3
 - shopping

Search Query	Avg. Organic CTR	Avg. Paid CTR
deck planning	Computers 26.51%	Computers 3.65%

Paid Ad Copy

Trex® Composite Decking, Discover What's Next In Outdoor, Living. See Our Decking Options!

Trex® Composite Decking, Create An Oasis In Your Backyard., See Our Variety of Decking Options!

Trex® Composite Decking, Durable, Beautiful, & Eco-Friendly, Composite Decks. View Your Options.

Plan Your Deck Design, Eco-Friendly Decking, Railing &, More! Variety of Colors & Patterns.

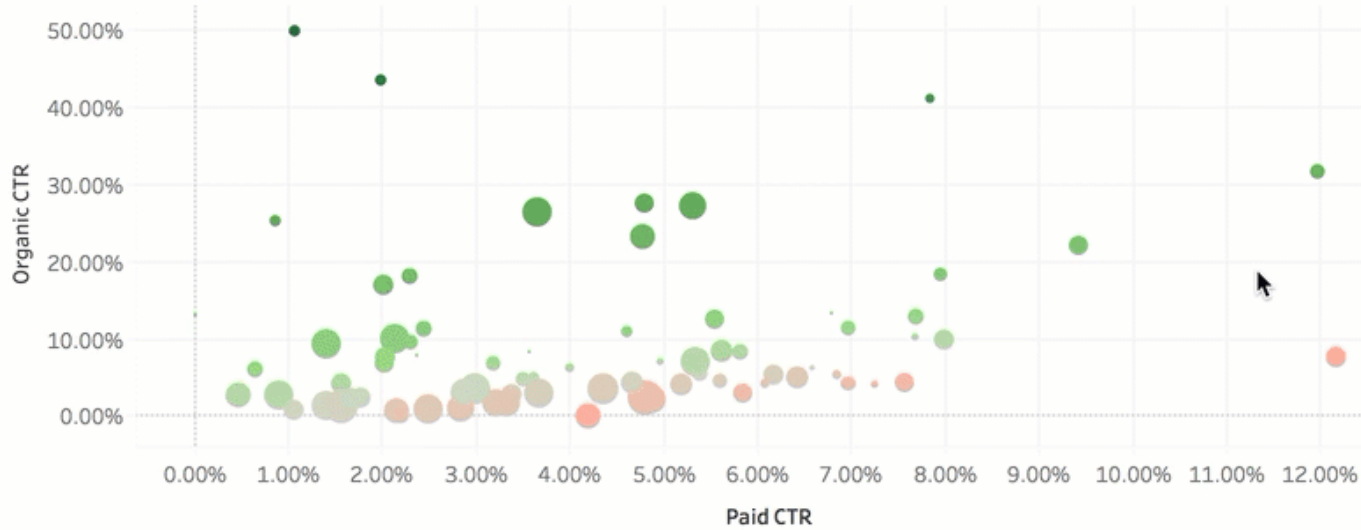
Plan Your Deck Design, Durable & Luxurious Composite Decks, Railings & More! View Your Options.

...

Organic Ad Copy

Deck Design Tool | Virtual Online Deck Designer & Planner | Trex, Design your deck in 3D with our virtual deck designer. Print out a list of parts for your unique design.

Keyword CTR by Channel



- Device**
- (All)
 - Computers
 - Mobile phones
 - Tablets

- SERP Feature1**
- (All)
 - answers / list
 - answers / paragraph
 - images
 - knowledge graph / other
 - organic
 - placesv3
 - shopping



“deck planning”

Search Query	Avg. Organic CTR	Avg. Paid CTR
deck planning	26.51%	3.65%

Paid Ad Copy	Organic Ad Copy
<p>Trex® Composite Decking, Discover What's Next In Outdoor, Living. See Our Decking Options!</p> <p>Trex® Composite Decking, Create An Oasis In Your Backyard., See Our Variety of Decking Options!</p> <p>Trex® Composite Decking, Durable, Beautiful, & Eco-Friendly, Composite Decks. View Your Options.</p> <p>Plan Your Deck Design, Eco-Friendly Decking, Railing &, More! Variety of Colors & Patterns.</p> <p>Plan Your Deck Design, Durable & Luxurious Composite Decks, Railings & More! View Your Options.</p> <p>...</p>	<p>Deck Design Tool Virtual Online Deck Designer & Planner Trex, Design your deck in 3D with our virtual deck designer. Print out a list of parts for your unique design.</p>



Now What?

- Perform user SERP testing
- Make ad copy updates
- Make meta updates
- Decide whether to do mobile audits or and pages needing mobile improvement
- Spot opportunities for PLAs
- Earn Answer Box or PAA placement



IRL Example

Increase Organic CTR: Incorporate Value Oriented Language

Current State:

- Cloud storage keywords containing "cheap" averaged a 9.55% CTR
- Cloud storage keywords containing "cheap" averaged a 12.60% conversion rate
- Cheap is not used in any [redacted] titles, meta descriptions, or copy. While this makes sense from a branding perspective, value is an important driver for cloud storage customers

Recommendations:

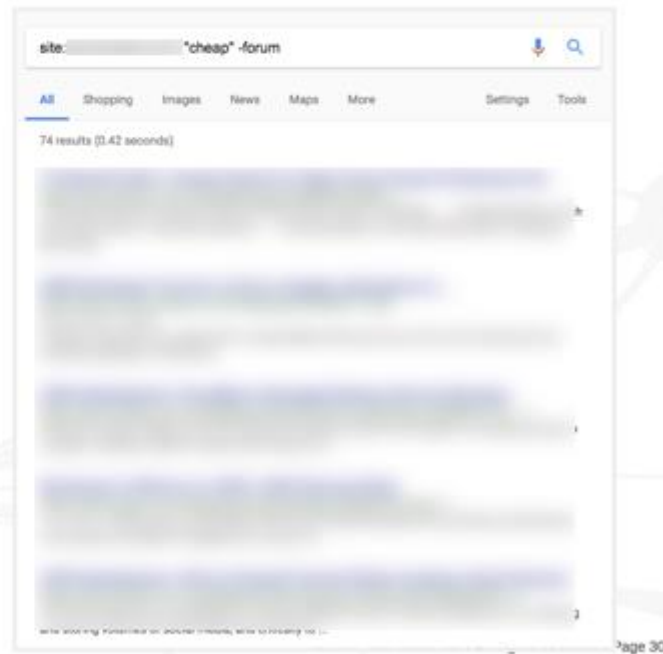
- Utilize value oriented language in [redacted] page meta descriptions and titles to increase organic CTR. Consider: inexpensive, cost efficient, competitive rates
- Utilize value oriented language in CTAs to increase CVR

Impact:

- Estimated 857,446 additional annual organic sessions
- Estimated 17,148 additional annual organic conversions*



*Assume 2% organic conversion rate



Feeling Fancy?



Measure TV Ad Effectiveness



Aniqa Anwar

bit.ly/2HWWhnvO



Connect TV Data to Website Data

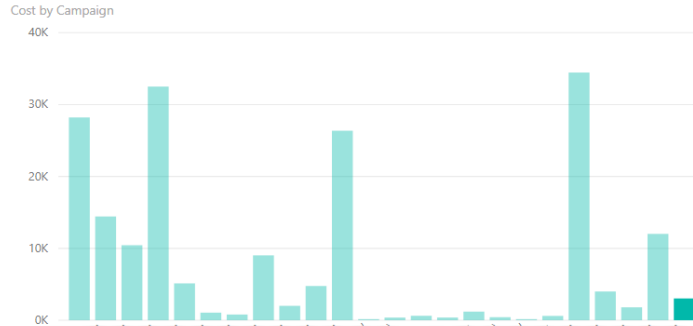
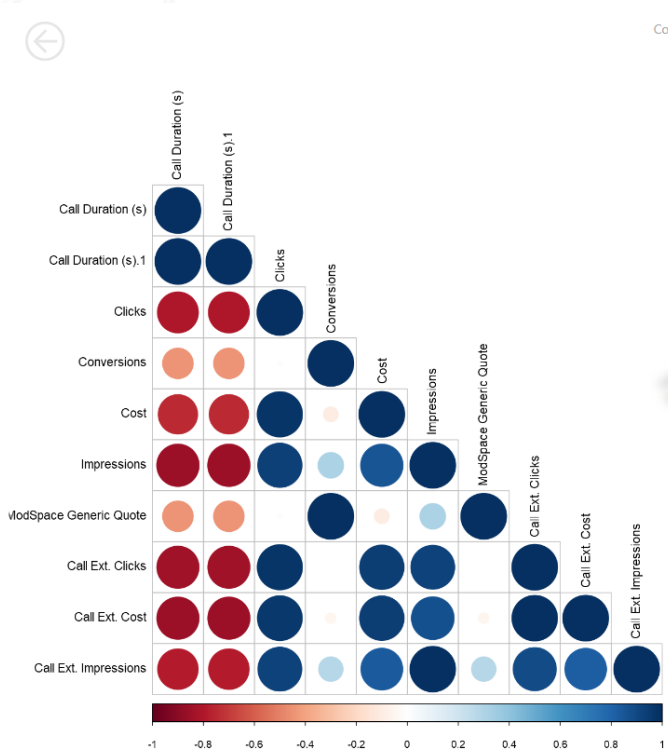


Aniq Anwar

bit.ly/2HWhnvO



Identify PPC Campaign Outliers with R



3.02K
Cost

2104
Clicks

39K
Impressions

4736
Count of Calls

105
First Call Ext. Impressions

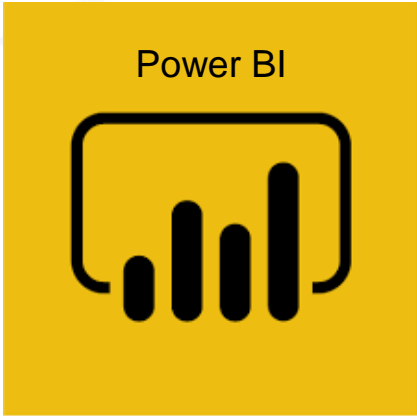
254
Call Duration (s)



Tracy McDonald

Tools of the Trade





Getting Started with Power BI



Pros

- Free!
- Available to Mac owners through turbo.net or Parallels
- 45 native connectors to different data sources
- Transform data much like Excel (drawback to Tableau)
- Slick R integration
- Natural language querying

Cons

- Does not perform many to many joins
- Difficult to see dashboards when presenting
- Visualizations limited to showing 3,500 data points



Getting Started with Tableau



Pros

- Performs many to many joins
- 25% faster than PBI
- Renders up to 800 million data points
- 67 native connectors to different data sources
- Incredibly active community

Cons

- Costly
- Formatting column titles and axis names is unwieldy





Thanks!
Say hi @kpo_tweets

