MAKING SENSE OF CONSUMER DATA IN A DIGITAL WORLD

DIGITAL MARKETING ANALYTICS

SECOND EDITION

Chuck **Hemann** & Ken **Burbary**

Foreword by **Jeremiah Owyang**

Praise for *Digital Marketing Analytics*

"The first edition of this book set the bar for brands and agencies looking to understand how to analyze the impact of digital marketing. What is remarkable is that it hasn't needed a new edition since it was published in 2013, given the pace of change in this marketplace.

"While DMA 2.0 does represent a root and branch update and moves the authors' thinking on in significant ways—covering new platforms, new metrics, new ways of measuring—its essential common sense and no-nonsense approach remains constant. Chuck and Ken lead marketers clearly and efficiently through the minefield of digital marketing measurement. And they do so with a lightness of touch and absence of jargon so rare in this overhyped, much-misunderstood ecosystem. To be recommended."

—**Sam Knowles***, Founder & MD of Insight Agents; author of Narrative by Numbers: How to Tell Powerful & Purposeful Stories with Data*

"This book is more vital and important than ever. Hemann and Burbary go beyond the basics to show you precisely how to measure every element of your digital marketing. A must-read!"

—**Jay Baer***, Founder of Convince & Convert*

"While a lot of the tactics of digital marketing have changed since the first edition of this book, two things haven't: the need to measure the *right* things, and my trust that Chuck and Ken have you covered, right here in the pages of this new edition. Indispensable for the modern, data-driven marketer."

—**Tom Webster***, Senior Vice President, Strategy and Marketing, Edison Research*

- Finally, while looking externally at all of these digital channels and platforms can tell you quite a bit, it cannot provide everything a brand needs to know about the digital ecosystem. Garnering objective feedback from the audience(s) you serve is a critical component of a digital brand analysis. You're able to capture highly relevant, qualitative responses from the consumer audiences that matter to you and use that, with your other findings, to triangulate any necessary course corrections to your digital marketing strategies and content marketing initiatives. That content could be for your brand website, Facebook page, Twitter account, LinkedIn page, YouTube channel, or even syndicated content via a partner. Your brand's content is the fuel for making your digital marketing program relevant and successful. Without content that truly resonates with your target audience, the chances of your program succeeding are quite small, regardless of the content format (text, audio, or video).

Brand Analysis in the Digital Age

This chapter walks through the approach and techniques for conducting a digital brand analysis, lightly touching on the tools that you can use to do so, but keep in mind our words from Chapter 3, "Choosing Your Analytics Tools," the tools in the digital medium change often, rapidly. We intentionally don't want to focus your time and attention on the content in this chapter, or any in this book, on tools that might not exist later this year or the next year, or at the very least do not function in the same ways, thus prohibiting you from using them as we describe.

That all said, what are the components of digital brand analysis? In this chapter, we break it into the following three components:

- **Brand share**—Marketers have long used the concept of market share for their own purposes as a proxy for measuring their impact on consumer attentions and brand preferences. It's a helpful way to gauge brand awareness, equity, and engagement. Establishing your digital brand market share covers several different dimensions, and we examine them in greater detail throughout the first section of this chapter.

- **Brand audience**—We're in the digital marketing age of audience, attention, and experience. So we need to rethink and realign how we go about gauging the pulse and perspective of the audiences we're trying to reach in digital format. This is an emerging area of measurement, with some straightforward and simple methods for calculating a brand's audience, but it can be negatively impacted due to the fragmentation of digital channels, platforms, and devices. That said, some useful ways

still exist to quantify your audiences and use those findings as an indicator for the total number of people you're reaching, engaging with, and exposing your content and thought leadership to. We explore how to do this in the second part of this chapter.

- **Brand and consumer alignment**—Does this sound familiar? You've done your consumer research with focus groups and surveys, and you've analyzed all the digital data sources available to you from your web analytics, social analytics, and CRM tools. You've used all of those inputs to inform and craft your digital marketing strategy for your product or service and feel like you have a good handle on how you should market your brand positioning and content marketing efforts, only to be surprised (not in a good way) that after launching, you aren't seeing the expected outcomes or same responses your early research showed.

Believe it or not, the preceding situation is actually quite common, and one of the main reasons a digital brand audit is so important. It can identify where you and your target audiences are not aligned. Alignment is critically important for your content and experiences being relevant.

The last section of this chapter covers how to assess and identify whether your brand and consumers are misaligned, and how to go about fixing it. This primarily involves the use of specific and targeted social listening analyses of qualitative feedback by consumers rather than a quantitative exercise, but don't dismiss it for that reason. It can yield very powerful insights because it provides unique perspective that a brand won't get from some of the other digital analytics tools (search analytics, web analytics, and so on). Which social listening tool doesn't particularly matter as long as it has good data coverage across the digital properties relevant to your brand. That said, refer to Chapter 3 for details on our recommended social listening tools. All of them have their own individual nuances, and all are highly recommended.

Brand Share

What percentage of the category does my brand occupy? What percentage of the relevant audience for a category does my brand reach? Let's dive into how marketers answer these types of questions. We cover three dimensions (see Figure 4.1) of looking at brand share in digital marketing in this section. Let's examine them in greater detail.
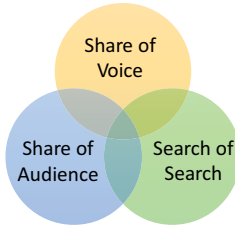
Figure 4.1 *Brand share dimensions.*

Each of these dimensions can be valuable by itself but looking at all three, both independently and together, can yield interesting trends that you wouldn't see otherwise. For example, it's a commonly accepted belief that there aren't very stable links between what consumers say about a product or service versus what consumers mean (what they really think and believe) versus what they actually do. Consumers' behavior often doesn't match what they communicate or their feelings. This is why evaluating brand share with the three dimensions is so important. If we were only to consider one of them, we might have a real problem down the line because we based an important product decision or set of digital marketing decisions on a false belief or misleading consumer insight.

Share of Voice

Looking at share of voice, or "what people say," enables us to understand how much of the total conversation about a category a brand might occupy. In other words:

> SOV = Discussions about Your Brand / Total Discussion in Your
>   Category

What we mean by that is, if your brand is in the quick service restaurant (QSR) category, Subway, for example, what percentage of all consumer conversations in digital/social channels are about Subway? You then compare that against other QSR brands to understand where Subway stacks up against the competition (see Figure 4.2). This is a fairly common way that marketers currently measure trends in the overall health of their digital brands. Thanks to social listening tools, share of voice is relatively easy to calculate as well!
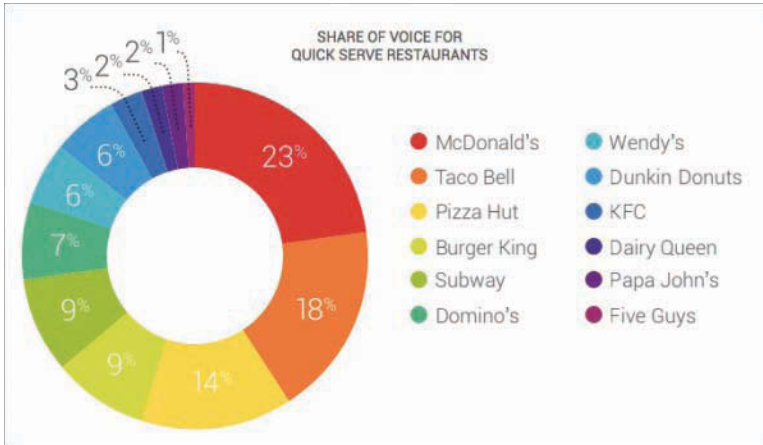
Figure 4.2 *QSR category share of voice by Brandwatch Analytics.*

As we briefly described earlier in the chapter, this can help you understand how successful your awareness efforts are within your marketing or advertising. At the macro-level, are they working? Is digital brand awareness for the brand increasing? If so, you should expect to see your SOV increase over time based on the fact that consumers are having more discussions about your brand, and more consumers are participating in those discussions as well.

Context is everything, so it's important to understand that any SOV analysis is only a snapshot in time for that category. Trending SOV over time will reveal the real insights that can lead you to action or a change. The snapshot is a good starting point, but the work doesn't end there. You can trend SOV manually, but thanks to social listening tools, the SOV trending process is pretty painless. With custom rules and filters, you can set up SOV dashboards that automatically update and show the trending over time, which allows you to monitor and dig into the details as needed if you spot shifts in either your brand's or a competitor's SOV. Including the competitive set in your SOV trending dashboard is a good way to identify the need to explore competitors in detail, because it's a high-level indicator that they might have made strategic changes to their digital marketing that are resonating with consumers and shifting the distribution of brand SOV within the category.

Share of Search

Looking at share of search, or "What people do," or put another way, "What people intend to do," helps us to understand how many of the total searches within a category are about brand's products or services. We say W*hat people intend to do*, because organic searches on Google or any other search engine are specific questions seeking a specific and relevant answer. In the last couple of years, the shift from simple keyword searches to intent-based searches has caused significant changes in how many

marketers utilize paid and organic search marketing, as well as content optimization. Much like with CRM and direct response, marketers have long used lead-scoring methods to qualify and segment leads or opportunities; search marketers have begun to do the same. Is the keyword you're considering a "high-intent" or "low-intent" word? Matching your content and keywords to the high-intent keywords will correspond with an increased likelihood of being discovered or clicked on whether it's an organic search or a paid search. Leading paid search platforms such as Wordstream have developed features into their analytics that score keywords based on intent as we have described, with suggestions for your keywords based on the intent scores.

Back to calculating and using share of search (SOS):

SOS = Searches about Your Brand / Total Searches in Your Category

Sticking with our QSR example for this topic, if your brand is in the quick service restaurant category (QSR)—Subway, for example—what percentage of all consumer searches are about Subway? You then compare that against other QSR brands to understand where Subway stacks up against the competition, as shown in Figure 4.3. This is a fairly common way that marketers currently measure search trends and apply them to get a sense of the overall health of their digital brands based on consumer intent. Thanks to the plethora of search analytics tools available to you, share of search is also easy to calculate, just like SOV.
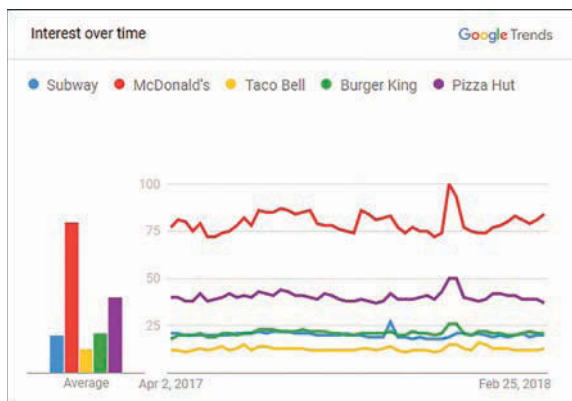

Figure 4.3 *QSR category share of search by Google Trends.*

SOS can be broken down further and filtered based on geography. This is important because we know consumer brand attitudes and preferences aren't universally true. Major differences exist based on different regions or locations. For example, let's look at the same SOS shown in Figure 4.3 but broken down by searches based on sub-region. Using Google Trends, we can quickly see that McDonald's and Pizza Hut dominate across all parts of the United States (see Figure 4.4). There may be pockets of micro-geographies where exceptions exist to this, but we're focused on understanding overall brand health using SOS, so we won't dig into the details here.
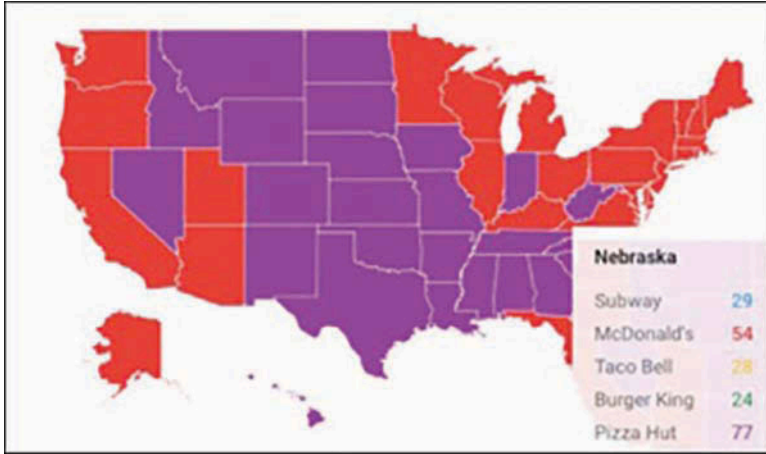
Figure 4.4 *QSR category share of search sub-region by Google Trends.*

As with share of voice, incorporating SOS into your brand share analysis can provide another data point to consider as you evaluate the success of your awareness efforts within your marketing or advertising.

Also, as with SOV, any SOS analysis is only a snapshot in time. Search trends change for many reasons and building a trended view of SOS for maximum benefit of this type of analysis is important.

Share of Audience

Share of audience is a relatively new concept for digital marketing analytics. It's borne out of marketers' need to understand their total audience in a number of ways. Traditionally speaking, and still very much true today, offline channels such as traditional broadcast media measurement used the reach and frequency of exposure to help answer questions such as:

- Who is my audience?
- How many people can I reach with my marketing or advertising efforts?
- Am I exposing more or less consumers to my content/message than my competitors?"

These are just examples, but the point is that the intent to understand a brand's audience has existed for some time. Digital analytics can play a big role in helping reframe marketers' view of audience. There isn't a single approach or way to do this, but we offer a simple and manageable approach that you can adopt, whether you're a marketer working at Coca-Cola or the local gourmet food market. This approach scales from small to big brands seamlessly: