

i The key to effective learning is to take a pragmatic approach to each question you need to answer

Approaches

Watchouts

Is my website design working?

- **Talking to customers** – Direct customer contact gives rich insight, even with unfinished designs. The book “[Don't Make Me Think](#)” has a practical approach
- **A/B testing** – For large websites it's good practice to A/B test proposed new designs vs. the old one
- **Product testing** – For web applications there is a strategic question of how to measure progress. Sometimes this can be distilled down to a [single metric](#)
- **Delegation** – Components developed by vendors like [Shopify](#) and [Squarespace](#) are heavily tested. Using standard conventions makes it easy for customers

- Be careful when adding complexity to Google Analytics. Create a separate [view](#) to keep it organised

Is my brand advertising working? (top of funnel)

- **Consumer understanding** – Who could be persuaded to buy? What is the “Job to be Done” in terms of what you would like to think?
- **Concept and Ad Testing** – When customers are shown the concept, do they find it appealing? Is the advertising salient or persuasive?
- **Reach** – Has the advertising reached the audience?

- When evaluating top of funnel performance, click-through rates don't measure branded impact, and attribution analysis is patchy and slow
- It's better to do pre-testing

Is my conversion advertising working? (bottom of funnel)

- **Gross Profit ROI** – The value of an eCommerce conversion is not the sales price, it's the [gross profit](#). Use gross profit as the conversion value for your tags so “[conversion value / cost](#)” becomes the ROI metric in Google Ads. It's important to use figures for profit per product which are as accurate as possible
- **Short learning cycle** – Digital advertising has many permutations. The way to learn is to run short campaigns and quickly get results. Record the settings of each campaign, and only change 1 or 2 things each time
- **Google Ads as source of truth** – It's recommended by Google to [send conversions to Google Ads](#) (even if you are also sending them to Google Analytics and the accounts are [linked](#)). Looking at ROI in Google Ads is [more accurate than Google Analytics](#), and uses the “conversion label” which allows [dynamic remarketing](#)
- **Flexible attribution models** – Google offers a range of [attribution models](#), such as “last click”. It's possible to compare the results of different models in the “Model comparison” report, and use whichever works best
- **Correct tagging setup** – See 1-page guide to [How tagging works](#)

- If you are dealing with intermediate conversions, like newsletter sign-ups, there is a risk of paying for the wrong clicks. Be sure to track the % of leads that ultimately convert to customers

What is my relationship with individual prospects & customers?

- For businesses with higher price points it makes sense to take a “people first” view. The CRM software becomes the heart of the system, and advertising feeds into that. Options include:
- **HubSpot** – An integrated solution for managing contacts through the funnel
 - **Zoho & EngageBay** – Lower cost alternatives, targeted at smaller businesses
 - **Pipedrive** – A sales driven CRM, focused on managing a pipeline of deals
 - **Freshworks** – A full small business software suite, which includes CRM

- If CRM is too resource-intensive consider personalised conversion strategies, including dynamic remarketing and tailored landing pages

What is the relative performance of my different marketing strategies?

- **Pull data into one place** – Data can be integrated with tools like [Supermetrics](#) or [Leadsbridge](#). These tools support the creation of dashboards, or dashboards can be created in specialist business intelligence tools like [Tableau](#)
- **Step by step integration** – An approach pioneered by Basecamp is to work in [cycles](#). So rather than asking “how long will it take to get everything we want?” ask “what answers can we get in the next 4 weeks?”

- When data is combined across sources it assumes the lowest common denominator in terms of immediacy. Therefore it's best for questions which the individual sources can't answer