

# Behavior Analysis

*to Know Your Audience & Maximize Your Budget*



**AUDIENCE ANALYSIS** is typically a forgotten aspect of content marketing. Brands tend to create buyer personas at the start of a campaign and then ignore them or fail to update them. Additionally, buyer personas are more than demographics and product solutions. They should cover what pop culture elements audiences consume, what media they use, and what coupons or calls to action appeal to them.

Analytics can help answer most — if not all — of these questions. From understanding the customer journey to evaluating why consumers may not be buying your goods and services, analytics can highlight problems and offer solutions with the right forms of technology. Discover how you can use data and analytics to better understand your customers and create responsive campaigns for them.

## 2017: The Year for Marketing Analytics



More brands than ever are starting to understand the value of marketing analytics. According to the [Harvard Business Review](#), companies spend **6.7 percent of their budgets on analytics**, but researchers expect firms

to **increase their spending to 11.1 percent** over the next three years. These upgrades range from increasing tools from free to paid versions, such as moving from Google Analytics to Google Analytics Premium, to investing in new tools such as

A/B testing software, heat maps, and other software options that paint a complete picture of their audiences.

This increase in marketing spending means big business for marketing vendors. The number of marketing tech companies has doubled to almost 2,000 in the past year, and those figures will continue to grow as long as demand exists. These companies range from analytics specialists who review campaigns to vendor support personnel who deliver specific tools for more insights.

All of this information led the Harvard Business Review to evaluate the real impact that marketing analytics tools have on companies. While these tools are nice to have, are they actually providing incremental revenue that brands wouldn't otherwise have if they didn't use them? Are they not only justifying their cost, but also providing a quantifiable ROI that marketers can justify to their accounting departments?

The answer is yes. "Use metrics" can count the ways companies use analytics, from customer acquisition to branding and pricing strategy. For every use of metrics for analytics, company sales increased by 1 percent. In other words, the more you use your analytics tools across all parts of your business, the more ROI you will generate.

With that information, we created a guide to get the most out of your behavioral analytics tools from the start of your marketing campaign through to the end. Your analytics tools need to be proactive, active, and reactive so that you can optimize your marketing budget and make better decisions moving forward.

# Data Analysis Is the First Step of Any Marketing Campaign

Your analytics team needs to get involved long before you begin the brainstorming process of a marketing campaign. Your team members are the ones who will set you up for success by ensuring your campaign reaches your target audiences, uses the best forms of media, and maximizes budget spending within your ROI goals. Failure to use data as you create your marketing strategy could result in extra work at best and a complete failure of a campaign at worst.

## DEVELOPING AUDIENCE PERSONAS

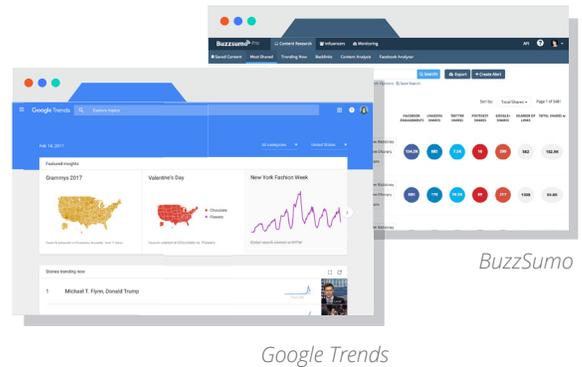
Your company might have an idea about your customers from experience and high-level analytics, but what do you really know about them going into a campaign? Claiming your target audience is women ages 25 to 45 is a good start, but that claim doesn't mean your campaign will be successful.



Consider the NFL. Women are the fastest growing demographic of people who watch the sport, and marketing executives have tried to appeal to them over the past few years despite mixed results. Last year, the [Tampa Bay Buccaneers](#) created a website for its female fans that offered advice on accessorizing for the game and defined game terms such as “play clock” and “field goal.” This tactic horribly underestimated the knowledge of female fans — many of whom had watched the sport for years — and the Buccaneers “RED Women’s Movement” campaign immediately received media and fan backlash.

Here is where [Jumpshot’s Audience Analytics](#) would have been useful. Your audience personas should dive deeper than simple demographics and paint a clear picture of what they know and what interests them. Jumpshot, a marketing analytics company, allows brands to track audience footprints back to 2014 and determine what browsing and purchasing behaviors actually differentiate one audience from another.

Once you understand the reasons your audience members behave a certain way, you can connect with them more effectively.



## DISCOVERING POPULAR TRENDS AND TOPICS

Consider the DriveTime TV [commercials that feature the song “Turn Down for What.”](#) Although the song first became popular in 2014, you’ll find it in clubs and at stadiums across the country. Data analysis could help marketers decide what pop culture references are still relevant and which have been forgotten by most members of the public.

Pop culture is a fickle theme. While many people remember the ALS Ice Bucket Challenge, “The Dress,” and Pizza Rat, they might not want to hear references to them a year or two later. Using analysis through [Google Trends](#) and [BuzzSumo](#) can help marketers decide whether their references are still relevant or if they should move to something more topical.

## SETTING PERFORMANCE AND RETURN GOALS

Analysis requires a mixture of first- and third-party data to paint a complete picture of expected performance. First-party data includes past performance history and growth trends. For example, if your website traffic has been up 15 percent all year, then it’s a fair goal to grow your traffic by 15 to 20 percent next month. The third-party data relies on outside sources to identify potential speed bumps. For example, the retail industry overall has struggled to grow in 2016, so even successful companies set [modest goals for Black Friday](#) and researched buyer trends to set their expectations.

There also lies a relatively unexplored murky area: 2nd-party data. Jumpshot allows marketers to obtain 2nd-party data (other company’s 1st-party data) that was previously very difficult or expensive to attain, as a company would need to

directly partner with a different company to receive their data. But using Jumpshot's solutions, marketers can gain access to this data, such as another site's path-to-purchase, site search keywords terms, popular purchased products, and more.

Researching and setting these goals beforehand will help you brainstorm ways to stand out with your campaign. You can set goals to increase the conversion rate along with traffic or focus exclusively on traffic-driving pieces.

## IDENTIFYING THE RIGHT MEDIA

Once you have a picture of your audience and your goals, you can decide how to allocate your budget by using various forms of media. Facebook has become a large traffic driver for many companies, but those companies might want to set a test budget for Facebook Live to see if the feature can generate revenue. Instead of marketing with traditional media, companies might reach out to YouTube and blog influencers to connect with a younger audience. Marketers make decisions and set a budget based off of data collected on past customer performance, so chief marketing officers (CMOs) can rest easy knowing their teams are making informed decisions.

One easy way to determine what media forms you should use is to analyze your competitors. Jumpshot offers detailed competitor analysis for B2C brands looking to connect with customers outside of their main website. Their solutions are particularly helpful when you want to segment behavior by audience type, returning or new customers, or device.

Analytics reporting plays a role in campaign research, but marketers should continue using analytics throughout a campaign's duration.

## USING ANALYTICS FOR INTRA-CAMPAIGN ADJUSTMENTS

Developing a campaign through data analysis is a good start, but companies that ignore their data throughout the process will inevitably see lackluster results. In the digital world, brands can change their message in an instant, so there's no reason to stick with an average campaign until the end.

## OPTIMIZE CTAS AND OFFERS

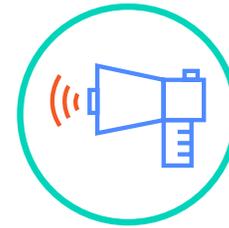
Brands should always test different factors within a campaign to better understand their audience and maximize profits. This testing might mean serving different headlines to customers, sending various offer types to determine



*Different Headlines*



*Offer Types*



*Calls to Action*

effectiveness, and using multiple calls to action to see what resonates.

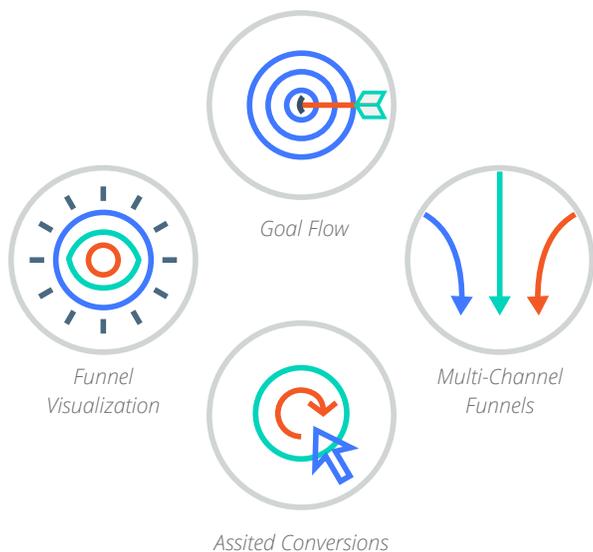
Consider the use of coupons in retail settings. Many companies such as JCPenney and Kohl's use either a 20 percent offer or \$10 off \$50 code on their websites. With this data, analysts are able to see how customers respond to both choices and which ones they find more compelling. In many cases, the customers prefer the concrete offer of \$10 off, even though the value is the same — if not worse — than the 20 percent offer. Even if these companies increase their conversion rates by a few percentage points, they can bring in thousands of more dollars in revenue.

Jumpshot offers a [site analysis](#) to customers which can analyze the conversion funnel and offer suggestions for improvement. You might have a compelling offer, but you may not be able to serve that offer at the right time to get customers to convert to sales.

## REALLOCATE AND INCREASE BUDGETS

In the previous section, we described how brands picked their media outlets based on past and predictive data; however, the data doesn't always line up exactly with performance. While certain outlets might be effective traffic drivers, they might not convert to sales at the same rates as others, which could reduce revenue or hinder a company from hitting its goals.

Fortunately, you can easily reallocate budgets in the world of digital marketing. Brands can quickly adjust their spending from sponsored posts on social media to influencer blogging. This move can also dictate their future media use, facilitating continual growth.



### UNDERSTAND THE CUSTOMER JOURNEY

The campaign process is an exciting time to collect data on customers to better understand how they interact with your brand. For example, more companies are becoming aware of the sales funnel and how customers move through it. [Within Google Analytics](#), this information exists in multiple tools such as Goal Flow, Funnel Visualization, Multi-Channel Funnels, and Assisted Conversions. You can also look at factors such as time between first visit and purchase, time on site, and pages visited.

This data can paint an accurate picture of what your customers need to see before buying a product or service. Social media content might have a low conversion rate, but if that material is top-of-funnel content, it could have a high amount of assists. Additionally, social media content could also be your best performer if you approach analytics from first-click attribution instead of last-click attribution. Failing to invest in social media could cut off an important part of the sales funnel and limit revenue.

Data analysis is important because you can look beyond basic answers to discover why customers behave a certain way and how that behavior affects your campaign. Your intra-campaign changes will rely less on gut feelings and more on informed decisions.

## Evaluating Your Campaigns With Data

Companies should continue to use data analysis after a campaign concludes. Data analysis can do more than show

you how a campaign performed; these analytics can also create a path for future performance and help you predict long-term goals.

### CALCULATE LONG-TERM CUSTOMER VALUE

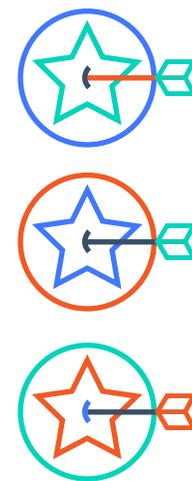
If you don't think your short-term campaigns have long-term effects on your company, look at Chipotle Mexican Grill. The company's reputation and sales were severely tarnished last year. Hundreds of people became sick after a norovirus outbreak that the restaurant chain traced back to sick employees, and millions of Americans questioned whether they should continue to eat there. Despite several marketing campaigns about food safety, and the temporary launch of Chipotle rewards cards, [sales are still down](#) a year later.

The customers you attract today — and how you treat them — will set you up for success and failure. Today's actions determine how often customers will buy from you, what types of items they will buy, and if they will return. Failing to build customer loyalty, or running sales and trying to push clearance items, can change your audience personas and create more work for your team.

For example, [Bed Bath & Beyond](#) has trained customers to visit their stores only when they have coupons for 20 percent off merchandise. This behavior has changed the nature of the business and reduced the value of each customer. Ask yourself: Is the short-term sale today worth the damage to my brand in the long run?

### SET GOALS AND OPPORTUNITIES FOR IMPROVEMENT

Every campaign should end with a review of what went right and what you need to improve upon. These notes will allow your team to more easily plan your next campaign and understand your options. Why did one channel perform better than the rest? What form of media reached audiences and turned them into customers? What media struggled throughout the process? What would your team have done differently? Answering these questions will make you better prepared the next time you need to boost your sales or approach that media for a different campaign.



Data analytics provides clarity and can help you answer the hard questions so that you don't make the same mistakes again and again.

## Case Study

Jumpshot worked with a major sports apparel retailer to evaluate their digital performance. The major sports retailer is one of the largest athletic apparel brands in the world. However, given the recent growth of their competitor and the constant threat of other companies, this major sports apparel retailer can't afford to rest on its laurels. Accordingly, Jumpshot was able to take a look into the behavior of their audience.

### THE GOAL

#### GET CUSTOMERS INTO THE PURCHASE FUNNEL

While the major sports apparel retailer is a known name that successfully drives traffic to its website, it struggled to convince customers to initiate a purchase. If the company could convince [10 to 20 percent more](#) customers to add a pair of shoes to their carts and begin the purchase process, then they could double their online revenue. This thinking follows from the idea that one-third of customers who added an item to a cart completed the purchase, thus proving the power of understanding your sales funnel when creating marketing campaigns.

### THE AUDIENCE

#### EVALUATE THEIR LIFESTYLE CHOICES

Jumpshot ran an analysis of the company's buyers, non-buyers, and Adidas buyers to better understand buying patterns and behavior. Considering these consumers follow roughly the same demographics and interests (young people who like sports), the company needed to evaluate consumers' lifestyle choices beyond the court or playing field.

This decision led Jumpshot to analyze the YouTube preferences of its customers. The major sports apparel retailer's audiences tend to watch sports videos four times more often than the general population. Additionally, Jumpshot's analysis found that the major sports apparel retailer's shoppers are huge Drake fans, while one of their competitor shoppers enjoy rap music. In fact, Drake held the top four videos of the major sports apparel retailer's fans, while other viewers enjoyed David Bowie videos, movie trailers, and "Saturday Night Live" clips. This data enabled the

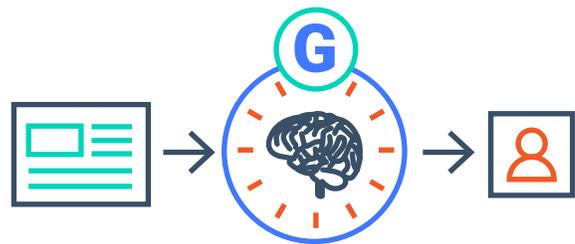
retailer to figure out how the company should market to their audiences and what channels they should use for advertising.

### THE CONVERSION

#### UNDERSTAND ATTRIBUTION MODELS

Jumpshot found that two-thirds of the major sports apparel retailer's conversions come from organic search brand terms such as "[retailer brand name]" or "[retailer brand name] shoes." However, these conversions occurred primarily through last-click attribution. The Jumpshot team suggested that the major sports apparel retailer review other attribution models, such as first click, to better identify non-brand terms that are relevant to their audiences. This finding proves that while many marketing channels might not seem like closers, they can drive qualified traffic that's more likely to generate leads in the end.

By running this analysis, the major sports apparel retailer marketing team was able to approach its campaigns with a clearer understanding of audience, goals for how to improve sales, and ways customers travel down the funnel. Following this retailer's example, you can create [content targeted to your audience](#) that you can evaluate for effectiveness when your campaign concludes.



## The Future of Big Data and Machine Learning

Marketers have more access to data now more than ever, which means you don't have an excuse for ignoring customer and campaign analysis. From Google Analytics tools that you can add to your website with a few lines of code to third-party resources that provide data within minutes, almost any company or industry can make informed decisions for marketing campaigns. Consider especially the rate by which data gets collected and how artificial intelligence will optimize marketing campaigns in the future.

## GOOGLE'S SMART GOALS HARNESS PREDICTIVE ANALYTICS

Google understands that not all website traffic gets created equally, and brands need to constantly filter out qualified and unqualified leads. This understanding is particularly true for B2B brands that rely on sales teams to close deals. [With Smart Goals](#), Google is able to identify factors that decide what makes a lead qualified. These factors might include how much time consumers spend on a site or what pages they viewed.

This predictive analytics also ties into Google's use of account information to unite customers across multiple devices. You want to create a complete picture of the customer journey, from browsing on mobile devices to buying on desktops, so that you can see exactly how campaigns turn traffic into revenue. You can be certain that if Google is investing heavily in Big Data and predictive analytics, then other marketing platforms will follow that lead.

## MACHINE LEARNING CAN AUTO-ADJUST OFFERS

Based on audience behavior and demand, machine learning allows companies to consider their customers and [create offers that would appeal to them](#). These offers might be a 20 percent off coupon if they've visited your website multiple times or a 10 percent off code if a first-time visitor downloads a brochure.

Machine learning has also been found in Google products. Last year, Google introduced RankBrain as an algorithm factor that used machine learning to offer the best possible search results. By understanding the audience, RankBrain can create compelling listings that allow customers to find exactly what they need, driving clicks and traffic the first time around.

## MORE SENSORS THAN EVER CAN COLLECT INFORMATION

The marketing industry today is experiencing a data renaissance where any information is available within a few clicks. You can experience this data availability through qualitative analysis resulting from heat maps and customer videos, along with quantitative data that better explains the customer journey. If your company has questions or concerns, you can use algorithms and Big Data to help you study and analyze them.

Marketers have two choices: They can continue to create campaigns based on faith, or they can use the tools at their fingertips to make informed decisions and strategic campaigns.

The value of your analytics tools relies on how much you use them. Without proper analysis, you're doomed to make the same errors repeatedly. Analysis is valuable only if you take actionable steps for improvement. Many companies use behavioral analysis for their campaigns but make the same mistakes by refusing to change. Make 2017 the year of analytics and the year you base your decisions on actionable data.

## COPYPRESS

CopyPress is a full service content marketing company with over 5 years of experience creating and promoting digital content.

## jumpshot®

Jumpshot is a marketing analytics platform that helps marketers understand their customer's entire online lives. From the key sources of traffic to a site, to the browsing and buying behavior on a site, to where customers go once they've left a site, Jumpshot's product suite reveals that entire customer journey. Jumpshot analyzes the clickstream data of its 100-million customer panel, 40% of which is mobile, and spans 188 countries. Every day, consumers visit tens of millions of websites. Most marketers only have insight into one of those websites: their own. To truly understand their customers' online lives, marketers need in-depth insight not only into their own traffic, but for the rest of the web as well. Jumpshot tracks more than 160 billion monthly clicks, helping marketers know what their customers are doing anywhere, anytime they're online.

Email [hello@jumpshot.com](mailto:hello@jumpshot.com) for more info.