

HARVARD
UNIVERSITY



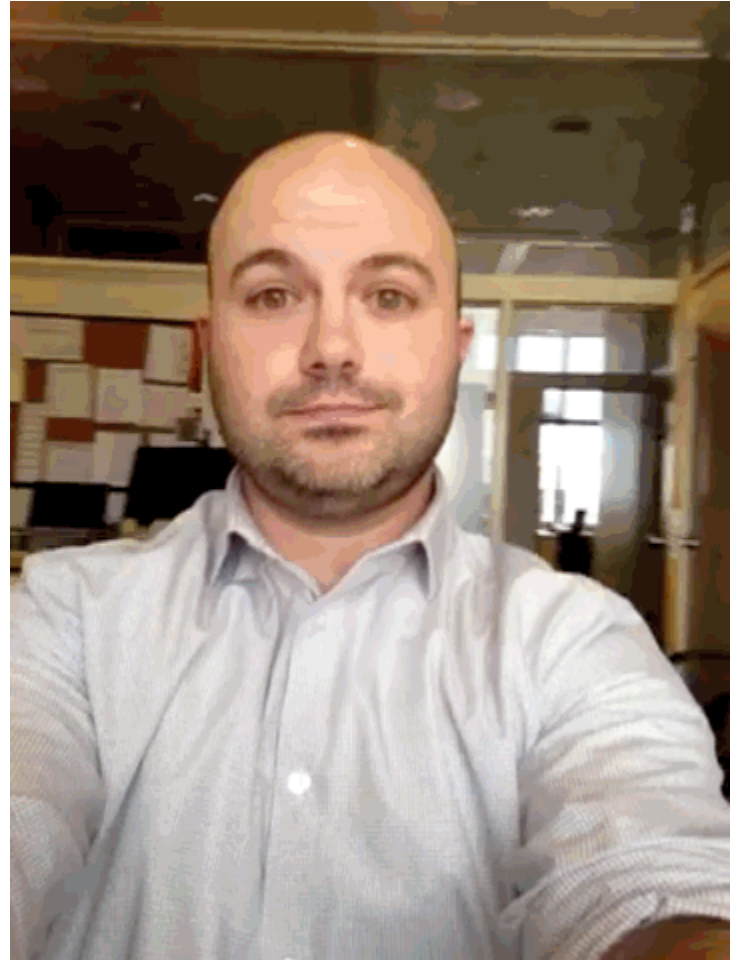
Best Practices for Tracking Campaigns in Google Analytics

Mike Petroff
Digital Content Strategist

Intro

Mike Petroff

Digital Content Strategist
Office of Digital Strategy



Topics for discussion

- What we're measuring, and why
- How we're using Google Analytics
- Best practices
- Tracking campaigns
- Dashboards
- Analytics distribution
- Q&A

Google Analytics

USING GOOGLE ANALYTICS

What we measure

WEB

- Harvard Gazette
- Harvard.edu & President's site
- Alumni website
- Harvard Campaign & The Story Map
- College/Admissions

** We also have "view" access to a variety of school and department websites when they share them with Digital Strategy.*

MULTIMEDIA

- Performance/engagement of University-wide audio and video
 - Harvard Gazette/Kaltura
 - YouTube
 - iTunes U
 - SoundCloud
- Livestreamed video of campus events
 - Media Technology Services

SOCIAL

- Engagement/sharing of Harvard's social content:
 - Facebook
 - Twitter
 - Instagram
 - Google+
 - LinkedIn
 - Reddit
- Monitoring social mentions of Harvard and related news

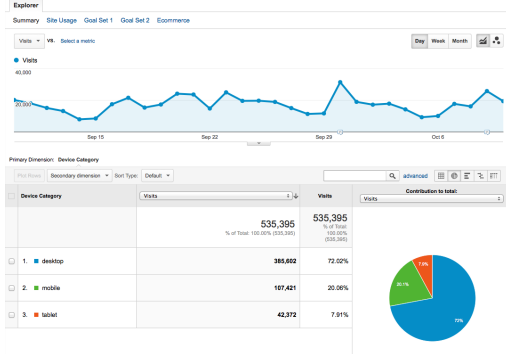
EMAIL

- Silverpop
 - Daily Gazette
 - President & University-wide emails
- Analysis of open & click rates, optimization for mobile platforms and email service providers

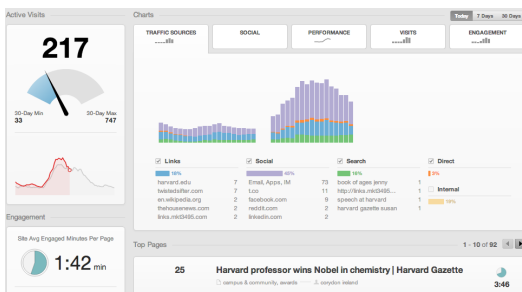
How we measure

WEB

Google Analytics



Chartbeat



EMAIL

Silverpop

Today's Headlines July 21, 2014



A powerful book handles an... solution (2498 / 7.28.59%)

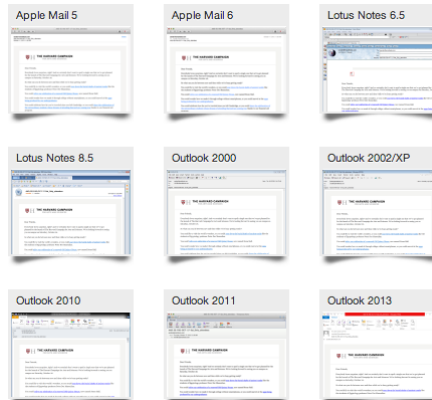
Having outlined a technically feasible way to spread almost any genomic change through populations of sexually reproducing species, scientists are now calling for a wide public discussion to help determine their next step.



The man behind T-pan (2475 / 20.93%)

"Finding Neverland," set to open this week at the A.R.T., wanders the imagination of J.M. Barrie.

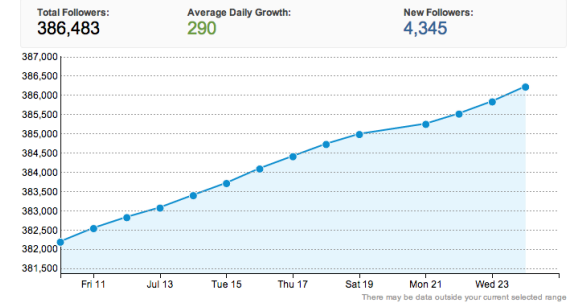
Litmus



SOCIAL & MULTIMEDIA

Hootsuite

Follower Growth - Count



- Topsy
- Facebook Insights
- Twitter Analytics
- Iconosquare
- SoundCloud
- YouTube
- Kaltura
- iTunes U
- More...

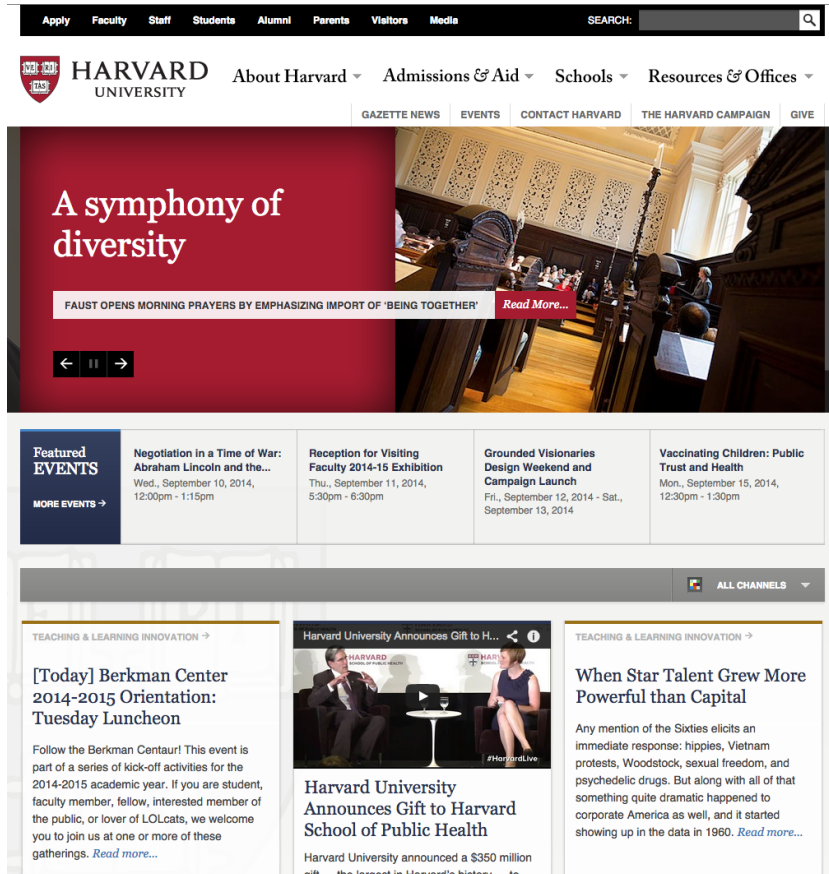
Why we measure

Tracking and reporting analytics on your web, social, and other digital properties will give you a better understanding of:

- The performance of your website
- The behavior of your site visitors
- The sources driving the most traffic
- Communicating success related to business objectives
- Optimizing your content to better the user experience
- Share consistent analytics terminology

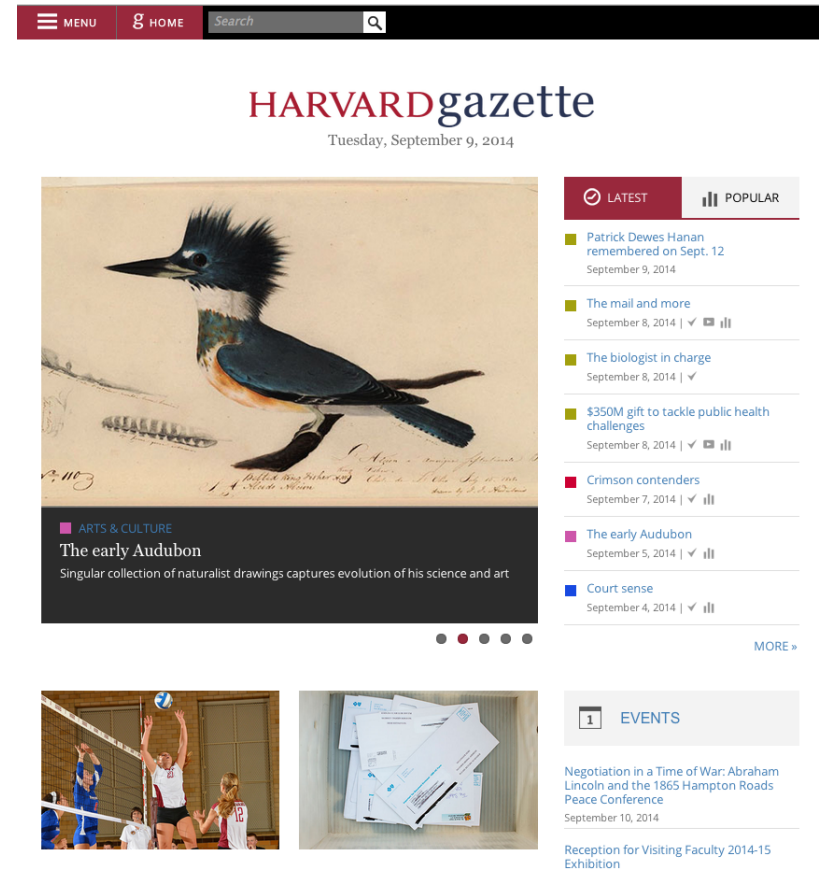
How we use Google Analytics

Harvard.edu



The screenshot shows the Harvard University website homepage. At the top, there is a navigation bar with links for 'Apply', 'Faculty', 'Staff', 'Students', 'Alumni', 'Parents', 'Visitors', and 'Media', along with a search bar. Below this is the Harvard University logo and a main navigation menu with categories like 'About Harvard', 'Admissions & Aid', 'Schools', and 'Resources & Offices'. A secondary menu includes 'GAZETTE NEWS', 'EVENTS', 'CONTACT HARVARD', 'THE HARVARD CAMPAIGN', and 'GIVE'. The main content area features a large banner for 'A symphony of diversity' with a sub-headline 'FAUST OPENS MORNING PRAYERS BY EMPHASIZING IMPORT OF 'BEING TOGETHER'' and a 'Read More...' link. Below the banner is a 'Featured EVENTS' section with five items: 'Negotiation in a Time of War: Abraham Lincoln and the...', 'Reception for Visiting Faculty 2014-15 Exhibition', 'Grounded Visionaries Design Weekend and Campaign Launch', and 'Vaccinating Children: Public Trust and Health'. At the bottom, there are three article teasers: '[Today] Berkman Center 2014-2015 Orientation: Tuesday Luncheon', 'Harvard University Announces Gift to Harvard School of Public Health', and 'When Star Talent Grew More Powerful than Capital'.

Harvard Gazette



The screenshot shows the Harvard Gazette website. The top navigation bar includes 'MENU', 'HOME', and a search bar. The main heading is 'HARVARDgazette' with the date 'Tuesday, September 9, 2014'. Below the heading is a large featured article titled 'The early Audubon' under the 'ARTS & CULTURE' category, with a sub-headline 'Singular collection of naturalist drawings captures evolution of his science and art'. To the right of the main article is a 'LATEST' and 'POPULAR' sidebar with a list of recent articles: 'Patrick Dewes Hanan remembered on Sept. 12', 'The mail and more', 'The biologist in charge', '\$350M gift to tackle public health challenges', 'Crimson contenders', 'The early Audubon', and 'Court sense'. At the bottom, there is an 'EVENTS' section with a calendar icon and a list of upcoming events, including 'Negotiation in a Time of War: Abraham Lincoln and the 1865 Hampton Roads Peace Conference' and 'Reception for Visiting Faculty 2014-15 Exhibition'. The page also features several images: a watercolor drawing of a bird, a photograph of a volleyball game, and a photograph of a stack of papers.

How we use Google Analytics

Alumni.Harvard.edu

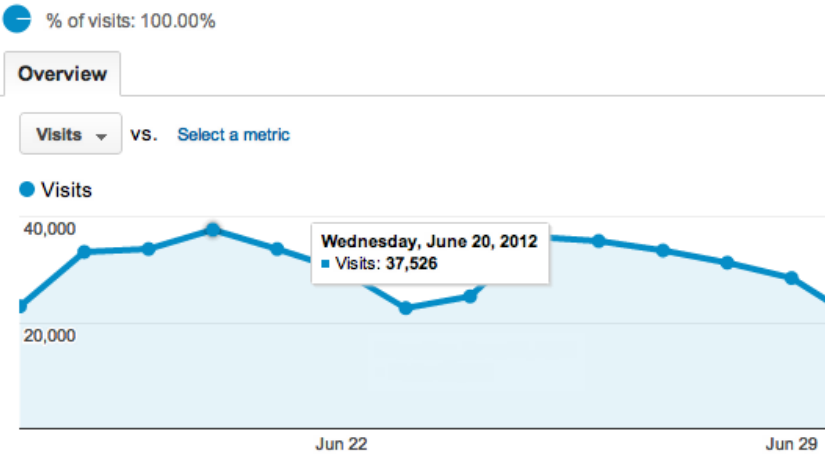
The screenshot shows the Alumni.Harvard.edu website. At the top left is the Harvard Alumni logo. To its right are links for "The Harvard Campaign" and "Alumni Login or Register". A search bar is positioned below these links. A navigation menu includes "Make a Gift", "Connect", "Volunteer", "Ways to Give", "Programs & Events", "Stories", "Schools", and "About HAA". The main content area features a large video player on the left showing a man in a red shirt talking to another man. To the right of the video is a video player titled "A Half Century at Harvard" with a quote from Jack Reardon AB '60. Below the video is a search bar for the "ALUMNI DIRECTORY" with a "Login to update your profile" link. A section titled "ALUMNI PROGRAMS & EVENTS" features a date "OCT 24" and a link to the "Harvard Asian Alumni Summit". At the bottom, a "STORIES" section displays three small image thumbnails.

Campaign.Harvard.edu

The screenshot shows the Campaign.Harvard.edu website. The top navigation bar includes "ALUMNI.HARVARD.EDU" and "HARVARD.EDU". The main header features "THE HARVARD CAMPAIGN" with a large "H" logo and a navigation menu with "Home", "Aspirations", "Engage", "Schools", "The Story Map", and a "GIVE" button. The central hero section displays a portrait of Drew Gilpin Faust with a quote: "The future we face together is one in which knowledge will be the most important currency. Harvard must be at the forefront of creating knowledge, of integrating knowledge across disciplines and fields, and of deploying knowledge in service to the world." Below the quote is a "LEARN MORE" link and a "PAUSE" button. A "WHY GIVE" section is visible below. The bottom of the page features a collage of images, including a man looking at a globe and a man looking at a screen displaying "YOUR HARVARD NEW YORK CITY". A SoundCloud player is also visible on the right side.

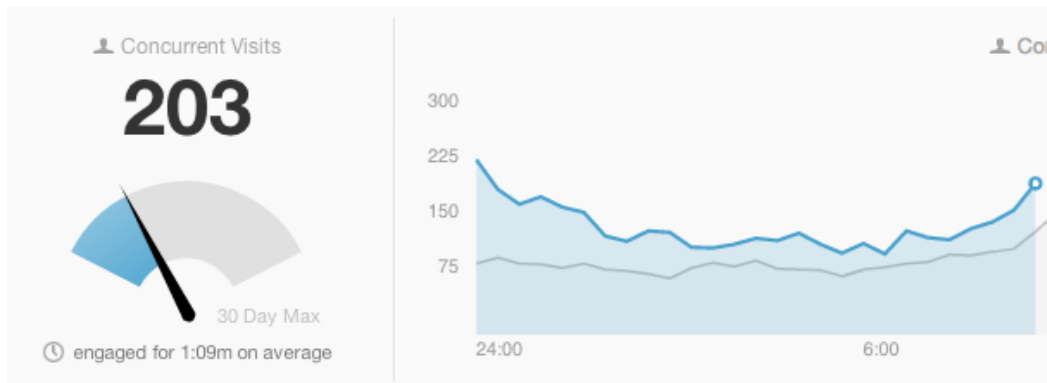
How we use Google Analytics

Google Analytics



- Tracking harvard.edu, Gazette, alumni website, etc.
- Engagement metrics
- Regular reports
- Tracking traffic sent to/from sites
- Event tracking across site elements

Chartbeat

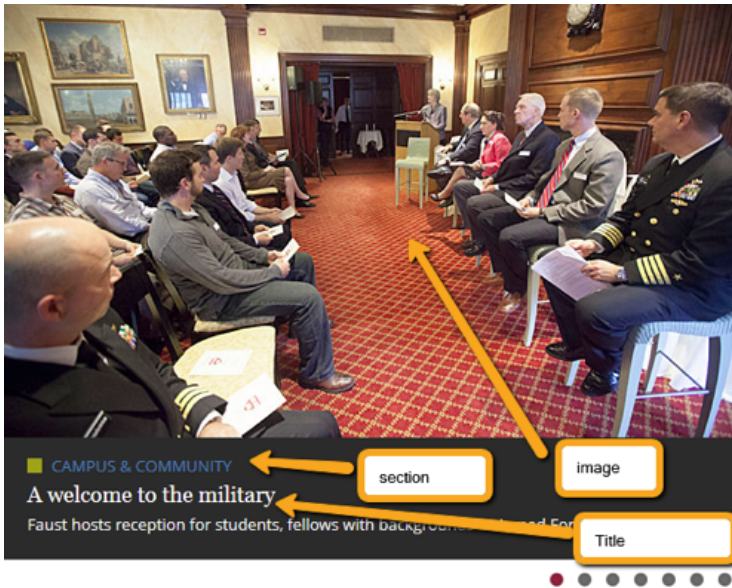


- Real-time traffic segmented by source
- Helps show anomalous events and spikes

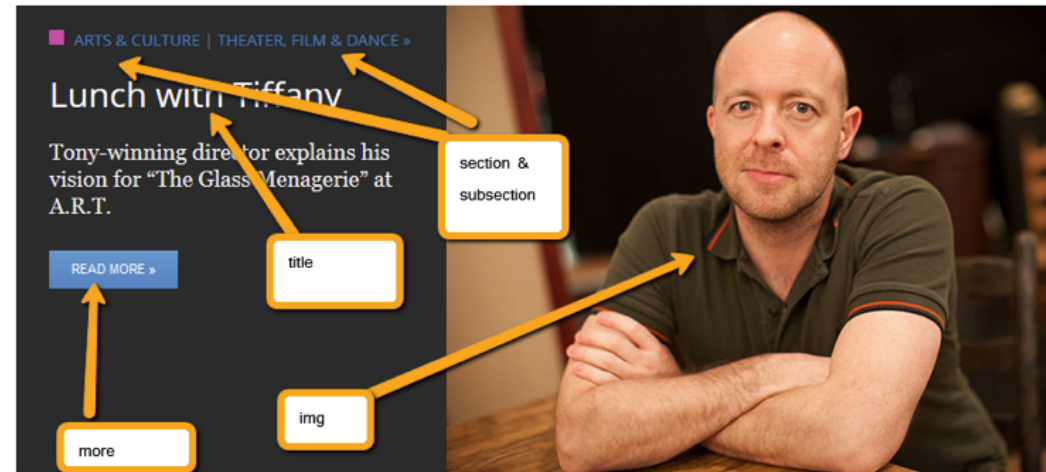
How we use Google Analytics

Google Analytics: Event Tracking / Tag Manager

Example: Harvard Gazette 2.0 redesign



Arts & Culture



Site elements tagged to track performance, usability, popularity in new Gazette design.

How we use Google Analytics

HARVARDgazette

CAMPUS & COMMUNITY > NEWS BY SCHOOL

A Harvard education, without worry

For 10 years, enhanced aid has allowed students in need to attend the College and graduate debt-free

February 7, 2014 | ✓

By Corydon Ireland, Harvard Staff Writer

In the fall of 2003, [William R. Fitzsimmons](#), Harvard's dean of admissions and financial aid, visited Austin, Texas, on a recruiting trip. After Fitzsimmons spoke, the parent of a prospective student stood up. "Harvard sounds wonderful," the man said. "But I can send my daughter to the University of Texas for a third of the cost or less."

Fitzsimmons and other Harvard officials already were steeped in the latest research, which said that college was getting too pricey for average Americans. But the question still shook Fitzsimmons, who knew that Harvard, despite



File photo Stephanie Mitchell/Harvard Staff Photographer

Precious Eboigbe '07 (right), now a second-year law student at Boston College, said that with the Harvard Financial Aid Initiative, "I was definitely less concerned about money." Eboigbe spent three years as an HFAI student coordinator whose job, in part, included mailing the letters of admission.



Still, Harvard's financial aid gave him more than money, said Conti-Brown, repeating a sentiment heard from many HFAI graduates. "It gave me complete confidence, with the realization: I can play on this stage."

To this day, he added, "HFAI stands out as a great shining light."

 NEXT:
■ **Kenneth Griffin makes largest gift in Harvard College history**
February 19, 2014



NEXT box in Gazette 2.0 design

Why we measure (example)

NEXT box in Gazette 2.0 design

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EXAMPLE:

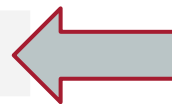
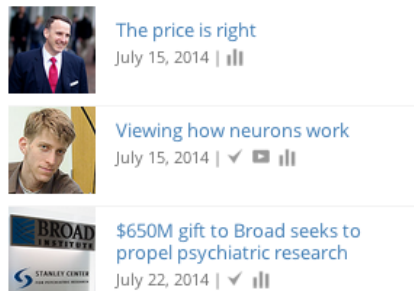
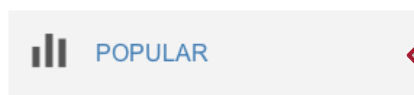
- Since Gazette 2.0 redesign, NEXT box has been clicked **84,132 times**



the latest
Americans.
, despite
students
ersity could

irs," he said
ice again
Harvard in
bastion for

t worry had
g the full



The 'NEXT' box even drove more internal story clicks than the 'POPULAR' stories sidebar since the Gazette 2.0 redesign (about 24,500 more clicks)

Best Practices

Resources:

<http://guidelines.hwp.harvard.edu/analytics>

- Tips from Digital Strategy
- Lynda.com resources and videos
- Google Analytics setup checklist
- Getting Started guide

Google Analytics

TRACKING CAMPAIGNS

Anatomy of a URL

 **Harvard University** 
@Harvard



Following

New findings on the Ebola virus could have important implications for rapid field diagnostic tests hvr.d.me/ARClc

 Reply  Retweet  Favorite  More

 **Harvard University**



Ebola genomes sequenced

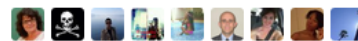
By Harvard University @Harvard

A team of researchers from the Broad Institute, Harvard University, and elsewhere has sequenced and analyzed dozens of Ebola virus genomes in the present outbreak. Their findings could have important...

[View on web](#)

RETWEETS
67

FAVORITES
33



2:25 PM - 31 Aug 2014

Flag media

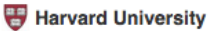
Tagged URL

Anatomy of a URL



New findings on the Ebola virus could have important implications for rapid field diagnostic tests hvr.me/ARClc

Reply Retweet Favorite More



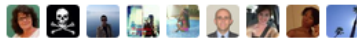
Ebola genomes sequenced

By Harvard University @Harvard

A team of researchers from the Broad Institute, Harvard University, and elsewhere has sequenced and analyzed dozens of Ebola virus genomes in the present outbreak. Their findings could have important...

[View on web](#)

RETWEETS 67 FAVORITES 33



2:25 PM - 31 Aug 2014

Flag media

hvr.me/ARClc

is actually...

http://news.harvard.edu/gazette/story/2014/08/ebola-genomes-sequenced/?utm_source=twitter&utm_medium=social&utm_campaign=hu-twitter-general

Tracking campaigns

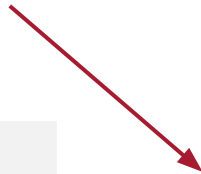
http://news.harvard.edu/gazette/story/2014/08/ebola-genomes-sequenced/?utm_source=twitter&utm_medium=social&utm_campaign=hu-twitter-general



utm_source=twitter
utm_medium=social
utm_campaign=hu-twitter-general

Tracking campaigns

utm_source=twitter
utm_medium=social
utm_campaign=hu-twitter-general



➔	Acquisition
	Overview
	Channels
	All Traffic
	All Referrals
	Campaigns
	‣ Keywords
	Cost Analysis <small>BETA</small>
	‣ AdWords
	‣ Social
	‣ Search Engine Optimization

	Campaign ?	Acquisition			Behavior		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		134,339 <small>% of Total: 34.33% (391,282)</small>	37.71% <small>Site Avg: 64.75% (-41.77%)</small>	50,654 <small>% of Total: 19.99% (253,348)</small>	76.75% <small>Site Avg: 78.91% (-2.74%)</small>	1.43 <small>Site Avg: 1.45 (-0.93%)</small>	00:01:20 <small>Site Avg: 00:01:09 (14.88%)</small>
<input type="checkbox"/>	1. hu-twitter-general	17,292 (12.87%)	58.29%	10,080 (19.90%)	86.37%	1.25	00:00:51
<input type="checkbox"/>	2. hu-facebook-general	9,710 (7.23%)	68.40%	6,642 (13.11%)	83.22%	1.33	00:01:01

Tracking campaigns

Establish consistency in naming:

- Medium (email, social, print, etc)
- Source
- Campaign Name

For example, our 'Medium' is the most general, then 'Source' gets more specific about the platform, then 'Campaign' is the specific name of the campaign.

Tracking campaigns

Google 'url builder'

Traffic

URL Builder

< Next: Best Practices >

Add Custom Campaign parameters to your URLs.

Google Analytics URL Builder

Use this tool to create URLs for your [custom campaigns](#). Fill in the form information and click the **Generate URL** button below.

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 used.

Campaign Source: * (referrer: google, citysearch, newsletter4)
Campaign Medium: * (marketing medium: cpc, banner, email)
Campaign Term: (identify the paid keywords)
Campaign Content: (use to differentiate ads)
Campaign Name: * (product, promo code, or slogan)

Step 3

Tracking campaigns

Shared Spreadsheet

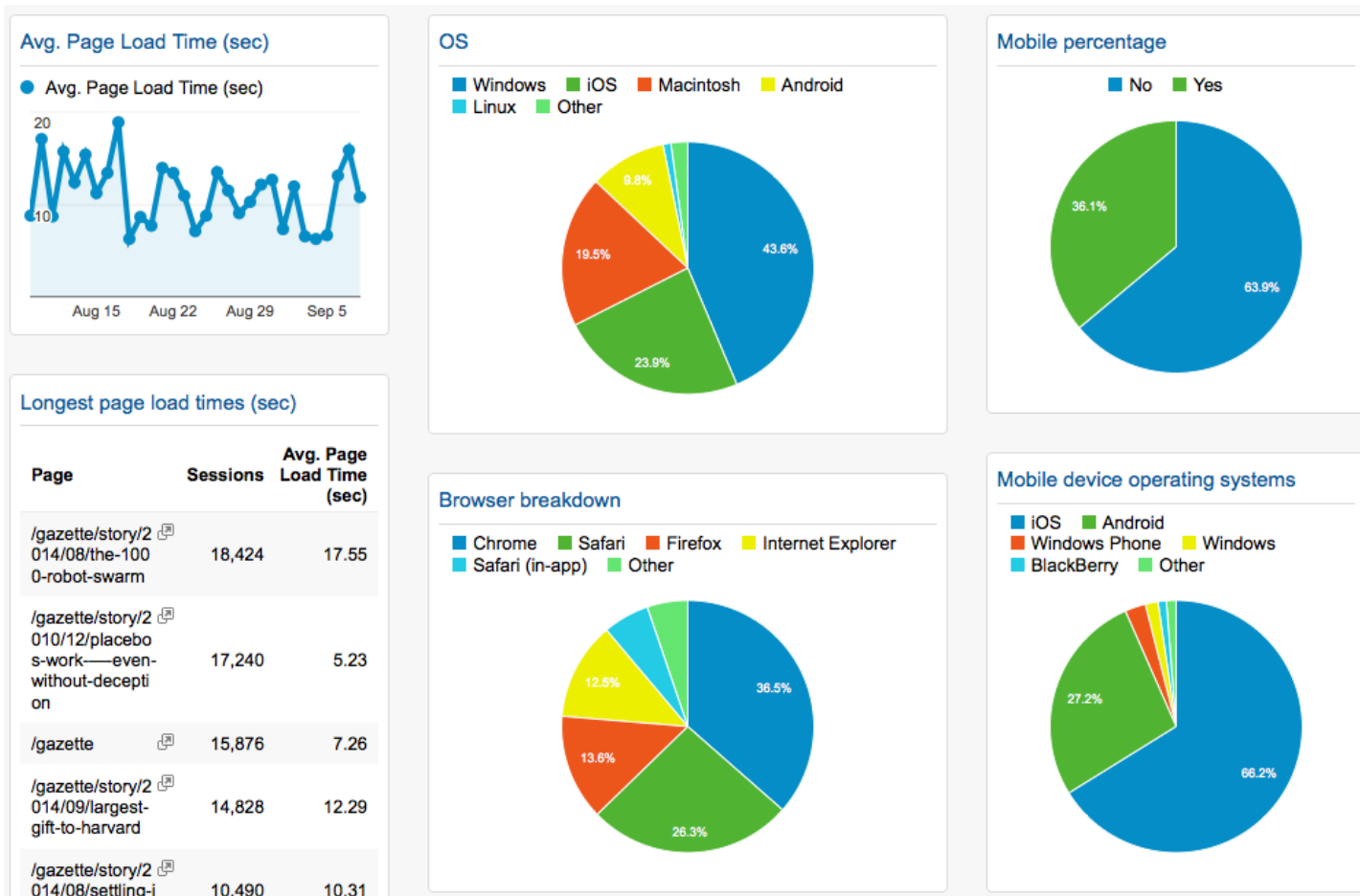
HCF CAMPAIGNS								
A	B	C	D	E	F	G	H	
HCF CAMPAIGNS	3/29/2013 13:59:00							
	REQUIRED FIELDS						OPTIONAL	OUTPUT
Link Description	Distribution Date	Original Link (untracked)	Special Characters	Campaign Medium	Campaign Name	Campaign Source	Content	Tracked Link
	Please use the following date format: year_month_day		Does the original link contain a "?" character? Leave blank if 'no'			daily, weekly, monthly, etc		
Test link	2012_06_05	https://secure.post.harvard.edu/olc/pub/HAA/onlinegiving/showGivingForm.jsp?form_id=124865	yes	print	annual_fund	MONTHLY	60580634	https://secure.post.harvard.edu/olc/pub/HAA/onlinegiving/showGivingForm.jsp?form_id=124865
Test link	2012_06_05	alumni.harvard.edu		social	gift_planning	weekly		alumni.harvard.edu
Test link	2012_06_05	alumni.harvard.edu		email	annual_fund	monthly		alumni.harvard.edu
Test link				referral	gift_planning	monthly		Please select a v
Test link				print	gift_planning	daily		Please select a v
Test link				social	gift_planning	monthly		Please select a v

Google Analytics

DASHBOARDS

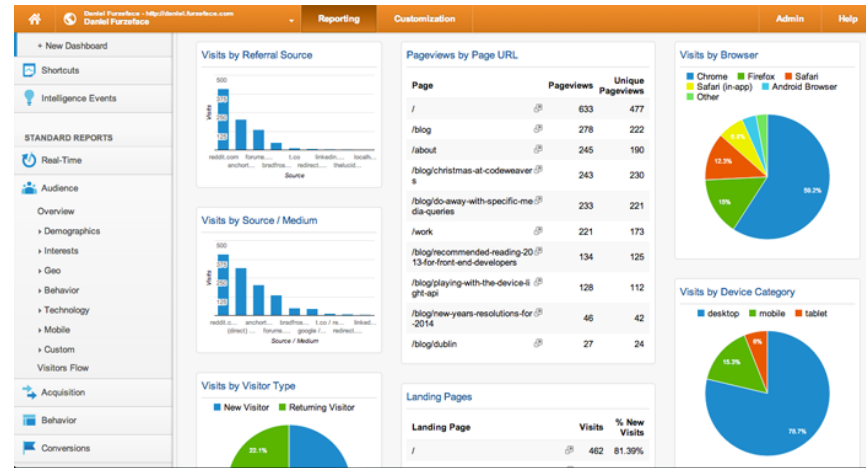
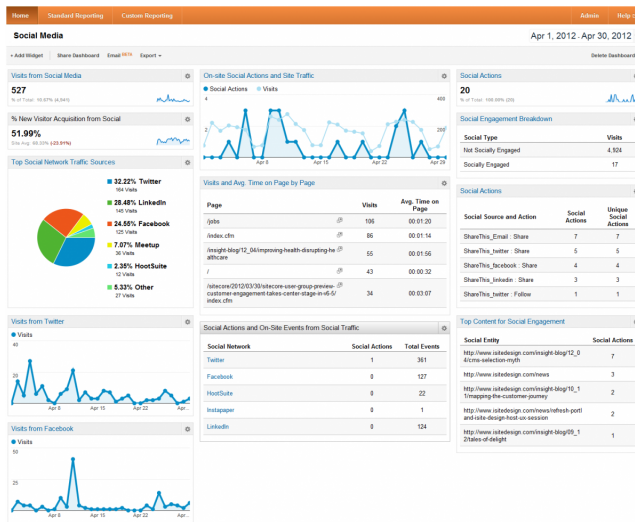
Google Analytics dashboards

- Dashboard example: Technology and Mobile



Google Analytics dashboards

Resource: <https://www.google.com/analytics/gallery/>



Things consider:

- Site goals you're measuring
- Visitor technology (mobile/desktop, screen size)
- Visitor behavior (new/returning, event tracking)
- Who has access, frequency of check-ins

Google Analytics

ANALYTICS DISTRIBUTION

Distribution examples

Daily:

Gazette email report

Goal:

- Provides overall open/click rate, story clicks
 - Compiled in Silverpop, bulleted insights
-

Weekly:

Dashboard report

Goal:

- Overall top stories, traffic breakdown by Harvard sources (Harvard.edu, daily email, social)
- Compiled through GA Dashboard, with bulleted insights

Distribution examples

Monthly:
Monthly analytics report

Goal:

- Trending analytics and analysis for main Harvard web, email, social properties
 - Compiled through several analytics sources, collected in shared Google Doc, bulleted insights
-

Ad-hoc:
Snapshot analytics reports

Goal:

- Provide consistent, templated approach to collection of web, email, social stats and examples
- Compiled using several analytics sources, collected in shared Google doc

Distribution examples

Example: Multimedia section from Monthly Report

Multimedia Highlights:

- The number of Soundcloud plays increased by 21% in July, with 46% more plays than July 2013. The further integration of these clips into social media and Gazette stories has led to a 115% increase in total plays within the past year.
- Video views on both Kaltura and YouTube are down compared to June, a result of the spike in views caused by Commencement videos watched during the beginning of last month.

Multimedia Metrics	2014-July	Last Month	Change	Last Year	Change
YouTube: Video Views This Month	455,618	869,329	-48%	412,078	11%
YouTube: Subscribers Gained This Month	4,518	5,824	-22%	5,330	-15%
YouTube: Lifetime Videos Uploaded	1,976	1,962	1%	1,481	33%
YouTube: Lifetime Video Views	24,410,738	23,913,509	2%	16,300,414	50%
Kaltura: Total Views This Month	14,013	22,502	-38%	23,220	-40%
Kaltura: Avg View Time This Month	0:01:32	0:01:43	-11%	0:01:35	-3%
iTunes U: Total Views This Month (Downloads+Streams)	235,684	243,218	-3%	391,257	-40%
Soundcloud: Total Lifetime Plays	739,210	712,921	4%	343,051	115%
Soundcloud: Plays This Month	26,289	21,684	21%	18,005	46%
Soundcloud: Top Track This Month - Description	Making college possible for low income high achievers	Former NYC Mayor Michael Bloomberg Commencement Address			
Soundcloud: Top Track This Month - Plays	1,232	1,431	-14%	2,477	-50%

Google Analytics

QUESTIONS & DISCUSSION

Google Analytics

QUESTIONS & DISCUSSION