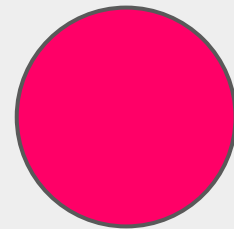


This session is being recorded



Culture & Tourism Connected

Workshop: Measuring & Optimising
Digital Engagement

10 October 2022



ctconsults.

In this session

- 1. The Visitor Value Journey (R.A.I.S.E.)**
- 2. Measuring Engagement with Google Analytics 4**
- 3. Reporting Engagement with Google Analytics 4**
- 4. Optimising Engagement (D.I.A.L.)**
- 5. D.I.A.L. Examples**

1. The Visitor Value Journey

Mapping Engagement with R.A.I.S.E.



1. The Visitor Value Journey

R.A.I.S.E. Engagement Framework

1. Reach

your target audiences through digital marketing & communications channels

2. Attract

visitors to content on your website that grabs their attention and motivates them find out more

3. Involve

visitors in discovering listings or other content that speaks to their needs

4. Satisfy

visitors' needs (and your own) by encouraging them to transact with you

5. Extend

journeys by encouraging visitors to subscribe and share

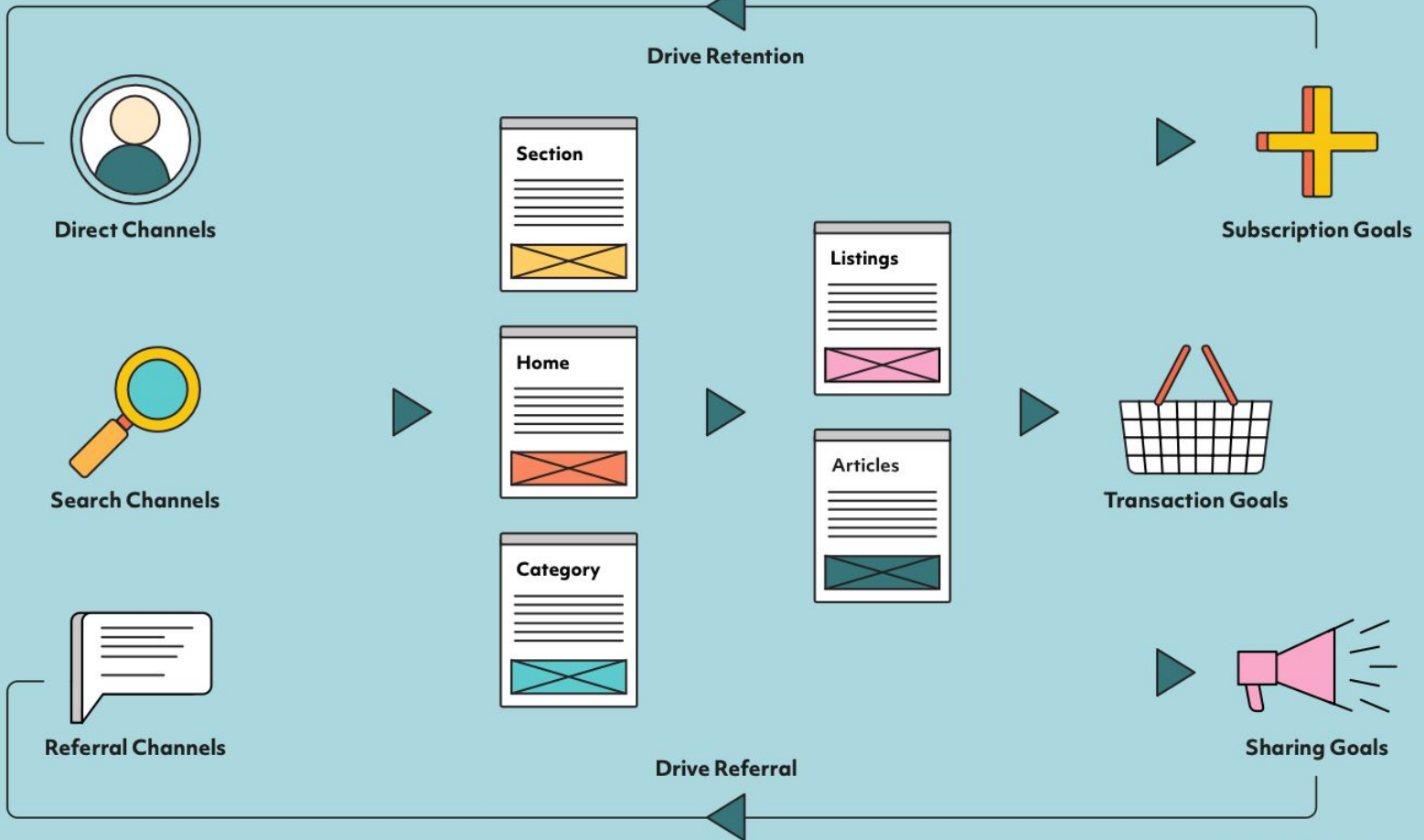
1. Reach

2. Attract

3. Involve

4. Satisfy

5. Extend



Reach & Attract - Channels



Direct Channels

- Email communications (e-news, e-shots, confirmations, reminders, etc.)
- Social communications (Facebook, Twitter, etc.)
- Brand search
- 'Direct' URL entry or bookmarks

Reach & Attract - Channels



Direct Channels

- Email communications (e-news, e-shots, confirmations, reminders, etc.)
- Social communications (Facebook, Twitter, etc.)
- Brand search
- 'Direct' URL entry or bookmarks



Search Channels

- Organic search results
- Structured search results (e.g. places or events)
- Paid search results (e.g. Google Ads / Ad Grants)

Reach & Attract - Channels



Direct Channels

- Email communications (e-news, e-shots, confirmations, reminders, etc.)
- Social communications (Facebook, Twitter, etc.)
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Search Channels

- Organic search results
- Structured search results (e.g. places or events)
- Paid search results (e.g. Google Ads / Ad Grants)



Referral Channels

- Display ads, video ads, social ads, etc.
- Press and public relations
- Partner marketing
- Organic referral

Involve - Content Types

1. Your homepage surfaces content from across your website, directing users towards top-level section pages or your most popular category pages, while featuring important listings, recent articles, or key calls-to-action.



2. Section pages reflect the main divisions of your offer — e.g. into What's On, Visit Us, Learning, Food & Drink, Shop, Support — and allow users to browse or search for relevant 'products'.



3. Category pages draw together listings, articles, or other content items around themes based on your event categories (e.g. 'Comedy'), audience segments (e.g. 'Families'), time (e.g. 'January'), or other factors.



4. Listings pages relate to the individual events, items of merchandise, or other 'products' (some of which may be free) that you offer. They provide structured information such as dates or price — and include calls-to-action for users to 'book now', 'plan your visit', etc.



5. Articles provide other ways for users to engage with your offer and — with amplification through email, social, search, and partner marketing — can power your content-centred digital engagement strategy.



+ Other content types such as 'About us', 'Contact Us' or site search results pages serve specific functions on your website — informing users and facilitating conversion.

Extend - Transaction Goals

- Book tickets, admission, or other experiences
- Buy merchandise or food & drink
- Make a donation or buy a membership
- Hire venue or book a private event



Transaction Goals

Extend - Subscription & Sharing Goals

- Opt in to email communications
- Follow on social networks
- Get in touch
- Download



Subscription Goals

- Book tickets, admission, or other experiences
- Buy merchandise or food & drink
- Make a donation or buy a membership
- Hire venue or book a private event



Transaction Goals

- Share URL on Facebook, Twitter, etc.
- Comment on article
- Review event or product
- Word of mouth



Sharing Goals

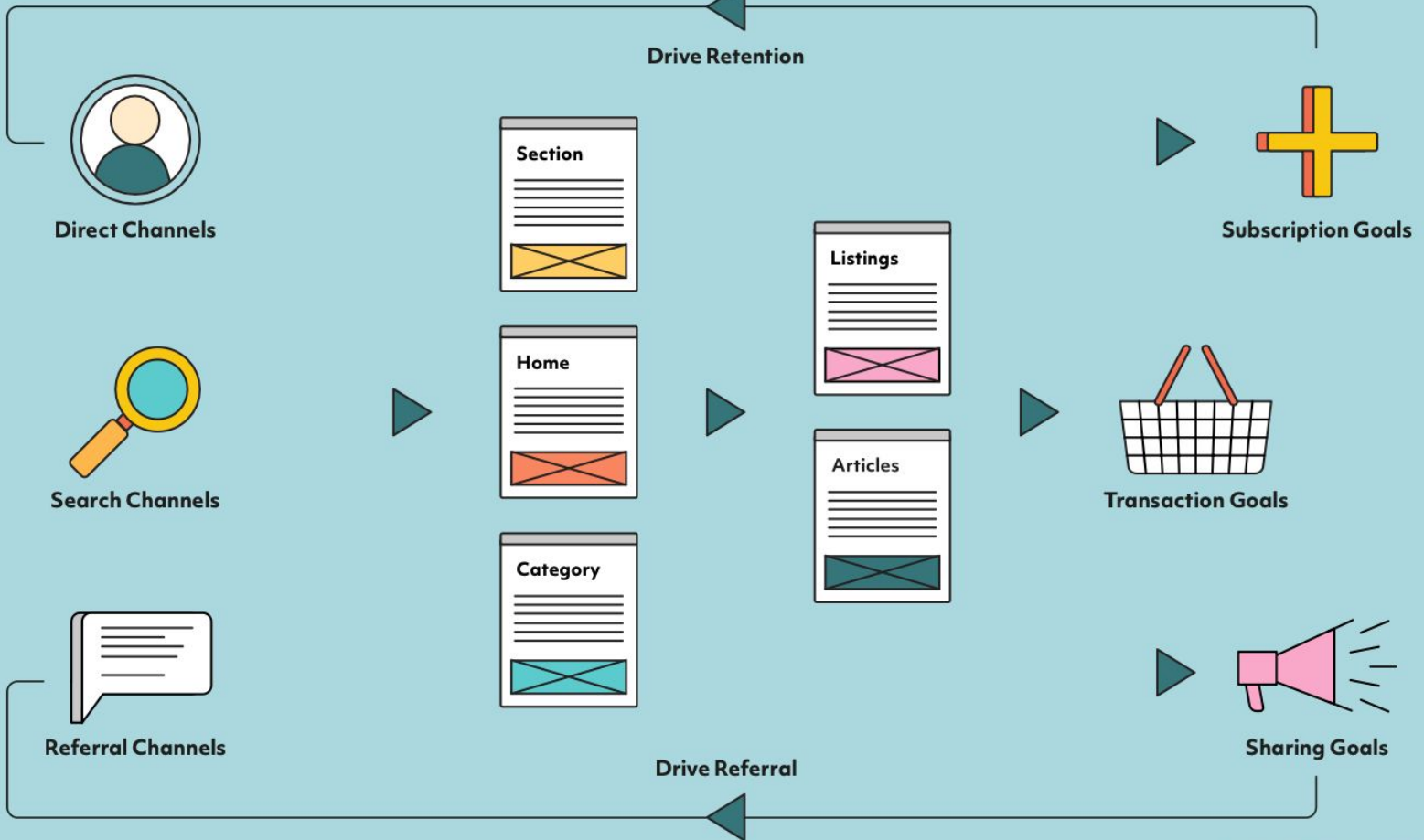
1. Reach

2. Attract

3. Involve

4. Satisfy

5. Extend



2. Measuring Engagement

Google Analytics 4 Tracking



GA4 - Tracking Methods

Campaign
tracking



Event
tracking



Ecommerce
tracking

Campaign Tracking - Processing

1. Direct / None — no information about the referral source is available.

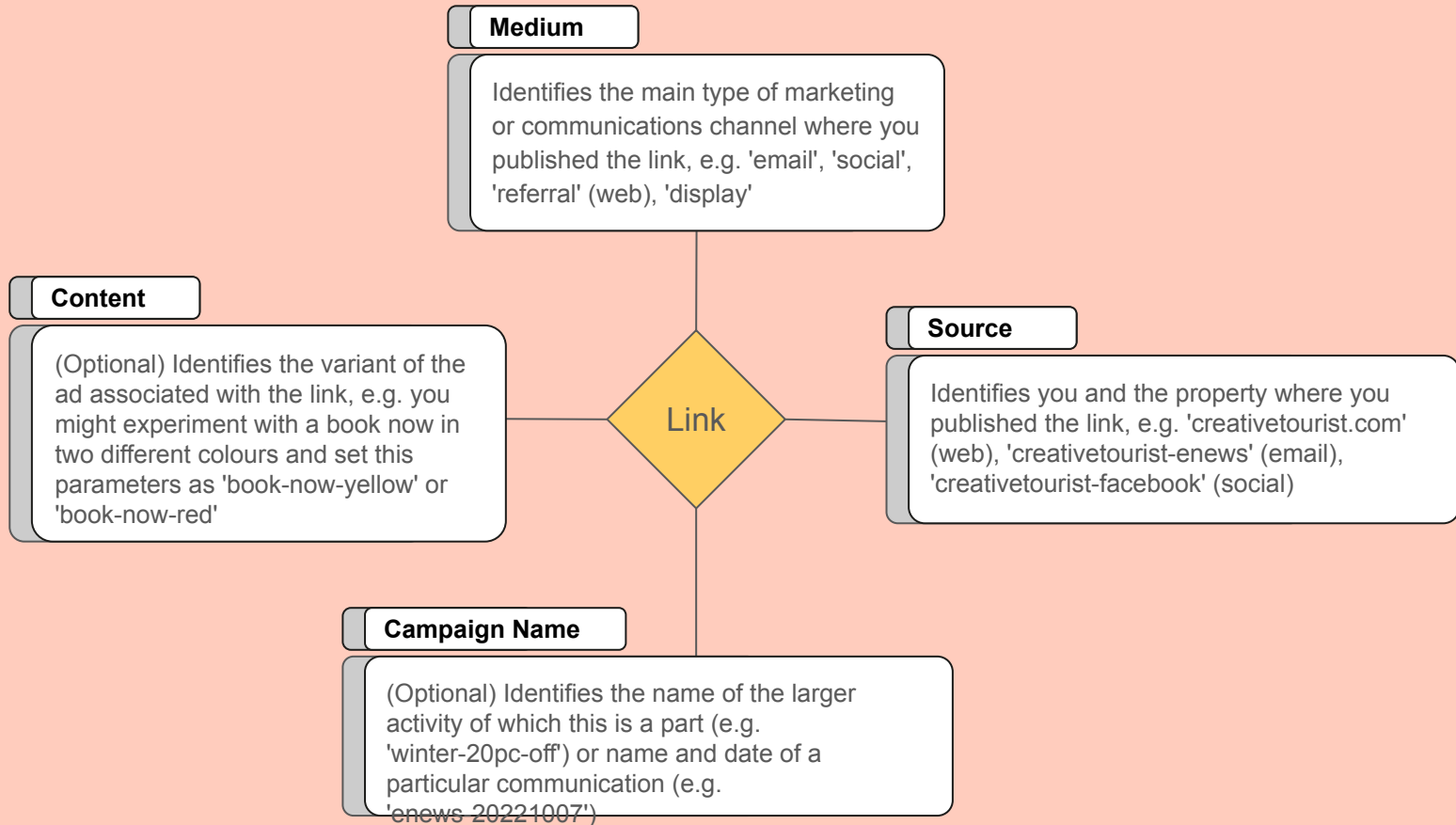
2. Website Referral — information about the web page where the linked appeared is passed automatically via the HTTP 'referrer' header field.

3. Social or search referrals — Google Analytics determines these by checking the referrer against lists of domains (e.g. bing.com = 'search', facebook.com = 'social')

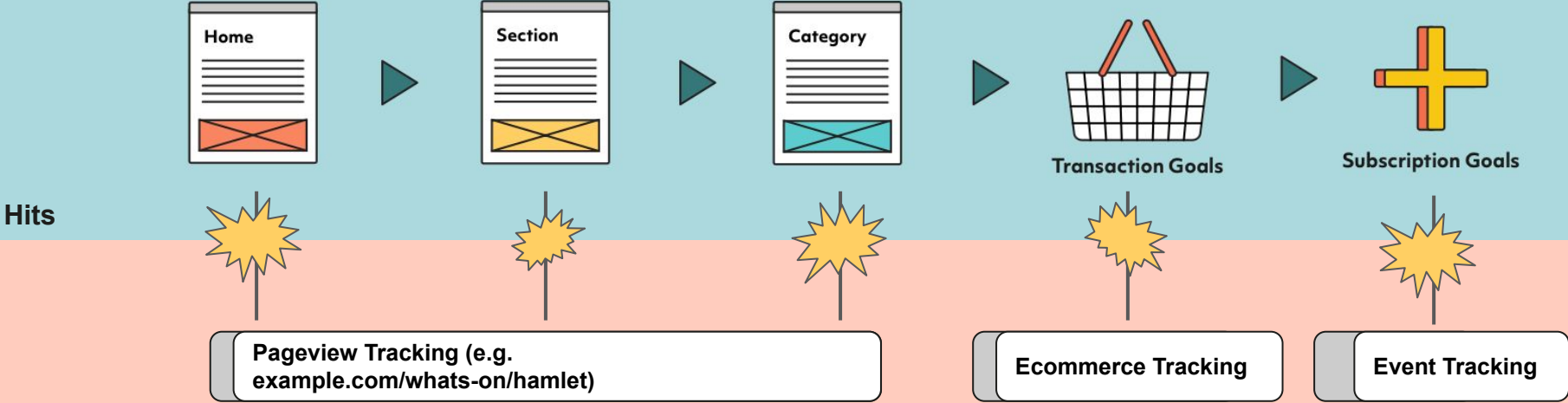
4. Custom Campaigns — a session is processed as a custom campaign when custom campaign parameters are set in the link / URL (e.g. using the [Campaign URL Builder](#))

5. Automated tagging — some marketing platforms (e.g. Google Ads, Mailchimp, Hootsuite) can be configured to add campaign parameters to links or traffic automatically.

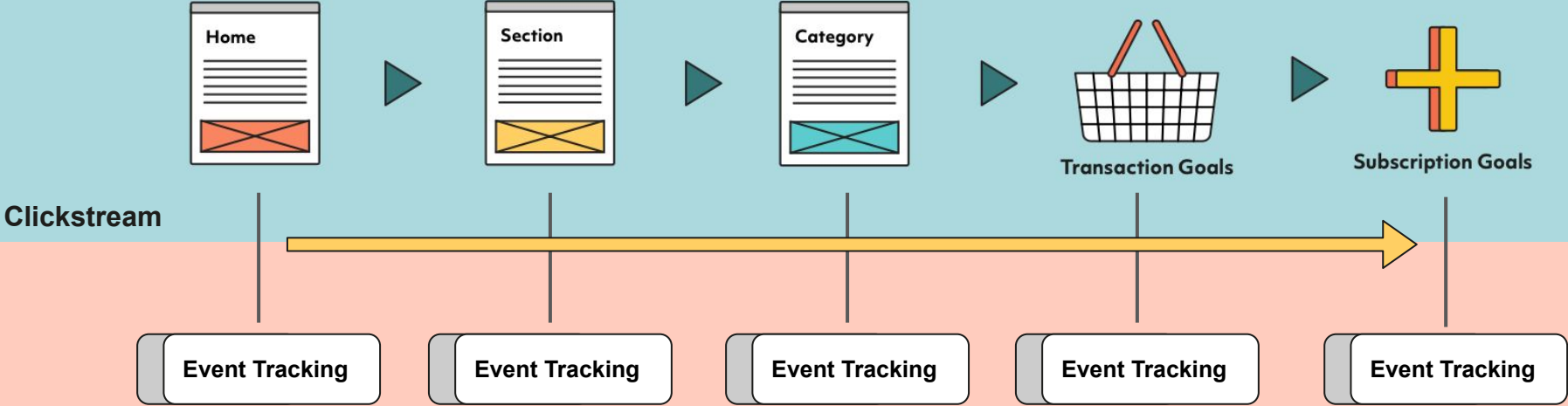
Campaign Tracking - Parameters



Google Analytics Tracking (the old way)



Google Analytics Tracking (the GA4 way)



Event Tracking - Pages & Screens



Google Analytics 4 uses event-based tracking to capture when users view a page on your website or a screen on your mobile app.

page_location

the complete URL of the webpage the user visited on your website, e.g. creativetourist.com/example

page_referrer

the URL of the previous page in the user's journey

content_group

(optional) the content group associated with a page e.g. 'Section page', 'Event Listing'. For information on how to configure these for your website, see [content groups](#).

Ecommerce Tracking

The **purchase** event (see 'online sales' event [documentation](#)) includes a set of parameters that allow you to capture and report data about sales of tickets, donations, merchandise or other **items** through your website — and to monitor the total number and value of **transactions**, as well as the ecommerce conversion rate for visitors to your website.



Transactions (purchases)

transaction_id

value

currency

items (array)

Items (products)

Item_id (sku)

item_name

item_category

item_variant

price

quantity

Event-based Conversion Tracking

Google Analytics 4 includes a number of 'automatically collected', 'enhanced measurement' 'recommended', and 'custom' events that you can use to track interactions with your website (see [documentation](#)). Depending on your GA4 tracking implementation, these might capture when a user...

sign_up

opts in to your email list or other communications

click

clicks a link on your website that leads away from the current domain

share

shares a link to content on your website via email or social networks

file_download

clicks a link on your website leading to a downloadable file (e.g. .pdf, .ppt, .doc, .txt)

form_submit

submits a form on your website, e.g. a contact or application form

video_start

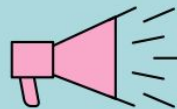
starts watching a video embedded on your website (also 'video_progress', 'video_complete')

view_search_result

performs a site search, e.g. keyword search or parameter-based listing search

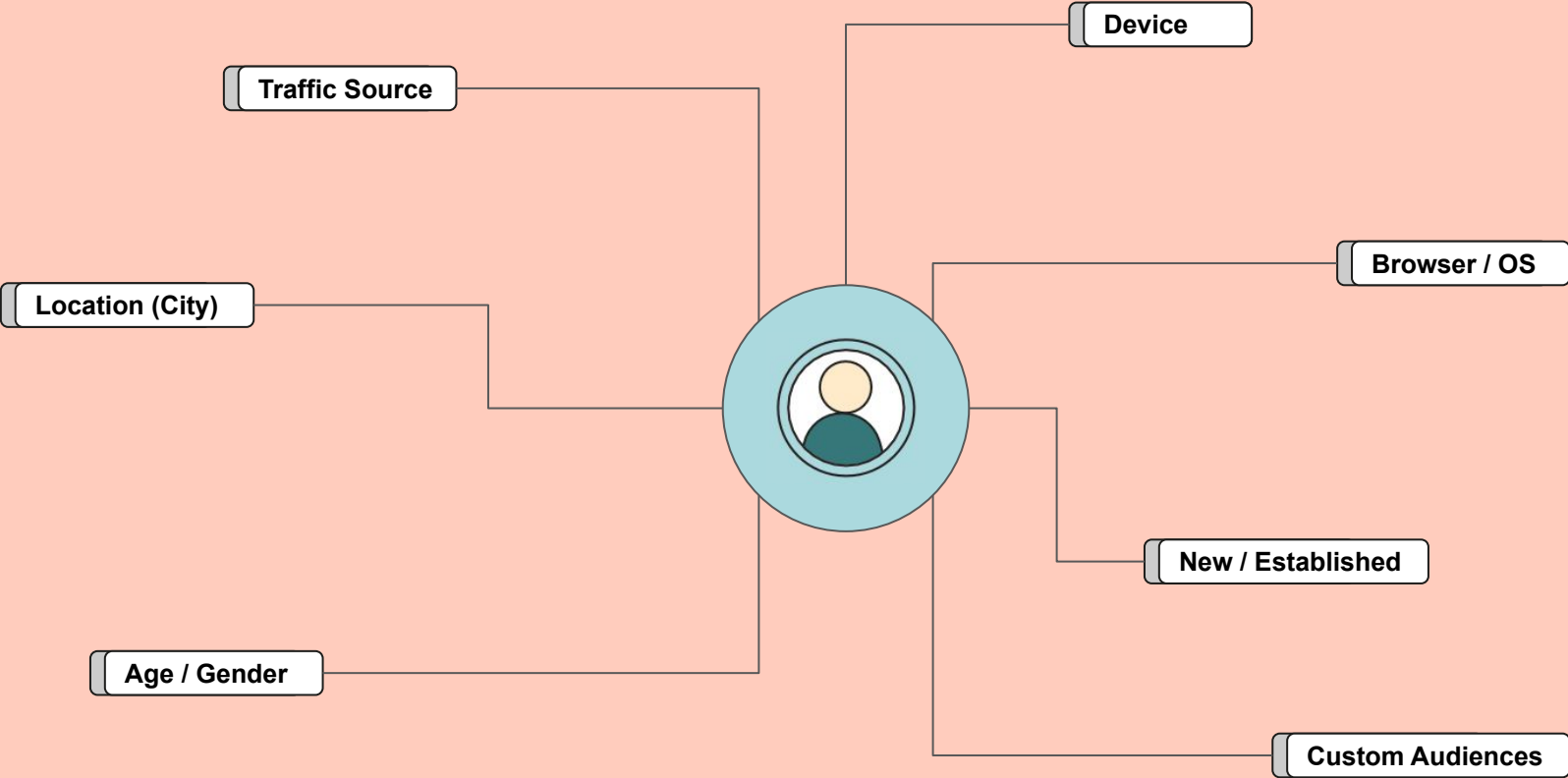


Subscription Goals



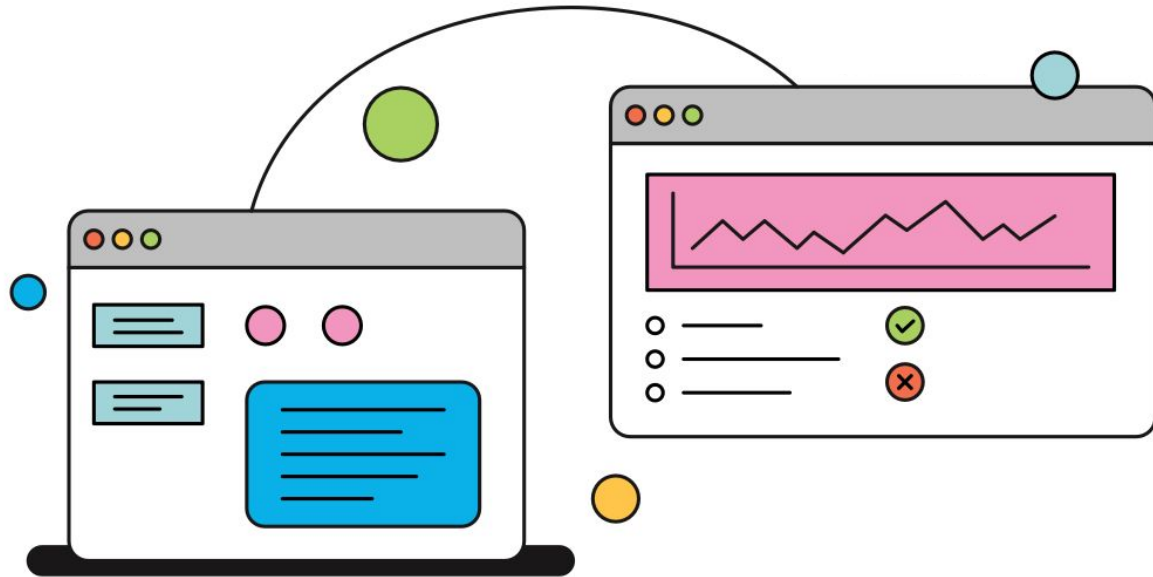
Sharing Goals

User dimensions for reporting



3. Reporting Engagement

Google Analytics 4



Useful reports (GA4 interface)

1. Acquisition > Traffic Acquisition (Sessions)
2. Engagement > Events (Event Count, Total Users)
3. Engagement > Pages and Screens (Views)

Useful reports (mock-ups)

4. Monetisation > Monetisation Overview (Purchasers, Revenue)
5. Monetisation > Ecommerce Purchases (Purchases, Quantity, Revenue)
6. Acquisition > Traffic Acquisition (Conversions > Purchases, Revenue)
7. User > Demographics > Demographic Details (Country > City)
8. User > Tech > Tech Details (Browser, Device Category)
10. Use 'Explore' mode to create custom reports



Monetization overview ✓ ▾



Total revenue ?

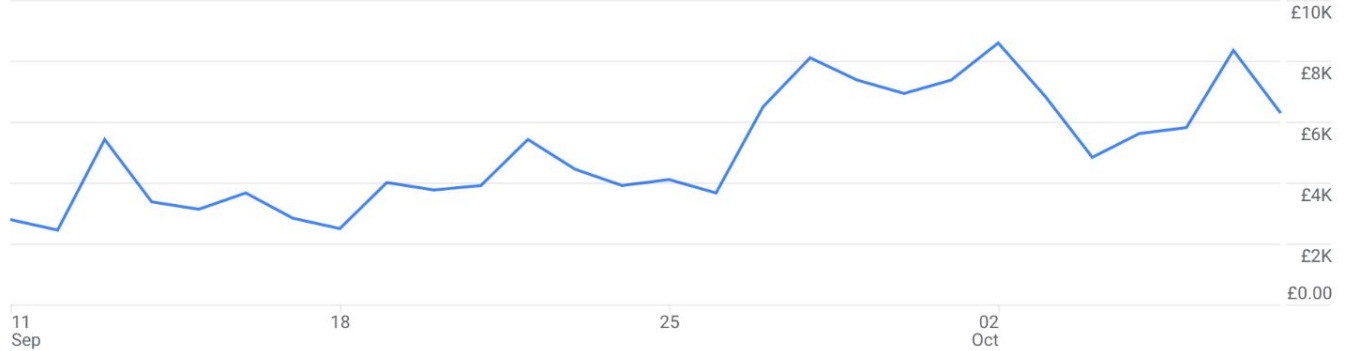
£142K

Ecommerce revenue ?

£142K

Total ad revenue

£0.00





Realtime

Life cycle

Acquisition

Engagement

Monetization

Monetization overview

Ecommerce purchases

In-app purchases

Publisher ads

Retention

User

Demographics

Tech

Library

Search...

Rows per page: 10

Go to: 1

1-10 of 58

	Item name	Cart-to-view rate	Ecommerce purchases	Purchase-to-view rate	Item purchase quantity	Item revenue
		0%	2,621 100% of total	0%	7,734 100% of total	£141,871.42 100% of total
1	King Lear	0%	126	0%	244	£4,927.10
2	Hamlet	0%	32	0%	61	£285.85
3	Macbeth	0%	14	0%	22	£79.49
4	Bronze Membership	0%	1	0%	1	£120.00
5	Silver Membership	0%	1	0%	1	£480.00
6	Teletubbies	0%	78	0%	296	£1,512.34
7	Richard III	0%	63	0%	242	£2,703.64
8	A Midsummer Night's Dream	0%	74	0%	166	£4,114.02
9	Gold Membership	0%	1	0%	1	£1,020.00
10	Donation to Directors' Fund	0%	3	0%	3	£34.16





Realtime

Life cycle ^

▶ Acquisition

▶ Engagement

▼ Monetization

Monetization overview

Ecommerce purchases

In-app purchases

Publisher ads

Retention

User ^

▶ Demographics

▶ Tech

Library

Search...

Rows per page: 10

Go to: 1

1-10 of 58

	Item name +	Cart-to-view rate	Ecommerce purchases	Purchase-to-view rate	Item purchase quantity	Item revenue
		0%	2,621 100% of total	0%	7,734 100% of total	£141,871.42 100% of total
1	King Lear	0%	976	0%	2,130	£59,403.33
2	Swan Lake	0%	307	0%	1,104	£30,206.55
3	About a Boy	0%	248	0%	480	£8,228.01
4	Michael Mann	0%	126	0%	244	£4,927.10
5	Everything Everywhere All At Once	0%	74	0%	166	£4,114.02
6	Dan Lukas Live in Concert	0%	73	0%	169	£4,054.08
7	Best of British Award Night	0%	24	0%	60	£3,600.00
8	Four Weddings	0%	63	0%	242	£2,703.64
9	One Night	0%	82	0%	173	£2,199.79
10	Mother Courage	0%	90	0%	168	£2,146.47



All Users

Add comparison +

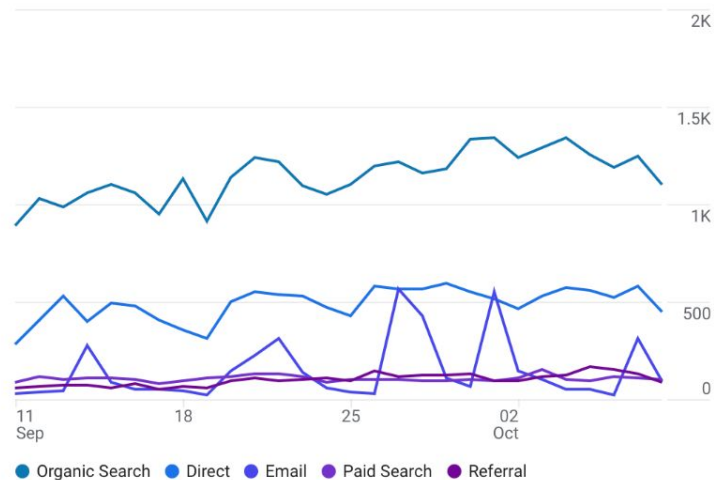
Last 28 days Sep 11 - Oct 8, 2022

Traffic acquisition: Session default channel grouping

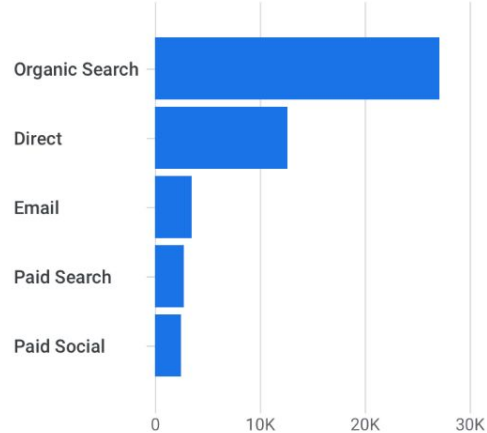


Add filter +

Users by Session default channel grouping over time



Users by Session default channel grouping



Search...

Rows per page: 10 1-9 of 9

Session default...annel grouping +

↓ Users

Sessions

Engaged sessions

Average engagement time per



Traffic acquisition: Session default channel grouping

Last 28 days Sep 11 - Oct 8, 2022

Save...

- Organic Search
- Direct
- Email
- Paid Search
- Referral

Search...

Rows per page: 10 1-9 of 9

Session default...annel grouping	↓ Users	Conversions purchase	User conversion rate purchase	Total revenue
	51,935 100% of total	2,621.00 100% of total	4.82% Avg 0%	£141,869.92 100% of total
1 Organic Search	27,077	1,504.00	5.31%	£83,900.04
2 Direct	12,640	567.00	4.38%	£28,600.56
3 Email	3,476	183.00	5.18%	£9,532.98
4 Paid Search	2,701	131.00	4.52%	£8,484.03
5 Paid Social	2,480	50.00	1.98%	£2,478.70
6 Referral	2,468	131.00	5.11%	£7,143.68
7 Organic Social	2,280	32.00	1.36%	£857.23
8 Unassigned	436	21.00	4.59%	£810.69
9 Organic Video	48	2.00	4.17%	£62.00

Customize report

REPORT DATA

Dimensions

Metrics

REPORT FILTER

+ Add filter

CHARTS

Line Chart

Bar Chart

REPORT TEMPLATE

Traffic acquisition

SUMMARY CARDS

Sessions by Session default channel...

+ Create new card



← Back

Traffic acquisition: Session default channel grouping

Last 28 days Sep 11 - Oct 8, 2022

Save...

● Organic Search ● Direct ● Email ● Paid Search ● Referral

Search...

Rows per page: 10 1-9 of 9

Session default...annel grouping	Users	Conversions purchase	User conversion rate purchase	Total revenue
	51,935 100% of total	2,621.00 100% of total	4.82% Avg 0%	£141,869.92 100% of total
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Customize report

REPORT DATA

Dimensions

Metrics

REPORT FILTER

+ Add filter

CHARTS

Line Chart

Bar Chart

REPORT TEMPLATE

Traffic acquisition

SUMMARY CARDS

Sessions by Session default channel...

+ Create new card

Demographic details: Region

Last 28 days Sep 11 - Oct 8, 2022

[Save...](#)

● England ● Wales ● Scotland ● North Holland ● Uusimaa

Q Search...

Rows per page: 10 ▼

Go to: 1

◀ 1-10 of 440 ▶

Region	Users	Conversions purchase	User conversion rate purchase	Total revenue
	51,935 100% of total	2,621.00 100% of total	4.82% Avg 0%	£141,869.92 100% of total
1 England	45,021	2,461.00	5.23%	£132,796.56
2 Wales	2,138	74.00	3.46%	£3,538.02
3 Scotland	1,002	23.00	2.3%	£1,317.70
4 (not set)	390	5.00	1.28%	£1,294.00
5 North Holland	345	0.00	0%	£0.00
6 Uusimaa	272	0.00	0%	£0.00
7 County Dublin	244	5.00	1.23%	£289.00
8 Ile-de-France	239	1.00	0.42%	£114.85
9 Oregon	163	0.00	0%	£0.00
10 California	160	2.00	1.25%	£81.28



Tech details: Browser

Last 28 days **Sep 11 - Oct 8, 2022**[Save...](#)

● Safari ● Chrome ● Safari (in-app) ● Edge ● Android Webview

🔍 Search...

Rows per page: **10** Go to: **1** < 1-10 of 16 >

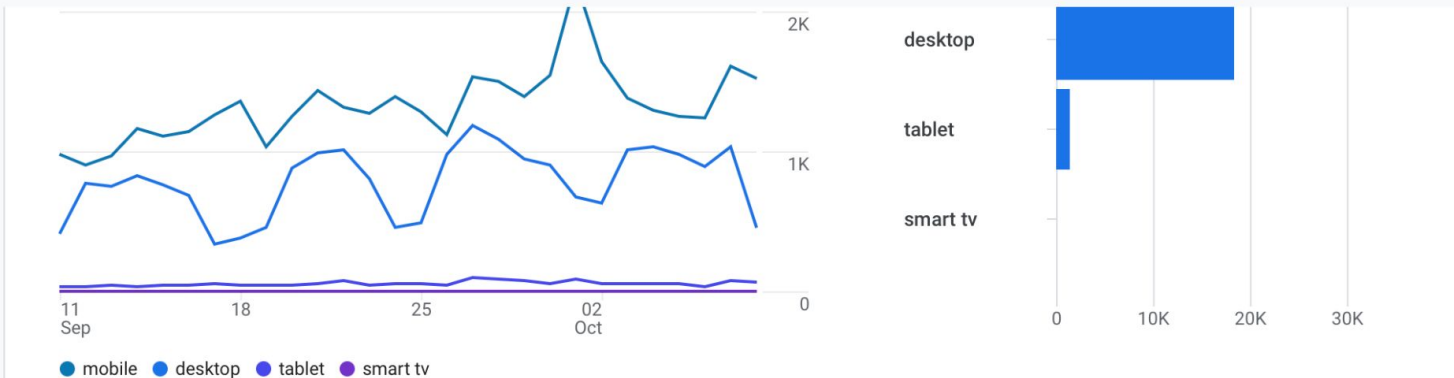
Browser	↓ Users	Conversions purchase	User conversion rate purchase	Total revenue
	51,935 100% of total	2,621.00 100% of total	4.82% Avg 0%	£141,869.92 100% of total
1 Safari	22,403	1,082.00	4.63%	£60,503.26
2 Chrome	19,816	1,118.00	5.37%	£58,793.77
3 Safari (in-app)	3,061	52.00	1.7%	£1,973.49
4 Edge	2,257	166.00	6.91%	£10,368.19
5 Android Webview	1,620	55.00	3.4%	£1,996.71
6 Samsung Internet	1,487	87.00	5.65%	£4,263.96
7 Firefox	769	55.00	6.76%	£3,703.54
8 Mozilla Compatible Agent	160	1.00	0.63%	£22.00
9 Amazon Silk	99	3.00	3.03%	£187.00
10 Opera	42	2.00	4.76%	£58.00



Tech details: Device category

Last 28 days Sep 11 - Oct 8, 2022

Save...



Search...

Rows per page: 10 1-4 of 4

	Device category	Users	Conversions purchase	User conversion rate purchase	Total revenue
		51,935 100% of total	2,621.00 100% of total	4.82% Avg 0%	£141,869.92 100% of total
1	mobile	32,067	1,381.00	4.14%	£64,726.90
2	desktop	18,292	1,179.00	6.1%	£72,955.75
3	tablet	1,384	61.00	4.41%	£4,187.26
4	smart tv	1	0.00	0%	£0.00



Tech details: Operating system

Last 28 days **Sep 11 - Oct 8, 2022** Save...

Q Search...

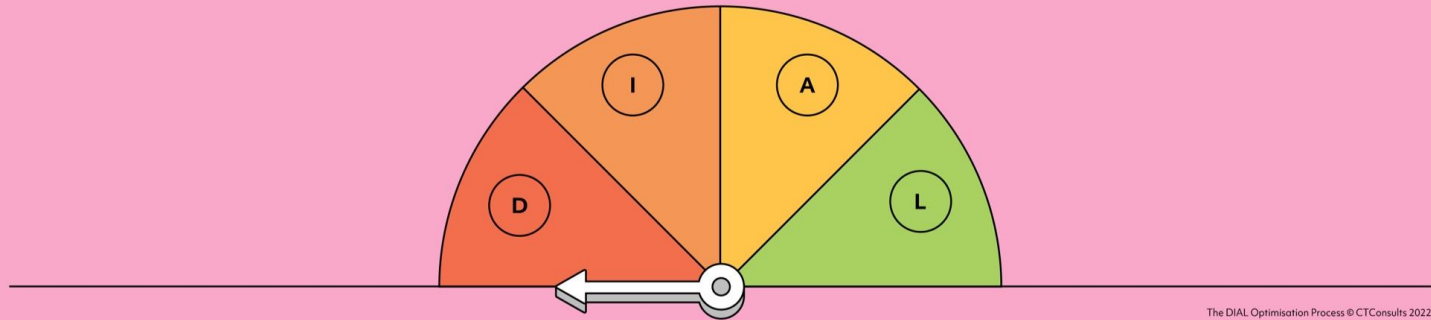
Rows per page: 10 ▾ 1-9 of 9

	Operating system ▾ +	↓ <u>Users</u>	<u>Conversions</u> purchase ▾	<u>User conversion rate</u> purchase ▾	<u>Total revenue</u>
		51,935 100% of total	2,621.00 100% of total	4.82% Avg 0%	£141,869.92 100% of total
1	iOS	22,326	879.00	3.8%	£44,561.50
2	Android	11,174	563.00	4.86%	£24,352.67
3	Windows	9,995	549.00	5.17%	£33,560.65
4	Macintosh	7,884	598.00	7.19%	£37,915.57
5	Chrome OS	325	26.00	7.69%	£1,166.68
6	Linux	176	6.00	3.41%	£312.85
7	(not set)	36	0.00	0%	£0.00
8	BlackBerry	4	0.00	0%	£0.00
9	Nokia	1	0.00	0%	£0.00



4. Optimising Engagement

The D.I.A.L. Optimisation Process



Data

What happened?

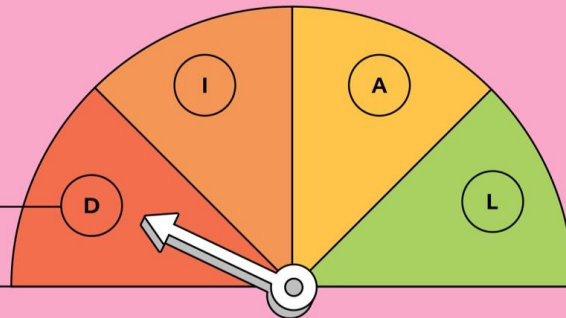
How many visitors did we engage?

Who were they?

Where did they come from?

How did they behave?

How much value did they create?



Insight

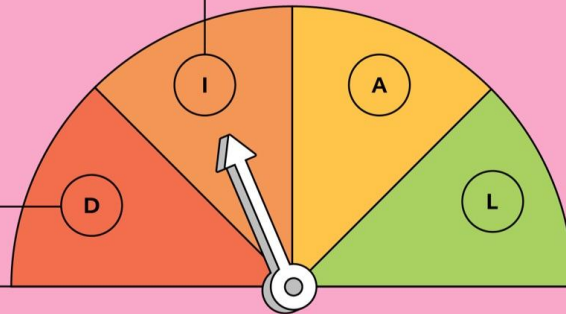
What do the numbers mean?

Which channels, content or conversion goals were more or less engaging?
Which visitor segments were more or less engaged?
How did our visitors or their behaviour change over time?
How did we perform against our targets?

Data

What happened?

How many visitors did we engage?
Who were they?
Where did they come from?
How did they behave?
How much value did they create?



Insight

What do the numbers mean?

Which channels, content or conversion goals were more or less engaging?
Which visitor segments were more or less engaged?
How did our visitors or their behaviour change over time?
How did we perform against our targets?

Data

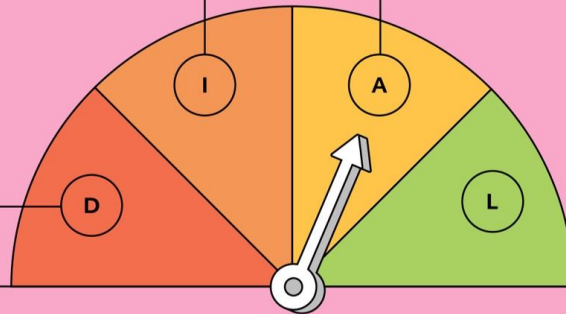
What happened?

How many visitors did we engage?
Who were they?
Where did they come from?
How did they behave?
How much value did they create?

Action

What should we do now?

Repeat the things that worked.
Revise our approach to increase engagement.
Retest to generate actionable insights.
Refocus on visitors or touchpoints that worked better.
Repair broken functionality or tracking.



Insight

What do the numbers mean?

Which channels, content or conversion goals were more or less engaging?
Which visitor segments were more or less engaged?
How did our visitors or their behaviour change over time?
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Data

What happened?

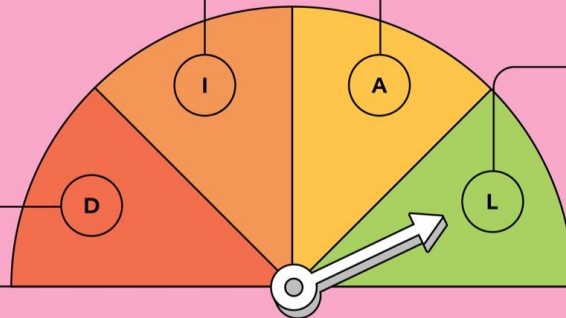
How many visitors did we engage?
Who were they?
Where did they come from?
How did they behave?
How much value did they create?

Learning

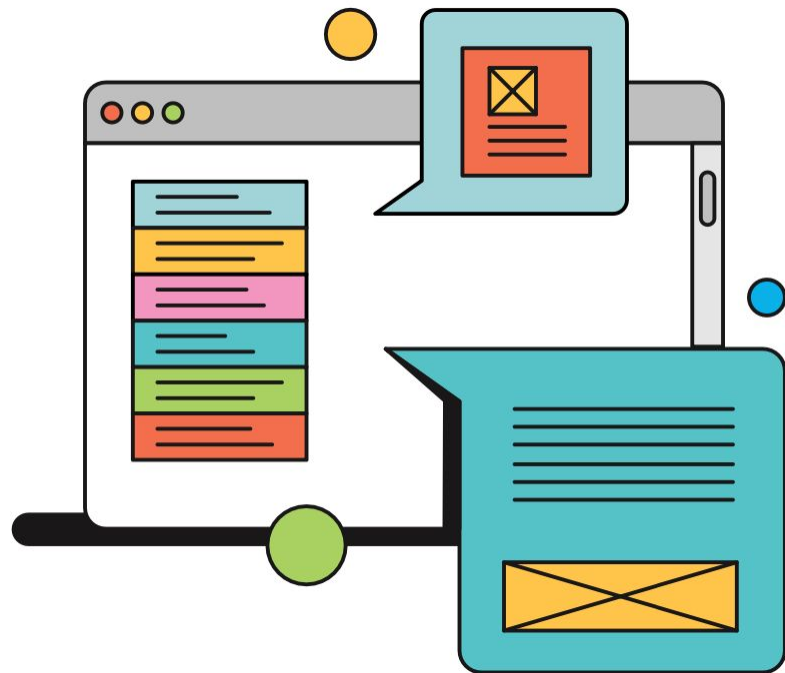
What did we learn?

How should we invest to develop new...

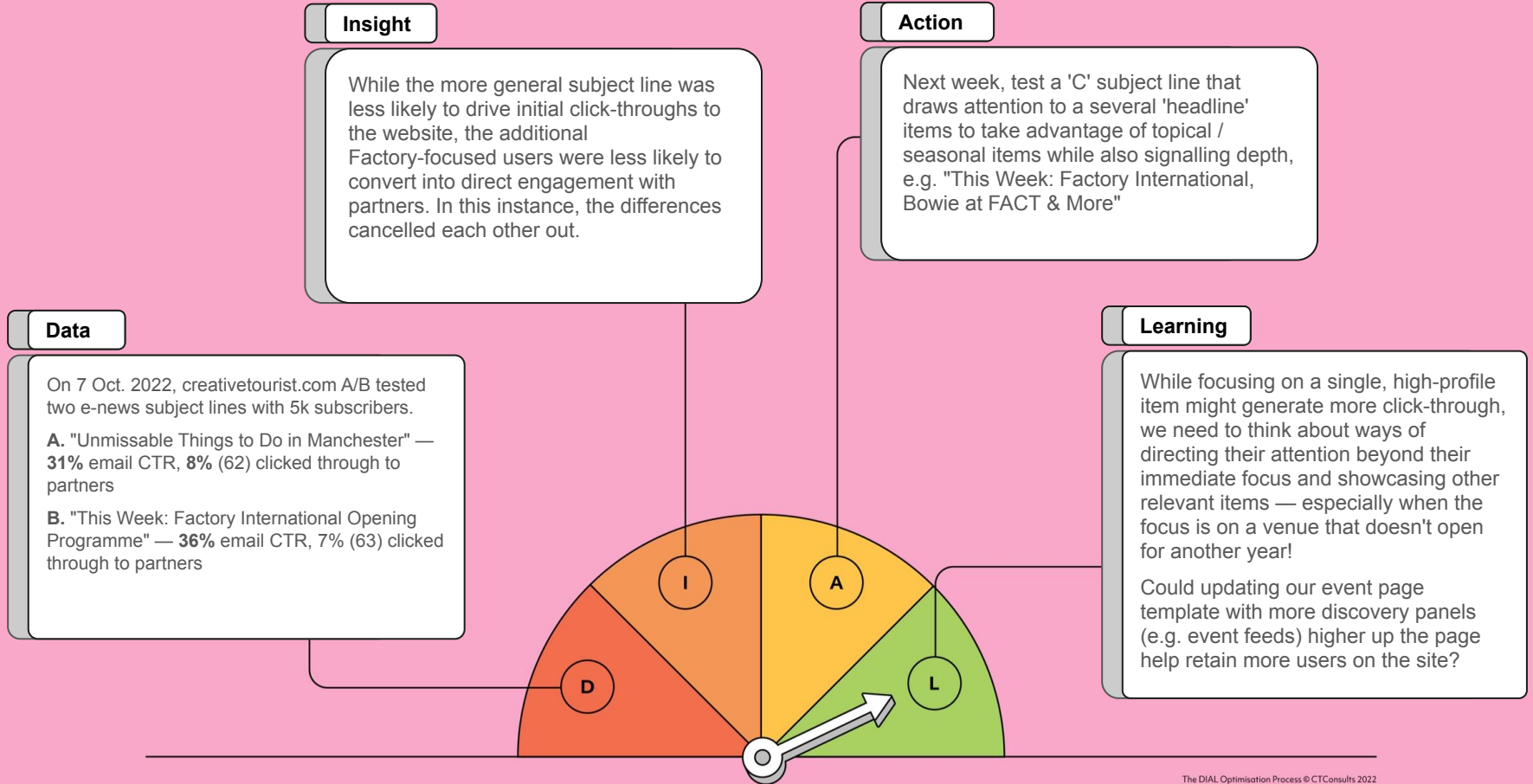
- Marketing and communication channels
- Website content and functionality
- Products or programmes
- Systems and processes
- Team skills and capacity



5. D.I.A.L. Examples



Example 1. Optimising an email newsletter



Tech details: Device category

Last 28 days Sep 11 - Oct 8, 2022

[Save...](#)

Q Search...

Rows per page: 10 1-4 of 4

Device category	↓ Users	Conversions purchase	User conversion rate purchase	Total revenue
	51,935 100% of total	2,621.00 100% of total	4.82% Avg 0%	£141,869.92 100% of total
1 mobile	32,067	1,381.00	4.14%	£64,726.90
2 desktop	18,292	1,179.00	6.1%	£72,955.75
3 tablet	1,384	61.00	4.41%	£4,187.26
4 smart tv	1	0.00	0%	£0.00

Device Category	Users	Purchases	Purchase conv. rate	Total revenue
mobile	32,067	1,381	4.14%	£64,726
desktop	18,292	1,179	6.1%	£72,955

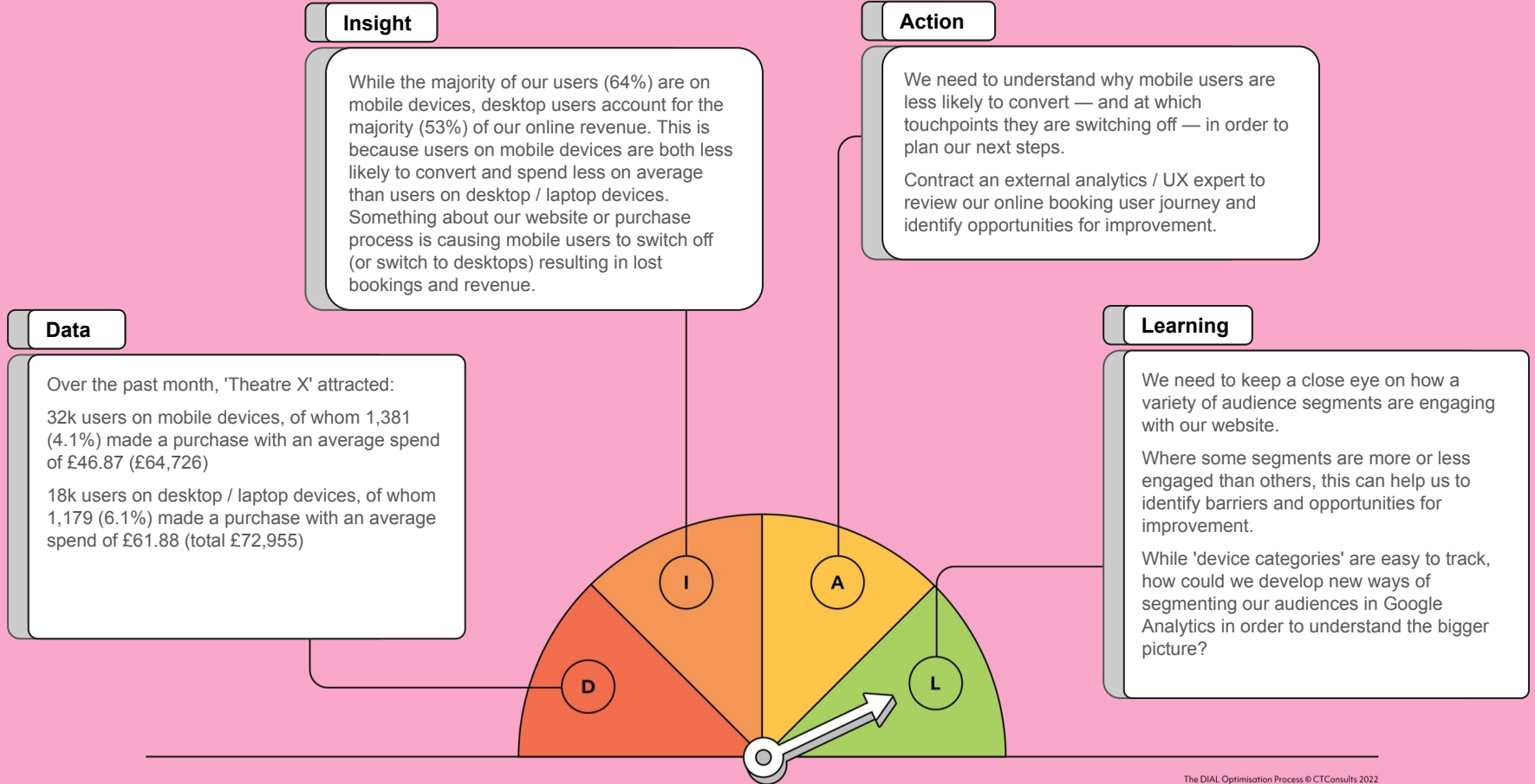
Current Situation (11 Sep. to 8 Oct)

Device Category	Users	Purchases	Purchase conv. rate	Total revenue	Average spend
mobile	32,067	1,381	4.14%	£64,726	£46.87
desktop	18,292	1,179	6.1%	£72,955	£61.88

What if we increased mobile conversion rate and average spend to match desktop?

Device Category	Users	Purchases	Purchase conv. rate	Total revenue	Average spend
mobile	32,067	1,956 (+575)	6.1%	£121,042 (+56.3k)	£61.88
desktop	18,292	1,179	6.1%	£72,955	£61.88

Example 2. Optimising m-commerce



Thank you

dan@ctconsults.com

ctconsults.