Is your elephant shy?

Achieving value from measurement
Tim Elleston – Murdoch University

Murdoch University
Established 1974 in Perth, relaunched brand in 2007
3 WA campuses, 4 offshore campuses
18,000 students
  20% international (100 countries)
  63% female skewed
1,400 staff
200+ courses

4 major universities in Perth, market size approx 80,000
Online strategy

- Demonstrate depth and breadth of courses
- Raise awareness of research capabilities
- Relevant user-centric experience

Multiple audiences
- Prospective students of all ages
- Parents, Teachers, Counsellors
- Media
- Researchers

Engagement
Average Fee: $39,000 over 3 years
Average Sales Cycle: 6-9 months

Primary KPI: Lead Generation
Secondary KPI: Submitted Applications

13,000+
4,300+
$167m+
Business optimisation

Relevance yields greater conversion
What an incredible opportunity we're faced with.
The internet is the most measurable communications channel there is.

It’s also fast becoming a disconnected channel.
Not in the sense of...
unconnected

No, in fact we've never been so connected
We wake in the morning, switch on our iPhones and have a quick check on our emails.
At the breakfast table we'll read the news

or update our Facebook status
On the way to work we'll download a podcast...

or watch the latest video news
At work we'll browse our favourite blogs, use Skype or IM.

Maybe at lunch we'll buy some stuff online.
During the afternoon we might tweet about our day.

On the way home, we'll scroll through our favourite RSS feeds.
And then at home we might answer a few emails,

and then maybe we'll watch a movie ordered online.
All of this happened across multiple screens

All of this was fully connected
But all of this was disconnected

Disconnected from a single screen
Consumers today are demanding that the internet come to them.

not them to their screens.
They choose the **time, place and device** to interact with our content.

So the web is **fundamentally changing**
So the web is fundamentally changing

It’s already changed
This represents an incredible opportunity for us as marketers.
for us as everyone

The *problem* is
There’s a lot of channels
And the channels are getting larger and more diverse everyday.
In fact, there are now so many channels consumed
repurposed

redistributed
...faster than we can possibly keep up.

We need to know which channels work best
and which content works best for each channel and each audience.

So how we should be optimising our content?
Or we can get the elephant out of the corner fast
Luckily, we have a way to know what to do...

We can now capture
millions of customer interactions

analyse them
apply insights

and make interactions more relevant and engaging.
It's ANALYTICS
Web analytics is something

You know need
But when you get it
Web analytics is **not** just about the numbers

It’s about **Business Optimisation**
It’s about understanding

Your goals
Your audience needs

And reducing the gap in between
And you need to manage that gap

You can’t manage what you don’t measure
If you don’t understand why you’re measuring it

You can’t improve it
Unfortunately

few use it for that
Why?

Top 3 reasons
“No one to manage it”

“Don’t know how to do it”
“It’s just a reporting tool”

But it’s telling you something you shouldn’t ignore
Web **analytics** is like

That **elephant** in the corner
An obvious truth which is largely ignored or goes unaddressed
5 steps to success

Step 1 Site Analysis
(a.k.a. reporting)
**Step 1 Site Analysis**  
(a.k.a. reporting)

How are visitors getting to my site?  
How long are they staying?  
Where did they come from?  
What content are they reading?  
What many leads or purchases are occurring?

**Step 2 Optimisation**
Step 2 Optimisation

How can I improve our site’s structure and content to increase conversion rates?

How can I reallocate online ad spend to attract more profitable customers?

Step 3 Segmentation
Step 3 Segmentation

What are the most valuable visitor segments?
What are the common click behaviours?
What content is best suited to target each segment?
Do my audiences react differently?
How can I use what I learn on my site?

Step 4 Targeting
Step 4 Targeting

What is the most effective content for each visitor based on their previous site behaviour?

Should I target a customer, right now, with an acquisition, conversion or retention message?

Step 5 Cross Channel (integration)
Step 5 Cross Channel (integration)

What’s the best way for me to continue my dialogue with this person?
Based on all interactions, across all channels, what’s the best offer I can make this person next?
Am I likely to be losing this customer soon?

Moving from measurement to insight
What you need is a

Digital Measurement Strategy
Without one...
Getting the elephant out of the corner doesn't have to be challenge

Ask yourself three questions
What are your business objectives?
Who are your audiences?
What does success look like?
There’s so much you can measure
Ensure your measurement allows for insight.

Absolute numbers that represent one data point.
To move beyond step 1
look beyond the numbers

Many just look at the numbers

<table>
<thead>
<tr>
<th>3</th>
<th>3</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td>9</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>
in the aggregate...

All they’ll see is the big picture...
1 million page views this month

They spend 5 minutes on our site
"200,000 visitors this month"
But they’re missing the point

200,000 visitors
Is that **good** or **bad**?
Depends on where they went, what they did and how they got there.

Optimisation is step 2.
International User Journey – before redesign

Color indicates propensity to become a lead
Red is more likely to become a lead.

Insight derived using Adobe Omniture Discover

International User Journey – after redesign

Color indicates propensity to become a lead (+ve increase)

Insight derived using Adobe Omniture Discover
Murdoch University ranked #1 for proportion of new leads generated from the website

Segmentation takes you to step 3
All measures have deeper insights
To get over their shyness

Segment them
Segmentation lets you understand interesting things

“200,000 visitors last month...
Segmentation lets you understand interesting things

“200,000 visitors last month...
48% came from Organic Search

of which 38% looked at courses for around 5 mins
(but only 54% of Organic Search traffic was Domestic)
Segmentation lets you understand interesting things

“200,000 visitors last month...
48% came from Organic Search
    of which 38% looked at courses for around 5 mins
    (but only 54% of Organic Search traffic was Domestic)
2% of traffic came from other University sites
10% came from other websites that link to us

Search traffic also accounted for 44% of our leads and
31% of our application submissions”
Segments must be:

1. Measurable and identifiable
2. Accessible and actionable
3. Large enough to be profitable

Segmentation example

- Courses Section: 1.67m page views
- Pretty boring and largely useless...
### Segment by First vs. Repeat user

<table>
<thead>
<tr>
<th>Data</th>
<th>First Time Visitors</th>
<th>Loyal Visitors</th>
<th>All Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Sections</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Illustrated</td>
<td>627,342</td>
<td>163,317</td>
<td>1,073,807</td>
</tr>
<tr>
<td>Courses</td>
<td>1,670,851</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New / Repeat PVs</td>
<td>837,851 / 618,552</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Courses Section: 1.67m page views = boring and useless
- New / Repeat PVs: 837k / 618k = sort of an insight

### Segment by Organic Google Australia

<table>
<thead>
<tr>
<th>Data</th>
<th>First Time Visitors</th>
<th>Loyal Visitors</th>
<th>All Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Sections</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Illustrated</td>
<td>627,342</td>
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<tr>
<td>Courses</td>
<td>1,670,851</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New / Repeat PVs</td>
<td>837,851 / 618,552</td>
<td></td>
<td></td>
</tr>
<tr>
<td>From Google</td>
<td>285,941 / 217,067</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Courses Section: 1.67m page views = boring and useless
- New / Repeat PVs: 837k / 618k = sort of an insight
- From Google: 285k / 217k = not much better
Segment by Time Spent

Courses Section: 1.67m page views = boring and useless
New / Repeat PVs: 837k / 618k = sort of an insight
From Google: 285k / 217k = not much better
1st Time engagement: 1-5 mins = insight
Loyal engagement: 30-60 mins = insight

Measurable and identifiable
Accessible and actionable = usable
Large enough to be profitable

Insight derived using Adobe Omniture Discover
A usable insight

Cross-promote content to First Time Course Visitors from Search to try to raise engagement

Course interest geographically segmented
Course interest geographically segmented

<table>
<thead>
<tr>
<th>Course Name</th>
<th>All Visits</th>
<th>Australian Visitors</th>
<th>International Visitors</th>
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</thead>
<tbody>
<tr>
<td>Veterinary Science</td>
<td>15,411</td>
<td>6,729</td>
<td>6,069</td>
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<td>Psychology</td>
<td>7,206</td>
<td>3,309</td>
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<td>Law</td>
<td>4,197</td>
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<td>Nursing</td>
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<td>2,499</td>
<td>994</td>
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<td>Early Childhood and Primary Education</td>
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<td>2,147</td>
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<tr>
<td>Business Administration (MBA)</td>
<td>3,602</td>
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<tr>
<td>Education (Primary)</td>
<td>3,814</td>
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<td>Criminology</td>
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### Course interest segmented by country

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<td>Pharmacy (PhD)</td>
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<td>International Business</td>
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<td>45</td>
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<td>26</td>
<td>70</td>
<td>21</td>
<td>35</td>
<td></td>
</tr>
</tbody>
</table>

**Onsite Search**

*(A gold mine)*
Users search for two reasons:

• They can’t find what they’re looking for
• They navigate through search

1.6 million searches conducted in 2010

Seasonality of searches allows for different content to be highlighted at different times of the year.

Insight derived using Adobe Omniture SiteCatalyst & Omniture Discover Segment
Staff internal search habits

Staff spend 208 seconds per search request
Staff spend **208 seconds** per search request

225,000 searches/year

12,963 hours/year or 1,728 workdays
Staff spend **208 seconds** per search request

225,000 searches/year

12,963 hours/year or 1,728 workdays

@ $40/hr = **$518,500** cost

---

**Staff search habits**

- Measurable and identifiable
- Accessible and actionable
- Large enough to be profitable

= **insight**
Onsite Search
Insight: We can reduce downtime through Search optimisation

Through their searches, they’ve told us, now help them out...

“search as you type” reduces search time

In the last 6 months, since SAYT was enabled, 13,180 results have been used, saving $30,000 in downtime.
Segmentation allows you to **optimise** your site which leads to a better more relevant **User Experience**
Relevance yields greater conversion

And that gets you to step 4
Don’t assume all users **want** the same thing
SiteCatalyst™
+ Test & Target™

deliver optimisation and relevance
Goal: Do microsites increase our conversion rates?

Which one drove more applications?

**#1 Direct to Application**
Straight to application forms

- Apply online for midyear entry.
- Apply today and you could start your dream course in August.

**#2 Via Micro-site**
Through a micro-site, then to application forms

- Unit: What’s holding you back?
- Concerned about affording uni or fitting it into your lifestyle? We can help.

---

**RESULTS**

<table>
<thead>
<tr>
<th>Recipe</th>
<th>Visitors</th>
<th>Display launches</th>
<th>Lead Start</th>
<th>Lead Complete Qualified</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Direct to Application</td>
<td>97,018</td>
<td>50,589 (52,137)</td>
<td>7.5% (7.57)</td>
<td>0.2% (0.6%)</td>
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<tr>
<td>#2 Via Micro-site [CONTROL]</td>
<td>49,051</td>
<td>29,956 (30,120)</td>
<td>4.2% (4.06)</td>
<td>0.0% (0.12)</td>
</tr>
<tr>
<td>#2 Via Micro-site [Test]</td>
<td>48,527</td>
<td>29,956 (30,120)</td>
<td>4.2% (4.06)</td>
<td>0.0% (0.12)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Recipe</th>
<th>Apply Start</th>
<th>Conversion Rate</th>
<th>Lift</th>
<th>Confidence</th>
<th>%Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Direct to Application</td>
<td>3.52% (1,295)</td>
<td>0.47% (355)</td>
<td>0.37% (355)</td>
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<td>10.09</td>
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<tr>
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<td>1.16% (16)</td>
<td>0.0% (272)</td>
<td>0.0% (272)</td>
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<td>10.01</td>
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<tr>
<td>#2 Via Micro-site [Test]</td>
<td>1.18% (16)</td>
<td>0.0% (272)</td>
<td>0.0% (272)</td>
<td>--</td>
<td>10.01</td>
</tr>
</tbody>
</table>

No big difference to overall conversion rate...

98,000 visitors saw something
49,000 saw each version
555 applications submitted

To Apply Online

- Apply online for midyear entry.
- Apply today and you could start your dream course in August.

**283 applications**

Via Micro-site

- Unit: What’s holding you back?
- Concerned about affording uni or fitting it into your lifestyle? We can help.

**272 applications**
Discover™ segmentation showed going through the micro-site lifted completion rates by 28%, equal to around $10m revenue

<table>
<thead>
<tr>
<th>Applications Submitted</th>
<th>Completion Rate</th>
<th>Lift</th>
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<tbody>
<tr>
<td>1,290 total (any source)</td>
<td>36.4%</td>
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</tr>
<tr>
<td>557 from non-campaign</td>
<td>34.6%</td>
<td>Control</td>
</tr>
<tr>
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Micro-site vs. Main Site Results

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<td>916 from the main site</td>
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A/B Testing Results

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<td>24%</td>
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<tr>
<td>272 converted from micro-site promo</td>
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<td>28%</td>
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<tr>
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<td>41.8%</td>
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Discovered Welcome

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Behavioural Targeting example

Goal: Re-engage lapsed Postgrad applications

<table>
<thead>
<tr>
<th>Postgraduate applications open</th>
<th>Re-engage App Started, not completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explore our range of Postgrad courses:</td>
<td>Complete your application today</td>
</tr>
<tr>
<td>Law</td>
<td>Postgrad applications close 14 Dec. Finish your application and start the next chapter of your life in 2011</td>
</tr>
<tr>
<td>Medicine</td>
<td>* Find out more</td>
</tr>
<tr>
<td>Nursing</td>
<td>Re-engage Lead but No App Yet</td>
</tr>
<tr>
<td>Primary Education</td>
<td></td>
</tr>
<tr>
<td>Science</td>
<td></td>
</tr>
<tr>
<td>View undergraduate courses</td>
<td></td>
</tr>
</tbody>
</table>

Default Undergrad Affinity

Default Unknown Affinity

Undergrad Affinity

Postgraduate Affiliates:

Search for an undergraduate course:

Most popular undergraduate courses:

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<tr>
<th>Undergraduate Course</th>
<th>Find out more</th>
</tr>
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<tbody>
<tr>
<td>Law</td>
<td></td>
</tr>
<tr>
<td>Medicine</td>
<td></td>
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# Behavioural Targeting

**Result:** Re-engaged 34% of lapsed applications

<table>
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<tr>
<th>Recipe</th>
<th>Visitors</th>
<th>Conversion Rate</th>
<th>Lift</th>
<th>Confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete Your App</td>
<td>100,000</td>
<td>34.1% (95/276)</td>
<td>24.9% (72)</td>
<td>24.91% (9)</td>
</tr>
<tr>
<td>PG Promo (Control)</td>
<td>60,444</td>
<td>2.4% (1472)</td>
<td>11.8% (22)</td>
<td>4.44% (11)</td>
</tr>
<tr>
<td>Course Search</td>
<td>55% (521)</td>
<td>5.5% (41)</td>
<td>33.8% (3)</td>
<td>11%</td>
</tr>
</tbody>
</table>

**Goal:** Target content based on category affinity

Based on site section affinity, we customise our homepage.
In summary

With the Adobe Online Marketing Suite
You can easily go from measurement to insight.

Product integration

Information in...

Single Integrated View

...insights out
achieve exponential ROI

And replace “I think” with “I know”
Tim Elleston
senior manager – digital media team

Shameless plug
http://www.elephantsandanalytics.com.au
Any questions?

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