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AUDIT | TAX | CONSULTING





WEB ANALYTICS

An Overview



What We'll Cover

Introduction

Metrics

Standard Reports

Tracking Codes

Real life Use Cases



Why Use Analytics?

- To optimize the site
- To optimize marketing
- To increase conversions



Who Should Use Analytics?

- Marketers
- Stake holders
- Executives
- Anyone with an interest in the website



METRICS

Definitions





Metrics Definitions

- Visits
- Page Views
- Click-throughs
- Instances
- Bounce Rate
- Entries
- Exits
- Visits to lead generating form
- Rsmus.com Inquiries (Form Submissions)
- Conversion Rate



Metrics Definitions

- **Visit** – unique to a 30 minute window.
- **Page View** – Hit counter, counts all page views including repeats.
- **Click-Through** – Counts number of clicks to a page from an external source.
- **Instance** – Similar to Page View, counts all instances of an event. Used on search term and file download reports.



Metrics Definitions

- **Bounce** – A single page visit.
- **Bounce Rate** – The percentage of single page visits.
- **Entries** – Shows the number of visitors to the site who entered through the given page.
- **Exits** – Shows the number of visitors who exited the site from a given page.



Metrics Definitions

- **Visits to lead generating form** – Shows the number of visits to a contact form, gated content, or newsletter subscription form.
- **Rsmus.com Inquiries (Form Submissions)** – Shows the number of times a form was submitted.
- **Conversion Rate** – The number of form visits divided by the number of form submissions.



STANDARD REPORTS

RSMUS.com analytics – Monthly Email

- An in depth site-wide report built on a monthly basis that puts data into context.
- A showcase of analytics capability

Total visits to RSMUS.com in July (150,547) decreased 7% compared to the month of June. Visits across all service lines remained similar with the exception of Private Equity and Real Estate which had been running campaigns the previous month. These campaigns ended resulting in a significant decline in visits to those sections. Likewise, Form submissions were down 36% with the end of the LGA Real Estate Campaign.

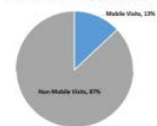
Mobile visits to RSMUS.com in July were 13% of overall visits and 9% of all form submissions. This is a 1% decrease in Mobile traffic as opposed to June which comprised 14% of overall traffic. Mobile visitors had a higher conversion rate (8% in June compared to July 5%).

LGA's campaigns drive a higher percentage of mobile traffic to the site and form submissions than average. Their absence causes these numbers to go down. New campaigns will be starting in the coming weeks.

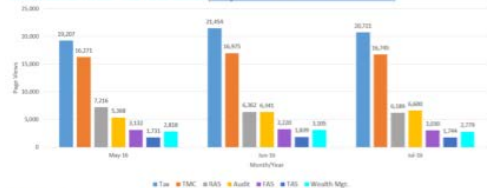
Visits to RSMUS.com by Day (July 2016)



Mobile vs. Desktop (July 2016)



Service Section Trends – Past Three Months (See spreadsheet for historical data and trends)



Industry Section Trends – Past Three Months (See spreadsheet for historical data and trends for each industry)



Top Visited Thought Leadership (July 2016)

Page	Visits	Average Time Spent on Page (minutes)
Confusion over qualified leasehold improvements June create opportunity (Chris Atwell)	2,156	9.08
Tax Digest: Federal July 2016	951	3.77
IRS holds HVAC units not qualified leasehold improvement property (Natalie Tucker)	768	5.67
Accounting for property damage and related insurance recoveries	758	7.33
Quarterly Accounting Update Webcast – Summer 2016 (Rick Day, Brian Marshall, Faye Miller)	649	1.51
Account interest vs. PIR interest: important distinctions exist for cash and accrual method taxpayers (Rick Gruidl)	636	7.85
US financial conditions solid even amid Brexit risks (Joe Brusuelas)	609	1.50
Ownership succession planning: 3 approaches (Matt Talcoff, Tommy Wright, Anne Bushman, Duane Tyler, Bob Jensen)	533	1.68
Don't overlook 100 percent deductions on some meals and entertainment (Wayne Reesman)	508	4.10
Leases: bring on the balance sheet (Richard Stuart)	386	1.51

See the [top 200 pages](#)

Top Viewed Videos (July 2016)

Page	Video Views*	Video Impressions*	Play Rate*
What makes RSM unique?	285	4491	6%
Joe Adams on the RSM Brand	129	288	45%
What does flexibility mean to me?	128	599	21%
The Gauntlet	89	373	24%
Understanding FASB's new credit impairment model	74	352	21%
RSM Global BEPS Survey	66	314	21%

See the [complete videos report](#)

Video Views: The number of times the video playback was initiated.

Video Impressions: The number of times the video displayed on the page.

Play Rate: Video views divided by video impressions

* Video analytics data includes RSM US employee views as well as external views.

Tracking Code (Campaign) Reports

These reports show click-throughs, total seconds spent on site, average seconds spent per visit and the number of form submissions for each link placement. These are engagement metrics to gain insight into the level of interest of visitors from each link placement. These reports are enabled through tracking codes and help gain insight into visitor engagement and lead generation.

- **Google AdWords** – See which AdWord campaigns are generating the highest number of click-throughs, form submissions and various engagement metrics.
- **Link Paid Search** – See which link campaigns are generating the highest number of click-throughs, form submissions and various engagement metrics.
- **Conversion Elements Report** (all tracking codes) – This report shows standard metrics enabled with tracking codes for all external links, such as online ads, paid search, alliances, email, etc..

Additional Reports

- **File Downloads Report** – The report shows the name of the file being downloaded (mostly PDFs), including the complete URL required to access the file.
- **Referring Domains Report** – This report shows you the websites our visitors came from before they were on our site.
- **Internal Search Phrases** – The "Search" results page consistently ranks as one of the top 5 most popular pages on the site. This report shows the top keywords our visitors use to search content on RSMUS.com.
- **Google Search Analytics** – This report shows keyword searches, number of clicks to RSMUS.com, impressions, click through rate and average position.



Standard Reports

- Site-Hierarchy report
 - Breaks down visits by section
- Next Page Flow
 - Shows the top paths taken by visitors from a specific page
- Referring Domain
 - Shows where traffic is coming from
 - (google.com is a top referrer)
- Google Search Analytics
 - Shows what visitors searched for before arriving at RSMUS.com or a given page.

Standard Reports

- Creative Elements Report
 - Shows tracking code data
 - Paid search, newsletters,
- File Downloads Report
 - Shows number of downloads any file on the site received.
- Internal Search Phrase Report
 - Shows what visitors searched for within the site.

Standard Reports

- **Lead Generating Forms Report**
 - Shows visits, form submissions and conversion rates for forms on the site.
- **Forms by Day Report**
 - Shows how many form submissions occurred on the site on a daily basis.



TRACKING CODES

Tracking Codes

- What is a tracking code?
 - A short piece of code called a query string appended to the end of a URL.

	Tracking Code	Click-throughs	
1	eml:tre0816:000	302	10.1%
2	eml:bizgrow:000	238	8.0%
3	ppc:fasval:0000	225	7.5%
4	ppc:ax:0000	202	6.8%
5	000tmc	197	6.6%
6	ppc:crm:0000	162	5.4%
7	ppc:techinfra:0000	158	5.3%
8	bbppc:ax:0000	144	4.8%

Tracking Codes

Tracking Code Components

- Tracking code
- Creative Element
- Campaign
- Segments



Tracking Codes

- Why use tracking codes?
 - Measure different marketing channels effectiveness
 - Measure ad effectiveness
 - Track visitor engagement deeper into the site
- What about the analytics our ad partners provide?
 - Ad agencies such as MoreVisibility cannot measure conversions and their data may include internal traffic.



What can be tracked?

- Any (RSMUS.com) URL online
 - Email campaigns
 - Online ads
 - Paid Search
 - Social Media posts



What can NOT be tracked?

- Print advertisements
- Vanity URLs

Tracking Code Strategy

- Two strategies:
 - Track by marketing channel
 - Useful if you consistently promote the same section of the site.
 - LGA Real Estate Campaign
 - AdWords Campaigns
 - Track by content piece
 - Useful for newsletters, one-time pieces, thought-leadership
 - The Real Economy

TRACKING CODE EXAMPLE

Promoting the Life Sciences section

DISCLAIMER

The following slides depict data that is for demonstration purposes only. Numbers shown may not represent actual Life Sciences data.

Life Sciences Example

Life Sciences

RSM

United States | Worldwide Locations | Search

What We Offer | Who We Are | Ideas & Insights | Our offices | Events | Newsroom | Careers | Contact us

LIFE SCIENCES
Capabilities

Home / What We Offer / Life Sciences

Life Sciences

Innovative Solutions for Business Leaders

In today's complicated regulatory environment, it is more important than ever for life sciences companies to align themselves with financial professionals experienced in all aspects of the industry. We know the growing number of complex challenges your business faces – from development, to becoming a commercial organization and capitalizing on tax-efficient strategies and leveraging intellectual property. Our Life Sciences team can help guide you every step of the way.

RECOMMENDED INSIGHT

INSIGHT ARTICLE
[The benefits of finance and accounting outsourcing for life sciences](#)
 Learn how growing life sciences companies leverage finance and accounting outsourcing to enhance the finance function and focus on core competencies.
 Michael Romano | April 05, 2016

WHITE PAPER
[Project accounting: Utilizing ERP to effectively track costs and resources](#)
 Project-based companies must understand how to choose the right ERP system to increase visibility and monitor project health and available resources.
 Tom Burtner | November 10, 2014

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Capabilities

EVENTS/WEBCASTS

RECORDED WEBCAST
[Signs it's time for your life sciences company to consider an ERP solution](#)
 January 29, 2015

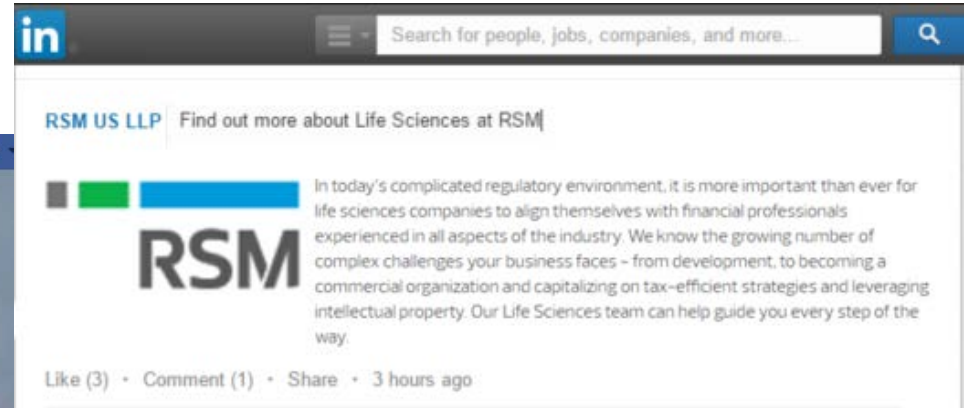
Level 4		Page Views	
1.	Private Equity	2,080	18.1%
2.	Real Estate	1,617	14.1%
3.	Financial Institutions	1,339	11.6%
4.	Health Care	1,233	10.7%
5.	Consumer Products	1,025	8.9%
6.	Financial Services	953	8.3%
7.	Manufacturing	885	7.7%
8.	Nonprofit	863	7.5%
9.	Private Clubs	714	6.2%
10.	Education	145	1.3%
11.	Government	135	1.2%
12.	Government Contracting	133	1.2%
13.	Gaming	118	1.0%
14.	Business and Professional Services	110	1.0%
15.	Life Sciences	77	0.7%
16.	Technology Companies	69	0.6%
17.	Native American	9	0.1%

Life Sciences Example

Demonstration only



A screenshot of the Facebook page for RSM US LLP. The page features a cover photo with a woman and the text "WE EXIST TO EMPOWER OUR CLIENTS TO MOVE FORWARD WITH CONFIDENCE". The profile picture is the RSM logo. The page name is "RSM US LLP" with the handle "@rsmusllp". The left sidebar shows navigation options like Home, About, Photos, Likes, Blog, Videos, Welcome, Events, and Posts. A post from RSM US LLP is visible, asking "What does Life Sciences mean to you? Find out here." Below the post is a preview of the RSM Life Sciences content.



A screenshot of a LinkedIn post from RSM US LLP. The post text reads: "In today's complicated regulatory environment, it is more important than ever for life sciences companies to align themselves with financial professionals experienced in all aspects of the industry. We know the growing number of complex challenges your business faces - from development, to becoming a commercial organization and capitalizing on tax-efficient strategies and leveraging intellectual property. Our Life Sciences team can help guide you every step of the way." The post has 3 likes, 1 comment, and was shared 3 hours ago.



A screenshot of the Charlotte Business Journal website. The header includes the "MENU" button, the "CHARLOTTE BUSINESS JOURNAL" logo, a "SUBSCRIBE NOW Limited Time Offer" button, a search bar, and a "SIGN IN" button. The main content area features a large banner for "Innovative Solutions for Business Leaders RSM Life Sciences" with the RSM logo. Below the banner is a large image of the Supreme Court building. The article title is "CBJ Morning Buzz: NC takes voter ID appeal to Supreme Court; Trump plans event here". The article text begins: "A quick look at everything you need to know to start your day, from top news headlines and trending topics to weather, traffic and events for the week ahead." To the right of the article is a "SUBSCRIBER CONTENT" section with several article teasers, including "Art Pope: Charlotte to blame for any HB2 economic losses", "Office towers on rise put relocation space in play in center city", "Statesville Regional Airport makes decision to take off for next level", and "Charlotte entrepreneurs offer wisdom on launching a startup". At the bottom right, there is a "VIEW THE LIST Television Stations" section with a "View Weekly Edition" button and a link to "Access the Book of Lists". The RSM logo is in the bottom right corner.

Not actual ads

Life Sciences Example

No tracking = limited data

	Referring Domains	Visits
1.	Typed/Bookmarked	79,100
2.	google.com	42,575
3.	bing.com	4,003
4.	google.co.in	1,666
5.	yahoo.com	1,525
6.	lnkd.in	1,336
7.	rsm.global	1,320
8.	linkedin.com	1,082
9.	google.co.uk	1,034
10.	google.ca	722
11.	facebook.com	665

Demonstration only – not accurate data

Life Sciences Example

Full tracking = specific detail

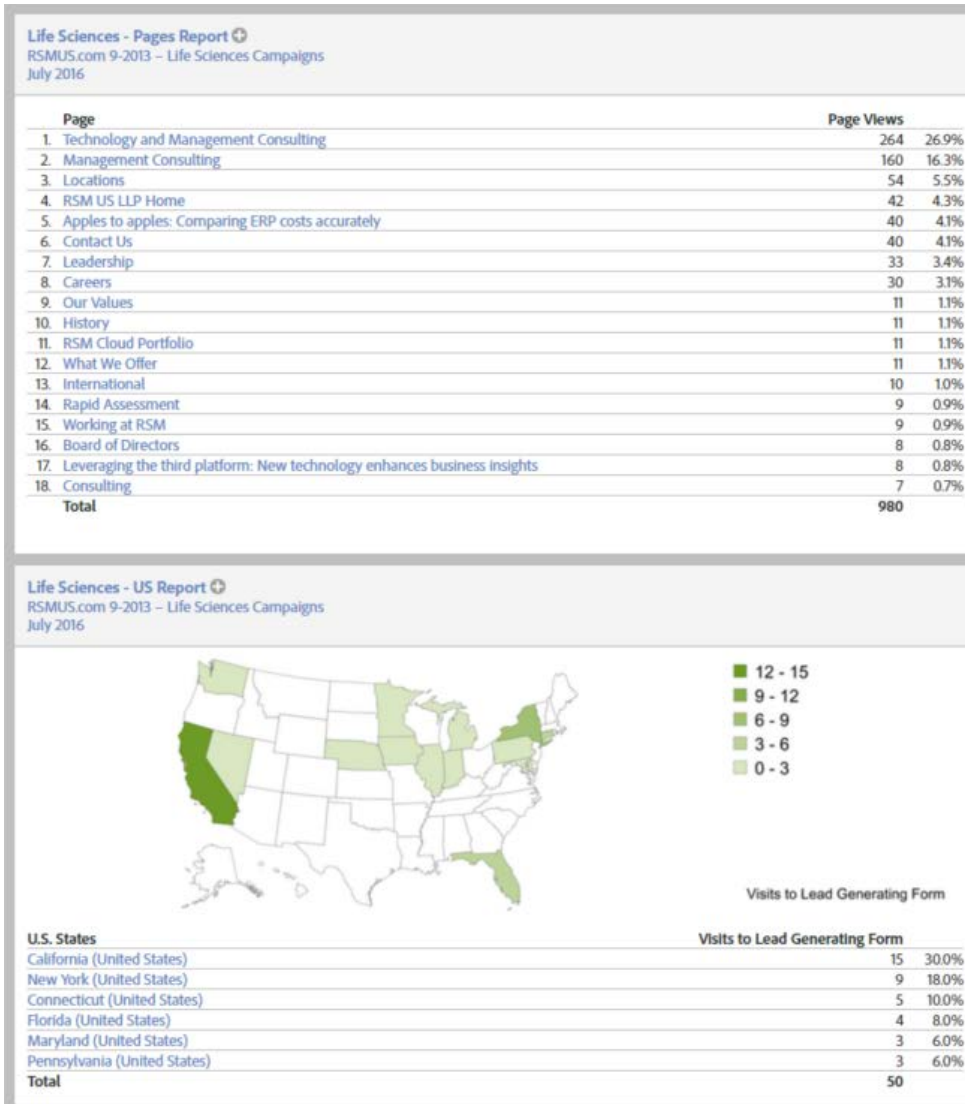
Creative Elements	Visits to Lead Generating Form		RSMUS.com Inquiries (Form Submissions)		Conversion Rate
1. FAO AdWords - FAO LP	110	15.9%	5	6.9%	5%
2. CRM AdWords - Tech Contact Form	55	8.0%	2	2.8%	4%
3. Finance Accounting Outsourcing (Bing)	52	7.5%	0	0.0%	0%
4. TMC AdWords - Technology LP	45	6.5%	6	8.3%	13%
5. AX LP Adwords - Tech Contact Form	44	6.4%	4	5.6%	9%
6. Valuation AdWords - Bus Valuation	43	6.2%	9	12.5%	21%
7. NetSuite AdWords - NetSuite for Distributors	37	5.4%	3	4.2%	8%
8. Management & Tech Consultants (Bing)	27	3.9%	1	1.4%	4%
9. Infrastructure AdWords - LP	25	3.6%	3	4.2%	12%
10. Infrastructure Services (Bing)	19	2.7%	1	1.4%	5%
11. ERP LP Adwords - Tech Contact Form	18	2.6%	0	0.0%	0%
12. The Real Economy Jul 2016 - Email	16	2.3%	1	1.4%	6%
13. LinkedIn - Controller new challenge WP	12	1.7%	8	11.1%	67%
14. AX Partner (Bing)	12	1.7%	1	1.4%	8%
15. ERP Co-op Adwords - Apples to apples WP	10	1.4%	4	5.6%	40%
16. IMA Daily Newsletter Digest	9	1.3%	0	0.0%	0%
17. ECM LP Adwords - SharePoint Governance	7	1.0%	4	5.6%	57%
18. MC-AW Rapid Assessment	7	1.0%	0	0.0%	0%
19. Business Intelligence AdWords - Rapid Assessment	7	1.0%	0	0.0%	0%
20. The Real Economy Jun 2016 - Email	7	1.0%	0	0.0%	0%

Life Sciences Example

Four Segments:

- Life Sciences Campaigns (all tracking codes)
 - Facebook Channel
 - LinkedIn Channel
 - Banner Ads Channel

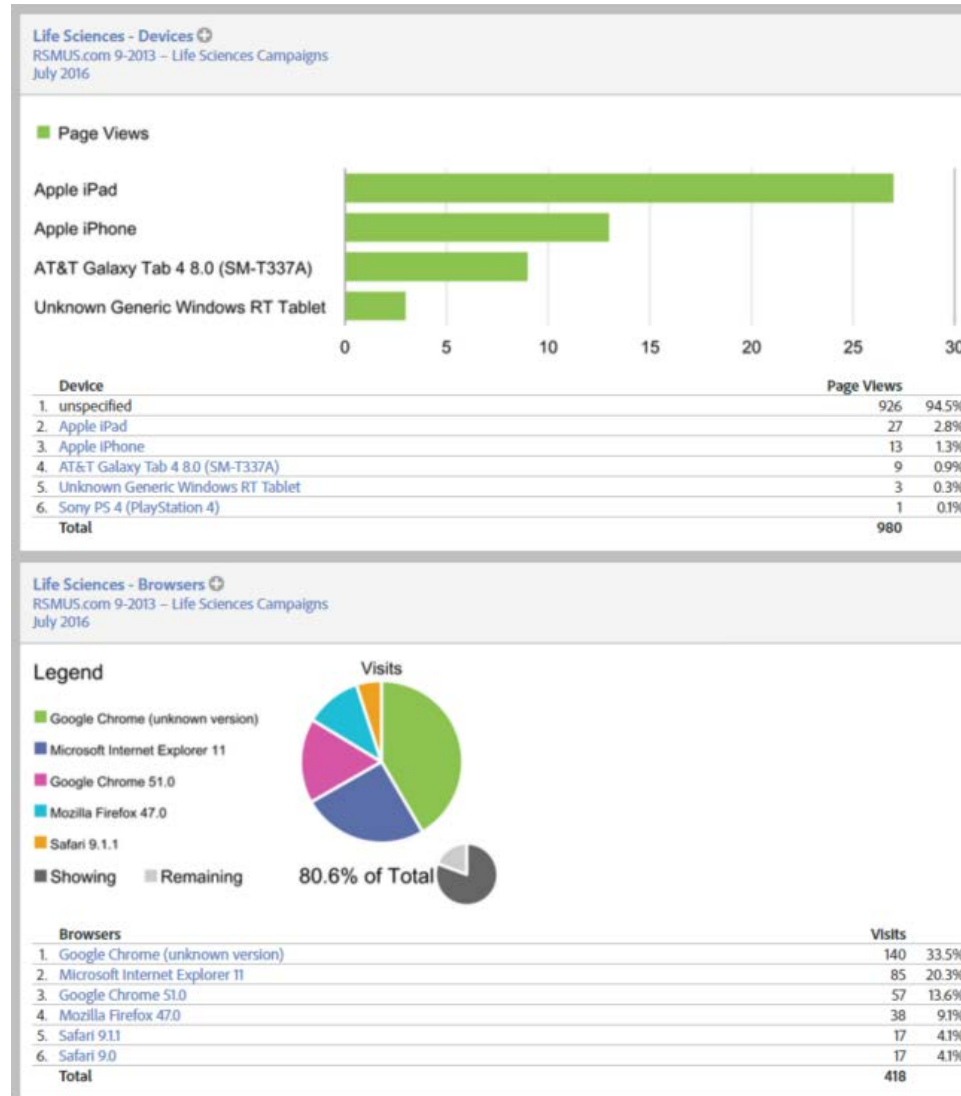
Life Sciences Example



Demonstration only

Not accurate data

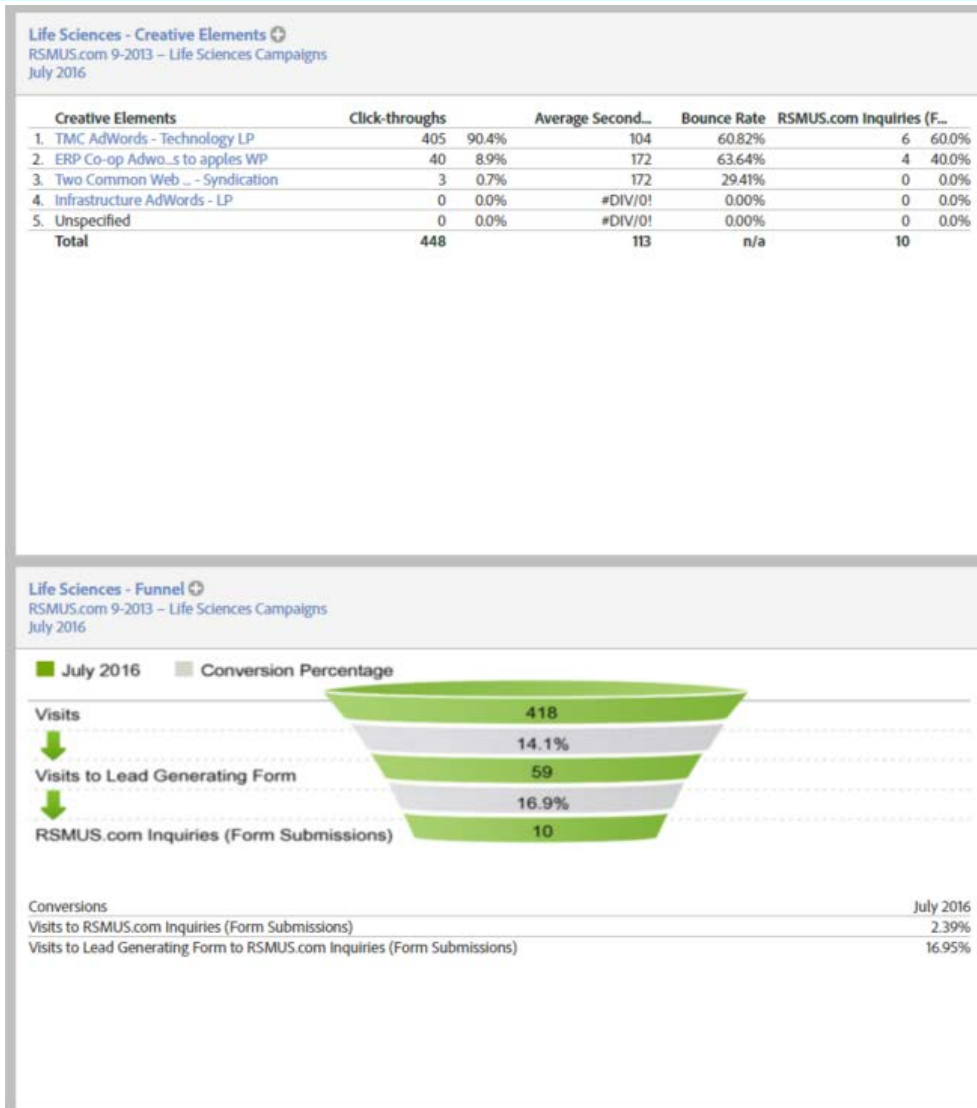
Life Sciences Example



Not accurate data

Demonstration only

Life Sciences Example



Demonstration only

Not accurate data

Life Sciences Example

Facebook Channel - Form Submissions				
RSMUS.com 9-2013 - Life Sciences - Facebook Channel				
July 2016				
Lead Generating Form Name	Visits to Lead Generating Form		RSMUS.com Inquiries (F...	Conversion Rate
1. General Contact Us	38	84.4%	3 50.0%	8%
2. Technology Contact	6	13.3%	3 50.0%	50%
3. Comparing ERP costs accurately WP	1	2.2%	0 0.0%	0%
Total	45		6	13%

LinkedIn Channel - Form submissions				
RSMUS.com 9-2013 - Life Sciences - LinkedIn Channel				
July 2016				
Lead Generating Form Name	Visits to Lead Generating Form		RSMUS.com Inquiries (F...	Conversion Rate
1. Comparing ERP costs accurately WP	7	70.0%	3 75.0%	43%
2. Beyond Quickbooks WP	2	20.0%	1 25.0%	50%
3. General Contact Us	1	10.0%	0 0.0%	0%
Total	10		4	40%

Banner Ads Channel - Form Submissions				
RSMUS.com 9-2013 - Life Sciences - Banner Ads Channel				
July 2016				
Lead Generating Form Name	Visits to Lead Generating Form		RSMUS.com Inquiries (For...	Conversion Rate
1. Perspective Newsletter	3	75.0%	0 0.0%	0%
2. General Contact Us	1	25.0%	0 0.0%	0%
Total	4		0	0%

Demonstration only

Not accurate data



CLOSING THOUGHTS



Closing Thoughts

- Everyone should pay attention to analytics.
- A multitude of reporting capability is available.
- Tracking codes are essential to measuring paid campaigns.



THANK YOU FOR
YOUR TIME AND
ATTENTION



QUESTIONS AND ANSWERS?



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