Track Your Efforts: Proving Your Communication Success

Presenter

Chris

+ Senior Slate Strategist, Implementations
+ Former recruiter and campus enrollment operations specialist
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Presenter

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+ Former communications coordinator
+ The Confident and Engaging Champion

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Today's Goal

Learn how to collect data on engagement and report on ROI to inform real-time and future decision-making on your communication efforts.

+ today's agenda

1. **Ping** – How to track data?
2. **UTM** – How to collect data?
3. **Origin Sources** – How to best account for data?
4. **Querying + Reporting** – How to gather data?
5. **Portals** – How to display data?
6. **Questions + Answers**

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Ping - How to track data?

Ping Follows the Student's Web Journey...

- Tool –
  - Track sites visited, once a known user
  - Added to Slate and institutional pages
  - Act as Slate's "Google Analytics"
  - Native to Slate

- Data used to –
  - Build on application data
  - Interpret behavior and interests
  - Show effectiveness of and enhance marketing efforts

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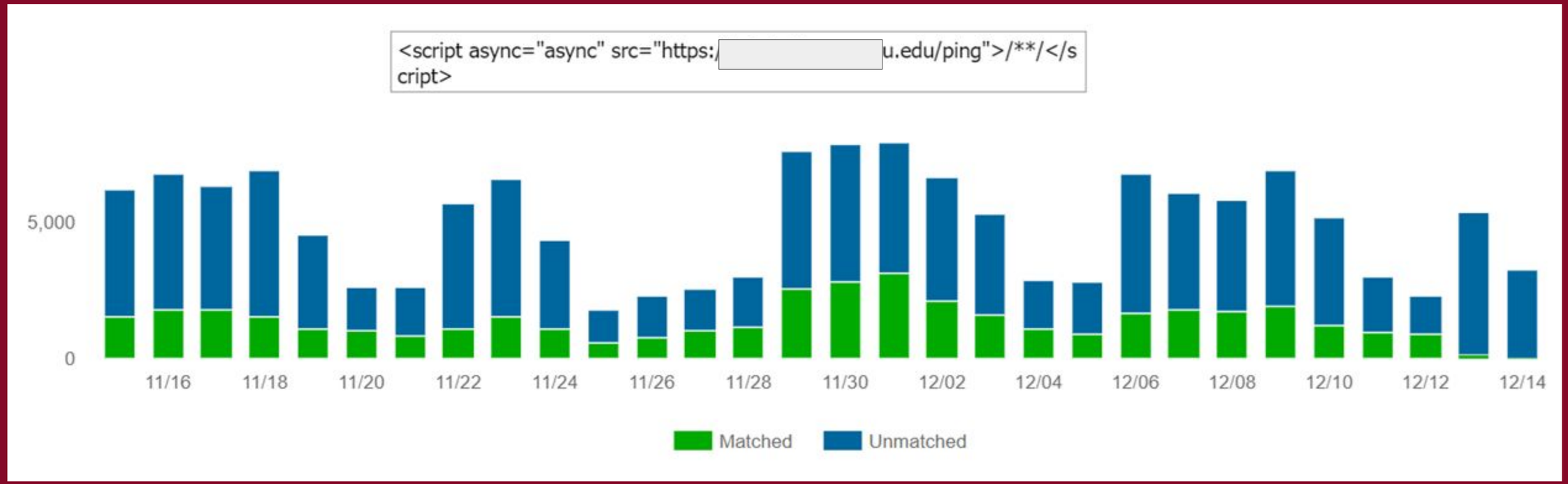
Ping Overview



Ping Sources

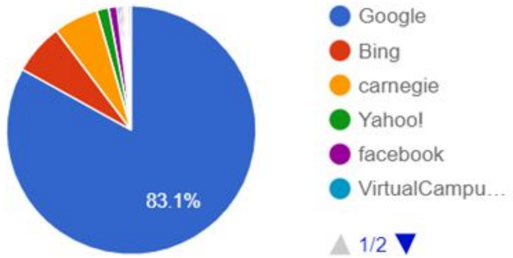
Ping Sources

Browse traffic mediums, sources, and campaigns.

Overview
Destinations
Sources
Ping Pong

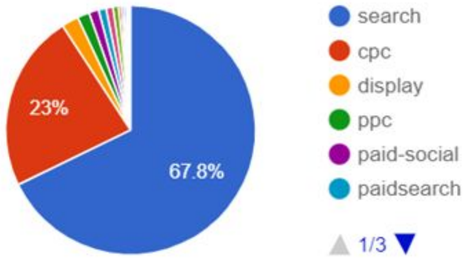
12/07/2021 12/14/2021

Source



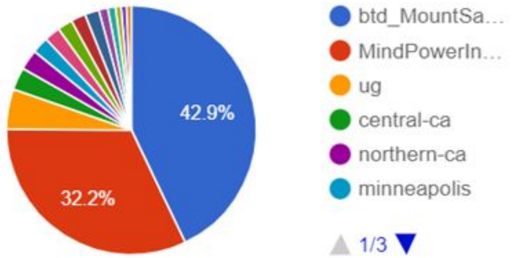
Google	5461
Bing	436
carnegie	381
Yahoo!	102
facebook	72
VirtualCampusTour	25
banner	24
Gmail	20

Medium



search	4453
cpc	1513
display	144
ppc	103
paid-social	83
paidsearch	64
social	59
lightbox	47

Campaign



btd_MountS	814
MindPowerInc_MountS	611
ug	99
central-ca	55
northern-ca	50
minneapolis	41
chicago	39
wec-general	37

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Ping on a Student Timeline

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UTM - How to collect data?

UTMs Latch Onto Links...

- Tool -
  - “Urchin Tracking Module”
  - Assigns variables to links in emails and ads
  - Can be customized and used in different combinations
  - Can work with Ping

- Data used to -
  - Build on application data
  - Interpret behavior and interests
  - Show effectiveness of and enhance marketing efforts

UTM Parameters

Five UTM parameters can be defined and captured in Slate:

UTM Parameter	Use	Example
utm_source	Identify the referring source	utm_source=Facebook
utm_medium	Identify the medium used	utm_medium=social
utm_campaign	Identify the campaign	utm_campaign=fall_apps
utm_term	Identify search terms	utm_term=apply
utm_content	Identify the click source	utm_content=social_ad

https://knowledge.technolutions.com/hc/en-us/articles/360033019851-Capturing-UTM-Parameters-in-Forms

Example

Example:

Source = carnegie
Medium = video
Term = youtube
Campaign = ug
Content = outreach

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

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Origin Sources - How to best account for data?

Origin Sources Give Credit to Each Type of Source...

- Tool -
  - Can be built or added to at any time
  - Accounts for multiple First Sources through Origin Groups
  - Organizes unique sources into Categories of like sources
  - Attributes the import of each student to their appropriate source

- Data used to -
  - Build on application data
  - Interpret behavior and interests
  - Show effectiveness of and enhance marketing efforts

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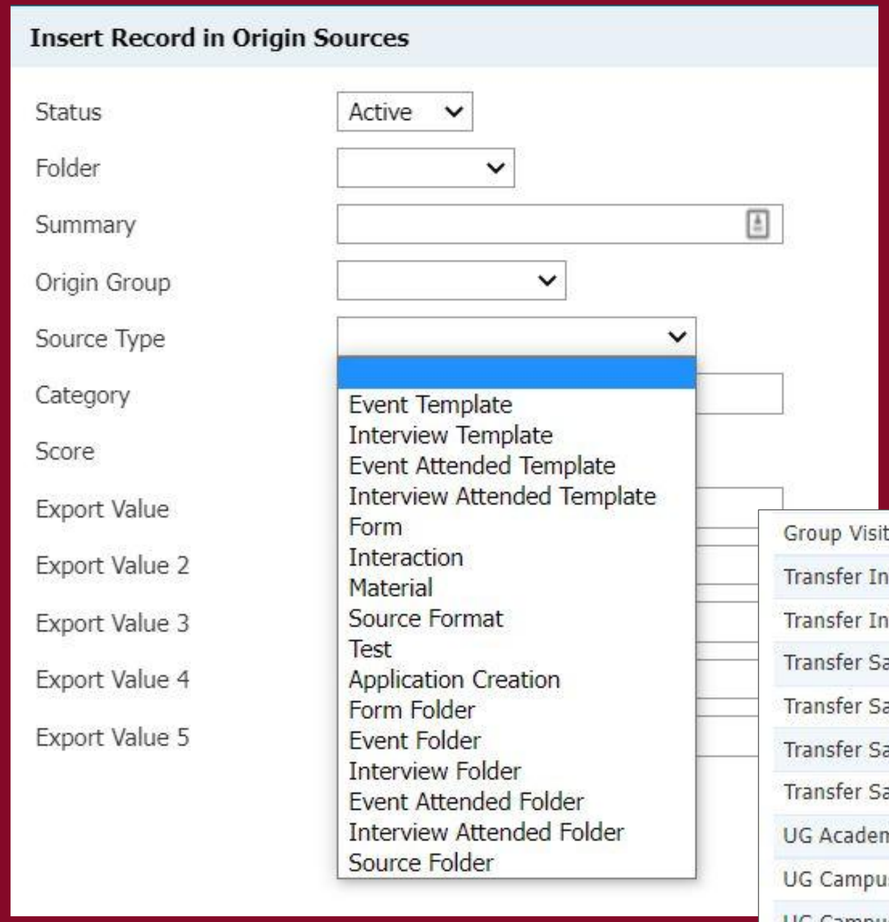
Origin Sources



Group Visit	Initial Source	Event Folder	Group Visit	On-Campus Events
Transfer Infosessions	Initial Source	Event Folder	Transfer / Virtual	Virtual Events
Transfer Infosessions	Transfer Source	Event Folder	Transfer / Virtual	Virtual Events
Transfer Saturday Tour	Initial Source	Event Folder	Transfer / Saturday Tour	Campus Tour
Transfer Saturday Tour	Transfer Source	Event Folder	Transfer / Saturday Tour	Campus Tour
Transfer Saturday Visit	Initial Source	Event Folder	Transfer / Saturday Visit	Campus Tour
Transfer Saturday Visit	Transfer Source	Event Folder	Transfer / Saturday Visit	Campus Tour
UG Academic Session	Initial Source	Event Folder	Undergraduate / Virtual Acad...	Virtual Events
UG Campus Tour	Initial Source	Event Folder	Undergraduate / Campus Tour	On-Campus Events
UG Campus Tour and Intervi...	Initial Source	Event Folder	Undergraduate / Campus To...	On-Campus Events
UG Infosession	Initial Source	Event Folder	Undergraduate / Virtual Infor...	Virtual Events

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Querying + Reporting - How to gather data?

Queries and Reports Individualize and Aggregate Data Points...

- Tool -
  - Custom built lists and tables to pull students and/or aggregate data
  - Available through Configurable Joins
  - Collects all marketing tool efforts in one place
  - Relies on timestamps

- Data used to -
  - Build on application data
  - Interpret behavior and interests
  - Show effectiveness of and enhance marketing efforts

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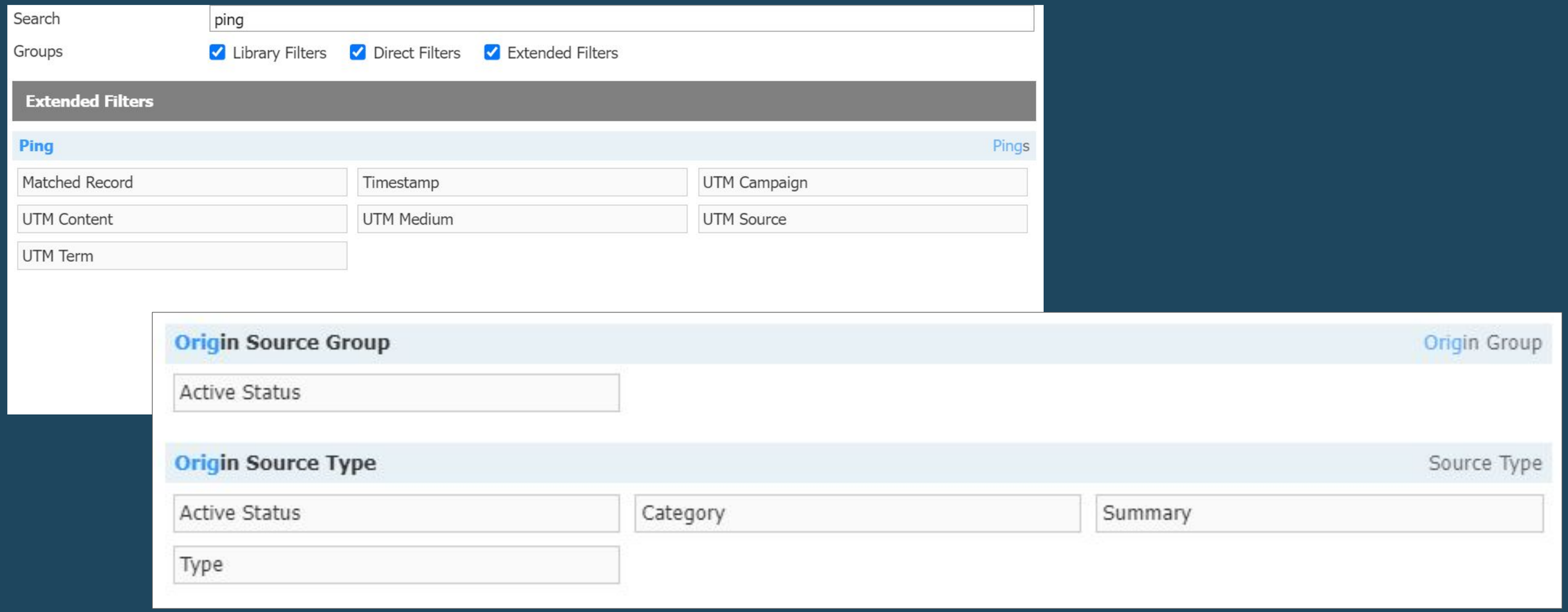
Querying



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Reporting

2022-2023 Ping Report

Folder: Underscore
Current as of: 01/17/2023 at 01:54:17 PM ET
Status: Rendering parts 4 of 4...

Edit Report
Export to PDF
Export to Query

Metric	Total Students	Applications	App Conversion	Apps Submitted	App Submission C...	Admit	Admit Rate	Deposit	Yield
Fall 2023	145399	4028	2.8%	4004	2.8%	1725	43.1%	80	4.6%

UTM Source: Google

Metric	Total Students	Applications	App Conversion	Apps Submitted	App Submission C...	Admit	Admit Rate	Deposit	Yield
/ Person Entry Term									
2022-2023 Fiscal Year	2423	1904	78.6%	1899	78.4%	1244	65.5%	419	33.7%
Fall 2023	1688	1524	90.3%	1522	90.2%	883	58%	60	6.8%
Fall 2022	395	370	93.7%	369	93.4%	357	96.7%	358	100.3%
Spring 2023	114	5	4.4%	5	4.4%	4	80%	1	25%
/ Person Entry Term									
2021-2022 Fiscal Year	2120	1625	76.7%	1625	76.7%	1258	77.4%	471	37.4%
Fall 2022	1583	1494	94.4%	1494	94.4%	1158	77.5%	452	39%
Fall 2023	281	128	45.6%	128	45.6%	97	75.8%	18	18.6%
Spring 2023	37	3	8.1%	3	8.1%	3	100%	1	33.3%

First Source UTM: Google

Metric	Total Students	Applications	App Conversion	Apps Submitted	App Submission C...	Admit	Admit Rate	Deposit	Yield
/ Person Entry Term									
2022-2023 Fiscal Year	677	424	62.6%	421	62.2%	206	48.9%	33	16%
Fall 2023	479	395	82.5%	394	82.3%	183	46.4%	11	6%
Fall 2022	29	22	75.9%	22	75.9%	21	95.5%	21	100%

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Reporting

2022 Origin Sources/ROI

Edit

Folder: Underscore / 2020-22 Reports
Current as of: 04/27/2022 at 04:25:29 PM ET
Status: Completed successfully.

Export to PDF
Export to Query

	Total	Inquiries	Applications	Admits	Deposits	Net Deposits	Application Rate	Melt Rate	Yield
Metric	**FA22**	**FA22**	**FA22**	**FA22**	**FA22**	**FA22**	**FA22**	**FA22**	**FA22**
FR FA22									
Total	4,166	2,533	4,105	3,020	302	299	98.5%	1%	9.9%
Freshman Infosessions	346	346	346	325	58	57	100%	1.7%	17.5%
Search Non-Responders	573	376	568	500	48	48	99.1%	%	9.6%
FrontRush	257	255	256	214	44	43	99.6%	2.3%	20.1%
Historical Data Load	370	299	327	266	28	27	88.4%	3.6%	10.2%
CommonApp	1,030	28	1,026	606	24	24	99.6%	%	4%
SAT Name Buy	554	239	552	384	22	22	99.6%	%	5.7%
FR Inquiry Form	101	101	100	83	10	10	99%	%	12%
Niche	144	144	142	97	9	9	98.6%	%	9.3%
UG Open House	63	61	63	52	8	8	100%	%	15.4%
Hobsons	109	109	108	85	6	6	99.1%	%	7.1%
Inquiry Card	74	71	74	45	6	6	100%	%	13.3%
Search Responders	36	36	36	30	5	5	100%	%	16.7%
UG Campus Tour	48	48	48	39	5	5	100%	%	12.8%
Common App Freshman Inquiries	220	220	220	106	4	4	100%	%	3.8%
High School Visit QR	24	24	24	20	4	4	100%	%	20%
NRCCUA Declared Student Connections	14	14	13	11	3	3	92.9%	%	27.3%
SAT Test Score	26	26	26	22	3	3	100%	%	13.6%
ACT Name Buy	38	17	38	30	2	2	100%	%	6.7%
ACT Test Score	8	8	8	7	2	2	100%	%	28.6%
Athletic Prospects	19	14	19	18	2	2	100%	%	11.1%

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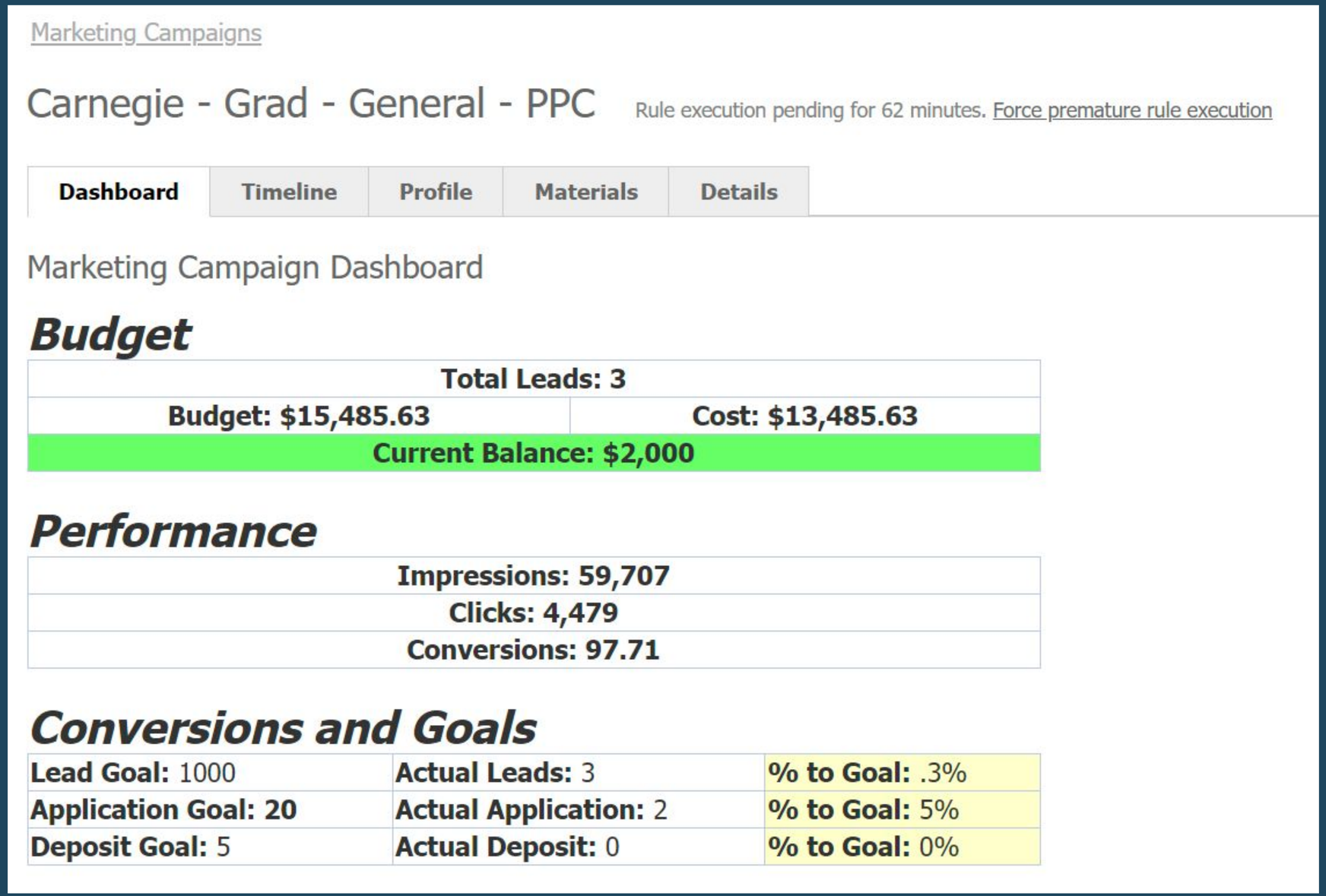
Portals - How to display data?

Queries and Reports Individualize and Aggregate Data Points...

- Tool -
  - Leverages Portal tool to collect all marketing tool efforts in one place in a more visually appealing way
  - Reflects a custom dataset for direct marketing leads

- Data used to -
  - Build on application data
  - Interpret behavior and interests
  - Show effectiveness of and enhance marketing efforts

Example



Marketing Campaigns

Carnegie - Grad - General - PPC Rule execution pending for 62 minutes. Force premature rule execution

Dashboard | Timeline | Profile | Materials | Details

Marketing Campaign Dashboard

Budget

Total Leads: 3	
Budget: $15,485.63	**Cost: $13,485.63**
Current Balance: $2,000	

Performance

Impressions: 59,707
Clicks: 4,479
Conversions: 97.71

Conversions and Goals

Lead Goal: 1000	**Actual Leads:** 3	**% to Goal:** .3%
Application Goal: 20	**Actual Application:** 2	**% to Goal:** 5%
Deposit Goal: 5	**Actual Deposit:** 0	**% to Goal:** 0%

Example

Metric	Total Leads	New	Applications	App Conver...	Deposits	Deposit Co...
Campaign Details						
Carnegie - Grad - General - PPC	3	3	1	33.3%		%
Carnegie - Grad - MDes - PPC	1	1		%		
Carnegie - UG - General - PPC	1	1		%		
Total	5	5	1	20%		%

Budget and Expenses

Campaign Name	Budget	Cost	Balance	Total Leads	Cost per lead	Total Apps	Cost per app	Total Deposits
Carnegie - Grad - General - PPC	$15,485.63	$13,485.63	$2,000	3	$4,495	2	$6,743	0
Carnegie - Grad - MDes - PPC	$16,299.25	$16,293.32	$6	1	$16,293	1	$16,293	0
Carnegie - UG - General - PPC	$15,498.09	$15,424.20	$74	1	$15,424	1	$15,424	0

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Questions + Answers

Thank You!

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