

# Advanced eMarketing: Tracking & Metrics

Measurement and analysis have a huge impact

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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 100 college clients in past 6 years
  - Have used and analyzed over 100 advertising sources to find interested online students for clients
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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

- 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?)
- If you are buying leads on a CPL basis CPS is easier to calculate

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## CPS / CPL Example #1

- Imagine you are VP of Mktg for XYZ College...
- You buy 1000 leads for \$25 each
- After six months you have generated 25 new starts
- What is the CPS?
  
- Is this the total CPS?
- What if there were \$25 / lead of hidden costs?

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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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## 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

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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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## 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

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# Tracking your eMarketing

## Part 2

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## 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

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## 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)

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## 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

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## 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

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## 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)

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## 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](http://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/](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!

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## 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
  - Google Analytics
  - 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

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## Web Analytics Solutions

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

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## Web Analytics Advantages

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

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## 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?

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## Admissions CRM Options

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

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