The effectiveness of targeted online advertising
Case: Muotikuutio website

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Abstract

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This thesis examines the effectiveness of Facebook advertising as a means of increasing brand awareness and driving Facebook users to a specific website. The case of the research was the “Muotikuutio” campaign by Bestseller Whole Oy and the blog website Muotikuutio.fi. In this thesis, the effectiveness of ‘Facebook Ads’ is analysed and evaluated, and recommendations for future social media campaigns are given.

In the Muotikuutio campaign, Facebook advertising was used to promote the campaign and to direct Facebook users to Muotikuutio.fi. The campaign was implemented without a knowledge of the effectiveness of ‘Facebook Ads’, which enabled the research topic described in detail in this thesis. The research also presents, analyses and compares some of the “best practices” through the ‘Finnair Quality Hunters season 2 campaign’. The marketing theory of this thesis is focused on targeted online marketing and more specifically on Facebook Advertising. The theory for measuring the return on investment of a campaign using web metrics is based on the Attention, Interest, Desire and Action (AIDA) model that is extended to digital marketing. By utilizing the AIDA model, a set of Key Performance Indicators (KPIs) were chosen and used for analysing the acquired web metrics from Google Analytics and Facebook Insights.

The key findings of this research indicate that companies can achieve increasing brand awareness and direct traffic to a website by using a ‘Facebook Ads’ campaign, but it requires a well targeted audience and a suitable ad for the target audience. According to the results of this research, Bestseller is advised to continue using Facebook advertising to promote its future campaigns and to allow the target group to participate in the content creation. Overall, the findings of this research can be utilized by external parties, such as companies that are planning to use Facebook advertising to promote a campaign.

Keywords
Social media, targeted online advertising, Facebook advertising, webblogging, social media campaign, web analytics, social media analytics, return on investment.
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1 Introduction

This thesis identifies the effectiveness of ‘Facebook Ads’ in promoting the Muotikuutio campaign and the Facebook pages of involved Bestseller brands and studies how this type of targeted online advertising transfers traffic to the Muotikuutio.fi website. This thesis focuses on the period between February 2013 and September 2013 and therefore should be taken into account that Facebook features have developed since. Furthermore, hereinafter in this thesis, by referring to ‘Bestseller’, it accounts to all Bestseller brands unless it is defined otherwise.

1.1 Research background

The stimulus for this research topic appeared when Bestseller launched the Muotikuutio campaign and quickly managed to receive over 70 recruitment videos for the position of Style Host. This raised the research interest as the campaign involved social media in terms of Facebook advertising and blogging. The research method again required use of Statistical Package for the Social Sciences (SPSS) software for correlation tests and measuring the web metrics of Facebook Insights and Google Analytics, which was versatile and interesting. A presentation of different research topics and methods to study were presented to Bestseller. As Bestseller had not used Facebook advertising extensively before the Muotikuutio campaign, the effectiveness of this particular target online advertising channel was to be studied for future campaign purposes. (Makkonen 2013.)

1.2 Case company introduction

Bestseller is a Danish family-owned clothing and accessories company that market their products in over 70 countries worldwide. The company has various brands under it and its product selection includes clothing and accessories for men, women, kids and newborn. Bestseller’s main markets are located in most of European countries, the Middle East, North American, India and globally via online store. The company has over 3000 chain stores with over 15,000 employees and their net turnover in 2015 was 2.93 billion euros, making them one of the leading clothing companies in Europe. (Bestseller 2015.)
1.3 Introduction of the Muotikuutio campaign

A national Muotikuutio campaign was launched by Bestseller in February 2013 and offered a summer job for two positions called “Style Hosts”. The campaign included a summer tour that attended the largest Finnish festivals with a pop-up store and two Style Hosts who blogged about the experience and promoted summer fashion trends with Bestseller brands.

The Muotikuutio campaign started with a search for Style Hosts through a social media campaign on Facebook which encouraged people to apply for the job using a recruitment video application. A Style Host’s job description included attending the most popular festivals in Finland and blogging about their experience. (Bestseller Wholesale Finland Oy 2013.) The Style Hosts were expected to bring the festival atmosphere and promote Bestseller brands’ products on blog posts on the Muotikuutio.fi website. Blog posts were to be updated daily and multiple times during festival days, while linking social media platforms with the blog. The blog was located on the Muotikuutio.fi website whose domain expired on 1.2.2015. (Makkonen 2013.)

Bestseller also had a pop-up store at the attended summer festivals with selected brands from Bestseller (see figure 1.) called Muotikuutio. To increase the attractiveness of the pop-up store, Bestseller held different competitions for people to win Bestseller brands’ products from their summer collection. (Makkonen 2013)

Figure 1. The Bestseller brands within the Muotikuutio campaign (Muotikuutio 2013)
The Muotikuutio campaign ended in August 2013 but, until September 2013, Bestseller held contest on Muotikuutio and also attended an event called Helsinki Fashion Weekend 2013 with a Muotikuutio pop-up store (Muotikuutio 2013) which brought attention to the Muotikuutio.fi website and attempting to attract people to read the blog.

1.4 Muotikuutio social media applications

The Muotikuutio campaign used YouTube as a recruitment tool during their recruitment and selection process. The applicants posted their job application video on YouTube, and then linked it to Muotikuutio’s website for voting. (Muotikuutio 2013.) In the recruitment and selection process of the campaign, people were able to vote for their favourite job application video by clicking the icon with the Facebook logo indicates a ‘like’. That action would gain the video gained one more vote. The most popular video reached almost 800 likes.

The recruitment period ended with two applicants with the most votes and two of the jury’s favourites making it to the finals. Bestseller interviewed the four applicants and chose two Style Hosts. The chosen Style Hosts of Muotikuutio were Anna who writes Mungolite blog and Jarski who writes Jarski on the Run blog. Style Hosts began their work with an orientation period and a sales orientation on 23.5.2013. Their first blog post for Muotikuutio appeared on 29.5.2013 where the Style Hosts presented themselves. The festival tour started in Kivenlahti Rock on 7.7.2013. The seven following festivals were: Kivenlahti Rock, Provinssirock, Ruisrock, Tammerfest, Pori Jazz, Illosaarirock and Kotkan Meripäivät. The last festival ended the Muotikuutio campaign at the end of July. (Muotikuutio 2013.)

Style Hosts were a crucial part of the Muotikuutio campaign as they produced the content of the Muotikuutio blog which was promoted on other social media platforms: Facebook and Instagram. It is important to keep in mind that the Muotikuutio blog was written from the company point of view, therefore the company, Bestseller, had a major impact on the blog content. (Makkonen 2013.)

1.5 Thesis topic

The objective of this research was to identify the issues related to social media marketing in the Muotikuutio campaign in terms of targeted advertising effectiveness. The effects of a social media advertising campaign are determined by methods of spreading awareness of the brand and strengthening its image.
Web analytics of Bestseller’s Facebook pages were studied on how effectively it increased brand awareness to the Muotikuutio campaign, and how effectively it attracted the target group to visit the Muotikuutio.fi website from their Facebook page. In addition, the Muotikuutio.fi website’s web analytics were also analysed during the campaign period and interpreted by means of how effectively the website maintained the visitor loyalty and how successful the blog’s content was.

Bestseller’s main goals in the Muotikuutio campaign was increasing brand awareness and sales. (Makkonen 2013) This thesis will focus on ‘Facebook Ads’ impacts in increasing brand awareness and leading the target group to the website. Lastly, the research results of how effectively the campaign set goals were approached, are presented.

1.6 Research demarcation

The thesis subject is social media marketing, but the focus of the research in studying the effects of Facebook advertising and content marketing used specifically in the Muotikuutio campaign. The data used in this thesis was extracted from Google Analytics of the Muotikuutio.fi website and compared with the results with ‘Facebook Ads’ campaign metrics (using Facebook Insights). The importance of social media in modern marketing and the role of content marketing is also discussed.

The research problem was indicated by the author and approved by the commissioning party. The research problem is:  
**The effectiveness of targeted online advertising in the case of the Muotikuutio website.**

The defined research question was formed from the research problem as follows:  
**How effective was targeted online advertising in the case of the Muotikuutio website?**

Investigative questions of this thesis are as follows:

1. How to interpret a website’s visitor behavior on Google Analytics and reflect the website’s performance?
2. How to measure the effectiveness (awareness, engagement, direction to Muotikuutio) of Facebook advertising on Muotikuutio with web analytics?
3. How to calculate the return of investment of the campaign based on the data in web analytics?
In order to visualize the research structure better, the given overlay matrix in Table 1 states the research problem, research question and investigative problems.

Table 1. Overlay matrix for a research-oriented thesis

<table>
<thead>
<tr>
<th>Research Problem and Research Questions</th>
<th>Investigative Questions</th>
<th>Theoretical Framework</th>
</tr>
</thead>
<tbody>
<tr>
<td>The effectiveness of targeted advertising in the case of the Muotikuutio website.</td>
<td>How to interpret a website’s visitor behavior on Google Analytics and reflect the website’s performance?</td>
<td>The AIDA model, key performance indicators of web metrics in Google Analytics</td>
</tr>
<tr>
<td>How effective was targeted advertising in the case of the Muotikuutio website?</td>
<td>How to measure the effectiveness (awareness, engagement, direction to Muotikuutio) of Facebook advertising on Muotikuutio with web analytics?</td>
<td>Facebook analytics, return on investment and correlation test between selected web metrics to be studied</td>
</tr>
<tr>
<td></td>
<td>How to calculate the return of investment of the campaign using web analytics?</td>
<td>Web metrics, key performance indicators (KPIs), web analytics measurement in the AIDA model</td>
</tr>
</tbody>
</table>

1.7 Beneficiaries of the research

The results of the thesis can be used to create better-performing campaigns in the future by learning the issues in the Muotikuutio campaign. The thesis results and recommendations can help a company to plan a targeted advertising campaign and maximize the campaign visibility, attractiveness, and sales promotion.

In order to effectively reach the target group, outcomes of this thesis recognize the blog and communication channels that best respond to the target group’s expectations and needs for the further utilization of social media marketing and making the campaign more target group friendly. Thus, it is important to identify the effect of Facebook advertising and how it leads to, in the corporate vision, bringing brand awareness and buying decisions. The research will address the issue of how effectively promotion is executed with Facebook advertising (sponsored posts) to bring visibility and traffic to a website, in this case the Muotikuutio.fi website.
1.8 International references

The case company Bestseller is an international company but the Muotikuutio campaign is limited to Finland. The international references of this thesis are gained by presenting one of international best practices and comparing campaigns to each other by finding competitive advantages to learn from. Learning other best practices is beneficial as the company can increase its potential to success.

1.9 Key concept definitions

The key concepts of this thesis are defined as follows:

**Social media.** Social media consist of any tool or service that uses digital media (tele-communication technology), to enable content creation and exchange of data or information and taking action, including having a social interaction on social media platforms. (Gattiker 2014, 17.)

**Social media campaign and marketing.** Social media marketing is online marketing that uses social networking platforms as a marketing tool. The objective of social media marketing is to create content that users will share with their social network to help a company increase brand awareness and broaden customer reach. (Evans & McKee 2010, 8.)

**Facebook.** Facebook is an extensive social network site that provides a registered user a multimedia profile with content sharing features that include uploading of photos and videos and chatting with other users. Facebook also enables companies to have profile pages. (TechTarget 2016.)

**Weblog.** Weblog is a special type of online website that usually contains informative and visual posts that are displayed as date-stamped entries in reverse chronological order. (Andzulis, Panagopoulos & Rapp 2012) The characteristics of a weblog are a conversational style of text, inserted links to another website for providing more information, possibility to follow the weblog by subscribing via RSS technology that notifies the follower by email once the weblog has new content and comment sections below the weblog post. (Lietsala & Sirkkunen 2008,) Further in this thesis, weblogging is referred to as blog or blogging.
2 Theory background of targeted online advertising

In this chapter, relevant social media marketing and web analytics measurement theories are studied and later applied to the research case. The focus of this thesis is on ‘Facebook Ads’ which is a form of targeted online advertising.

This chapter will introduce targeted online advertising as a theoretical background for this research. It is essential to understand the theory of targeted online advertising in order to be able to measure its effectiveness, as done later in this thesis. In addition, to understand the targeted online advertising’s usage as a form in social media marketing.

As seen in figure 2, targeted advertising on social sites is a significantly growing part of marketing. According to Klever (2009), despite the rapid growth in online advertising, companies are still “underspending” on online advertisement but the implications in online marketing are likely to rapidly continue growing. Via social media networks, companies communicate with their potential and existing customers by providing valuable information of the company and their products or services. Therefore, it is not unidirectional communication. (Eagle, Dahl, Hill, Bird, Spotswood & Tapp 2013.)

Figure 2. Percentage of time spent online versus percentage of share of online ad spend across Europe (Klever 2009, 27)
The main advantage of targeted online advertising compared to targeted offline advertising is the real-time competence of the internet in social media applications which allows the companies to react on how the target group is acting online. Social media allows the target group to interact and influence online activity therefore they have the possibility of one-to-one communication with the companies, leading to personal and individual communication with the companies. (Klever 2009, 25.) The immediate use of this data enables a quick optimization of ad placements and the delivery of extensive amount of high quality data, which would not be available in offline advertising or would have high costs to get access to the data. (Klever 2009, 33.)

The focus of this thesis is Facebook advertising that could be categorized in audience targeting, behaviour targeting and registration data targeting. These three forms of targeted online advertising methods will be presented in the following paragraphs.

**Audience targeting**
Audience targeting is a combination of several targeting methods: behavioural, retargeting, contextual targeting, and demographic and geographic targeting. (Gold 2015, 31.) Audience targeting is provided by ad networks, such as ‘Facebook Ads’, and helps companies optimize their campaign and reach specific goals. This form of targeted advertising automatically works in real-time and is efficient in driving conversions, for example: clicks, sales, form completions or downloads. (Gold 2015, 31.)

**Behavioural targeting**
Behavioural targeting is part of audience targeting, but it works as an individual targeting method as well, which is also applied to Facebook advertisement (Baker 2004). Behavioural targeting reaches the target group based on their online behaviour by monitoring and tracking the content the users visit (clicks, frequency, length of visit and types of websites visited). This allows the companies to target an ad to those users whose online behaviour is similar to a suitable behavioural pattern. (Gold 2015, 31.)

This form of targeting advertisement is enabled through tracing codes that are implemented as cookies on the user’s computer from various social media networks (Baker 2004). For example, if the user browsed on a fashion clothing website, then read an article about festivals, the website may conclude that the user is interested in fashion and festivals, which matches to the behavioural pattern the company is looking for, and serves an ad related to fashion and festivals.
Registration data on social sites

Registration data targeting can also be applied to Facebook advertising, and most accurate and suitable for Facebook, as stated by Gold (2015). Registration data collects information provided by the users when they registered for a website or added information to complete their online profile on the website. (Gold 2015, 33.)

The registration data consists of demographic, geographic and social targeting. Demographic targeting provides the data of the users’ demographic profiles, including gender, age and education level. Geographic targeting again provides the location of the users, with details of countries, states, cities and zip codes. Social targeting provides the users’ social connection and interests. Social connections include friends, fans, followers, connections, contacts and other forms of social media relationships. Interest, again, can be seen on the pages the users follow or the information they provide in their profile. (Gold 2015, 33.) This theory of registration data targeting can be applied in the example of Facebook in picture 2, chapter 2.1.3 Practical insights of ‘Facebooks Ads’.

2.1 Facebook Advertising

This chapter will introduce Facebook advertising as in the form of targeted online advertising, which was used in the Muotikuutio campaign. Types of ‘Facebook Ads’ will also be defined. As the campaign objectives drive the measurement, the Facebook campaign objectives will be discussed then a practical insight will be given of ‘Facebook Ads’ implementation.

Facebook is an effective social media marketing tool that is used for various purposes such as informative platform, gaining visibility, supporting sales promotion or marketing. (Facebook 2015.) It offers services, such as ‘Facebook Business Page’, a channel to connect with the target group and ‘Facebook Ads’, advertisement campaigns to attract the target group to visit a website, promote a product or increase awareness of a campaign. (Levy 2010, 44-58.)

Additionally, figure 3 displays the model of the ‘Facebook Business Page’. The Facebook interaction consists of ‘likes’, comments, shares and follows. The meaning of these actions in different contexts is explained in figure 3.
The structure and features of a *Facebook Business page* consists of the following factors: *page fans*, *number of page likes*, *page content*, *page engagement* and *analytics*. *Page fans* refer to how many followers or likes the Business page has. The higher number of ‘likes’ or page followers, the more trusting the brand is. (Charlesworth 2014, 231.)

The *page engagement* is created through ‘liked’ Facebook posts, comments on the Business page or Facebook posts and shares of the page content. Sharing refers to a visitor, who copied the content of the page to their own profile, which shows to the user’s friends. *Page content* can consist of either organic (non-paid) posts or sponsored (paid) posts which are promoted posts as ads. *Facebook Insights* is used as a tool to follow-up the activities on the page and in the case of a ‘Facebook Ads’ campaign, the company can measure the campaign’s performance and measure the results of the campaign by web metrics provided in the analytics. (Charlesworth 2014, 270.)
2.1.1 Types of ‘Facebook Ads’

Facebook has different advertisement types that appear to the user in different ways. Due to the quantity of registered information provided by the Facebook users, Facebook has a massive database of registration and volunteers (Gold 2015, 51). The idea of ‘Facebook Ads’ is selling registered ad placements, such as Right Rail ads and News Feed ads (see Picture 1) that display on desktop and mobile, which companies use to place their ads to a targeted group on Facebook.

Picture 1. Facebook Ad formats: Right Rail Ad and News Feed Ad (Gold 2015, 52)

**Right Rail Ad** is a combination of text and imagery similar to Google Ads but appears on the right hand side of the user’s Facebook home page. The purpose of this ad is to either promote the Facebook Business page for “likes” or to drive the Facebook users to a website (i.e. brand’s website or blog) outside Facebook. This type of ad displays the ad’s image, headline and the origin of the ad (ad body copy). The Facebook user is able to like the ad, share the ad to their friends and comment on the ad. (Gold 2015.)

**News Feed Ad** is a story that is shown to a Facebook user about their friends’ interactions with a brand or appears similarly as a post by the user’s friend and marked as a “sponsored post”. News Feed Ads are usually displayed on the Facebook user’s News Feed. Similarly, as in Right Rail Ads, the ad’s purpose is promoting mainly actions such as share, like or comment on that ad or on the Business page but it can be used to direct to another website as well. (Gold 2015, 51.) ‘Facebook Ads’ has been available in Finland since 2011 (Yle 2013).
2.1.2 ‘Facebook Ads’ campaign objectives and management

Similar to traditional advertising campaigns, social media campaigns should have specific set goals as well, which defines the nature and style of the ad. This also affects how the campaign managed and which analytics parts will be tracked in order to have the right result. (Levy 2010, 89-90.) In this chapter, the ‘Facebook Ads’ campaign objective types and campaign planning strategy (see Figure 4) are presented.

It is crucial to set objectives for the campaign, in order to manage and evaluate it better before, during and after the campaign. The objectives of Facebook advertising can be divided into three sub-groups as in traditional media:

1. **Direct action** – a purchase-driven (click here to receive a coupon) that stimulates the customer to buy or inform the customer about a promotion (‘50% discount in selected stores this weekend’).

2. **Lead generation** – more common in B2B marketing as its aim is to convince the customer to contact the company for a potential deal.

3. **Branding** – reinforces the brand image and gives more credibility in the eyes of the consumers by frequent displays of the ad. This does not only limit to a brand, but also applies to an organization or product. (Charlesworth 2014, 226-228.)

![Figure 4. ‘Facebook Ads’ campaign planning (Jensen 2013)](image-url)
Followed by the set of objectives, campaign planning should be processed. The campaign plan should be started with tracking the topics and trends in order to tailor the campaign (how to make it viral and engaging), then define the budget to invest in the Facebook campaign (the budget will determine how largely the campaign will target Facebook users in the target group). (Jensen 2013.)

The most important part in the Facebook campaign could possibly be targeting, as it defines who the ad will be geared towards, and whether the target group has similar interest in the subject and whether they are located in a suitable location in order to buy the company’s product. After these steps are done, then the Facebook Ad campaign is executed with set goals. The goals of the Facebook campaign will enable the company to determine the success of the campaign with analytics and measure the ad’s effectiveness. (Jensen 2013.)

2.1.3 Practical insights of ‘Facebook Ads’

In order to make a proper target group setting in a ‘Facebook Ads’ campaign, the company should tailor the goals for the campaign. The content of a Facebook Ad should be subjected to a specific theme which is heavily depending on the set goal in order to generate wanted results. The budget again determines the size of the campaign. (Zarrella 2010.)

The practical steps in executing a Facebook ad are presented. The main steps in drafting a Facebook ad are 1) targeting the audience by segmentation, 2) setting a budget which determines the extent of the campaign, 3) designing an appearance of an ad, and lastly, 4) measurement – the campaign administrator can follow the performance of the ad and compare the results with the set goals to determine how successfully the ad had met the set goals. The four main steps of implementing a Facebook ad are presented in the following paragraphs.
1. **Segmentation:**

By targeting the audience, the ad is limited to a specific target group. Once the audience targeting is done, Facebook will provide an estimate of how many Facebook users the ad will reach. (Levy 2010, 85.) The chances of successfully reaching a target group can be determined by how targeted the ad is, and how narrow the target group is (Zarrella 2010).

The segmentation for a Facebook Ad is broken down to the following segmentations, see as illustrated in picture 2 (Facebook 2015):

- age and sex
- geographic location or hometown
- language
- marital status
- education
- work place
- liked pages or interests

Picture 2. Targeting audience on ‘Facebook Ads’. (Facebook 2015)
2. **Budget**

The budget is connected to the amount of daily targeted Facebook users and the active period of the campaign (see picture 3). In this phase, the maximum set budget to be used for the Facebook Advertisement is determined. According to Facebook's advertisement pricing in 2013: average CPC (click per cost) in Finland costs 1.11 EUR and CPM (click per minute) is 0.47 EUR. For reference: In the US the prices are 1.46 EUR (CPC) and 0.63 EUR (CPM), and in Sweden the prices are 1.19 EUR (CPC) and 0.51 EUR (CPM). (Facebook 2015.)

Picture 3. Setting budget on a *Facebook Ad*. (Facebook 2015)

3. **The appearance of the advertisement’s design**

The picture and text need to be designed and can be previewed how they look in desktop and mobile version. The appearance of an ad has an impact on how attractive it is to the target group and it maximises the advertising spending to reach a goal on either directing the users to a website or increasing brand awareness. In designing the ad’s appearance, it is important to keep in mind to whom the ad is targeted to, this way the ad will be suitable for the target group. (Levy 2010, 82-84.)

4. **Measurement**

'Facebook Ad' provides measurement for the campaign where the campaign administrators can see how the campaign has performed, what the status of the expenses is and if the statistical goal has been reached. (Facebook 2015.) By analysing the performance of the ad, it allows the company to adjust for the ad to perform better and possibly use it again.
The following data can be found on ‘Facebook Ads’ campaign (Levy 2010, 85.):

- current bid
- type of ad
- number of clicks
- number of impressions
- click-through rate
- average cost-per-click or cost-per-impression
- average click per minute (CPM)
- total spend on the ad.

Additionally, Facebook provides three types of campaign reports: advertising performance, responder demographics and responder profiles. Advertising performance provides the same data as the overview of the Facebook ad campaign but allows use of filters and the export of data. Responder demographics provide demographic data in order to see who actually clicked on the ads.

This campaign report helps in adjusting the audience targeting, optimizing the ad text or understanding which target groups are attracted to the ad. This report also allows use of filters and the export of data. Responder profiles provide information about the types of users who see or click on the ad based on interests that they have listed in their personal Facebook profiles. The measurement of ‘Facebook Ads’ will be discussed later in chapter 2.2.

### 2.2 Web analytics measurement

The social media metrics are used as a basic unit for social media campaign evaluation and measurement. To assess the social media marketing effectiveness, the anticipated results are measured and compared to the set objectives. (Florès 2014.)

The stages of social media analytics measurement are indicated as follows:

1. Setting objectives
2. Choosing metrics to measure objectives
3. Measure
4. Monitor and report
5. Adjust and repeat (KissMetrics 2016.)
By measuring the effectiveness of social media marketing, companies can compare and evaluate the anticipated results to the set goals. (Flores 2014, 8.) The metric of Key Performance Indicators (KPI) in social media marketing assess the expected impact of the various objectives. The KPIs are chosen to guide the effectiveness measurement based on the set objectives, and need to be chosen before the marketing campaign or else the monitoring stages given will turn out to be inadequate. (Florès 2014.)

### 2.2.1 Converted AIDA model in digital marketing

This chapter will present the AIDA (*Attention, Interest, Desire, Action*) model which presents consumer’s buying behavior stages. The theory will be applied to social media. The AIDA (*Attention, Interest, Desire*) model (see Figure 5) is an established marketing model which dates back to 1898 and is extended to digital marketing. (Florès 2014.) The AIDA model was chosen as a framework to analyze the visitors’ behavior of Bestseller Facebook pages and the Muotikuutio.fi blog website. It presents four stages (*Attention, Interest, Desire, Action*) where the buyer is exposed to the product and is initially stimulated to purchase it. It is also used in marketing communications, as a guide to understand the advertising process. (Clemente 2002.)

![AIDA Model Diagram](image)

**Figure 5. The AIDA model (Tyagi & Kumar 2004, 251)**

The purpose of the AIDA model in marketing communications is:

1. To create a product or brand awareness (*attention*),
2. To raise the consumer’s interest in the product or brand (*interest*),
3. To motivate them to buy (*desire*), or
4. To stimulate them into buying (*action*). (Saxena 2009.)

The original AIDA model demonstrates buyer behaviour and website development but, as it is extended to digital marketing, it focuses on the consumer’s buying behaviour when they interact with the brand on a social media site in different stages. (Charlesworth 2014, 23-25)
In this consumer’s buying behavior model, awareness will translate into interest which consecutively leads to a desire to buy or possess the brand or product. Action refers to the customer putting their desire of buying the product into implementation. (Saxena 2009.)

**Web analytics key performance indicators for measuring stages of the AIDA model**

The main metrics of web analytics are: pageviews, visits and returning visits but since the variables are wide-ranging, these web metrics cannot measure all objectives of a campaign. The next chapters will explain and present the main metrics and key performance indicators that are categorized in terms of online marketing objectives.

In the AIDA model, key performance indicators are categorized to each AIDA stage indicated in order to interpret the four stages of visitors: **Attention, Interest, Desire and Action.** (Charlesworth 2014, 23-25.) These indicators are discussed in the following chapters and the illustration of key performance indicators are presented in Table 2.

**Table 2. Summary of key performance indicators in stages of the AIDA model** (Flores 2014, 84-85.)

<table>
<thead>
<tr>
<th>Stage of the AIDA model</th>
<th>Key performance indicators (KPIs) of the associated web analytics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Attention</strong></td>
<td>Number of visitors</td>
</tr>
<tr>
<td></td>
<td>First visitors vs. repeat visitors</td>
</tr>
<tr>
<td><strong>Interest</strong></td>
<td>Repeat visitors</td>
</tr>
<tr>
<td></td>
<td>Average duration of visit</td>
</tr>
<tr>
<td></td>
<td>Average number of visits per visitor</td>
</tr>
<tr>
<td></td>
<td>Average number of pages seen per visit</td>
</tr>
<tr>
<td></td>
<td>Most visited pages</td>
</tr>
<tr>
<td></td>
<td>Bounce rate</td>
</tr>
<tr>
<td><strong>Desire</strong></td>
<td>Average number of visits per visitor</td>
</tr>
<tr>
<td></td>
<td>Average number of pages seen per visitor</td>
</tr>
<tr>
<td></td>
<td>Most visited pages</td>
</tr>
<tr>
<td></td>
<td>Bounce rate</td>
</tr>
<tr>
<td><strong>Action</strong></td>
<td>Click-through rate</td>
</tr>
<tr>
<td></td>
<td>Conversion rate</td>
</tr>
</tbody>
</table>
2.2.2 Key performance indicators: ‘attention’

The first stage of the AIDA model is gaining attention. This stage focuses on attracting people to the website or social media platform, such as Facebook page or a blog website. The key performance indicators for the stage ‘Attention’ is presented in Table 2.

**Number of visitors**
The *number of visitors* is a typical indicator for measuring the impact of attention on the website (e.g. company website, Facebook). According to Florès, it is a quantitative indicator that measures the size of the audience that has visited the website or a part of it, and therefore of attention. The importance of the *number of visitors* indicator must be monitored and evaluated regarding the website’s purpose. For example, the media and news puts great value on audience size figures which makes the number of visitors on a specific website a strategic indicator.

Furthermore, the measurement of audience size is a good indicator of attention and interest of campaigns as it measures how well the campaign has attracted people to visit the website and thus the campaign’s potential effectiveness. The growth of visitor numbers is measured by the ‘number of visitors’ statistics before, during and after the campaign. A well-functioning campaign generates a high number of new visits to the website. By systematic benchmarking other campaigns or comparing to average statistics of web analytics, the effects and effectiveness of campaigns can be evaluated. (Flores 2014, 57.)

**Share of first and returning visitors**
Directly related to number of visitors, the *share of first and returning visitors* are two important indicators of effectiveness. The number of first visitors refer to those who first visit the website, and repeat visitors refer to returning visitors. In addition to first visitors, it is important to measure the quality of first visits by looking at the return to the website and the average stay on the website. (Flores 2014, 58.)

2.2.3 Key performance indicators: ‘interest’ and ‘desire’

Once the visitors are attracted to a specific site, it is crucial to establish their real interest. A visit alone is a sign of interest, but at this stage the visitor will be more demanding. These KPIs will measure the effectiveness of the website content, in other words “the quality of visit”. This also applies to the stage of desire in the AIDA model as seen in Table 2. (Charlesworth 2014, 102.)
**Average duration of the visit**

In addition to returning visitors of the website, the quality of the visit can be evaluated in terms of the website content. Logically thinking, the more time the user spends on the website, the more they are interested. Therefore, *average duration of the visit* indicator should only be used when it is relevant. (Flores 2014, 59.)

**Bounce rate**

*The bounce rate* measures the visits to one single page on a website. Instinctively, the higher the bounce rate is, the faster the visitors leave the website after their arrival. In short, high bounce rate means that the visitors are not interested in the website content. Another caveat is that this is not an absolute term, as this should not be applied to single page websites. (Flores 2014, 61.)

There are three different bounce rate calculations:

- **Overall bounce rate of the website**: divide the number of visits to a page by the total number of visits to the site
- **The page bounce rate**: divide the number of times the page has been seen only once by the number of times the page has been the homepage.
- **Traffic source bounce rate**: divide the number of visits on one page of the campaign by the total number of visits generated by the campaign.

According to Florés (2014), it should not be assumed that a low bounce rate should mean the halt of content development as it is not an absolute term for interesting website content.

**Number of visits per visitor**

*Number of visits per visitor* is a ratio between the number of visits and number of visitors during a reporting period. The value of this indicator is only at a given time, therefore it should be measured in from one period to another. Number of visits per visitor is an indicator of visitor loyalty. The visitor loyalty can be increased by updating the content of the website regularly – if there is no new content, the visitor will probably not return. (Flores 2014, 59.)
Average number of page views per visit

The average number of page views per visit is a ratio between page views and the number of visits which measures the quality of the website content and the level of interaction generated by the website. The larger number of pageviews per visit, the more interest visitors have in the website content. As stated in the previous indicator, its value is not in absolute terms. (Flores 2014, 60.) The value depends on the website’s objectives and the section of the visited pages. Flores (2014) suggests that on average, four to six pages are viewed per website visit.

Most visited pages

Most visited pages refer to visitors’ interests and preferences on the website. The importance varies along the purpose of the website; Flores (2010) gives examples of different meanings:

- online shops analyse the most visited pages that refer to highest selling items
- brand pages analyse the most visited pages for the drivers of visitors’ interests
- video game stores analyse the most visited trailers of games to estimate and predict the market for new games.

In the case of Facebook, the most visited pages are calculated on number of impressions, clicks on posts (engaged users) or unique visitors (reach) which shows their interest in the page content. Regarding to this matter, virality exists with most visited pages, and has two indicators: people talking about and engagement. (Flores 2014, 60.)

People talking about refers users liking the content, sharing it or commenting on it. Engagement again can be calculated by dividing the number of people who have “talked” about a post and by the number of fans. (Charlesworth 2014, 330.)

2.2.4 Key performance indicators: ‘action’

This chapter discusses the key performance indicators of the AIDA model stage Action (see Table 2) which refers to the customer’s decision making point.

Click-through-rate (CTR)

Click-through rate represents the percentage of visitors who were exposed to the website content (advertisement, webpage, keyword or sponsored post) who have clicked on the stimulus.
**Conversion rate**

*Conversion rate* measures the percentage of visitors converted into buyers during their visit on the website. This mainly applies to online shops. Similarly, as click-through-rate (CTR), conversion rate coexists to measure the effectiveness of exposure to stimulus or digital action. (Flores 2014, 65.)

Each campaign goals can be defined within the AIDA model stages (attention, interest, desire, action), therefore it is important to choose the right indicators in order to get the correct results. The various metrics and key performance indicators are derived from web metrics, advertising and the target group’s behaviour in the study, allow the measurement of digital marketing’s effectiveness. (Florès, 87.)

As the key performance indicators are defined, to evaluate the effectiveness of the social media campaign, the key performance indicators are used to calculate the return on investment. The return on investment will be discussed in the following chapter 2.2.5.

### 2.2.5 Return on investment measurement (ROI)

The measurement of the digital marketing’s effectiveness is often linked to the concept of return on investment (Florès 2014, 6). Return on investment (ROI) measures the value resulted from the investment’s outcomes relative to the investment’s costs (Andru & Botchkarev 2011). In this thesis, return on investment measurement is campaign-focused, and in this case, it is a metric of how efficient a social campaign is and formulated using available web metrics.

Usually the return on investment is calculated by dividing the outcome of the investment by the cost of the investment, and the result is expressed as a percentage or ratio (Andru & Botchkarev 2011). Nevertheless, the return on investment of social media campaigns can still be determined by indicating the resulted web metrics during the campaign period (Hoffman & Fodor 2010). Only the cost of each variable in web metrics is not able to calculate due to no access to sales and budget data of the campaign in this thesis.

The presented tables are for return on investment determination for a blog website (see table 3) and a social media website (see table 4). The return on investment measurement of a blog website and a social media website are separated into different categories because the measurement indicators are different due to the different functionalities of the sites.
Return on investment determination of campaign-focused metrics are broken down into brand awareness, brand engagement and word of mouth as they stand for different social media performance objectives (Hoffman & Fodor 2010).

**Brand awareness**
Web metrics can be used for monitoring brand awareness. Every time a user comes across with a social application of the organization, they “expose” to information about the company and brand. This naturally increases brand awareness. As the brand is mentioned in any social mean and the customer is exposed to it, the brand awareness is enhanced and the association of the brand strengthens in a customer’s mind. Brand awareness is a key to social media objective. (Hoffman & Fodor 2010.)

Measuring the result of increased brand awareness of a blog website is mainly measuring the number of blog visitors and search ranking (see table 3). Whereas social media websites focus on the number of impressions, fans (or also “likes” on Facebook), and reviews or installs of possible applications (see table 4). Bookmarking is an indicator in measurement of both website types, but is not the most relevant indicator in this category.

Table 3. Return on investment measurement indicators for a blog website (Hoffman & Fodor 2010)

<table>
<thead>
<tr>
<th>Brand awareness of weblog</th>
</tr>
</thead>
<tbody>
<tr>
<td>• number of unique visits</td>
</tr>
<tr>
<td>• number of returning visits</td>
</tr>
<tr>
<td>• number of times bookmarked</td>
</tr>
<tr>
<td>• search ranking</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand engagement of weblog</th>
</tr>
</thead>
<tbody>
<tr>
<td>• number of members</td>
</tr>
<tr>
<td>• number of RSS feed subscribers</td>
</tr>
<tr>
<td>• number of comments</td>
</tr>
<tr>
<td>• amount of user-generated content</td>
</tr>
<tr>
<td>• average length of time on site</td>
</tr>
<tr>
<td>• number of responses to polls, contests, surveys</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Word of Mouth of weblog</th>
</tr>
</thead>
<tbody>
<tr>
<td>• number of references to blogs in other media (online/offline)</td>
</tr>
<tr>
<td>• number of reblogs</td>
</tr>
<tr>
<td>• number of times badge</td>
</tr>
<tr>
<td>• displayed on other sites</td>
</tr>
<tr>
<td>• number of “likes”</td>
</tr>
</tbody>
</table>
Table 4. Social media site’s return on investment measurement indicators (Hoffman & Fodor 2010)

<table>
<thead>
<tr>
<th>Brand awareness of social media site</th>
</tr>
</thead>
<tbody>
<tr>
<td>• number of fans</td>
</tr>
<tr>
<td>• number of installs of application</td>
</tr>
<tr>
<td>• number of impressions</td>
</tr>
<tr>
<td>• number of bookmarks</td>
</tr>
<tr>
<td>• number of reviews/ratings and valence +/-</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand engagement of social media site</th>
</tr>
</thead>
<tbody>
<tr>
<td>• number of comments</td>
</tr>
<tr>
<td>• number of active users</td>
</tr>
<tr>
<td>• number of “likes” on friend’s feeds</td>
</tr>
<tr>
<td>• number of user-generated items (photos, threads, replies)</td>
</tr>
<tr>
<td>• usage of metrics of applications/widgets</td>
</tr>
<tr>
<td>• impressions-to-interactions ratio</td>
</tr>
<tr>
<td>• rate of activity (how often members personalize profiles, bios, links etc)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Word of Mouth of social media site</th>
</tr>
</thead>
<tbody>
<tr>
<td>• frequency of appearances in timeline of friends</td>
</tr>
<tr>
<td>• number of posts on wall</td>
</tr>
<tr>
<td>• number of reposts/shares</td>
</tr>
<tr>
<td>• number of responses to friend referral invites</td>
</tr>
</tbody>
</table>

**Brand engagement**

Brand engagement (see tables 3 and 4) can be increased in various ways. Social media campaigns are one way to boost the engagement between the target group and the brand. Highly engaged social media campaigns involves user-generated content by creating commitment between the organization and consumer, reinforce brand loyalty and likely consumers make additional effort to support the brand in the future. On social media metrics, this can be observed by using one-time versus repeated interactions or active participation compared to passive consumption of social media as representation measures. (Hoffman & Fodor 2010.)

The main indicators of measuring brand engagement on a blog website are the number blog followers or subscribers, comments, visit duration on the website and number of responses to polls, contests or surveys on the website (see table 3). Whereas the main indicators for brand engagement on social media website are number of comments, number of “likes” on the feed, user-generated items to the brand site and the ratio of impressions to interaction (see table 4).
**Word of Mouth**

According to Hoffman and Fodor (2010), ‘Word of Mouth’ (see tables 3 and 4) is created by the consumers who are aware and engaged with the brand therefore in a position to generate an opinion of the organization and comment it to other consumers.

Logically, satisfied consumers will generate positive feedback of the organization and dissatisfied will generate negative attitude towards the organization. Likely positively reacting consumers will also support the company by spreading any social content made by the organization, leading to increased brand awareness and engagement. Word of mouth online can be measured directly from publicly accessible data. (Hoffman & Fodor 2010.)

The main indicators of measuring generated ‘Word of Mouth’ of a blog website are the number of references to blogs in other media, number of reblogs or shares, number of "likes" or how often it is displayed on other websites (see table 3). Whereas the main indicators for calculating the generated ‘Word of Mouth’ of the social media website are how often the brand appears on the timeline of friends, numbers of brand related posts on the user’s “wall” (on Facebook it refers to the user’s profile), number of reposts or shares and finally, how many replies to invites to the social media website (see table 4).
2.3 Summary of theory

This chapter will summarize the theories used in this thesis. Firstly, it presents the targeted online advertising framework, then ‘Facebook Ads’ structure and functionality and lastly, web metrics measurement, including the AIDA model and the indication of return on investment measurement.

The targeted online advertising is a form of social media marketing, which consists of audience targeting, behavior targeting and registration data targeting. All these forms of targeted online advertising apply to Facebook advertising. Shortly defined, audience targeting is a combination of several targeting methods: behavioural, retargeting, contextual targeting, and demographic and geographic targeting. Behavioural targeting uses the online behaviour of users as information base for advertisement targeting. Registration data uses the registration information of the users in their profile. The most suitable for ‘Facebook Ads’ would be registration data targeting. (Gold 2015, 31-33.)

Facebook advertising has two ad types, Right Rail Ad (banner ad) News Feed Ad (sponsored post). The use of Facebook ad depends on the goal of the Facebook advertisement campaign. In this research, Bestseller used the News Feed Ad to approach the target group appearing less as an ad, but more as a harmless “status update by a Facebook friend”. (Gold 2015, 51.) The practical insight to set up the ‘Facebook Ads’ campaign is found in chapter 2.1.3.

Before launching the Facebook ad, the campaign objectives must be set in order to indicate the web metrics to measure the campaign. The measurement and KPIs are different for each social media application types (Hoffman & Fodor 2010.) The AIDA (attention, interest, desire, action) model converted to digital marketing, provides a guidance of key performance indicators for each stage of the model. Attention refers to increased awareness, interest and desire indicates to any actions of interest of the user, then action refers to user engagement with the social site. (Charlesworth 2014, 24.) The tables of these key performance indicators can be seen in Table 2.

Lastly, the measurement of return on investment of a social website (blog website and social media websites is presented in Tables 3 and 4. The return on investment is based on the chosen key performance indicators based on the campaign goals, in order to indicates the right metrics that shows whether the goals are met. The return on investment measurement broken down to brand awareness, brand engagement and word of mouth.
3 Empirical research

Once the research question was defined and the investigative questions were determined, web analytics data of the Muotikuutio.fi website and Bestseller Facebook pages were gathered. After the data collection was complete, the data units were filtered and selected to determine relevant key performance indicators for each stage of the research analysis. The analysed data was used to interpretation of overall website visitor behaviour, web analytics return on investment calculation, comparison of paid and non-paid advertisement and lastly, correlation between the Bestseller’s Facebook pages and the Muotikuutio.fi website website was determined. The research design is presented in the figure 6 below.

Figure 6. Research process/design illustration.
3.1 Research method

The research type of this thesis is a quantitative as the research data included a large range of web metrics variables. The collected research data consisted of Bestseller’s Facebook pages and the Muotikuutio.fi website websites web metrics. The data was gathered using Google Analytics of the Muotikuutio.fi website and Facebook Insights. This data was analysed and cross compared using Excel sheets and SPSS statistical software for Pearson correlation tests. In this way the analysis of data and correlation tests determined when web traffic was caused on the Muotikuutio.fi website and also referring connections between the Facebook advertisement campaign and the Muotikuutio.fi blog website.

3.2 Social media metrics and web analytics

The type of analysis used in this thesis is descriptive analysis where the data is presented in graphical, bar graph and numerical summaries, to give an overall “image” of the data set. (Gattiker 2014, 135). The choice of descriptive analysis was done for this thesis based on the spread of data and numerous variables as it was most suitable for handling and presenting the data.

The typical data value used in this thesis was ‘average values’ as the spread of data was large. (Gattiker 2014.) The final data used in the research consisted of Facebook metrics of several Facebook business pages (Bestseller brands) and web metrics of the Muotikuutio campaign. The variables used are the indicators of the social media platforms. The indicators of measure are the following:

- Blogs: the measured activity metrics are views, web traffic and comments
- Facebook: “members”, “shares” and “comments” on Bestseller’ Facebook pages
- Instagram: the amount of keywords and hashtagged photo indicators (excluded from the thesis)
- YouTube: the number of indicators of views, likes or dislikes (excluded from the thesis).

Primary data of this research consists of Facebook analytics numeric statistics acquired from Facebook metrics and numeric statistics acquired from Google Analytics. The primary data consisted of over 110 web metrics indicators, from which 36 indicators was utilized in the research. Statistics acquired from Facebook Insights and Google Analytics are presented in the appendix 13.
Primary data was collected from Bestseller’s Facebook pages and Google Analytics data of Muotikuutio on period of 18.2.2013 – 1.9.2013. Collected Facebook Insights data that covers organic (non-paid) and paid target audience reach per day, week and months and evolvement of page likes and page views. The Muotikuutio.fi’s website data of audience overview’s focus is on page visitors and sessions which are compared and correlated to selected Facebook analytics data.

The all in all data collected during the time period of 18.2.2013 - 1.9.2013 consisted of:

- Visitor statistics of the following Business pages:
  - Facebook: Vero Moda, Vila, Only, Jack&Jones pages
- Visitor metrics from Google Analytics:
  - The Muotikuutio.fi site
- Documentation of all application videos
- Documentation of Facebook page content and separation of Muotikuutio related posts from other posts on Facebook
- Public activity data analytics of Muotikuutio Instagram (excluded in the thesis)

Secondary data of this thesis consists of articles, studies and guidebooks about social media marketing and campaigns, from which theories and ‘best practices’ are picked up as comparison to the Muotikuutio campaign. The secondary data worked theoretical framework for this research to draw conclusions of the social media usage in campaigns.
4 Discussion

The aim of this thesis was to study Facebook advertisement’s effects on promoting the Bestseller brands and transferring traffic to Muotikuutio website as well as analysis of the visitor behaviour of both Facebook pages and the Muotikuutio blog. By recognizing the characteristics of social media return on investments (ROI’s) and key performance indicators (KPIs), leads to conclusions of whether the campaign managed to increase awareness by using social media platforms and see the effects of Facebook Advertising in the Muotikuutio campaign.

As a result, Bestseller hoped to see the effectiveness of Facebook advertising campaign and use the performance of the Muotikuutio campaign to improve future social media marketing campaigns. In this chapter, the results are examined and recommendations to the case company are given.

4.1 Key findings

The research revealed that Muotikuutio successfully gained a large group of engaged target audience and generated a great amount of views and visibility. Positive brand associations and engagement between the company and target group was created as the campaign was launched, but soon target group’s views and engagement dropped down rapidly after the Muotikuutio bloggers alias, the Style Hosts, were chosen. According to a few discussion forums, the chosen Style Hosts were not audience favourites. (Citation of discussion forum references in Vauva and PinkBubble 2013)

In this chapter, the results of web analytics in meeting the set goals are measured and the thesis research results are in the following categories:

- Bestseller Facebook pages’ return on investment calculation and interpretation
- An overview of the Muotikuutio.fi website’s visitor behaviour
- The Muotikuutio.fi website’s return on investment calculation and interpretation
- Statistical correlation results of a test between the Muotikuutio.fi website visitors and selected Facebook metrics (two correlation comparisons)
- The effects of Facebook sponsored ads: paid versus organic visibility of Facebook impressions.
In addition, the Figure 7 is illustrated in order to understand the flow of timeline in the Muotikuutio campaign and act as an interpretive factor in the research background, as any changes in the visitors’ behaviour of web metrics can be associated to these festivals.

Figure 7. Muotikuutio timeline (Muotikuutio 2013)

4.1.1 Return on investment of Bestseller’s Facebook campaigns

The chosen key performance indicators in table 5 measure the increased brand awareness, total brand engagement during the campaign and the generated ‘Word of Mouth’ of the Muotikuutio campaign on Facebook during the campaign period of 18.2.-1.9.2015. This return on investment measurement is based on the theory presented by Hoffman and Fodor (2010) in chapter 2.2.5.

The key performance indicators are chosen based on the set objectives by Bestseller, which were increasing brands’ awareness and strengthening the presence of Bestseller brands, especially online via Facebook. The meaning of brand awareness, brand engagement and word of mouth in this context are explained along the results interpretation below the table 5.

**Brand awareness by Bestseller Facebook campaign**

Muotikuutio did not hold its own Facebook page, but Bestseller’s existing Facebook business pages of Bestseller were used for promoting Muotikuutio. As the purpose of the Muotikuutio campaign was to increase the awareness of Bestseller brands, it was essential to measure how many Facebook users saw any content of Bestseller Facebook pages.

Muotikuutio did not hold its own Facebook page, but Bestseller’s existing Facebook business pages were used for promoting Muotikuutio. As the purpose of the Muotikuutio campaign was to increase the awareness of Bestseller brands, it was essential to measure how many Facebook users saw any content of Bestseller Facebook pages.
According to the thesis results (see chapter 4.1.), Facebook users came across to Bestseller’s Facebook content over 45 million times. This means that over 45 million times, people were “exposed” to Bestseller Facebook page contents by either browsing through their Facebook Newsfeed and seeing Bestseller’s sponsored post, their friend’s activity related to Bestseller, Bestseller’s post (if they liked Bestseller’s Facebook pages) or looking for the content manually.

Table 5. Return on investment of Vila, Vero Moda, Only and Jack&Jones Facebook pages from time period of 18.2.-1.9.2013 (Facebook Insights 2013)

<table>
<thead>
<tr>
<th>Brand awareness ROI*</th>
<th>Campaign results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of total impressions</td>
<td>45,783,766</td>
</tr>
<tr>
<td>Number of total reach</td>
<td>16,294,925</td>
</tr>
<tr>
<td>Percentage of total reach out of total impressions</td>
<td>35.59%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand engagement ROI*</th>
<th>Campaign results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of total engaged users</td>
<td>574,073</td>
</tr>
<tr>
<td>Impressions-to-interactions ratio</td>
<td>1.25 %</td>
</tr>
<tr>
<td>Number of total new likes</td>
<td>59,044</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Word of Mouth ROI*</th>
<th>Campaign results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of people talking about</td>
<td>120,053</td>
</tr>
</tbody>
</table>

*ROI = return on investment

**Brand engagement by Bestseller Facebook campaign**

The engagement between the target group and Bestseller’s Facebook pages are measured by the level of how many users commented, shared, liked or created their own content on Facebook related to Bestseller. (Hoffman & Fodor 2010) As stated in table 5, Bestseller gained more than 574,000 engaged users (total people engaging with any content of their Facebook pages), but the ratio of impressions to engaged users was only 1.25%.

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It appears to be only a fraction of engagement if the engagement results are compared to how many were "exposed" to Bestseller’s Facebook pages content.

The new page “likes” that Bestseller gained during the campaign period was over 59,000 (see table 5), which indicates that Bestseller successfully attracted more people and increased they interested in following their Facebook page content. Bestseller successfully doubled the page “likes” of their Facebook business pages. Though it cannot be revealed whether Bestseller met their campaign objectives as the numeric set goal is not revealed for this data.

**Word of Mouth on Bestseller Facebook campaign**

‘Word of Mouth’ measures how many engaged user generated or spread Facebook content by Bestseller to others, shares any Facebook content by Bestseller or mentioned Bestseller in their conversation on Facebook statuses. (Florès 2014.) When one engaged user generates an opinion of Bestseller on Facebook, on minimum it reaches their friends (depending on settings) on Facebook, or if it was a public Facebook profile, any person could access to it online.

According to the data, Bestseller’s ‘Word of Mouth’ was generated through liking or commenting on Bestseller’s Facebook post content or making their own Facebook status about Bestseller. In conclusion, Bestseller managed to double their page fans on Facebook through Facebook advertising and directing the users to the Muotikuutio.fi campaign. But as they extended the ‘Facebook Ads’ campaign by 10 times, the results were not good as the target group for the ad is only marginal and the Facebook uses in Finland are limited (this is discussed in chapter 4.1.4).

**4.1.2 Visitors’ behaviour of Muotikuutio website**

This chapter discusses the Muotikuutio blog’s activities, present key performance indicators accordingly to the AIDA (*Attention, Interest, Desire, Attention*) model and measure the return on investment of the blog website. The theory for these web analytics measurement is discussed in chapter 2.2.
The presented Figure 8 acts as an illustration for the following general overview analysis, web metrics analysis and return on investment measurement. The figure is drafted from period of 18.2.-1.9.2013 (the period of active Muotikuutio campaign).

**General overview**
Beside Bestseller’s Facebook campaigns to boost their Facebook pages’ activity and awareness, the Muotikuutio campaign’s focus was on the Muotikuutio blog. The aim of Muotikuutio was posting blog posts created by the Style Hosts, which were written from the company’s point of view.

The content of Muotikuutio was aimed to share the atmosphere of attended festivals, focus on fashion and share outfits of the best dressed festival visitors in order to inspire readers. (Makkonen 2013.) The execution of the Muotikuutio content turned out to be mainly pictures of the Style Hosts, short videos of musical performances, talk about music and few photos of festival visitors’ outfits which were posted in the end of the campaign (see the typical Muotikuutio blog post in Picture 4).
Bestseller did not set any visitor goals to the Muotikuutio.fi website on Google Analytics, therefore the results are compared to average benchmarking metrics by a study 2011 (KissMetrics 2011). The Muotikuutio.fi website’s content was mainly visual content as in the picture presented above, which may affect the visitors’ behaviour on the website as there was not much of textual content.

During the campaign, the Muotikuutio.fi website gained over 600,000 pageviews. Again, there were over 250,000 sessions that refer to how many users visited Muotikuutio. Google Analytics counts one session per device, therefore the same user’s views can be counted separately as it only recognizes the devices used to browse the website. (Florès 2014.)

On average, the user viewed 2.48 pages per session, meaning that either the content did not interest the user or the user was actively following Muotikuutio.fi. Therefore, the visitors only read the newest blog posts as, logically thinking, there were more than three pages of content on Muotikutio.fi. The data refers to users who were not interested in the content, indicated by the average session duration of 1 minute and 44 seconds.

**Sessions versus Users**

Muotikuutio gained 251,965 sessions (visits) during the reporting period, meaning all visits to the website were from different devices. If the user is the same, their visit is counted as a new session after 30 minutes of inactivity from the website. Out of 251,965 sessions, there were 157,491 users (unique visitors), about 62.51% of total sessions. User refers to a website visitor who have visited the website for more than one time during the recorded period. (Florès 2014)
Bounce rate
Bounce rate refers to the percentage of single-page visits. The Muotikuutio.fi website’s bounce rate was 65.63%. According to KISS Metrics study (2011), the global average bounce rate is 40% which compared to Muotikuutio, is lower by 25.63%. Since Muotikuutio had more than one web page, this means that the site content was not able to attract the visitors and encourage them to check other pages on the website, as they mainly visited one page. According to Google Analytics report, the most frequently visited page on the website was the landing page, the main page.

New visitor versus returning visitor
New visitor is a user who visits the website for the first time, and returning visitor means a user who returns to the website after one view. The returning visit is tracked by Google cookies which is activated when the user returns to the same website with the same device. (Florès 2014.)

During the campaign, there were 62.6% new visitors and 37.4% returning visitors, which might refer to uninteresting content on Muotikuutio, suggesting the content did not attract people into visit the website again. A high percentage of new visitors in comparison to returning visitors argues that the visitors do not engage with the website content. (Charlesworth 2014, 330.)

New sessions
The ratio of new sessions is 62.50% which means that majority of visitors visited the website only once, or the users did not have Google Analytics cookies on or deleted, which causes the website to count the user’s visit as a new session. In conclusion, the high rate of new sessions might state that the visitors only visit the Muotikuutio.fi website to look at the website content which then does not engage them.

Page direction
According to Google Analytics report, the visitors were directed to Muotikuutio.fi from different channels. In the figure 9 below, the channels are in a triage which shows the main channels from where the visitors come to Muotikuutio.fi. The highest channel is others, which is fractured from the real channels as Google Analytics appears to not be able to accurately categorize all channels.
Figure 9. Triage of channels that directed to the Muotikuutio.fi website.

The most visitors were directed from Facebook, which is categorized here as social, Facebook and Facebook mobile version. Altogether there were 83,241 sessions straight from Facebook. Secondly, the visitors came from the Muotikuutio Style Host Anna’s own blog, Mungolife, and thirdly, direct sessions to Muotikuutio.fi.

The Muotikuutio.fi website’s key performance indicators (KPIs) – AIDA model
Table 6 summarizes the discussed points as numeric statistics. The statistics are analysed from period of 18.2.2015 – 1.9.2015. These key performance indicators (KPIs) above are based on the theory of a converted AIDA model in digital marketing and act as guiding metrics in measuring the performance of the Muotikuutio.fi website.

The AIDA KPIs are crucial factors to evaluate the campaign’s success, and are fractured into stages of Attention, Interest, Desire and Action. The next analysis of the Muotikuutio.fi website performance, which is based on indicated key performance indicators, is based on AIDA model theory in chapter 2.2.1.
Table 6. Muotikuutio’s key performance indicators presented in the AIDA model from time period of 18.2.-1.9.2013 (Google Analytics 2013)

<table>
<thead>
<tr>
<th>The AIDA model: Attention</th>
<th>KPI* of the associated web analytics</th>
<th>Results of Muotikuutio web statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total number of pageviews</td>
<td>624,660</td>
</tr>
<tr>
<td></td>
<td>Total number of sessions (visits)</td>
<td>251,965</td>
</tr>
</tbody>
</table>
|                           | New visitors versus returning visitors | New visitors: 62.6%  
                           |                                                   | Returning visitors: 37.4% |

<table>
<thead>
<tr>
<th>The AIDA model: Interest</th>
<th>KPI* of the associated web analytics</th>
<th>Results of Muotikuutio web statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Returning visitors (in sessions)</td>
<td>94,296</td>
</tr>
<tr>
<td></td>
<td>Average of duration of session</td>
<td>00:01:44</td>
</tr>
<tr>
<td></td>
<td>Average number of sessions per user</td>
<td>1.60</td>
</tr>
<tr>
<td></td>
<td>Average number of pages seen per session</td>
<td>2.48</td>
</tr>
</tbody>
</table>
|                         | Most visited pages                  | Front page (28.04%),  
                           |                                                    | List of blog posts (6.24%),  
                           |                                                    | Festival looks (3.03%) |
|                         | Bounce rate                         | 65.63%                               |

<table>
<thead>
<tr>
<th>The AIDA model: Desire</th>
<th>KPI* of the associated web analytics</th>
<th>Results of Muotikuutio web statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Average number of sessions per user</td>
<td>1.60</td>
</tr>
<tr>
<td></td>
<td>Average number of pages seen per session</td>
<td>2.48</td>
</tr>
</tbody>
</table>
|                       | Most visited pages                  | Front page: 28.04%  
                           | (out of total pageviews) |
|                       | Bounce rate                         | 65.63%                               |

<table>
<thead>
<tr>
<th>The AIDA model: Action</th>
<th>KPI* of the associated web analytics</th>
<th>Results of Muotikuutio web statistics</th>
</tr>
</thead>
</table>
|                       | Click-through rate (CTR)            | No data, feature is not enabled to calculate  
                           | click-through rate (CTR) |
|                       | Conversion rate                     | No data, goals not set on Google Analytics |

*KPI = key performance indicators

Attention generated from Muotikuutio

The ‘Attention’ stage in the AIDA model measures how well Muotikuutio has gained awareness and the campaign’s potential effectiveness. Muotikuutio gained 251,965 website visits during the reporting period and totalled 624,660 pageviews. The highest peak of the campaign was during the active Style Host recruitment and selection (R&S) process on March 18, 2013 with 9,274 visits that day.

After the announcement of the Style Hosts’ selection was posted, the Muotikuutio.fi website reached 5,098 sessions then rapidly went down to 3,700 sessions for the rest of the campaign period and the number of visits stayed below it.
On the whole, the statistics show that Muotikuutio successfully attracted the visitors using YouTube as a R&S method, and generated high number of visits to Muotikuutio to watch and vote for the recruitment videos on the website (placed by applicants). Though the majority of the website visitors did not return to the website (62.6% of total sessions).

**Interest and desire generated from Muotikuutio**

‘Interest’ and ‘Desire; in the AIDA model measures how attracted the visitors were to the Muotikuutio blog content and whether the blog content engaged the visitors or not. If there was an “emotional connection” between the visitors and blog content, they were convinced to return to the website. The analytics show that the level of visitor loyalty was low, as the number of visits per visitor was 1.60, referring that majority of the blog visitors only visited Muotikuutio.fi only once or two times of total sessions.

Additionally, the high average bounce rate suggests that the website visitors quickly leave after they arrive to the website. The Muotikuutio blog’s bounce rate was 65.63% which as previously already stated, is about 25% lower than global average bounce rate (KissMetrics 2011).

However, there was a rapid drop in bounce rate on May 17 2013 where the average bounce rate dropped from 80.55% (average bounce rate before May 17, 2013) to 49.33% (average bounce rate after May 17, 2013).

The sudden drop in bounce rate states that after the announcement of the Style Hosts, the blog website contained more landing pages, as earlier the bounce rate was high, possibly because Muotikuutio.fi had only one landing page (front page with recruitment videos). This raises the fact that the realistic bounce rate of the Muotikuutio blog posts was around 49.33%, meaning that the visitors did stay to follow the page content longer than the average bounce rate of the whole reporting period implies. The low visitor loyalty might possibly stem from the blog content but this cannot be verified with this thesis research method.

The average number of pages seen per session was 2.48, meaning that visitors visited about two pages per visit on average. The blog had various blog posts, but the visitor was interested enough to scroll through two pages only.
In some cases, this could mean that engaged visitors visit for the newest blog post, but since the returning visitor rate and majority of visitors only visit the website once, it strongly suggests that the content did not have an “emotional connection” with the visitors. Hence the visitors leave after seeing two pages of the Muotikuutio.fi website.

According to Florès (2014), the average page viewed per website visit is four to six pages, which supports the statement of low level of interaction by the visitors of Muotikuutio. The Muotikuutio.fi website visitors’ interest appeared to focus on the front page of Muotikuutio, which had listings of blog posts and listings of posted pictures of “best outfits at the festival”.

**Action that users took after visiting Muotikuutio**

The ‘Action’ stage in the AIDA model measures the visitors’ interaction with the Muotikuutio blog and whether the visitors were moved to taking action. In this case, Muotikuutio first tried to get the visitors to attend in the recruitment process in selection of Style Hosts by making a job application video and post it on the website. Secondly, when the Style Hosts were chosen, the content was aimed to attract visitors to follow the blog and also boost the overall sales in the company.

The Muotikuutio campaign generated 71 job application videos for the Style Host position for the Muotikuutio campaign with a great number of views in total and video votes. Although, retaining engagement with the Muotikuutio blog posts after the selection of Style Hosts yielded bad results, as the level of interaction by the website visitors were deprived.

**Return on investment (ROI) determination of Muotikuutio’s website**

The previous chapter of key performance indicators categorized according to the AIDA (*Attention, Interest, Desire, and Action*) explained the meaning of each key performance indicators’ meaning and interpretation. Return on investment calculation results of the Muotikuutio.fi website similarly measures the effectiveness of the campaign, it calculates gain or loss generated on the investment into Muotikuutio, in the categories of awareness, engagement of word of mouth related to the brands.

The key performance indicators used in the following return on investment is already discussed and defined in the previous chapter therefore this chapter will present the return on investment measurement in terms of all in all brand awareness, brand engagement and word of mouth generated about the Muotikuutio.fi website. The return investment measurement is based on the theory in chapter 2.2.5.
Table 7. The Muotikuutio.fi website’s return on investment from time period of 18.2.-1.9.2013 (Google Analytics 2013)

<table>
<thead>
<tr>
<th>Brand awareness ROI*</th>
<th>Campaign results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of unique visits</td>
<td>251,965</td>
</tr>
<tr>
<td>Number of return visits</td>
<td>94,296</td>
</tr>
<tr>
<td>Number of times bookmarked (Remark: this data might not appear correctly on Google Analytics)</td>
<td>0</td>
</tr>
<tr>
<td>Search ranking</td>
<td>Unknown (11.07% out of all channel direction to Muotikuutio was from Google Search)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand engagement ROI*</th>
<th>Campaign results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of blog followers</td>
<td>Cannot be calculated</td>
</tr>
<tr>
<td>Average length of time on site</td>
<td>00:01:10</td>
</tr>
<tr>
<td>Number of comments</td>
<td>Not able to calculate, lack of data</td>
</tr>
<tr>
<td>Number of added as “favorite” (Remark: this data might not appear correctly on Google Analytics)</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Word of Mouth ROI*</th>
<th>Campaign results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of references to blogs in other media online</td>
<td>12</td>
</tr>
<tr>
<td>Number of reblogs</td>
<td>32 (29)</td>
</tr>
</tbody>
</table>

*ROI = return on investment

Brand awareness of Muotikuutio

Bestseller brands were associated by sponsoring Style Hosts, Muotikuutio blog writers, outfits and different sales promotions on the blog. The brands were especially enhanced as they only showed Bestseller’s products on the blog, which kept the blog’s focus only on Bestseller brands. An exception was showing a few outfits of other festivals visitors, though the brands of their outfits were not mentioned in any way.

The Muotikuutio blog managed to execute marketing initiatives to generate brand awareness as there were 251,965 visits in total during the campaign period. Though Muotikuutio was not able to build or maintain a relationship with all visitors since there were only 37.4% returning visitors and, according to Google Analytics report, zero bookmarking on the website. Still, with only page visits, Muotikuutio was able to increase their Bestseller’s brand awareness.
Search ranking of Muotikuutio on Google was unable to be calculated as the feature was not enabled on Google Analytics of Muotikuutio. Nevertheless, the results showed that Muotikuutio was searched on Google by 11.07% out of all the channels that directed to Muotikuutio. This data suggests that people had interest in the campaign, and were curious to look it up.

**Brand engagement of Muotikuutio**

According to Petulla (2014), returning visits indicate that the brand is building a relationship with the visitor and the repetitive exposures to the website content significantly increase brand lift. In conclusion, effective blog content builds relationships by compelling readers to return and brand lift is created by facilitating repeat exposures. (Petulla 2014.)

The content of Muotikuutio did not have a high percentage of returning visitors, but for those who did return – the level of engagement is difficult to calculate as some features on Google Analytics were not enabled for calculations (number of followers, number of comments). Therefore, according to the brand engagement results (see table 7), it seems that Muotikuutio did not create much of engagement but the results in this part can’t be considered fully reliable.

**Word of Mouth of Muotikuutio**

Word of Mouth of Muotikuutio is measured by calculating the number of references to Muotikuutio and number of reblogs. It has to be kept in mind that a part of reblogs were sponsored by Bestseller, and therefore they were not non-paid or non-sponsored content. (Hoffman & Fodor 2010.) According to the campaign results, a fraction of reblogs were negative towards Muotikuutio as the writers stated to be confused about the idea of Muotikuutio and questioned the choice of Style Hosts. Muotikuutio generated ‘Word of Mouth’ through 12 references in other media online and 32 from reblogs. The result of reblogs differ in the given raw data from Google Analytics and manually searched data. This might suggest that for that part, Google Analytics was not developed to give fully reliable results.

4.1.3 **Statistical correlation results**

This chapter discusses the linear relationship between the activities of the Muotikuutio blog website and Bestseller’s Facebook pages (Vila, Only, Jack&Jones and Vero Moda). In this thesis, correlations are calculated using SPSS analytics software and the correlation test type is Pearson.
The purpose of correlations calculation is to study whether the Muotikuutio blog website was connected to Facebook pages’ visitors on the level of engagement (see picture 5.) and also, whether Bestseller’s Facebook campaigns had a role in increasing the number of visitors on the Muotikuutio blog (see picture 7.).

The linear relationship is measured by calculating correlation, which in probability theory and statistics, indicates the strength and direction of a linear relationship between two random variables. In general statistics usage, correlation refers to the departure of two variables from independence. (Christensen, Coombes-Betz, Stein 2007, 201.)

The correlation test is a method for testing whether two metric variables are linearly correlated in the same population (total group of units from which the samples might be drawn). Illustrated statistical relationship between two variables is called correlational coefficient. In the case where correlation is 0, it is called the null hypothesis which implies that there is no linear relation between the variables. (Geert van den Berg 2014.)

**Test output: “Engaged activities” on Facebook versus Muotikuutio website visitors**

The purpose of this correlation test is to study if there is correlation between the Muotikuutio.fi website visitors and the engagement on Bestseller Facebook pages. If the correlation exits, the users who were engaged with Bestseller Facebook pages were also interested in the Muotikuutio campaign besides the content of Bestseller Facebook pages. The study data used in this test was daily data of Muotikuutio’s website visitors and the daily data of engaged activity on Bestseller Facebook pages. This chapter will present and interpret the numerical and graphical results of Pearson correlation test (see Picture 5 and 6).

The average correlation was .06375 (average Pearson r) which indicates a weak linear relationship between the Muotikuutio.fi website visitors and Bestseller Facebook pages’ visitors engaged activities. The p-value, denoted by average “Sig. (2-tailed)” is .415. Though the null hypothesis is often rejected if p < .05 (Geert van den Berg 2014) which concludes that the correlation is not 0 in the population but is very weak as the average result was .06375.
If studied as individual cases, all Bestseller Facebook pages p-value was larger than .05, except Vero Moda which indicates that it had the null hypothesis. Vero Moda’s Facebook page visitors’ engagement did not have any linear relationship with the Muotikuutio.fi website visitors. Also, the results were based on N = 171 cases and since it corresponds to the research sample size, it is confirmed that the test did not miss any values in the research data.

For the Pearson correlation test to be correct, reporting the correlation itself and the N (size of sample) which the test is based on is mandatory (Geert van den Berg 2014). For the test to be confirmed to be correct, the results are to be concluded. The Pearson correlation test results refer as following (Geert van den Berg 2014):

- The Pearson Correlation result is near to 0 which indicates to weak relationship between variables
- The Sig (2-tailed) value is greater than .05 which indicates to no statistical correlation
- Zero correlation in scatterplot which depicts that variables are not related to each other.

Picture 5. Correlation test between the Muotikuutio.fi website visitors and Bestseller’s Facebook post engagement
When Pearson’s results are near to 0, it means that there is a weak relationship between two variables in the test. Meaning, that one variable did not correlate with the changed in the second variable. If the Pearson’s r was 0.06, it could conclude that the variables were not strongly correlated. (Carver & Nash 2012.)

Sig (2-Tailed) value again determines the statistical correlation between two variables. In this Pearson correlation test, it was 0.4 on average. If the Sig (2-tailed) value is greater than 0.05, it indicates that there is statistically no significant correlation between two variables. In this case, any increase or decrease in one variable do not significant relate to increase or decrease in the second variable (Carver & Nash 2012).

In this test results, the scatterplot shows no correlation as there are no observable lines, which means that the variables do not relate to one another. Increases or decreases in one variable have no effect in the other variables. (Carver & Nash 2012.)

Picture 6. Scatterplot of correlation results between the Muotikuutio.fi website visitors and Bestseller’s Facebook post engagement
To conclude this Pearson correlation test, the results shows that a weak linear relation was observed between the Muotikuutio blog visitors and Facebook page engagements, Pearson correlation = .083, .060, .070 and .042, p = .279, .435, .365 and .584 (2-sided). Additionally, looking at the illustrated correlation results (see picture 6), Sig. (2-tailed) was very scattered, meaning that there was no statistical correlation between these two variables.

**Test output: “Total reach” on Facebook versus the Muotikuutio.fi website visitors**

Another Pearson correlation test by the SPSS software was made between “total reach” of Bestseller’s Facebook pages and the Muotikuutio.fi website’s visitors. The purpose of this correlation test was to measure whether Bestseller Facebook pages help directing people to the Muotikuutio.fi website. If the correlation exists, it illustrates that Bestseller Facebook pages had an impact of directing people to the Muotikuutio.fi website. This suggests the theory of Bestseller’s Facebook sponsored campaign’s ability to promote and direct the target group to the Muotikuutio.fi website.

The data used in this correlation test was daily data of Muotikuutio’s website visitors and the daily data of “total reach” on Bestseller Facebook page. “Total reach” in this case refers to the total number of reached people on Bestseller’s Facebook pages, including the people who were reached through a paid Facebook campaign and “organic reach” (non-paid), which refers to the people reached without any paid campaign. The variables in this test are fractured to daily statistics during a period of 18.2-1.9.2016. This chapter will present and interpret the numerical and graphical results of Pearson correlation test (see Picture 7 and 8).

All Bestseller Facebook pages’ p-value was larger than .05, except Only, which indicates that it had the null hypothesis. “Total reach” of Only Facebook page did not have any linear relationship with the Muotikuutio.fi website visitors. This is explained, as Only did not have any active advertisement on Facebook during the Muotikuutio campaign. Also, the test results were based on N = 196 cases as stated in the picture 7 and since all variable groups correspond to the research sample size, it is confirmed that the test did not miss any values in the research data.
For the test to be confirmed to be correct, the results are to be concluded. The correlation test displays the following results (Geert van den Berg 2014):

- The Pearson Correlation result is considerably greater than 0, which indicates to weak positive relationship between variables
- The Sig (2-tailed) value is less than .05..., which indicates to statistically significant correlation (except Only and Jack&Jones)
- Observed lines in the scatter plot, which indicates to existing relationship between variables.

Pearson’s r measures the strength and direction of the relationship of two variables. (Geert van den Berg 2014) The highest Pearson’s r results in this test were .181 and .135 (see picture 7.) by “Vero Moda” and “Vila”. This indicates a weak positive relationship between the Muotikuutio.fi website visitors and “total reach” of “Vero Moda’s” and “Vila’s” Facebook pages. When the Pearson’s r has a positive result, it means that when there was a change in “total reach”, there was also change in Muotikuutio’s number of visitors. (Carver & Nash 2012)
The Pearson’s r of “Jack&Jones” was .107 and “Only’s” was only .001 (near to 0), which means that the variables had a weak relationship with Muotikuutio and is not correlated with it. (Carver & Nash 2012.) The highest p-value “Sig. (2-tailed)” was at .011 by “Vero Moda” (see picture 7), which refers to statistically significant correlation. The p-value of “Vila” referred to statistically moderate correlation, but Jack&Jones had a statistically weak correlation and finally, the p-value of “Only” stated no correlation with the Muotikuutio.fi website visitors. (Geert van den Berg 2014)

Furthermore, the interpretation of the results can be done with the scatterplot in picture 8 as well. There can be seen an observable line in the scatter plots of Muotikuutio versus “Vero Moda” and “Vila”, in which increases or decreases in one variable has an effect in the other variable. (Carver & Nash 2012) The scatterplot between Muotikuutio and “Jack&Jones” does not make any clear lines and “Only” cannot define any lines. The observable line in the scatterplot refers to correlation, if there cannot be spotted any, it can be concluded of no correlation. (Carver % Nash 2012)

Picture 8. Scatterplot of correlation results between the Muotikuutio.fi website visitors and Bestseller Facebook campaign's total reach
Conclusion of Pearson correlation tests

According to the correlation test results, the Muotikuutio.fi website visitors and the engagement of Bestseller Facebook pages has no correlation (see picture 5). However, there were positive results in another correlation test between Muotikuutio visitors and the number of “total reach” on Bestseller Facebook pages (see picture 7). Muotikuutio had a statistically significant correlation in “Vero Moda”, a statistically moderate correlation with “Vila”, a statistically weak correlation with Jack&Jones and no correlation with “Only”.

The results state that not all Muotikuutio visitors were the users who were engaged with Bestseller's Facebook pages, but through the total reached people on Bestseller’s Facebook pages did help promoting and directing users to the Muotikuutio.fi website.

4.1.4 The effects of Facebook sponsored ads

According to the social media statistics, the campaign visibility was mainly gained through paid visibility, meaning sponsored posts by a budget. The typical sponsored post of the Muotikuutio campaign is presented in Picture 9.

Picture 9. Facebook sponsored post (paid advertisement on Facebook) of the Muotikuutio campaign (Facebook Insights: Vero Moda Company Page, Facebook Insights 2013)
Due to limitations of this thesis, this is only a summary of the figures of all Bestseller Facebook pages (individual figures can be found from the appendixes 1-12) and the results of all Bestseller Facebook pages’ performances are summarized in this chapter. Figure 10 shows a visual summary of Facebook advertising’s effects in promoting and increasing awareness of the Muotikuutio campaign.

**Reporting period**
The reporting period is 18.2-1.9.2013, the behaviour of paid advertisements on Facebook are presented during that period in figure 10. On 18.2.2013, Bestseller launched the Muotikuutio campaign, and on the following day, the promotion of the Style Host’s job application using ‘Facebook Ads’ started. The summer job of Style Hosts ended on 15.8.2013 but after that, Bestseller held a competition to win a camera and also executed an after-marketing campaign and attended Helsinki Fashion Weekend 2013 with the Muotikuutio pop-up store (Muotikuutio 2013).

**Meaning of sponsored post**
The Facebook ‘News Feed ad’, also known as ‘sponsored post’, promotes Facebook posts that appears to the target audience that the campaign management had set (Gold 2015, 51). The broadness of visibility depends on the audience targeting, and the budget spent on the paid campaign sets the maximum amount of ad impressions to be shown during the campaign period (Levy 2010, 85).

**Period of active sponsored posts**
The high points of the figure 10 were ‘paid impressions’, which refer to an activated sponsored post during that period. It seems that besides the ‘Style Hosts’ recruitment and the announcement of ‘Style Hosts’, the Facebook sponsored post (paid ad) was active during all the festivals. This can be concluded that Bestseller wanted to raise awareness of Muotikuutio’s attendance at the festivals and direct the target group to the Muotikuutio.fi website.
Figure 10. Daily total summary of Facebook Ad’s statistics on paid and non-paid reach and impressions of Only, Vila, Vero Moda and Jack&Jones Facebook pages and visits of the Muotikuutio.fi website (Facebook Insights, Google Analytics 2013)

Figure of the effects of sponsored posts
The Facebook advertising campaign’s target size was about 50,000 ad impressions on average, except the period of Tammerfest and PoriJazz festivals near the end of the Muotikuutio campaign. During the period of Tammerfest and PoriJazz festivals, Bestseller boosted up the Facebook advertising by about ten times the number of other Facebook ad’s target size during the campaign, resulting to over 2 million ad impressions. The effectiveness of Facebook advertising can be interpreted in figure 10.
The average target size of a Muotikuutio sponsored post on Facebook was 50,000 impressions, but in the beginning of the campaign where Bestseller was recruiting the ‘Style Hosts’ (see chapter 1.4), it was successfully able to direct the target group to the Muotikuutio.fi website, making that period the highest pitch of the Muotikuutio.fi website (see figure 10), and managed to double the ‘likes’ of Bestseller Facebook pages. The Facebook sponsored posts during the rest of the campaign did not bring as effective results to Bestseller Facebook pages nor to the Muotikuutio.fi website, even with the elevated sponsored post during Tammerfest and Porijazz festivals.

As discussed earlier, the high point of the figure was during the Tammerfest and Porijazz festivals, meaning that during that period, the ‘Facebook Ads’ campaign was set with the largest investment to display the ad with more impressions. The high point of the entire campaign indicates that the Facebook ad or sponsored post to be exact, was displayed with over 2 million ad impressions (the number of times the ad was displayed to Facebook users in the target group).

Though, even the number of impressions were high, the number of ‘paid reach’ (refers to the number of people who saw the content of the Facebook ad) was significantly smaller, meaning that the same ad was displayed multiple times to the target group.

This suggests that the limitations of this sponsored post was the number of Facebook users in Finland, as the ad was displayed to the same targeted users whose behaviour did not significantly change in terms of visiting the Muotikuutio.fi website as seen in figure 10. The total number of Facebook users in Finland was about 2.1 million users in 2013 whereas the number of highest impressions counted up to over 2 million impressions (Ti- lastokeskus 2013). The organic reach and impressions, in other words, non-paid posts targeted less Facebook users than the paid posts, which confirms that Facebook advertising can be effective in terms of increasing awareness, as it targets a larger target group with the aid of Facebook Ads.
Summary of Bestseller’s Facebook sponsored campaigns

According to the Facebook Insights data, paid posts were activated during the festivals of the Muotikuutio campaign. It was concluded that the sponsored posts not only attracted attention and support Muotikuutio related posts, but also directed visitors to the Muotikuutio blog website.

When looking at the number of impressions of a sponsored post, the data is very high compared to the days during the campaign when the Facebook ad was not active. It seems that Muotikuutio successfully gained awareness for their social media campaign, and also managed to double their Facebook page ‘likes’ on the third day of the activation of ‘Facebook Ads’ campaign. The limitations of using Facebook advertising, in this case, was a small target group available in terms of total Facebook users in Finland.

The reason for the successful period of Facebook sponsored posts of Muotikuutio, was high engagement with the target audience (referring to the period of Style Host recruitment). During that period, Bestseller held a contest that allowed young people to apply to be a Style Host (Muotikuutio blogger), which increased interest nationwide among the youngsters.

The reason behind the successful use of Facebook advertising is that it does not seem aggressive toward the target group, but was a friendly way to approach the target group disguised as a “Facebook friend” status update. In conclusion, with the aid of sponsored posts, the effect of Facebook sponsored posts is very powerful in terms of reaching the audience. With the right settings for target audience, interesting post content and a set campaign period, it is possible to have an effective sponsored posts campaign.

4.1.5 Summary of key findings

The research results confirm that the Muotikuutio campaign did achieve its intended objectives of growing attention and awareness to Bestseller brands, but unfortunately after the selection of Style Hosts, the Muotikuutio blog viewer numbers rapidly dropped (see figure 8). The summary of the research key points is presented in the below.
The summary of the research key points, which are:

- Immediately after the Muotikuutio campaign was launched, traffic to Muotikuutio was phenomenal – at times the Muotikuutio.fi website did not work well due to too many users viewing the Muotikuutio.fi website.
- The campaign generated 79 Style Host job application videos on YouTube, over 75 Muotikuutio related posts on Instagram and at best, over 1,6 million views on Bestseller’s Facebook pages with the aid of Facebook paid advertisement – sponsored posts.
- Muotikuutio created positive reactions and high traffic on Muotikuutio at first, but quickly lead dropped down after the Style Host selection.
- The Facebook sponsored posts drove the target group to like Bestseller’s Facebook pages, which resulted in doubled Facebook page likes within 2 days after the sponsored posts campaign was activated.

4.2 Recommendations to Bestseller

Having examined the theories and applied them with the thesis research results of Facebook sponsored campaigns’ effectiveness on driving visitors to the Muotikuutio blog, Facebook sponsored campaigns are suitable for raising brand awareness and possible to orient it to drive more visitors to the website. If the targeting is done efficiently, and the website content is attractive to the target audience, Facebook sponsored campaigns are an inexpensive marketing tool in terms of the investment and results.

However, the results in this thesis case was not only limited to Facebook sponsored campaigns, but also studies the Muotikuutio.fi website visitors’ behaviour and the impacts of the website content. Even though, many were targeted and exposed to the information of the Muotikuutio blog, the audience size dropped rapidly after the selection of Style Hosts.

After reading all the references to the Muotikuutio campaign, on many website, it has been stated to the disappointment of the Muotikuutio content (to what the audience expected it to be) and also the selection of Style Hosts. Regarding to this, it is recommended to Bestseller to listen to the audience’s wishes when they launch another campaign like Muotikuutio. It is important to sculpt the content to the target audience’s wishes as they are the target group after all, the ones who read the blog and purchase the products.
Furthermore, the importance of content creativity is growing in the digital world, therefore it would be recommendable to try different themes and methods on the blog to attract readers and maintaining them. Not only that, engaging the readers are crucial. The Muotikuutio blog content was very Style Hosts centred, and left the reader with little to engage with, which could be something to think about in the future projects.

Though, the Facebook Sponsored campaigns reached a very large audience, and Bestseller did receive many recruitment videos. The voting on the videos was very active as well. The Muotikuutio blog website was out of service at times due to heavy website traffic. Bestseller also significantly raised their Facebook likes during the Muotikuutio campaign.

As a conclusion to recommendations to Bestseller, audience should be listened and allowed to engage with the brands. Audience should be included more in decision-making during the campaign and have an impact in creating social content for the brands’ social media networks. Example of a similar campaign to pick up tips for future projects can be found in chapter 4.3.
4.3 International references

Case: Finnair – Quality Hunters season 2
Finnair launched an international four months’ campaign called *Quality Hunters Season 2* in autumn 2010. It was named as *Season 2* as it was the second time they executed it. The campaign’s idea was recruiting Finnair fans to be Quality Hunters all over the world. Quality Hunter was a short fixed-term job and the job description included travelling around the world and as a conclusion, by learning from other cultures, Quality Hunters made suggestions to new ideas or innovations for Finnair to develop their products and services. Quality Hunters also wrote blog posts on a website blog called *Rethink Quality*. Applicants applied to the position of Quality Hunter by making a job application video to Finnair.

About Quality Hunters campaign
An international marketing communications campaign where the development of services, communication and dialogue marketing were associated. The campaign was launched in 2010, four Quality Hunters were recruited by Finnair. Their job was travelling within Finnair flight network for 60 days, then report any remarks about Finnair’s service quality.

(Varamäki 2012)

“Our aim with Quality Hunters has been to create an ‘Open Innovation Program’ to improve the Finnair offering – as well as the airport experience with Helsinki Airport - and create a genuine dialog with our key target audience, company travelers.” (Finnair 2010.)

According to Varamäki (2012), the campaign had a strong dimension of customer and target group dialogue as the marketing campaign was executed together with the customers. In the campaign, Finnair utilized visitor bloggers, competitions, tips, comments and videos for creating an efficient and entertaining blog content.

The goals of the campaign were to (Varamäki 2012):

- Drive recognition of the brands of Finnair and Helsinki Airport
  - develop brand equity
- Development of a community
- International coverage
- Increase sales
- Promote that Helsinki is the fastest way to travel between Asia and Europe.
Measurement of the Quality Hunters campaign

The campaign’s goals were increasing sales and developing brand equity. The methods in the campaign to reach the goals in increasing sales, Finnair bought targeted impressions and optimize them. To motivate and attract the campaign and via that increase sales, Finnair recruited fans and engaged with them by offering a great chance to work as a Quality Hunter.

Finnair measured the effects of the Quality Hunter season 2 campaign, and the results were as following (Finnair 2010):

- over 5,500 applicants from over 90 countries for the Quality Hunters’ jobs
- Over 600,000 pageviews on Rethink Quality blog during the campaign
- Total reach of over 30 million people on different marketing channels
- Over 24,000 Twitter mentions
- About 650 media hits on international target markets
- Rethink Quality blog readers from over 185 countries
- (the Quality Hunters travelled in 122 flights and visited 49 airports during the campaign).

Picture 10. Rethink Quality blog’s visitor behavior summary (Varamäki 2012)

During the two months of recruitment process, Quality Hunters gained the highest visitor rates during the campaign period (see picture 10). Looking at the statistics, it appears that the website content was engaging as out of total visits, there were about 78% visitors who were engaged to the website during their visit. On average, almost 3 pages were viewed during one website visit and the average time on site was 2 minutes.
Although the bounce rate is 70% which is high compared to average website bounce rate 40% (KissMetrics 2011), the metrics show that most of all visits were engaging but the average of bounce rate might be derived from the recruitment process when Rethink Quality only had one landing page which makes the bounce rate high. Despite the fact that the visits were engaging, the number of returning visitors were low – only 21.69% returned to the website and followed it.

Based on the shown Twitter statistics (see picture 11), awareness about Quality Hunters campaign kept growing on Twitter during the campaign period all in all. Quality Hunters also managed to establish a connection with the target group as they also generated content about Quality Hunters (see tweets from the community: 6,285). According to Varamäki (2012), the campaign plan was carried out successfully and the publicity targets were reached or even exceeded.

Picture 11. Twitter statistics of Finnair during Quality Hunters campaign. (Varamäki 2012)

According to Finnair (2010), Quality Hunter season 2 was the biggest crowdsourcing effort (definition: crowdsourcing is the practice of obtaining needed services, ideas or content by soliciting contributions from a large group of people and especially from the online community (Merriam-Webster 2015) in the service industry by 2010. As a result of the campaign, Finnair received various ideas to improve the quality of their service.
The Rethink Quality readers were able to vote for the best ideas generated from the list (see picture 12) and the top-voted ideas were Meat-free Monday, Magazine and book swap, boarding bracelet, a public place for arts and performance and Finnish Asian fusion kitchen (Varamäki 2012).

Recommendations to Finnair from the target audience during the campaign:

- Quality Hunters Twitter account
- Content output and management of the community
- New communication skills and openness.

Finnar took the advice from the target audience and created a Twitter account for Quality Hunters in September 2011 as a Twitter account of @qualityhunter. (Quality hunter twitter 2015) Also, they now have Twitter group list of 177 members for their employees to tweet about working in Finnair called Finnair employees (Twitter Finnair employees 2015).

**Graphical comparison: Quality Hunters season 2 versus the Muotikuutio campaigns**

All in all, the performance of Muotikuutio and Quality Hunters season 2 were similar on the level of analytics (see Table 8). The comparison of the campaign’s performances will be discussed shortly and is illustrated in Table 8.
The performance of the Quality Hunters season 2 and the Muotikuutio campaign was similar with slight differences in terms of website visitors’ behaviour. If compared in total reach of the campaign, the Quality Hunters campaign reached twice more than the Muotikuutio campaign, though it was an international campaign as the Muotikuutio campaign was limited to Finland. The Quality Hunters campaign also received over 5000 more submitted job applicants than Muotikuutio.

Table 8. Comparison of Muotikuutio and Quality Hunters Season 2 analytics (Varamäki 2012 & Google Analytics 2013)

Though, on the level of the blog, the Quality Hunters blog performed similarly as the Muotikuutio blog, despite the better performance in all other areas. Quality Hunters also managed to generate a large scale of engagement on Twitter, when Muotikuutio did not receive as significant results in social media platforms, other than doubling the number of Bestseller Facebook pages’ followers. Muotikuutio was also capable of reaching and delivering the target group to visit the Muotikuutio.fi website through paid Facebook campaign.

All in all, both social media campaigns were able to make results and generate engagement with the target group (amount of job applications, reblogs and discussions online) and will act as great “best practices” cases to other companies who plan to launch a social media campaign and need benchmarking targets or simply pick up suggestions from these campaigns and incorporate it to their own campaign.
4.4 Reliability and validity of research

In this chapter, the reliability and validity of web metrics acquired from Google Analytics and Facebook Insights are evaluated. The data collection is meaningful as it is turned into useful concrete information and results to interpret the phenomenon of the research study. The key to interesting social media research is to classify information into meaningful and clear categories. (Sponder 2012, 160-161). In this research, this was enabled through the analytics reports exported from the Google Analytics and Facebook Insights.

It should be taken into account that for this thesis, it was not possible to confirm the objectivity, validity or the reliability of the data sets from other independent sources as the data sets were possible to extract only using Google Analytics and Facebook Insights. However, the correlation between the data sets of Google Analytics and Facebook Insights assures that the data sets collected are reliable and valid in relevant parts. For the less relevant parts (according to the theory used in this thesis stated in chapter 2.2.5) it can be assumed that the features in Google Analytics were not developed at the time of the study, to be fully reliable as stated earlier in chapter 4.1.2.

This was indicated when manual validity test was made using in public data with differing results compared to Google Analytics or Facebook Insights data sets (number of bookmarking, reposts and number of references in other blogs). It should be also taken into account that it is not possible to verify the individual data units (such as visits, follows, clicks, likes and views) collected by Facebook Insights.

When evaluating the thesis research as a whole, the research results can be considered at least adequately reliable and valid for the purposes of this research as the data sets from Google Analytics and Facebook Insights had only insignificant differences in values, and they both are generally used tools for data collection and extraction.

The reliability and the validity of the research could have been further improved with comparing the results with numerical data of the Facebook campaign budget use. This data was not available for the research purposes and also casts limits to the research as the cost per indication of Facebook metrics was not able to calculate.
4.5 Process evaluation

The original plan of this thesis was to monitor the Muotikuutio campaign more comprehensively, be part of the campaign and act as an observer but due to expense causes, it was not possible. Therefore, the thesis topic was limited to the social media only.

Initially I had planned to use a mix of quantitative and qualitative research methods, which would have included interviewing other bloggers regarding Muotikuutio, observation on recruitment videos that Style Hosts applicant sent on Muotikuutio and analysis of Google Analytics and Facebook Insights. In addition, analysis on YouTube and Instagram performance was initially also included. Based on this plan, I gathered all the data needed but I was forced to limit the research to meet with the Bachelor thesis comprises. I decided to focus on only web analytics, and especially Facebook Sponsored campaigns and the impacts on the Muotikuutio blog website visitors. In the end, I had also made an analysis on Muotikuutio’s YouTube and Instagram performance but had to leave it out of the thesis as it was not relevant to the thesis topic anymore.

It was truly motivating to see how the research topic evolved during the process as I was getting more acquainted with the subject. Especially, when I got familiar with web analytics, which has given me new skills at work and a better understanding of digital marketing. The theories in this thesis helped me design and conduct the thesis as I had in mind, and helped me sculpt the thesis into what it is. I developed the analytics form from the AIDA model with the help of web analytics theories, and successfully managed to calculate the empirical research results of web analytics on Muotikuutio. The thesis related key performance indicators were identified and based on it, the return on investment were competent enough to be determined.

Due this original thesis plan, in the beginning of my thesis, my concern was that whether the thesis topic could have a dive of in-depth analysis and whether it would be too long. As the research should have a deep focus on one research problem and have a solution for it, whereas the original thesis had multiple research problems. When I narrowed down my thesis topic, the final research question and defined problems allowed me to focus on one narrow area only, and provide an in-depth and broad research and research results to the thesis.
As I had vast statistical data with numerous variables from the Muotikuutio.fi website (Google Analytics) and web metrics from Facebook Insights, I struggled to find the correct units to use in the research. After studying theory on web analytics, I managed to filter the data to finish the research. Though, the thesis did not cover the part of ‘return on investment’ successfully because I did not have access to Bestseller’s sales data or analytical campaign goals. All things considered, during this thesis process I was able to study the web metrics of Muotikuutio very carefully.

Another concern related to the theory was the lack of concrete theory in the market. Mainly guides were available of social media marketing and evaluation, but no complete theories. Luckily there are existing marketing theory models that were extended to digital marketing. Theories of web analytics measurement were available but the practical examples were often outdated as the softwares keep updating. Learning how to apply the existing theories such as the AIDA model into digital marketing allowed me to deepen my understanding of social media marketing stages and purpose. The most beneficial learning during this process was learning how to interpret the web analytics, and measure the effectiveness of a digital campaign.

All in all, I am very happy of the results of this thesis, and finally managed to categorize all the analytics data. I have learned much about digital marketing and measuring effectiveness of social media marketing along this process. Even though there were complications and no established theory, I still managed to deliver a professional research study with well covered solutions.
References


Appendixes

Appendix 1. Total summary of Facebook ad’s statistics of paid and non-paid reach and impressions: Jack&Jones (Facebook Insights 2013)

Jack&Jones' ‘Facebook Ads’ statistics: 18.2.-1.9.2013

- **Daily Organic Reach**: The number of people who visited your Page, or saw your Page or one of its posts in news feed or ticker. These can be people who have liked your Page and people who haven't. (Unique Users)
- **Daily Paid Reach**: The number of people who saw a sponsored story or ad pointing to your Page. (Unique Users)
- **Daily Organic Impressions**: The number of times your posts were seen in News Feed or ticker or on visits to your Page. These impressions can be by people who have liked your Page and people who haven't. (Total Count)
- **Daily Paid Impressions**: The number of impressions of a Sponsored Story or Ad pointing to your Page. (Total Count)
Appendix 2. Total summary of Facebook ad’s statistics of non-paid reach versus paid reach: Jack&Jones (Facebook Insights 2013)


Daily Organic Reach: The number of people who visited your Page, or saw your Page or one of its posts in news feed or ticker. These can be people who have liked your Page and people who haven’t. (Unique Users)

Daily Paid Reach: The number of people who saw a sponsored story or ad pointing to your Page. (Unique Users)
Appendix 3. Total summary of Facebook ad’s statistics of paid reach versus paid impressions: Jack&Jones (Facebook Insights 2013)


Daily Paid Reach: The number of people who saw a sponsored story or ad pointing to your Page. (Unique Users)

Daily Paid Impressions: The number of impressions of a Sponsored Story or Ad pointing to your Page. (Total Count)
Appendix 4. Total summary of Facebook ad's statistics of paid and non-paid reach and impressions: Only (Facebook Insights 2013)

Only's ‘Facebook Ads’ statistics: 18.2.-1.9.2013

- **Daily Organic Reach**: The number of people who visited your Page, or saw your Page or one of its posts in news feed or ticker. These can be people who have liked your Page and people who haven't. (Unique Users)
- **Daily Paid Reach**: The number of people who saw a sponsored story or ad pointing to your Page. (Unique Users)
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- **Daily Paid Impressions**: The number of impressions of a Sponsored Story or Ad pointing to your Page. (Total Count)
Appendix 5. Total summary of Facebook ad’s statistics of non-paid reach versus paid reach: Only (Facebook Insights 2013)

Only's ‘Facebook Ads’ statistics: 18.2.-1.9.2013

- **Daily Organic Reach**: The number of people who visited your Page, or saw your Page or one of its posts in news feed or ticker. These can be people who have liked your Page and people who haven’t. (Unique Users)
- **Daily Paid Reach**: The number of people who saw a sponsored story or ad pointing to your Page. (Unique Users)
Appendix 6. Total summary of Facebook ad’s statistics of paid reach versus paid impressions: Only (Facebook Insights 2013)

Only’s ‘Facebook Ads’ statistics: 18.2.-1.9.2013

- **Daily Paid Reach**: The number of people who saw a sponsored story or ad pointing to your Page. (Unique Users)
- **Daily Paid Impressions**: The number of impressions of a Sponsored Story or Ad pointing to your Page. (Total Count)
Appendix 7. Total summary of Facebook ad’s statistics of paid and non-paid reach and impressions: Vero Moda (Facebook Insights 2013)

Vero Moda’s ‘Facebook Ads’ statistics: 18.2.-1.9.2013

- **Daily Organic Reach**: The number of people who visited your Page, or saw your Page or one of its posts in news feed or ticker. These can be people who have liked your Page and people who haven’t. (Unique Users)
- **Daily Paid Reach**: The number of people who saw a sponsored story or ad pointing to your Page. (Unique Users)
- **Daily Organic Impressions**: The number of times your posts were seen in News Feed or ticker or on visits to your Page. These impressions can be by people who have liked your Page and people who haven’t. (Total Count)
- **Daily Paid Impressions**: The number of impressions of a Sponsored Story or Ad pointing to your Page. (Total Count)
Appendix 8. Total summary of Facebook ad's statistics of non-paid reach versus paid reach: Vero Moda (Facebook Insights 2013)

Vero Moda's 'Facebook Ads' statistics: 18.2.-1.9.2013

Daily Organic Reach: The number of people who visited your Page, or saw your Page or one of its posts in news feed or ticker. These can be people who have liked your Page and people who haven't. (Unique Users)

Daily Paid Reach: The number of people who saw a sponsored story or ad pointing to your Page. (Unique Users)
Appendix 9. Total summary of Facebook ad’s statistics of paid reach versus paid impressions: Vero Moda (Facebook Insights 2013)

Vero Moda’s ‘Facebook Ads’ statistics: 18.2.-1.9.2013

- **Daily Paid Reach:** The number of people who saw a sponsored story or ad pointing to your Page. (Unique Users)
- **Daily Paid Impressions:** The number of impressions of a Sponsored Story or Ad pointing to your Page. (Total Count)
Appendix 10. Total summary of Facebook ad’s statistics of paid and non-paid reach and impressions: Vila (Facebook Insights 2013)
Appendix 11. Total summary of Facebook ad's statistics of non-paid reach versus paid reach: Vila (Facebook Insights 2013)
Appendix 12. Total summary of Facebook ad’s statistics of paid reach versus paid impressions: Vila (Facebook Insights 2013)
### Appendix 13. List of acquired web metrics indicators from *Google Analytics* and *Facebook Insights*

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<th>Facebook indicators used in this thesis</th>
<th>Other Facebook indicators available</th>
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**Google Analytics indicators used in this thesis:**

- Avg. Time on Page
- Bounce Rate
- Pageviews
- Unique Pageviews
- Organic search traffic
- Treemaps
- Top channels
- Behavior flow of pages
- Country / Territory
- % of visits
- Location
- Site Usage
- Visits Pages / Visits
- Avg. Visit Duration
- % New Visits
- User

**Other Google Analytics indicators available:**

- % Exit
- Avg. Time on Page
- Bounce Rate
- Pageviews
- Unique Pageviews
- Treemaps
- Entrances
- Page Value
- Organic search traffic
- Treemaps
- Top channels
- Behavior flow of pages
- Country / Territory
- % of visits
- Location
- Site Usage
- Visits Pages / Visits
<table>
<thead>
<tr>
<th>Session</th>
<th>Avg. Visit Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic Sources</td>
<td>% New Visits</td>
</tr>
<tr>
<td>User Timings</td>
<td>User</td>
</tr>
<tr>
<td>Manual search of reposts on Google</td>
<td>Session</td>
</tr>
<tr>
<td>Traffic Sources</td>
<td>Goal Conversions</td>
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<tr>
<td>Social Activities</td>
<td>Page Tracking</td>
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<tr>
<td>Social Interactions</td>
<td>Content Grouping</td>
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<tr>
<td>Internal Search</td>
<td>Site Speed</td>
</tr>
<tr>
<td>Social Interactions</td>
<td>User Timings</td>
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<tr>
<td>Exceptions</td>
<td>Custom Variables or Columns</td>
</tr>
<tr>
<td>Time</td>
<td>DoubleClick Campaign Manager</td>
</tr>
<tr>
<td>Audience</td>
<td>Channel Grouping</td>
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</tbody>
</table>