

# Welcome

## Before we get started

1. Today's webinar is scheduled to last 1 hour including Q&A and a short break
2. Closed Captions are available on the desktop and mobile Zoom app (click the CC button)
3. This webinar is being recorded and will be available on the website alongside additional resources within 7 days
4. Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button

# Why are you measuring that?

James Akers, Wednesday 28 September 2022

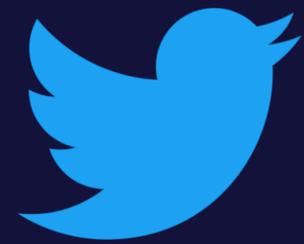


LEEDS DIGITAL FESTIVAL | 2022



Digital Culture  
Network





**#LeedsDigi22**

**#DigitalCultureNetwork**

**@ace\_dcn**

# How long is a piece of string?

- What methods could we use to find out?
- How much time do you think it would take?



# It doesn't matter



# Ask *why*?



# Think of a sea creature





# James' Menai Mussels

*“At James' Menai mussels, we believe that sustainable, organic shellfish should be low cost and delicious. We sell only the freshest and tastiest mussels caught in the Menai Strait”*

**Grand opening!**

# Navigating a sea of metrics





- Home
- Customization

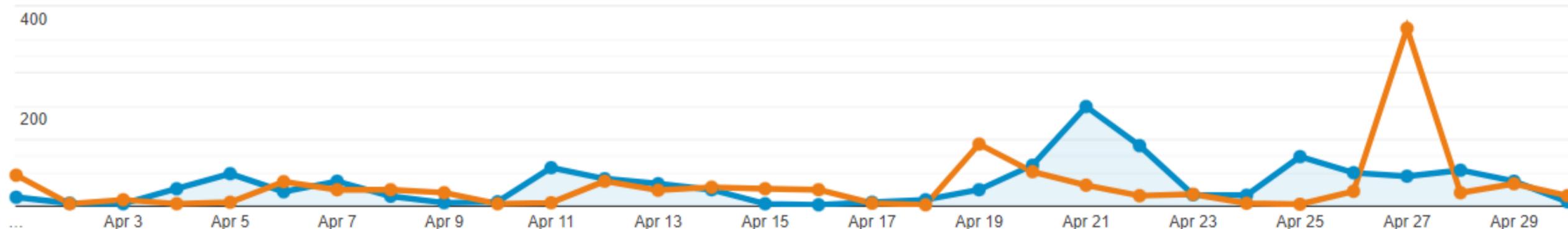
REPORTS

- Realtime
- Audience

Overview

- Active Users
- Lifetime Value <sup>BETA</sup>
- Cohort Analysis <sup>BETA</sup>
- Audiences
- User Explorer
- Demographics
- Interests
- Geo
- Behavior

- Attribution <sup>BETA</sup>
- Discover
- Admin



Users

6.47%

1,037 vs 974



New Users

16.51%

868 vs 745



Sessions

7.40%

1,596 vs 1,486



Number of Sessions per User

0.88%

1.54 vs 1.53



Pageviews

-6.42%

3,603 vs 3,850



Pages / Session

-12.87%

2.26 vs 2.59



Avg. Session Duration

-31.70%

00:03:02 vs 00:04:26



Bounce Rate

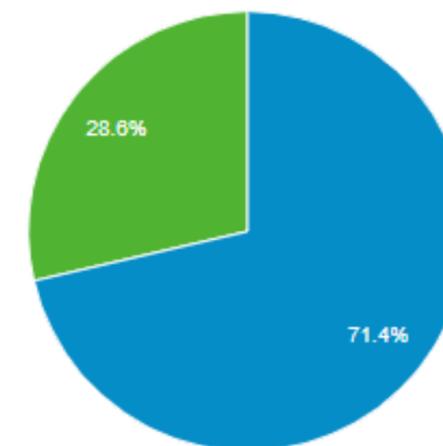
14.17%

32.27% vs 28.26%

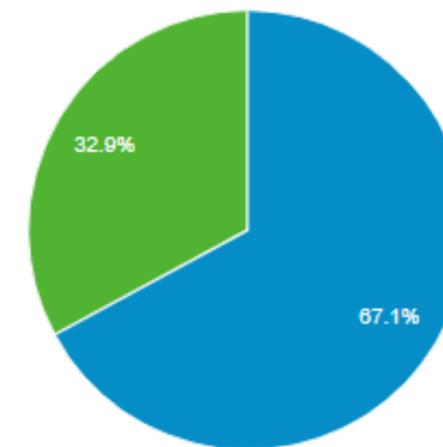


New Visitor Returning Visitor

Apr 1, 2022 - Apr 30, 2022



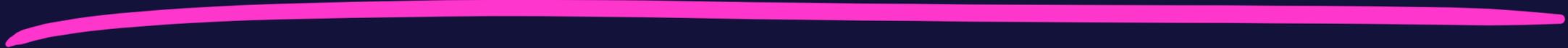
Apr 1, 2021 - Apr 30, 2021



# Metrics and measures:

transactions  
follows  
conversion rate  
mentions  
ratings  
impressions  
registered users  
shares  
sessions  
visits  
revenue  
views  
pages  
repeat users  
average order value  
followers  
sales  
users  
memberships

# Measure what you value



(don't value what you measure)

***“It’s impossible to gain insights when you’re looking at the wrong data”***

James Akers

# Why do you exist?



# What is your vision statement?





# The Little Mermaid

*What is Ariel's vision statement?*

- 1. Wants to be part of your world**
  - a. Wants more
    - i. Wanna be where the people are
    - ii. Wanna see 'em dancing
    - iii. Walking around on those feet



# Why are metrics useful?

# What does success look like?

# Who is your audience?

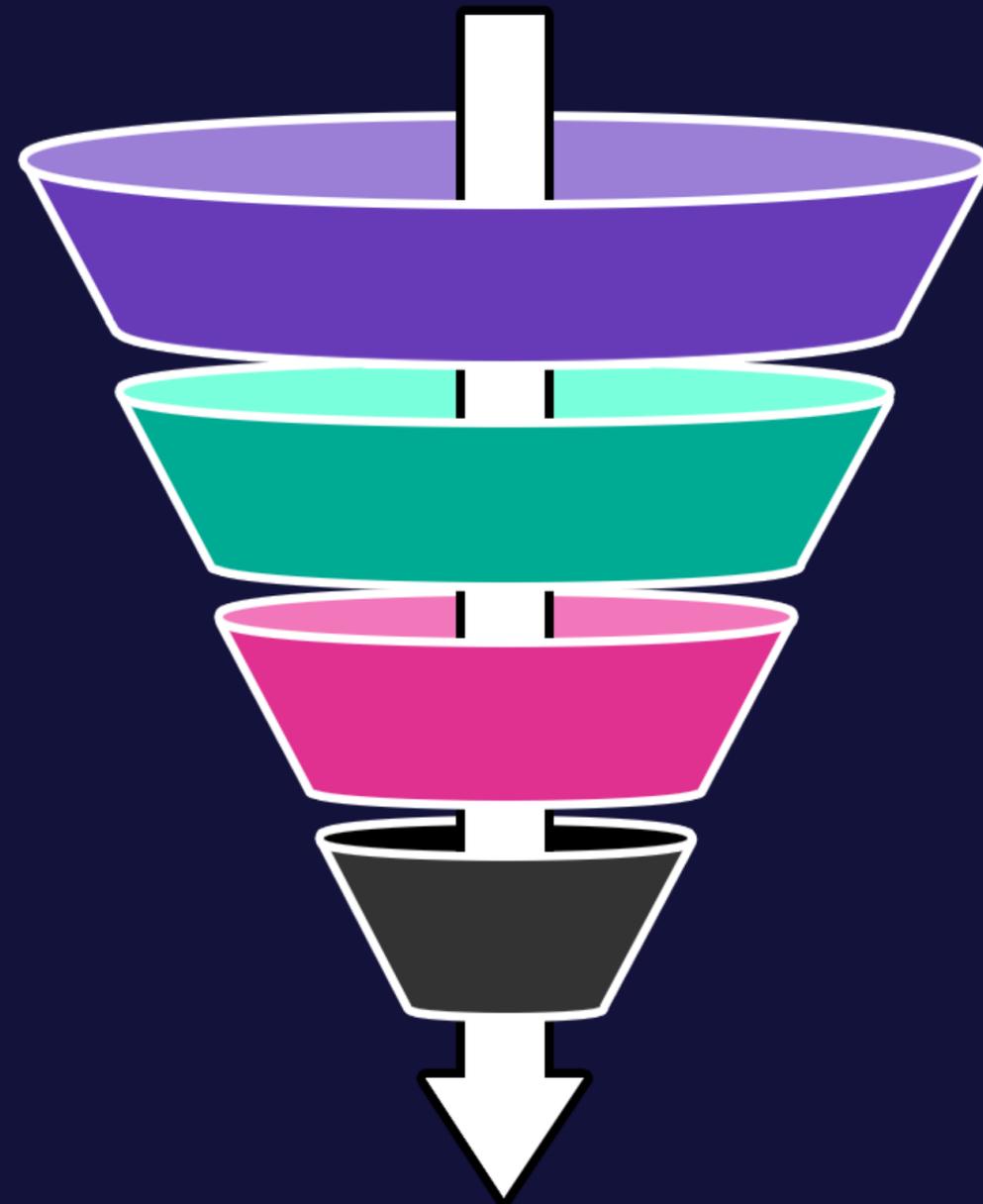


**What do you want  
them to do?**

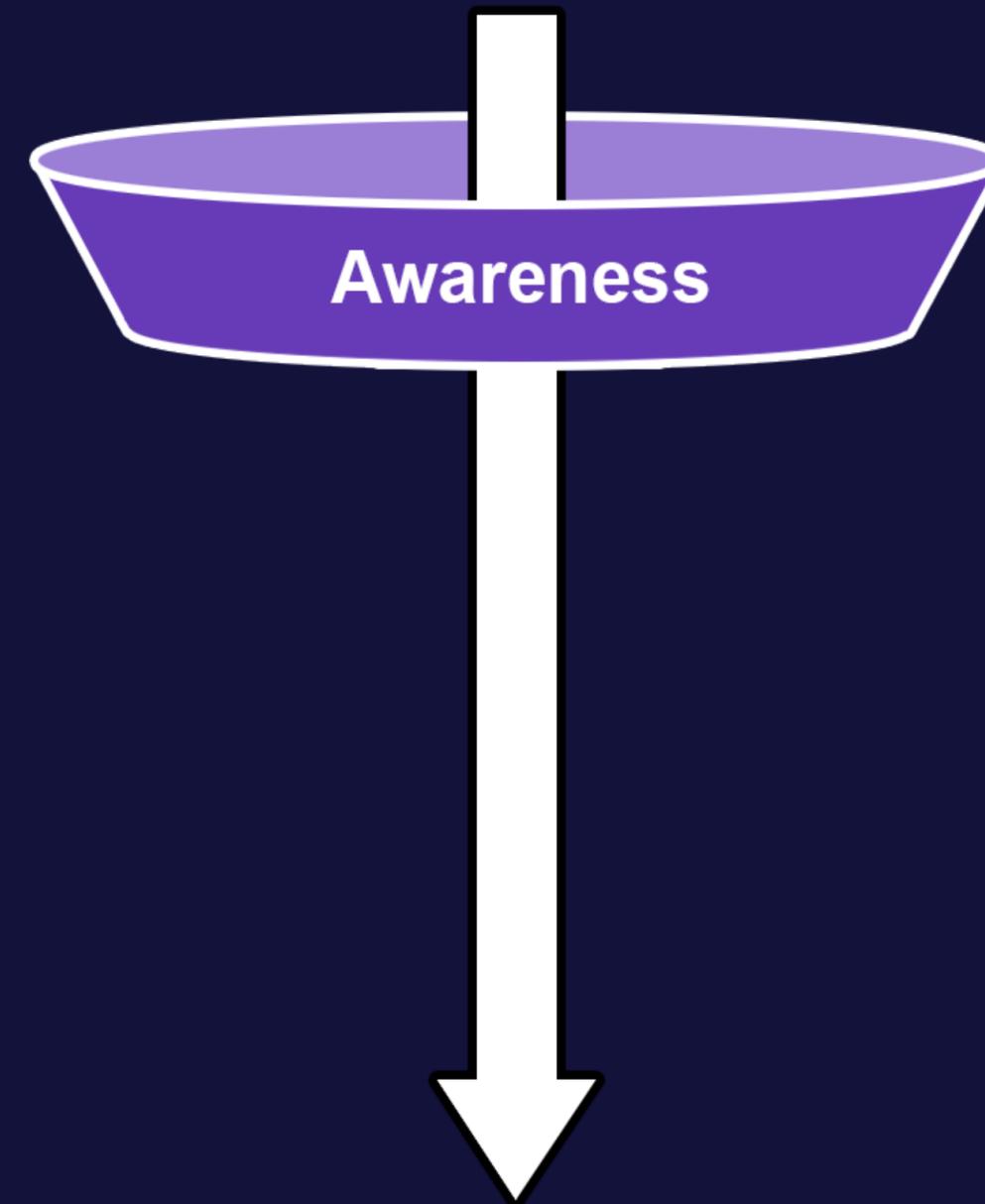


# Sailing down the marketing funnel

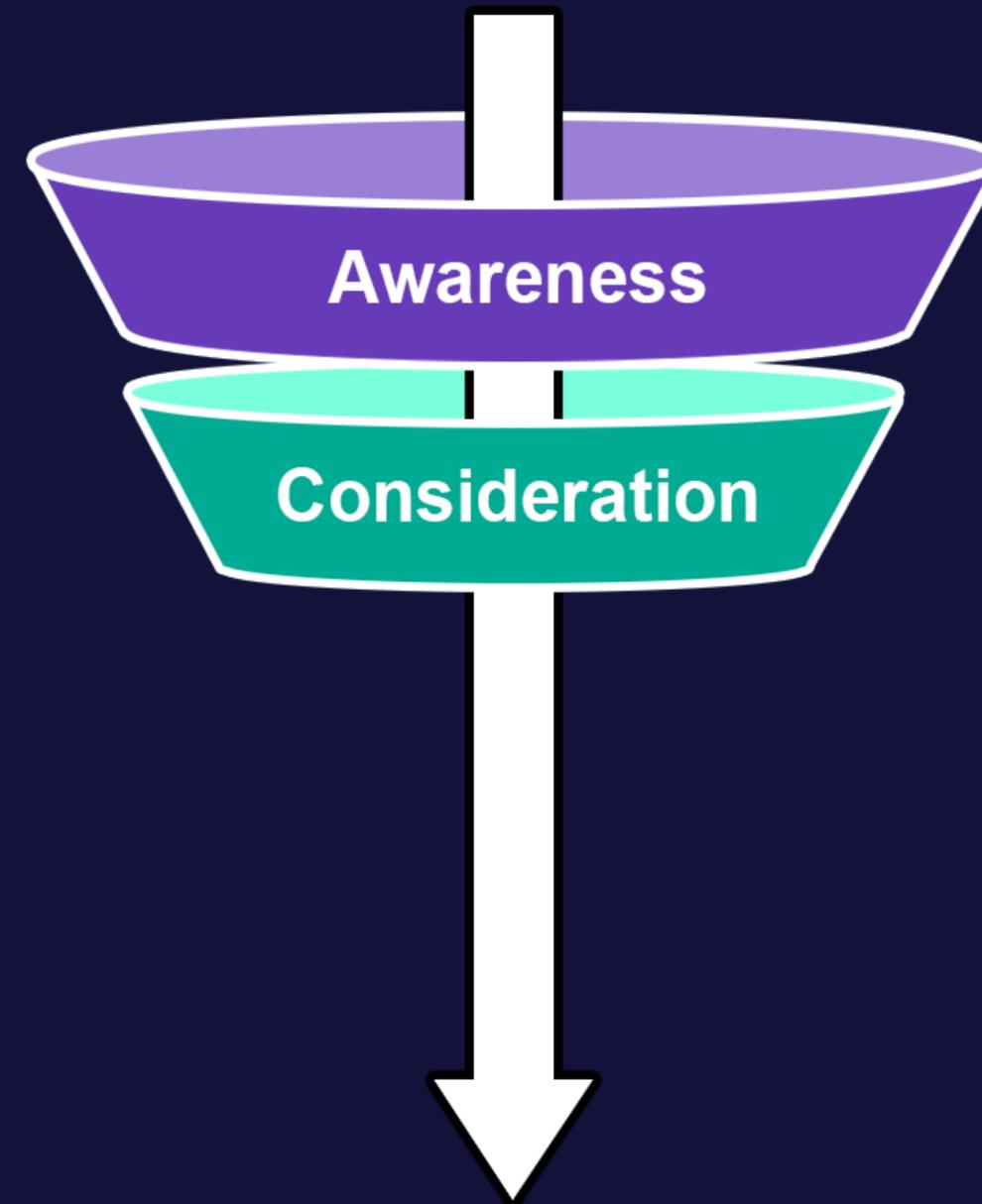




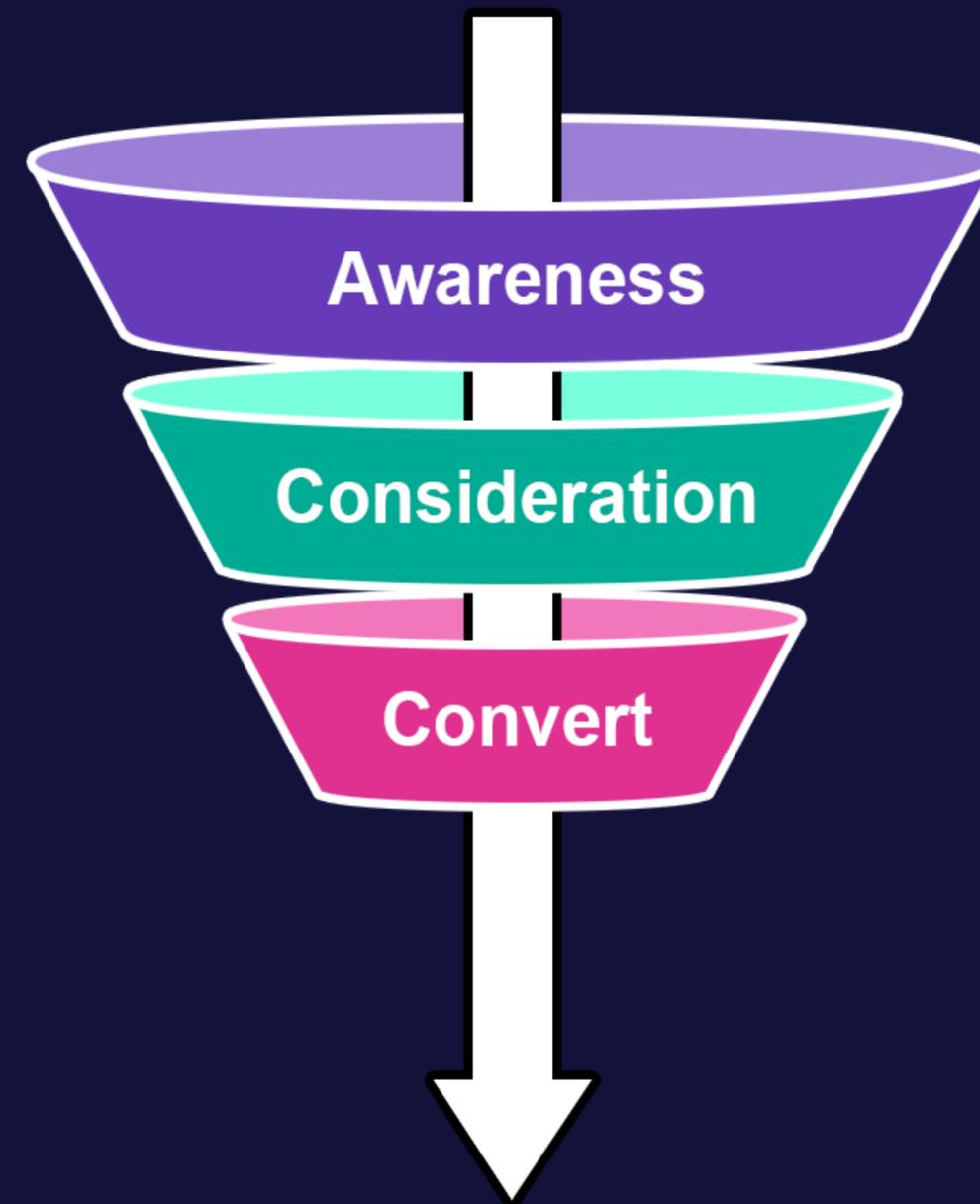
# 1. Knowing you exist



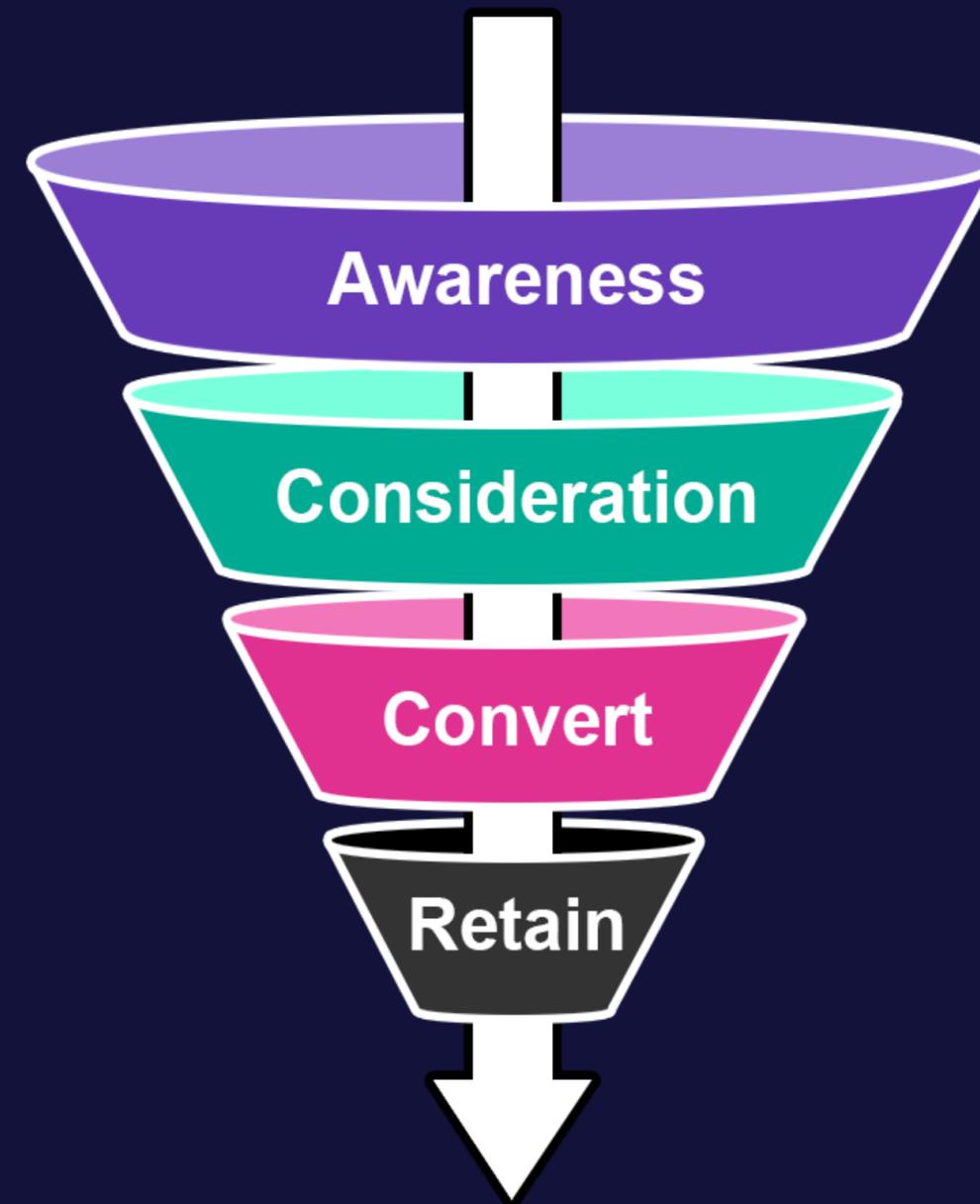
1. Knowing you exist
2. You are an option



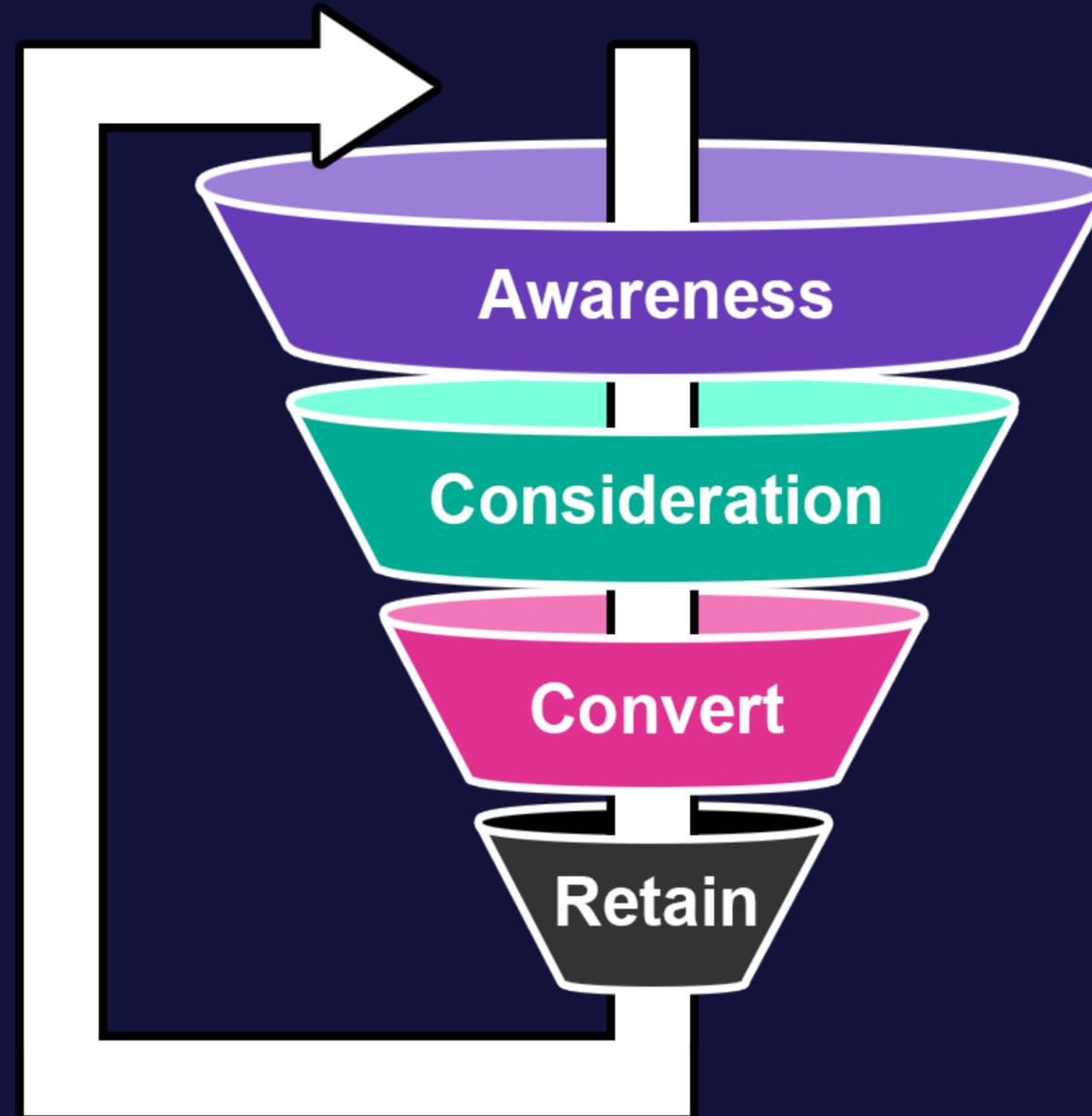
- 1. Knowing you exist**
- 2. You are an option**
- 3. Do the thing**



- 1. Knowing you exist**
- 2. You are an option**
- 3. Do the thing**
- 4. Come back for more**



- 1. Knowing you exist**
- 2. You are an option**
- 3. Do the thing**
- 4. Come back for more**
- 5. Be your advocate**





# Awareness



# Conversion



# Retention

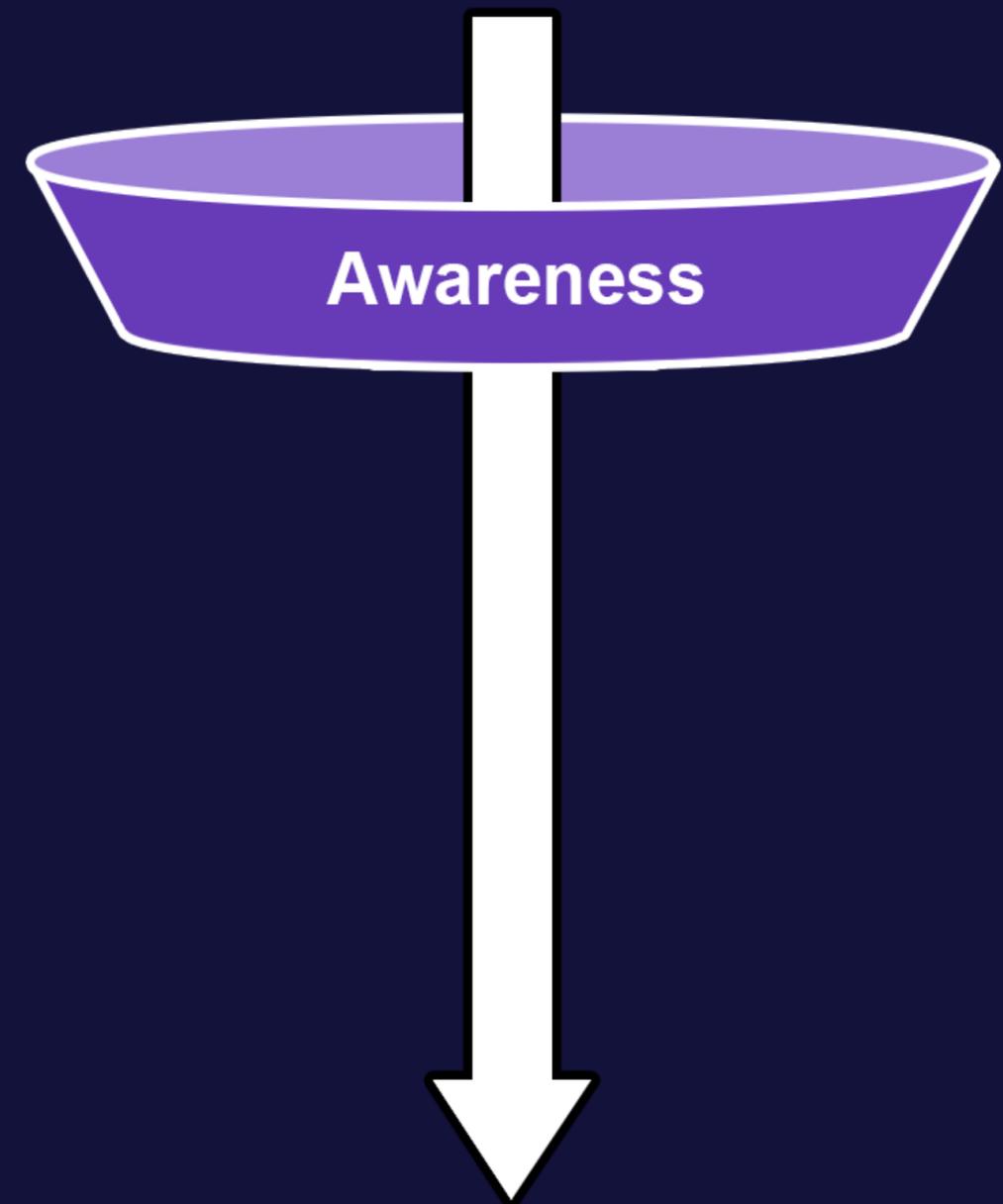


# Awareness

*Putting you on the map*



- **Impressions**
- **Website traffic**
- **Search position**



African American | Native American | commander | teacher

# Valentina Tereshkova

The first woman to travel in space was Soviet cosmonaut, **Valentina Tereshkova**. On 16 June 1963, Tereshkova was launched on a solo mission aboard the spacecraft Vostok 6.

<https://www.rmg.co.uk/stories/topics/who-was-first-...>

[Who was the first woman in space? | Royal Museums Greenwich](#)



About featured snippets | Feedback

## People also ask

Who was the first female on the moon? ▼

Who was the 2nd woman in space? ▼

What happened to the first woman in space? ▼

Feedback

[https://en.wikipedia.org/wiki/Valentina\\_Tereshkova](https://en.wikipedia.org/wiki/Valentina_Tereshkova)

## Valentina Tereshkova - Wikipedia

She is known for being the **first** and youngest **woman in space**, having flown a solo



# Who was the first woman in space?



▶ 0:32 ◀ 🔊 ⚙️ 🖥️

The first woman to travel in space was Soviet cosmonaut, Valentina Tereshkova. On 16 June 1963, Tereshkova was launched on a solo mission aboard the spacecraft *Vostok 6*. She spent more than 70 hours orbiting the Earth, two years after Yuri Gagarin's first human-crewed flight in space.

Tereshkova was the first woman to travel in space.

[CUTTY  
SARK](#)

[NATIONAL  
MARITIME MUSEUM](#)

[QUEEN'S  
HOUSE](#)

[ROYAL  
OBSERVATORY](#)

# Who was the first woman in space?

First woman in space Valentina Tereshkova was  
launched on a solo mission in 1963

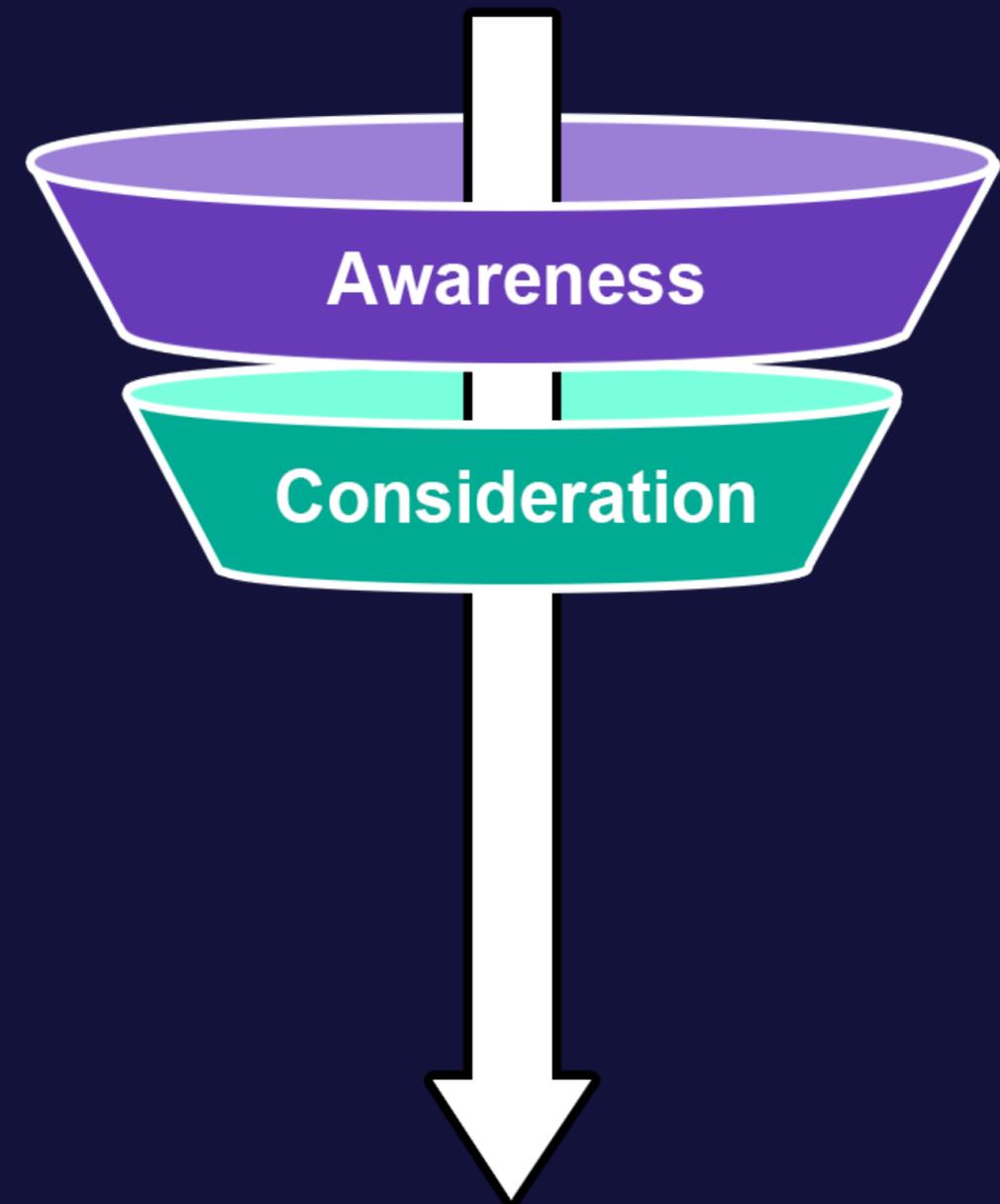
[Visit the Royal Observatory Greenwich](#)

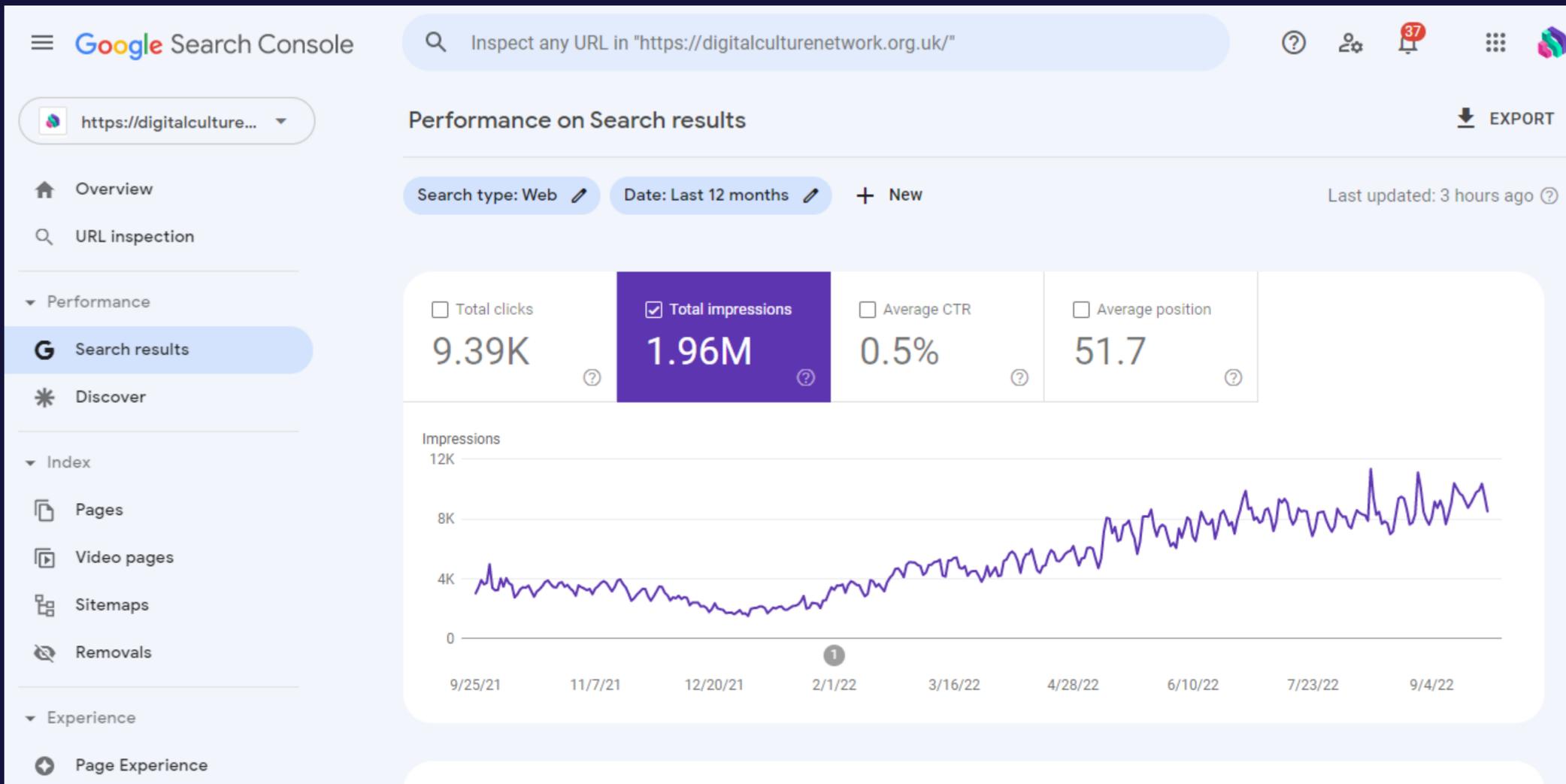
# Consideration

*A possible destination*



- **Social engagement**
- **Search volume**
- **Email sign up**





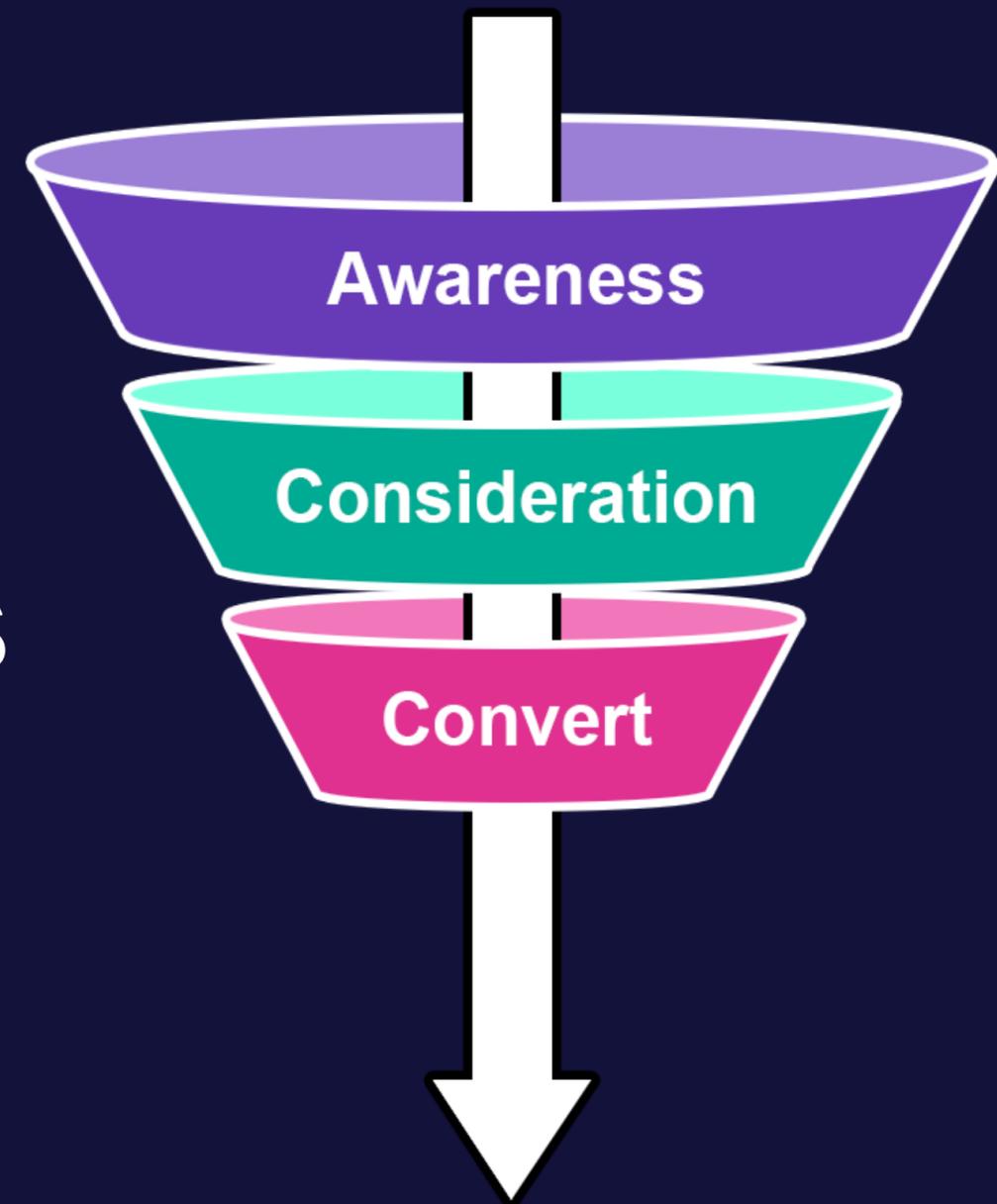
Top queries	Impressions
digital culture network	2,105

# Conversion

*Catching that sea creature*



- **Purchases**
- **Form completions**
- **View specific pages**

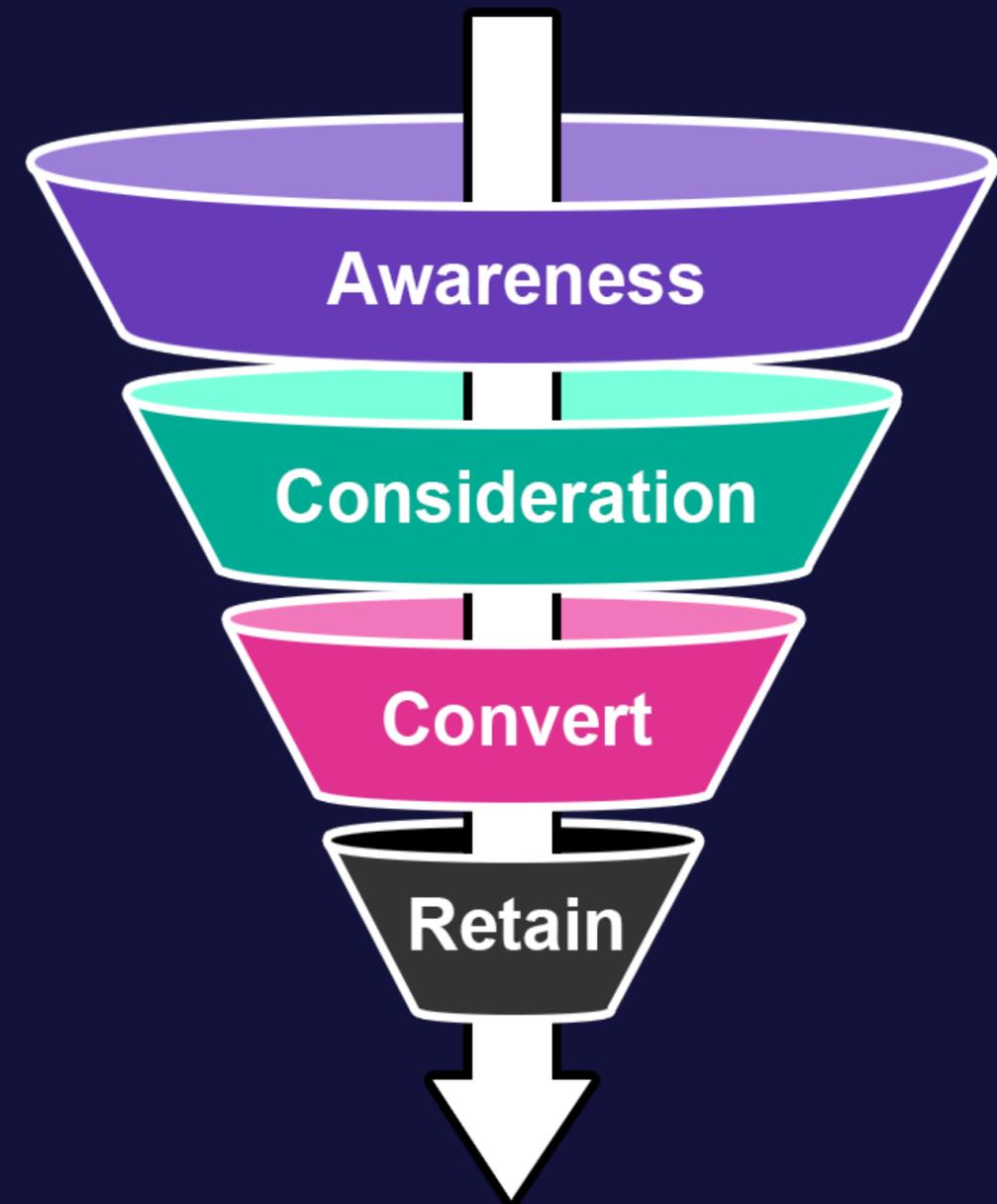


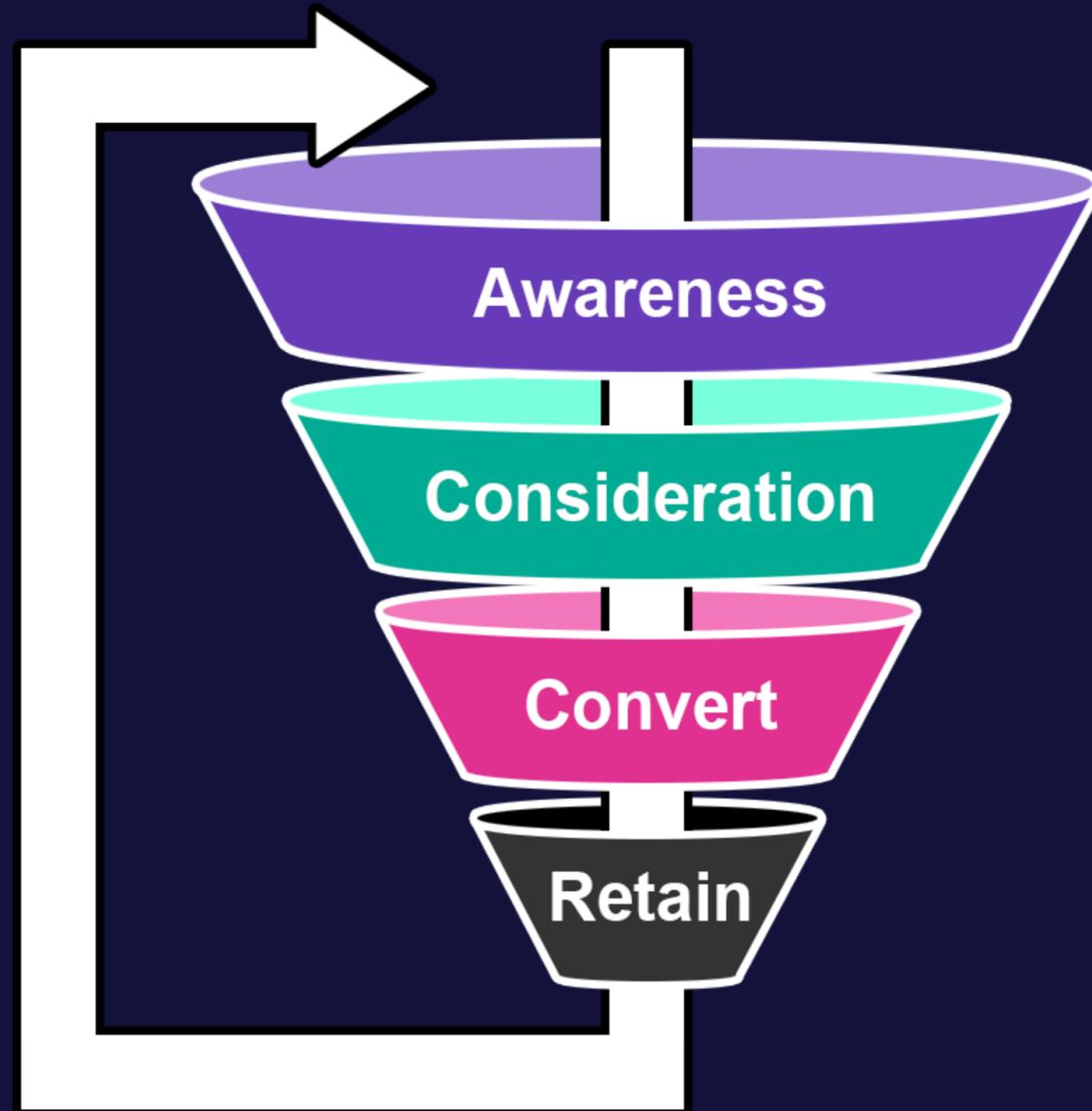
# Retention

## *Building a loyal crew*



- **Repeat purchases**
- **Memberships**
- **Net Promoter Score**





# Tips for success

1. Ask *why*?
2. Link back to your vision statement
3. Categorise activity for each funnel step
4. Map out what and where you are collecting data
5. Define when it needs to be shared and who with

# How long is a piece of sting?



# Q&A



**Digital Culture  
Network**



**[digitalnetwork@artscouncil.org.uk](mailto:digitalnetwork@artscouncil.org.uk)**



# digitalculturenetwork.org.uk

The screenshot shows the website's header with the Digital Culture Network logo and Arts Council England logo. The navigation menu includes: Ask a Tech Champion, Events, External Support, News, About, and Knowledge Hub. A purple banner below the navigation reads: "We've created resources and advice for you to use during the COVID-19 lockdown." with a "Read More" button.

## Digital skills for the arts

Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

[Browse our Knowledge Hub](#)

**Podcasting and how to get started**  
Beginner Read  
Video and Digital Content  
This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.  
Marc Burns · 2 months ago

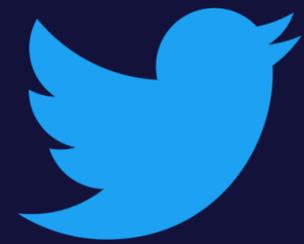
**Engaging Audiences with Social Media**  
Beginner Read  
Social Media  
Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.  
Haydn Corrodus · 2 months ago

**Introduction to Social Media**  
Beginner Read  
Social Media  
Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.  
Haydn Corrodus · 4 months ago

**We Are**

Knowledge Hub





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**#DigitalCultureNetwork**

**@ace\_dcn**





# Digital Culture Network