

Tracking, testing, and analytics tools

Five Dollar Posts Transcript Bonus By Rachel Rofé



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Right now, let's talk about some of the tracking, testing, and analytics tools that I use. The first one is obviously the Facebook reporting tool. Let me show you that because I promised I would. You just go here to your Ads manager and click reports. It'll take you to the Facebook reporting tool. As I said, I like to group all my separate interests into one ad set where I can search them all via ad set, and I can look at the ones...sort how many clicks each one has gotten. Focus on the ones that has gotten the most clicks, impressions, the frequency, all these different categories.

Let me show you some of the categories that you can search using this ads reporting tool. I mean, pretty much everything you ever want to search. The frequency, the frequency I didn't talk about. Frequency is how often each person has been shown your ad or how often it's been displayed to each person. People have frequencies going up to seven, eight, nine times. If you have a frequency of just one or two, it's not a big deal. You can still let the ad run but once you get up higher frequencies, you start seeing the performance diminish a little bit and you need to find different interests to target or create a look-alike audience from that particular group and expand your audience once your frequency gets real high.

Reach shows how many people your ad was served to. As you can see, this bubble comes up. Impressions, how many times your ad was displayed. Then you have Social Reach, Social Impression, Actions. The

ones I focus on are actions, you want to see the actions. You use the Actions to track how many Opt-ins that I get. A number of people taking actions and you see a total conversion values. You have all these different categories and you should really go through this and play with it and see what you can get.

It shows you your positive and negative feedback. You can add that to the report. Your relevance score, that's actually important. It says a rating of 1 to 10 based on how your audience is responding to your ad. The higher your relevance score, the cheaper your ads are going to be because they consider it a higher performing ad and better for their users. Then you have the cost for your ad, the amount spent. Obviously you want to have that. You have your engagement categories, these are more like for PPE ads if you're into that. You want to see the engagement, page engagement, how many people are engaged with your page, your page likes, photo views, website clicks. Website Clicks is important also because you want to know how many people actually clicks it.

If Facebook gives you a lot of clicks, that's based on how many people click the ad and that includes people clicking Like or people clicking Share or people clicking to see more details about your ad but you want to know how many people ended up on your website so you want to have website clicks in there as well. So what other important categories? Video views, video has its own category. Video views, you could see how many video views, how many 30 second views, how many people viewed our video up to 25%, 50%, 75%. How many people completed the entire video?

The average duration, how long they watched it for on average. It gives you a lot of good details on your video. If you have a sales video or some type of video that you're promoting on Facebook, and only a certain percentage of them are actually...only a small percentage of them are actually making it to the end of the video, then maybe you

need to do something better at the beginning of the video to encourage people or motivate people to stay on until the end of the video. That's common sense. You have all these video stats. You have your website stats. This is important obviously, the checkout. You could check your checkouts. You could check your leads, registration, adds to cart. Adds to cart don't necessarily equate to finalized checkouts. It's just adds to cart. You could have people abandoning the cart and if you want to track that, you can compare your adds to cart versus how many people actually checkout.

Those are some of those stats. All of these different stats you could track here. You could track...you could pull in your ad set name, or your campaign name, or your particular ad name. Those are some of the categories you could use with the Facebook ads reporting. You also have your sales stats. As I mentioned before, you can go through your own shopping cart or your own network or whoever you're using for payments to check your sales stats.

Your Autoresponder stats, you get that right in your Autoresponder account and you want to see opt-in percentage is, how many people are opting in per day? Let's do some simple math. If you want to get 500 opt-ins a day, how much exactly would that cost you? Well, let's assume that you have an opt-in rate of 50%. To get 500 leads in a day, how many clicks would you need? You would need 1000 clicks. To get 1000 clicks, if you were paying 25 cents per click, how much would you have to spend? You would have to spend \$250 at 25 cents per click. If you spend \$250 and you end up getting 1000 clicks, if you set up your funnel where you have an opt-in and 50% of those people opt in, then you're going to get 500 people viewing your offer.

As long as you get at least a 50 cents earnings per click, that means you will make at least \$250 and break even. Over here, you were paying 25 cents per click, that was your cost per click. If you could raise this higher than 50 cents, you make a profit. If you can reduce this lower than 25

cents, you would make a profit in this example. All along, you would need at least 1000 clicks to get your 500 leads per day. That's how you can look at your Autoresponder stats.

The next thing that I want to show you is the click tracker that I use. It's a very, very powerful tool. It helps you track your entire funnel, it helps you do split testing and has so many robust features in it. You can get that click tracking tool at www.RonDouglas.com/clicktracker. What I use it for is to track my entire funnel, to track my opt-ins, and specifically to track the performance of each individual ad. Each individual ad, you can put a separate little tracking ID into each link where it helps you track each ad back to your...Track the Opt-ins for each ad, track the sales for each ad, track the longer term sales, track the funnel email follow-up sales, track there right back to the ads so you know how each ad performs and gives you valuable intelligence on whether you should scale your ads or whether you should discontinue any particular ad.

I'll show you how that system looks. The click tracker that I use is called ClickMagick. It works on Facebook, it works everywhere you advertise. You can track entire sales funnels, split testing is important as I mentioned that earlier. You want to know different versions of your squeeze page, how it performs, different versions of your sales pages, how they perform, which ones perform the best. You want to split test one against each other. If you're sending 1000 clicks, the split tester will automatically send 500 clicks to one version of a page and 500 clicks to another version of the page. It will rotate and split it so that you're getting an even flow of the same traffic source going to these two different pages so you can evaluate based on the same traffic, how each page is performing.

You can add your own retargeting to any link. GEO targeting, mobile filtering, there's so many features. Some of this stuff, I don't even use. A lot of it I don't use and probably should figure out how to use. I don't even know what some of these stuff is like link monitoring. I guess

that's if you run solo ads and stuff like that. It shows you all the features here, how you could have it trigger pop-ups, mobile optimization, content locking, you name it.

This thing is so...it's the most powerful tracking tool I've ever seen online and definitely the most powerful tracking tool I've ever used. It actually tracks the quality of the traffic that's coming through those links. Everything you really need, link cloaking, you could cloak your links so people don't know that you're using an affiliate link or what exact link you're using. Those are just some of the features of ClickMagick and as I said, you can get ClickMagick right through my link, www.RonDouglas.com/clicktracker.

That's basically it when it comes to testing, tracking, and analytics. It's not the most exciting topic but it's very critical that you get this right. I'm here to help you. If you have any questions, hit me up. You want to make sure that you're tracking everything, make sure that you know what's working, what's not working, what ad is converting, which ad is not converting. You'll be able to make intelligent decisions on what you should do and how you should proceed with your business.

The last thing I want to show you with this is this section here, the placement. It will show you where your conversions are coming from. You can sort it by age, gender, age and gender, country, region, placement and device. It'll tell you exactly what device your customers are using to buy from you, whether it be iPads, androids, desktops. It tells you where your actions are coming from based on device, video view type, destinations. All these different categories, you can sort this list and you can pull in your conversion as one of these columns and sort it to see exactly where your customer avatar is, the age, gender, country, region. All these different items based on your customers.