



**Showing Success:
How to report ROI and campaign
performance to stakeholders with
insight and confidence**

Agenda

- Setting Key Performance Indicators (KPIs)- what does success look like?
- Tracking KPIs- how do we measure success?
- Reporting on KPIs- how do we showcase results?

Setting KPIs

What Does Success Look Like?

Defining Success Metrics



Defining Success Metrics



Choose the Right KPIs

When you outline your campaign goals and the KPIs you will use to report on performance,

Make sure your KPIs align with your goals

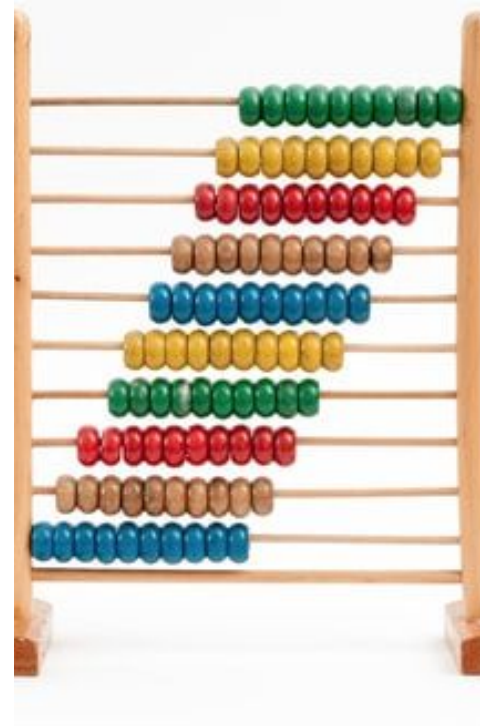
If your goal is to raise awareness, first priority in your KPIs should be impressions, ad recall, brand lift or perhaps a lift in organic or direct site traffic.

Leads generated from the campaign are great- but leads are not the primary KPI of an awareness campaign.

Similarly, if the goal of your campaign is to generate leads or increase enrollments, report on those KPIs first. All other campaign impact and metrics are secondary.

The ROI Formula

$$\text{ROI} = \text{Net Profit} / \text{Total Investment} * 100$$



What is “Total Investment”?

For any campaign, the total investment is all the budget and resources that go towards running the campaign, including:

- Paid media budget
- Time/resources developing campaign creative
- Administrative time and resources spent managing the campaigns
- Agency fees
- Any budget or resources that go towards activities that support the campaign (like lead nurture)

What should my Cost per Acquisition (CPA) be?

The way we should think about CPA should be tailored to your school.

There is no industry average CPA.

Why? Factors like class format, school brand prestige/recognition, class size, age of program, budget, market competition, size of audience, etc. all can impact how expensive or inexpensive a lead is.

A new MBA program in Boston is likely going to have a higher CPA than a similar program in a less saturated market.



What should my CPA be?

The way we would typically determine this combines your **lead to enrollment conversion rate** and the **average CPA for your program(s)**.

This information can be found by going over your inquiry, application and enrollment trends and any paid digital advertising history.



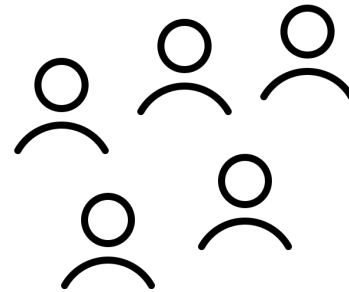
Setting a target CPA

Step 1: Determine enrollment goal and current lead-to-enrollment rate

Program A sees 15% of leads ultimately enrolled according to the last 12 months of data.

If we set an enrollment goal of 5 students, we know we would need at least 34 leads to reach that goal, assuming we can maintain the lead-to-enrolled conversion rate.

15% of X



Setting a target CPA

Step 2: Look at current average CPA and calculate total cost of leads needed

Program A has a CPA of \$585 on average over the past 12 months of paid search ads.

Apply that to our minimum leads goal:

$$34 \times \$585 = \$19,890$$

Setting a target CPA

Step 3: Define the target CPA and evaluate your position

If 15% of those leads do enroll, that's a cost of \$3,978 per enrolled student.

Now the question becomes- *is that profitable for your school?* Chances are, you can determine a range that is profitable for your school for each enrolled student.

Use that number to understand what your target CPA is for digital marketing.

\$19,890



5



\$3,978

Benchmarks



Google Search

- Click-Through-Rate (CTR): 3.58%
- Cost-Per-Click (CPC): \$3.70
- Conversion Rate (CVR): 3.39%

Google Display Network

- Click-Through-Rate (CTR): 0.53%
- Cost-Per-Click (CPC): \$0.47
- Conversion Rate (CVR): 0.50%



Facebook / Instagram

- Click-Through-Rate (CTR): 0.55%
- Cost-Per-Click (CPC): \$2.11
- Conversion Rate (CVR): 3.26%

LinkedIn

Sponsored Content

- Click-Through-Rate (CTR): 0.56%
- Cost-Per-Click (CPC): \$5.58
- Conversion Rate (CVR): 0.50%

Tracking KPIs

Set a Baseline

Before you set up tracking to measure campaign success, establish what your current metrics are so you can compare this data to the data available once your campaign launch:

- Traffic by time
- Traffic by channel
- Site engagement (avg session duration, pages/session, video views, pdf downloads, etc.)
- Organic search traffic volume and queries
- Social media following and engagement
- All KPIs
 - Calls
 - Emails
 - Form fills
 - Applications

Tools for Tracking

Some powerful options:

- [UTM link setup](#)
- Google Analytics
- Google Tag Manager
- Ad Platform Conversion Tracking
- CRM Integration
- Google Search Console

UTM Tracking

| Campaign Tag Metrics | | |
|----------------------|---------------|--|
| TRAFFIC SOURCE | utm_source= | The source is obvious; typically reflecting the network where the link is posted |
| MEDIUM | utm_medium= | The medium should be simple, clear, and consistent; often an acronym |
| CAMPAIGN | utm_campaign= | Campaign should reflect the media buy/budget or over-arching target |
| AD CONTENT | utm_content= | The ad content is something distinguishable about the targeting or audience. It can also reflect the ad messaging. |
| KEYWORD | utm_term= | This is typically the smallest aspect to track. It could include an ad variant, or a particular keyword. |

UTM Tracking - Online and Offline!

UTM tagged links should be used across all of your paid online ads, organic social media posts and emails, but don't stop there!

UTM tagged links can help you track the online impact of your print or out of home campaigns.

A QR code can be set up with a UTM tagged link to capture some of the immediate engagement with your print and out of home ads.

There are also ways to set up a vanity link that redirects (and tracks) to a UTM tagged link, either through your CMS or through a paid vanity link service.

Google Analytics: Setting Goals

Type

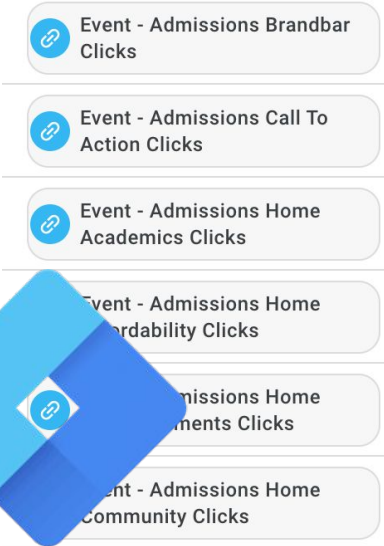
- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video
- Smart Goal

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your Google Ads bidding. [Learn more](#)

Google Tag Manager: Setting Events

Setting up events in GTM allows you to track site action KPIs such as:

- Email clicks
- Phone clicks
- Video views
- Button clicks
 - “Apply Now”
 - “Add to Calendar”
 - “Submit”
 - “RSVP”



Google Tag Manager

Google Tag Manager: Setting Events

Through events in GTM you can track not only certain actions users take, but then see in Google Analytics where these actions are happening and the flow.

This event tracks application packet downloads:

| Event Action ? | Total Events ? ↓ |
|---|--|
| | <p style="text-align: right;">486</p> <p style="text-align: right;">% of Total: 0.20% (249,068)</p> |
| 1. Practical Nursing | 322 (66.26%) |
| 2. Advanced Respiratory Therapist | 72 (14.81%) |
| 3. Dental Assisting | 56 (11.52%) |
| 4. Prosthetics Technician | 19 (3.91%) |
| 5. Pedorthics Practice Management | 10 (2.06%) |
| 6. Orthotics Technician | 7 (1.44%) |

Ad Platform Tracking Options

Most ad platforms provide reporting that by default will give your reporting on KPIs such as impressions, clicks, CTR and CPC.

But if you want to track conversions on your site, you will have to set up custom conversions.








These often involve defining a destination rule or event action just as is done with Google Tag Manager.

The Google logo, consisting of the word "Google" in its signature multi-colored font.

Ad Platform Tracking Options

Use Google Tag Manager to place and organize your tracking pixels.

Clean, simple, easy, no need to tap into your site code.

| | | | |
|--------------------------|---|---------------------------------------|--|
| <input type="checkbox"/> | GA - Event Tag - Program Guide Download (OHO) | Google Analytics: Universal Analytics |  Button Click - Program Download |
| <input type="checkbox"/> | GA - Event Tag - Scroll Depth | Google Analytics: Universal Analytics |  Scroll Depth |
| <input type="checkbox"/> | GA - Event Tag - Social Media Link Clicks (OHO) | Google Analytics: Universal Analytics |  Link Click - Social Media Clicks |
| <input type="checkbox"/> | GA - Event Tag - Talk to an Advisor Form Submission (OHO) | Google Analytics: Universal Analytics |  Button Click - Talk to an Advisor Form Submission |
| <input type="checkbox"/> | GA - Event Tag - Youtube Videos | Google Analytics: Universal Analytics |  YouTube Trigger |
| <input type="checkbox"/> | GA Tag - OHO Addition | Google Analytics: Universal Analytics |  All Pages |
| <input type="checkbox"/> | LinkedIn - OHO | LinkedIn Insight |  All Pages |

Ad Platform Tracking Options

✕

Pixel ? ● Custom Audience Pixel for

Pixel ID:

Rule ? Include traffic that meets the following

URL Contains ▾

facebook-advertising-news-subscription-thank-you ✕
and

Add URL keywords

Category ? Choose a Category ▾

Choose the category that best fits this custom conversion. This isn't dependent on your pixel code and doesn't need to match any events.

Cancel
Next

✕

Pixel ?

Rule ?

Category ? Choose a Category ▾

- View Content
- Search
- Add To Cart
- Add To Wishlist
- Initiate Checkout
- Add Payment Info
- Purchase
- Lead
- Complete Registration
- Other

Choose the category that best fits this custom conversion. This isn't dependent on your pixel code and doesn't need to match any events.

Cancel
Next

CRM Integration

Working with your CRM to establish lead attribution and reporting which may include:

- Unique forms
- Lead attribution reporting
- Application and enrollment status tracking

Trouble getting integration with your CRM?

Email marketing and automation tools can sometimes have easy to use webform and list building tools you can use for lead generations and attribution.

The logo for 'slate' is written in a bold, blue, lowercase sans-serif font.

mailchimp



emma

Reporting on KPIs

Reports Are Not One-Size-Fits All

- Consider your audience: report the KPIs most important to them and the campaign activity that supports those results.
- Campaign reporting can be as simple as a summary email or as detailed as an interactive dashboard- choose the right format for your audience that gives them the information they need most and that you are most comfortable presenting.
- Determine if you will need multiple reports so that each stakeholder or group of stakeholders has what they need in a format that is concise, digestible and clear.



Tools for Reporting

- Google Analytics
- Ad platform reporting
- Google Data Studio dashboards
- CRM reporting
- Google Search Console
- Spreadsheets
- Advanced paid platforms (ex. Tableau)



Primary: Report on Your KPIs

Your primary reporting for a campaign should:

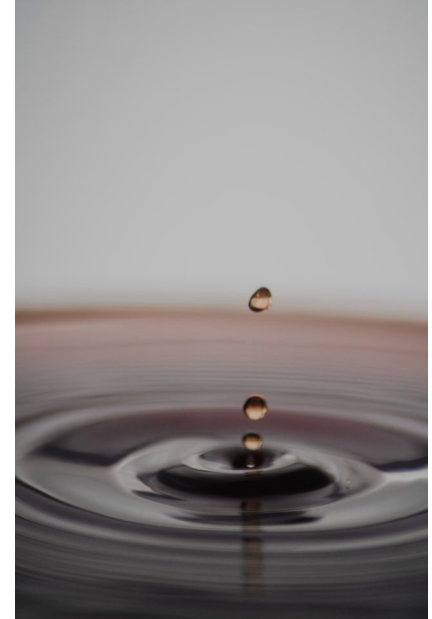
1. Outline the goals and strategy of the campaign, and define the KPIs the correspond to the goals and campaign tactics.
2. Report the KPIs as defined in #1 and if they met, exceeded or fell short of your goals.
3. Show any metrics or actions that contribute to campaign KPIs
 - a. The channel, tactics or ad that drove the most results or most efficiency
 - b. Campaign adjustments/optimizations/strategies that lead to the KPI results.



Secondary: Measuring Broader Impact

Looking in Analytics you will be able to see the broader impact of your campaigns by monitoring the behavior of traffic attributed to your UTM campaign or source/medium:

- Compare site engagement metrics from your campaign traffic against traffic from other channels- how does the bounce rate, time on site, pages per session or goal conversion rate compare?
- Analyze event reports in analytics for campaign traffic to see what other actions users take on your site.
- Monitor traffic that goes from a campaign landing page to the main site- what additional information or content do they seem to be seeking out? How can the landing page be improved given this data?



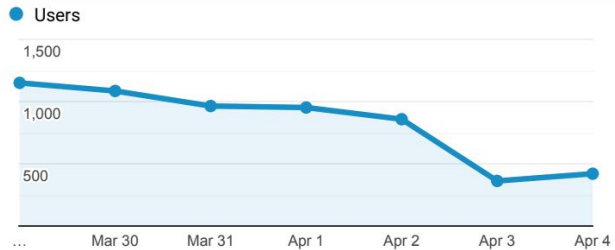
Diving Even Deeper: Insights

- Reviewing the audience data for your campaign traffic in Google Analytics and in the ad platforms can give you valuable information that can inform your targeting strategy.
 - How do the demographics and locations compare with those in your targeting strategy?
 - Are users from your campaigns more likely to be on desktop or mobile? And how do their conversion rates compare by device type?
 - Is your audience large enough to develop a lookalike or retargeting campaign?
- Analyze difference in user behavior between different targeted audiences, campaigns, channels or creative through UTM code tracking- this can help identify which of these factors drive the best user engagement or conversions.

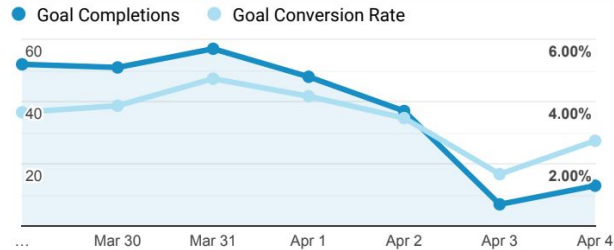


Reporting Example: Google Analytics

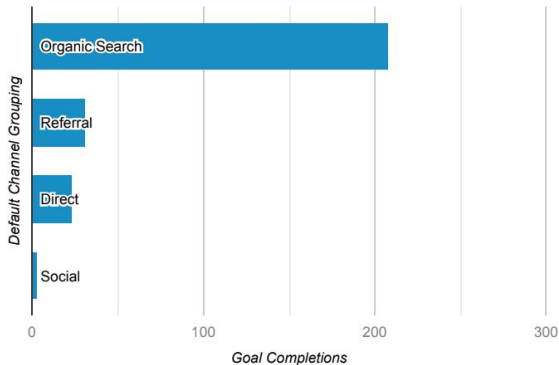
Unique Visitors



Goal Completions by Day



Goal Completions by Default Channel Grouping



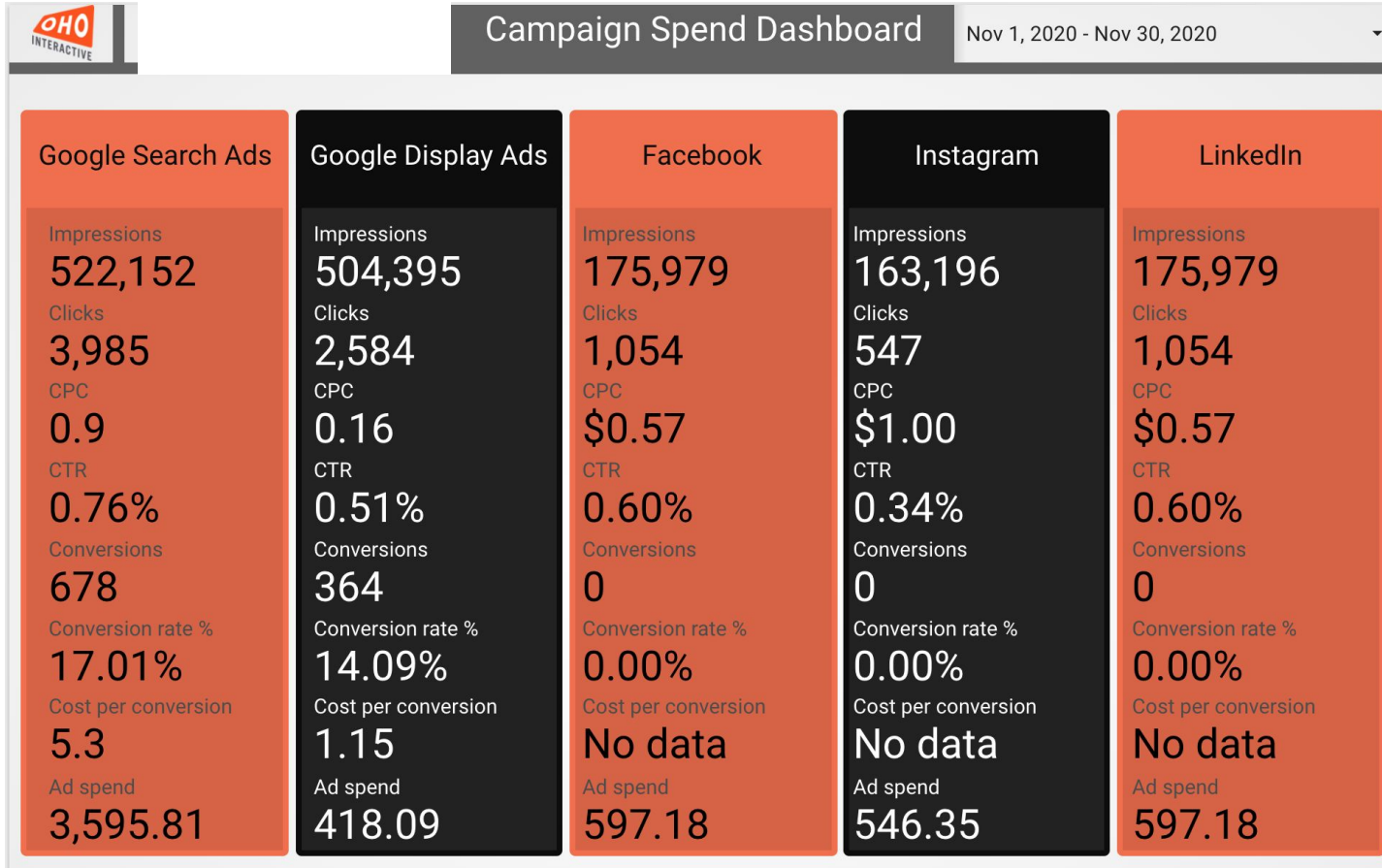
Visits and Goal Completions by Device

| Device Category | Sessions | Goal Completions |
|-----------------|----------|------------------|
| desktop | 3,822 | 158 |
| mobile | 3,111 | 106 |
| tablet | 117 | 1 |

Visits and Goal Completions by City

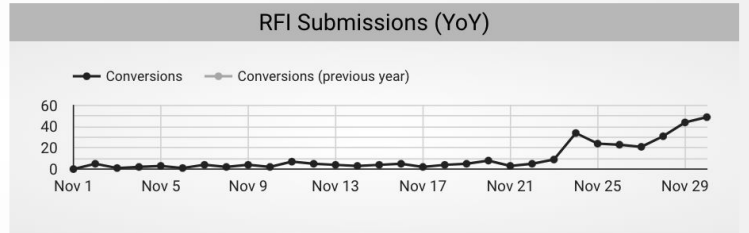
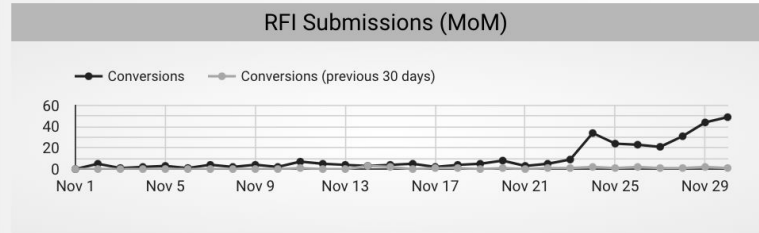
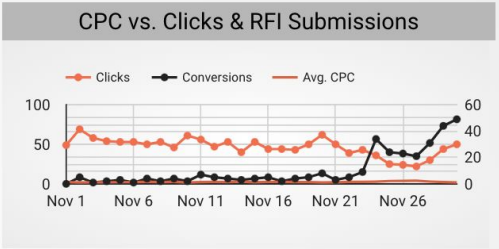
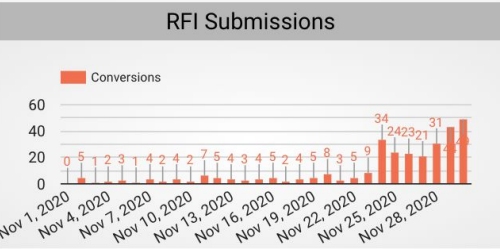
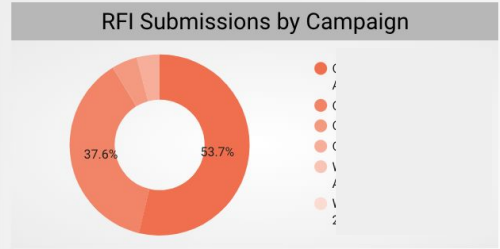
| City | Sessions | Goal Completions |
|---------------|----------|------------------|
| Oklahoma City | 4,113 | 145 |
| Dallas | 607 | 22 |
| Edmond | 536 | 22 |
| Tulsa | 136 | 5 |
| Midwest City | 93 | 3 |
| Ashburn | 84 | 0 |
| Norman | 69 | 4 |
| Houston | 62 | 5 |
| (not set) | 58 | 0 |
| Guthrie | 48 | 0 |

Reporting Example: Google Data Studio



Reporting Example: Google Data Studio

| | | | | | | | | | |
|-------------------------------------|---|--|--|------------------------------------|---------------------------------|--------------------------------------|---|--|--|
| Cost \$3,177.72 ↑ 0.8% | Impressions 17,757 ↓ -3.6% | Search Impr. share 0.1 0.0% | Impression (Top) % 84.13% ↓ -0.1% | Clicks 1,401 ↓ -21.1% | CTR 7.89% ↓ -18.1% | Avg. CPC \$2.27 ↑ 27.7% | Conversions 314 ↑ 1,395.2% | Click conversion rate 22.43% ↑ 1,788.3% | Cost / conv. \$10.10 ↓ -93.3% |
|-------------------------------------|---|--|--|------------------------------------|---------------------------------|--------------------------------------|---|--|--|



Ad Groups

| Ad group | Conversions | Click conversion rate | Cost / conv. |
|----------|-------------|-----------------------|--------------|
| | 244 | 23.39% | \$2.32 |
| | 16 | 20.25% | \$61.47 |
| | 11 | 26.83% | \$2.53 |
| | 8 | 16% | \$78.22 |
| | 7 | 17.07% | \$24.94 |

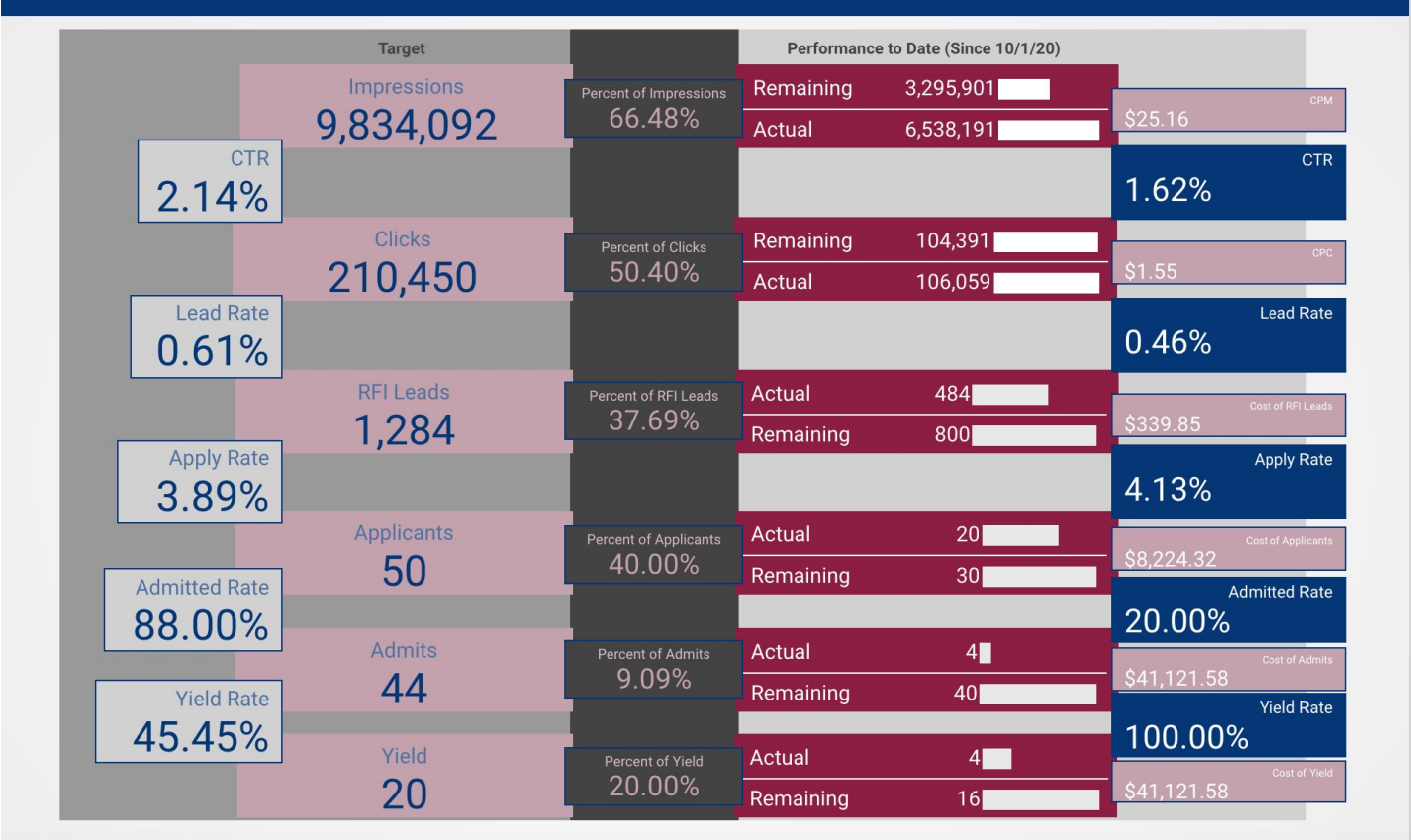
1 - 25 / 25

Keywords

| Search keyword | Conversions | Click conversion rate | Cost / conv. |
|----------------|-------------|-----------------------|--------------|
| | 123 | 25% | \$1.2 |
| | 70 | 26.32% | \$4.61 |
| | 45 | 16.98% | \$1.83 |
| | 15 | 19.23% | \$64.62 |
| | 10 | 26.32% | \$2.5 |

1 - 31 / 31

Reporting Example: Google Data Studio



Reporting Example: Automated Spreadsheet

| School | Clicks | Impr | CTR | CPC | Cost | Network Conv | CVR | CPL | GA Conv | CVR | CPL |
|----------|--------|-----------|-------|--------|--------------|--------------|-------|----------|---------|-------|----------|
| Medical | 7,723 | 321,119 | 2.41% | \$8.38 | \$64,702.50 | 263 | 3.41% | \$246.02 | 256 | 3.31% | \$252.74 |
| Arts | 38,080 | 2,453,564 | 1.55% | \$1.90 | \$72,532.31 | 216 | 0.57% | \$335.80 | 233 | 0.61% | \$311.30 |
| Business | 28,572 | 2,541,441 | 1.12% | \$3.62 | \$103,480.76 | 268 | 0.94% | \$386.12 | 261 | 0.91% | \$396.48 |

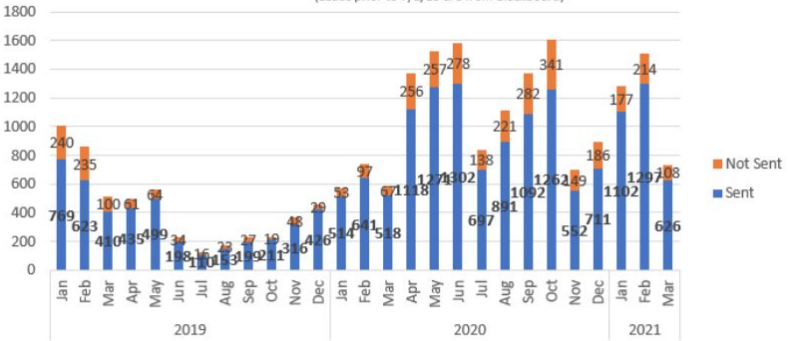
| | | |
|--------------------------------|-------------|--------|
| Spend Since Last Report | \$40,489.57 | 13.24% |
| Impr Since Last Report | 2,771,539 | 31.21% |
| Traffic Since Last Report | 32,773 | 35.76% |
| Network Conv Since Last Report | 120 | 13.84% |
| GA Conv Since Last Report | 131 | 15.32% |

Reporting Example: Slate Attribution Report

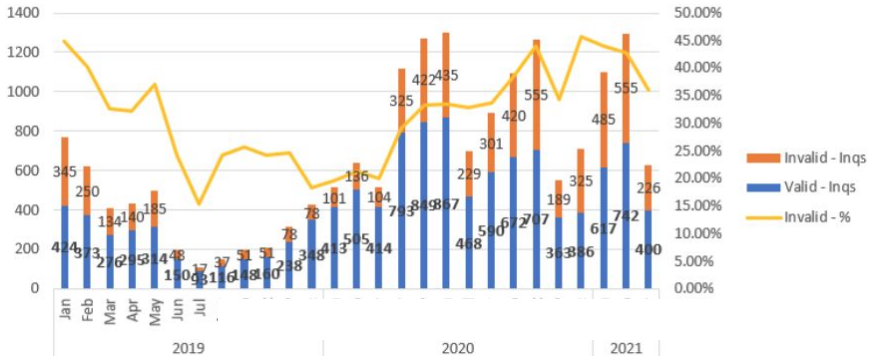
| Campaign | inquiries | applicants | finished applications | withdrawn | admitted | admit/decline | denied | deposit paid | enrolled |
|---------------------|------------|------------|-----------------------|-----------|-----------|---------------|----------|--------------|----------|
| MBA Online | 78 | 44 | 28 | | 28 | 7 | | 6 | 4 |
| MBA Human Resources | 52 | 19 | 6 | | 6 | 3 | | 1 | |
| MBA Marketing | 8 | 5 | 2 | | 2 | | | | |
| MBA Analytics | 25 | 18 | 12 | | 12 | | 1 | 5 | |
| MS Computer Science | 28 | 4 | 1 | | 1 | 1 | | | |
| MS Accounting | 46 | 27 | 14 | | 14 | 5 | | 2 | |
| MS Software | 16 | 11 | 4 | | 4 | | | 1 | |
| PhD Marketing | 2 | 1 | 1 | 1 | | | | | |
| TOTAL | 255 | 129 | 68 | 1 | 67 | 16 | 1 | 15 | 4 |

Reporting Example: Custom Graphs

Leads Sent to Dialer (By Month)
(Leads prior to 7/1/19 are from Blackboard)



Valid/Invalid Leads in Dialer (By Month)
(Leads Prior to 7/1/19 are from Blackboard)



Reporting Example: Tableau

Filters and Date Selection

Time Period
 Custom Date Range

Time Period Start Custom
 1/1/2021

Time Period End Custom
 3/31/2021

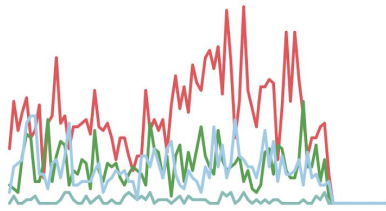
Platform Campaign Name
 All

Channel
 Multiple values

Channel
■ Bing Search
 ■ Google Display
 ■ Google Search
 ■ Paid Social

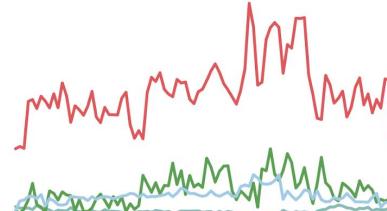
Leads by Channel

| Channel | Leads | % of Total Leads |
|--------------------|--------------|------------------|
| Google Search | 1,939 | 54.12% |
| Google Display | 815 | 22.75% |
| Bing Search | 759 | 21.18% |
| Paid Social | 70 | 1.95% |
| Grand Total | 3,583 | 100.00% |



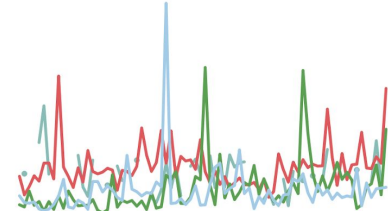
Spend by Channel

| Channel | Cost | % of Total Spend |
|--------------------|------------------|------------------|
| Google Search | \$201,511 | 68.91% |
| Bing Search | \$35,231 | 12.05% |
| Paid Social | \$11,100 | 3.80% |
| Google Display | \$44,589 | 15.25% |
| Grand Total | \$292,431 | 100.00% |

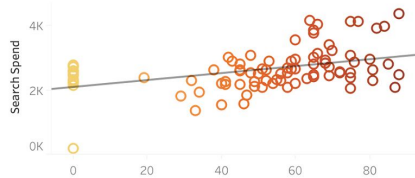


CPL by Channel

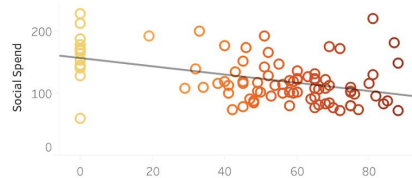
| Channel | CPL |
|--------------------|----------------|
| Google Search | \$103.93 |
| Bing Search | \$46.42 |
| Paid Social | \$158.57 |
| Google Display | \$54.71 |
| Grand Total | \$81.62 |



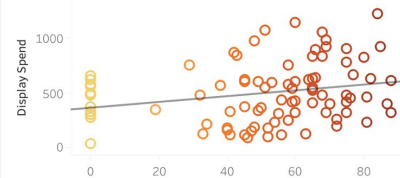
Spend Scatterplot Relationship - SEARCH



Spend Scatterplot Relationship - SOCIAL



Spend Scatterplot Relationship - DISPLAY



Tr
in
at
be

Date Rollup: Daily