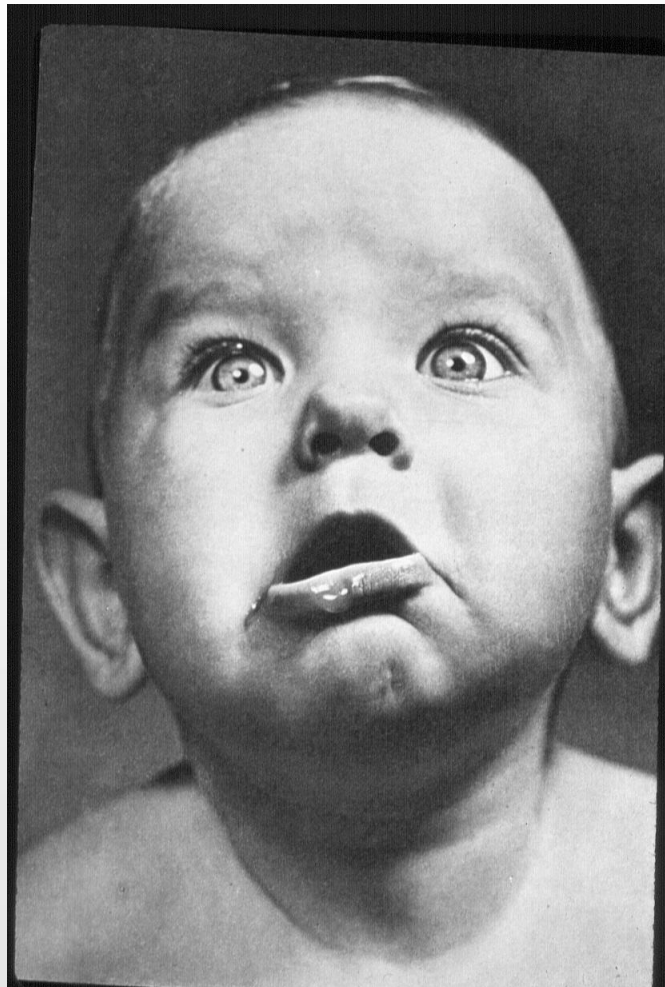


# Maximize Your ROI: Tracking, Reporting, & Analyzing

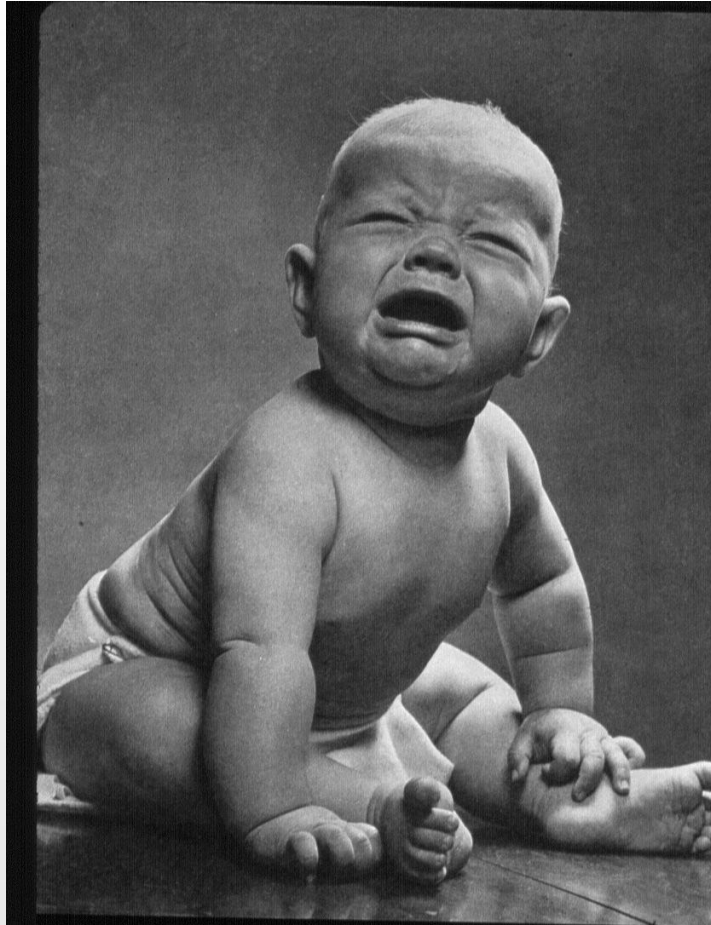
Presented By: Tyler Garns, VP of Marketing

## Some people get confused

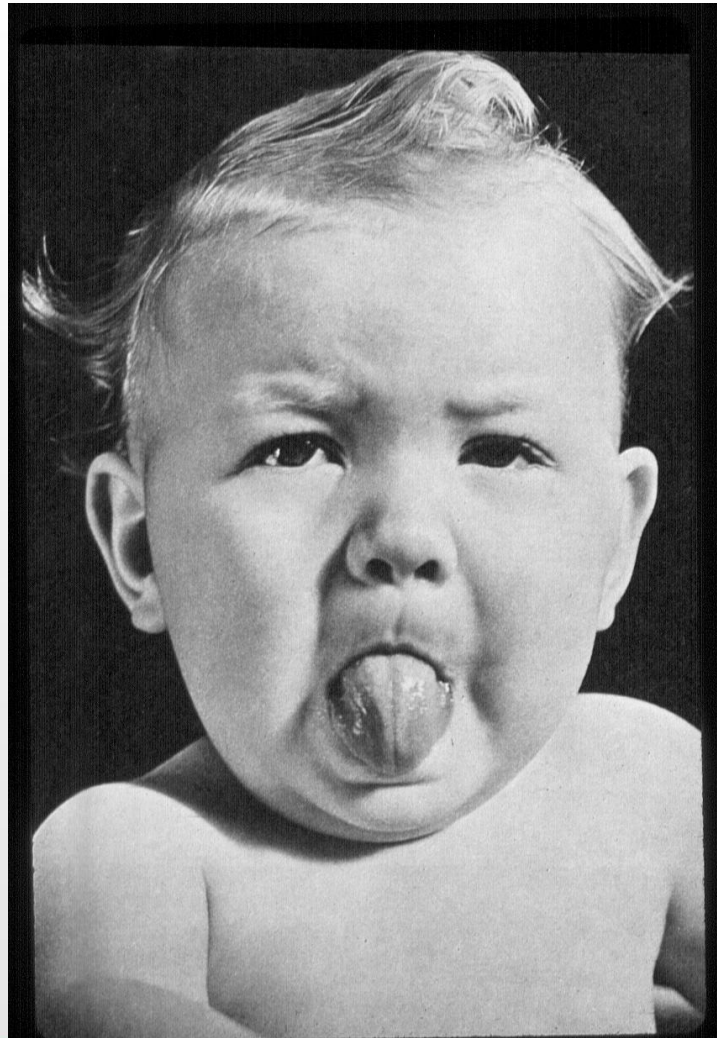




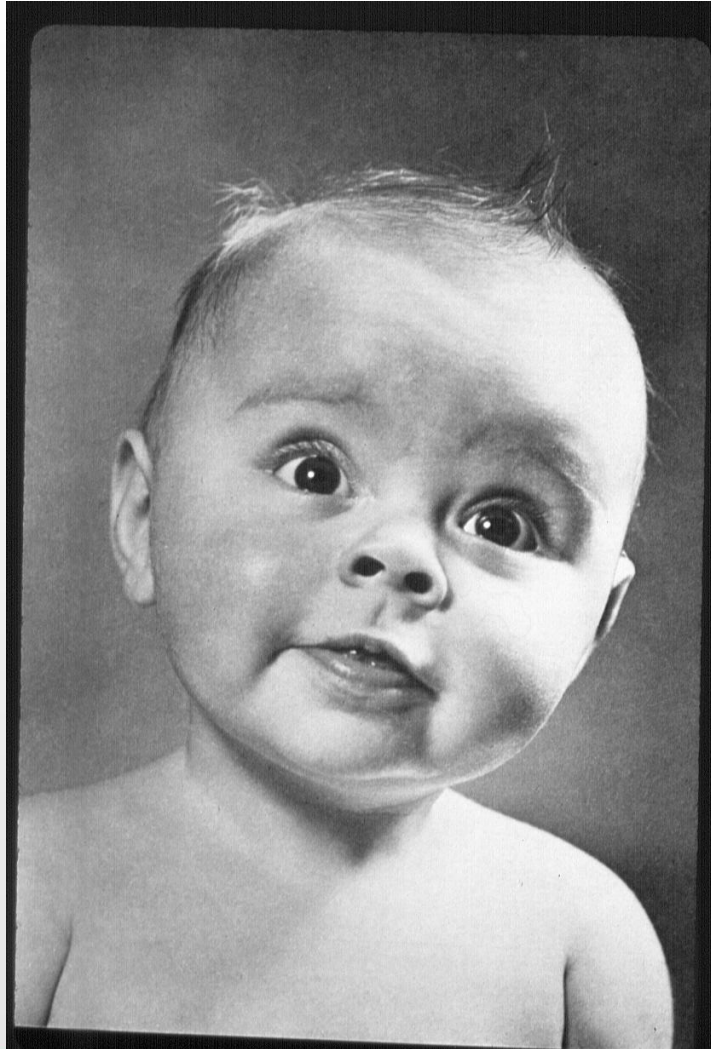
## Some people cry



## Some people get angry

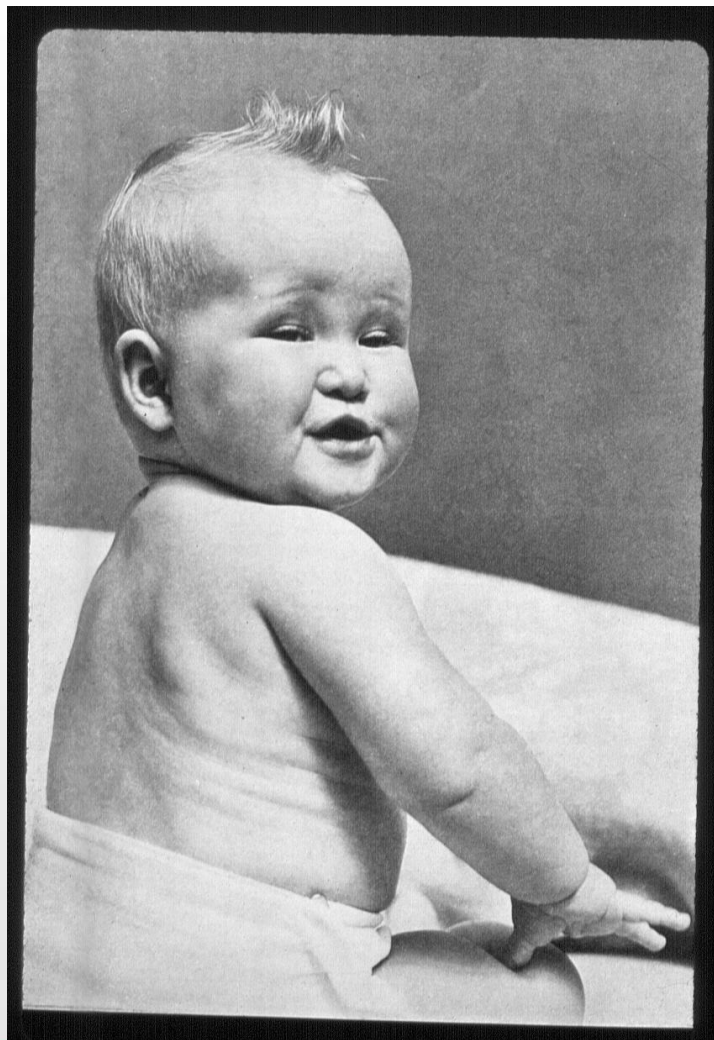


## Some people are WOWed





## The smart ones know what's up

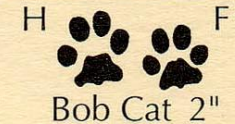
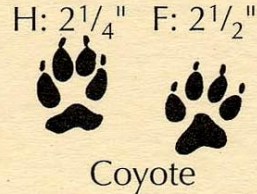
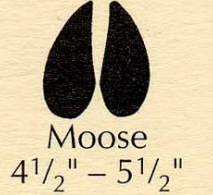






# MassWildlife Pocket Guide to MA Animal Tracks

Track Pattern



Track Pattern

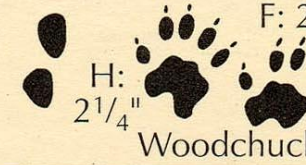
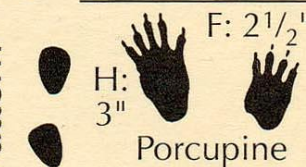
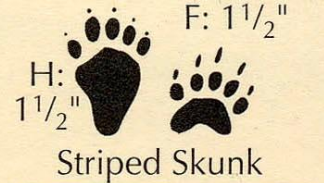
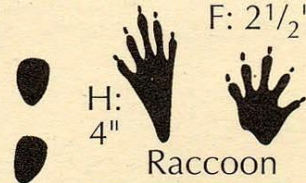


## Tracks Not To Scale

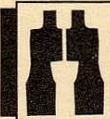
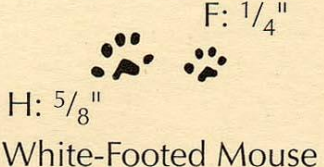
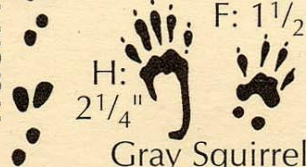
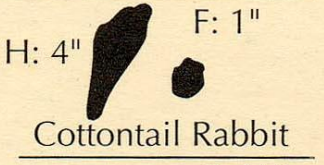
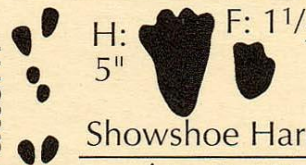
Tracks will show considerable variation depending upon conditions of ground (snow, mud, dust, sand, etc.) and movement of animal.

F: Front Track  
H: Hind Track  
T: Tail marks may be present

Track Pattern



Track Pattern



**Protect wildlife and its habitat:  
Support the Wildlands Fund.**

**Division of Fisheries & Wildlife Field HQ**  
1 Rabbit Hill Rd., Westboro, MA 01581  
508.792.7270 • [www.state.ma.us/dfwele/dfw](http://www.state.ma.us/dfwele/dfw)



## The Big Picture

- Set up your tracking first
- Figure out what reports you want to look at
- Figure out what data is actually important
- Set up systems for easy & regular analysis



# Tracking

- Infusionsoft Tracking
  - Email: Open Rates, Click Rates, New Dashboard
  - Leadsources Tracking
    - Hardcoded vs. Dynamic
  - Sequence Conversion
  - Sale Pipelines
  - Affiliate Tracking
    - Use it for your own ad tracking as well



## Manage Lead Source [\(back to search results\)](#)

General

### Information

Name	Facebook Ads	
Description	<div></div>	
Vendor	Facebook	(Other)
Medium	Banner/Text	(Other)
Message/Content	Email Marketing 2.0 Demo	(Other)
Start Date	<div></div>	
End Date	<div></div>	
Status	Active	



## Expenses

Cost Per Lead

\$0.00

## Misc Expenses

[+ Add Expense](#)

Edit	Amt	Date Incurred	Notes	Delete
<a href="#">[Edit]</a>	\$300.00	02-01-10		<a href="#">[Delete]</a>
<a href="#">[Edit]</a>	\$425.00	02-16-10		<a href="#">[Delete]</a>
<a href="#">[Edit]</a>	\$739.00	01-01-10		<a href="#">[Delete]</a>

**Expense Total: \$1,464.00**



Save



Save & Search

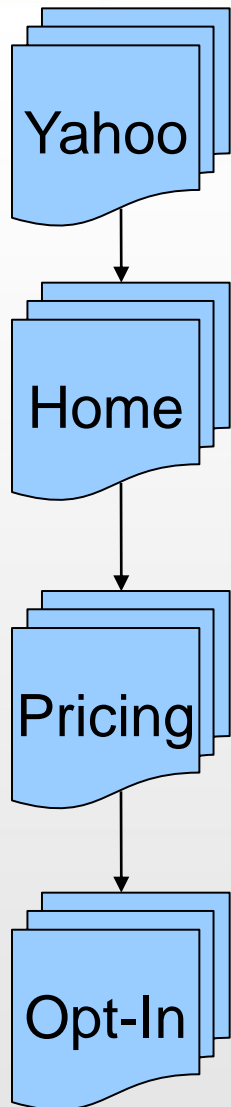


Delete

## Track Some More Stuff

- Google Analytics
  - Keywords
  - Type
  - Referring Domain (into leadsource field)
  - <http://bit.ly/trackit>
- Website tracking into the contact record
  - <http://bit.ly/trackmore>
- Track Important Activity - Lead Scoring
  - <http://bit.ly/leadscoring>

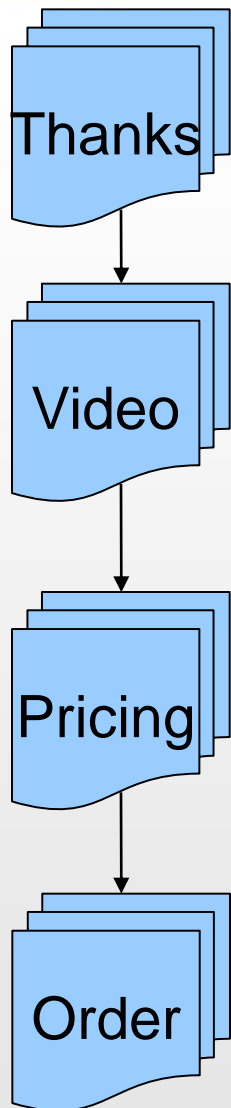




Google Analytics  
cookies the visitor's  
browser: keywords,  
type

As the visitor visits  
pages on your site,  
you can cookie  
them too

On pages where  
you have forms,  
you read the  
cookies and put  
them into hidden  
fields



Set webforms to pass person's details to succes page

Since details include Contact ID, you can run API scripts to pass every page visit to app (set it up securely)

Order forms can be hosted on your site. For shopping cart, track on the success page.



# Reporting

- Reports in the app
- External reports (Google Analytics)
- Custom reports using the API

## Reports in the App

- Reports vs. Searches – little difference
- Save them, add to main menu for quick access
- My Favorites:
  - ROI Person Created
  - Follow-Up Sequence Signups by Day
  - Conversion By Leadsources (must be using stages - shows each individual opp)



## Custom Dashboards

- Use Google API & Infusionsoft API to create custom dashboard
- Get a decent start at <http://infusioncon.com/dashboard>
- This is really cool. Just ask Johnny:

**Amazing!**



# Dashboard

## Last 7 Days

**25,628 Visits**

Previous: 27,298 (-6.12%)

**2.15 Pages/Visit**

Previous: 2.18 (-1.42%)

**73.20% % New Visits**

Previous: 73.15% (+0.07%)

**64.62% Bounce Rate**

Previous: 63.00% (+2.58%)

**00:01:49 Avg. Time on Site**

Previous: 00:01:59 (-8.59%)

**2,470 Organic Search Traff.**

Previous: 2,644 (-6.58%)

**2,335 Brand Searches**

Previous: 2,432 (-3.99%)

## Last 30 Days

**112,277 Visits**

Previous: 98,982 (+13.43%)

**2.17 Pages/Visit**

Previous: 2.12 (+2.05%)

**72.27% % New Visits**

Previous: 72.11% (+0.23%)

**62.01% Bounce Rate**

Previous: 58.70% (+5.64%)

**00:02:05 Avg. Time on Site**

Previous: 00:02:16 (-8.53%)

**10,742 Organic Search Traff.**

Previous: 9,404 (+14.23%)

**10,289 Brand Searches**

Previous: 8,228 (+25.05%)



Source	Medium	Visits	Pages/Visit	Bounce Rate	Time OnSite
(direct)	(none)	53,530	2.18	60.10%	00:02:06
google	organic	9,964	3.22	49.64%	00:04:01
ad.doubleclick.net	referral	4,580	1.37	75.96%	00:00:24
facebook.com	referral	4,050	1.51	76.37%	00:00:49
googleads.g.doubleclick.net	referral	3,171	1.49	77.23%	00:00:40
google	cpc	2,572	2.82	32.81%	00:03:03
apps.facebook.com	referral	1,984	1.26	84.98%	00:00:33
inc.com	referral	1,423	1.63	71.40%	00:01:18
forums.devshed.com	referral	870	1.46	77.59%	00:00:52
smallbizcrm.com	referral	758	3.19	40.90%	00:02:55
mail.google.com	referral	730	2.10	58.77%	00:02:03
yahoo	cpc	681	1.68	80.47%	00:01:12
us.mg2.mail.yahoo.com	referral	650	2.11	57.69%	00:02:41
us.mg4.mail.yahoo.com	referral	648	1.75	66.67%	00:01:29
webpronews.com	referral	606	1.44	75.08%	00:00:53
directory.infusionsoft.com	referral	548	2.47	56.39%	00:02:44
Keyword	Medium	Visits	Pages/Visit	Bounce Rate	Time OnSite
infusionsoft	organic	5,399	3.34	45.82%	00:03:50
infusion soft	organic	998	3.36	44.09%	00:03:38
infusionsoft	cpc	842	3.29	36.34%	00:03:59
(content targeting)	cpc	411	1.56	13.38%	00:01:03
infusionsoft.com	organic	345	2.81	48.99%	00:03:24
infusion software	organic	236	3.57	42.80%	00:03:29
autoresponder	cpc	181	2.10	62.98%	00:01:40
infusion soft	cpc	161	3.39	30.43%	00:05:44
infusionsoft.com	cpc	153	2.90	41.18%	00:02:37
email marketing software	cpc	131	1.60	75.57%	00:01:18
email marketing 2.0	organic	115	7.96	37.39%	00:52:07
infusion	organic	114	3.55	42.98%	00:03:37
infusionsoft fusebox	organic	80	1.85	68.75%	00:02:41
marketing email	cpc	77	2.39	32.47%	00:01:58
infusion software	cpc	74	2.76	39.19%	00:03:35

## MTD Sales Funnel

23rd of 28 days

**February**

82.1% of the way through month

Site Visitors

**86,870**

72.4% of goal: 120,000

(15.9%)

Suspects

**13,824**

74.0% of goal: 18,681

(19.7%)

Prospects

**2,725**

85.8% of goal: 3,176

(0.0%)

New Units

**0**

0.0% of goal: 494  
FT Upgrades: 0, Stompers: 0  
Doesn't exclude failed CC.  
0.0% sus. to unit conv. rate

Demos

**1,940**

64.7% of goal: 3,000

Free Trials

**4**

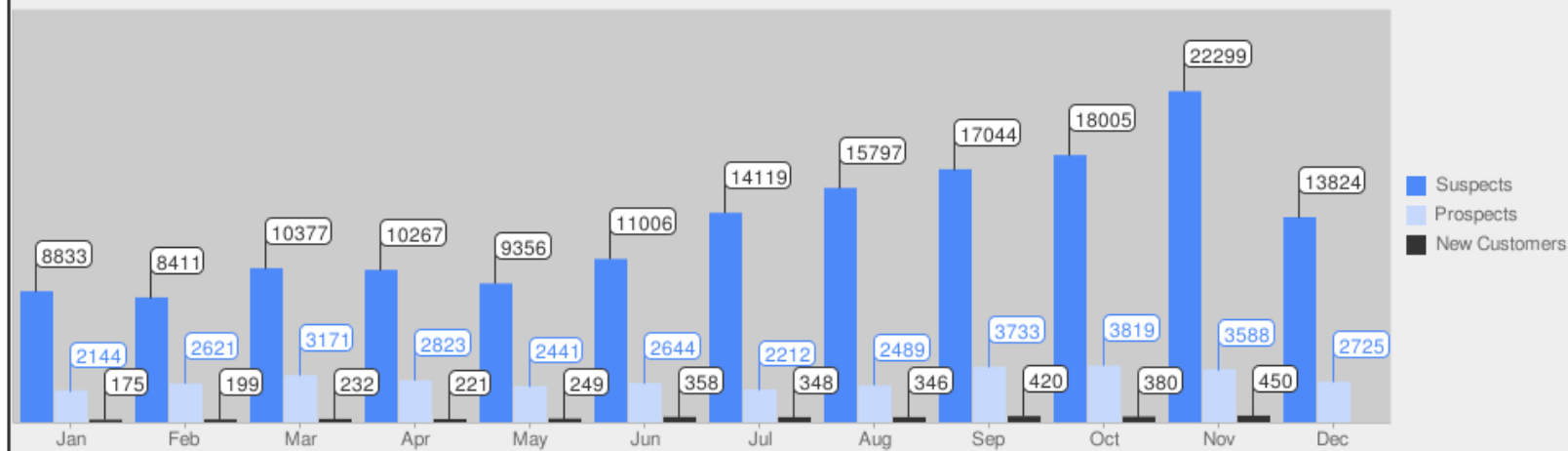
2.0% of goal: 200

Total Prospects

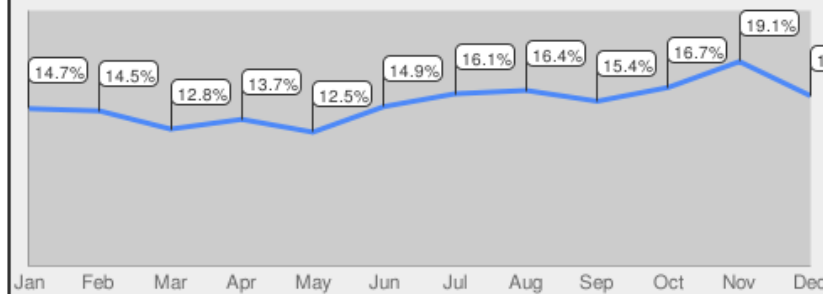
**3,270**

All prospects created this month  
including internationals, bad contact  
info, and closed/lost

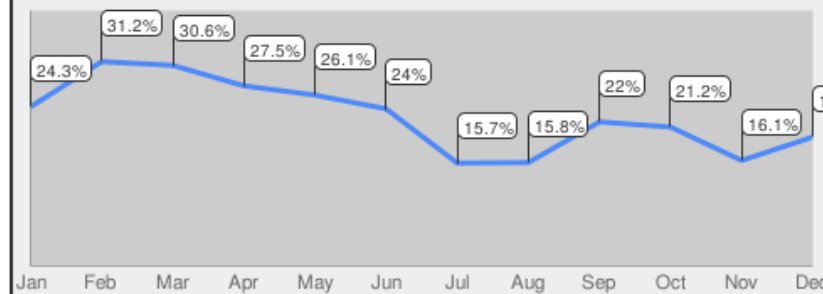
Marketing and Sales Funnel



Site Visits to Suspects



Suspects to Prospect



## Investments

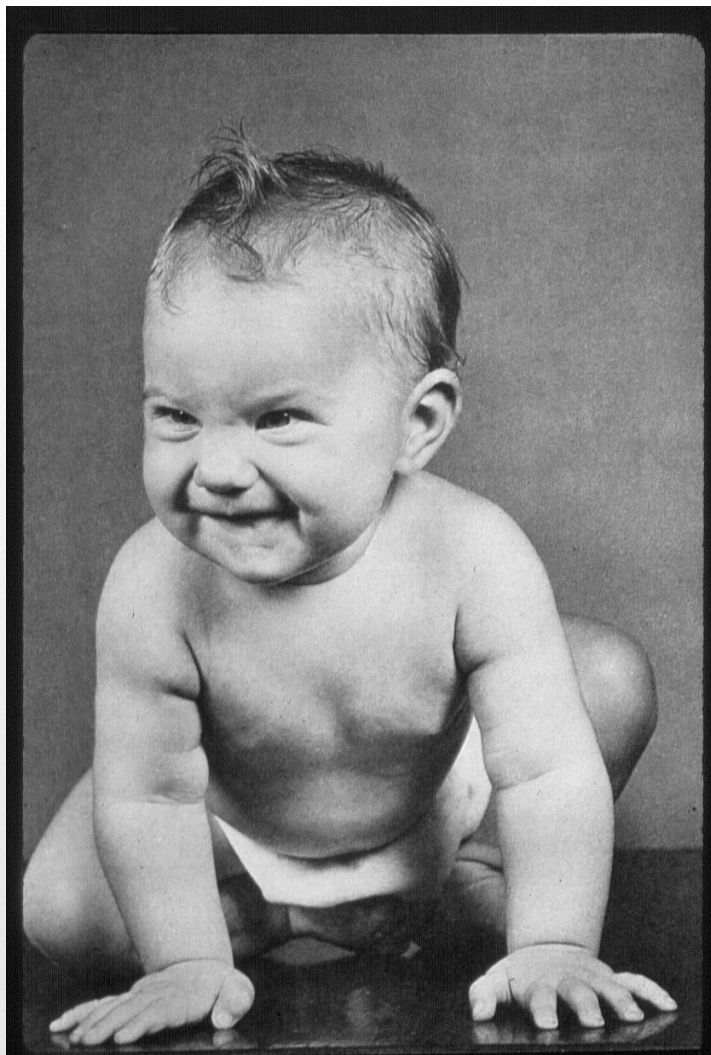
Vendor	LeadSource	Medium	Message	Amount	CPL
Ablaze	Purchased Lead: Ablaze Marketing			\$510	\$15.00
	Purchased Leads: Tippit			\$80	\$80.00
	Purchased Lead: Tippit HQL			\$320	\$80.00
	Purchased Lead: Tippit HQL Lead			\$80	\$80.00
inc.com	inc-welad22July09	interstitial	Edge/9 Proven Techinques to Double Your Sales	\$5,250	\$9.18
dev shed	Devshed-28July09	Dedicated Email	Edge/9 Proven Techinques to Double Your Sales	\$1	\$0.00
dev shed	seochat-welcomead	interstitial	Edge/9 Proven Techinques to Double Your Sales	\$3,750	\$5.91
ientry	IO-12-1-09	Dedicated Email	Edge/9 Proven Techinques to Double Your Sales	\$2,812	\$34.29
Hoovers	banners-December09	misc banner	Edge/9 Proven Techinques to Double Your Sales	\$6,900	\$17.92
netmediareps	SiteReference2Dec09	Dedicated Email	Edge/9 Proven Techinques to Double Your Sales	\$2,500	\$11.21
SitePoint	sp-nl03Dec09	banners-newsletter	Edge/9 Proven Techinques to Double Your Sales	\$1,200	\$9.92
Search Engine Guide	seg-3Dec09	banners-newsletter	Edge/9 Proven Techinques to Double Your Sales	\$350	\$10.94
e-commerce times	ect-Dec-campaign	text ad	Edge/9 Proven Techinques to Double Your Sales	\$3,000	\$14.08
ientry	WPN-12-4-09	Dedicated Email	Edge/9 Proven Techinques to Double Your Sales	\$4,500	\$11.72
ientry	WPN-YF-7Dec09-demo	Dedicated Email	demo	\$4,500	\$69.23
netmediareps	SEONews-8Dec09	Dedicated Email	Edge/9 Proven Techinques to Double Your Sales	\$2,500	\$8.87
justsell	JustSell-08Dec09	Dedicated Email	Edge/9 Proven Techinques to Double Your Sales	\$7,000	\$13.94
justsell	JustSellnwsltr09Dec09	banners-newsletter	Edge/9 Proven Techinques to Double Your Sales	\$1,520	\$18.77
ientry	SBN-12-9-09	Dedicated Email	Edge/9 Proven Techinques to Double Your Sales	\$2,812	\$49.33
netmediareps	SiteProNews10Dec09	Dedicated Email	Edge/9 Proven Techinques to Double Your Sales	\$5,000	\$9.21
SitePoint	sp-nl10Dec09	banners-newsletter	Edge/9 Proven Techinques to Double Your Sales	\$1,200	\$10.71
dmx	dmx10Dec09	Dedicated Email	Edge/9 Proven Techinques to Double Your Sales	\$6,500	\$27.54
ientry	WPN-12-14-09	Dedicated Email	Edge/9 Proven Techinques to Double Your Sales	\$4,500	\$15.00
addme	addme-CoReg	co-reg	Edge/9 Proven Techinques to Double Your Sales	\$3,000	\$2.01
e-marketer	emark-14Dec09	Dedicated Email	Edge/9 Proven Techinques to Double Your Sales	\$12,000	\$20.94
e-commerce times	ect-14Dec09	Dedicated Email	Edge/9 Proven Techinques to Double Your Sales	\$3,000	\$40.54
addme	addme-newsletterDec09	banners-newsletter	Edge/9 Proven Techinques to Double Your Sales	\$1,250	\$7.49
Marketing Profs	MarketingProfs16Dec09	Dedicated Email	Edge/9 Proven Techinques to Double Your Sales	\$3,000	\$12.15
justsell	JustSellnwsltr09Dec17	Dedicated Email	Edge/9 Proven Techinques to Double Your Sales	\$1,520	\$40.00
ientry	WPN-TOP-12-17-09	Dedicated Email	Edge/9 Proven Techinques to Double Your Sales	\$4,500	\$23.44
ientry	WPN-YF-18Dec09-demo	Dedicated Email	demo	\$4,500	\$65.22
netmediareps	SiteProNews22Dec09	Dedicated Email	Edge/9 Proven Techinques to Double Your Sales	\$5,000	\$10.64
netmediareps	SEONews-22Dec09-demo	Dedicated Email	demo	\$2,250	\$86.54
ientry	WPNV-12-22-09	Dedicated Email	Edge/9 Proven Techinques to Double Your Sales	\$2,500	\$16.78
Totals From Advertising		Total Suspects: 8,950		\$109,305	\$12.21
Overall Totals		Total Suspects: 18,291		\$109,305	\$5.98



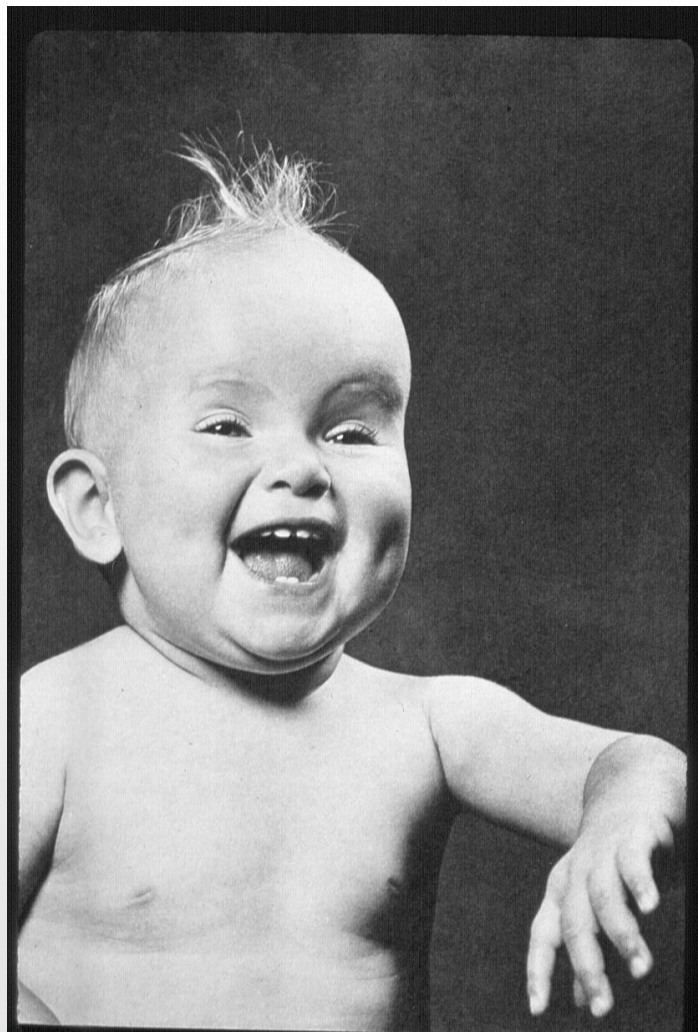
## Important Points

- Track everything you can
- Only pay attention to what's really important
- Create dashboards to help you focus
- Review them regularly
- Most importantly:

## Stay tenacious about the tracking



## Learn to enjoy the data





## Don't get caught with your pants down

