Digital marketing analytics guide for the business of an online influencer. Case: Lavendaire, US.

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ABSTRACT

This study is a project-oriented thesis. The thesis objective is to create a digital data marketing analytics guide for the business of an online influencer, which enables the commissioning influencer to improve her digital marketing performance.

The commissioning influencer, Aileen, owns an online business called Lavendaire, where she inspires women all over the world about personal growth and lifestyle design by sharing weekly knowledge and inspiration. People are able to reach Lavendaire through a search engine, its website and social media.

The thesis project consists of five main tasks: (1) Acknowledging the basic concepts and importance of digital marketing analytics for the business of an influencer, (2) Explaining three approaches of digital marketing analytics and their use cases applied in the commissioning business, (3) Defining the research methods and resources to create the guide, (4) Creating a complete marketing analytics guide for the commissioning business and (5) Illustrating the process evaluation and self-reflection of the author.

Project task 1 and task 2 provide the knowledge base of digital marketing analytics and its applications in the business of an online influencer. The third task explains the formation process of the final guide while the fourth task is the illustration of the final thesis outcome – a comprehensive digital marketing analytics guide for the commissioning party. The last task is the summary and reflection of the thesis work.

The final digital marketing analytics guide is expected to provide innovative approaches, practical recommendations and actionable guidance for the commissioning business. The complexity of digital marketing analytics is simplified in the final guide, thereby allowing the commissioning influencer to leverage analytics to accelerate her digital marketing performance. The guide makes digital marketing analytics implementation possible and beneficial even for small-and-medium-sized businesses.

Keywords
Digital marketing analytics, digital marketing, marketing analytics process, online influencer, web analytics, social media analytics, search engine analytics
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1. Introduction

This chapter provides a brief introduction to the thesis project. The information of the commissioning business, project objectives and tasks are covered. The chapter also demonstrates the scope, international aspects and benefits of the project. Key concepts of the project are explained at the end, which helps readers enhance better understanding of digital marketing analytics.

1.1 Background

In today’s highly competitive digital economy, the result that counts is revenue, and the only way to ensure your marketing team delivers that result is through data-driven marketing (Godfrey 2016). For that reason, digital marketing analytics, a tool for data-driven marketing, becomes a crucial part for companies to accelerate their online marketing performance.

When it comes to analytics, the complexity of analytical knowledge and technical skills are required. However, this digital marketing data analytics guide provides step-by-step instruction and useful technique in an easy-to-follow manual, which helps influencers and marketers, even from non-technical or non-analytical backgrounds, leverage analytics to reach their right targets and maximize their return on marketing investment (ROMI).

The main objective of this project-based thesis is to develop a digital marketing analytics guideline to enable the commissioning influencer to make data-driven marketing decision and grow her online business. A guide was chosen as a final product for this thesis work instead of a specific plan because of three main reasons. Firstly, the commissioning business is at the early stage of leveraging data to grow its online performance. Therefore, a guide is an ideal option to provide a comprehensive process with sufficient guidance to help the commissioning business integrate analytics to its marketing strategy. Secondly, a guide allows the business to adjust and adapt to form a specific strategy for specific goals, which can be applied under different circumstances in the long term. Lastly, digital marketing, analytics and online influencers are modern concepts that have been rising recently together with the development of the information industry.

The outcome of this thesis project, the digital marketing analytics guide, is expected to ensure three factors: innovation, practicality and action. These factors mean that the guide contains the recommendations that align with today innovative world, practical strategy
suitable to the case business and actionable steps for the commissioning influencer to implement analytics. The guide lays a solid knowledge foundation of marketing analytics for not only the commissioning business but also other small e-business emphasizing digital marketing.

1.2 Project tasks and thesis structure

In order to achieve the objective of this project-based thesis, five main project tasks are defined. The project starts with researching and understanding the theoretical knowledge of the key concepts. After that, the explanation of analytics approaches by channels and their use cases in the commissioning business are provided. The research methods and resources are also introduced. The final product of the project work – a digital marketing analytics guide is produced as one of the project tasks. The project ends with the author’s reflection on the process of her thesis work.

Project task 1: Acknowledging the basic concepts and importance of digital marketing analytics for the business of an influencer

In this task, the author carries in-depth research in the theory of digital marketing analytics to provide a comprehensive illustration of theoretical concepts of the field for readers. The explanation of how the business of an influencer works is also delivered as a result of this task. The task outcomes help the author and readers understand the importance of analytics to accelerate digital marketing performance. The outcome of the first task is delivered in the second chapter of this thesis.

Project task 2: Explaining three approaches of digital marketing analytics and their use cases applied in the commissioning business

This task aims to illustrate the theoretical concepts of the search engine, web and social media analytics. Based on the illustration, practical use cases are suggested. The use cases allow the author to gain a clearer picture of how digital marketing analytics can be deployed in the commissioning business, thereby providing relevant recommendations. The outcomes of this task will be provided in chapter 3.

Project task 3: Defining the research methods and resources to create the guide

In this task, the approaches to form a digital marketing analytics guide are defined. The author conducted various research methods namely qualitative interview with the commissioning influencer and desktop research. The prominent case practices and recommendations from top companies in the analytics industry are also taken into consideration when forming the guide. A brief explanation of how the guide was formed and instruction how to
use the guide will be given in chapter 4 while the actual findings from the research are the final guide, will be provided in the fifth chapter.

**Project task 4: Creating a complete marketing analytics guide for the commissioning business**

Practical actions are guided for the influencer to leverage digital marketing analytics to accelerate her online business. The guide consists of an analytics process which was generalized and simplified, so that the influencer is able to integrate analytics without substantial investment. The guide is explained in detail in chapter 5. Additionally, a visualization of the guide will be designed and delivered in the appendix.

**Project task 5: Illustrating the process evaluation and self-reflection of the author**

This task provides a space for the author to evaluate her work and have self-reflection on the whole process. The chapter not only discusses the thesis project but also does the reflection on the long-term career path of the author.

### Table 1. Overlay matrix

<table>
<thead>
<tr>
<th>Project Task</th>
<th>Theoretical Framework*</th>
<th>Project Management Methods</th>
<th>Outcomes **</th>
</tr>
</thead>
<tbody>
<tr>
<td>PT 1. Acknowledging the basic concepts and importance of digital marketing analytics for the business of an influencer</td>
<td>Theory and research of digital data analytics for marketing Online business of an influencer Importance of marketing analytics</td>
<td>Desktop research</td>
<td>Definition and importance of digital marketing data analytics to an influencer’s online business</td>
</tr>
<tr>
<td>PT 2.: Explaining three approaches of digital marketing analytics and their use cases applied in the commissioning business</td>
<td>Interview from the case influencer Theoretical sources of metrics for data-driven marketing</td>
<td>Interview with the case business and desktop research</td>
<td>Explanation of three types of digital marketing analytics (search engine, web, social media) and their use cases applied in the commissioning business</td>
</tr>
<tr>
<td>PT 3. Defining the research methods and resources to create the guide</td>
<td>Books and latest reports, blogs and articles from leaders and influencers in analytics industry</td>
<td>Desktop research, Interview from companies using the technology</td>
<td>Brief explanation of how the guide was formed and using instruction</td>
</tr>
<tr>
<td><strong>PT 4.</strong> Creating a complete marketing analytics guide for the commissioning business</td>
<td>Latest papers and articles from top leaders in the industry, outcome from PT 1, 2, 3</td>
<td>Desktop research, tools and graphics for visualization</td>
<td>Final product: digital marketing data analytics guide</td>
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<tr>
<td><strong>PT 5.</strong> Illustrating the process evaluation and self-reflection of the author</td>
<td>The outcome from PT 1, 2, 3, 4</td>
<td>Evaluation from commissioning influencer and self-reflection</td>
<td>Summary and evaluation</td>
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</table>

The thesis is structured with six chapters. The first chapter – introduction is the brief explanation of the thesis including the thesis backgrounds, objectives, project tasks, structures, scopes, benefits, international aspects and key concepts. Chapter 2 and 3 are the theoretical parts. The second chapter provides the definition of online influencers and the importance of digital marketing analytics for their businesses. The theoretical concepts of digital marketing analytics approach and their use cases are discussed in the third chapter. In chapter 4, the objectives, expected outcomes and methodological choices for the project are discussed. The research methods, resources and instructions to utilize the final product are also explained. The fifth chapter is the illustration of the final product – a digital marketing analytics guide for the commissioning influencer. Chapter 5 is the essential section for the commissioning influencer to read in order to understand the final product in detail while the previous chapters provide theoretical concepts to help the author to form the final product. The thesis ends with the thesis summary and the reflection of the author on her thesis work in chapter 6. The thesis structure is reflected in the following figure (figure 1).

Figure 1. The structure of the thesis report
1.3 Project scope

The project thesis covers the implementation of marketing analytics for three main online channels that the commissioning business is currently focusing on: website, social media and search engine. The social media analytics is limited to Youtube – the main social media platform of the commissioning business. This means that only the analytics approaches most relevant to the commissioning business are illustrated. In the final digital marketing analytics guide for the commissioning influencer, the guidance of how to implement analytics, use the tools and interpret the results are illustrated. However, the technical details and how to set up a tool are not delivered. The useful resources for technical usage are provided in the reference section for further reading. When it comes to analytics, the regulations and laws to project the data of online audience should also be taken into consideration. However, Lavendaire is delivering its content to the audience globally and the data-protection laws are different in different countries and region. For that reason, the issue is not going to be discussed in this thesis work.

Additionally, this thesis project does not discuss advanced mathematical and statistical concepts. Instead of explaining the methods of quantitative analysis in analytics, the author emphasized the marketing aspect in this thesis: how to leverage analytics to improve digital marketing performance. The A/B testing in section 5.6 requires statistical knowledge to interpret the results. However, another alternative method is suggested in order to get the testing results by using a tool performing the interpretation automatically. Besides, the analytics process provided in the final guideline is generalized and simplified with the aims to enable the commissioning business to follow the guideline without substantial investment. The final guide is an appropriate option for a business at the early stage of deploying digital marketing analytics. However, this is not the appropriate manual for a large enterprise integrating advanced analytics and having a considerable amount of available data.

In short, the thesis is not a technical or mathematical-oriented guideline with data protection in analytics. The thesis work focuses on how to utilize analytics in order to improve digital marketing performance, which is directly beneficial to the commissioning business and other small-and-medium-sized business at the early stage of implementing digital marketing analytics.

1.4 International aspect

The commissioning business is delivering its content to its audience globally, which is not limited to any specific country. The content is not only useful for people living in the United
States but also beneficial to people who want to improve their lives all over the world. Besides, the outcome of this thesis work—a digital marketing analytics guide is illustrated at a general level so that any small-and-medium-sized business can follow and apply analytics into their digital marketing strategy in order to reach the right target customers in any location.

1.5 Benefits

Three main parties can gain benefits from this thesis work. The first party is the commissioning business. The case influencer is able to immediately integrate practical steps illustrated in the guideline into her business. By leveraging marketing analytics across her channels, the influencer is able to gain in-depth insights into her target audience, optimize her marketing content creation and provide higher-quality work to grow her business in the digital world. The second party is the marketing team in small- and-medium-sized business. The team can use the guide as a reference in order to deploy marketing analytics into their businesses. The guide is also beneficial to students interested in digital marketing analytics. Because the guide is simplified and illustrated as an understandable and easy-to-follow manual, it can be a useful source for students to understand how to integrate digital marketing analytics in practice without prerequisite knowledge and skills.

1.6 Key concepts

**Digital marketing** can be simply defined as achieving marketing objectives through applying digital technologies. In practice, digital marketing includes managing different forms of online company presence such as company websites and social media company pages in conjunction with online communications techniques. (Chaffey & Ellis-Chadwick 2012, 10.)

**Marketing analytics** is the process of identifying metrics that are valid indicators of marketing’s performance in pursuit of its objectives, tracking those metrics over time, and using the results to improve how marketing does it work (Rackley 2015).

**Digital analytics** is a set of business and technical activities that define, create, collect, verify, or transform digital data into reporting, research, analyses, recommendations, optimization, predictions, and optimizations that create business value. The activity of digital analysis, at the highest and best application, helps companies create value by increasing revenue or reducing cost—often by providing a basis of fact for making decisions related to business planning, performance, and strategy. (Juhda 2013.)
Digital data can be behavioral data about how people use and interact with digital experiences, transactional data, metadata about digital experiences, or data or metadata related to the events, clicks, and interactions within those experiences (Juhda 2013).

Digital marketing analytics is defined as the combination of marketing analytics and digital analytics. Digital marketing analytics provides useful insights by using digital data from online channels (search engines, websites, social media platforms) for marketers with the aim to enhance their digital marketing performance.

Online influencers are also defined as social media influencers. Social media influencers (SMIs) represent a new type of independent third-party endorsers who shape audience attitudes through blogs, tweets, and the use of other social media (Freberg, Graham, McGaughey, & Freberg 2010).

Glossary

A landing page is the web page your visitors arrive at after they click an online ad or an e-mail link or follow a search engine result or any form of offline advertising campaigns, such as radio ads (Harwood & Harwood 2019).

A metric is a measuring system that quantifies a trend, dynamic, or characteristic. In virtually all disciplines, practitioners use metrics to explain phenomena, diagnose causes, share findings, and project the results of future events (Bendle, Farris, Pfeifer & Reibstein 2006). Metrics are used to measure the effectiveness of marketing performance or the achievement levels of marketing goals.

Search engine is a service that allows Internet users to search for content via the World Wide Web (WWW). A user enters keywords or key phrases into a search engine and receives a list of Web content results in the form of websites, images, videos or other online data. (Techopedia 2019.)

Abbreviation

Ad: Ad stands for an advertisement.

A/B testing: An A/B test is an experiment with two groups to establish which of two treatments, products, procedures etc., is superior (Bruce & Bruce 2016).
**GATC:** Google Analytics Tracking Code

**URL:** Uniform resource locator (URL) is the address of a resource on the Internet. A URL indicates the location of a resource as well as the protocol used to access it (Techopedia 2019).

**ROMI:** Return on marketing investment

**SERP:** Search engine result page. A SERP is the list of the results returned by a search engine in response to a user’s query (Sponder & Khan 2018, 24).

**SEM:** Search engine marketing.

**SEO:** Search engine optimization.

### 1.7 Case company

Lavendaire was founded by an online influencer – Aileen Xu, in the United States. Started from 2015, Lavendaire has been inspiring thousands of women all over the world to achieve fulfillment in life. The business provides practical content of personal growth and lifestyle design through various online channels: website (https://www.lavendaire.com) and social media platforms.

As a business owned by a social media influencer, Lavendaire generates profits mostly through marketing activities. There are two external customer groups involving in Lavendaire’s business activities. One is its audiences or followers, who are watching or having interactions with Lavendaire’s content available under various formats: video, blogs, social media posts and podcasts. Lavendaire earns revenues based on its audience interaction volume such as Youtube views, Facebook likes and Instagram followers. The other group includes companies, brands or a person in education, fashion or lifestyle design field. These brands pay money for Lavendaire to produce content about their products or services on its online channels. The content created for these brands are called sponsored and branded content. The first group, audiences, is interested in Lavendaire’s content while the second group, business, believes that Lavendaire helps them reach their target customers.

Engaging more audience plays a vital role in enhancing Lavendaire’s growth. By attracting more people, Lavendaire will earn more revenues paid by sponsoring brands and social media companies. In order to attract people watching its video, Lavendaire is required to
deliver more useful and engaging content to the online audience. Therefore, Lavendaire is expected to understand its audiences’ needs and behaviors, thereby optimizing its content strategy. Digital marketing analytics is a method allowing the commissioning influencer to perform these actions with the aims to grow her digital marketing channels.
2 Digital marketing analytics for the business of an online influencer

The chapter starts with the definition of online influencers and how they are categorized into three levels. The reason why brands or companies need online influencers and the concepts of influencer marketing is also introduced. The influencer’s business process, its partners, customers and revenue streams are also presented. The second part of this chapter provides the definition of digital marketing, digital marketing analytics and its benefits for the business of an influencer. In this part, the author also indicates the critical challenges of digital marketing analytics integration and how they will be solved in this thesis work.

2.1 The business of an online influencer

Online influencers are also defined as social media influencers. Social media influencers (SMIs) represent a new type of independent third-party endorsers who shape audience attitudes through blogs, tweets, and the use of other social media (Graham, McGaughey, & Freberg 2010, 1). In the digital world, online influencers reach their audience by creating content and publishing them on their websites or social media platforms such as Youtube, Instagram or Facebook. The content can be available under various formats namely video, blog, social media post or podcast.

According to Backaler (2018, 21), influencers are categorized into three levels: celebrity, category and micro influencers. Celebrity influencers possess broad-based fame and are able to influence a mainstream group of fans (Backaler 2018, 22). This group of influencers contains traditional celebrities such as actress, athlete and musician or online personality having a considerable amount of people following them on social media. Micro-influencers are individuals active on social media. Micro influencers do not need to have a significant number of followers. For example, a single mom having 1000 friends on Facebook, a brand’s loyal customer having 500 followers on Instagram or a singer’s fan having 200 subscribers on Youtube can become a micro influencer as long as there is a specific group of the audience interacting with their online contents. Category influencers are people having expertise or interest in a field such as beauty, lifestyle or career development. That person may not be famous among a broad audience, but they have a sufficient amount of “influence” that they can change people within their niche attitudes, beliefs, and behaviors (Backaler 2018, 23). The commissioning influencer belongs to the third group, category influencers, specifically in the topics of lifestyle design and self-development.
Through the sites like Instagram, YouTube, Twitter, and Facebook, social media influencers create content promoting certain brands with the goal of obtaining a following and brand recognition (Glucksman 2017, 2). This is the reason why companies need influencers to reach their target customers through a strategy called influencer marketing. Influencer marketing is a relationship between a brand and an influencer. The influencer promotes the brand’s products or services through various media outlets such as Instagram and YouTube. (Forbes 2018.) The content that an influencer creates for a brand is named as branded content or sponsored content.

The primary goals of influencer marketing are described in the following graph (figure 2). According to Statista (2019), in the first quarter of 2018, brands mostly utilized influencer marketing to increase their brand awareness and reach their target or new audience. Other purposes of an influencer marketing program can be named as improving brand advocacy, increasing sales or managing the reputation of brands.

![Figure 2. Top goals of influencer marketing worldwide as of 1st quarter 2018 (Source: Statista 2019)](image)

Because brands pay online influencers to create content about their brands, so the financial reward from brands is the primary revenue stream for the business of an influencer. The amount of money is paid according to different measurement metrics. Research from Statista (2019) indicates that influencers receive financial payment mostly based on cost-per-engagement (CPE) and cost-per-click (CPC) or cost-per-acquisition (CPA). With cost-per-engagement (CPE) bidding, advertisers only pay when users actively engage with ads. The cost-per-click (CPC) is the amount you earn each time a user clicks on your ad (Google Adsense 2019) while CPA is the amount paid when an audience purchases a brand’s products after watching an influencer’s content. The term ‘ads’ in this case implies branded or sponsored content of the commissioning influencer. These metrics are measured by the brands. Apart from metric-based payment, influencers may also receive free
products or a standard fee. Details of leading ways influencers were compensated for their involvement in marketing campaigns in the United States (March 2018) are listed in the below graph (figure 3).

![Figure 3. Types of compensation US influencers receive in 2018 (Source: Statista 2019)](image)

Besides, the revenue stream of online influencers can also be generated by social media platforms. For example, an influencer can receive money paid by Youtube when an audience watches their Youtube videos by applying for the Youtube Partner Program. To be reviewed, all channels need at least 4,000 watch hours in the previous 12 months and 1,000 subscribers (Youtube Studio 2019). The commissioning business is also a member of this program and Youtube is its main channel. The following graph (figure 4) is the illustration of how the business of an online influencer works.

![Figure 4. The business process of the business of an online influencer](image)

In conclusion, there are three main parties involved in the business of an influencer, brands and companies owning social media platforms are influencers' partners while the online audience is their customers. The graph above illustrates an overview of how an influencer's business works. Influencers create two types of content. The first one is useful content for the audience and the second one is branded content sponsored by brands. The amount of money paid for influencers by brands and social media platforms is based
on how audience watch and interact with their content. Therefore, creating content to attract and engage audience is the core of the business of an online influencer.

### 2.2 Digital marketing analytics for an online influencer’s business

The term “digital marketing” appeared only recently in the world of professional marketing and communication. It refers to the promotion of products and brands among consumers, through the use of all digital media and contact points. (Laurent 2014, 3.) Digital marketing can simply be defined as achieving marketing objectives by applying digital technologies (Chaffey & Ellis-Chadwick 2012, 10). Digital technologies and platforms can be named as websites, social media, mobile app or e-commerce. Chaffey & Ellis-Chadwick (2012, 15) also indicates that digital marketing is a “relationship-building medium where a company can interact with its customers to better understand their needs and publicize relevant products and offers”. Analytics is a method allowing companies to perform these actions for their digital marketing strategy.

Digital marketing analytics is a method to enhance online marketing performance by helping marketers to understand their customers and deliver relevant content to them. Marketing analytics is the process of identifying metrics that are valid indicators of marketing’s performance in pursuit of its objectives, tracking those metrics over time, and using the results to improve how marketing does it work (Rackley 2015). In the case of digital marketing, these metrics are tracked across digital channels such as websites, search engines and social media. Jerry Rackley (2015) also illustrates four core components of marketing analytics in his book “Marketing Analytics Roadmap: Methods, Metrics, and Tools”. The first element is valid indicators or metrics. Valid metrics should be trackable and measurable on digital channels, which also add values to a business. The second element is the pursuit of objectives. The analytics process is ideally built to measure progress toward a set of objectives. The objectives come first, followed by an identification of the relevant performance metrics. (Rackley 2015.) Tracking metrics over time is the third element, which means that the metrics are monitored over time to identify trends and orientation of online performance. The last element of analytics is to improve the way that digital marketing works. The results collected by tracking metrics generate insights to help business owners improve their online marketing performances.

Digital marketing analytics is beneficial to an influencer’s business in various aspects. Balla (2014) suggests a prominent benefit of analytics, “gain a full view of customers across channels”. For an influencer’s business, its customers are the online audience. By leveraging digital marketing analytics, influencers are able to understand their audience across various digital platforms, find the common characteristics and divide them into
groups. This action is also understood as audience segmentation. Having different groups of audience segmentation with identified characteristics creates a huge advantage for influencers to deliver relevant content that meet their audience’s expectation. Marketing analytics is a “technology-enabled and model-supported approach to harness customer and market data to enhance marketing decision making” (Lilien 2011, 5). For that reason, enhancing the decision-making process is the second benefit that analytics brings to a business. Data collected from multi-platforms across digital channels can be collected and united at one place. Objectives and metrics defined during an analytics process also help business owners have a quick overview of their current business performance and draw insightful decisions. The ultimate benefit that analytics brings to an online influencer is optimizing their marketing strategy. For example, results extracted from tracking metrics help influencers identify their best and worst performing content, thereby developing their high performing content further. Another example of optimization using analytics is in the design of marketing materials. Analytics is able to provide answers for online influencers whether their pink background picture perform better than the blue one. In general, analytics has positive impacts on an influencer's business in terms of reaching the target audience, enhancing performance and optimizing strategy for digital marketing.

Apart from benefits, challenges should also be taken into consideration when analytics is applied in business. Main challenges are listed. After that, the illustration of how this thesis work can help the commissioning business overcome these obstacles is provided. According to the research conducted by McKinsey, Duke University, American Marketing Association, Deloitte and CMO Survey in the United States (2018), the biggest challenge when deploying analytics into marketing is “lack of process or tools to measure success through analytics”. This is also the reason why this thesis aims to deliver a comprehensive marketing analytics guide, which can be applied by the small-and-medium-sized business including businesses of online influencers. The guide will illustrate a general process of analytics and clearly instruct the commissioning business on how to define metrics to measure and leverage suitable tools to integrate marketing analytics. The other challenging aspect is to link analytics results to marketing practice. Marketing analytics helps business owners are aware of their current performance. However, the question of how these results drive further actions should be answered thoroughly. Therefore, this thesis provides practical use cases that enable the case business to visualize how marketing analytics can be applied in her digital marketing strategy. Other challenges are involved with the complexity and insufficient insights from analytics, which are mostly related to analytics implementation. For that reason, the implementation parts of the final guide will be illustrated by step-by-step actions and easy-to-use tools. The details of the survey can be found in the following chart (figure 5).
In conclusion, this chapter provides readers with an explanation of how a business of online influencer works. Besides, theoretical concepts, benefits and challenges of digital marketing analytics in the scenario of online influencers’ businesses are also discussed. In the next chapter, practical use cases of digital analytics by channels for the business of an online influencer will be presented.
3 Digital marketing analytics approaches and use cases by channels

The approach of implementing digital marketing analytics across channels are suggested and explained in this chapter. Online channels chosen to conduct analytics are website, search engine and social media (Youtube). Firstly, the explanation of search engine analytics, web analytics and social media analytics are provided. After each analytics type is explained, practical use cases to apply it in the commissioning business are discussed.

The approach of conducting analytics by channels is recommended for the commissioning influencer because of three main reasons. Firstly, forming an analytics strategy by channels helps the influencer manage the data in a systematic way. Data collected throughout the analytics process can be divided into the web, search and social media categories, which enhances convenience when the influencer needs to review a piece of information many times. Secondly, each channel or platform has different measurement metrics. Therefore, the goals and metrics of the analytics process are established based on the platform’s characteristics. Finally, conducting analytics by channels enhances the flexibility. For example, if the case influencer aims at improving her video content with limited resources, she will focus on social media analytics and put more resources into Youtube analytics and skip web or search engine analytics stage.

3.1 Search analytics

This search engine analytics section starts from the explanation of how a search engine works, followed by the search analytics use cases for the online influencers. Search engine is a computer program that allows Internet users to find related information or data based on their searched keywords. Search engines yield two types of search results: organic and paid. (Sponder & Khan 2018, 19.) A paid search is any form of online advertising that ties an ad to a specific keyword-based search request (Hemann & Burrary 2018, 36). Search Engine Marketing (SEM) is a marketing strategy utilizing paid search. For example, through Google Adsense - a SEM program, an online influencer pays an amount of money for a specific keyword linking to her website. Then, when an audience types that keyword into Google search engine, her website will appear at the top of the search engine result page (SERP). A SERP is the list of the results returned by a search engine in response to a user’s query (Sponder & Khan 2018, 24). The other type of search results is organic search. An organic search result appears at the top of SERP when it is the most relevant result for the searched keywords. Based on organic search ranking factors, businesses primarily focus on Search Engine Optimization (SEO), the process of optimizing a website to receive the most visitors through a search engine (Sponder & Khan 2018, 19).
For that reason, SEO is beneficial in enhancing organic search results. Because the commissioning business is currently using only organic search, this thesis is going to focus on theoretical concepts and analytics guidance related to organic search and SEO instead of paid search and SEM.

According to Sponder & Khan (2018, 24), a search engine is processed with three main steps: web crawling, indexing and searching. The process starts with collecting information about web pages. Google Search Quality team (2019, 1) defines crawling as “the process of looking for new or updated web pages” for indexing. Search engine do the indexing for web pages by classifying and organizing them into groups based on their topics, main content and keywords. In the last step, when an audience enters a keyword into search engine, the engine will process the indexed web pages and find the web pages whose content matching with the searched keyword. After that, the search engine provides a list of web pages on the SERP. For Google search engine, it has a ranking system to order the position of web pages on this list. The most relevant web pages will appear at the top of the SERP, which is more visible to the audience. Besides, the more audience click to a web page, the higher chance it has to improve its ranking on the SERP in the future. The process of how a search engine works emphasizes the importance of using the right keywords. Keywords can be a word that an audience enters to a search engine when she finds a piece of specific information online. Keywords are also frequently-used words for online content. They are used in website description, web page titles, blogs, articles and social media posts. Keywords added to the page title impacts web page visibility in a search engine (Sponder & Khan 2018, 21). In order to have a higher ranking on SERP, a web page should contain keywords matching with the words that the audience uses on a search engine. Therefore, the key to enhance content performance on a search engine is using the right keywords.

Search engine analytics is a useful technique to help influencers to select the keywords that should be used frequently in their content. Search engines analytics focuses on analyzing search engine data to gain valuable insights into a range of areas, including trends analysis, keyword monitoring, keyword research, search results and search engine marketing (Sponder & Khan 2018, 170). A high-performing keyword should be evaluated based on its volume and value. First, volume is the frequency that keyword is searched by audiences. McDonald (2019, 52) suggests that keywords should be customer-centric. Therefore, keywords should reflect what the audiences are interested in. Another factor to evaluate a keyword is its value. A high-value keyword is the one matching with the value preposition of a business. For example, “luxury fashion” cannot be an appropriate keyword for an -commerce selling second-hand clothes. High-value keywords also have the
ability to attract people to a website. For example, Lavendaire’s web pages appear on SERP when people enter the keywords of “self-development” or “lifestyle design”. However, there are more audiences visiting Lavendaire’s web pages when they search “self-development”. In this case, “self-development” has a higher value than ‘lifestyle design’. In short, search engine analytics is used to research and choose the right keywords based on their volumes and values.

With the assistance of search analytics, the influencer is able to exam the volumes and values of keywords by two methods. When we talk about search engine analytics, we mean two things: search engine trends analysis and search engine optimization - SEO (Sponder & Khan 2018, 24). For search engine trend analysis, current trending keywords on the Internet are captured in real-time. The trending keywords are topics that people are actively searching. Thanks to search engine analytics tools, the influencer can check whether the keyword she is currently using is trending at the moment. The frequency (volume) of different keywords being searched is also illustrated and compared. Apart from that, the search engine analysis provides the influencer with related keyword suggestion, which is a useful source to develop keyword ideas for her future marketing plan. In terms of SEO, search engine analytics helps the influencer gain an overview of how her content pages are performing on a SERP. The ranking of her web pages associated with a keyword on a SERP is reported. Besides, the search engine analytics provides the possibility for the influencer to audit and monitor the performance of the keywords she is using. Keywords performing well on attracting the new audience to visit her website or social media are also indicated.

In conclusion, search engine analytics provides the possibility for the commissioning influencer to conduct the keyword research. The results obtained from search engine trend analysis and SEO helps the influencer to select the appropriate keywords with high volumes and values for her online content. The detailed implementation and tool selection will be provided in the chapter 5, the complete digital marketing analytics guide.

### 3.2 Web analytics

Web analytics is the other analytic approach proposed to the commissioning business. Web analytics is the measurement and analysis of website traffic and site conversion, and it is used to understand visitor behavior, in order to optimize the site (conversion processes, navigation, campaigns, aesthetics) (Sponder & Khan 2018, 83). Clifton (2012) also defines that “web analytics is a thermometer for your website, constantly checking and monitoring your online health. As a methodology, it is the study of online experience in order to improve it; without it, you are flying blind”. Both of the definitions emphasize the
benefits of web analytics: understanding audiences in order to optimize their experience on a website.

The data collection for web analytics can be done by two primary methods: log files and page tagging. The first method is log files. When an audience performs an action on a website, the website server will record that activity. The activity record will be stored in the log files. The more activities are recorded, the bigger the log files are. The second method is well-known as page tagging. In order to track data of a web page, a standard code of Javascript, a computer programming language, needs embedding into the web page. When a user accesses to a web page, the web page will process the added Javascript code and the data will be sent to a database. Tracked data includes the information of the web page, access time and technical details of the audience’s web browsers. Through page tagging method, the behaviors of audiences are tracked with their actions on a single web page or between different pages. Page tagging is less accurate than log files, but there are usually fewer obstacles to getting started with the process and when using page tagging tools (Clifton 2012). Although the page tagging method requires the installation of Javascript, the other actions including tracking and analyze data are less involved with the complexity of technical knowledge. Therefore, analytics tools using page tagging method are recommended for the commissioning influencer. For that reason, this thesis focuses on explaining the page tagging tools.

The analytics tools using page tagging method track and monitor data from a website through various sources. The first source is cookies. A cookie is a piece of data that a website stores on users’ computers. Web analytics tools use cookies to track whether a user has visited a website before and how the user originally got to the website (e.g., through a search engine). As the user moves from page to page, the cookie lets analytics know that these pageviews are all part of the same visit. If the user does not load a page on the website for a certain period of time, the visit ends. (Clifton 2012.) Because an audience is able to block an analytics tool from tracking her cookies, the data collected through page tagging is not accurate 100 percent. However, the results are tracked consistently, so that the general trends are shown. The insights interpreted from these trends are qualified as a useful information source supporting the decision-making process. However, these insights should be put into contexts such as time or page content in order to be interpreted correctly. For example, if an analytics tool tracks a page containing content related to Christmas that has been performing well during December, it does not imply that the page will continue the trend and grow in January. Therefore, data tracked by web analytics tools should be interpreted together with equivalent contexts and business goals.
Kausik (2007), in his book – “Web analytics: an hour a day”, indicates three critical components for a successful web analytics strategy. The first component is solving business questions. Web analytics, though, is rather complex, and it is always optimal to step back from the tools and reports and first understand the basics (Kaushik 2007). Therefore, getting back to the basic with the aim to understand the primary purpose of a website is essential. The sample questions can be whether her website reflects her business brand identity. The second component is emphasizing customer centricity. After the role of the website in business performance improvement is clarified, audience and their interaction on the website should be taken into consideration. It is critical for near-long-term success and for long-term success that at the heart of your web analytics program you are asking not what the website is doing for your company, but this question: How is the website doing in terms of delivering for the customer? (Kaushik 2007). Therefore, the web analytics strategy is formed based on the audience and their interaction. The last component is the 10/90 rule. Ten percent of the budget should be spent on tools, and 90 percent spent on people (brains) who will be responsible for insights (Kaushik 2007). In order to leverage web analytics, drawing insights from collected data is the top priority instead of choosing the most modern tools. For that reason, understanding business, setting appropriate goals, utilizing the tools and gaining actionable insights are critical to a successful web analytics strategy.

Web analytics is able to apply for various use cases for the online influencers. According to Avinash Kaushik, a prominent analytics evangelist for Google and co-founder of MarketMotive, a digital training consultancy, marketers use online data to address fundamental business problems by leveraging data relevant to their business (Sponder & Khan 2018, 83). This scenario is also applied for the commissioning business to use web analytics data to accelerate her business. The first use case to apply analytics in content optimization. By analyzing the content of pages having the highest views from the online audience, the influencer is able to capture the stories or topics that her audience are interested. The insights can also be combined with the results obtained from web or social analytics to decide the types of content her business will focus on in the future. The second use case can be named as website customization. The data tracked on the website reveals audience behaviors. The data helps the influencer and her design team optimizes her audience experience by designing good-looking and user-friendly elements on her websites. The last use case is to enhance her personal brand. Website is a gateway to express her brand identity. Through brand identity, a company seeks to convey its individuality and distinctiveness to all its relevant publics (Nandan 2005, 265). Therefore, by un-
derstanding her audience through web analytics, the influencer is able to establish her focus area, thereby generating the uniqueness and distinctiveness for her brand, which is only suitable to her business vision but also interesting for her audience.

In conclusion, web analytics is an essential method for the online influencer to gain a more in-depth understanding of her audience through their interaction on her websites. Data from her website can be tracked with an analytics tool using page tagging method. The tool records the demographic and interaction of her audience on the website. The collected data can be combined with time and content factors to draw useful insights for the decision-making process. The insights can also be utilized for her the development of her content strategy, the optimization of her website design and the formation of her brand identity.

3.3 Social media analytics

The final suggested approach is social media analytics. Social media analytics is the art and science of extracting valuable insights from vast amounts of semi-structured and unstructured social media data to enable informed and insightful decision-making (Sponder & Khan 2018, 167). Popular social media platforms can be named as Youtube, Facebook, Instagram, Snapchat and Pinterest. Because social media is a social network, it has a wide range and various types of data.

Sponder & Khan (2018, 168-170) also suggest a series of seven data layers of social media analytics. The first component is text. Text analytics means extracting and analyzing contextual data from social media. Common context elements are social media post, comment, update and conversation. The second element, network analytics aims at identifying and evaluating the influential level of people by their personal network on social media. The network can be friend, follower or number of people that a user is interacting. Actions analytics, the third factor, is about collecting, analyzing and interpreting behaviors of social media users. Action can be interacting with a video or mentioning an influencer’s name on social media. These actions are recorded as a source to make predictions. Hyperlink is the fourth component. Hyperlink analytics deals with the URLs on social media linking to other sources, and links from other sources linking to social media. These links identify where the website views or page views come from. The fifth one is mobile analytics. It is used to study user behaviors on mobile application of social media, thereby helping marketers to enhance the user-experience with the plan of social media posts. Location analytics is the sixth element, which is used to conduct data collecting and mapping of locations of social media users and content. Lastly, search analytics on social media is as same as search engine analytics. It also includes current trend research and SEO. Due to
the complexity of social media analytics, the strategy recommended to the commissioning influencer includes some of these layers. The analytics tools for the chosen layers will be selected based on the nature of business and social media platform.

Three use cases of social media analytics are suggested for the influencer. The first use case is to attract new audience. Social media is a social platform with various groups of users. Allocating potential audiences and analyzing their characteristics help influencers form strategy to reach them. The second use case is to capture sentiment. People’s feelings and thoughts are free to be expressed on social media. Therefore, there are opportunities for influencers to capture their audiences’ emotion and thoughts to widen and strengthen their community. The other use case is real-time update. Because social media owns a vast number of active users, which allows influencers to update real-time trends and behaviors, then quickly take actions to produce high-reaching content. Because the data extracted from social media is diverse, socialized and real-time with high volumes, the influencer can combine the data from social media analytics with other types of analytics to take improvement actions.

In conclusion, social media analytics enables the commissioning influencer to conduct audience and content research with seven layers. However, due to the limitation of resources and focus areas, the thesis work is going to suggest the implementation and tools to utilize social media analytics, specifically Youtube analytics to optimize the content and elements (title, thumbnail and length) of Lavendaire’s Youtube videos.
4 Introduction to the digital marketing analytics guide

The chapter presents the introduction of this thesis’s final product – a digital marketing analytics guide for the commissioning influencer. The objectives and expected outcomes of the final guide are illustrated. The research methods and resources used to form the guide are also discussed. Besides, the chapter includes the instruction to utilize the guide for the implementation of digital marketing analytics.

4.1 The formation of the digital marketing analytics guide

The guide’s objective is to deliver a digital marketing analytics process for the commissioning business. When it comes to analytics, the concepts of statistics and information technology are involved. However, this guide aims at illustrating a simplified process of analytics that small business including the case business can implement without advanced mathematical and technological knowledge. The final guide is expected to be innovative, practical and actionable. These elements mean that the guide will cover innovative analytics tools, practical approaches suitable to the resources of a small business and actionable steps to take immediately without spending extended time on setting up or training.

The guide was formed based on the marketing analytics process illustrated in the book “Marketing analytics roadmap: methods, metrics and tools” by Jerry Rackley (2015). Processes help us work efficiently and effectively. The marketing analytics process calls for identifying meaningful performance metrics for all marketing processes, tracking those metrics, analyzing them, and taking improvement actions based on the analysis. (Rackley 2015.) The process in the book consists of three main stages. The first stage is identifying metrics. In this stage, the objectives of marketing, marketing analytics and the metrics to measure those objectives are defined. The next stage aims at analyzing the metrics. The goal is to turn data into information, and information into insight (Fiorina 2004). Metrics are collected, analyzed in order to find useful insights. These insights will lead to an actionable strategy to improve a business problem in the final stage - taking improvement actions. In short, the guide created for the commissioning business consists of an analytics process, which is a cycle of measuring, analyzing and improving digital marketing performance.

In order to form a digital marketing analytics guide suitable to the commissioning business, the author conducted an analysis of the business’s goals and resources. The analysis was implemented through two approaches. The first approach is interviewing the commissioning influencer. The interview was done online under qualitative format in June.
The purpose of the qualitative interview is to gain an overview of the influencer’s opinion and orientation for her digital marketing channels. The questions are about Lavendaire’s goals for marketing, the priority of online channels and current business resources for digital marketing analytics implementation. The interview transcript was analyzed and concluded with three main insights. Firstly, the primary marketing goal for Lavendaire is to increase viewership across digital marketing channels (website and social media). Secondly, the prioritized channel that the influencer focusing on is Youtube. Thirdly, the case influencer is using a tool to monitor subscriber growth for her Youtube channels. Therefore, there is a demand to have a proper guideline for digital marketing analytics.

Besides, desktop research was conducted with the aim to provide practical and innovative analytics approaches to the commissioning business. The current performances of the case business are investigated on the Google search engine, Lavendaire’s website and its Youtube channels. This method helps the author gain a better understanding of the case business, thereby providing appropriate solutions. Besides, books and research papers from Google Scholar are also useful resources for the authors to apply analytics concepts to form the final guide. Apart from that, the technique provided in the guide has resulted from the research of good case practices from other companies. The author collected the tools and methods recommended by top companies providing analytics solutions namely Google, HubSpot, IBM and SAS. The methods and tools are simplified to put into the context of the case business. Besides, the testimonials or trial versions of the analytics tools are also useful sources for the author to select the appropriate technology to recommend to the case influencer. The tool usage is guided through practical examples or cases. The data used in these examples are the public data of the commissioning business and the open datasets provided by Google tools and services (Google Analytics, Google Trends and Google Data Studio) with the timeframe between April and May of 2019. The data sources are mentioned when each tool usage is illustrated.

Based on the original process and research methods mentioned above, the author conducted the configuration on the analytics process to align with the goals and resources of the commissioning business. The details of how to read and use the guide appropriately are provided in the next section.

4.2 Instruction to use the guide

The guide consists of a configured process of six stages (figure 6). In each stage, step-by-step guidance is provided. The first stage is goal establishment. The stage instructs the case influencer to define her digital marketing analytics objectives based on her primary
marketing goal. The methods to establish appropriate metrics to align with the marketing performance are also guided. In the next stages, the implementation and result interpretation of three main analytics types are illustrated. The main objective of search engine analytics stage is to capture keyword trends and performance. The web analytics stage helps the influencer gain a better understanding of her audience to deliver engaging content to them. The search analytics stage aims at optimizing high-performing content on Youtube - the main online marketing channel of Lavendaire. In the fifth stage, the results from the previous stages are collected in a place - an analytics dashboard, which provides insights to take improvement actions. The last stage, A/B testing, is a simplified testing process to exam the effectiveness of the improvement actions taken from the fifth step. In short, the guide instructs the reader from establishing goals, setting metrics to measure goals, analyzing the results collected from metrics, taking improvement actions and testing the effectiveness of the new changes.

<table>
<thead>
<tr>
<th>Stage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>GOAL ESTABLISHMENT</td>
</tr>
<tr>
<td>2</td>
<td>SEARCH ENGINE ANALYTICS</td>
</tr>
<tr>
<td>3</td>
<td>WEB ANALYTICS</td>
</tr>
<tr>
<td>4</td>
<td>SOCIAL MEDIA ANALYTICS</td>
</tr>
<tr>
<td>5</td>
<td>ANALYTICS DASHBOARDS &amp; IMPROVEMENT ACTIONS</td>
</tr>
<tr>
<td>6</td>
<td>A/B TESTING</td>
</tr>
</tbody>
</table>

Figure 6. The stages illustrated in the final digital marketing analytics guide

The guide is instructed at a general level, so that it can be applied in various circumstances. The influencer is not required to follow the given order of the process. The search engine, web and social media analytics stages are flexible. For example, due to the limitation in time and budget, the influencer is only able to conduct social media analytics. Then, she can start from the first stage (goal establishment), skip the search engine and web analytics and move directly to the last three stages. It is recommended to the case influencer that the process should start from setting goals and end with taking or testing improvement actions. Besides, the guide also explains the analytics approaches by practical use cases and examples. The examples are formed based on the current
needs and situations of the case business. The given examples enable the influencer to capture a more precise picture of how to integrate analytics and interpret the results for further actions.

Additionally, the recommended tools are given in each step without complex technical instruction. The tools are chosen based on three main criteria: price, easy-to-use tool, and instant results. First, Lavendaire is a small-sized business, so that the budget spent on digital marketing analytics should be limited and used reasonably. Second, the selected tools have a user-friendly design, which enables the commissioning influencer to use without the requirement of long training hours. Finally, the tools are able to provide results instantly to let the influencer capture insights and take actions timely. The details of analytics tools for each stage are free, handy and practical. Other tools with the minimal amount of financial commitment are also provided as a reference source for the commissioning influencer. Most of the tools are provided by top enterprises such as Google. They are beneficial to the commissioning influencer in terms of cost, time, effort savings and data security.

In conclusion, the guide provides a digital marketing analytics process with three elements: innovative technique, practical recommendation and actionable instruction. The given process was generalized and simplified to align with the nature of the case business. In order to make use of this guide, the commissioning influencer is recommended to be flexible to select the analytics stages will be implemented.
5 Digital marketing analytics guide

The fifth chapter is an illustration of the final product – a digital marketing analytics guide for the commissioning influencer. This chapter consists of six parts, starting from goal establishment stage to analytics implementation (search engine, web and social media analytics) stages. The final stages are related to taking improvement actions based on analytics results (dashboard, improvement action and A/B testing stages).

5.1 Stage 1: Goal establishment

The very first stage in an analytics process is goal establishment. The purpose of this stage is to set goals and identify the general approach for the digital marketing analytics strategy. The first stage starts from the review of the primary digital marketing goal. Then, the focus areas of digital marketing analytics are identified. The guide of how to establish the appropriate metrics to track the achievement levels of defined goals is also delivered in the first stage. The prioritization of selecting goals and metrics is discussed at the end of this stage.

Step 1: Reviewing the primary digital marketing goal

Firstly, the primary marketing goal of the commissioning business should be listed by the influencer. Your marketing goals are nothing more than a statement of what results you want to achieve with your marketing (Entrepreneur 2014). For Lavendaire, its primary goal is increasing its viewership and engagement throughout online channels. The online channels include search engine, website and social media.

In the next step, the initial general marketing goal is clarified in the SMART format. A specific, measurable, achievable, relevant, time-bound goal helps the commissioning influencer achieve a clear picture for her business growth. A SMART goal sample for the commissioning business can be stated as an increasing number of subscribers on Youtube to one million by the end of 2019. This goal contains specific information of channel (Youtube), metrics to measure (number of subscribers), possibility to attain (current subscribers are over eight hundred), alignment with general goals and time to accomplish (by the end of 2019).

Step 2: Defining goals for the digital marketing analytics strategy

The goals of Lavendaire’s analytics strategy are established based on its primary marketing goal. The goals of marketing analytics are more abstract. They can also be considered
as prioritized tasks or expected outcomes gained at the end of the analytics process. For Lavendaire, its main analytics goals focus on two areas: audience research and content optimization. Each goal has its own metrics to collect and measure the analytics results.

Audience research for an online business means getting an in-depth understanding of its viewers, thereby, supporting the decision making of the business. Expected outcomes of audience research are the answers to the questions related to the audience profiles and behaviors. The first questions are: “Who are the audiences?” and “Where are they from?”. These questions provide a general picture of your audience characteristics including their demographic (gender, age group and location), interest (hobby and lifestyle) and opinion (feminism or gender quality). The other question is: “What are their purposes when visiting your website?”. An audience visits a website or social media page for a purpose, which is reflected through the first page they access when they visit the website. Besides, top referral channels also enable the influencer to know where their audiences come from. For example, Lavendaire’s audience may click its website from a web browser, social media page, partners’ website or search engine. The other question should be answered is: “How do they interact with your content?”. Audiences interact with the commissioning influencers content under different formats. On social media platforms, the audience can interact with the influencer’s content by using the buttons of likes, shares or comments. On a website, they can interact with the content by viewing, reviewing several times and adding comments. The answer to the question “When and where do they access your content?” is also beneficial because timing is a crucial factor to help the influencer plan her online activities such as a live stream or giveaway events. Those activities and events should be conducted at the peak time when there are more audience interacting with her content. Getting to know the technology of the audience are also beneficial for the influencer to optimize her website design and social media images.

Content optimization is another focus area of Lavendaire’s marketing analytics. Bill Gate (1996) states that “Content is king”, so that content is the crucial element for a successful marketing strategy and analytics help to put the right content in the right place and at the right time. Besides, the core of Lavendaire’s business is content creation. Therefore, gaining insights into content performance is crucial for its marketing growth. The content performance is reflected through the number of people watching the content and interacting with them. Apart from researching her own content performance, the influencer is also able to capture the current trending content thanks to analytics. Most mentioned topics, searched keywords and trending stories can be investigated by various free analytics tools, which will be illustrated in the fourth step of this guideline: search analytics. The insights gained from this research allows the influencer to adjust her content aligning with
what people are currently interested in or radiate creativity to make her content stand out and distinguished from the crowd. The details of choosing the right metrics for each type of analytics will be guided in the next following stages.

**Step 3: Analyzing business resources and prioritizing goals**
The final step in the goal establishment stage is to prioritize goals and selections. Prioritization helps the business choose the right areas to focus on. The priorities are chosen based on current business resources. The resources include money, time, human resources and relationship. According to the definition of the European Commission (2019), Lavendaire is a small-sized business because it has less than 50 staff and 10 million in turnover. Therefore, a substantial investment in marketing analytics at an early stage is not recommended for Lavendaire. For that reason, this analytics guide will cover the prioritized analytics aspects. For example, social media analytics can be conducted on various platforms such as Facebook, Youtube or Twitter. However, due to the limited resources, Lavendaire’s social media analytics stage will only focus on Youtube - its main channel. Besides, the guide will suggest useful analytics tools with minimal financial commitment and efforts. The prioritization aims at maximizing the return on marketing investment (ROMI). ROMI is the measurement of the effectiveness of a marketing strategy. ROMI is calculated by total earnings divided by total marketing investment. Lavendaire should gain benefits from analytics without investing substantially at the beginning of the process. The summary of questions to ask in the first stage is provided in the following table (table 2).

Table 2. Summary of stage 1: Goal establishment

<table>
<thead>
<tr>
<th>Step</th>
<th>Guide</th>
<th>Question to answer</th>
</tr>
</thead>
</table>
| 1. Reviewing the primary marketing goal | Define a general statement for your marketing goal  
Clarify the primary goal into specific, measurable, attainable, relevant, time-bound goals | What is the expected outcome you want to achieve through your marketing strategy?  
What are the areas/ channels you want to grow?  
How your goals are tracked?  
Are your goals can be reached with your current resources?  
Do your marketing goals align with your business growth?  
What is the expected timeline for your goal achievement? |
2. Defining focus areas for the digital marketing analytics strategy

| Define the main goals for your marketing analytics strategy. These goals are more abstract and also known as the main tasks of analytics |
| What can the marketing analytics do to reach your marketing goals? What are possible measurement methods to collect the results of the analytics? |

3. Prioritizing goals and options

| Review your business visions, missions, offerings Evaluate your current resources and situation including budgets, time, people and network. |
| What is most important to you and your business? What will give you the greatest return in the shortest amount of time with less investment? |

In conclusion, after the first stage - goal establishment, the commissioning influencer is able to identify her marketing analytics goals with the right focus areas. The primary marketing goal is to increase viewership throughout Lavendaire’s channels. The two focus areas of analytics strategy are audience research and content optimization. Lavendaire’s resources are also taken into consideration when forming the analytics strategy and selecting tools. In the following steps, the detailed instruction of each analytics type and how to leverage analytics to make marketing decisions will be provided.

5.2 Stage 2: Search analytics

Following the theoretical explanation of search engine analytics from section 3.1, this section will provide step-by-step guidance to apply search engine analytics in practice. The ultimate goal of search analytics is to select the right keywords and use them at the right time for content optimization. In order to achieve the goals, search analytics stage is divided into three main tasks: capture keyword trends (step 1), audit keyword rankings on SERP (step 2) and monitor keyword performance (step 3). After the first step, a list of potential keywords is provided. Keywords are evaluated and chosen in the second step. The actual performance of selected keywords will be tracked and measured in the last step.

**Step 1: Capturing keyword trends and search volumes with Google Trends**

Google Trends is a free tool recommended for the commissioning influencer. The tool helps to capture trending topics people are searching for on the Internet. Google Trends is one of the most insightful trend analysis tools. Google Trends uses massive amounts of search engine data to analyze the world’s interests and predict trends. (Sponder & Khan
The data is collected across the Google search engine, Google News or Youtube.

The trending topics or keywords are grouped by date, year, location or category. These trending topics are initial clues for the influencer to develop her keywords and ideas. The following figure (figure 7) is an example of trending stories reported by Google Trends. The data is collected in April 2019 from the Google Trends platform. By looking at the “Latest Stories and Insights” report, the influencer can identify “Coachella 2019”, a music and art festival in the United States is a trending topic. Further information related to Coachella that people are interested in is also provided in the report. After considering Coachella is a potential topic, the influencer can publish a social media post or video about Coachella and provide useful information to attract more audience to visit her website or social media pages in a short time period. The following figure was captured from Google Trends’ reports on April 11th, 2019. Other keywords related to Coachella people frequently search for are also suggested, so that the influencer can include this keyword suggestion into her content. This approach is applied most effectively when the influencer needs to find a topic or keyword idea to catch people attention in the short term.

Figure 7. The latest trending stories capture by Google Trends (Google Trends 2019)

After the first step, the influencer is able to capture trending topics and search volumes with Google Trends, thereby choosing to use the right keywords at the right time. The first component of search engine analytics - trend analysis - is done in this step. The next steps will provide instruction for the second component, SEO.

**Step 2: Auditing keywords’ ranking on SERP with SERP Robot**

The third step is to exam the ranking of the currently-used keywords on a SERP. SERP Robot is a free tool that automatically finds the position of a web page on SERP when an
audience enters a keyword into Google search engine. The tool also provides a list of top ten web pages related to that keywords, thereby revealing the competitors' websites. This step will be explained further through an example. The following graph (figure 8) shows a report of Lavendaire’s web page ranking extracted from SERP Robot. Three main keywords of Lavendaire were entered into SERP Robot and then the results come out with an URL of a web page having the highest position on a SERP. “Personal growth” keyword is at the 51st position and the top ten web pages are from big companies such as Forbes, Medium or TED. Therefore, it is highly competitive for Lavendaire to gain a higher position on search engine with this keyword. For the “self-development” keywords, there is no Lavendaire’s webpage shown in the search results. For that reason, this keyword is not an appropriate option. The other keyword is “lifestyle design”, which stays at the 28th position so that the keyword can be considered as a potential keyword to use frequently.

<table>
<thead>
<tr>
<th>KEYWORD</th>
<th>Personal growth</th>
<th>Lifestyle design</th>
<th>Self development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lavendaire's position on Google SERP</td>
<td>51</td>
<td>28</td>
<td>No position</td>
</tr>
<tr>
<td>Top 10</td>
<td>Forbes, Success, TED, psychology today</td>
<td>Medium, Fizzle, BecomeNomad</td>
<td>Success, Wikipedia, Lifehack</td>
</tr>
<tr>
<td>Evaluation</td>
<td>Potential to improve the ranking but highly competitive (Top10 includes very popular site)</td>
<td>Potential to improve the ranking and not too competitive (Top10 includes small sites and personal blogs)</td>
<td>Highly competitive, no potential to improve the ranking</td>
</tr>
<tr>
<td></td>
<td>-&gt; Consider to use but not prioritize</td>
<td>-&gt; Prioritize to use</td>
<td>-&gt; Not put in to use</td>
</tr>
</tbody>
</table>

Figure 8. Lavendaire’s keyword ranking report extracted from SERP Robot (Adapted from SERP Robot 2019)

The second step is a quick examination of the keyword ranking on SERP, thereby providing information about the potential and competitiveness of a keyword. This step helps the influencer evaluate whether her keyword choice from step 2 is potential to enhance her content performance on a search engine.

**Step 3: Tracking and monitoring keywords with Google Search Console**

After choosing the right keywords and using them in Lavendaire’s content, the influencer is able to track and monitor the performances of these keywords with the assistance of Google Search Console. Google Search Console is a free service offered by Google that helps you monitor, maintain, and troubleshoot your site’s presence in Google Search results (Google Search Console 2019). Google Search Console offers various services to
enhance SEO. However, because the thesis’s outcome is an analytics guide, this step only focuses on the tracking and monitoring keyword function of the Search Console.

The main metrics for the keywords tracked in Google Search Console (2019) can be named as follows:

- **Impressions:** The number of times any URL from your site appeared in search results viewed by a user (Google Search Console 2019). The impression is calculated only for organic search results. The paid searches are excluded.
- **Clicks:** The number of times audience click to your web page when it appears on a SERP.
- **Average Position:** The average ranking of a webpage for a keyword or groups of keywords. For example, if your web page appears at the second position for a search keyword and the sixth position for another search keyword, then the average position would be four (the sum of two and six, together divided by two).
- **CTR:** Click-through rate is the percentage of times people click to a web page over the number of times they see that web page appearing on the search engine (clicks divided by impressions, multiplies by 100%).

![Google Search Console]

Figure 9. Sample report visualizing Search Console Metrics (Adapted from Google Data Studio 2019)

The above report (figure 9) is the sample visualization of keyword metrics tracked and measured by Google Search Console. Because of the confidentiality, the real search data of the commissioning business cannot be shown. The dataset used for the reports is from open data sources of Google Data Studio. The figures in the report can be filtered by date and country, which means that data will be changed when a different country or time period is applied. A summary of overall performance for all keywords can be seen at the top.
right of the report. For impression and click metrics, a comparison between the average performance and current performance are shown to help the influencer acknowledge whether her current content is performing better than the previous month. The dual bar chart of impressions and CTR provides a useful insight for the influencer about the effectiveness of her keyword usage. The influencer is also able to know the amount of audience reached her content and the percentage of them clicked to her web pages. Finally, the table at the bottom of the reports show the details of all tracking metrics namely query (searched keywords), impressions, clicks, CTR and average positions. Having a closer look at these details enables the influencer to make the decision to choose the high-performing keywords for further content creation.

In summary, the first step of capturing current trends provides the influencer with initial clues for exploring keyword ideas and auditing keyword volumes. The examination of her web page performance associated with these keywords on SERP is conducted in the second step. This step also guides the influencer to evaluate the keyword’s potential and competitiveness and select the most suitable keywords for her content. After using these keywords in her online content, the influencer can track and monitor her keyword and content performance in the final step. The results of the last step help the influencer to make the decision for her content optimization strategy in the future.

5.3 Stage 3: Web analytics

The primary purpose of Lavendaire’s web analytics is to conduct the audience research for its content and website optimization strategy, thereby boosting its online performance. For that reason, the guidance of the third stage starts with the introduction of Google Analytics, a free and multi-functional tool to conduct web analytics. After that, the measurement metrics to track data through Google Analytics are defined. The methods and samples of interpreting results are also instructed in the last step. The data used in the instruction is the sample dataset named Data Control - provided by Google Data Studio. Therefore, the data shown in the following reports are not the real data of the commissioning business, but it has similar features that enable the influencer to understand the general concepts in order to deploy web analytics in her business.

Step 1: Understanding Google Analytics

Google Analytics is chosen for the commissioning influencer’s web analytics strategy because of three main reasons. First, the basic version is free of charge and capable to perform web analytics for the commissioning business. Second, Google Analytics contains a
wide range of essential metrics for various business purposes. The final reason is its function of multichannel integration. Google Analytics allows the influencer to combine the data of web, search and social analytics to enhance the final insights.

Google Analytics is operated with Google Analytics Tracking Code (GATC). The GATC is added into a web page through page-tagging method. The tagging method was explained in detail in section 3.2. From non-technical understanding perspectives, when an audience visits a web page having GATC, an automatic request is sent to the master file of Google Analytics during the visiting session. Each visitor is identified with a unique number or text called unique ID. Then, their information and behaviors are collected and sent to Google data collection servers. After that, these data are processed and updated to the Google Analytics report. The data already processed is stored in the Google database and not able to be changed.

**Step 2: Defining dimensions and measurement metrics**

The primary purpose of Lavendaire’s digital marketing analytics is to conduct audience research and content optimization. Therefore, the purpose of web analytics is also aligned with that goal. Google Analytics provides five main reports: real-time (the data are tracked at the moment when an event occurs), audience (data of audience profiles), acquisition (data of how audience accesses to a website), behavior (data of how audience interact with a website) and conversion (sales data of goals or e-commerce). Based on Lavendaire's analytics purposes, only the audience, acquisition and behavior reports are used. Each report on Google Analytics consists of dimension and metric. Dimension is the attribute or feature of the data while metric is the quantitative measurement. The metric can be the measurement of the dimension. The following table is an example of dimension and metric in Google Analytics.

**Table 3. Example of dimensions and metrics (Adapted from Google Analytics 2019)**

<table>
<thead>
<tr>
<th>DIMENSION</th>
<th>METRICS</th>
<th>METRICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page title</td>
<td>Pageviews</td>
<td>Average time on page</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>823 980</td>
<td>50 seconds</td>
</tr>
<tr>
<td>Personal growth</td>
<td>938 347</td>
<td>10 seconds</td>
</tr>
</tbody>
</table>

The dimensions of Lavendaire’s web analytics are divided into two categories: audience overview and audience behavior. The former provides general information of Lavendaire’s audience by answering the questions of who the audiences are, where they are from and
why they visited Lavendaire’s website. Besides, the quantity of audience visiting Lavendaire’s website at a specific time is also provided. The dimensions include age, gender, location and traffic sources. User, new user and session are the metrics to measure these dimensions.

The definition of dimensions and metrics in Google Analytics (2019) are defined as follow:

- **User**: an audience visiting Lavendaire’s website is counted as a user. A new user is the one who visits a website for the first time. When that audience revisits the same website, Google Analytics will label her or him as returning user. The number of unique users is counted only one per audience regardless of how many times she visits the site.
- **Session**: the period a user is active on your site or app. By default, if a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave your site and return within 30 minutes are counted as part of the original session. (Google Analytics 2019.)
- **Age, gender and location**: these metrics provide information of audience demographic. Age is shown by six age groups, gender is illustrated by male, female and location is divided into country and city. The data of the user, session, age, gender and location can be found under the audience report.
- **All traffic or traffic source**: The metric indicates from where the audience access to Lavendaire’s website. The results can be shown by channels. The channels include organic search (an audience accesses Lavendaire’s website through a search engine), direct (an audience types the website URL directly from her web browsers), referral (an audience clicks the website from another website) or social (an audience clicks Lavendaire’s website URL from its social media pages). The metrics can be found in the acquisition report.

The latter, audience behavior category, contains dimensions and metrics to answer the question of how Lavendaire’s audiences interact with its website. The recommended dimensions are page and search term. Page can be divided into page URL, page title and content group. A pageview is the main measurement metric. The bounce rate and exit metrics are collected as a single number for an overview understanding of audience behaviors. All of these data can be found under the behavior report in Google Analytics.

The definitions of the dimensions and metrics in Google Analytics (2019) are explained as follows:

- **Page**: the page dimensions include page titles - the topics of the page and page URL - the link of the page. Similar pages can be grouped into a content group.
- **Search term**: search term is the keyword an audience searching for on a website. The search term on a website is more relevant to that business than the keyword searched on a search engine.
- **Pageview**: a pageview is defined as a view of a page on your site that is being tracked by the Analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well. (Google Analytics 2019.)
- **Exit**: an exit metric is counted when an audience quits a website. A page with a high amount of exist may contain low-performing content because that is the last
page the audience spent time on and they were not interested in continue browsing other content.

- **Bounce rate**: a bounce is counted when an audience accesses to a web page and close it without performing any other actions. Bounce rate is single-page sessions divided by all sessions or the percentage of all sessions on your site in which users viewed only a single page and triggered only a single request to the Analytics server (Google Analytics 2019).

Table 4. Summary of suggested dimensions and metrics for Lavendaire’s web analytics

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>METRICS</th>
<th>REPORT in Google Analytics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who is the audience?</td>
<td>Gender, age, location by country and city</td>
<td>User</td>
</tr>
<tr>
<td>Where is the audience from?</td>
<td>Traffic source</td>
<td>User, new user</td>
</tr>
<tr>
<td>How do the audiences interact with the website?</td>
<td>Page (page URL, title, content group) Search term</td>
<td>Pageview, exist, bounce rate</td>
</tr>
</tbody>
</table>

**Step 3: Interpreting results and making decision**

After essential metrics and dimensions are established, the influencer is able to collect the data shown on Google Analytics tools. The data these metrics reflect helps the influencer to obtain insights and take further actions. This step is guided by using sample website data of Google Data Studio to suggest practical cases in order to instruct how to interpret the data based on metrics. The data is collected from the sample dataset of Google Data Studio in 2019.
The report (figure 10) helps the influencer gain the initial view of the audience visiting her website with the first-dimension category, audience overview. The dimensions are tracked by user and new user metrics. The top left of the report shows the general information of the total number of users, new users, sessions and the average session each user spends on the website. The line chart illustrates the quantity trends of both total users and new users. If the quantity of new user increases but that of the total users decreases in a certain time period, this trend implies the fact that the content created during that time does not have high engagement with the existing audience because there are less current user comes back to the website. The top right of the report provides basic information of the audience profiles including gender and age. By looking at this report, the influencer is able to know her audience, thereby narrowing down her target audience and deliver more relevant content to them.
The lower half of the report provides the answers to the question: “Where do the audiences come from?”. Countries and cities are shown in descending order of users and new users. Besides, the graph also shows the original traffic sources from which the audience access to the website. The “Channel” chart illustrates top channels such as organic (from search engines), direct (from web browsers), affiliate (from partners’ sites) and social (from social media site). Besides, the “Page” table shows the specific URL the audience first access to the website. These two sections also enable the influencer to know the purposes of the audience when they visit her website. For example, if the audience mostly visits Lavendaire’s website through the organic source and the top accessed page is related to daily habits, the influencer can create more content related to daily habits on her website and improve her position associated the keyword “daily habits” on the Google search engine. In general, the dimensions related to audience overviews help the influencer get to know who her audience are and where do they come from, thereby, gaining initial clues of the content and channels she should focus on.

The second category of dimensions, audience behavior, is summarized in the following graph (figure 11). The dimensions are tracked by pageview metrics. The line graph at the top left of the report shows the trends of the pageview and exit metrics. The content of the website is high performing when it has a large number of pageviews and a small amount of exit time. The average time the audience spent on each page is also shown. If the average time tends to increase, this implies the content are more engaging to the audience. In contrast, the higher the bounce rate is, the fewer website content the audience are interested in. Apart from that, the lower half of the report delivers a more detailed picture of what kind of website content the audience is interested in. The pages with the highest pageview are shown with its title and URL. The keywords that the audience usually search on her website are also provided. By combining these results, the influencer is able to capture her high performing content and potential topics.

Besides, the content can be grouped into different categories, which helps the influencer track the performance of categorized topics. For example, the influencer creates sponsored content for two different brands, one is a lipstick brand and the other is a clothing brand. Supposing that the blog for lipstick brand has significantly higher pageview than that of the clothing brand, the influencer will be confidently signing more contracts with the lipstick brand. In this case, she is not required to writes many blogs but still receives better financial rewards with a few high-engaging blogs. In short, the audience behavior dimensions and metrics help the influencer gain an in-depth understanding of her audience interaction with her online content, thereby optimizing her content strategy.
In short, essential dimensions and metrics of web analytics for the commissioning business can be collected and interpreted through Google Analytics. The results are collected for audience research and content optimization purposes. However, Google Analytics provides these results in different reports, so that the influencer needs to access to many reports at the same time to find the data she needs. Therefore, collecting all data into a single report is necessary. The guidance to that will be provided in the fourth stage of this guide: dashboards and improvement actions, after the next stage: social media analytics.

5.4 Stage 4: Social media analytics

The commissioning business is currently active on various social platforms such as Youtube, Instagram and Twitter. However, being at the early stage of integrating digital marketing, Lavendaire is recommended to focus on the main channel - Youtube. For that reason, this section aims at presenting the method of Youtube analytics.

Step 1: Understanding Youtube and its algorithm

Youtube is the world’s largest platform for creating, sharing and discovering video content (Covington, Adams & Sargin 2016). According to Statista, the number of Youtube users
are predicted to reach 1.86 billion in 2021. Therefore, placing focus on Youtube growth creates a huge advantage for Lavendaire to attract more audience.

In order to utilize Youtube data and analytics, the influencer is recommended to gain an overview understanding of how Youtube algorithm works. In the paper “Deep neural networks for Youtube recommendations” published in 2016, the engineers at Google described Youtube deep neural network architecture was split into two distinct problems: ranking and candidate generation. About the ranking system, videos were ranked on the Youtube search engine based on the number of views in the early days. However, in 2012, the YouTube ranking algorithm was changed to reward engagement instead of clicks. This means that a video will have a higher rank on Youtube if there are more audiences engaging with that video. About candidate generation, Youtube uses a recommender system to suggest related video when an audience finishes watching a video. The suggested video is generated based on viewers’ usage history including video categories, topics and channels. Therefore, in order to attract more audience on this platform, the influencer should aim to rank higher on Youtube search engine and appear more frequently on suggested video categories by focusing on researching and tracking the viewer interaction with her video.

**Step 2: Defining metrics for Youtube analytics**

Key metrics are defined with the focus on viewer interaction with the influencer’s video channels. Besides, metrics should be prioritized based on the alignment with audience research and content optimization, which are the main purposes of Lavendaire’s marketing analytics. The key metrics from Youtube Analytics (2019) recommended for Lavendaire are listed as followed:

- **Watch time**: watch time is commonly misunderstood as the number of minutes viewers watch a video. In facts, it is a component of various factors: number of views, view duration, the time when a viewer starts and ends watching. Watch time is also affected by the frequency of the influencer’s video uploads. The more videos the influencer has, the higher watch time her channel gets. By sorting watch time by a single video or a group of similar video helps the influencer identify the topics and content her audience enjoys watching.

- **Audience retention**: retention shows the percentage of viewers quitting a video at a certain time. This metric is similar to the bounce rate of web analytics. A video with high retention has the ability to capture viewers’ attention effectively. The audience retention report allows the influencer to find her most engaging part in a video, which provides clues for her future content strategy.

- **Impression click-through-rate**: an impression click-through-rate is counted when a person clicks the influencer’s video when it appears on their home page, recommendation or trending section. This metric reflects the effectiveness of a video title naming, topic and thumbnail. If the watch time is high but this metric is low, video titles or thumbnails should be redesigned and customized in order to attract new audiences.
- **Engagement:** this metric represents the viewers’ attitudes towards the influencer’s video by liking, disliking and sharing the video. Comment is also a useful metric reflecting viewer opinion under qualitative data form. According to Youtube algorithm, a video with more positive sentiment and feedback from viewers have higher possibility to appear on suggested video sessions. Enhancing the engagement metric also helps increase income generated by sponsored content.

**Step 3: Tracking the analytics results**

Youtube provides an analytics tool that enables its users to track their channel performances. The analytics session is located under Creator Studio in the influencer’s Youtube account. Youtube also provides a training program to help its users to track metrics in order to grow their channels with Creators Academy. Youtube Analytics has three main reports. The first one is the watch time report, where the watch time, audience retention and impression click-through-rate is shown. The second one is the interaction report. The engagement metrics are expressed under the interaction report. The numbers of likes, dislikes, comments and shares are clearly shown. The report also shows an overview of subscribers including a total number of current subscribers, subscribers gained and lost in specific time duration. Besides, the revenue report provides additional information on how the influencer’s channel is generating incomes. Revenue is paid by a brand placing an advertisement on the influencer’s video.

In short, after the fourth stage, the potential content on the chosen social media platform are identified for further development. In the next stage, the data collected from the previous stage will be gathered in a single place to support the decision-making process.

### 5.5 Stage 5: Analytics dashboards and improvement actions

This guide has been providing metrics and methods to conduct analytics across various channels including search engine, website and social media. However, the data is shown on different platforms. This may cause inconvenience and time-consuming for the commissioning influencer to track the essential metrics and draw insights. Therefore, building an interactive dashboard is essential to keep updating and taking improvement actions timely.

**Step 1: Building an interactive digital marketing analytics dashboard**

A dashboard is a customized report connecting data sources of different platforms and showing key metrics on a single digital board. The platform to build a dashboard should have the ability to integrate with various data sources. In the case of Lavendaire, the dashboard platform is expected to connect with data from Lavendaire’s website and social media channels. The dashboard is also able to show data from search analytics an external data source. Besides, a well-designed dashboard can present important metrics in a
consolidated view. Relevant metrics should be grouped together. This helps to draw insights quickly and reduce decision making time. Besides, filter feature is recommended to use in order to maintain a lean and understandable dashboard. Only important metrics having significant impacts on decision making should be selected. For example, the growth rate of Youtube subscribers in percentage should be shown in the dashboard instead of the actual number of current subscribers.

There is a wide selection of tools for building a digital marketing dashboard to choose. Based on the commissioning influencer’s business resources, Dasheroo, Geckoboard and Google Data Studio are recommended. Firstly, Dasheroo allows users to connect data from various platform namely Google Analytics, social media, Mailchimp (email marketing tool) and Paypal (payment service). A significant plus point for Dasheroo is the free plan. With the free plan, the influencer is able to add up to eight insights in a dashboard. Dasheroo also has the feature of metric alert. The influencer will receive notification when a metric goes above or below predefined threshold. The second recommended tool is Geckoboard. The tool has only paid subscriptions, but it provides a functional toolkit to build an interactive dashboard. Geckoboard is also known for its secure connection when connecting to private account information. The last tool is recommended for building a dashboard is Google Data Studio (figure 12). Google Data Studio is founded in September 2016. The tool allows its user to connect data from various sources and formats. All of the tools recommended in the previous stages are connected with Google Data Studio. The influencer is also able to build customizable dashboards and reports in Google Data Studio.
In conclusion, Google Data Studio is a highly recommended tool for the commissioning influencer to build an analytics dashboard for her digital marketing performance. A well-designed dashboard presents marketing metrics and figures in an understandable and consolidated format. An analytics dashboard works effectively when it helps the influencer to gain insights and take improvement actions.

**Step 2: Using analytics dashboard for decision making**

Having an interactive dashboard integrating various data sources helps enhance the decision-making process. By combining metrics of different analytics types, from search engine, website to social media, the influencer is able to draw an insightful view of her digital marketing performance in real time. The insights lead to an actionable strategy to attract more audience and optimize the content.

The first practical case of combining various metrics is for creative content creation. Trending keywords from search analytics, top viewed pages from web analytics together with top watch-time videos from Youtube provide useful ideas for the future content. Combining these metrics with negative metrics namely audience retention from Youtube or bounce rate from website also enables the influencer to identify and eliminate low-performing content.
The second use case is branded content strategy. An in-depth understanding of her audience and their interactions through demographic, device and engagement metrics from web and social media analytics allow the influencer to select the brands and create sponsored content for them. By utilizing this strategy, the influencer is able to choose the brands that her audience mostly interested in, thereby reducing the amount of branded content but still maintaining sustainable income.

In short, an analytics dashboard presenting marketing from various sources is a useful tool to help the commissioning influencer gain insights of her digital marketing performance. By combining different metrics and applied them in certain contexts, the influencer is able to take the appropriate actions at the right time.

5.6 Stage 6: A/B testing

After gaining insights from the marketing dashboard in the previous stage, the influencer may acknowledge some features should be changed or customized. In order to be aware that whether the new version is performing better than the previous one, the influencer can conduct A/B testing. This step guidance will start from fundamental knowledge of A/B testing to its practical implementation with Lavendaire.

Step 1. Understanding A/B testing

A/B testing, also known as split testing, is a marketing experiment wherein you "split" your audience to test a number of variations of a campaign and determine which performs better. In other words, you can show version A of a piece of marketing content to one half of your audience, and version B to another. (HubSpot 2019.) A/B testing can be applied to the influencer’s marketing channels such as website and social media. The prerequisite of an A/B testing is having two different versions of a testing feature. The answer to the better-performing version will be provided as the results of an A/B testing.

Step 2. Defining testing features and measurement metrics

The first recommendation for A/B testing implementation is conducting the test for only one feature at a time. The process starts with defining a purpose for the test. The purpose can be optimizing a landing page or getting more views for a video category on Youtube. Then, the feature needed testing will be chosen. For example, if the A/B testing purpose is to increase views a Youtube video, then, the features of a Youtube video should be examined. The features can be listed as a video title, tag, thumbnail or length. Finally, only one feature will be selected for the test. Thumbnail, the preview picture of a video, is chosen as a sample feature to guide the influencer through the A/B testing implementation guide.
After the testing feature is chosen, two versions of the feature are conceptualized and created. There are two versions of Lavendaire’s thumbnail. The first one is an inspiring picture and the other is a clear background with texts. After that, the testing audience group will be divided into two groups. However, Youtube already has the system automatically recommending videos to the relevant audience groups, this step can be skipped. The expected outcome of the text is to identify the version attracting more audience. The final result of the whole test is to choose the appropriate thumbnail and attract more audience. In order to measure the performance of testing thumbnails, metric is established. The qualified metric is measurable and trackable. The metric can be a number, quantity or calculated percentage. Impression click-through-rate can be a potential metric. The impression click-through-rate is counted when a viewer clicks the video when she sees it on her Youtube homepage. This metric is measured and tracked by Youtube Analytics, a tool recommended for the influencer in the social media analytics section, without any additional calculation.

**Step 3. Implementing A/B testing and interpreting results**

After a purpose, feature and metric is chosen, the test is ready to be implemented. The result of the test is interpreted with statistics. The test is set up with a hypothesis and selected sample size. Then, the z-scores and p-values are calculated to prove that the result is statistically significant, which means that the result is reliable. However, this process requires an additional training of statistics for the case influencer. Alternatively, an A/B testing tool, Tubebuddy, is recommended for the influencer to use without the prior knowledge in statistics. Tubebuddy allows the influencer to conduct the A/B testing for the thumbnail. It also calculates and interprets the results automatically. The result provided by Tubebuddy enables the influencer to select the better-performing version for her video thumbnail. The selected version is expected to attract more audience to watch the influencer’s video.

In conclusion, the A/B testing stage is the evaluation of the improvement actions of the previous stage. After finishing this stage, the influencer can go back to the first stage, re-modify her analytics goals and focus areas. The other approach is to continue the process with one of the analytics stages (search engine, web or social media analytics stage). The process is repeated until the influencer achieves her business and marketing goals thanks to digital marketing analytics.
6  Summary and reflection

The chapter is the summary of the thesis process and further recommendation for the commissioning to utilize the final product of the thesis work. The self-reflection of the author on her learning and improvement after finishing the thesis is conducted. Additionally, the impact of the thesis work on her future career is also discussed.

6.1  Summary of the thesis work

The main objective of this thesis work is to create a digital marketing analytics guide for the business of the commissioning influencer. The guide is provided under a pdf format in the appendix section. Apart from that, chapter 5 is the detailed explanation of the guide. The final guide consists of an analytics process with six stages and step-by-step instruction. The process is illustrated in an understandable and easy-to-follow manual. In the information age, data analytics becomes a crucial element to make data-driven business decisions. Analytics is known to be involved with the complexity of mathematics and technology. Besides, Statista (2019) suggested that influencer marketing was subjected to grow by 39 percent in 2018, which revealed a huge potential growth for online influencers. For those reasons, this thesis outcome helps to solve the current problems by making the complex analytics simple, delivering practical guidance to implement analytics in the digital marketing strategy of a small business and contributing to the growth of the current trend - influencer marketing.

In order to utilize the digital marketing analytics, the commissioning business is recommended to be flexible when implementing the guide. The order of the stage in the process is adjustable. The guide is suitable to the early stage of analytics integration, so that the business resources should be taken into careful consideration in order to identify the right amount of investment into analytics. Apart from that, insights from the guide should strive for actions. For that reason, analytics is beneficial only if improvement actions are taken after that. The effectiveness of the analytics guide takes time for the commissioning business to evaluate. This is because it takes time for the audience to response after the process is implemented and improvement actions are taken. Therefore, it is recommended for the commissioning influencer to aim for long-term investment and growth when applying the analytics guide to her digital marketing strategy.
6.2 The author's reflection on the process of thesis work

After finishing the process of this thesis work, the author has acknowledged the concepts of digital marketing, influencer marketing and digital analytics. When conducting the research, the author faced the challenge of defining scope of work because digital marketing and data analytics involves various aspects and advanced knowledge. Besides, the academic resources related to analytics mainly focus on the technical and mathematical explanation. For that reason, finding the reliable resources for this thesis work is also a challenge. However, these challenges were the valuable opportunities for the author to learn and explore the digital marketing analytics field. Starting from researching practical analytics use cases in various industries and capturing current trends of digital marketing, the author narrowed the thesis project scope. By gaining in-depth understanding in analytics for digital marketing, specifically for a small business owned by an online influencer, the author is able to not only provide innovative recommendations but also ensure the practicalities suitable to the commissioning business.

The project-based thesis also helps the author enhance her project management skills. The author was able to manage the project and reach the completion point with the supports of the thesis advisor and the commissioning business. Besides, the author's communication skill was improved during the process. The author learnt how to communicate effectively with involved stakeholders and delivered the theoretical and practical content in the final thesis report in a logical and understandable way. The research skill is another important skill the author gained throughout the thesis process by choosing and reading reliable resources such as books, research papers and good case practices. Other soft skills developed during this thesis work can be name as time-management self-discipline.

6.3 Reflection on the author's career path

This thesis work has positive impacts on the career path of the author. By conducting in-depth research in digital marketing and analytics field, the author was able to identify the career area she would pursue. Because the final outcome of this thesis is a guide, it requires the author to consider various approaches and options in order to provide appropriate recommendations to the commissioning company. Therefore, the author had opportunities to investigate and test a wide range of technological tools, thereby gaining experiences in using these tools. Apart from that, the thesis is the concrete and practical sample reflecting the author's experience in the field. This increases the possibility for the author to get a job in the analytics industry with the domain knowledge in marketing.
In conclusion, this thesis work provided both learning and improving opportunities for the author when she created the digital marketing analytics guide for the commissioning influencer. The industrial knowledge and soft skills acquired from the process open potential possibilities for the author to pursue her career interests. The experiences gained after the thesis work together with the knowledge gained from the university lay a solid foundation for the author to develop in digital marketing analytics field.
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Appendices

Appendix 1. Digital marketing analytics guide for Lavendaire
DIGITAL MARKETING ANALYTICS

GUIDE

FOR THE BUSINESS OF AN
ONLINE INFLUENCER
Digital marketing analytics provides useful insights by using digital data from online channels (search engines, websites, social media platforms) for marketers with the aim to enhance their digital marketing performances.

- **A/B testing**: An A/B test is an experiment with two groups to establish which of two treatments, products, procedures etc., is superior (P.Bruce & A.Bruce 2016).

- **URL**: Uniform resource locator (URL) is the address of a resource on the Internet. A URL indicates the location of a resource as well as the protocol used to access it (Techopedia 2019).

- **SERP**: Search engine result page. A SERP is the list of the results returned by a search engine in response to a user’s query (Sponder & F.Khan 2018, 24).

- **SEM**: Search engine marketing.

- **SEO**: Search engine optimization.
Lavendaire

- **Founded:** 2015 in the United States
- **Founder:** Aileen Xu
- **Main marketing channels:** website
  
  [https://www.lavendaire.com](https://www.lavendaire.com) and social media

*Aileen* is a content creator, entrepreneur and artist of life. She is the founder Lavendaire – the business of an online influencer.

*Lavendaire* has been inspiring thousands of women all over the world to achieve the fulfillment in life by providing useful content of personal growth and lifestyle design on its online channels.
INTRODUCTION

*Marketing analytics* is the process of identifying metrics that are valid indicators of marketing’s performance in pursuit of its objectives, tracking those metrics over time, and using the results to improve how marketing does it work (Rackley 2015). Leveraging marketing analytics enables online influencers to grow their digital channels and businesses.

When it comes to analytics, advanced knowledge of statistics and information technology are involved. However, this guide aims at illustrating a simplified process of analytics that small and medium sized business can integrate without mathematical and technological complexity.

*Who is this guide for?* This guide was created specifically for Lavendaire – the commissioning business, which was founded by Aileen – an online influencer. Because the guide is illustrated as a general instruction, so that it can be applied in small-medium-sized businesses or online businesses which are at the early stage of implementing analytics into their digital marketing strategy.

*The structure of the* guide contain two main parts. The first part is the introduction and digital marketing analytics glossary. The second part is the digital marketing analytics process. The process consists of 6 main stages. In each stage, 2-3 actionable steps are included. The step-by-step guidance includes the instruction to define goals, implement analytics, suggest suitable tools and interpret the results.

*The guide was formed based on* the marketing analytics process illustrated in the book “Marketing analytics roadmap: methods, metrics and tools” by Jerry Rackley (2015). The author conducted the configuration on the process in order to be suitable to the nature of the commissioning business. Besides, the tools recommended in the guide were collected from the practical use cases and references of reliable corporations such as Google, IBM and HubSpot.

*The elements of the guide* are expected to be innovative, practical and actionable. This means that the guide will cover innovative analytics methods and tools, practical recommendation suitable for the resources of a small business and actionable steps to take immediately without spending long time on setting up or training.
PROCESS OVERVIEW

The analytics process included in this guide consists of 6 main stages. In each stage, step-by-step guidance are provided. The process start with the stage of goal establishment, where the goals of digital marketing analytics are defined. The second, third and forth stage will instruct the commissioning business to conduct three types of analytics: search engine, web and social media analytics. In the fifth stages, the results collected from the previous stage will be united to draw useful insights. The insights are the sources for the business to take further improvement. At the end of the process, the sixth stage, an A/B testing will be instructed with the aims to evaluate the effectiveness of the improvement actions taken from the fifth stage.

The order of the process can be flexible, as long as it starts with the goal establishment stage and ends with the improvement action testing. Based on current available resources, the commissioning influencer can prioritize the type of analytics should be conducted first (search, web and social media analytics) or three of them will be implemented at the same time. After finishing the final stage, the influencer can go back to modify her goals in the first stage. If the goals still remain the same, the influencer will continue to execute search engine, web or social media analytics.

<table>
<thead>
<tr>
<th>Stage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>GOAL ESTABLISHMENT</td>
</tr>
<tr>
<td></td>
<td>Define goals and general approach</td>
</tr>
<tr>
<td>2</td>
<td>SEARCH ENGINE ANALYTICS</td>
</tr>
<tr>
<td></td>
<td>Conduct audience research for content optimization</td>
</tr>
<tr>
<td>3</td>
<td>WEB ANALYTICS</td>
</tr>
<tr>
<td>4</td>
<td>SOCIAL MEDIA ANALYTICS</td>
</tr>
<tr>
<td>5</td>
<td>ANALYTICS DASHBOARDS &amp; ACTIONS</td>
</tr>
<tr>
<td></td>
<td>Gain insights to take actions</td>
</tr>
<tr>
<td>6</td>
<td>A/B TESTING</td>
</tr>
<tr>
<td></td>
<td>Test the effectiveness of actions taken from stage 5</td>
</tr>
</tbody>
</table>
PROCESS DETAILS

STAGE 1: GOAL ESTABLISHMENT
- Step 1: Reviewing the primary digital marketing goals
- Step 2: Defining goals for the digital marketing analytics strategy
- Step 3: Analyzing business resources and prioritizing goals

STAGE 2: SEARCH ENGINE ANALYTICS
- Step 1: Capturing keyword trends and search volumes
- Step 2: Auditing keyword ranking on a search engine
- Step 3: Tracking and monitoring keyword performances

STAGE 3: WEB ANALYTICS
- Step 1: Understanding Google Analytics
- Step 2: Defining dimensions and measurement metrics
- Step 3: Interpreting analytics results

STAGE 4: SOCIAL MEDIA ANALYTICS
- Step 1: Understanding Youtube and its algorithm
- Step 2: Defining measurement metrics
- Step 3: Selecting tools to track the metrics

STAGE 5: DASHBOARDS & ACTIONS
- Step 1: Building an interactive dashboard for digital marketing analytics
- Step 2: Using analytics dashboard for decision making

STAGE 6: A/B TESTING
- Step 1: Reviewing the primary digital marketing goals
- Step 2: Defining goals for the digital marketing analytics strategy
- Step 3: Analyzing business resources and prioritizing goals
STAGE 1 | GOAL ESTABLISHMENT

1. **Reviewing the primary digital marketing goal**
   Increasing viewership on Lavendaire’s online channels

   *Increasing number of subscribers on Youtube to one million by the end of 2019*
   
   **Transforming into SMART goal**
   
   Relevant  Specific  Measurable/Achievable  Time-bound

2. **Defining goals for the digital marketing analytics strategy**

   **Digital marketing (DM) goals**
   
   - Increase viewership

   **DM analytics goals (main tasks)**
   
   - Audience research & content optimization

   **Action to take**
   
   Create more engaging content to attract more audience

   **How DM analytics can help to take these action?**

3. **Analyzing business resources and prioritizing goals**

   **Analyzing current resources**
   
<table>
<thead>
<tr>
<th>Budget</th>
<th>Time</th>
<th>Human resources</th>
<th>Network</th>
</tr>
</thead>
</table>

   **Narrowing down focus areas**

   **Expected outcome**
   
   Goals & focus areas

   **Select digital channels to conduct analytics:**
   
   - Search engine: Google
   - Website: Lavendaire’s website
   - Social media: Youtube

   **Select affordable tools to conduct analytics based on criteria:**
   
   - Free or low financial commitment
   - Easy to integrate without advanced knowledge
   - Suitable for small-sized business

   **TIPS:**
   
   ✓ The DM analytics should provide results contributing to the business growth
   ✓ Start small with key focus areas at the early stage of setting up analytics process
Conducting keyword trend analysis

When to use:
- Find potential keyword and topic for content creation
- Evaluate whether a keyword is interesting for people at the moment
- Compare different keywords to select the suitable one

Capturing trending stories categorized by:
- Year
- Interest
- Date
- Location

Find related keywords

Comparing different keywords by:
- Search volumes
- Location

Expected outcome
A list of potential keywords

TIPS:
- Utilize the keyword comparison function to eliminate keywords with low search volumes
- Categorize potential keywords into different groups based on topics and time to use
After potential keywords are listed, their potential and competitiveness are evaluated

2 Auditing keyword ranking on Google search engine result page (SERP)

When to use:

• Select the keywords whose potential to improve the website ranking on a SERP
• Evaluate the competitiveness when using a keyword

Report from SERPROBOT

<table>
<thead>
<tr>
<th>KEYWORD</th>
<th>Personal growth</th>
<th>Lifestyle design</th>
<th>Self development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lavendaire's position on Google SERP</td>
<td>51</td>
<td>28</td>
<td>No position</td>
</tr>
<tr>
<td>Top 10</td>
<td>Forbes, Success, TED, psychology today</td>
<td>Medium, Fizzle, BecomeNomad</td>
<td>Success, Wikipedia, Lifehack</td>
</tr>
<tr>
<td>Evaluation</td>
<td>Potential to improve the ranking but highly competitive (Top10 includes very popular site)</td>
<td>Potential to improve the ranking and not too competitive (Top10 includes small sites and personal blogs)</td>
<td>Highly competitive, no potential to improve the ranking</td>
</tr>
</tbody>
</table>

Expected outcome
Selected keywords to put into use

TIPS:

✓ Combine the results of SERP ranking with the search volumes from step 1 to select the most appropriate keywords
✓ The suitable keywords to use should have: high search volumes, appear in the SERP and ability to compete with other website in top 10
✓ Put selected keywords in order, from top priority (frequently use) to least priority

The chosen keywords will be used. Next, these keyword performances are tracked and monitored in order to decide whether they should be used further
### Tracking and monitoring keyword performances

When to use:
- Track and monitor current keyword performance
- Make decisions to continue using the keyword or switch to another keyword

#### Metrics tracked by Google Search Console:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impression</td>
<td>Number of times Lavendaire's website appears on the SERP when the audience searches for a keyword</td>
</tr>
<tr>
<td>Click</td>
<td>Number of times the audience clicks Lavendaire's website when it appears on the SERP</td>
</tr>
<tr>
<td>Click-through-rate</td>
<td>Click divided by impression</td>
</tr>
<tr>
<td>Average position</td>
<td>The average of the website's rankings when it appears on the SERP more than one time</td>
</tr>
</tbody>
</table>

### Expected outcome

Selected keywords for further use and development

### TIPS:

- Select the keyword to continue to use when it has: high CTR and high average position
- Use the keyword less when it has: low results in all metrics, high impression but low CTR
Purpose: Gain understanding of audience and their behaviors on the website in order to deliver relevant and engaging contents to them

1. Understanding Google Analytics

- Free web analytics tool with page-tagging method
- Used to track dimensions (attribute or feature of the data) and metrics (quantitative measurement of the dimensions)
- Provides 5 reports:
  - Real-time (the data are tracked at the moment when an event occurs)
  - Audience (data of audience profiles)
  - Acquisition (data of how audience accesses to a website)
  - Behavior (data of how audience interact with a website)
  - Conversion (sales data of goals or e-commerce)

2. Defining dimensions and metrics to track web data

Dimensions and metrics are divided into two groups:

<table>
<thead>
<tr>
<th>A U D I E N C E  D E M O G R A P H I C</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dimension</strong></td>
</tr>
<tr>
<td>Age (groups), gender and location (city, country)</td>
</tr>
<tr>
<td>Traffic source: the original site that an audience accesses to a website (search engine, web browse or partners’ website)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>A U D I E N C E  B E H A V I O R</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dimension</strong></td>
</tr>
<tr>
<td>Page: page title, page URL and group of similar pages</td>
</tr>
<tr>
<td>Search term: the keyword that an audience searches on a website</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

Expected outcome: A list of essential web dimensions and metrics to track by using Google Analytics

TIPS:
- Only select a few essential dimensions and metrics to track
- Chosen metrics are mostly found in the audience, acquisition and behavior reports in Google Analytics
The results of dimensions and metrics can be found in the Google Analytics reports

### STAGE 3 WEB ANALYTICS

#### Interpreting the results

**AUDIENCE DEMOGRAPHIC**

- Gain an overview of user and new user growth
- Identify target audience groups

**TIPS:**

- Utilize the traffic source dimensions to select the platforms or partners’ sites to advertise Lavendaire’s website
- Target audience can be divided into different groups with similar characteristics in order to deliver relevant contents to each group

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**Expected outcome**

- Identified target audience groups and their characteristics

**Know where the audience comes from and why they visit the website**

**Identify target audience groups**

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**SAMPLE AUDIENCE OVERVIEW REPORT**

<table>
<thead>
<tr>
<th>OVERVIEW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users: 62,955</td>
</tr>
<tr>
<td>Sessions: 82,854</td>
</tr>
</tbody>
</table>

**Who are they audience?**

- Identify target audience groups

**TRAFFIC SOURCES**

- Where do the audience come from?
- Know where the audience comes from and why they visit the website

**LOCATION**

- Country: United States
  - Users: 28,710
  - New Users: 29,748
- Other countries
  - India: 2,223
  - United Kingdom: 2,223
  - Canada: 2,072
  - France: 1,799
  - Germany: 1,665
  - Taiwan: 1,610
  - Spain: 1,592
  - Japan: 1,204
  - Australia: 1,002

**Platform**

- Search engines
  - 41%
- Social media
  - 39%
- Email
  - 11%
- Referral
  - 9%
- Direct
  - 1%

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**City**

- Top 10 cities
  - City: New York
    - Users: 4,710
    - New Users: 4,414
  - Toronto: 2,665
  - Denver: 2,293
  - New York: 1,792
  - San Francisco: 1,580
  - Sunnyvale: 1,295
  - London: 819
  - San Jose: 694
  - Los Angeles: 662
  - Seattle: 565

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**TIPS:**

- Utilize the traffic source dimensions to select the platforms or partners’ sites to advertise Lavendaire’s website
- Target audience can be divided into different groups with similar characteristics in order to deliver relevant contents to each group
Interpreting the results

**AUDIENCE BEHAVIOR**

Gain an overview of how users interact with the website contents.

**SAMPLE AUDIENCE BEHAVIOR REPORT**

How do the audience interact with the website?

- **Pageviews:**
  - 376,964
  - Exits: 81,965
  - Avg. Time on Page: 00:00:47
  - Bounce Rate: 41.7%

**What types of contents do the audience interested in?**

- **Pageviews**
  - 1. Home: 91,261
  - 2. Google Online Store: 24,397
  - 3. Shopping Cart: 21,483
  - 4. Bags: 18,478
  - 5. Men's Tights: 13,302
  - 6. Checkout Your Information: 12,297
  - 7. Men's Warm Gear: 12,109
  - 8. Clearance: 11,297
  - 9. Apparel: 10,490

**Expected outcome**

- The pageviews should be maximized. The exit and bounce rate should be minimized.
- Content should be developed further if it has high pageview.
- Content should not be focused on if it has low pageview and high amount of exits.

**TIPS:**

- The results of dimensions and metrics can be found in the Google Analytics reports.
Purpose: Capture high-performing contents on Youtube for further optimization and development

1. Understanding Youtube and its algorithm

- Youtube: The world’s largest platform for creating, sharing and discovering video content
- Lavendaire’s main channel

- How Youtube algorithm works:
  - Ranking: the more audience interact with a video, the higher ranking it has on Youtube
  - Candidate generation: video is suggested to audience based on number of views, relevant categories and channels

  In order to enhance video performance on Youtube:
  - Monitor what types of video contents are performing well

2. Defining metrics for Youtube Analytics

The performances of a video content are measured by:

- Watch time: the amount of time that audience watch a Youtube video
- Audience retention: the percentage of viewers quit a video at a certain time
- Impression click-through-rate: it is counted when a person clicks the influencer's video when it appears on Youtube
- Engagement: this metric represents the viewers’ attitude towards the influencer's video through the action of likes, dislikes and shares

Tools to track the metrics:

- Youtube Analytics is a free tools to track analytics metrics exclusively for Youtube
- It provides: watch-time report (watch time, audience retention), interaction report (engagement metrics: like, dislike, share, comment) and revenue report (estimated revenues paid by Youtube)

Expected outcome

A list of essential metrics to track in Youtube Analytics

TIPS:

✓ The chosen metrics should capture what types of contents that Lavendaire’s audience are interesting in
Interpreting the results

Gain an overview of Youtube channel performances

- **Identify video contents** that attract many audience (measured by views and watch time).

Interpreting other metrics

- **Audience retention**: A video with high retention has the ability to capture viewers’ attention effectively -> the video content is potential to develop further.
- **Impression click-through-rate**: This metric reflects the effectiveness of a video title naming, topic, and thumbnail. If the watch time is high but the impression click-through-rate is low, the video naming and thumbnail should be improved.
- **Engagement**: Apart from share metric, like, dislike, comment also reflect audience’s opinions towards a video. A video topic has the high amount of likes and comments should be created more.

Expected outcome

- Video contents to create more in the future

TIPS:

- Video with high audience retention rate and watch time: has the content that the audiences are interested in -> potential to attract more audience
- Video with high engagement rate -> potential to create sponsored contents related to that video’s topics.
Purpose: Using digital marketing analytics dashboard to make marketing decisions

1. Building a digital marketing analytics dashboard

Dashboard

A customized report connecting data sources of different platforms and showing key metrics on a single digital board

An effective dashboard should

- Integrate various data sources
- Present metrics in a consolidate view and appropriate format
- Contain only metrics with high impacts
- Relevant metrics are grouped together for faster interpreting

Suggested tools to build a dashboard

- Free and paid versions
- Connection of different data sources
- Alert functions when updating new data
  Recommendation level: 2/3 (ok to choose)

- Only paid versions
- 60 built-in integrations
- Secured data connection
  Recommendation level: 1/3 (not highly recommended)

- Free
- Connection of various data sources
- User friendly functions and report customization
  Recommendation level: 3/3 (highly recommended)

Expected outcome

A digital marketing analytics dashboard with the results collected from search engine, web and social media analytics

TIPS:

- Only put the most essential metrics into a dashboard
- Whatever tool is chosen, automatic data update should be chosen
- Combining different metrics to gain useful insights
Taking actions with the insights extracted from an analytics dashboard

Method to find insights

Combine data collected from relevant metrics on a dashboard to gain insights and make decisions

Actions can be taken by interpreting metrics on an analytics dashboard

Creative content creation

- Trending keywords *(Search analytics)*
- Top viewed pages *(Web analytics)*
- The highest watch-time video topic *(YouTube analytics)*

= Gain ideas for future content creation

Keyword with low click-through-rate *(Search analytics)*
- Pages with highest bounce rate *(Web analytics)*
- Audience retention *(YouTube analytics)*

= Eliminate low performing contents

Branded content strategy

Audience demographic *(Web analytics)*
- The highest watch-time video topic *(YouTube analytics)*

= Select the brands suitable for the influencer’s audience group

Online activity planning

Audience demographic *(Web analytics)*
- Engagement *(YouTube analytics)*

= Select time and audience for live stream or online give away events

Expected outcome

Insights extracted from dashboard for further actions

TIPS:

- A metric can be collected from different analytics stages (for example: audience demographic can be taken from both web and social media analytics)
- Actions can be taken after gaining insights: create more contents about a high-performing topic or make a change with video title, thumbnails or lengths...
Purpose: Testing the effectiveness of the actions or changes made from stage 5.

1 Understanding A/B testing

Simple definition

A/B testing is to test whether the version A or version B of a feature is performing better with two groups of audiences.

Practical use cases:

• Search engine: keyword A or B has higher click-through-rate
• Website: change a designed elements on website
• Youtube: version 1 or version 2 of a video thumbnail attract more audience to click the video

2 Defining testing features, versions and measurement metrics

Sample testing case:

• Goal: select the thumbnail format for Youtube video
• Testing feature: Video thumbnail
• 2 versions:
  • Version 1: background is an inspiring picture
  • Version 2: background is a text message
• Metrics to measure: impression click-through-rate

2 Implementation A/B testing

Suggested tools:

- Automatically analyze data and perform statistical calculation
- Provide instant results

Expected outcome: The better-performing version of a testing feature

TIPS:

- A/B testing can be used to compare the performances of the previous version and the changed version of a feature
- The interpretation of an A/B testing requires statistical methods (hypothesis testing and inference). The tool such as TubeBuddy automatically perform these tasks for its users.
- A/B testing can be implemented without advanced statistical knowledge
FURTHER RECOMMENDATION

• The provided process is suitable for small-medium-sized business at the early stage of implementing digital marketing analytics

• The main focus areas of digital marketing analytics: understand audience -> optimize contents

• INSIGHTS should go together with ACTIONS

• The order of the process should be flexible, suitable to the business resources

• The selected analytics tools should be provided by reliable companies with minimal financial commitment

• Timing is a crucial in the analytics process. Metrics should be tracked in a certain period of time and actions should be taken timely

Special thanks to Aileen and the thesis advisor to support the author to complete this project

• Data illustrated in the guideline is provided by Google Data Studio and Google Analytics
• Sample reports are created by Google Data Studio tools
• Icon credit: Flaticon