




**ETHICS IN ANALYTICS • #ACESTX18**  
WIFI: WP54-TSVg-36

## Presenter

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ACES board member  
Recovering journalist  
Certifications: Content strategy, analytics  
Masters in strategic communications  
Bachelors in journalism  
Webby award-winner



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## What we'll cover

- Basic terms
- Basic measurements
- Categorizing data
- Social media analytics
- Data v analytics
- Determining numbers to use
- Quiz!



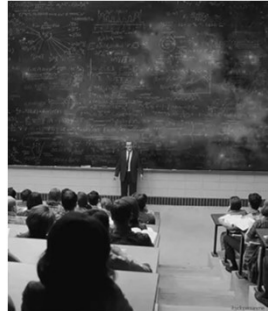
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## What are your burning Qs?



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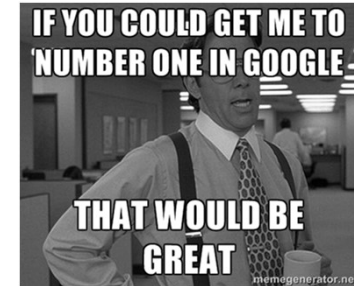
101



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## Ad/targeting terms

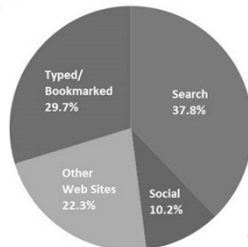
- CPM (cost per mille)
- Behavioral targeting
- Geo targeting
- Remnant advertising



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## Basic traffic sources

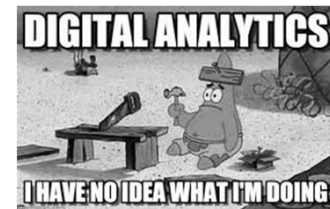
- Direct/Typed/Bookmarked
- Search engines
- Social networks
- Internal
- Other sites
- Email
- Dark web



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## Audience data

- Location
- Demographic: Gender, age
- Time of day
- Device
- Browser
- Content areas
- Registered or not
- Subscriber or not
- New or returning
- Frequency of visits



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## Page view

- When someone orders your page up via a browser.
- Often viewed as the holy grail.



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## Time spent

How long someone spends on a page.



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## Trended, ranked

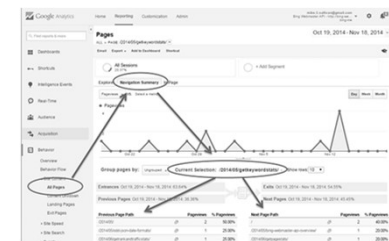
With trended data, you view a metric as a trend line over time. With ranked data, you see a ranked breakdown for a metric, such as today's top pages ranked by page views.



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## User flow

**Previous page, next page, page summaries:** Relative to a particular page, you can see previous page visited and next page visited.



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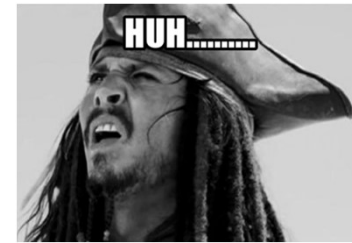
## Vanity metrics

Metrics that are easily manipulated, look big/good but are shallow.



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## Views versus sessions (visits)



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## Views, sessions

- Page views: A view of a page
  - When a page is ordered in a browser
  - If user goes to another page, then back, counts as two on first page
- Sessions/visits: Sequence of consecutive page views
  - Always contains more than one page
  - Stops with 30-minute break

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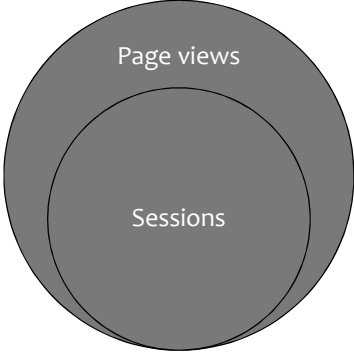
## Views, sessions



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## Views, sessions


- **Page views:** A view of a page
- **Sessions:** Sequence of consecutive page views



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## Visitors/users

- **Unique:** The number of new visitors during a reporting period (often 30 days)
- **Returning:** The number of users who visit more than once in a reporting period



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## Unique visitors/users




Worth reading: <http://fivethirtyeight.com/features/why-we-still-cant-agree-on-web-metrics/>

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## Categorizing analytics

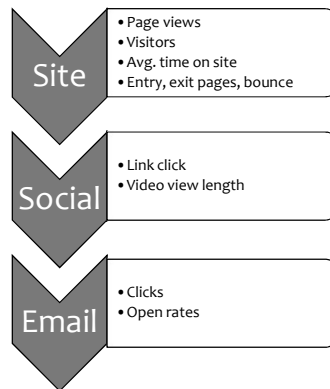
- Consumption
- Retention
- Sharing
- Engagement
- Perception



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## Consumption metrics

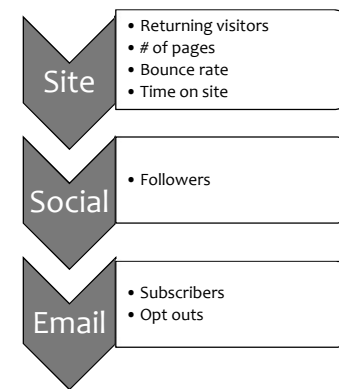
Number of readers who consume your content, channels and frequency



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## Retention metrics

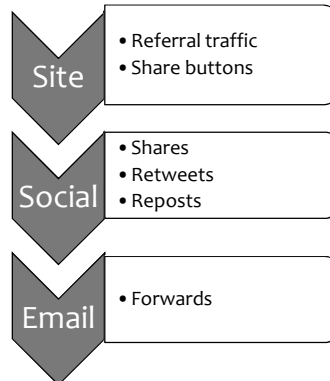
Effectiveness at holding attention. How interesting are you?



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## Sharing metrics

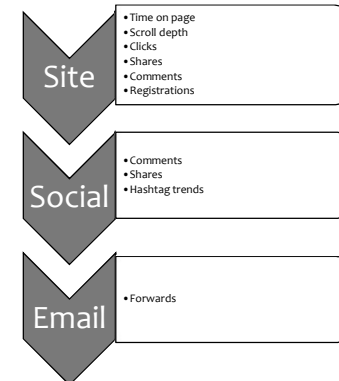
What is audience sharing, by whom, when and where.



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## Engagement metrics

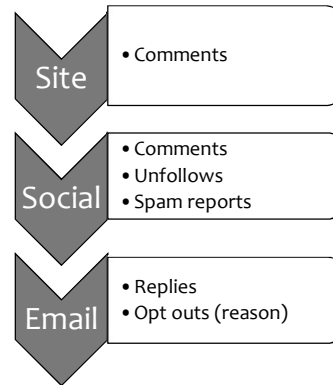
What kind of action are people taking?  
What is resonating?  
(Can also be conversion)



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## Perception metrics

What kind of action are people taking?  
What is resonating?  
(Can also be conversion)



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## Analytics on social media



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## Facebook

- Facebook Page Insights: Measures content shared Facebook
- Audience Insights: Measures demographic information on followers to your business page.
- You need a minimum of 30 likes on your business page to get Insights. Neither is available for group or personal pages.



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## Data available?

Insights divides data into sections:  
Overview, promotions, likes, reach, page views, actions on page, posts, events, videos, people

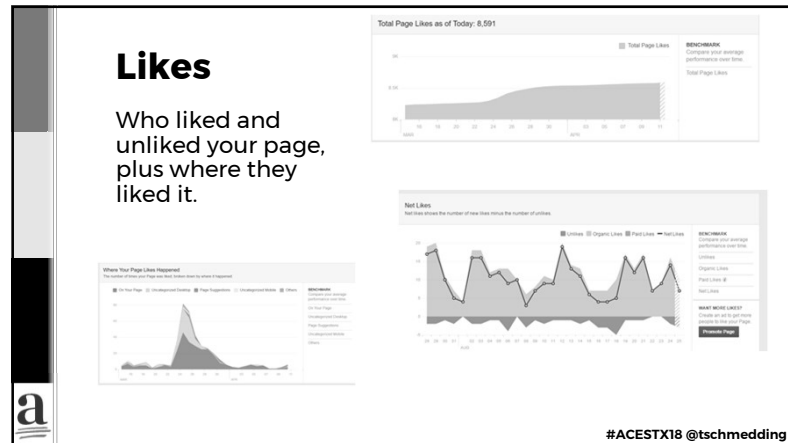
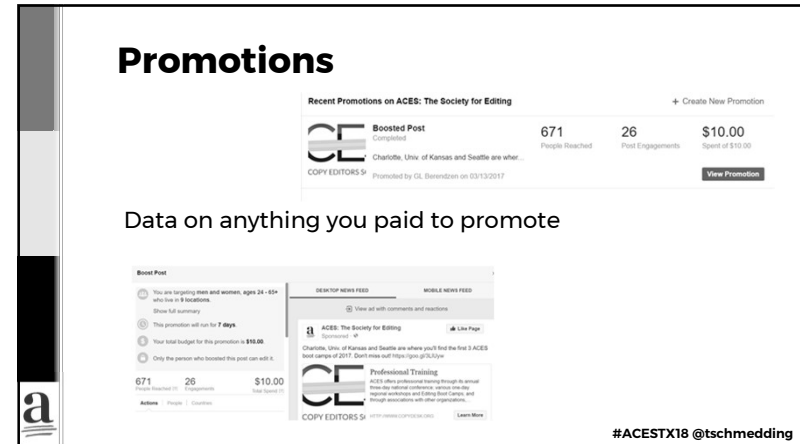
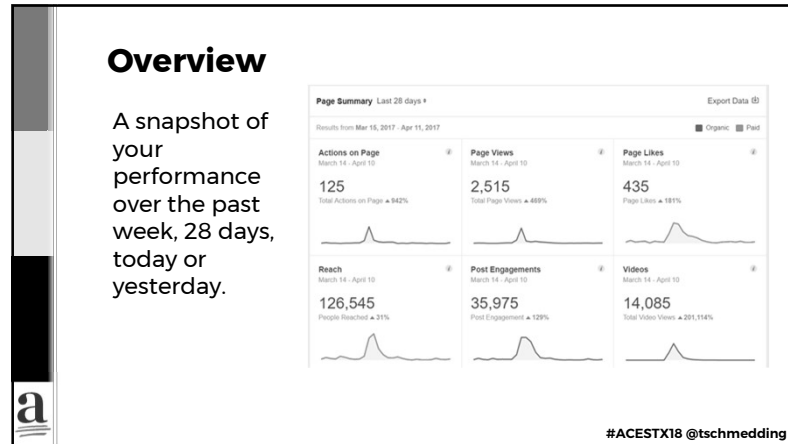


### Overview

- Promotions
- Likes
- Reach
- Page Views
- Actions on Page
- Posts
- Events
- Videos
- People
- Messages

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## Reach

Number of people your post was “served to,” which means the number of people who could see it in their feeds.



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## Reach

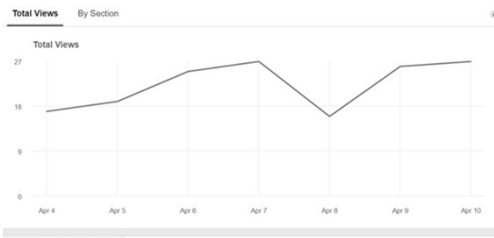
Also includes interactions



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## Page views

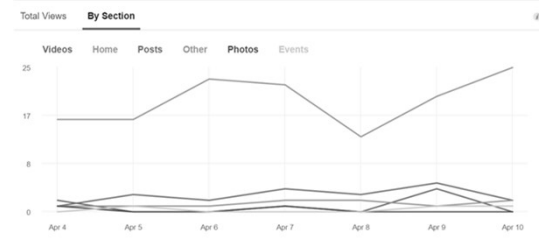
How times your page was viewed



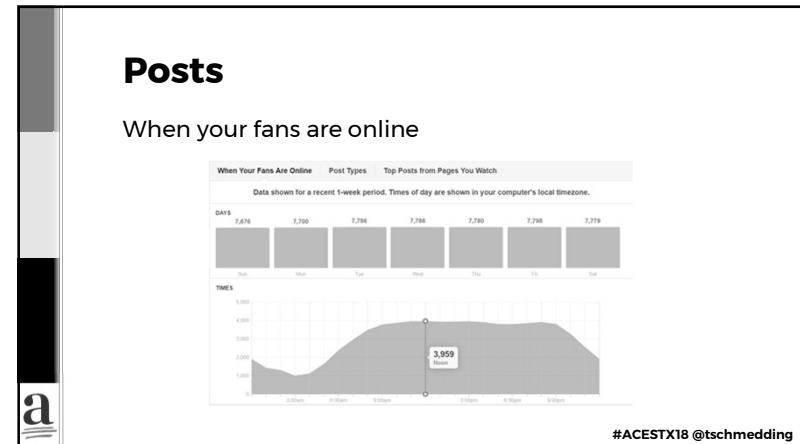
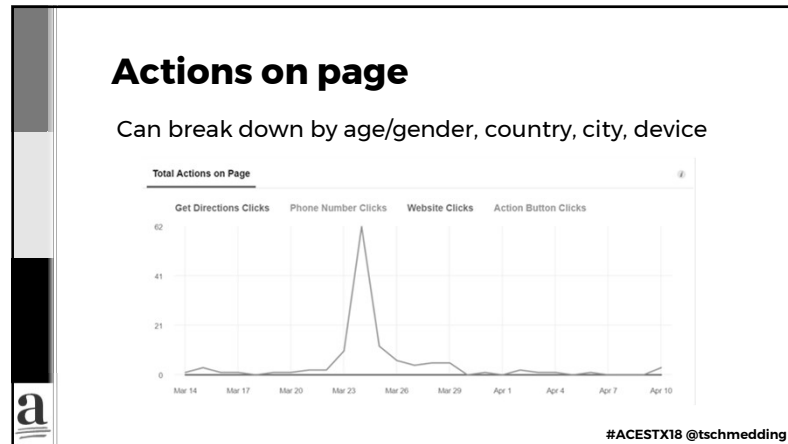
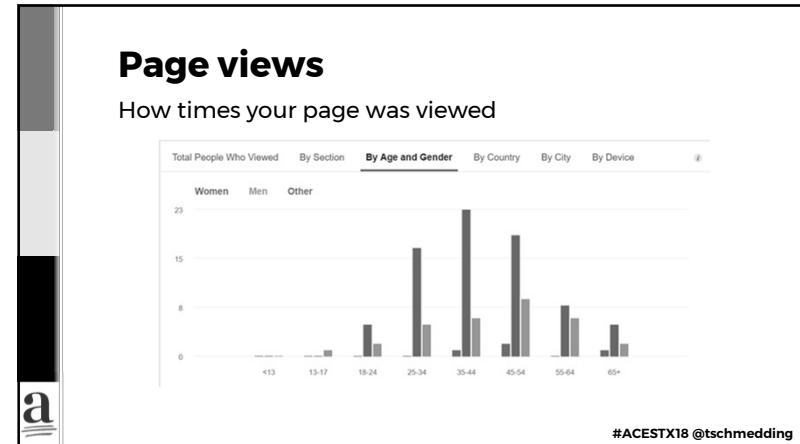
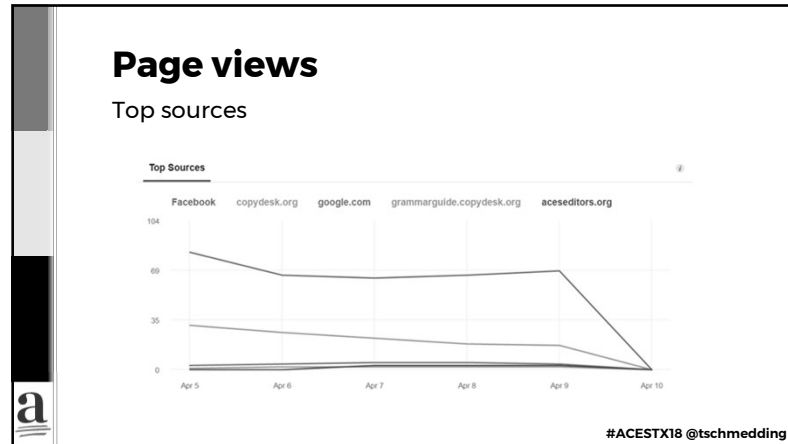
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## Page views

What types were viewed



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## Posts

Helps you target when and what type of content gets the most interaction and what kind.

All Posts Published

Reach: Organic / Paid | Post Clicks | Reactions, Comments & Shares

| Published              | Post  | Type  | Targeting | Reach | Engagement    | Promote    |
|------------------------|---|-------|-----------|-------|---------------|------------|
| 03/24/2017<br>7:51 pm  | AP Stylebook allows use of "they" as a singular pronoun, announce   | Image | 👤         | 87.5K | 8.5K<br>11.5K | Boost Post |
| 03/04/2017<br>11:20 pm | Happy National Grammar Day!   | Image | 👤         | 77.8K | 3.4K<br>4.3K  | Boost Post |
| 01/25/2017<br>7:37 pm  | Timeline Photos   | Image | 👤         | 27.7K | 1.4K<br>1.7K  | Boost Post |
| 02/25/2017<br>10:07 am | The New Yorker's Andrew Boynton copy-edited Trump. https://go.gd/C8 | Image | 👤         | 14.3K | 1.4K<br>380   | Boost Post |
| 02/12/2017<br>11:36 am | The quickly disappearing art of copy editing. https://go.gd/C8      | Image | 👤         | 12.5K | 1.1K<br>480   | Boost Post |
| 03/19/2017<br>12:15 pm | Have you taken the NYT copy editing quiz No. 4? How did you fare?   | Image | 👤         | 6.6K  | 815<br>132    | Boost Post |

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## Posts

Helps you target when and what type of content gets the most interaction and what kind.

All Posts Published

Reach: Organic / Paid | Engagement Rate %

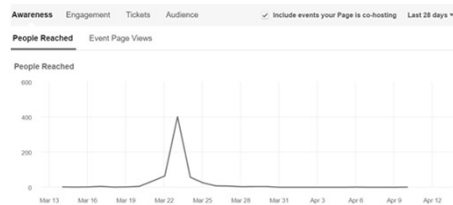
Post Clicks / Reactions, Comments & Shares  
Post Likes, Video of All Posts, Reports of Spam, Unlik...

| Published              | Post  | Type  | Targeting | Reach | Engagement Rate | Promote    |
|------------------------|---|-------|-----------|-------|-----------------|------------|
| 03/24/2017<br>7:51 pm  | AP Stylebook allows use of "they" as a singular pronoun, announce   | Image | 👤         | 87.5K | 1%              | Boost Post |
| 03/04/2017<br>11:20 pm | Happy National Grammar Day!   | Image | 👤         | 77.8K | 7%              | Boost Post |
| 01/25/2017<br>7:37 pm  | Timeline Photos   | Image | 👤         | 27.7K | 7%              | Boost Post |
| 02/25/2017<br>10:07 am | The New Yorker's Andrew Boynton copy-edited Trump. https://go.gd/C8 | Image | 👤         | 14.3K | 8%              | Boost Post |
| 02/12/2017<br>11:36 am | The quickly disappearing art of copy editing. https://go.gd/C8      | Image | 👤         | 12.5K | 8%              | Boost Post |
| 03/19/2017<br>12:15 pm | Have you taken the NYT copy editing quiz No. 4? How did you fare?   | Image | 👤         | 6.6K  | 10%             | Boost Post |

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## Events

People reached, who your audience is



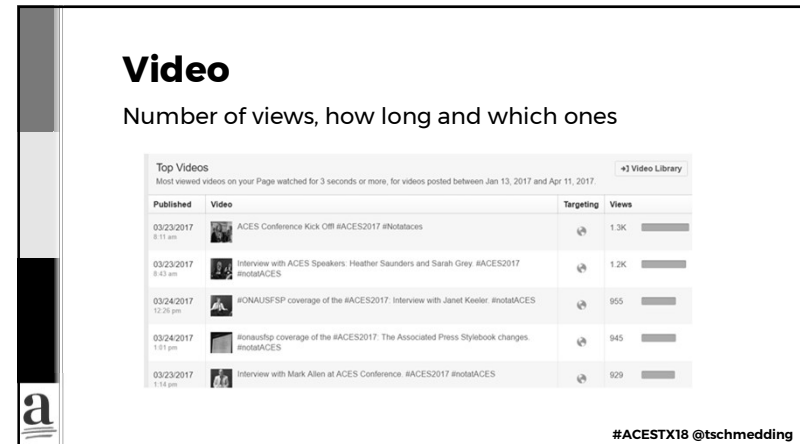
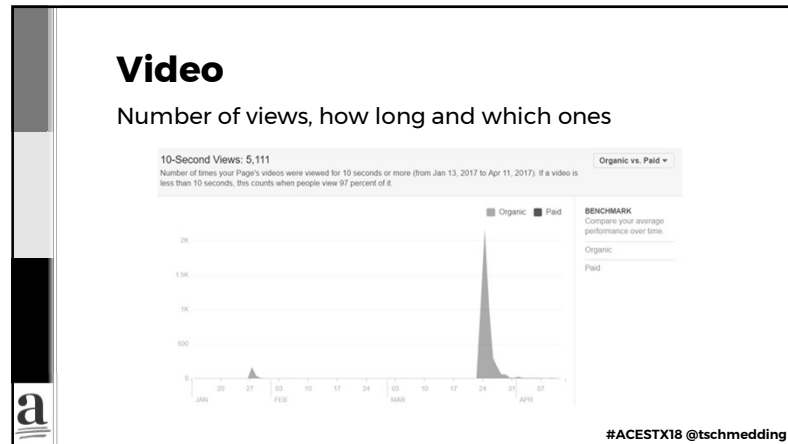
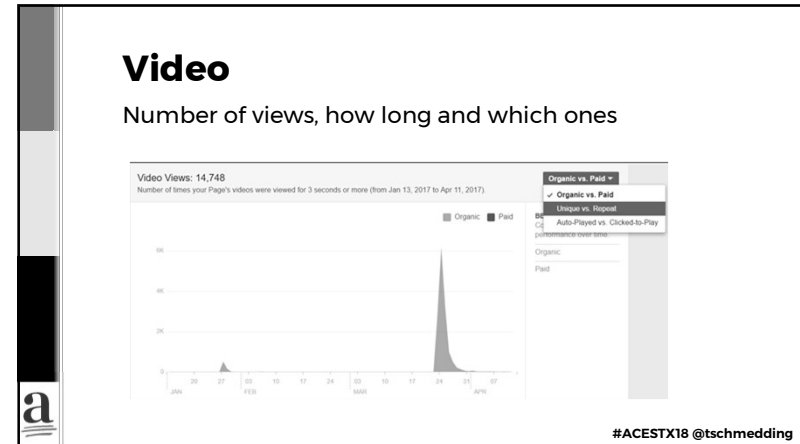
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## Events

People reached, who your audience is

| Event Date                | Event                                       | Published              | Reach | Responses |
|---------------------------|---|------------------------|-------|-----------|
| 04/18/2017<br>9:00 AM EDT | ACES Editing Boot Camp - Charlotte, NC      | 01/13/2017<br>8:53 am  | 213   | 13        |
| 04/21/2017<br>9:00 AM CDT | ACES Digital Boot Camp - Kansas             | 01/13/2017<br>9:04 am  | 74    | 1         |
| 04/26/2017<br>9:00 AM PDT | ACES Digital Boot Camp - Seattle            | 01/13/2017<br>8:57 am  | 78    | 9         |
| 09/06/2017<br>9:00 AM PDT | ACES Editing Boot Camp - Anaheim            | 01/13/2017<br>9:20 am  | 73    | 2         |
| 09/14/2017<br>9:00 AM CDT | ACES Advanced Editing Boot Camp - Milwaukee | 01/17/2017<br>10:33 am | 53    | 3         |

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## And all this will change

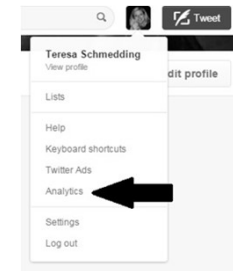
- Facebook is constantly changing its analytics .... Stay up to date at <https://www.facebook.com/help/search/?q=insights>
- Follow: <https://www.facebook.com/facebookmedia/>



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## Twitter

[analytics.twitter.com](https://analytics.twitter.com) is free and avail for a personal or business account.



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## Twitter

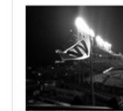
Can also access from mobile



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AT&T 5:24 PM

Tweet activity



Teresa Schmedding  
@tschmedding  
#FlyTheW  
pic.twitter.com/1C6zwC8S7N

Impressions 1,883  
times people saw this Tweet on Twitter

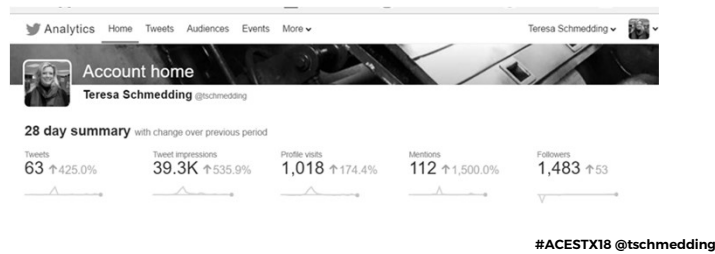
Total engagements 64  
times people interacted with this Tweet



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## Twitter breakdown

Home, tweets, audiences, events and ....

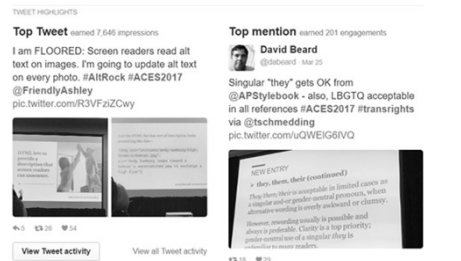


## More!



## Home

- Top tweets
- Top mention
- Top followers
- Top media tweet



## Home

- Top tweets
- Top mention
- Top followers
- Top media tweet



## Tweets

Sort for the data you want, timeframe you want

| Tweets           | Impressions | Engagements | Engagement rate |
|------------------|-------------|-------------|-----------------|
| Tweet 1: [Image] | 9,599       | 565         | 5.9%            |
| Tweet 2: [Image] | 5,228       | 249         | 4.8%            |
| Tweet 3: [Image] | 4,992       | 171         | 4.2%            |
| Tweet 4: [Image] | 1,942       | 41          | 2.1%            |

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## Tweets

Sort for the data you want, timeframe you want

| Engagements           | Impressions | Engagements | Engagement rate |
|-----------------------|-------------|-------------|-----------------|
| Engagement 1: [Image] | 144         | 121         | 8.4%            |
| Engagement 2: [Image] | 121         | 36          | 3.0%            |

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## Twitter analytics terms

- **Impressions:** Number of streams
- **Engagements:** The number of interactions

| Impressions | Engagements | Engagement rate |
|-------------|-------------|-----------------|
| 342         | 15          | 4.4%            |
| 222         | 10          | 4.5%            |

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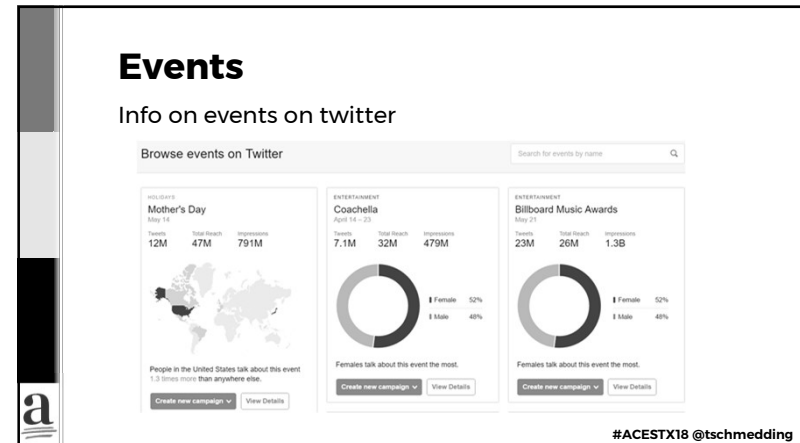
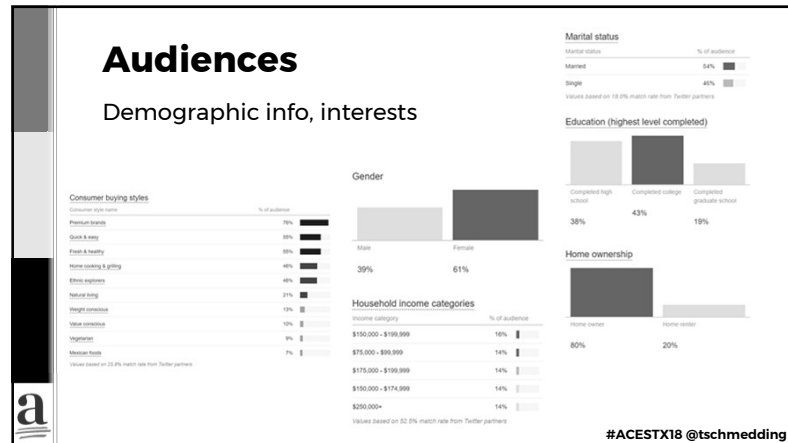
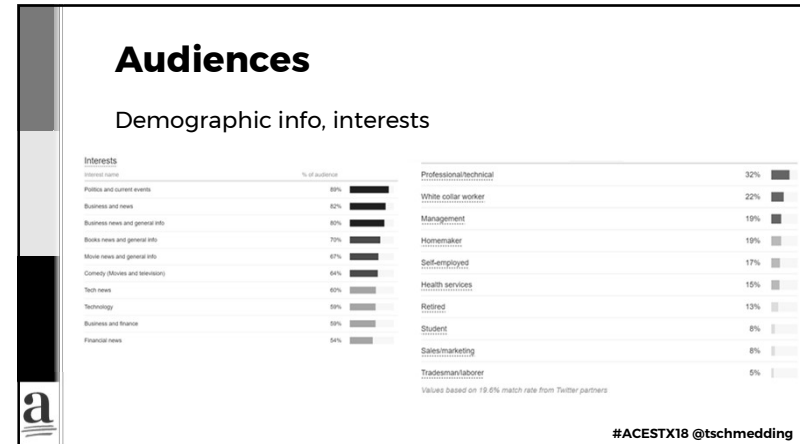
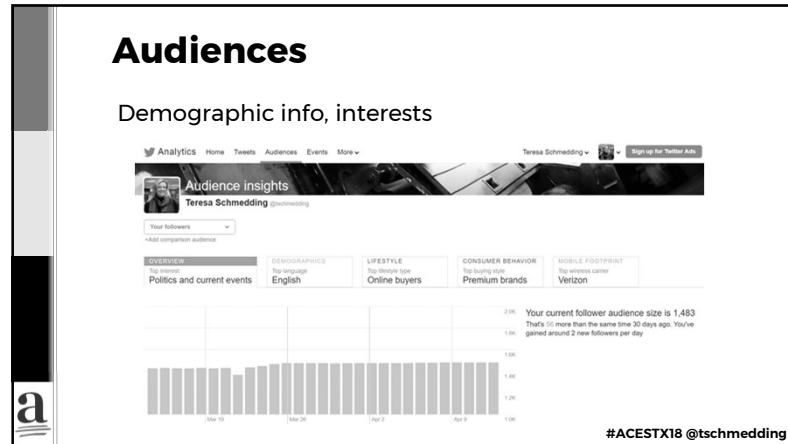
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|-------------|-------------|-----------------|
| 342         | 15          | 4.4%            |
| 222         | 10          | 4.5%            |

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## This will change

- Twitter offers a good video tutorial at [https://www.youtube.com/watch?v=EtJg3fy\\_mJU](https://www.youtube.com/watch?v=EtJg3fy_mJU)
- <https://support.twitter.com/articles/20171990>



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## Congrats!



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## No value in data dump

- Piles of data are available.
- How to access, interpret that data is critical.



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## Do numbers lie?

Numbers don't lie, but they don't always tell the truth.

Understanding them and applying to strategy separates data from analytics.

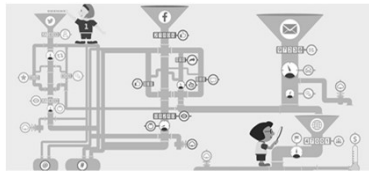


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## Data v. analytics

Analytics (metrics) is a numbers game.

There's a big difference between numbers (data) and numbers that matter (analytics).



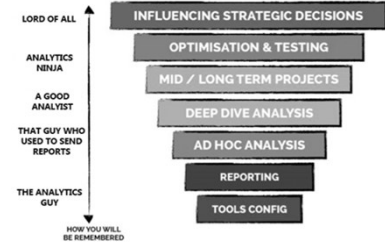
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## Data v. analytics

Data is the raw material.

Analytics are the methods employed to organize, understand and use that information.

### THE VALUE OF DIGITAL ANALYTICS



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## For example

- My video goes viral .... 1.5 million views
- Am I successful?



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## Teresa's 5 web metrics staples



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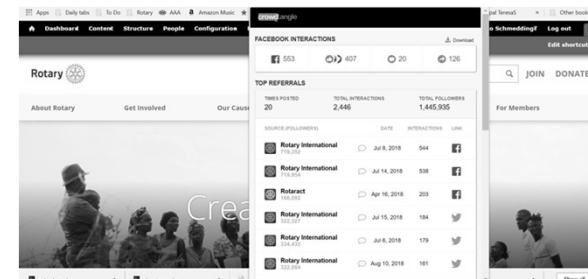
## 1. Engagement

Likes, shares, comment  
open, tweets, clicks



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## 2. Referral traffic



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## 3. Time on page

But combine it with a heatmap, scroll depth, activity  
map



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## 4. Page views

But combine it with a heatmap, scroll depth, activity  
map



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## 5. Trended, ranked data

versus  
whole  
numbers



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## Teresa's 6 misleading metrics



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## 1. Reach, impressions

The worst of all vanity metrics



#s of hope  
and optimism

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## 2. Video views

- 1.5 million views on YouTube
- BUT
  - ... how long did they watch? Did they take any action?



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### 3. Conversion rate

- Conversion rate: Number of people who click on CTA.
- BUT
  - ... Google uses last-click attribution, which means that when a visitor converts, that transaction is credited to the last channel source from which they came to your website.



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### 4. Direct traffic

- Direct traffic: Number of visitors that go directly to your URL
- But
  - ... Google dumps all kinds of traffic in there when it's not sure where it comes from.
  - Clicks in email clients like Outlook and Mac Mail
  - Clicks from docs like PDFs or Microsoft Office files
  - Browser tracking errors
  - HTTP and HTTPS errors that strip referral source data

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### 5. Time on page

- Time on page: The average time on
- BUT
  - ... Google tracks time by calculating the time between pageviews or actions on your site. So if a customer comes to a page and then just leaves your site, Google doesn't record time on page for that visitor.



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### 5b. Time on page

- ALSO
  - ... viewer could have page covered or tab minimized



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## 6. Bounce rate

- Bounce rate is % of visitors who leave after viewing one page
- BUT  
... isn't achieving giving them what they want a good thing?



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## Implementing

A useful metric is both accurate (in that it measures what it says it measures) and aligned with your goals.



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## #1 mistake

Using wrong numbers



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## #2 mistake

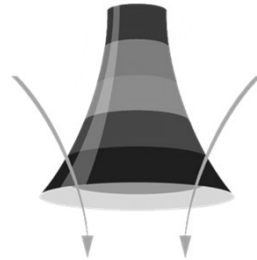
- Spending all your time getting too many #s
- Follow a 80-20 rule - after initial setup: 80% of your time should be on strategy, needs, priorities



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## Selective measuring

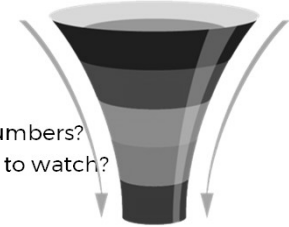
- Don't start with "What can I measure?"
- What you don't need to know is as important as what you do need to know.



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## Qs to ask when picking numbers

- What do you want to know?
- What do you want to drive?
- What do you need to do?
- What numbers do you need to measure that?
- What is easiest way to get those numbers?
- What alarm numbers do you need to watch?
- How can you automate alerts?



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## Baseball

- How do you evaluate your pitcher?
- RBIs? ERA? No hitters?



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## Carlos Zambrano

- Wins 132
- Losses 91
- ERAs 3.66
- Shutouts: 1,637
- **24 home runs** in 693 at bats.  
That equates to **1 home run** for every 28.88 at bats.



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## 5 best hitting pitchers in MLB?

1. Micah Owings
2. Dontrelle Willis
3. Mike Hampton
4. Omar Oliveras
5. Carlos Zambrano



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## Trended/ranked can be gold

- Question any number in isolation.
- Be a skeptical editor.
- Ask for comparisons, seek correlations.



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## Dig deep

Fold the numbers into a story. Create a narrative.  
Who is the human you're trying to reach? Write a story about them through the data you see.



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## Create a narrative

1. Look at keyword data to see what Dave typed in
2. Pick a phrase, see what page Dave arrives at
3. How long did Dave look at the page?
4. How many pages did he look at?

Visualizing a person can help you see the problem holistically and find the right solution.

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## Let's try it

You work at the The Daily Must Read Digital Magazine.

Your boss says we need to increase revenue or fire people.  
You sell advertising on the site and subscriptions.

What numbers are you going to use to measure your success?



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## What are the most important #s?



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## Don't forget

- Analytics are characters in a story. You determine what story you want to tell.
- Determine your goals, strategy first, then find the numbers that will let you measure it.
- Never look at one number in isolation.



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## Give us your feedback

<http://bit.ly/ACESAnalyticsTXSurvey>

## Handouts

<http://bit.ly/eaTX18>



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## Providence: March 28-30



<https://aceseditors.org/conference/2019>



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