Data Driven Decision Making

Using data to increase your reach on the web and in email

Council 2019

About Me

Jason Johnson, Director of IT, LWVUS

- Designing and building internet based applications and web sites 1996
- Work in education, non-profits, federal state and local government, military, healthcare, and commercial environments
- Member of ASAE Technology Section Council

LWV LEAGUE OF WOMEN VOTERS

Agenda

Web Analytics

Page views vs users
Bounce rate
Landing vs exit page
New vs returning

Google Analytics

Email Marketing Analytics

Mobile vs desktop
Open rate
Click through rate
Bounces
A/B testing

mailchimp

How is the Data Collected?

Web Analytics

```
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ga('create', 'UA-3753848-1', 'auto');
ga('send', 'pageview');
```

Email Marketing Analytics

Pixel tracking
Link tracking

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Web Analytics: Page View vs Users

- Page views are recorded every time a page is loaded
- A user is a single computer which may request multiple
- What about Sessions?
- Visitor does not equal user

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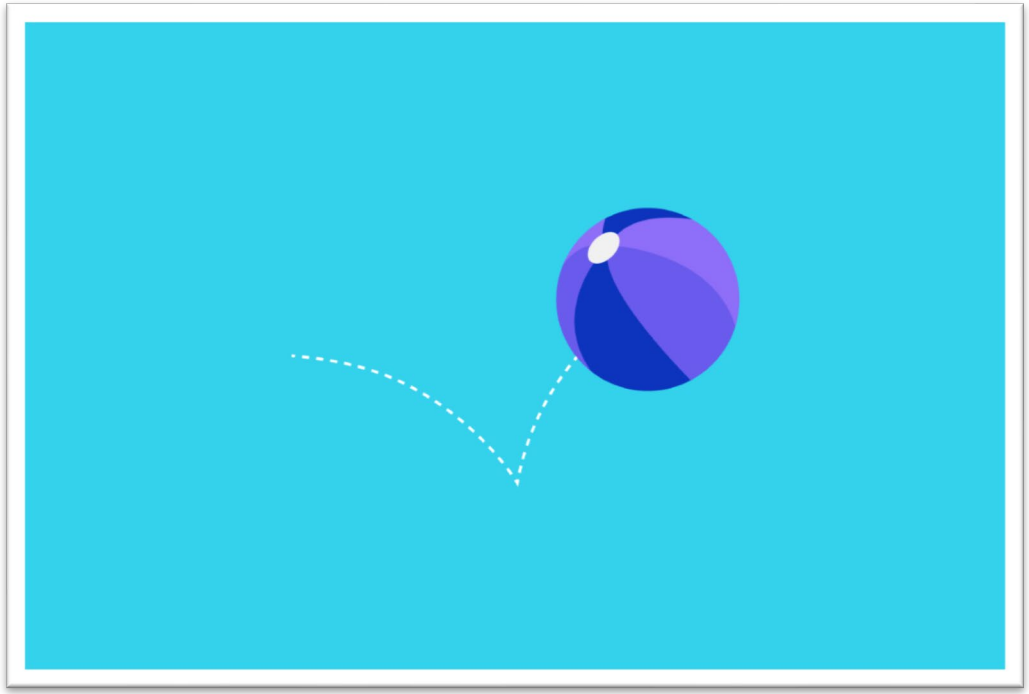
Web Analytics: Bounce Rate

- A *bounce* is a single-page session on your site
  - The percentage of people who arrived at the page, as the first page they visited on the site and the only page
- All bounces are not equal
  - Home page bounces
  - Interior page bounces
- What can drive bounces?
  - Links
  - Search
  - Promotions



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Web Analytics: Landing vs Exit Page

- A *landing* page is the first page a user arrives at
  - They may have been on the site before but as long as it is the first page they are seeing in the session it is a landing page
- An *exit* page is the last page a user sees before closing the browser or going to another site
  - Exit pages are counted based on the window so closing a tab will count as an exit
- What landing and exit can tell us?
  - Landing pages are often highly ranked for SEO/Popular content
  - If people exit in the middle of a flow, consider changing the flow

Web Analytics: New vs Returning

- New means there is no google cookie
  - If there is no tracking cookie, then Google creates one and considers this a new visitor to your site. A session is started and the User Type dimension is set to “New Visitor”, and the New Users metric is set to 1
- Look for sudden rises in new users
- Returning users can indicate your site is useful to your audience
- Home page vs interior pages

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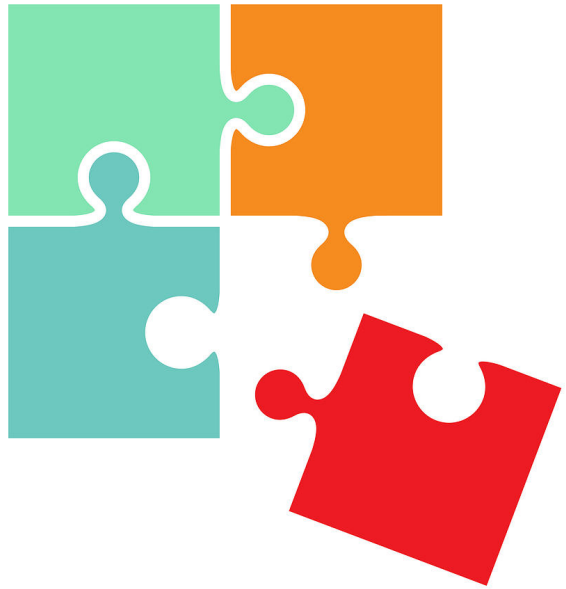
Web Analytics: Putting It Together

- Pick a specific action (e.g. Membership)
- Establish the user paths
- Make a change you think will improve progress on the path
- Monitor the analytics on a monthly basis



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LWV
VOTING RIGHTS
ELECTIONS
OTHER ISSUES
ABOUT US
TAKE ACTION
DONATE
Empowering Voters.
Defending Democracy.
Register to vote, find your polling place, ballot info, and more at VOTE411.org
VISIT VOTE411.ORG
Join a League and protect the future of democracy
JOIN NOW

Proposed Site

Leagues in Alabama

Sorry, we couldn't find a league in that zip code. Consider other leagues in your state.

< Go back to all Leagues

8 Leagues in Your State

LWV Of Baldwin County

Don't See a League Near You?

Join the state League, LWV Of Alabama.

Current Site

Membership and Local Leagues

To become a League member, join one of the 700+ and local Leagues.

Find Your Local League

8 Result(s)

Enter your zip code | FIND A LEAGUE | RESET

LWV Of Atlanta-Fulton Co. (Local League)

Don't see a local league near you?

Join the state League, LWV Of Georgia.

LWV Of Atlanta-Fulton Co.

JOIN ONLINE

Ask this Local League a Question

Learn More about this League

WWW.LWVAF.ORG/

Community Leaders

Karlise Grier, President
Darlene Kimes, Membership Chair

League ID

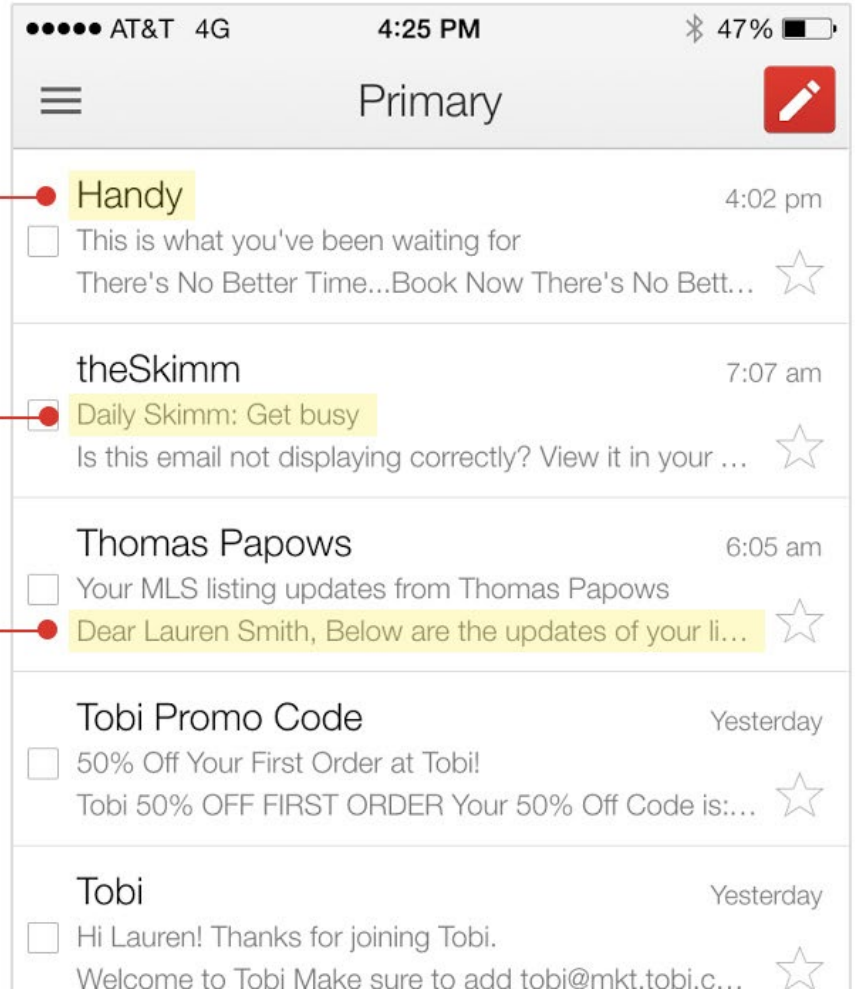
GA003

Phone

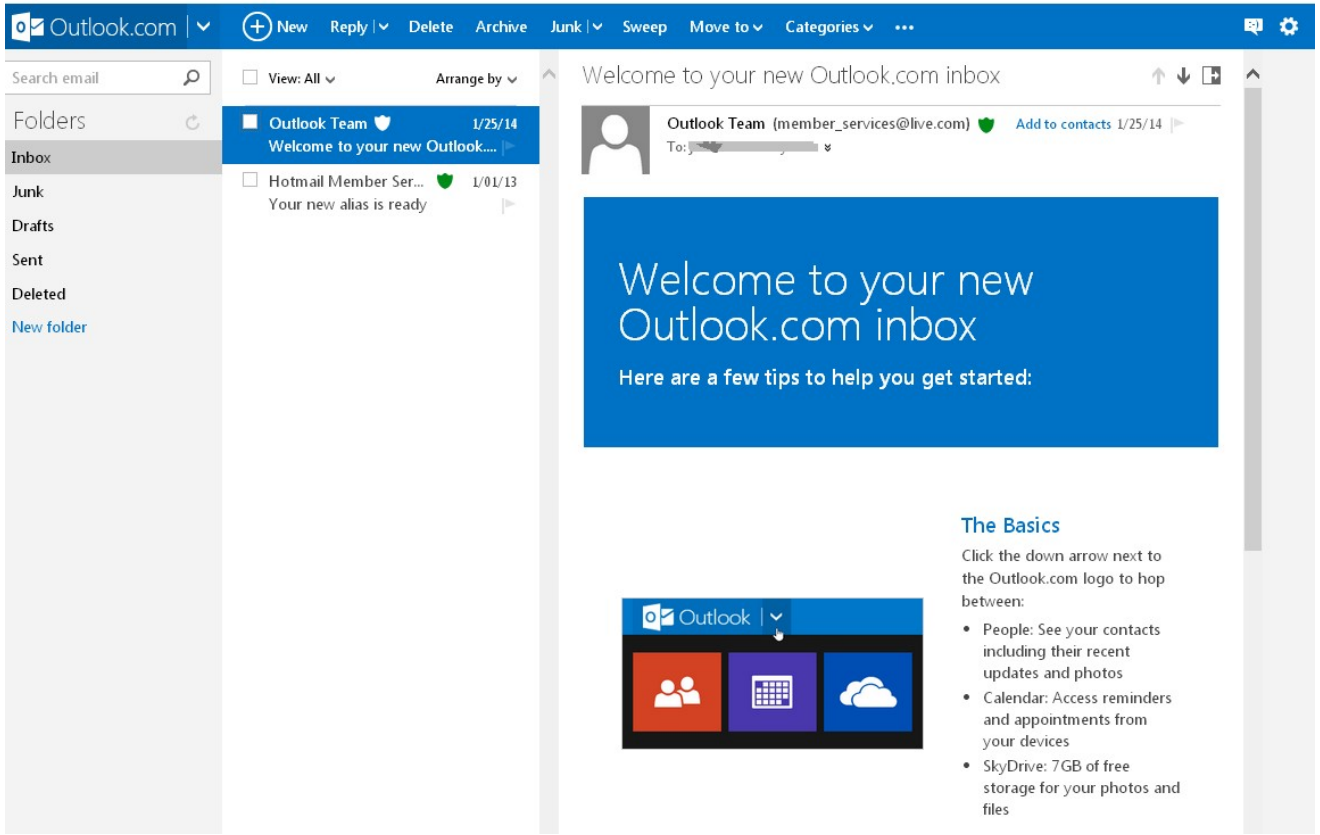
(404) 577-8683

Email Analytics: Mobile vs Desktop

Mobile



Desktop



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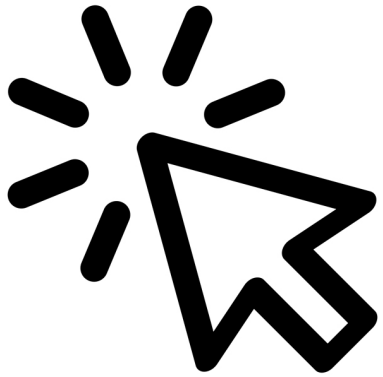
Email Marketing Analytics: Open Rate

- When a user opens the email and the pixel is loaded
  - Previews
  - Mobile
  - Pixel load issues
- Increasing your open rates
  - Subject lines are your best tool
    - Brevity
    - A/B Testing
  - Review what shows in preview
    - Bottom line up front

Email Analytics: Click Through Rate

- When a user clicks on any link in an email after opening it
- Use as few links as possible especially for advocacy and fundraising emails
- Clicks represent interest, don't disappoint. Link to specific actions or content that is directly related to the link that was clicked on



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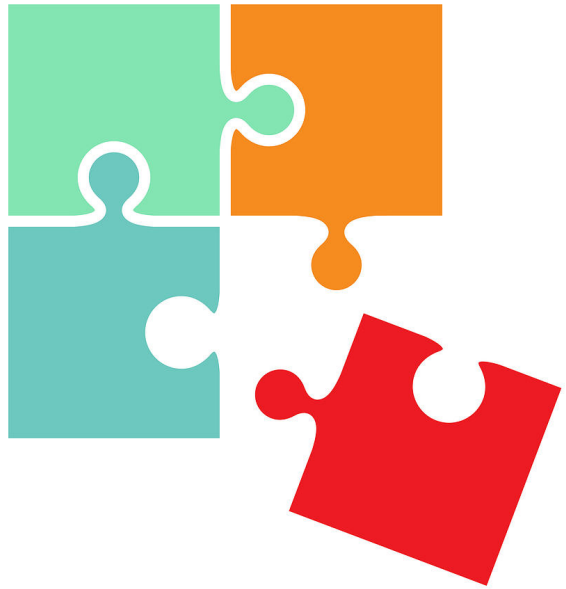
Email Analytics: Putting It Together

- Pick a specific type of email (e.g. Monthly news letter)
- Test different aspects of the email starting with subject line
- Look for people who are not opening your emails and reach out to them directly



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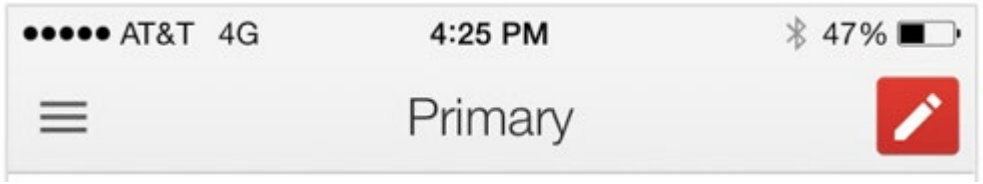
Email Analytics: Putting It Together

Current Email

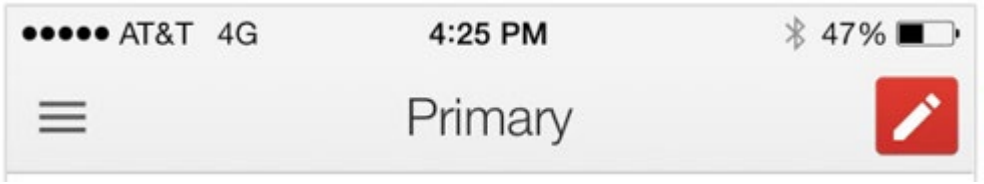


From: LWV Membership

Subject: League of Women Voters Announces …..

Today the League of Women Voters of South …..

Proposed Email



From: Jason Johnson

Subject: We need your help registering voters

Join us in South Bend as we register new citizens ….

LEAGUE OF WOMEN VOTERS®