

Advanced eMarketing: Tracking & Metrics

Measurement and analysis have a huge impact

By C.J. DeSantis

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Speaker Background

- C.J. DeSantis, CEO, eLearners.com, LLC
 - After online master's degree - saw need to help colleges market their online programs
 - Founded eLearners.com in 1999
 - Served over 75 college clients in past 5 years
 - Have used and analyzed over 100 advertising sources to find interested online students for clients
- Contact Info
 - cdesantis@elearners.com
 - 866-eLearners (353-2763)

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Presentation Goals

- Discuss and practice calculating important eMarketing metrics
- Cover tracking techniques for your eMarketing

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Calculating Marketing Metrics

Part 1

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Metrics Worth Calculating

- Click Thru Rate (CTR)
- Cost Per Click (CPC)
- Conversion Percent (Click to Lead)
- Cost Per Lead (CPL/CPA)
- Enrollment Percent (Lead to Start)
- Cost Per Start/Enrollment (CPS)
- Return on Investment (ROI)

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Best Metrics

- CPS (Cost Per Start)
 - Helps evaluate the overall effectiveness of your marketing and admissions efforts
 - Does not tell you the max acceptable CPS
- ROI (Return on Investment)
 - Helps administrators determine a max CPS that will allow a program to run profitably
 - Marketing ROI only includes marketing costs, while Total ROI includes all institutional costs

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CPS / Cost Per Start

- $$\text{CPS} = \frac{\text{(TOTAL costs for a campaign)}}{\text{(# of starts from the campaign)}}$$
- Tracking the student from ad to start is the hardest part
- Adding up all hidden costs is also critical
- Requires coordination between marketing and admissions

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CPS for CPL Campaigns

- If you are buying leads CPS is an admissions task only
- Each lead gets tagged with the lead supplier code (S=supplier1) in your admissions system
- Add up total costs for a supplier over a time period and divide by total starts from that period (plus a time lag?)

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CPS / CPL Example #1

- You buy 1000 leads for \$25 each
- After six months you have generated 25 new starts
- What is the CPS?
- If you got two batches of 1000 leads from two suppliers and each one generated 25 starts – are these suppliers equal?

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CPS / CPM Example #2

- You buy 1,000,000 graphical ad impressions for \$25 CPM
- The CTR on these ads was 1%
- The site conversion on the clicks was 10%
- 2.5% of leads enrolled
- What is the CPS?

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Comparing Campaigns

- Which was a better buy? Example 1 or 2?
- What other data do you need to determine the most accurate answer?
- How many hidden costs can you think of?

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Other Campaign Costs

- CPM Deal
 - Ad planning & design costs
 - Ad tracking system (if a monthly cost)
 - Staff time to monitor and optimize the ads
 - Design and optimization of your site
 - Refinement of your lead form
 - Admissions efforts
- CPL Deal
 - Deal administration
 - Admissions efforts

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CRM & Admissions Systems

- What technology does admissions use to hold data about inquiries?
- CRM (customer relationship mgmt) systems allow admissions to track all communications to a lead
- If you have not budget and no system use an open source CRM system

CPS for non-CPL Campaigns

- If you buy your own ads (instead of buying leads) calculating CPS is more complex, but just as critical
- Your ads drive visitors to your site and your site should generate leads for admissions with a lead form
- Leads from the form must go into the admissions system

Tracking your eMarketing

Part 2

What Must Be Tracked?

- What do you need to measure/track?
 - Impressions
 - Clicks
 - Calls
 - Lead form views
 - Form conversions (Leads)
 - Enrollments / Starts
 - Graduations / Dropouts
- It depends on how/where you advertise

Marketing Department: Tagging the Lead Source

- No Tracking Technology
 - Force users to select a referrer on the lead form (very easy but lacks accuracy), and then mark the lead data with the source
- With Tracking Technology
 - Make sure your system is setup to track from ad (each link must be coded) to lead (record a lead on the confirmation page)

Inventory Your Technology

- Meet with IT/IS, Marketing & Admissions
- List all technologies and platforms
 - OS (Windows, Linux, etc)
 - Web Servers (IIS, Apache)
 - Databases (Oracle, MS SQL, My SQL)
 - Ad Serving / Ad Agencies
 - Log Analysis
 - CRM & database systems

Plan Ad Tracking Carefully

- Understand your possible ad buys and paths to lead and build a system to track all of them
- Plan to capture maximum details to allow for future analysis
- Keep it all computerized/automated – eliminate human error and effort

Multi-Level Tracking

- The Source Level
 - S=Google, S=Yahoo, S=MSN
- The Ad Level
 - A=1, A=2, A=3 or A=banner1, A=blue2 ...
- Advanced Variables
 - The Ad placement location vs. Ad creative
 - The Landing Page Level
 - The Program Level
 - The Seasonality (month, day of wk, time of day)

Free Ad Tracking

- Assign a Source and Ad variable to all URLs from ads before they are launched:
www.myschool.edu/online/?S=1&A=2
- Buy, deploy and learn an open source web log analysis system:
http://dmoz.org/Computers/Software/Internet/Site_Management/Log_Analysis/Freeware_and_Open_Source/
- Paid solutions are superior – but there is no excuse for not having some tracking!

Ad Tracking Solutions

- “Web Analytics” is the name for the type of product that does most of your tracking
- Some common mid range solutions are:
 - WebTrends
 - NetTracker
 - ClickTracks
 - Urchin
 - At least 50 other vendors exist
- All 4 of these offer software and ASP solutions as well as data collection on both client (page tagging) and server (log files) side

Web Analytics Solutions

	Server Side (Log Analysis)	Client Side (Page Tagging)
ASP Solutions	<ul style="list-style-type: none"> • Some vendors partner to offer this service 	<ul style="list-style-type: none"> • Most page tagging solutions fit here • Ad Serving solutions are also here
Software	<ul style="list-style-type: none"> • Most log file analysis solutions fit here 	<ul style="list-style-type: none"> • Some vendors are starting to offer page tagging from their software

Web Analytics Advantages

Server Side (Log Analysis)	Client Side (Page Tagging)
<ul style="list-style-type: none"> • Possible analysis of historical data • No firewall issues • Better for tracking: page errors, bandwidth, SE spiders • Fewer privacy issues (cookies, etc.) • Vendor independent - you own your logs, making vendor changes easier • Can be cheaper for larger sites, especially over time 	<ul style="list-style-type: none"> • More accurate session tracking • Helps web designers get more info on users • Can capture conversions from your partner's sites (agencies, affiliates) • Data can be processed in real-time with fewer delays • Simpler to setup and requires less time from technical staff • Can be cheaper for smaller sites • Can track javascript & Flash events

Admissions Department: Connecting Leads to Starts

- Web Analytics is half the tracking puzzle
- To calculate CPS we need to connect marketing data (where the lead came from) to Admissions data (who enrolled)
- The hard part is the admissions data
 - Where is it stored?
 - How can you connect it to the marketing data?

Admissions CRM Options

- There are many available options
 - Cost: free to millions of dollars
 - You'll need some type of admissions/CRM!
- Enterprise (SAP, PeopleSoft...)
- Academic (SCT, edGeuniti, Jenzabar...)
- Open Source (SugarCRM, Anteil, hipergate...)
- Custom Databases (you current lead tracking system)

More Information

- For a copy of these slides and other related materials visit:
 - <http://elearners.com/sloan/>
 - Glossary
 - Handouts
 - Vendors/software
 - Printable Slides
- Also feel free to contact me directly