Slate Stage Presentation

Campaign Metrics Reporting for Duty

Summer 2023

CARNEGIE

1

Campaign Metrics Report

Campaign Metrics Report

- Begin with a Configurable Joins, Message Base
- Collect basic Performance metrics: open rate, click rate, click to open rate by adding Data Columns for those counts and using formulas to calculate the rates

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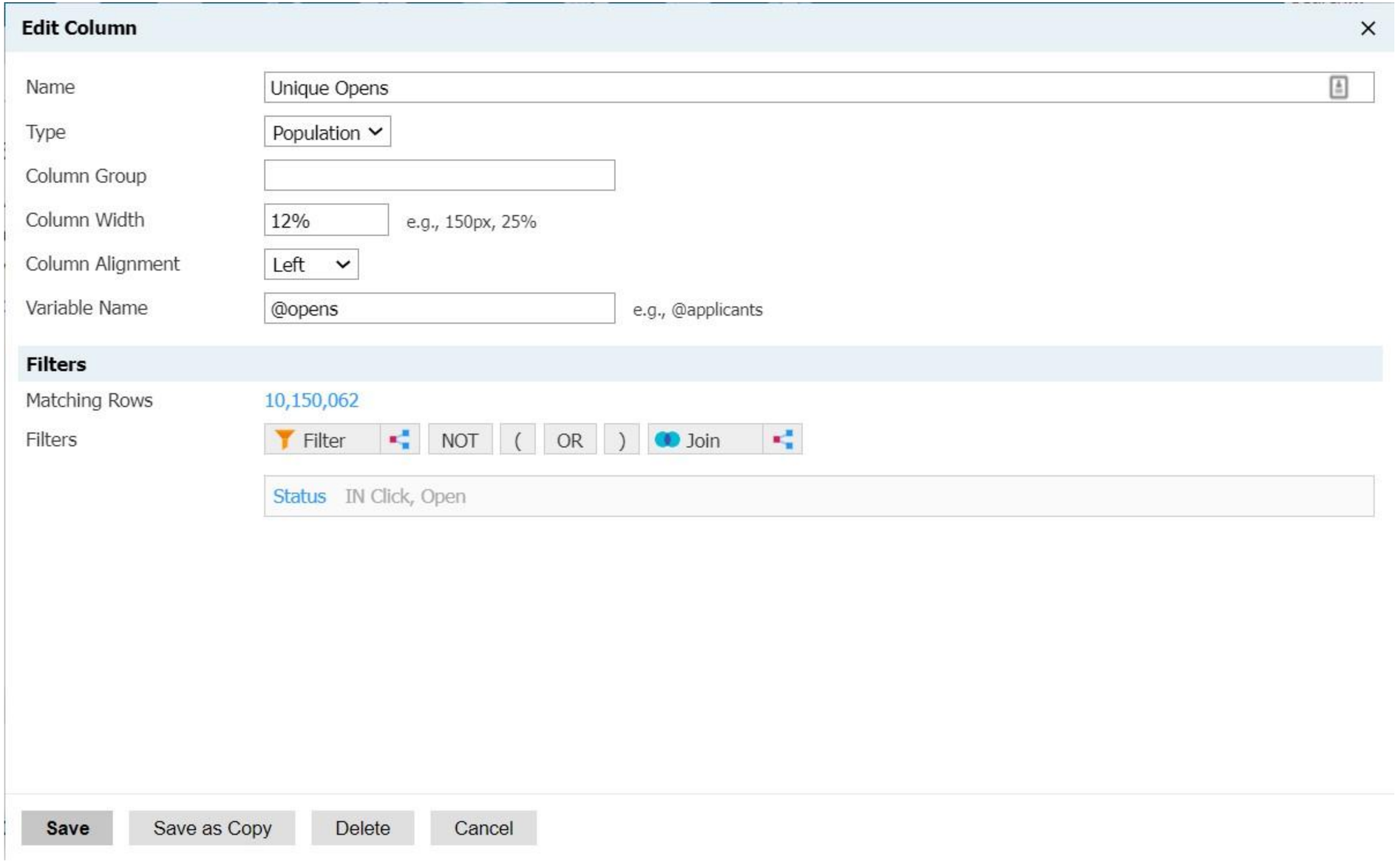
Campaign Metrics Report

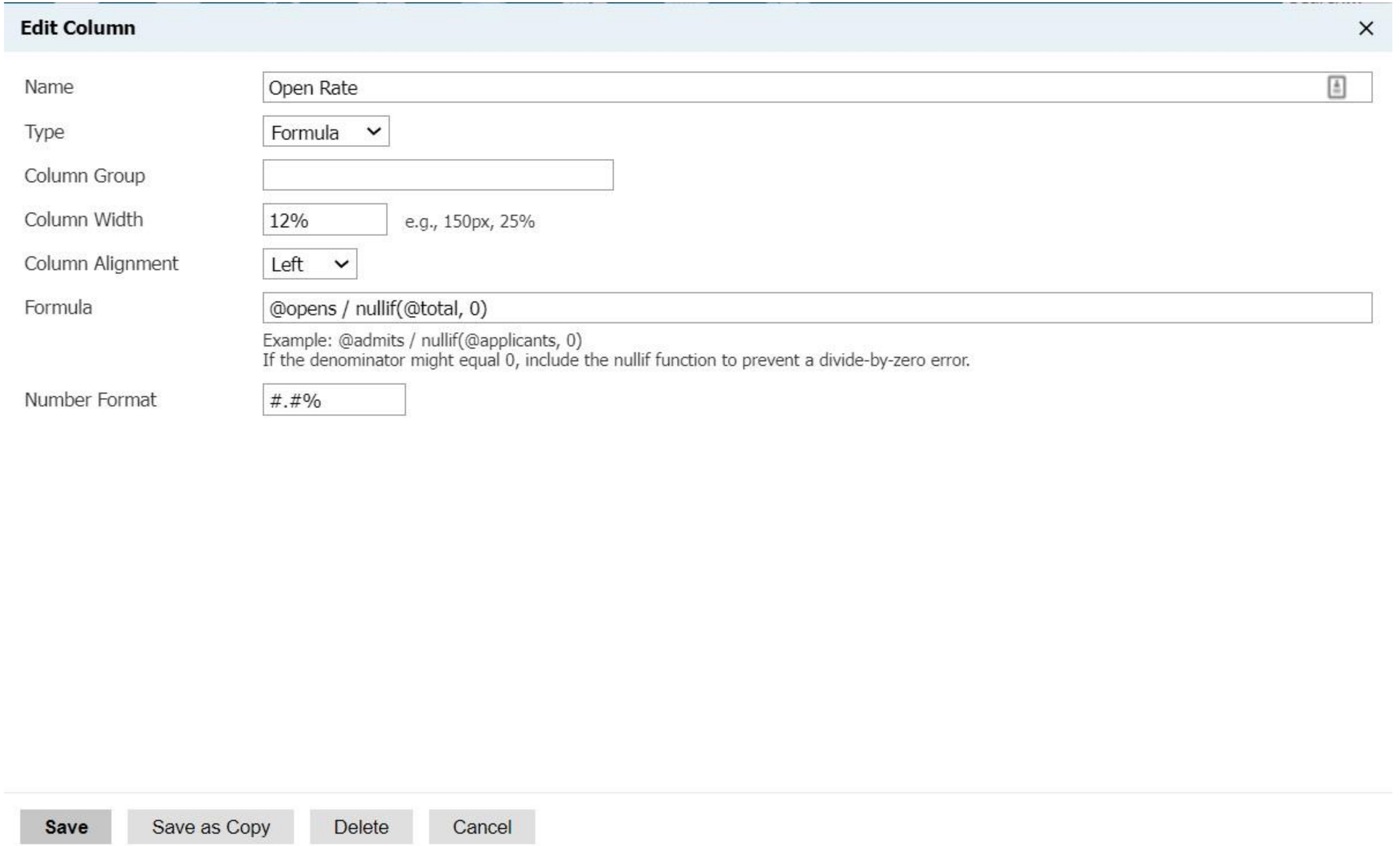
App Completion

Metric	Total	Unique Opens	Open Rate	Unique Clicks	Click Rate	Click-to-Open Rate
Golden App Completion - Drip						
2023 T Golden App Started- Incomplete 12 Days - A Golden Edu...	1,936	1,405	72.6%	102	5.3%	7.3%
2023 T Golden App Started- Incomplete 15 Days - {{Preferred}}...	2,965	2,018	68.1%	102	3.4%	5.1%
2023 T Golden App Started- Incomplete 19 (every 7 days) - Your...	119	84	70.6%	3	2.5%	3.6%
2023 T Golden App Started- Incomplete 2 Days - {{Preferred}}: ...	3,552	2,601	73.2%	213	6%	8.2%
2023 T Golden App Started- Incomplete 5 Days - Finish your Min...	3,380	2,373	70.2%	184	5.4%	7.8%
2023 T Golden App Started- Incomplete 8 Days - Mines wants to...	1,975	1,431	72.5%	101	5.1%	7.1%
2023 T Golden App Submitted - Mines Application Submitted	1,459	1,393	95.5%	600	41.1%	43.1%
2023 T Golden Application Started - Mines Application Created	2,091	1,694	81%	225	10.8%	13.3%
Total	17,477	12,999	74.4%	1,530	8.8%	11.8%

Campaign Metrics Report



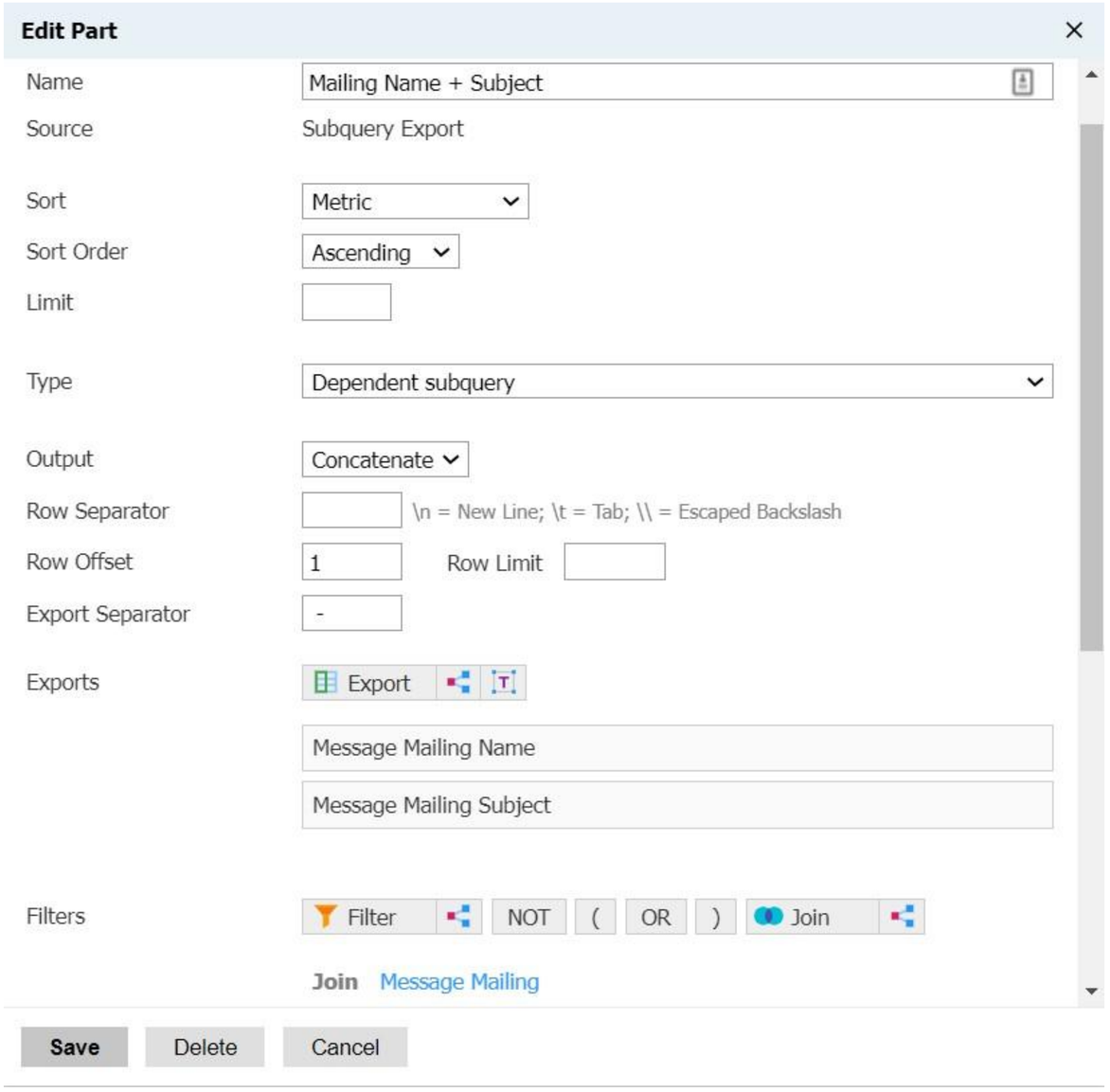
Campaign Metrics Report



Campaign Metrics Report

- Next, add a data table to house the rows for the mailings
- Add a subquery export, join Message Mailing within the export and add exports of Mailing Name and Mailing Subject OR UTM Term
  - If using UTM Term to distinguish email topics (recommended), use this as it's short and easier to draw conclusions at a glance
- Add your export row separator

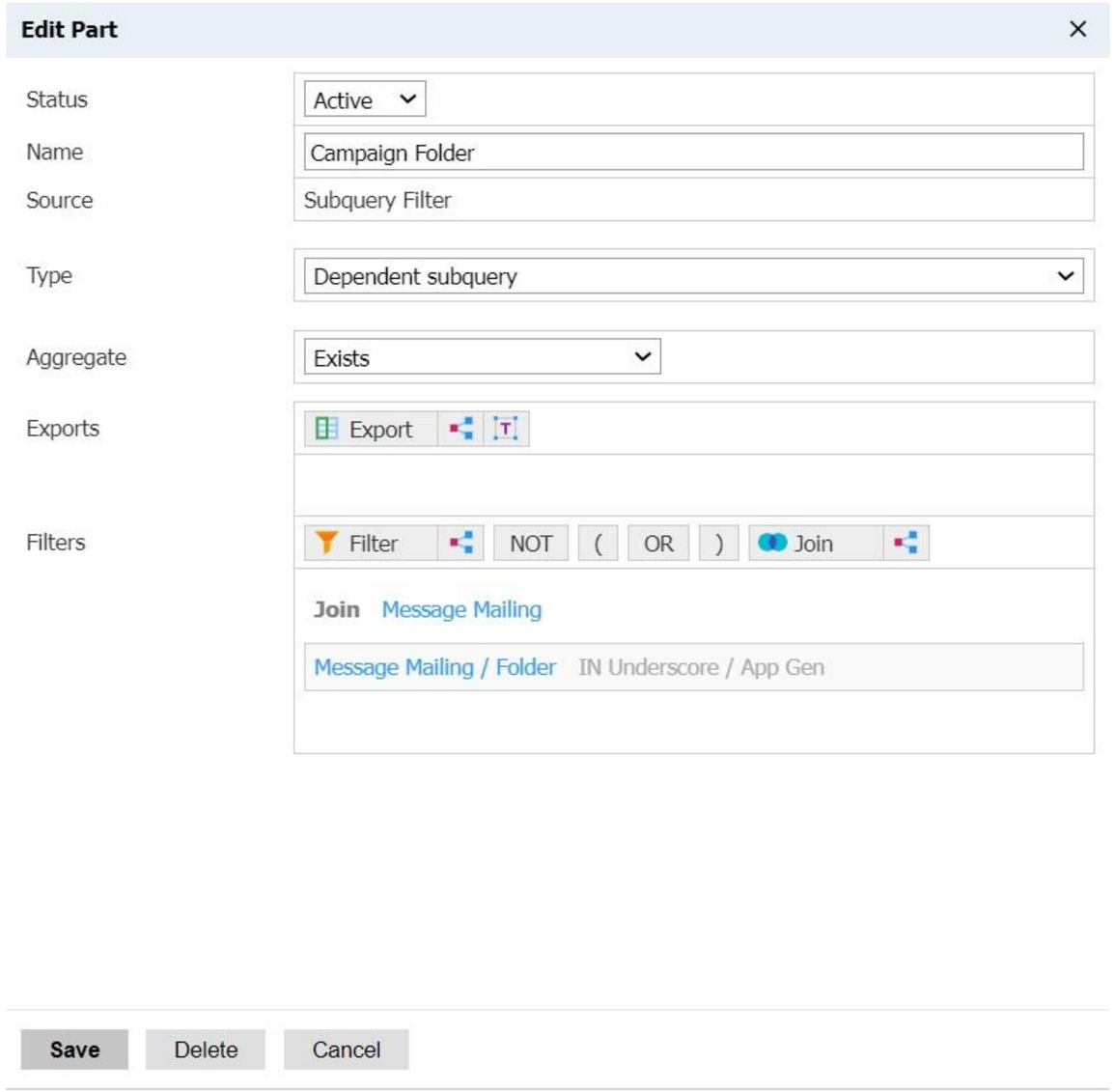
Campaign Metrics Report



Campaign Metrics Report

- Save and go back out to your original subquery export
  - Make sure to select “Show series total”
- You’ll now create a subquery filter
- Join Message Mailing
  - You’ll add either the Mailing Name or the Mailing Folder here
  - Best practice recommendation would be to have all your mailings for a particular campaign in one folder (this can be a secondary folder)
  - This avoids you having to select each mailing individually by name

Campaign Metrics Report



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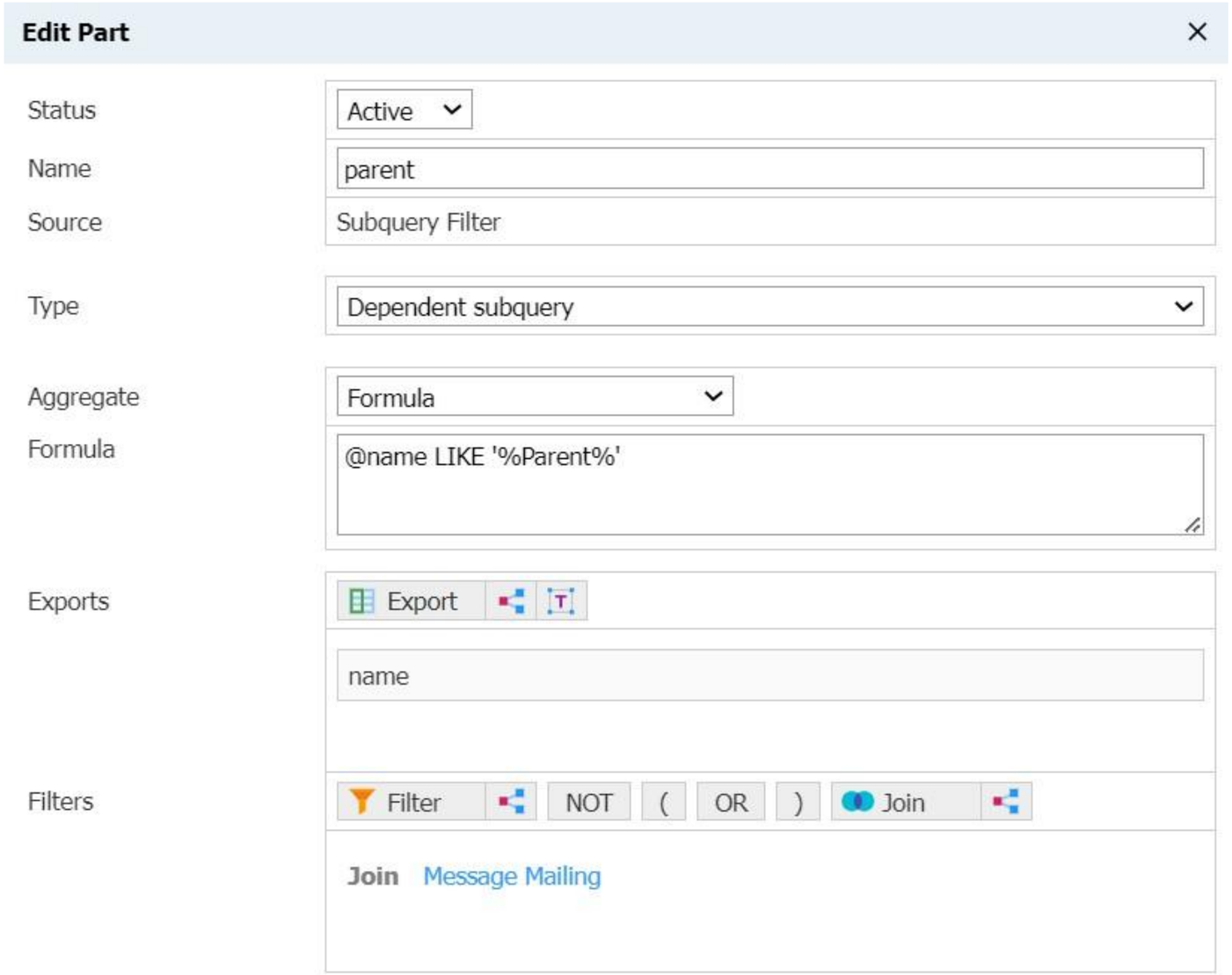
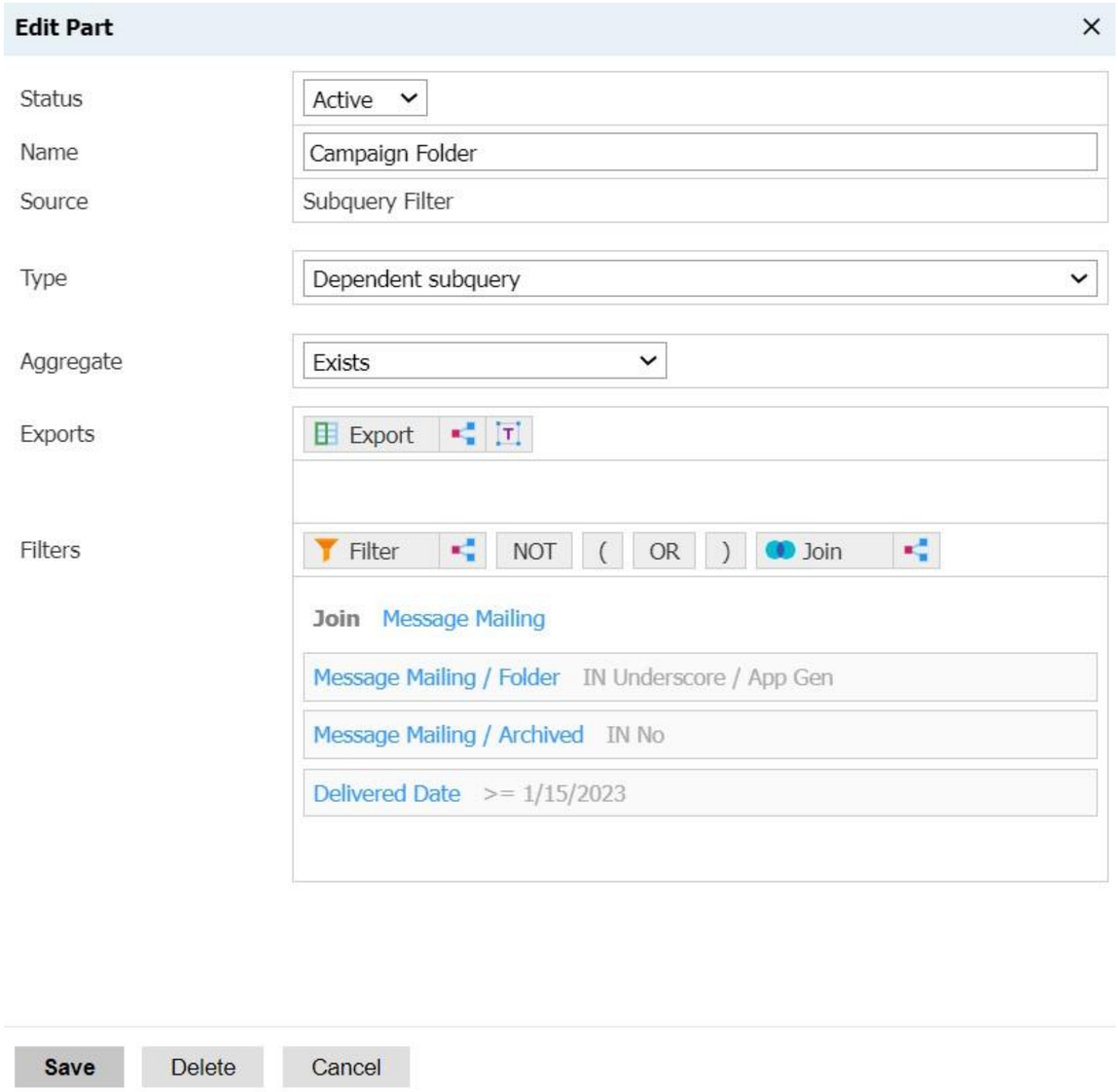


Campaign Metrics Report

- We recommend adding these filters to your whole report part at the top. This will allow you to easily have YoY data by using Archived in Yes versus Archived in No.
- We also wanted to see how emails after January 15 compared to emails sent prior.



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Campaign Metrics Report

App Completion

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Now you're done with the performance piece of your campaign metrics report! On to conversions...

Campaign Metrics Report

- Begin with a Configurable Joins, Person Base
- Collect basic Conversion metrics
- Add a column for each count, as well as a column for each conversion rate
- Utilize Column Groups
- Add a variable name and subquery filter in each column related to the metric being collected

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Campaign Metrics Report

App Completion

	Applications						Conversion Rates				
Metric	**Created**	**Submitted**	**Completed**	**Accepted**	**Deposited**	**Net Deposits**	**App Submission**	**App Completion**	**Accept Rate**	**Yield Rate**	**Melt Rate**
2023 Campaign											
App Completion	1,067	1,067	1,065	677	290	286	100.0%	99.8%	63.6%	42.8%	1.4%

Campaign Metrics Report

Edit Column

Name	Accepted
Type	Population
Column Group	Applications
Column Width	e.g., 150px, 25%
Column Alignment	Left
Variable Name	@accept

Filters

Matching Rows 5,694

Filters: Filter | NOT | (| OR

Apps Accepted

Filter | NOT | (| OR |) | Join

Join Applications

Applications / Round IN 2023 First-Year Priority Admission, 2023 First-Year...

Applications / Submitted Date <= today

Accepted

Filter | NOT | (| OR |) | Join

Join Applications / Decisions

Decisions / Code IN Admit - Conditional - CN, Admit - Deferral - CD, Admit...

Decisions / Confirmed Date <= today

Campaign Metrics Report

Edit Column

Name	Accept Rate
Type	Formula
Column Group	Conversion Rates
Column Width	e.g., 150px, 25%
Column Alignment	Left
Formula	@accept / nullif(@acp,0)

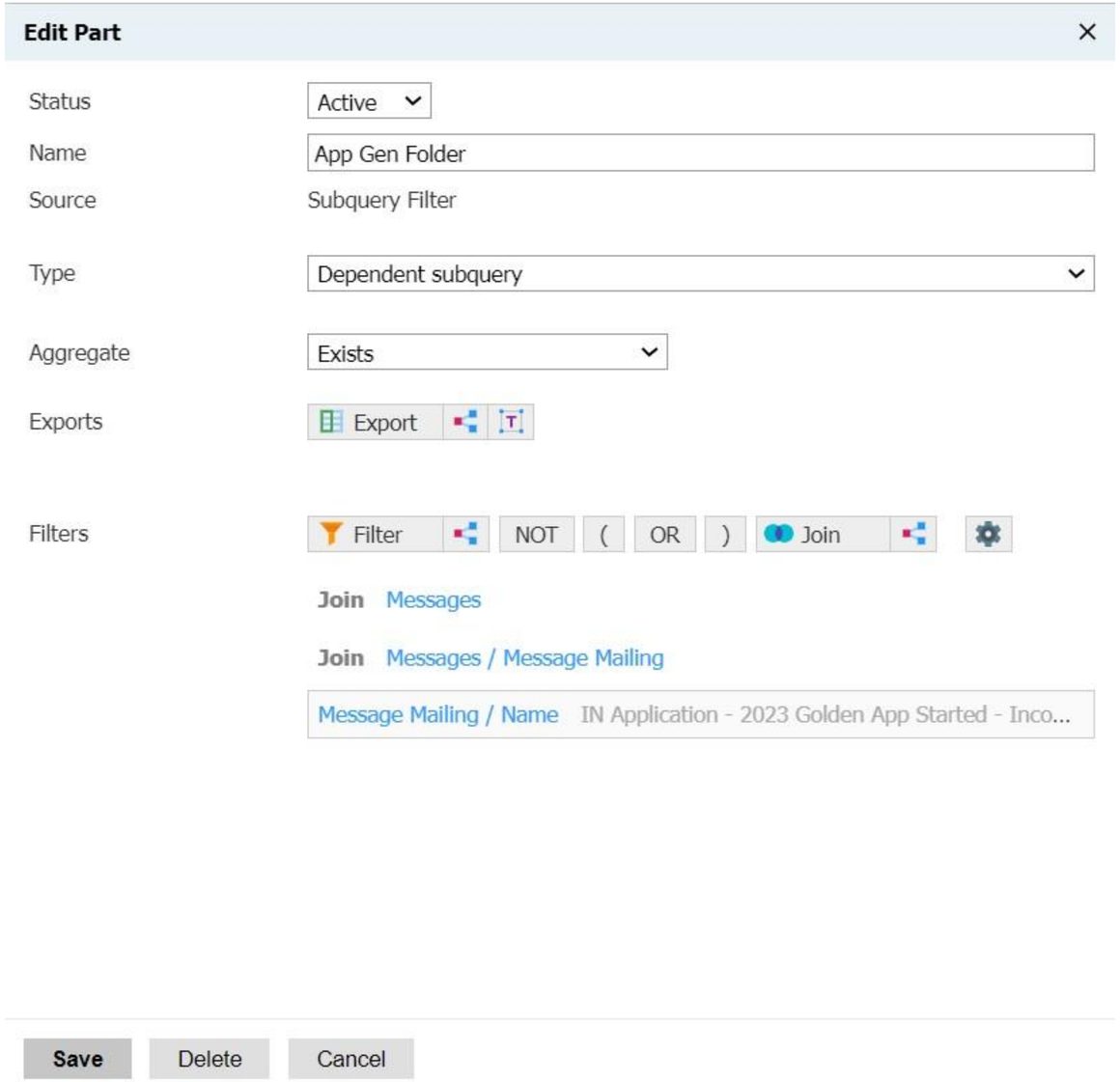
Example: @admits / nullif(@applicants, 0)
If the denominator might equal 0, include the nullif function to prevent a divide-by-zero error.

Number Format	#.0%

Campaign Metrics Report

- Next, add a data table to house the conversion data in rows
- Create a subquery filter
- Join Messages, then Message Mailing
- This is where you'll again either add the Name or Folder to select the same mailings as you did previously in your performance part

Campaign Metrics Report



Example Campaign Metrics Report

App Completion

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App Completion

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2023 Campaign											
App Completion	1,067	1,067	1,065	677	290	285	100.0%	99.8%	63.6%	42.8%	1.7%

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Now you’re done with the conversion piece of your campaign metrics report! What else can be added?!

Example Campaign Metrics Report - Multiple Campaigns

Campaign Engagement

Metric	Total Sent	Unique Opens	Open Rate	Unique Clicks	Click Rate
CCUS					
2023 M Inquiry - Mines Online CCUS (Email #1) - Leading the Way in Addressing Climate Cha...	13	8	61.5%	2	15.4%
2023 M Inquiry - Mines Online CCUS (Email #2) - Who qualifies to study carbon capture?	12	6	50.0%		.0%
2023 M Inquiry - Mines Online CCUS (Email #3) - Build Your Skills and Knowledge in Carbon C...	8	4	50.0%		.0%
2023 M Inquiry - Mines Online CCUS (Email #4) - World Class Faculty Lead the Way	8	3	37.5%	1	12.5%
Total	41	21	51.2%	3	7.3%

Metric	Total Sent	Unique Opens	Open Rate	Unique Clicks	Click Rate
Cybersecurity					
2023 M Inquiry - Mines Online Cybersecurity (Email #1) - Expand Your Skill Set With a Cybers...	9	4	44.4%		.0%
2023 M Inquiry - Mines Online Cybersecurity (Email #2) - Why study cybersecurity?	8	2	25.0%		.0%
2023 M Inquiry - Mines Online Cybersecurity (Email #3) - Cybersecurity Skills Advance Your C...	8	2	25.0%		.0%
2023 M Inquiry - Mines Online Cybersecurity (Email #4) - Cybersecurity Faculty and Research ...	8	4	50.0%	2	25.0%
Total	33	12	36.4%	2	6.1%

Metric	Total Sent	Unique Opens	Open Rate	Unique Clicks	Click Rate
Data Science					
2020_Inquiry_2 Learn More - {{Preferred}}, let me tell you more about Data Science at Mines	1,164	507	43.6%	41	3.5%
2020_Inquiry_3 Testimonials - Innovative discoveries in the Data Science program at Mines	1,123	431	38.4%	16	1.4%
2021_Inquiry_2 Learn More - {{Preferred}}, let me tell you more about Data Science at Mines	3,758	1,572	41.8%	69	1.8%
2021_Inquiry_3 Testimonials - Innovative discoveries in the Data Science program at Mines	3,654	1,412	38.6%	26	.7%
2021_Inquiry_4 Elevate Future - Elevate your future at Colorado School of Mines	1,817	647	35.6%	12	.7%
2023 M Inquiry - Mines Online Data Science (Email #1) - Data Science Online Certificates Pre...	9	5	55.6%	1	11.1%
2023 M Inquiry - Mines Online Data Science (Email #2) - Why study data science?					
2023 M Inquiry - Mines Online Data Science (Email #3) - Data Scientist or Analyst: The Choic...					
2023 M Inquiry - Mines Online Data Science (Email #4) - World Class Faculty Lead the Way					
Total	11,525	4,574	39.7%	165	1.4%

Example Campaign Metrics Report - Multiple Campaigns

Campaign Conversions

		Applications			Conversion Rates	
Metric	**Total**	**Completed**	**Admitted**	**Deposited**	**App Completion**	**Yield**
CCUS Campaign	14				.00%	

		Applications			Conversion Rates	
Metric	**Total**	**Completed**	**Admitted**	**Deposited**	**App Completion**	**Yield**
Cybersecurity Campaign	11				.00%	

		Applications			Conversion Rates	
Metric	**Total**	**Completed**	**Admitted**	**Deposited**	**App Completion**	**Yield**
Data Science Campaign	3,482	14	6	2	.40%	33.33%

		Applications			Conversion Rates	
Metric	**Total**	**Completed**	**Admitted**	**Deposited**	**App Completion**	**Yield**
Engineering & Technology Man...	623	11	8	5	1.77%	62.50%

		Applications			Conversion Rates	
Metric	**Total**	**Completed**	**Admitted**	**Deposited**	**App Completion**	**Yield**
GIS & Geoinformatics Campaign	275	4	3	2	1.45%	66.67%

		Applications			Conversion Rates	
Metric	**Total**	**Completed**	**Admitted**	**Deposited**	**App Completion**	**Yield**
Mechanical Engineering Campa...	7,105	23	19	11	.32%	57.89%

Example Campaign Metrics Report - Form Submissions & Slate Print QR codes

Form Submissions

Status	Active
Type	Data/Charts
Base	Form Response
Filters	Form Submission Date >= 02/07/2023

Columns

Form Submissions

Rows

Metric	Form Submissions
Fall 2023	2
Fall 2024	61
Fall 2025	23
Fall 2026	2
Spring 2024	1

Example Campaign Metrics Report - Form Submissions & Slate Print QR codes

Group By

Exports: Export | Join

Join Form

Join Person

Person Entry Term/Year

Form Title

Filters

Matching Rows: 89

Filters: Filter | NOT | (| OR |) | Join

Join Form

UTM Campaign IN junior-search, sophomore-search, underclassmen-rsp

UTM Term IN portal

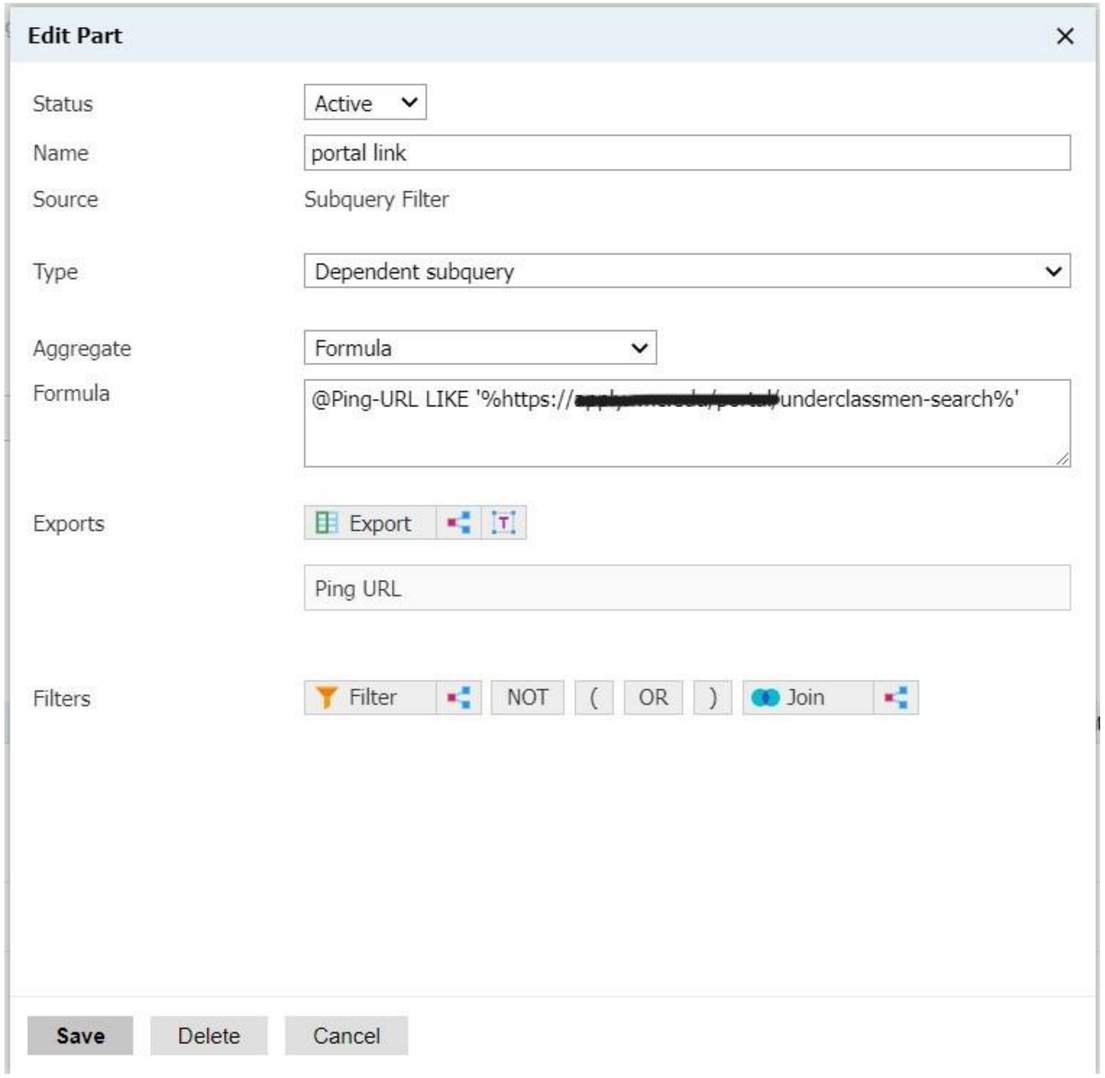
Registration Status IN Attended, Registered

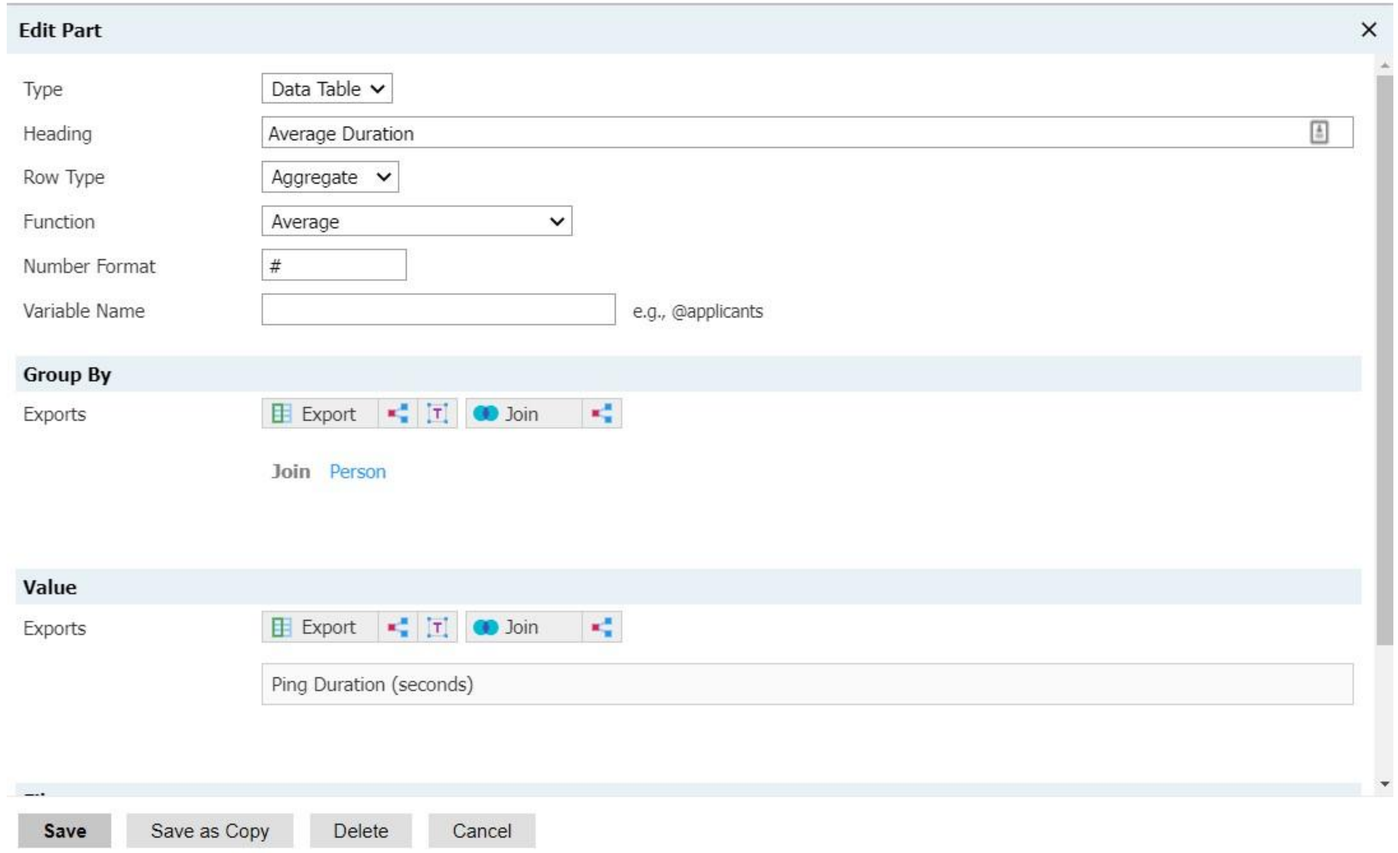
Example Campaign Metrics Report - Ping Metrics

Ping Based Portal Data

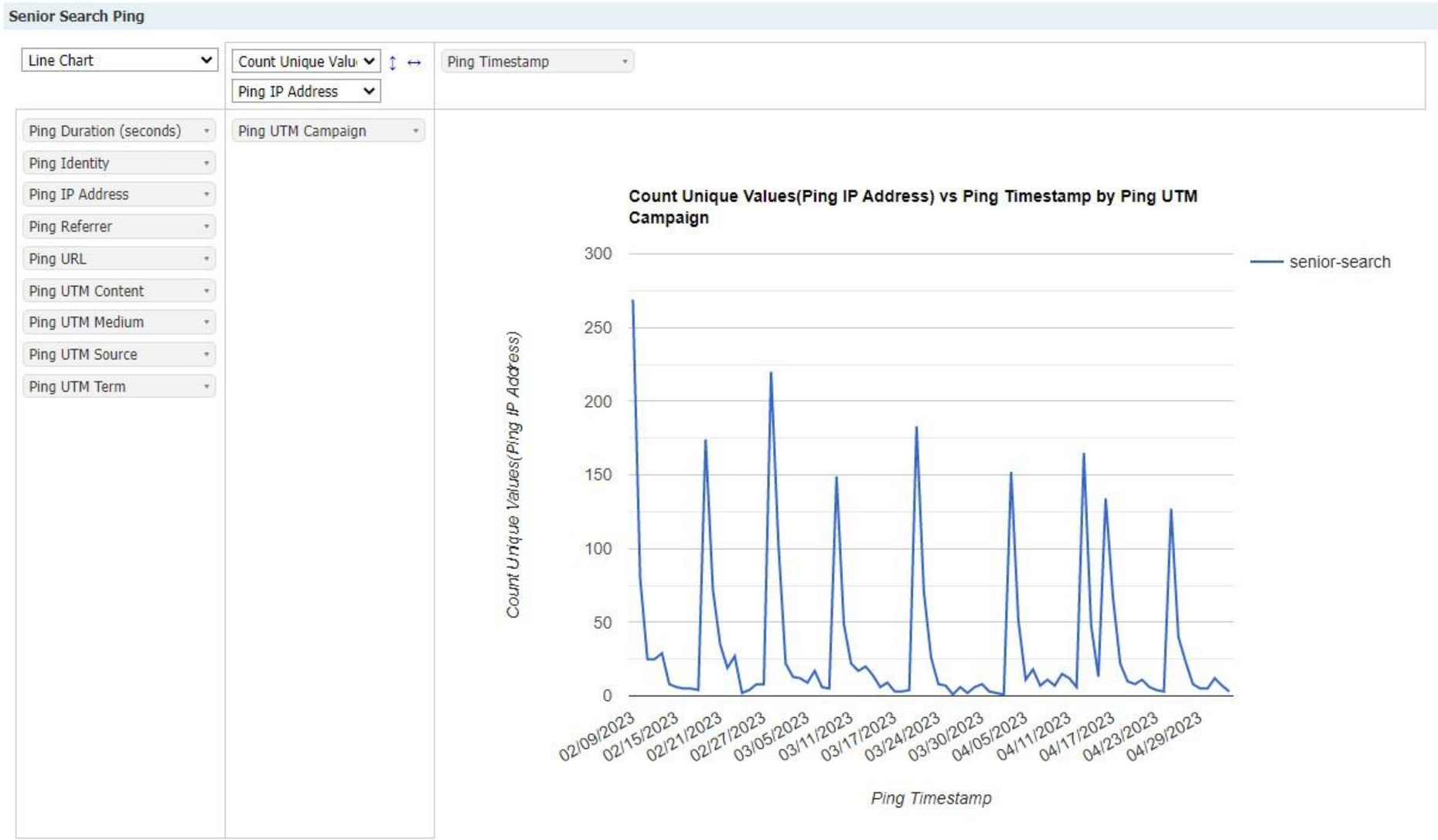
Metric	Total	Matched	Unmatched	Match Rate
Total Ping Hits by URL	430	188	242	43.7%
Average Duration	107	122	95	

Example Campaign Metrics Report - Ping Metrics





Example Campaign Metrics Report - Ping Metrics via Data Explorer



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Thank You!