EXTRACTING MORE VALUE FROM YOUR WEB ANALYTICS

Jess Bergson

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HELLO

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Digital Marketing for Arts Marketers by Arts Marketers

Our Team at Capacity Interactive
Demystifying Google Analytics

UNDERSTANDING GOALS

What are goals, and how are they useful in a GA setup? This video will help you reach your GA #goals.

Watch and Learn >
#throwback
Users tell us their story through data.
It’s our job to listen and take action.

+16%

lift in clicks on "Buy Tickets"
WHY WE CARE SO DEEPLY ABOUT WEB ANALYTICS
More people visit our website than our performances or exhibitions.
Optimizing the website benefits all marketing channels.
We need to be using more analytics data.

Source: Capacity Interactive Arts Industry Digital Marketing Benchmark Study
Today, we WILL build an analytics appetite.
Today, we WILL NOT walk through the step by step to each “recipe”.
The Web Analyst’s Toolkit

PLATFORM: Google Analytics, Google Data Studio, Google Tag Manager, Google Optimize, Hotjar
The Web Analyst’s Toolkit

PLATFORM: Google Analytics, Google Data Studio, Google Tag Manager, Google Optimize, Hotjar

FREQUENCY: Weekly, Monthly, Yearly, As Needed
The Web Analyst’s Toolkit

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LEVEL: Beginner, Practitioner, Expert
The Web Analyst’s Toolkit

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FREQUENCY: Weekly, Monthly, Yearly, As Needed

LEVEL: Beginner, Practitioner, Expert

CUSTOMIZATION: Scroll Depth, Custom Metrics, Main Nav Tracking, Content Groupings, Goals, Ecommerce Tracking, Error Tracking...and more
Different Levels of Website Analytics
Different Levels of Website Analytics
Get specific about your website’s goals.
Shine a spotlight on the data that matters most.

**Platform:** Google Analytics, Google Data Studio

**Frequency:** Monthly

**Level:** Practitioner

**Customization:** Goals, Content Groupings, Ecommerce Tracking

**Site Objective:** Drive ticket sales and revenue

**Primary KPIs**
- Sessions: 164,805 (Yearly d: -2.0%)
- Transactions: 3,556 (Yearly d: -10.8%)
- Ecomm. Conv. Rate: 2.2% (Yearly d: -13.6%)
- Bounce Rate: 48.0% (Yearly d: 7.3%)
- Revenue: $711,476 (Yearly d: -4.4%)
- Add to Cart Rate: 7.5% (Yearly d: N/A)
- Avg. Order Value: $200.1 (Yearly d: -4.1%)
- % Sessions Viewing Event Detail Pages: 47.7% (Yearly d: N/A)

**Secondary KPIs**
- Avg. Ticket Price: $61.72 (Yearly d: No data)
- Avg. Tickets Per Order: 2.59 (Yearly d: No data)
- Avg. Subscription Price: No data (Yearly d: No data)
- Avg. Subscription QTY: No data (Yearly d: No data)
- Avg. Donation Amnt: $69.26 (Yearly d: No data)
- # Sessions Viewing Plan Your Visit Pages: 1,927 (Yearly d: No data)
- # Sessions Viewing Support Pages: 2,577 (Yearly d: No data)

**Revenue Trending Year Over Year**

- 2017
- 2018
- 2019
Keep an eye out for website red flags.

**Platform:** Google Analytics, Google Data Studio

**Frequency:** Weekly

**Level:** Practitioner

**Customization:** Data Blending, Custom Metrics
Be alerted when an important metric crosses an unusual threshold.
Because we know you’re busy.

Google Analytics

Custom Alerts

Dear Google Analytics User,

The following Google Analytics custom alerts have triggered. You were listed as a recipient from another Google Analytics user. You can unsubscribe from receiving any alert notification by clicking the "unsubscribe" link. For more details regarding an alert, contact the sender of the alert.

<table>
<thead>
<tr>
<th>Date</th>
<th>Property</th>
<th>View</th>
<th>Alert Title</th>
<th>Sender</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sep 6, 2019</td>
<td>UA-397499-1</td>
<td><a href="http://www.guthrietheater.org">www.guthrietheat er.org</a></td>
<td>AOV is less than $100</td>
<td>adwords@capacit yinteractive.com</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Unsubscribe</td>
</tr>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>Unsubscribe</td>
</tr>
</tbody>
</table>
Manage your campaign success.

PLATFORM: Google Analytics, Google Data Studio

FREQUENCY: Monthly

LEVEL: Expert

CUSTOMIZATIONS: Goals, Ecommerce Checkout Steps, Ecommerce Tracking, UTM Tracking, Data Blending

Mayo Performing Arts - Campaign Da

Mayo Performing Arts
Campaign Dashboard

Channel & Campaign Performance

Sessions by Channel

Organic Search: 38,461
Email: 25,900
Direct: 19,232
Referral: 12,419
Social: 9,188
Paid Search: 4,026
Display: 1,830
Display: 1,379

Campaign Performance (UTM+)

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Sessions</th>
<th>Bounce Rate</th>
<th>Transactions</th>
<th>Revenue</th>
<th>% Viewing Event Details</th>
<th>% Adding to Cart</th>
<th>% Purchasing</th>
</tr>
</thead>
<tbody>
<tr>
<td>fall.late.2019</td>
<td>8,144</td>
<td>33%</td>
<td>248</td>
<td>$24,427</td>
<td>65%</td>
<td>11.4%</td>
<td>3.2%</td>
</tr>
<tr>
<td>weekly email 9.10 copy_01</td>
<td>4,731</td>
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<td>657</td>
<td>$15,917</td>
<td>73%</td>
<td>20.3%</td>
<td>13.9%</td>
</tr>
<tr>
<td>weekly email 9.10 copy_01</td>
<td>3,124</td>
<td>33%</td>
<td>141</td>
<td>$26,461</td>
<td>67%</td>
<td>7.5%</td>
<td>4.5%</td>
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<tr>
<td>fall.late.2019 copy_01</td>
<td>3,062</td>
<td>36%</td>
<td>88</td>
<td>$10,781</td>
<td>60%</td>
<td>11.1%</td>
<td>2.9%</td>
</tr>
<tr>
<td>weekly email 9.10 copy_01</td>
<td>2,215</td>
<td>34%</td>
<td>62</td>
<td>$10,497</td>
<td>60%</td>
<td>5.0%</td>
<td>2.8%</td>
</tr>
<tr>
<td>mayo performing arts center</td>
<td>2,128</td>
<td>13%</td>
<td>174</td>
<td>$28,868</td>
<td>27%</td>
<td>14.7%</td>
<td>8.2%</td>
</tr>
</tbody>
</table>

Note: Google Analytics uses a last non-direct click attribution model. Additionally, GA cannot attribute cross-device or view-through conversions. All ecommerce data represented in this report comes from GA.
Monitor website functionality after any big changes.

**PLATFORM:** Google Analytics, Google Data Studio

**FREQUENCY:** As Needed (weekly after any big website initiative)

**LEVEL:** Practitioner

**CUSTOMIZATION:** Ecommerce Tracking, Error Tracking (404s, Javascript)
Different Levels of Website Analytics
Don’t know where to start?
Adopt a mindset of data curiosity.
Know who you’re designing for.

**Devices**
- Desktop: 34%
- Mobile: 58%
- Tablet: 8%

**Location**
- USA: 82%
- Florida: 16%
- Other States: 2%
- International: 2%

**Age**
- 18-24: 23%
- 25-34: 23%
- 35-44: 20%
- 45-54: 16%
- 55-64: 16%
- 65+: 12%

**Platform:** Google Analytics
**Frequency:** Yearly
**Level:** Beginner
**Customization:** Demographic Reports

Straz Center for the Performing Arts
Go deeper – ask your users!

PLATFORM: Hotjar
FREQUENCY: As Needed
LEVEL: Beginner
CUSTOMIZATION: Polls
Go deeper – ask your users!

PLATFORM: Hotjar
FREQUENCY: As Needed
LEVEL: Beginner
CUSTOMIZATION: Polls
Choose both. Qualitative meets quantitative.

What is the purpose of your visit today?

- Learn more about upcoming performances: 64%
- Ready to make a purchase or register: 19%
- Learn more about camps, workshops, or classes: 11%
- Get info or logistical help (e.g., parking, directions): 5%
- Ready to make a donation: 1%

Content Popularity By Site Section (% of Sessions)

- Shows: 50%
- Homepage: 39%
- Ticketing Website: 38%
- Tickets: 24%
- Education: 6%
- Get Involved: 4%
- About: 4%
- Your Visit: 2%
- Internal Search: 1%
- Support: 1%

PLATFORM: Hotjar, Google Analytics
FREQUENCY: As Needed
LEVEL: Practitioner
CUSTOMIZATION: Polls (HJ), Content Groupings (GA)
User intent and follow-through.

63% of those that came to the website for info on camps viewed an Education page.

**PLATFORM:** Google Analytics, Hotjar

**FREQUENCY:** As Needed

**LEVEL:** Expert

**CUSTOMIZATION:** Content Groupings, Polls, HJ ID in GA
Turn your focus to behavior. Start with landing pages.

% of Entrances

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>31%</td>
</tr>
<tr>
<td>Performance</td>
<td>25%</td>
</tr>
<tr>
<td>Other Pages</td>
<td>44%</td>
</tr>
</tbody>
</table>

Bounce Rate

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>61%</td>
</tr>
<tr>
<td>Performance</td>
<td>27%</td>
</tr>
<tr>
<td>Other Pages</td>
<td>50%</td>
</tr>
</tbody>
</table>
Go further – look at user interactions.

20% of homepage sessions are clicking on the main nav.

28% exit.

5%

12%

5%

2%

3%

2%

1%
Identify the users’ next step.

Next Site Section from Homepage
(% of Pageviews)

- Exits: 28%
- Visit: 25%
- Exhibitions: 14%
- Homepage: 12%
- Ticketing Site: 7%
- About: 3%
- Calendar: 2%
- Join and Give: 2%
- Programs and Learning: 1%
- Search Pages: 1%

Data from 11/1/17-1/31/18
Look to your peers.
In a study by Hubspot, 76% of respondents said the most important aspect in a website’s design is easy navigation.
Uncover navigation trends.

24% of desktop sessions click on a link in the main navigation.

**PLATFORM:** Google Analytics

**FREQUENCY:** As Needed

**LEVEL:** Expert

**CUSTOMIZATION:** Main nav click tracking
Users are much less likely to interact with the mobile navigation.

5% of mobile visitors are clicking on a main nav link.

**PLATFORM:** Google Analytics  
**FREQUENCY:** As Needed  
**LEVEL:** Expert  
**CUSTOMIZATION:** Main nav click tracking
Most mobile visitors are not seeing the full menu in the first place.

91% of mobile sessions do not open the navigation menu.

**Platform:** Google Analytics  
**Frequency:** As Needed  
**Level:** Expert  
**Customization:** Mobile menu click tracking
Understand user browsing behavior.

**Navigation Rates**

(% of sessions landing in one section and navigating to another)

**Sections Navigated To**

<table>
<thead>
<tr>
<th>Section</th>
<th>Landing Section (% of entries)</th>
</tr>
</thead>
<tbody>
<tr>
<td>About</td>
<td>About (1%)</td>
</tr>
<tr>
<td>Buy</td>
<td>Buy (2%)</td>
</tr>
<tr>
<td>Community</td>
<td>Community (3%)</td>
</tr>
<tr>
<td>Homepage</td>
<td>Homepage (13%)</td>
</tr>
<tr>
<td>Learn</td>
<td>Learn (2%)</td>
</tr>
<tr>
<td>Performances</td>
<td>Performances (6%)</td>
</tr>
<tr>
<td>Support</td>
<td>Support (3%)</td>
</tr>
<tr>
<td>Ticketing Site</td>
<td>Ticketing Site (11%)</td>
</tr>
<tr>
<td>Visit</td>
<td>Visit (3%)</td>
</tr>
</tbody>
</table>

**PLATFORM:** Google Analytics

**FREQUENCY:** As Needed

**LEVEL:** Practitioner

**CUSTOMIZATION:** Content groupings, sequence segments
### Understand user browsing behavior.

**Navigation Rates**

(\% of sessions landing in one section and navigating to another)

#### Sections Navigated To

<table>
<thead>
<tr>
<th>Sections Navigated To</th>
<th>About ( (1%) )</th>
<th>Buy ( (2%) )</th>
<th>Community ( (2%) )</th>
<th>Homepage ( (0%) )</th>
<th>Learn ( (2%) )</th>
<th>Performances ( (0%) )</th>
<th>Support ( (3%) )</th>
<th>Ticketing Site ( (1%) )</th>
<th>Visit ( (2%) )</th>
</tr>
</thead>
<tbody>
<tr>
<td>About ( (1%) )</td>
<td>n/a</td>
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<td></td>
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<tr>
<td>Buy ( (2%) )</td>
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<tr>
<td>Community ( (2%) )</td>
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<td>2%</td>
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<tr>
<td>Homepage ( (0%) )</td>
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<td>8%</td>
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<tr>
<td>Learn ( (2%) )</td>
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<td>1%</td>
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<tr>
<td>Performances ( (0%) )</td>
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<tr>
<td>Ticketing Site ( (1%) )</td>
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<td>1%</td>
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</tr>
<tr>
<td>Visit ( (2%) )</td>
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<td></td>
<td></td>
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</table>

**PLATFORM:** Google Analytics  
**FREQUENCY:** As Needed  
**LEVEL:** Practitioner  
**CUSTOMIZATION:** Content groupings, sequence segments
Understand user browsing behavior.

### Navigation Rates

(% of sessions landing in one section and navigating to another)

#### Sections Navigated To

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<th>Support</th>
<th>Ticketing Site</th>
<th>Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>About (1%)</td>
<td>n/a</td>
<td>2%</td>
<td>1%</td>
<td>4%</td>
<td>1%</td>
<td>5%</td>
<td>2%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Buy (2%)</td>
<td>1%</td>
<td>n/a</td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
<td>18%</td>
<td>0%</td>
<td>29%</td>
<td>4%</td>
</tr>
<tr>
<td>Community (1%)</td>
<td>2%</td>
<td>4%</td>
<td>n/a</td>
<td>5%</td>
<td>2%</td>
<td>18%</td>
<td>1%</td>
<td>29%</td>
<td>1%</td>
</tr>
<tr>
<td>Homepage (15%)</td>
<td>0%</td>
<td>7%</td>
<td>3%</td>
<td>n/a</td>
<td>5%</td>
<td>53%</td>
<td>2%</td>
<td>44%</td>
<td>4%</td>
</tr>
<tr>
<td>Learn (2%)</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>n/a</td>
<td>17%</td>
<td>0%</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>Performances (60%)</td>
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<td>3%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>n/a</td>
<td>1%</td>
<td>25%</td>
<td>3%</td>
</tr>
<tr>
<td>Support (3%)</td>
<td>3%</td>
<td>5%</td>
<td>1%</td>
<td>4%</td>
<td>3%</td>
<td>12%</td>
<td>n/a</td>
<td>14%</td>
<td>1%</td>
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<tr>
<td>Ticketing Site (11%)</td>
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<td>4%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>n/a</td>
<td>0%</td>
<td>n/a</td>
<td>1%</td>
</tr>
<tr>
<td>Visit (5%)</td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
<td>5%</td>
<td>2%</td>
<td>19%</td>
<td>0%</td>
<td>20%</td>
<td>n/a</td>
</tr>
</tbody>
</table>

**PLATFORM:** Google Analytics  
**FREQUENCY:** As Needed  
**LEVEL:** Practitioner  
**CUSTOMIZATION:** Content groupings, sequence segments
Prioritize your top templates.

Content Popularity by Template
(% of Sessions)

- Play Detail Pages: 58%
- Program Detail Pages: 24%
- Homepage: 16%
- Seatmap: 13%
- Calendar: 9%
- Shakespeare in the Park Landing Page: 7%
- Account Pages: 6%
- Support Us Detail Pages: 5%
- Joe’s Pub Landing Page: 5%
- Shopping Cart: 4%

PLATFORM: Google Analytics
FREQUENCY: As Needed
LEVEL: Practitioner
CUSTOMIZATION: Content groupings
### Content Popularity by Template (% of Sessions)

<table>
<thead>
<tr>
<th>Page Type</th>
<th>Popularity</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
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</tr>
</tbody>
</table>

- **Platform:** Google Analytics
- **Frequency:** As Needed
- **Level:** Practitioner
- **Customization:** Content groupings
When we’re ready for a design change, let user’s actions guide you.
Scroll depth tracking helps us rethink content hierarchy.

Only 49% of viewers are scrolling to the 50% mark

PLATFORM: Google Analytics
FREQUENCY: As Needed
LEVEL: Practitioner
CUSTOMIZATION: Scroll depth tracking
Before and after.

FOR COLORED GIRLS WHO HAVE CONSIDERED SUICIDE / WHEN THE RAINBOW IS ENUF

Written by Ntozake Shange
Directed by Leah C. Gardiner
Choreography by Camille A. Brown

Martinson
October 8 - December 1, 2019

CAPACITY INTERACTIVE
Avoid the back button like the plague.

PLATFOR M: Google Analytics
FREQUENCY: As Needed
LEVEL: Expert
CUSTOMIZATION: Pogo-sticking tracking (code)
Identify trends where hitting “back” is more common.

25% of Performance Detail visitors hit the back button.

PLATFORM: Google Analytics
FREQUENCY: As Needed
LEVEL: Expert
CUSTOMIZATION: Pogo-sticking tracking (code)
Look to other organizations for inspiration.
Set aside time to watch users interacting with the site.

**PLATFORM:** Hotjar

**FREQUENCY:** As Needed

**LEVEL:** Beginner

**CUSTOMIZATION:** Screen recordings
Heatmaps reveal problem areas that Google Analytics tracking might miss.

**PLATFORM:** Hotjar

**FREQUENCY:** As Needed

**LEVEL:** Beginner

**CUSTOMIZATION:** Heatmaps
Ask users about their experience on the site...

"How would you rate your experience finding what you were looking for on this page?"

- 1 (Very Difficult): 10%
- 2: 8%
- 3: 13%
- 4: 14%
- 5 (Very Easy): 54%

Platform: Hotjar
Frequency: As Needed
Level: Beginner
Customization: Polls
... and identify areas for improvement.

How can we improve?

28% Run Time
12% Didn’t Understand Question
10% Ticket Purchase
8% Annoyed By HotJar
6% Org Info
6% Ticket Exchange

PLATFORM: Hotjar
FREQUENCY: As Needed
LEVEL: Beginner
CUSTOMIZATION: Polls
Low hanging fruit.

Jun 29 - Aug 18, 2019 in Goodman's Albert Theatre

Around 2 hours and 30 minutes with one intermission

Seventy-six trombones. One joyous musical masterpiece.

He's charming and charismatic—no wonder con man Harold Hill assumes he can easily fleece the citizens of staid River City, Iowa with the grand promise of a marching band. But...
Friction in the purchase path.

Purchase Path Drop-off by Device

- Seat Selection > Cart: 79% (Mobile), 61% (Desktop)
- Cart > Login: 70% (Mobile), 56% (Desktop)
- Login > Checkout: 19% (Mobile), 9% (Desktop)
- Checkout > Purchase: 15% (Mobile), 9% (Desktop)

Platform: Google Analytics
Frequency: As Needed
Level: Practitioner
Customization: Sequence segments
Use your data to hypothesize what’s causing the friction.

5 seats
Clicked on average

PLATFORM: Google Analytics
FREQUENCY: As Needed
LEVEL: Expert
CUSTOMIZATION: Seatmap click tracking, Ecommerce tracking
Different Levels of Website Analytics
Test and prove (or disprove) your hypothesis.

**PLATFORM:** Google Optimize

**FREQUENCY:** As Needed

**LEVEL:** Expert

**CUSTOMIZATION:** A/B Test
+9% lift in ecommerce conversion rate!

-23% decrease in seat clicks!
Analytics data can also inform campaign strategy and pricing decisions.

**Purchase Path for A Bright Room Called Day**

<table>
<thead>
<tr>
<th>Path</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping Cart &gt; Login</td>
<td>58%</td>
</tr>
<tr>
<td>Login &gt; Payment Details</td>
<td>3%</td>
</tr>
<tr>
<td>Payment Details &gt; Add a Donation</td>
<td>1%</td>
</tr>
<tr>
<td>Add a Donation &gt; Order Confirmation</td>
<td>11%</td>
</tr>
</tbody>
</table>

**Platform:** Google Analytics

**Frequency:** Ongoing

**Level:** Expert

**Customization:** Ecommerce checkout steps, Ecommerce tracking

*The Public Theater*
Don’t let those tickets rot away in the cart.

Artistic Director Oskar Eustis reunites with Tony Kushner for A BRIGHT ROOM CALLED DAY. Access tickets: thepublic.nyc/brightroompsm
Abandoned cart and abandoned browse retargeting goes beyond social.

+23,000 triggered emails
$190k in revenue
750%+ ROI

Opera Philadelphia
Get personal.

PLATEFORM: Google Optimize
FREQUENCY: As Needed
LEVEL: Practitioner
CUSTOMIZATION: Personalization

Firsts

Dec 4-Jan 5 at New York City Center

If you enjoyed seeing Alvin last season, come back this year and save 20% when you purchase tickets for two or more performances.

Firsts

Lapsed

Dec 4-Jan 5 at New York City Center

Come back to see us and save 20% when you purchase tickets for two or more performances.

Lapsed

Stalwarts

Dec 4-Jan 5 at New York City Center

Thanks for being a loyal audience member. Did you know you can save 40% on tickets when you become a Friend of Alvin Aliley before Oct 18?

Stalwarts

World Premieres

- Donald Byrd’s Greenwood shines a light on the 1921 attack by whites that destroyed the affluent black Greenwood neighborhood of Tulsa, OK.
- Darrell Grand Moultrie’s Dunce of Faith is an exuberant tribute to a teacher’s lasting influence on a young person.

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- Jamar Roberts’ See offers a meditation on
MAKE THIS HAPPEN AT YOUR ORGANIZATION
Feeling like this? Deep breaths.
Take stock of what your current analytics practices are.
Audit your Google Analytics account and create a wish list (and a timeline).
You are not alone!
Define your website KPIs.
Start by asking “Why does my website exist?”
Set aside time to devote to “deeper” analysis.

I know this can feel like a black hole. Take it one step at a time.
Adopt an analytics mindset.
Our website users are our online patrons.
Our website users are our online patrons.
Prioritize where you will devote your attention.
10 Takeaways

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You're a storyteller. You can do this.
Thank you!

Jess Bergson
jbergson@capacityinteractive.com