ASB

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POWERED BY UNDERSCORE

Digital Marketing

Lord of the Pings: Best Practices and Strategies for Tracking Engagement

Presenter

Ted Magdzinski

+ SVP, Partnerships & Integrations
+ Former campus enrollment marketing leader + Slate power user
+ Slate implementation at the U of Cincinnati
+ The Sophisticated and Sympathetic Advisor

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Did you know?

Carnegie Slate Optimization, powered by Underscore, has worked with over 200 Slate partner schools since 2018.

Presenter

Vivien Francis

+ Asst. Director of Digital Marketing
+ Admissions & Marketing Team + Slate Power User
+ GMAC APAC marketing representative
+ MBA, ESDES Lyon Business School

+ today's agenda

1. Ping 101
2. Querying Ping Data
3. Digital Ad Conversion
4. ASB Case Study
5. External Services

Did you know?

The Asia School of Business (in collaboration with MIT Sloan School of Management) offers two different MBA programs, a Master of Central Banking as well as Executive Education programs.

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The Challenge

How can we leverage Ping in Slate to better track engagement & ROI on digital ads

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Ping 101

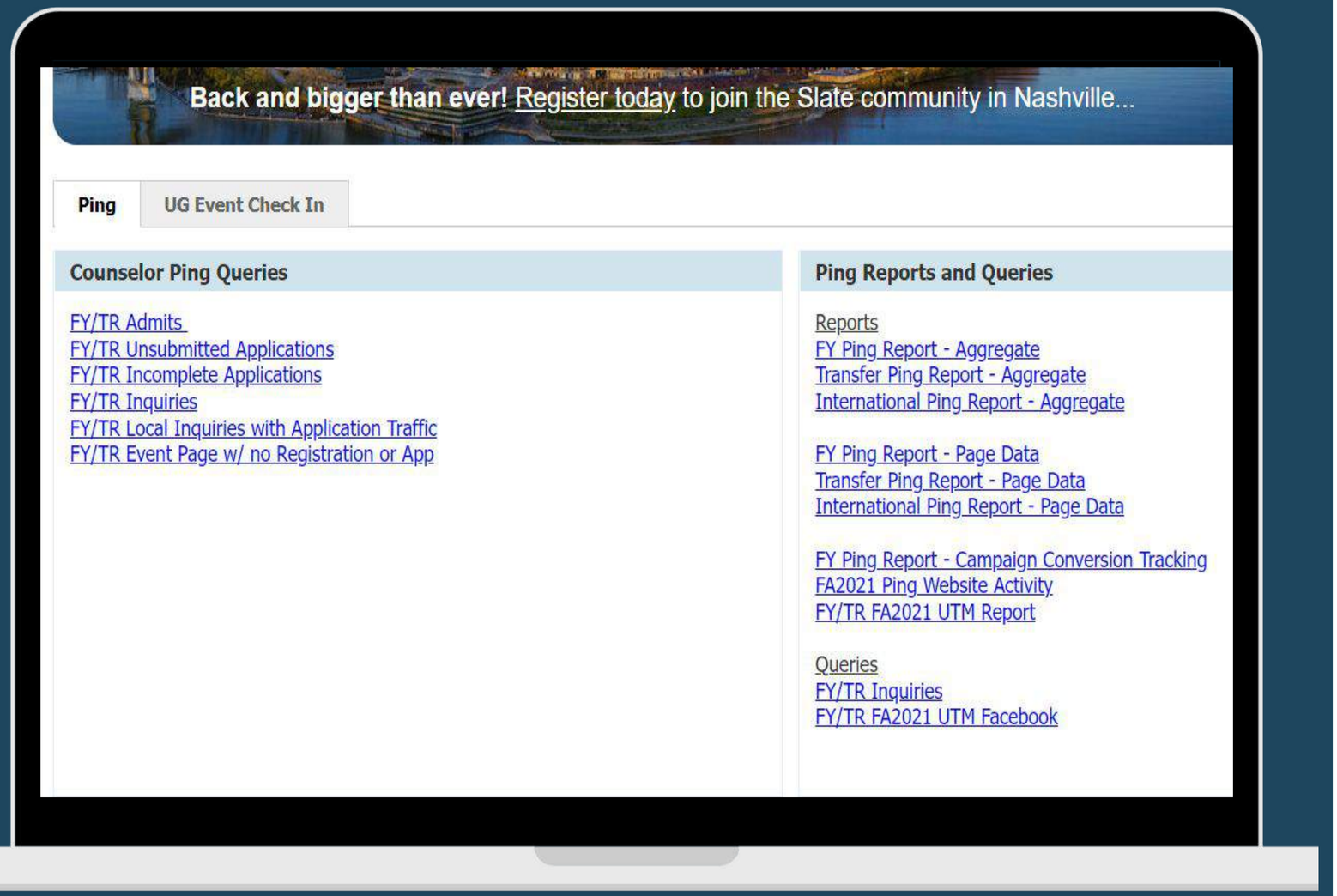
What is Ping?

- Slate's web analytics tool that enables you to track remote web access and correlate those 'hits' to records in Slate
- Can be added to both websites and Slate pages
- Logs activity when a person leaves a website - allows us to record duration and timestamp

There's a fine line between cool and creepy.

So what makes it special?

- Retroactive matching
- Unmatched Ping records can be queried
- Visit duration tells a story



Limitations to consider

- No built-in reports - how do you use the data?
- Forms must be embedded to grab Ping data
- Matches aren't guaranteed
- Data volume can affect performance

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2

Querying Ping Data

Types of Queries

- Unsubmitted/Incomplete Apps with Application Page Traffic
- Local Inquiries with Event Landing Page Traffic
- Event Page Traffic w/o Registration or Application
- Segmentations and motivators for communications

Types of Reports

- Aggregate Level of Activity
- Digital Ad Conversions
- Website Traffic
- Communication Campaign Performance

Sample Query - Admits by Counselor

Rows 1–100 of 156 Prev Next

Search...

Ref	Logins in Past 60 Days	Most Recent Login Timestamp	Ping - First Timestamp	Ping by URL - Total Duration (seconds)
957048074	3	05/11/2022 at 10:39 PM	03/9/2022 at 1:48 PM	44
109949943	12	05/11/2022 at 8:18 PM	03/10/2022 at 3:58 AM	296
949676822	9	05/11/2022 at 7:02 PM	03/22/2022 at 7:40 PM	251
731756287	7	05/11/2022 at 5:02 PM	03/18/2021 at 12:21 AM	156
334523439	5	05/11/2022 at 11:58 AM	04/26/2022 at 11:51 PM	2583
383117112	17	05/11/2022 at 11:45 AM	01/21/2022 at 3:36 PM	352
705117964	4	05/11/2022 at 9:30 AM	03/28/2022 at 5:48 PM	30
702805444	10	05/11/2022 at 6:39 AM	03/9/2022 at 5:46 AM	128
975363026	15	05/11/2022 at 5:56 AM	04/29/2022 at 7:45 PM	206
098686252	3	05/11/2022 at 12:41 AM	12/8/2021 at 1:05 PM	12
472233094	3	05/10/2022 at 11:15 PM	01/10/2022 at 3:50 PM	547
064319658	4	05/10/2022 at 9:05 PM	04/11/2022 at 7:17 AM	378
670581596	22	05/10/2022 at 4:19 PM	03/11/2022 at 7:59 AM	450

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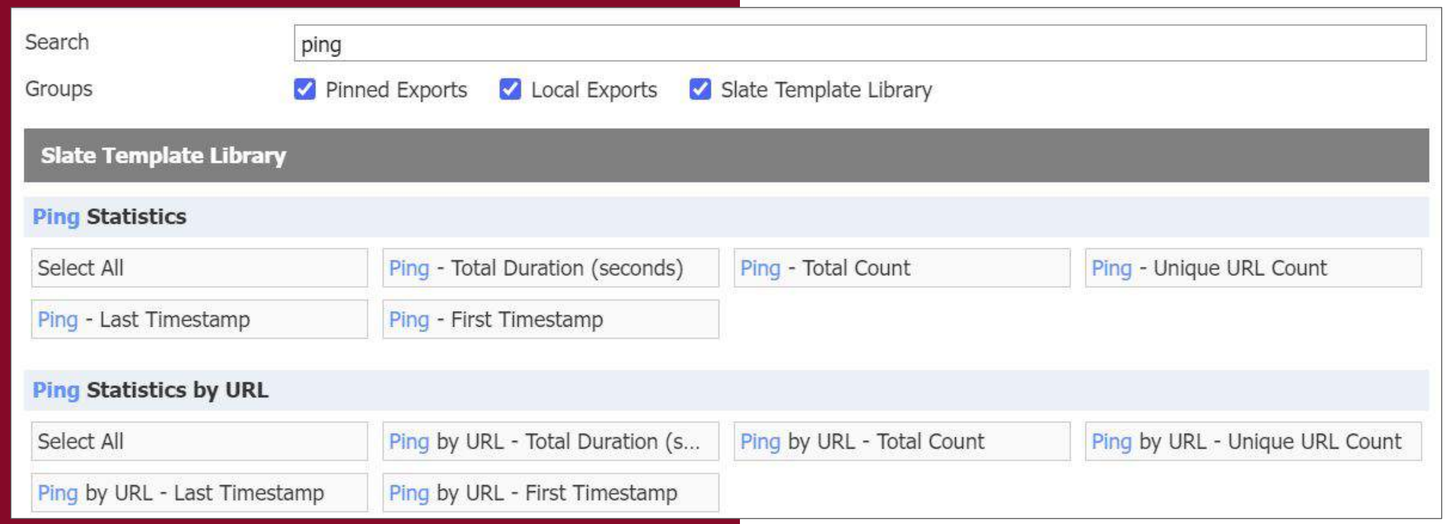
Person-Scoped Data through Slate Template Library



- Exports provide general interaction data
  - Total Count
  - First and Last Timestamp
  - Total Duration
  - URL-specific variants

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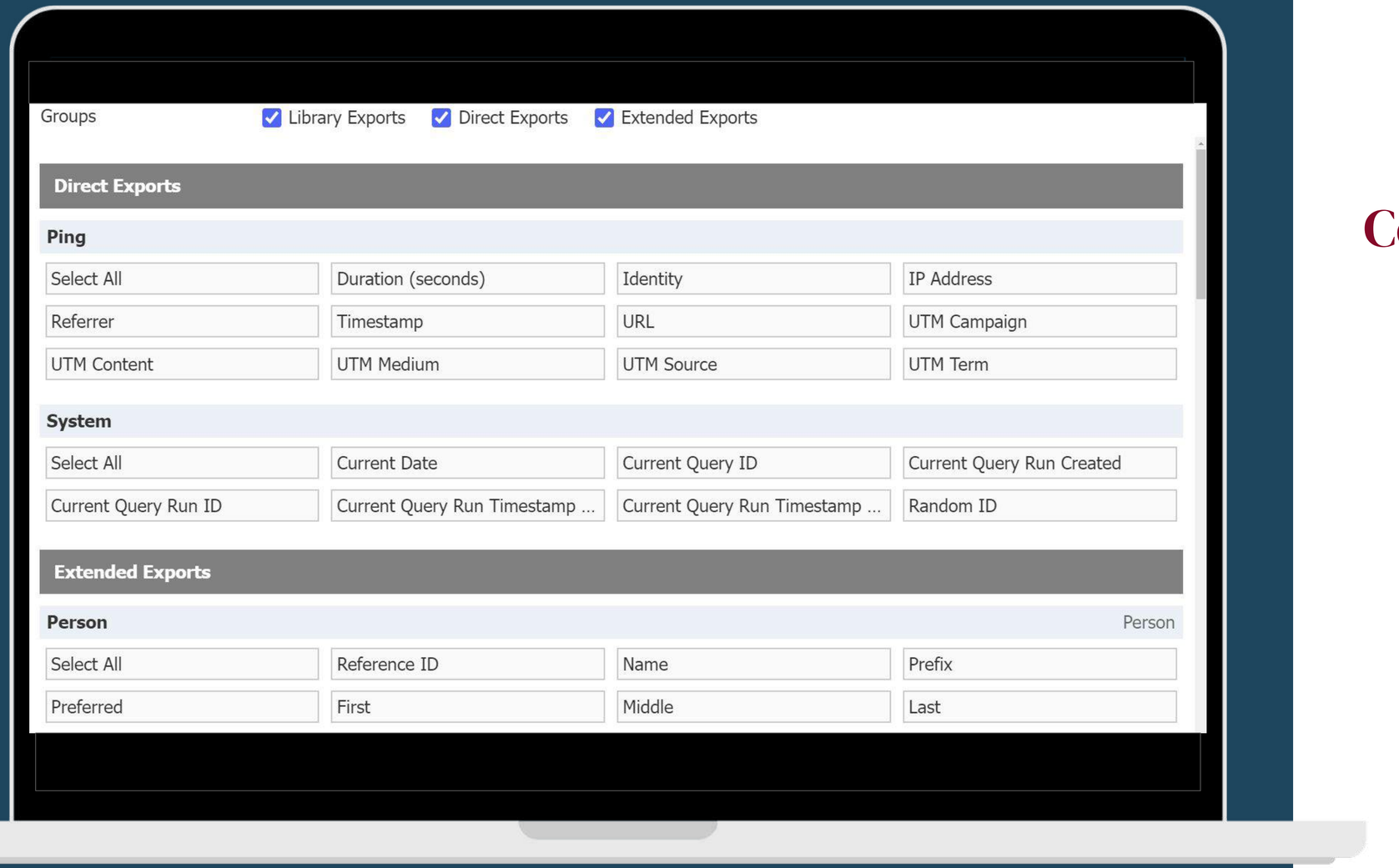

Configurable Join Ping Base

- UTM Parameters
- Unique Ping ID (Identity)
- IP Address
- URL
- Referrer URL
- Timestamp
- Duration

What is UTM?

- Urchin Tracking Module
  - Variables assigned to links in emails and digital ads for tracking purposes.
  - Customizable and can be used in different combinations

- Example:
  - Source = carnegie
  - Medium = video
  - Term = youtube
  - Campaign = ug
  - Content = outreach

http://www.underscoreuniversity.edu/admissions/degrees?utm_source=carnegie&utm_medium=video&utm_term=youtube&utm_campaign=ug&utm_content=outreach

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Digital Ad Conversion

Retroactive Matching

Throw your Origin Sources into the Fires of Mt. Doom

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Identify Digital Ad First Sources

Person Reference ID	Person Created Date	First Carnegie UTM Date	Origin Source
656825759	12/12/2021 at 6:09 AM	12/7/2021 at 6:41 PM	Stealth Applicants
411282543	12/19/2021 at 2:02 PM	12/4/2021 at 12:32 PM	Stealth Applicants
573665172	11/10/2021 at 12:22 PM	11/10/2021 at 12:22 PM	Stealth Applicants
197362179	12/1/2021 at 4:23 AM	12/1/2021 at 4:12 AM	Stealth Applicants
971601920	11/30/2021 at 7:13 PM	11/30/2021 at 7:08 PM	Stealth Applicants
317442976	02/4/2022 at 4:02 AM	12/21/2021 at 8:35 PM	Stealth Applicants
814417768	01/9/2022 at 7:34 AM	01/9/2022 at 7:33 AM	Stealth Applicants
093442074	02/15/2022 at 6:49 PM	12/27/2021 at 3:49 PM	Port Dev Session
211144813	01/22/2022 at 7:36 PM	12/26/2021 at 5:55 PM	Inquiry Form
292229294	11/19/2021 at 10:34 PM	11/19/2021 at 10:33 PM	Stealth Applicants
199765005	01/20/2022 at 1:51 PM	01/9/2022 at 9:12 PM	South Campus Tour
453338094	11/29/2021 at 5:09 PM	11/29/2021 at 5:02 PM	Stealth Applicants
742432360	05/2/2022 at 6:36 PM	05/2/2022 at 3:20 PM	Inquiry Form
498446592	05/6/2022 at 2:47 PM	05/6/2022 at 2:44 PM	Inquiry Form
284014902	02/15/2022 at 5:57 PM	02/14/2022 at 4:19 PM	Inquiry Form
079042581	01/17/2022 at 12:17 AM	01/15/2022 at 1:57 AM	Stealth Applicants
122412991	11/30/2021 at 12:59 PM	11/30/2021 at 12:49 PM	Virtual Appointment

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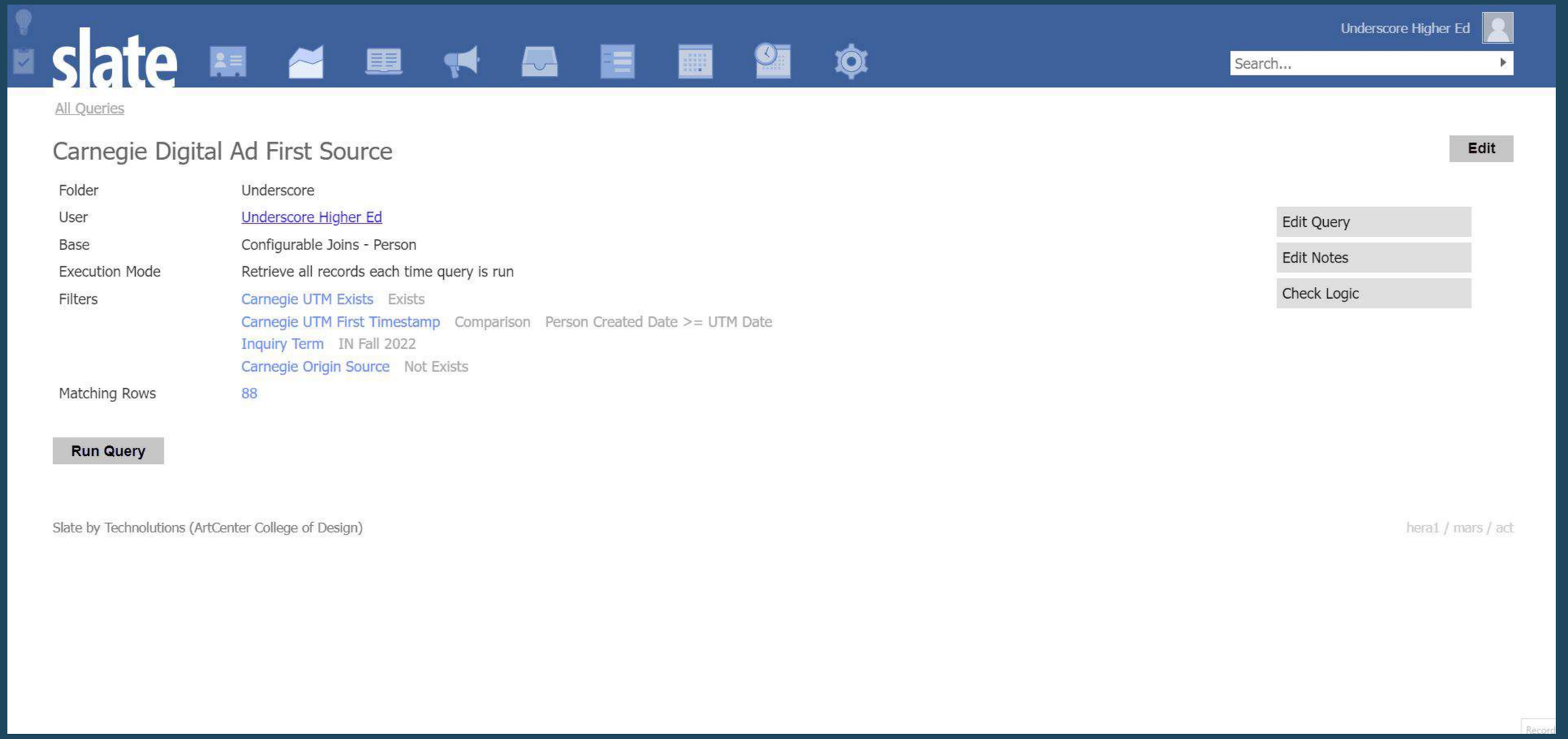
Identify Digital Ad First Sources

Person Reference ID	Person Created Date	First Carnegie UTM Date	Origin Source
656825759	12/12/2021 at 6:09 AM	12/7/2021 at 6:41 PM	Stealth Applicants
411282543	12/19/2021 at 2:02 PM	12/4/2021 at 12:32 PM	Stealth Applicants
573665172	11/		
197362179	12/		
971601920	11/		
317442976	02/		
814417768	01/		
093442074	02/		
211144813	01/		
292229294	11/		
199765005	01/		
453338094	11/		
742432360	05/		
498446592	05/		
284014902	02/15/2022 at 3:57 PM	02/14/2022 at 1:19 PM	Inquiry Form
079042581	01/17/2022 at 12:17 AM	01/15/2022 at 1:57 AM	Stealth Applicants
122412991	11/30/2021 at 12:59 PM	11/30/2021 at 12:49 PM	Virtual Appointment

Row Preview Prev Next ×

Record	Lookup Record
Person Reference ID	211144813
Person Created Date	01/22/2022 at 7:36 PM
First Carnegie UTM Date	12/26/2021 at 5:55 PM
Origin Source	Inquiry Form

Identify Digital Ad First Sources



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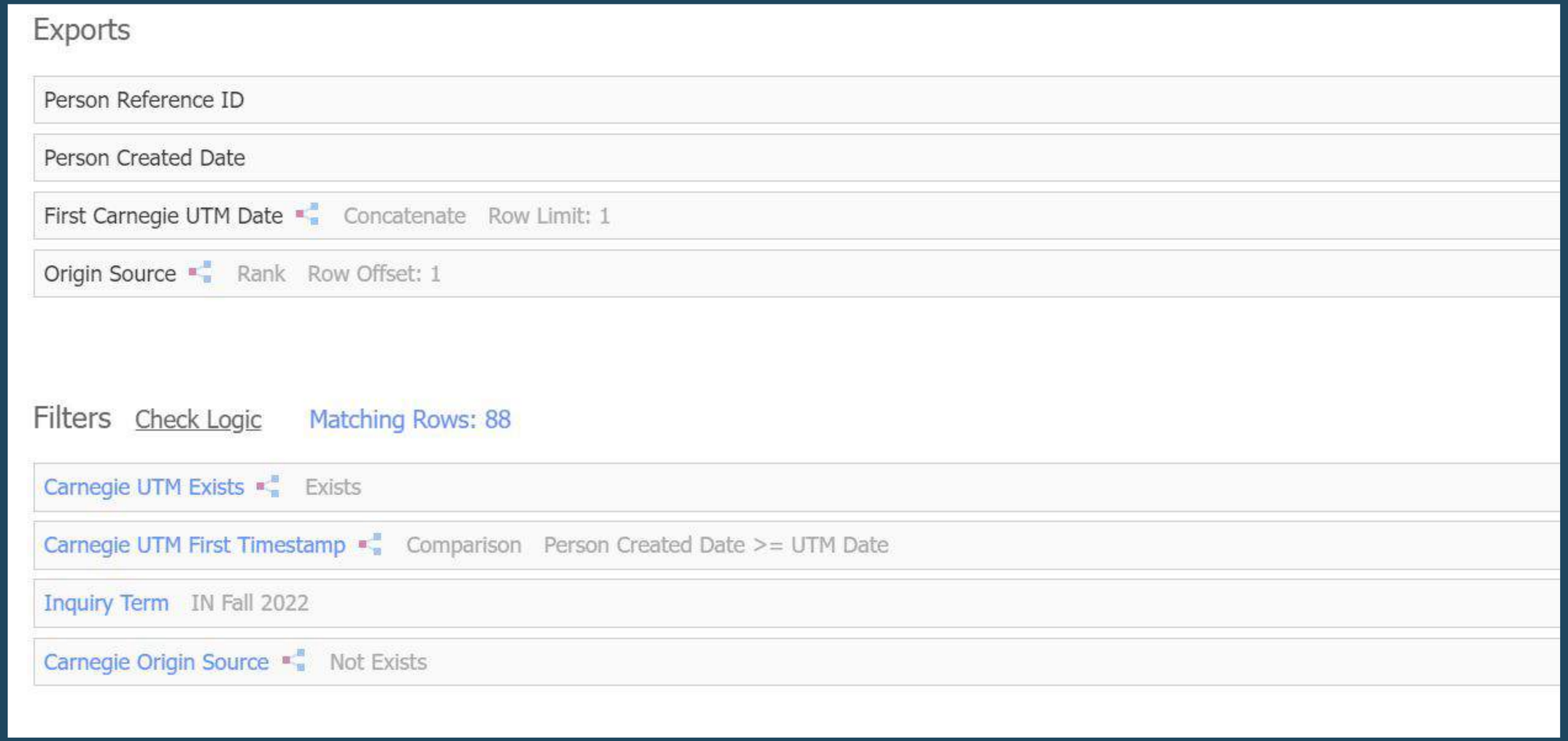
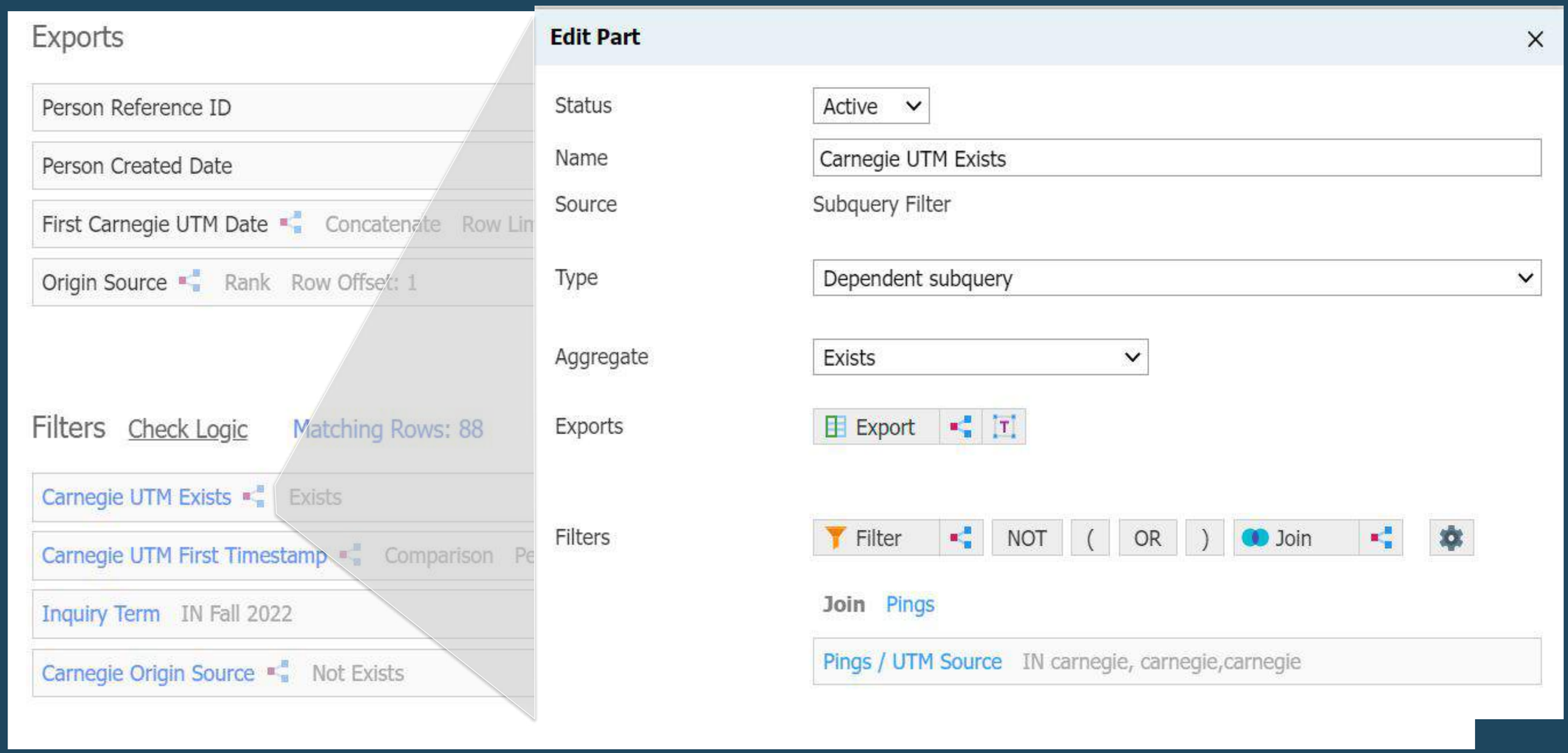
Identify Digital Ad First Sources



Identify Digital Ad First Sources



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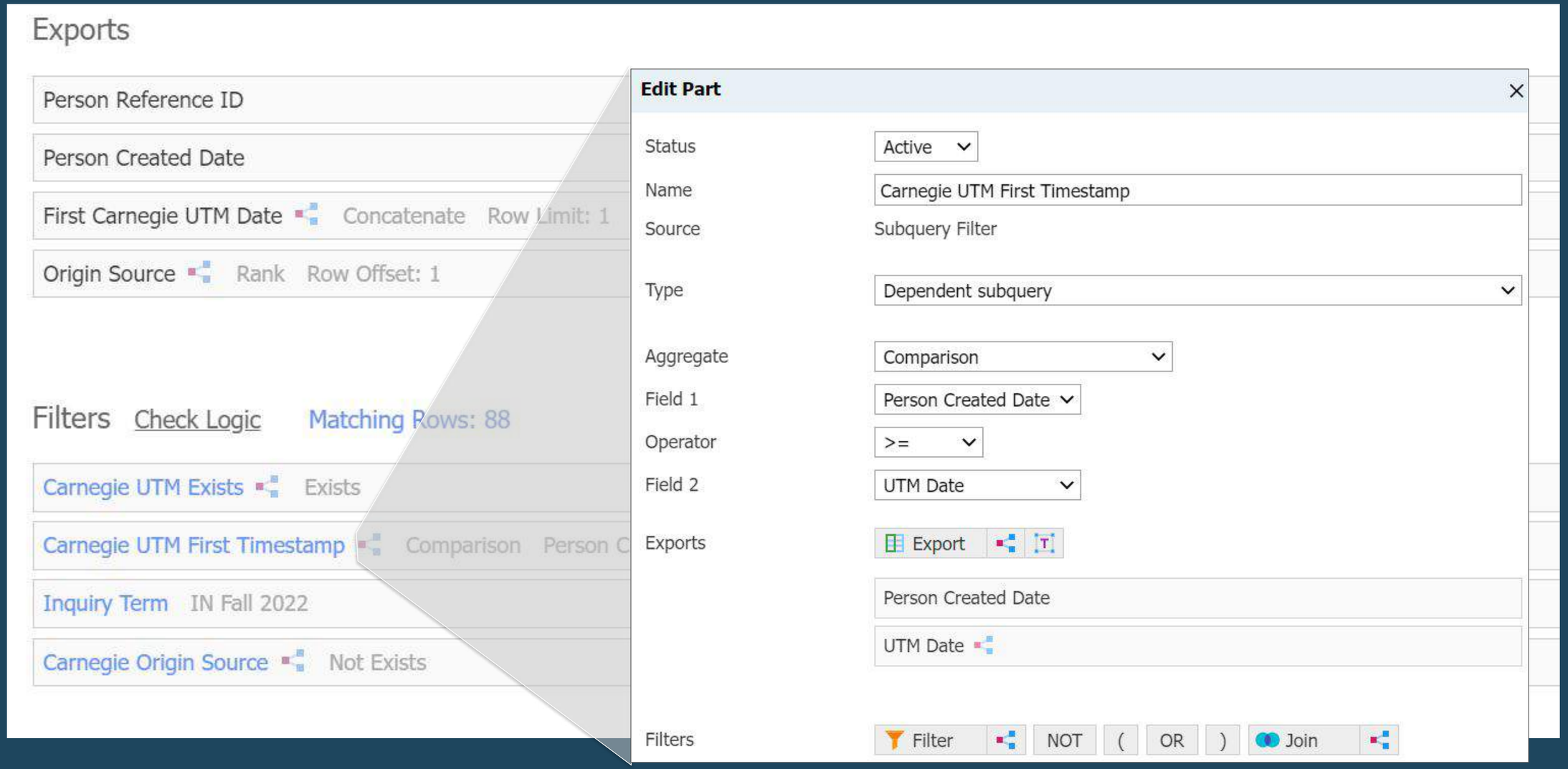
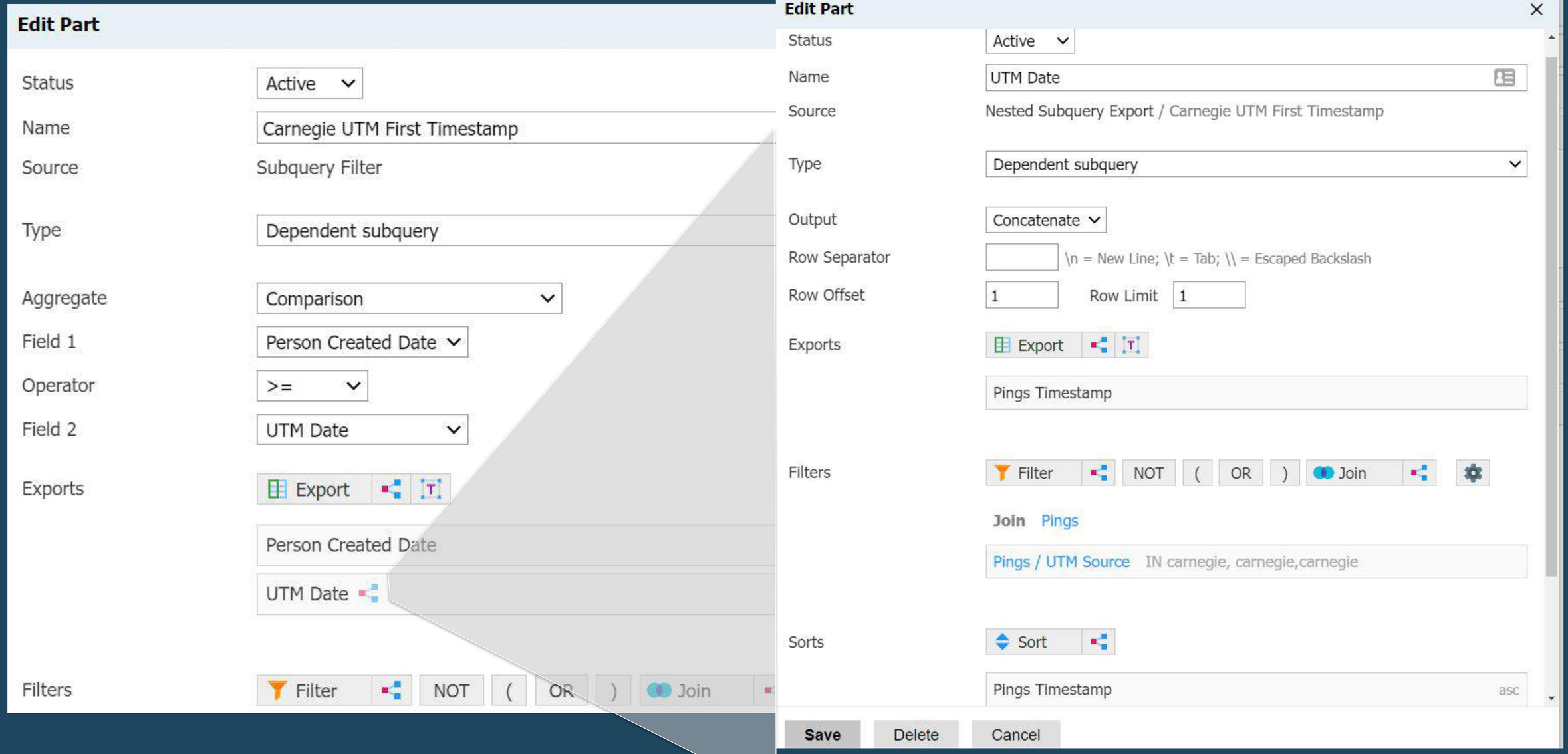
Identify Digital Ad First Sources



Identify Digital Ad First Sources



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Identify Digital Ad First Sources

Exports

- Person Reference ID
- Person Created Date
- First Carnegie UTM Date — Concatenate — Row Limit: 1
- Origin Source — Rank — Row Offset: 1

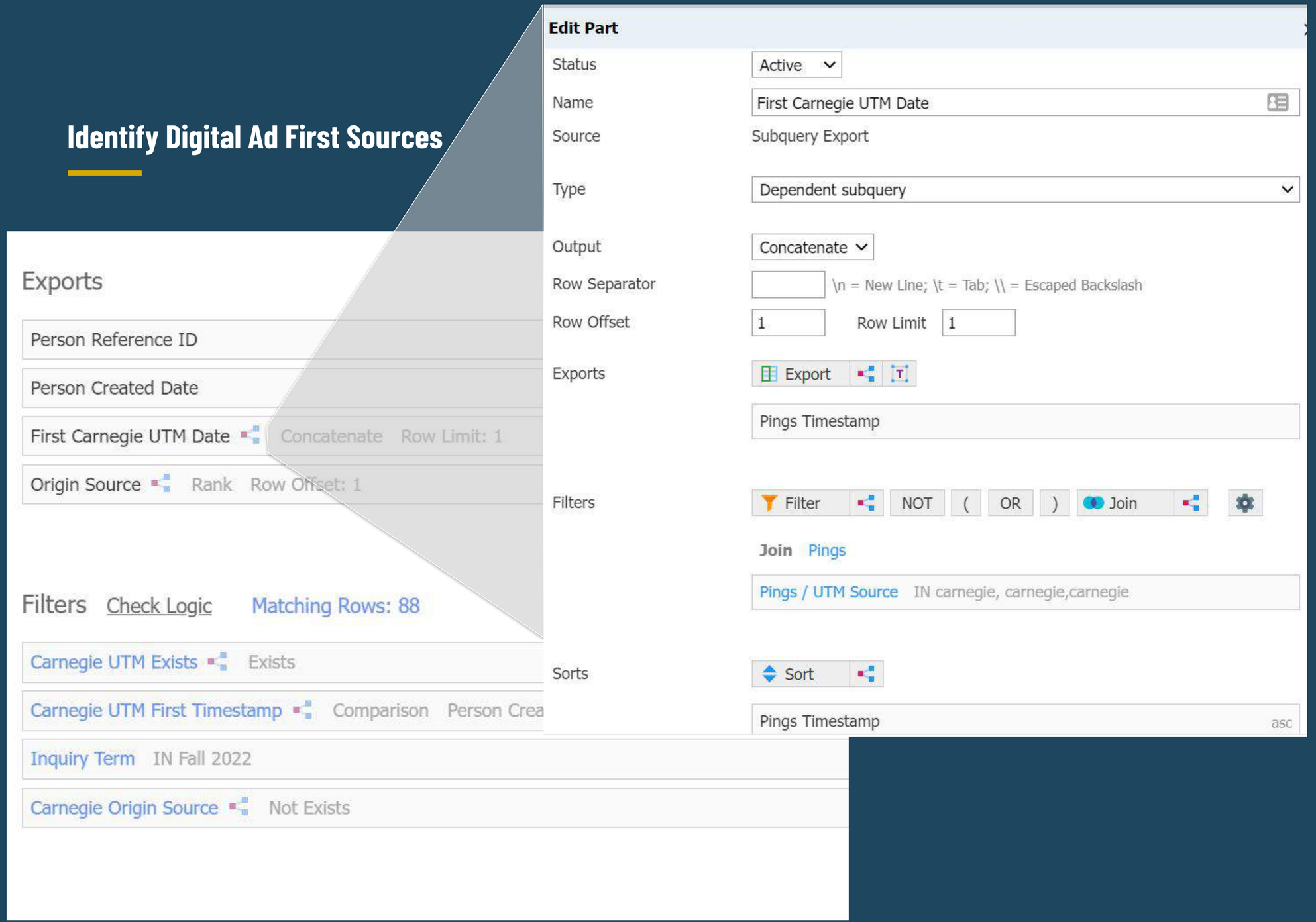
Filters

Check Logic

Matching Rows: 88

- Carnegie UTM Exists — Exists
- Carnegie UTM First Timestamp — Comparison — Person Created Date >= UTM Date
- Inquiry Term — IN Fall 2022
- Carnegie Origin Source — Not Exists

Identify Digital Ad First Sources



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Identify Digital Ad First Sources

Preview Results

Person Reference ID	Person Created Date	First Carnegie UTM Date	Origin Source
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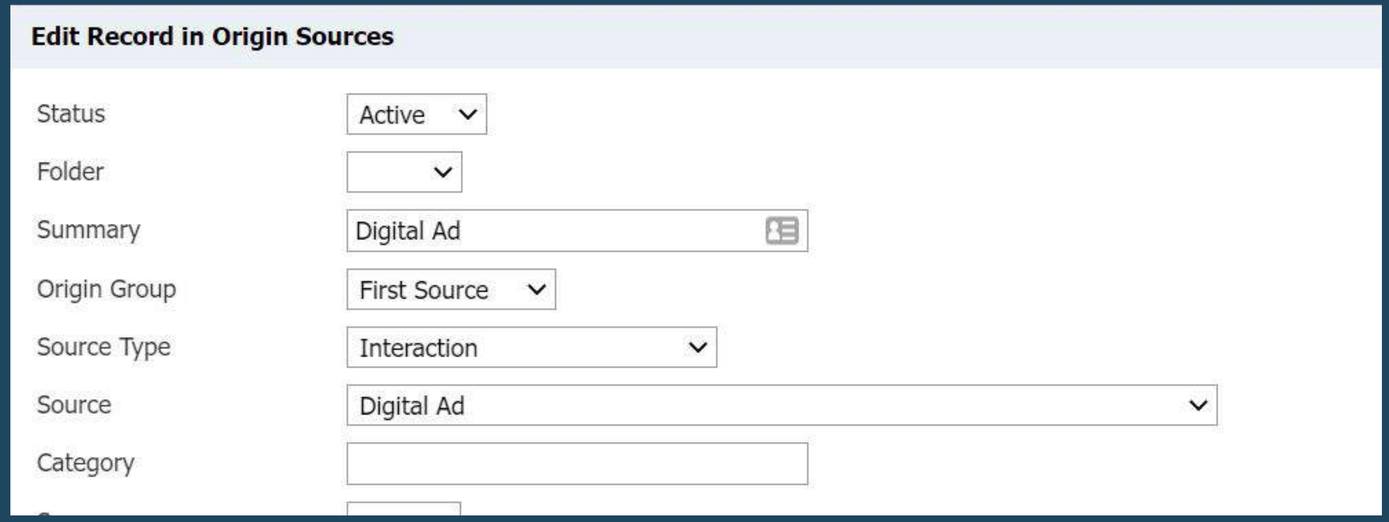
317442976	02/4/2022 at 4:02 AM	12/21/2021 at 8:35 PM	Stealth Applicants

-Create Digital Ad Interaction Code + Origin Source
-Re-import with interaction code dated to UTM date



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The Schools

#1 SMALL PRIVATE ARTS SCHOOL IN CALIFORNIA

#2 LARGE PUBLIC FLAGSHIP IN THE MIDWEST

#3 SMALL PUBLIC IN THE SOUTH

#4 SMALL PRIVATE OUT WEST

The Results - Fall 2022

+ SCHOOL #1 - 90 STUDENTS TOTAL, 30 STEALTH APPS, 13 DEPOSITS
+ SCHOOL #2 - 813 STUDENTS TOTAL, 100 STEALTH APPS, 181 DEPOSITS
+ SCHOOL #3 - 14 STUDENTS TOTAL, 12 STEALTH APPS, 3 DEPOSITS
+ SCHOOL #4 - 71 STUDENTS TOTAL, 1 STEALTH APP, 7 DEPOSITS

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4

ASB Case Study

Prospect Activity - Quarterly Report YoY

Sources provides a summary of marketing campaign data based on UTM codes. The Sources view consists of data that each represent a UTM parameter. The UTM values are displayed in the aggregate from most to least accessed.

Sources (2021 Cycle)		Sources (2022 Cycle)		Medium (2021 Cycle)		Medium (2022 Cycle)		Campaign (2021 Cycle)		Campaign (2022 Cycle)	
google	3843	Google	13827	email	2881	search	13113	remarketing	1836	events	4700
slate	2597	slate	7231	ad	2168	email	7956	mcb	722	remarketing2021	1286
pardot	184	pardot	593	search	1631	social	840	deadlinereminder	562	scheduleacall	744
Facebook	91	Bing	445	social	151	searchadmba_SEA	763	newsletter	439	alumnispotlight	434
Gmail	70	Facebook	404	gmail	77	searchadmba	523	mba2021intake	343	corp.newsletter	405
LinkedIn	65	LinkedIn	381	website	63	webpage	325	admits	308	deadlinereminder	395

Insights from Ping Analytics (Quarterly Report)

- Google Search ads have been 3x more impactful this year compared to last year.
- Slate emails have seen a 278% increase in traction – events, schedule a call, alumni spotlight, deadline reminder
- Social Media (FB & LinkedIn): 4-6x more traction compared to same period last year.
- All digital channels are showing stronger results compared to the same period the year before.

Applicant Activity - Quarterly Report YoY

Sources (2021 Cycle)		Sources (2022 Cycle)		Medium (2021 Cycle)		Medium (2022 Cycle)		Campaign (2021 Cycle)		Campaign (2022 Cycle)	
slate	434	slate	552	email	441	email	585	deadlinereminder	255	events	147
google	289	google	42	ad	243	search	21	remarketing	242	deadlinereminder	133
brochure	25	pardot	24	search	33	social	18	brochure_organic	82	brochure_organic	115
Bing	4	Facebook	11	gmail	16	searchadmba_SEA	16	newsletter	32	scheduleacall	78
facebook	3	Gmail	7	social	2	searchadmba	7	onlinebrochure	25	alumnispotlight	31
partners	3	LinkedIn	7	linkclicks	2	socialmedia	2	wp_prospect	23	remarketing2021	23

Insights from Ping Analytics (Quarterly Report)

- Overall, visits on the apply page has dropped by 20%
- Slate emails have increased traction by 27% and is still the predominant driver
- Remarketing ad has seen a decline at the bottom of the funnel

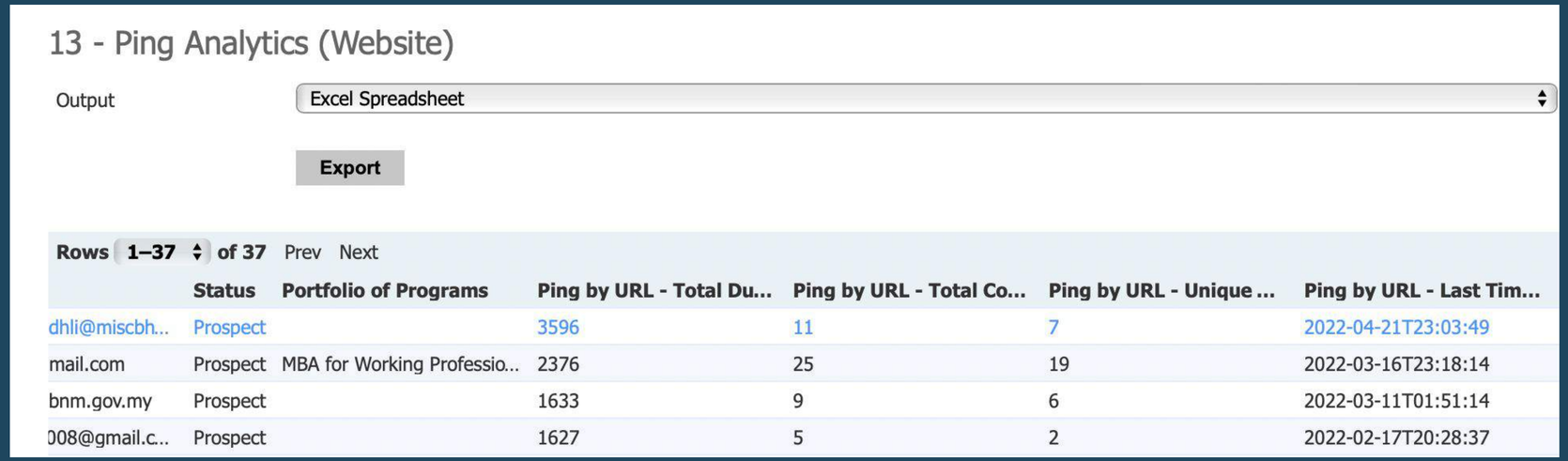
Count
11,013 (2021 period)
14,029 (2020 period)

Ping Data for Digital Marketing (Prospects)

Ping data can be queried and reported on at the person level within the Query tool

- Query to identify active website visitors at prospect status
- Set up automated emails and/or retargeting ad to convert prospect to an inquiry/lead
- Take an action: fill an inquiry form

Ping Data for Digital Marketing (Prospects)



13 - Ping Analytics (Website)

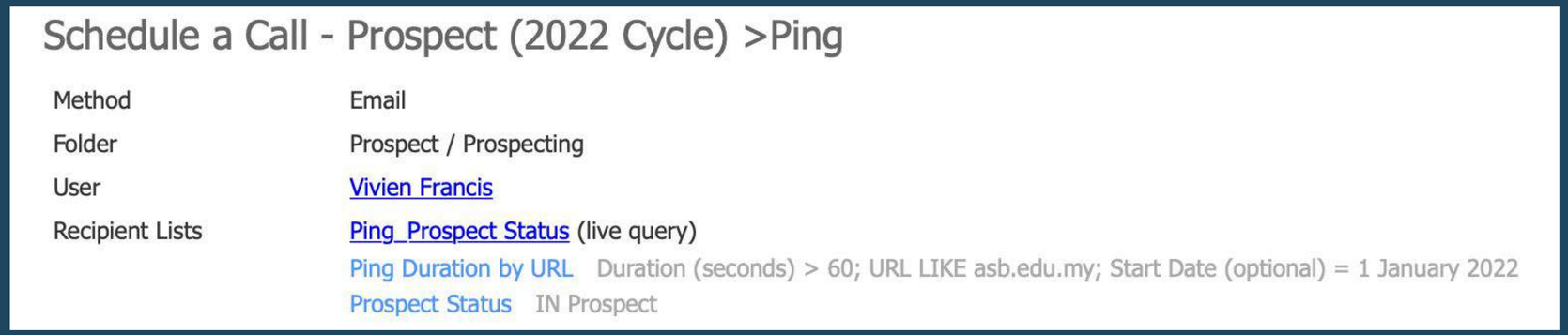
Output: Excel Spreadsheet

Export

Rows 1–37 of 37 Prev Next

	Status	Portfolio of Programs	Ping by URL - Total Du...	Ping by URL - Total Co...	Ping by URL - Unique ...	Ping by URL - Last Tim...
dhli@miscbh...	Prospect		3596	11	7	2022-04-21T23:03:49
mail.com	Prospect	MBA for Working Professio...	2376	25	19	2022-03-16T23:18:14
bnm.gov.my	Prospect		1633	9	6	2022-03-11T01:51:14
008@gmail.c...	Prospect		1627	5	2	2022-02-17T20:28:37

- Query Ping data and report at the person level within the Query tool



Schedule a Call - Prospect (2022 Cycle) >Ping

Method	Email
Folder	Prospect / Prospecting
User	Vivien Francis
Recipient Lists	Ping_Prospect Status (live query) Ping Duration by URL Duration (seconds) > 60; URL LIKE asb.edu.my; Start Date (optional) = 1 January 2022 Prospect Status IN Prospect

- Set up automated email campaign and/or retargeting campaign to convert prospect to a lead

Ping Data for Digital Marketing (Applicants)

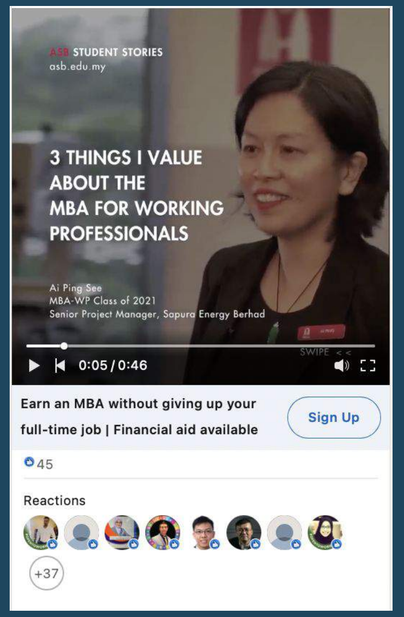
Ping data can be queried and reported on at the person level within the Query tool

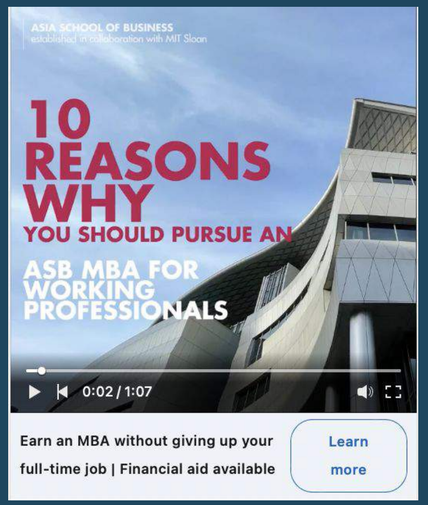
- Query to identify application portal visitors who have yet to submit
- Set up automated email and/or retargeting ad to convert to applicant
- Take an action: start and/or complete application

Ping Data for Digital Marketing (Applicants)

12 - Ping Analytics (Apply Page)

Folder	Marketing Comms
User	Vivien Francis
Base	Prospects
Execution Mode	Retrieve all records each time query is run
Filters	(Ping by URL URL LIKE https://apply.asb.edu.my/apply; Start Date (optional) = 1 January 2022; End Date (optional) = today) NOT (Has Application by Decision, Decision Status Exists = Yes; Decision IN Admitted, Conditionally Admitted, Declined Offer, Declined W... OR Prospect Status IN Graduated, Matriculated, Prospect OR Application Exists EXISTS Submitted)
Matching Rows	340





- Query Ping data and report at the person level within the Query tool

- Set up retargeting ad for application portal visitors (not submitted)

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External Services

Google Analytics Goals Setup

Integrating marketing data with Slate Ping Tracking so that information is reported from multiple sources such as:

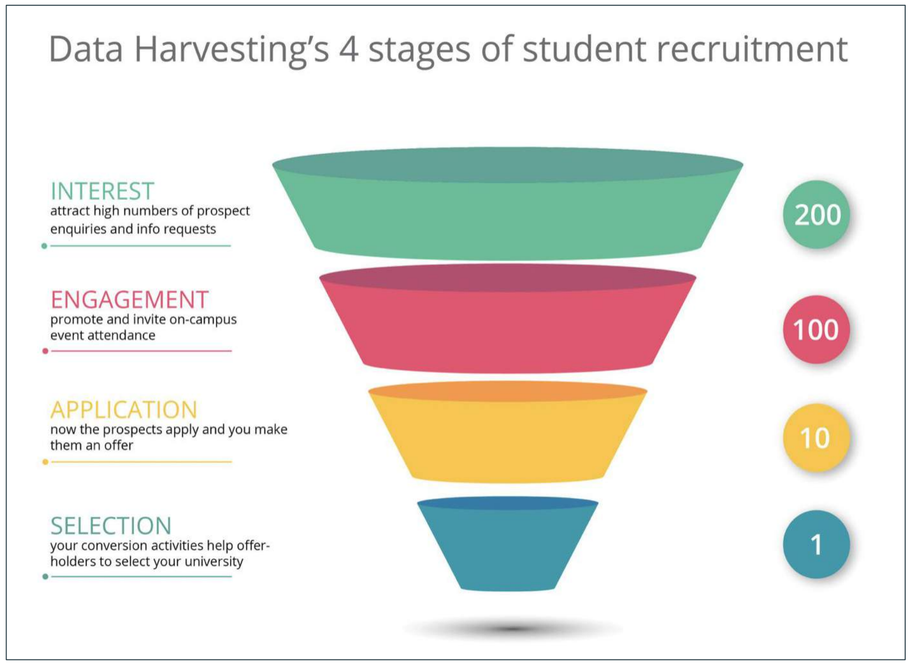
- UTM Data from URLs
- Digital Ad sources (Google Ads, LinkedIn, Facebook, etc.)
- Website behavior (Google Analytics & Ping Tracking)

Tap into Google Analytics' Goals feature.

Slate Ping Tracking + Google Analytics (Goals)

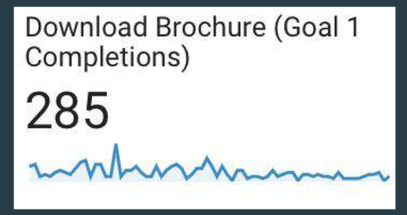
- Implement Ping on Website Pages, Slate Pages (portals & forms)
- Ensure comms associated with forms are embedded with tracking scripts (Thank You page html)
- Ensure ad campaigns have standardized UTM parameters
- Set up relevant Goals on Google Analytics
- Decide on the most appropriate type of GA Goal

Funnel-Based Goal Setup



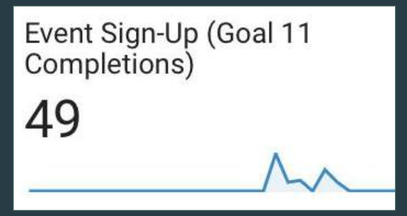
INTEREST

Enquiry Form: Destination (Goal)
'Thank you' HTML page



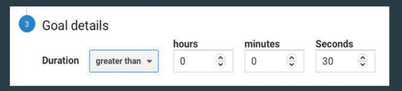
ENGAGEMENT

Event Form: Destination (Goal)
'Thank you' HTML page



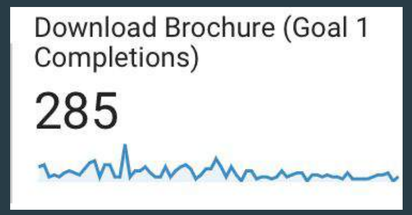
APPLICATION

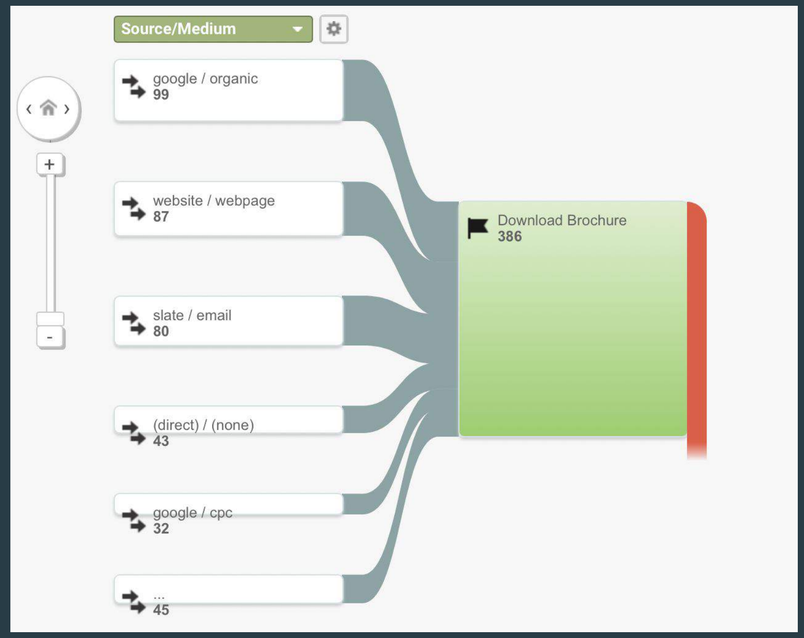
Landed on Application Portal

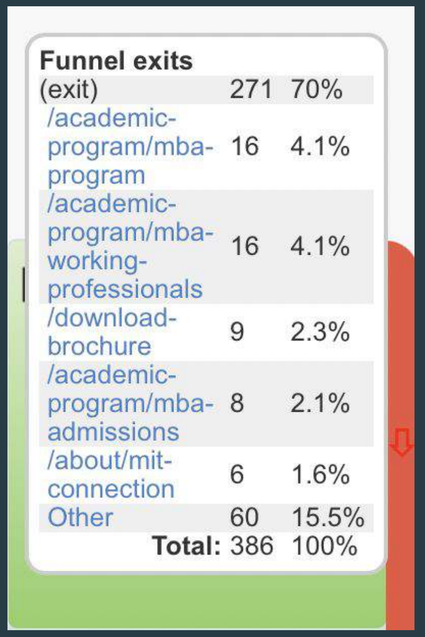


Ping Analytics – GA Goal Flow Report

Enquiry Form: Destination (Goal) 'Thank you' HTML page







Funnel exits		
(exit)	271	70%
/academic-program/mba-program	16	4.1%
/academic-program/mba-working-professionals	16	4.1%
/download-brochure	9	2.3%
/academic-program/mba-admissions	8	2.1%
/about/mit-connection	6	1.6%
Other	60	15.5%
Total:	386	100%

- The Goal Flow report will help you see if users are navigating your content as expected, or if there are problems, such as high drop-off rates or unexpected loops.

Integrating Slate with PowerBI in Real Time

Ping Configurable Joins

Memo

Run By User Vivien Francis

Run Date 05/12/2022 05:16:10 AM

Output Excel Spreadsheet

Edit Properties

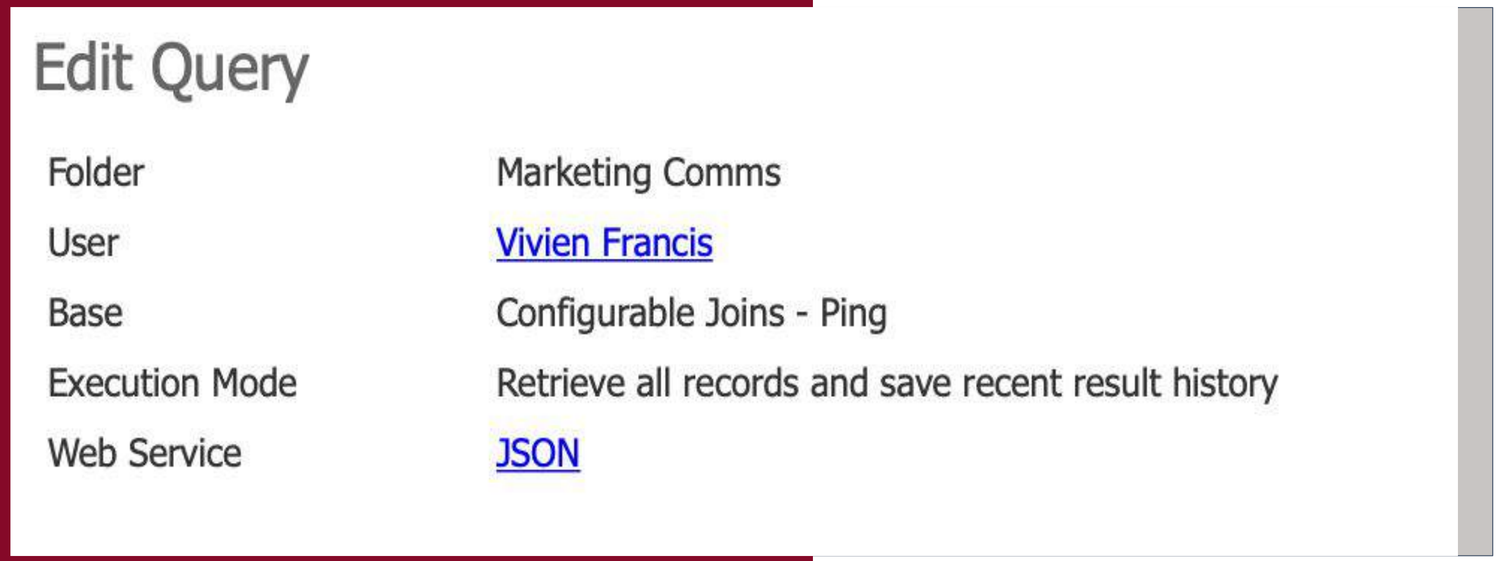
Processing... Cancel

Rows 1–100 of 86,706 Prev Next Search...

Ping Duration (seconds)	Ping Identity	Ping IP Address	Ping Referrer	Ping Timestamp	Ping URL	Ping UTM Campaign	Ping UTM Content	Ping UTM Medium	Ping
47	1821089	172.245.86.24	https://www.youtube.com/	2022-03-30T11:32:41	https://apply.asb.edu.my/...	centrecourt	interview	organic	yout
109	1821088	172.245.86.24	https://www.youtube.com/	2022-03-30T11:32:05	https://asb.edu.my/downl...	centrecourt	zoealumni	organic	yout
53	1821087	172.245.86.24		2022-03-30T11:34:46	https://apply.asb.edu.my/...	centrecourt	interview	organic	yout
97	1844477	74.118.89.179	https://www.youtube.com/	2022-04-27T02:18:12	https://asb.edu.my/lesa			social	Yout
35	1790597	106.200.124.114	https://www.youtube.com/	2022-02-25T03:48:31	https://asb.edu.my/progra...			social	Yout
87	1784175	119.92.73.130	https://www.youtube.com/	2022-02-18T01:57:10	https://asb.edu.my/			social	Yout
3	1790325	175.143.255.179		2022-02-24T23:00:27	https://asb.edu.my/inquir...	bis_conference2022		video	You
3	1790326	175.143.255.179		2022-02-24T23:00:21	https://asb.edu.my/event-...	bis_conference2022		video	You
20	1810237	46.39.228.155	https://yandex.ru/	2022-03-18T13:28:12	https://asb.edu.my/			search	Yan
2	1778802	176.226.194.170	https://yandex.ru/	2022-02-13T16:50:19	https://asb.edu.my/webin...			search	Yan
15	1776491	77.220.52.106	https://yandex.ru/	2022-02-11T10:02:28	https://asb.edu.my/			search	Yan
22	1824914	178.140.48.44	https://yandex.ru/	2022-04-04T00:35:33	https://asb.edu.my/			search	Yan
65	1816076	45.160.89.179	https://yandex.ru/	2022-03-25T17:50:41	https://asb.edu.my/			search	Yan
5	1831337	141.136.90.142	https://yandex.ru/	2022-04-11T04:50:34	https://asb.edu.my/resear...			search	Yan
34	1838031	185.42.94.6	https://yandex.ru/	2022-04-20T01:44:03	https://asb.edu.my/			search	Yan
13	1807564	95.72.91.241	https://yandex.ru/	2022-03-15T16:31:58	https://asb.edu.my/resear...			search	Yan

- Set up Ping Configurable Joins
  - Add Ping Duration
  - Ping Referrer
  - Ping UTM Sources
  - Ping URL
  - UTM Codes (campaign, source, medium)

Integrating Slate with PowerBI in Real Time



- Export Ping CJ to PowerBI
- Combine data from website visits, direct traffic, paid ads, interaction
- Use the JSON web service to pull data in real time
- Export data to PowerBI for a full funnel review

Thank You!

CARNEGIE

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