

Audience Insights, Data & Personalisation

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Head of Marketing
Automation & Analytics

From Newcastle. **For the world.**

AIMS

- 1 Capture More Audience Data
- 2 Next-level Audience Insights
- 3 Improve your Visualisation of Data

Without breaking the bank!

1

Capture More Audience Data

**Staying Compliant
& Privacy Aware.**

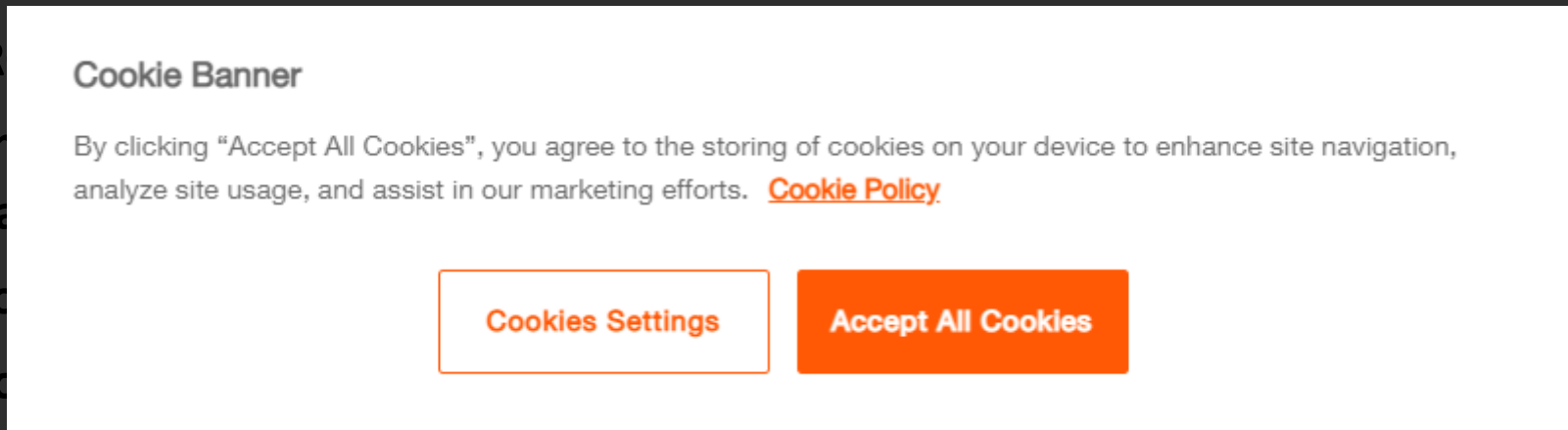
**Collect More
Audience Data.**

Collecting Audience Data

- Optimise your cookie consent and CTAs.

Collecting Audience Data

- Optimise/CR
- Create and m
website priva
- Consider a co
- Audit your co
- Audit and consolidate your personal data collection
privacy policies.
- Stay up-to-date on the....



The image shows a white cookie banner with a close button (X) in the top right corner. The banner contains the following text and buttons:

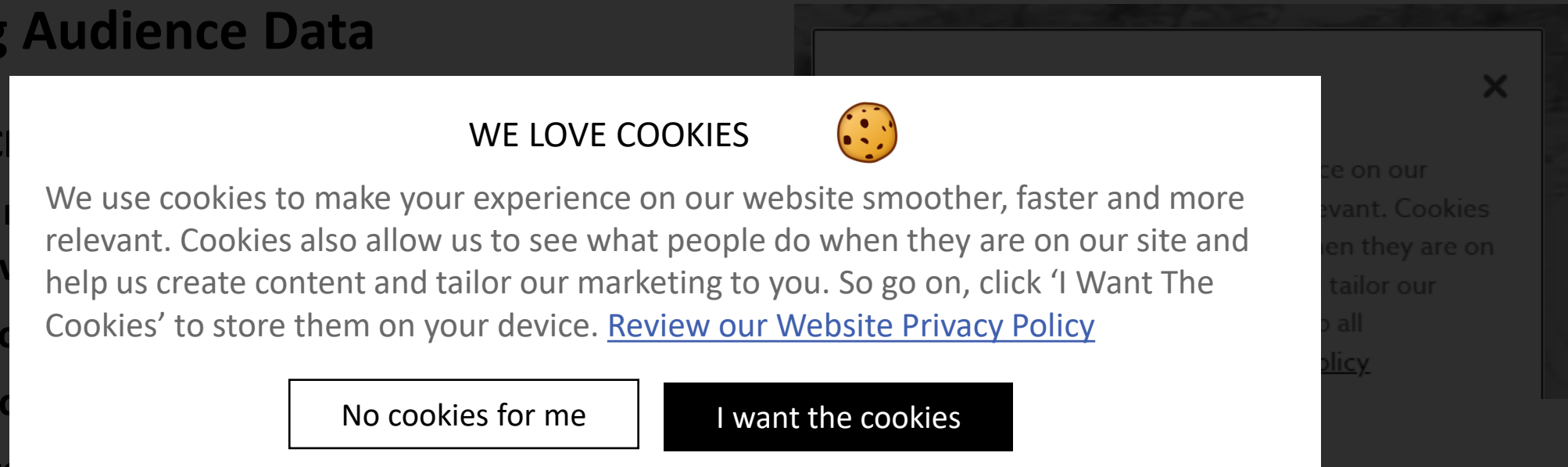
Cookie Banner


By clicking "Accept All Cookies", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. [Cookie Policy](#)

Cookies Settings **Accept All Cookies**

Collecting Audience Data

- Optimise/Control
- Create and manage website privacy
- Consider a cookie
- Audit your cookie
- Audit and consolidate your personal data collection privacy policies.
- Stay up-to-date on the....



WE LOVE COOKIES 

We use cookies to make your experience on our website smoother, faster and more relevant. Cookies also allow us to see what people do when they are on our site and help us create content and tailor our marketing to you. So go on, click 'I Want The Cookies' to store them on your device. [Review our Website Privacy Policy](#)

Collecting Audience Data

- Optimise your privacy/cookie consent and CTAs
- Create and maintain a clear and easily updatable website privacy policy.
- Consider a consent management platform.
- Audit your cookies; analytics & advertising technology.
- Audit and consolidate your personal data collection privacy policies.
- Stay up-to-date on the....



2

Next-level Audience Insights

Learn More about
Your Audience &
Their Behaviour.

Develop
Personalisation.

Improve your understanding of website audiences

- Standardise, utilise and enrich Your Google UTM Tags/Values

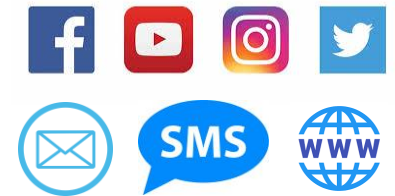
inconsistent use and naming of tags

Source	Medium	Campaign Name	Term Keyword	Content
fbook	Social	jason's		Top banner
Social Media	Fb	2022 Campaign		
Insta	paid Social	Spring-social media		High Quality Leads
Email Links		Email Camp		Case Study
bbc.co.uk	Website	Campaign A	A/B Test	CTA Link
Bbc	Referral	B Campaign		Anchor Link

Bought Activity



Owned Activity



Audiences



UTM Tagged Link/URL



Key Takeaways

- **Avoid confusion between parameters e.g. source & medium**
- **Avoid misspellings and uniformity of values**
- **UTM's not being used across all bought and owned activity.**
- **Lack of synergy with paid channel tagging conventions**

Key Takeaways

- Avoid confusion between parameters e.g. source & medium
- Avoid misspellings and uniformity of values
- UTM's not being used across all bought and owned activity.
- Lack of synergy with paid channel tagging conventions
- **Add additional facets to your campaign tag**

Enhancing Your Campaign Tag

Source	Medium	Campaign Name	Term Keyword	Content
--------	--------	---------------	--------------	---------

From: 'campaign_utm=undergraduate'

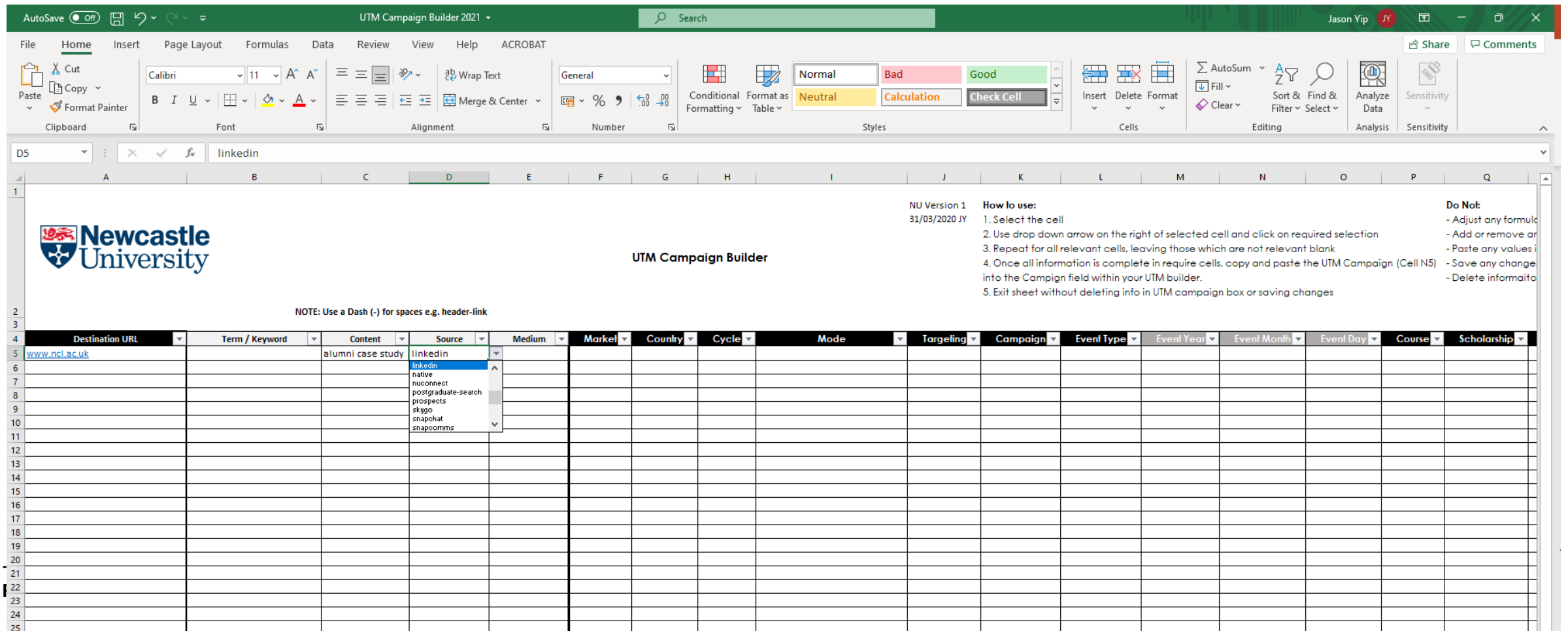
Tailor the campaign tag to your business and to support personalisation

market	country	Cycle / Season	Mode of study	Campaign Type	Course / Product	Variation	Audience
UG	UK	awareness	Full time	course	fashion	test a	Creative Colin

ug_uk_awareness_full-time_course_fashion_test-a_creative_colin

To: 'campaign_utm=ug_uk_awareness_full-time_course_fashion_test-a_creative_colin'

Develop UTM Building Tools



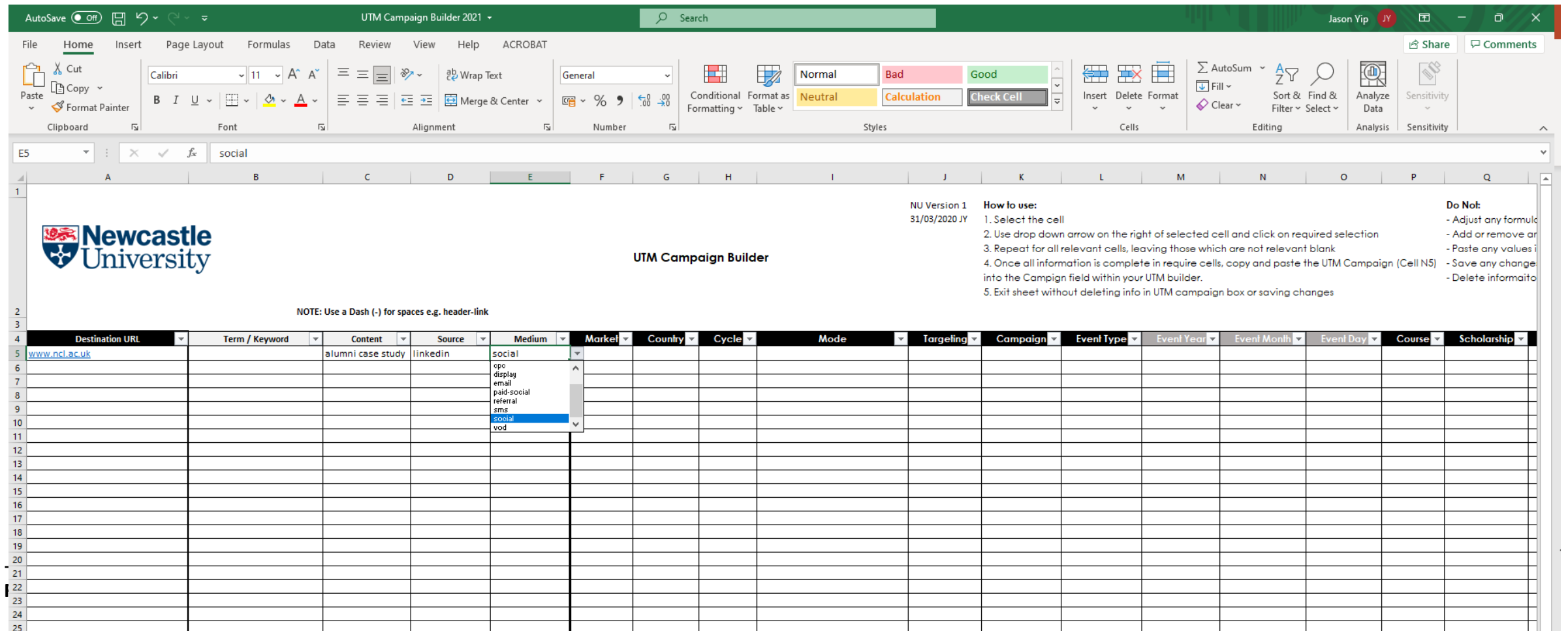
The screenshot shows the Microsoft Excel interface for the 'UTM Campaign Builder 2021' spreadsheet. The ribbon includes Home, Insert, Page Layout, Formulas, Data, Review, View, and Help. The spreadsheet content is as follows:

Destination URL	Term / Keyword	Content	Source	Medium	Market	Country	Cycle	Mode	Targeting	Campaign	Event Type	Event Year	Event Month	Event Day	Course	Scholarship
www.ncl.ac.uk		alumni case study	linkedin													
			linkedin													
			native													
			nuconnect													
			postgraduate-search													
			prospects													
			skggo													
			snapchat													
			snapcomms													

Additional text in the spreadsheet includes:

- Header:** Newcastle University logo and 'UTM Campaign Builder' title.
- Version:** NU Version 1, 31/03/2020 JY
- How to use:**
 - Select the cell
 - Use drop down arrow on the right of selected cell and click on required selection
 - Repeat for all relevant cells, leaving those which are not relevant blank
 - Once all information is complete in require cells, copy and paste the UTM Campaign (Cell N5) into the Campaign field within your UTM builder.
 - Exit sheet without deleting info in UTM campaign box or saving changes
- Do Not:**
 - Adjust any formula
 - Add or remove any cells
 - Paste any values into cells
 - Save any changes
 - Delete information
- Note:** Use a Dash (-) for spaces e.g. header-link

Develop UTM Building Tools




AutoSave Off UTM Campaign Builder 2021 Search Jason Yip JY

File Home Insert Page Layout Formulas Data Review View Help ACROBAT

Clipboard Font Alignment Number Styles Cells Editing Analysis Sensitivity

E5 social

1

 Newcastle University

UTM Campaign Builder

2

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NOTE: Use a Dash (-) for spaces e.g. header-link

Destination URL	Term / Keyword	Content	Source	Medium	Market	Country	Cycle	Mode	Targeting	Campaign	Event Type	Event Year	Event Month	Event Day	Course	Scholarship
www.ncl.ac.uk		alumni case study	linkedin	social												
				cpc												
				display												
				email												
				paid-social												
				referral												
				sms												
				social												
				vod												

NU Version 1 31/03/2020 JY

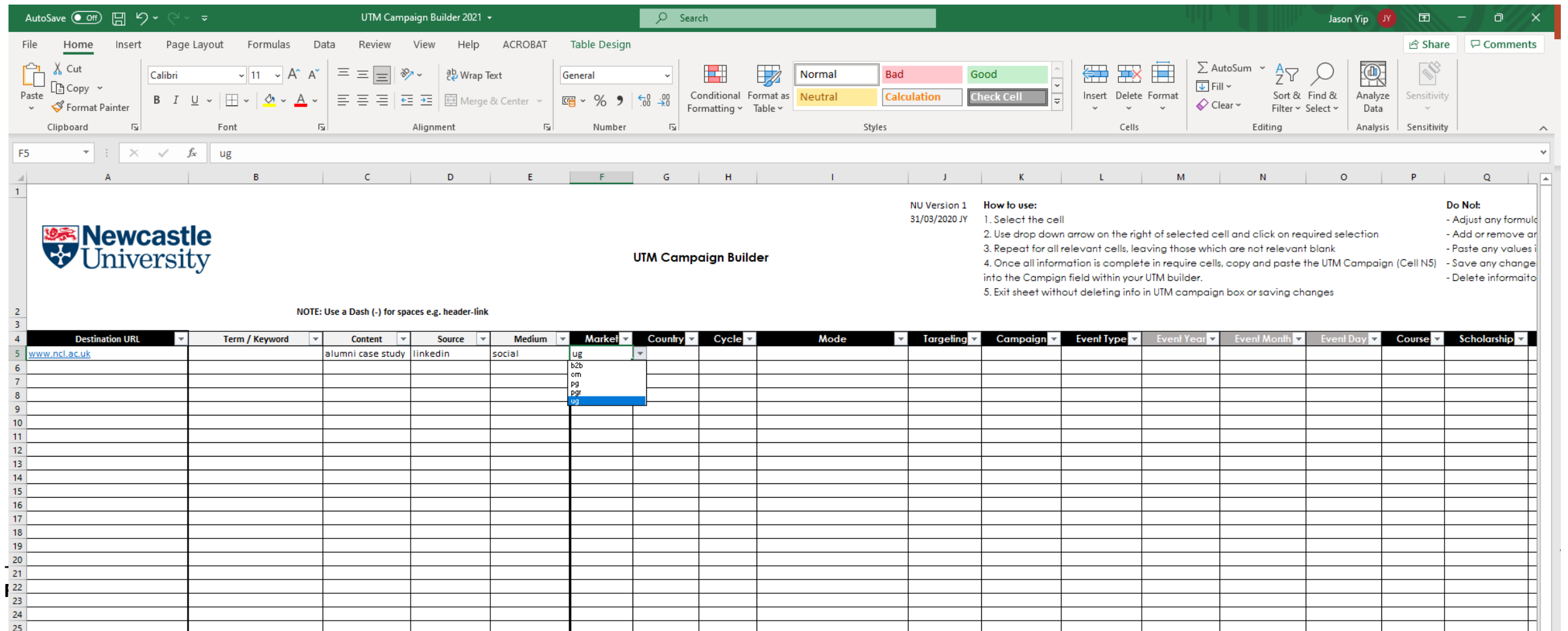
How to use:

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Develop UTM Building Tools



The screenshot shows the Microsoft Excel 2021 interface with the 'UTM Campaign Builder 2021' spreadsheet open. The ribbon includes File, Home, Insert, Page Layout, Formulas, Data, Review, View, Help, ACROBAT, and Table Design. The spreadsheet content includes the Newcastle University logo, a version number (31/03/2020 JY), and a table with columns for campaign parameters. A dropdown menu for the 'Market' column is open, showing a list of options.

Destination URL	Term / Keyword	Content	Source	Medium	Market	Country	Cycle	Mode	Targeting	Campaign	Event Type	Event Year	Event Month	Event Day	Course	Scholarship
www.ncl.ac.uk		alumni case study	linkedin	social	ug											
					b2b											
					om											
					pg											
					pr											
					ug											

NOTE: Use a Dash (-) for spaces e.g. header-link

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1. Select the cell
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Do Not:

- Adjust any formula
- Add or remove any cells
- Paste any values into cells
- Save any changes
- Delete information

Develop UTM Building Tools

	Full destination URL
	https://www.ncl.ac.uk?utm_source=linkedin&utm_medium=social&utm_campaign=pg_uk_acquisition_full-time_prospecting_focus-course_x_x_fashion_x_x_alumni_x_x&utm_term=&utm_content=alumni-cas

Improve your understanding of your website audiences

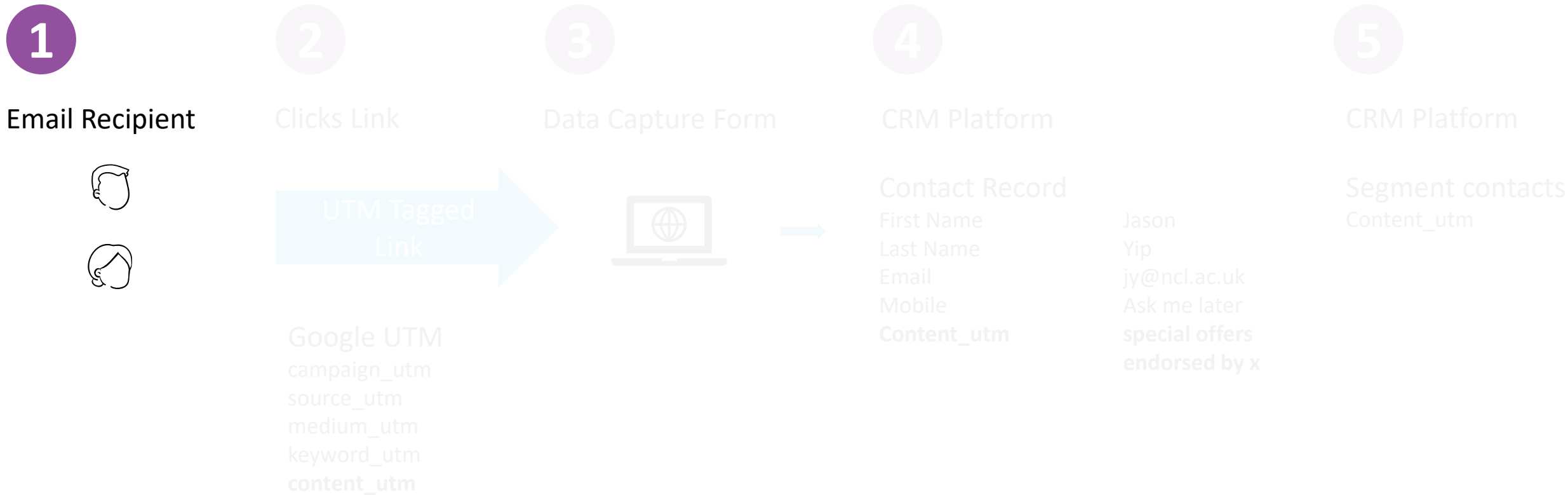
- Engender and develop 1st Party Analytics and Sources
 - Migrate to and setup GA4 (UA stops 1st July 2023)
 - Audit and update Google Analytics
- 

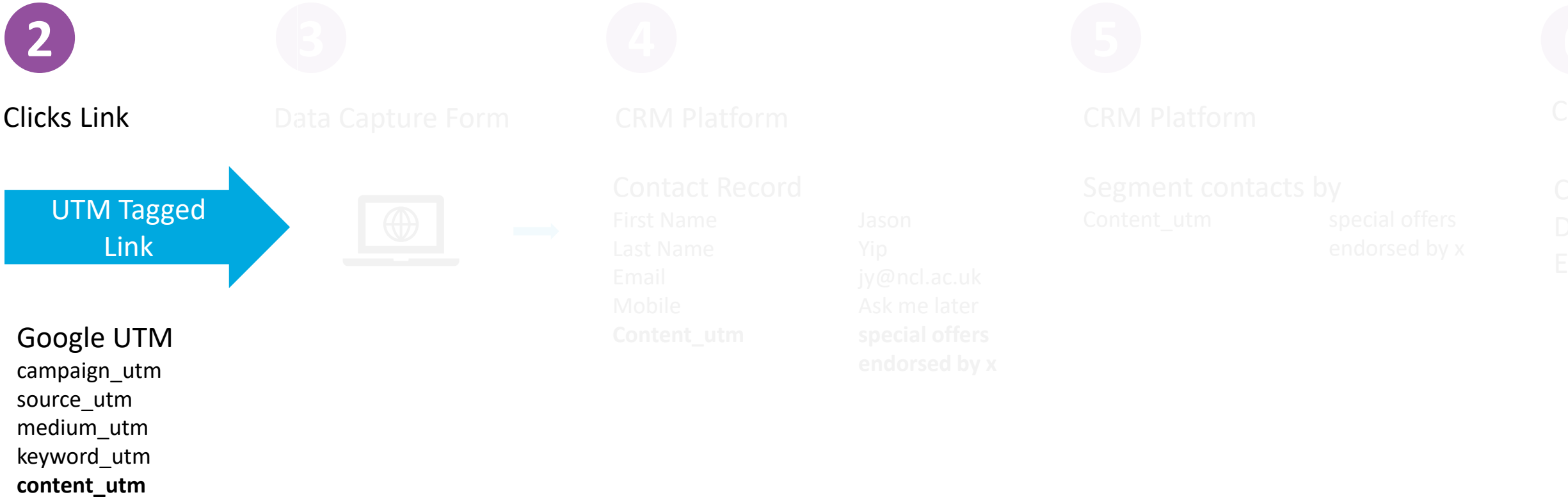
Top Tips for GA/GA4 Setup Have You?

1. Updated your Channel Groupings (measure paid versus organic)
2. Updated your Brand Terms (measure brand/audience awareness)
3. Setup All Event Tracking:
 - All Website Engagement
 - Form Engagement
 - CTA's Clicks
4. Custom Dimensions
 - Audience Segments
 - Audience Status

Key Takeaways

- Avoid confusion between parameters e.g. source & medium
- Avoid misspellings and uniformity of values
- UTM's not being used across all bought and owned activity.
- Lack of synergy with paid channel tagging conventions
- Enhance and enrich your campaign tag
- **Push UTMs into your CRM platforms to develop personalisation**





3

Data Capture Form



4

CRM Platform

Contact Record

First Name
Last Name
Email
Mobile
Content_utm

Jason
Yip
jy@ncl.ac.uk
Ask me later
special offers
endorsed by x

5

CRM Platform

Segment contacts by

Content_utm special offers
endorsed by x

6

CRM Process & Platform

Create more content of
Define a persona 'Offer
Email/Msg to this segm

4

CRM Platform

Contact Record

First Name	Jason
Last Name	Yip
Email	jy@ncl.ac.uk
Mobile	Ask me later
Content_utm	special offers endorsed by x

5

CRM Platform

Segment contacts by
Content_utm special offers endorsed by x

6

CRM Process & Platform

Create more content of this type
Define a persona 'Offers Oliver'
Email/Msg to this segment

7

Recipient



"This is"
"They"

5

CRM Platform

Segment contacts by
Content_utm special offers
 endorsed by x

6

CRM Process & Platform

Create more content of this type
Define a persona 'Offers Oliver'
Email/Msg to this segment

7

Recipient



"This is what I love!"

"They 'get me'!"

6

CRM Process & Platform

Create more content of this type
Define a persona 'Offers Oliver'
Email/Msg to this segment

7

Recipient

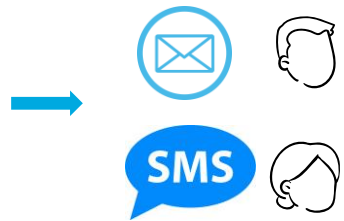


"This is what I love!"

"They 'get me'!"

7

Recipient



“This is what I love!”

“They ‘get me’!”

3

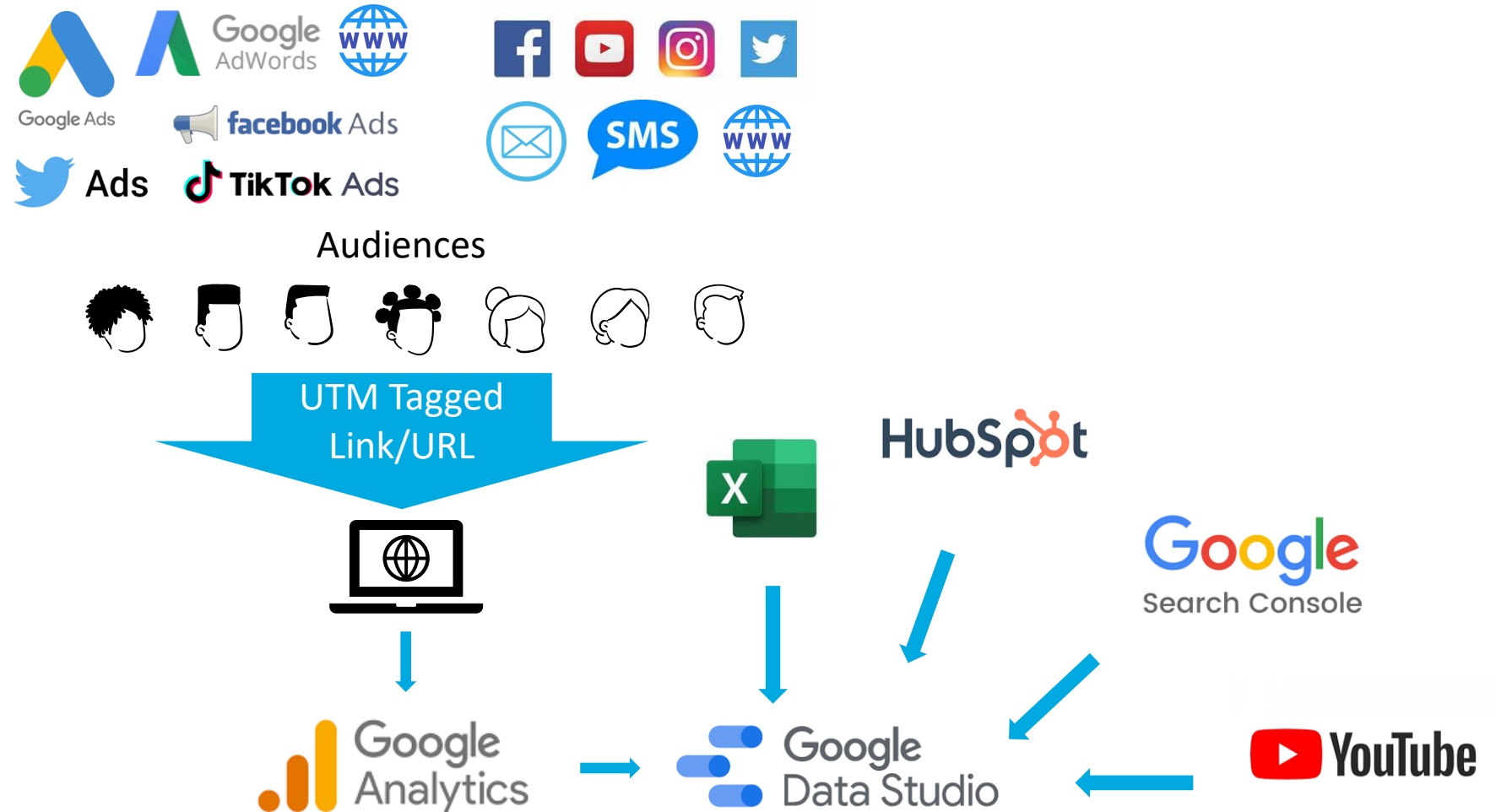
Improve your Visualisation of Data

Reporting on
Audience Behaviour.

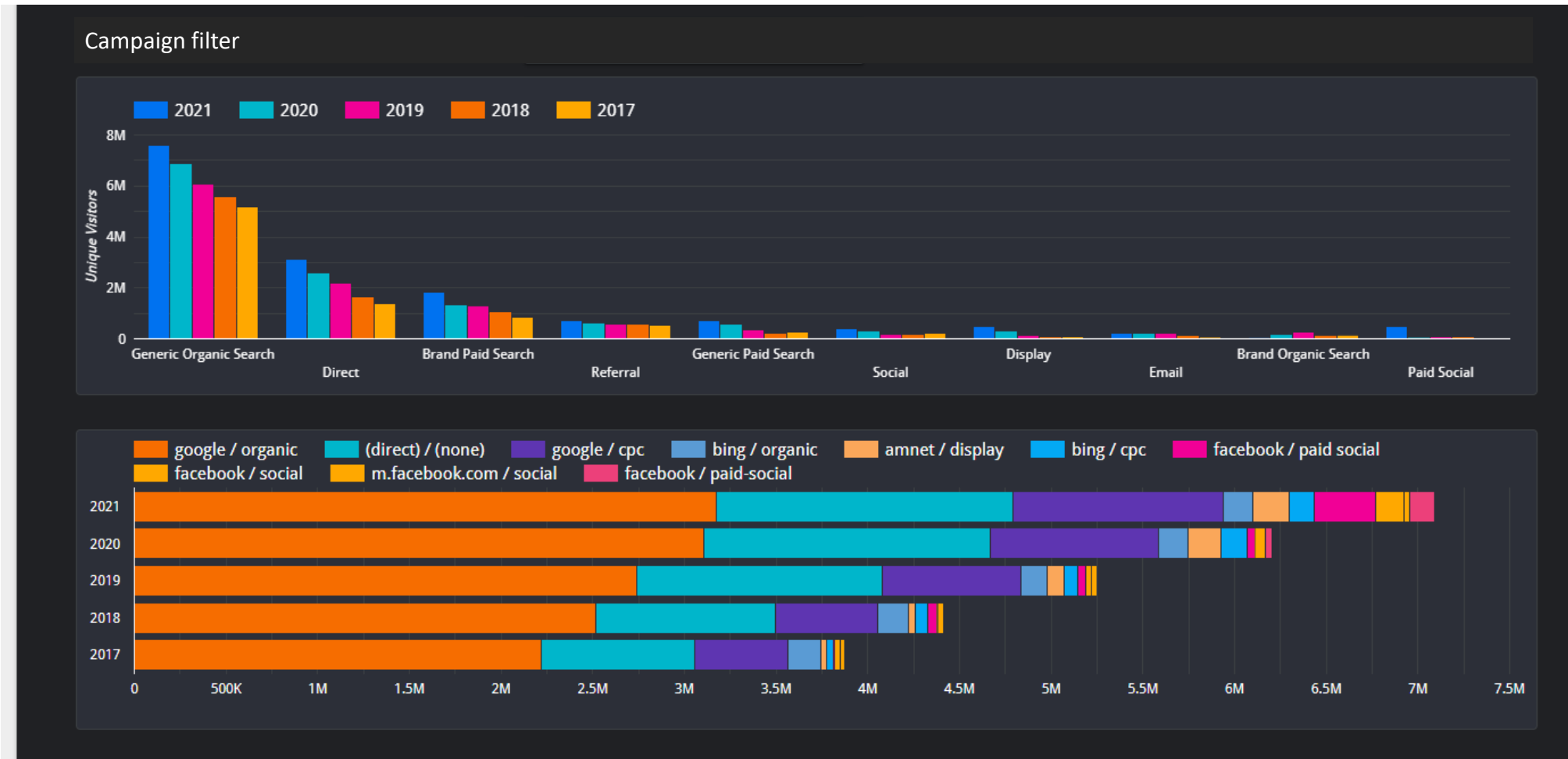
Enabling Data based
Decisioning.

Visualising Data

- Connecting your data sources
- Use Google Data Studio to visualise your data
- Use offline sources e.g. Excel

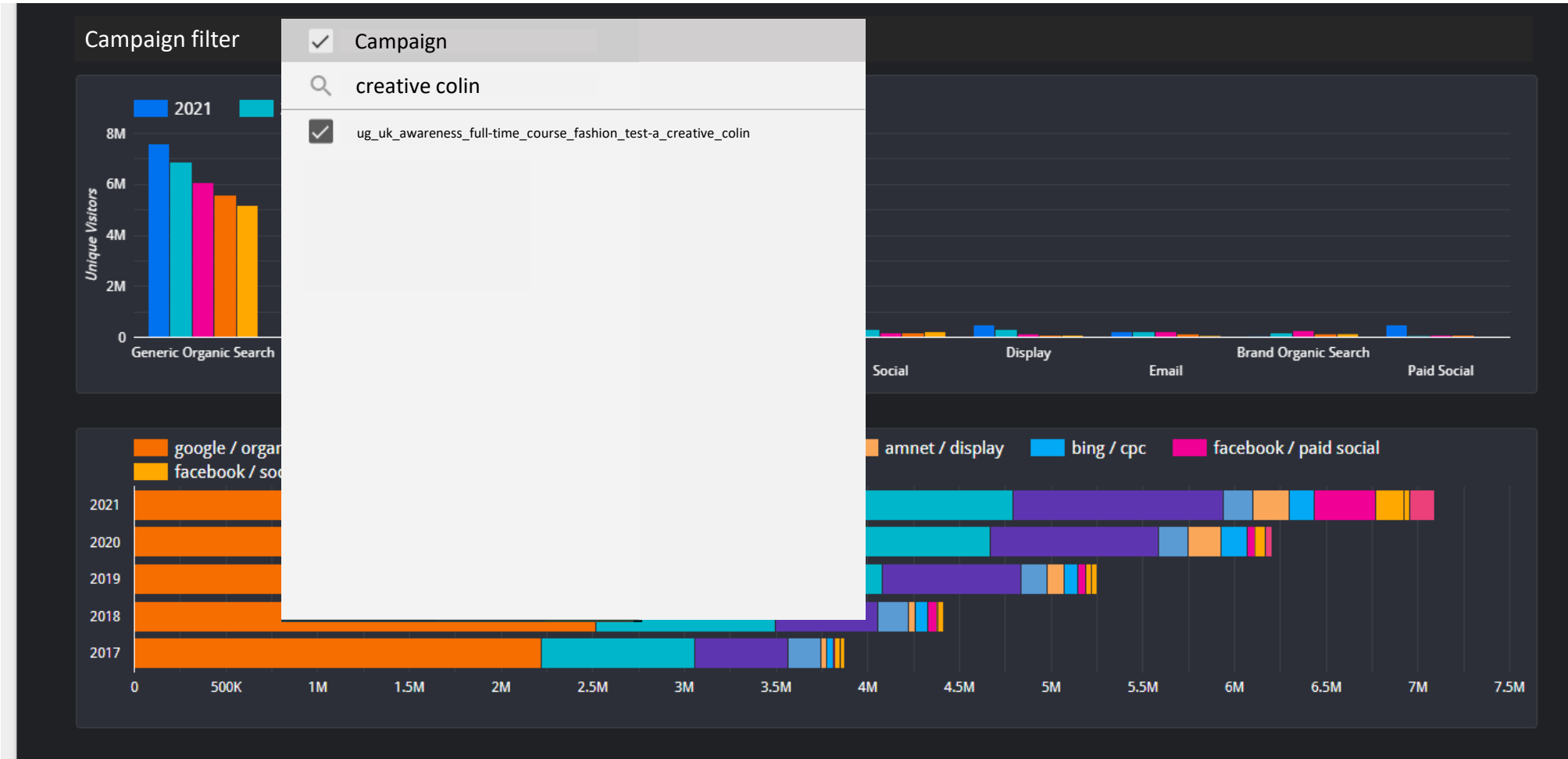


Visualising your Google UTM Sources/Medium



Visualising your Google UTM

Reporting on your Enriched Campaign UTM



Visualising your Google UTM Consolidating your Data Sources

FROM REPORT

Reset Share Edit ?



Area: R&E | Version 1 | 28.03.22

Select date range

FROM BLOG DASHBOARD

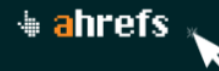
New Users	Users	Unique Page Views	Page Views	Sessions	Pages/Session	Bounce Rate
1.1K	1.8K	2.9K	3.5K	1.5K	2.3	67.8%
↓ -33.4%	↓ -33.8%	↓ -21.4%	↓ -19.3%	↓ -33.3%	↑ 20.9%	↓ -1.1%

Total No. of Pages
225
↑ 34 from previous 28 days

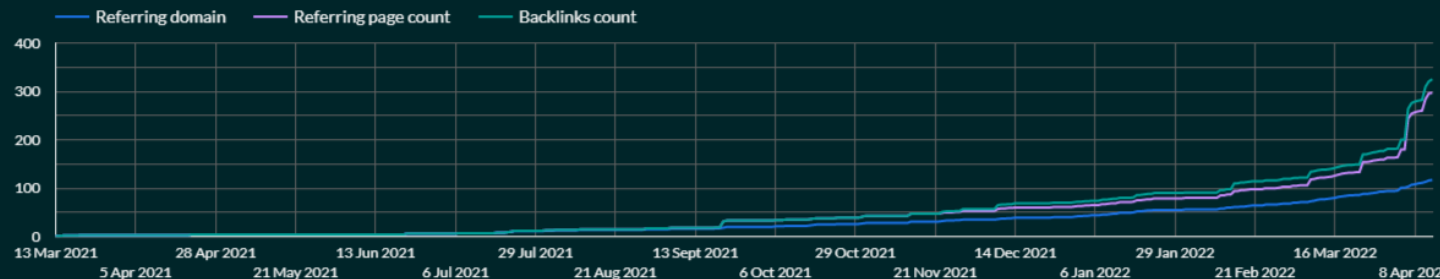
Total from.ncl.ac.uk pages including +/- pages over the last period

Statistics are based on visits to the website which included an /accommodation/ page view. The % is based on previous period.

1 Visitor Awareness



How visible is from.ncl.ac.uk from other websites and from Google? These are SEO Factors



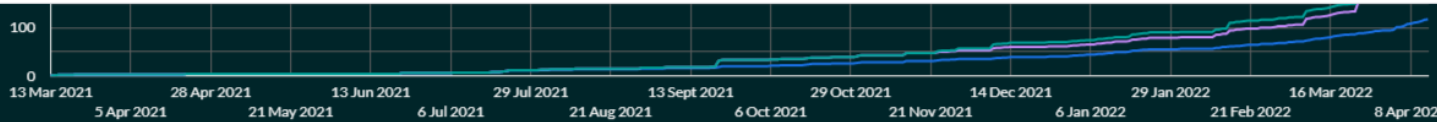
Backlinks count 325	Referring page count 297	Domain rating 84
Referring domain 117	Internal links count 82	Ahrefs rank 5,578

2 Visitor Acquisition

Visualising your Google UTM Consolidating your Data Sources

FROM REPORT

Reset
Share
Edit
?
User



Referring domain
117

Internal links count
82

Ahrefs rank
5,578

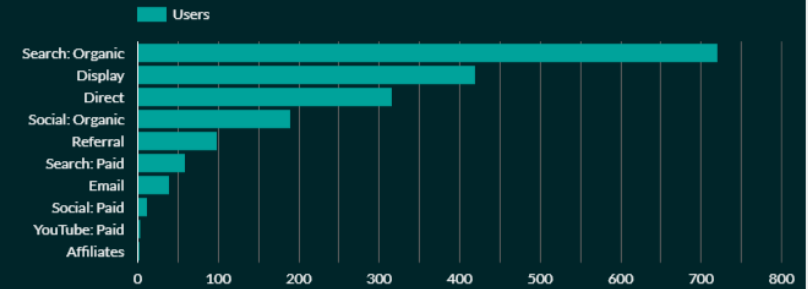
2 Visitor Acquisition

Google Analytics

Source: [Dropdown] Medium: [Dropdown] Campaign: [Dropdown]

How visitors arrived on the website where a visit included a from.ncl.ac.uk page view. The % is a year on year comparison.

Source/Medium	Users	% Δ	Sessions	% Δ	Pages/Session	% Δ	Avg. Session Duration	% Δ	Bounce Rate	% Δ
bing / organic	67	-51.4% ↓	34	-35.8% ↓	3.7	-55.4% ↓	00:43:13	41.4% ↑	59%	41.7% ↑
twitter / social	52	-98.7% ↓	56	-98.8% ↓	2.1	72.0% ↑	00:24:57	823.0% ↑	70%	-18.7% ↓
t.co / social	45	-55.0% ↓	41	-52.3% ↓	2.7	17.2% ↑	00:18:08	83.9% ↑	66%	-2.4% ↓
hs_email / email	24	-79.5% ↓	21	-83.2% ↓	2.3	3.8% ↑	00:06:31	-57.6% ↓	52%	9.1% ↑
linkedin / social	19	-98.5% ↓	13	-99.0% ↓	2.4	110.1% ↑	00:02:44	33.6% ↑	77%	-14.4% ↓
m.facebook.com / social	19	-89.9% ↓	19	-90.1% ↓	1	-18.3% ↓	00:00:00	-100.0% ↓	100%	14.3% ↑
fb / social	19	-94.8% ↓	21	-94.6% ↓	1.1	-5.3% ↓	00:00:14	-96.4% ↓	90%	3.9% ↓



Google Search
Impressions: 50K
Average position: 68
Clicks: 270
CTR: 0.54%

What visitors type into Google to view and click on from.ncl.ac.uk search results. ! Not controlled by date selector shows last 30 Days.

Search query	Full URL	Search type	Clicks	Impressions	CTR	Average SERP Position
benefits of software engineering	https://from.ncl.ac.uk/6-benefits-of-learning-software-engineering-for-project-managers	WEB	61	321	19%	1
advantages of software engineering	https://from.ncl.ac.uk/6-benefits-of-learning-software-engineering-for-project-managers	WEB	42	368	11.41%	3
software engineering benefits	https://from.ncl.ac.uk/6-benefits-of-learning-software-engineering-for-project-managers	WEB	14	94	14.89%	1
water	https://from.ncl.ac.uk/improving-water-security	IMAGE	12	14,794	0.08%	97
what are the benefits of software engineering	https://from.ncl.ac.uk/6-benefits-of-learning-software-engineering-for-project-managers	WEB	8	39	20.51%	1

Visualising your Google UTM Consolidating your Data Sources

FROM REPORT

Reset Share Edit ?

3 Visitor Communications HubSpot

Email campaign name | Email campaign subject | Select date range

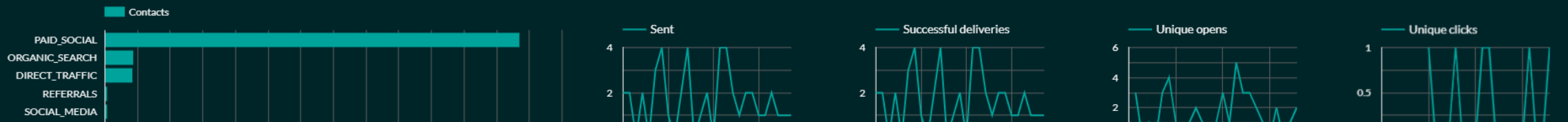
Email campaign name	Email campaign subject	Email campaign type	Contacts...	Sent	Opens	Opens (%)	Not sent (%)	Not sent	Clicks	Clicks (%)	Hard bounces	Unsubscribes
Reputation & Ranking 2021 Welcome	Find out how we're changing the world	AUTOMATED_EMAIL	214	24	42	67%	796%	191	2	8.33%	0	0
Reputation & Ranking 2021	Do you want to change the world?	AUTOMATED_EMAIL	152	21	38	62%	624%	131	6	19.05%	0	0
Grand total			366	45	80	64%	716%	322	8	13.33%	0	0

Source of where contacts were acquired that are linked to email campaigns.

Original source	Page URL	Contacts
PAID_SOCIAL	https://www.linkedin.com/ad/accounts/502279761/leadgen/view/4005903?hsa_acc=502279761&hsa_cam=621790483&hsa_grp=197228963&hsa_ad=184491193&hsa_src=&utm_campaign=Global%2BPhD%2BResearchers&hsa_la=true&hsa_ol=f...	297
PAID_SOCIAL	https://www.facebook.com/139577716095155/publishing_tools/?section=LEAD_ADS_FORMS&hsa_acc=1398455450207369&hsa_cam=23848059986050687&hsa_grp=23849953818480687&hsa_ad=23849953818490687&hsa_src=%5BSITE_S...	16
ORGANIC_SEARCH	https://www.ncl.ac.uk/research/impact/casestudies/diabetes/	10
DIRECT_TRAFFIC	https://from.ncl.ac.uk/reputation-and-ranking?hsCtaTracking=7fea9640-2826-4336-a517-931f44dbb0cd%7C9dc2e140-4f03-4e51-acba-4d9c1dc739b6	8
Grand total		366

Source of where contacts were acquired that are linked to email campaigns.

Email engagement from all email campaigns.



Thanks

Jason Yip

Head of Marketing

Automation & Analytics