

# Marketing & Recruitment Channels Performance Dashboards

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**Date: 04/06/2021**





The role of tracking the performance of digital communication channels

Research Outcomes

Tracking performance plays a key role when measuring the effectiveness of digital marketing channels. Web analytics is the tool that increases the possibility of IHS to turn visitors into prospective candidates. At the moment, online communication is being executed quite skilfully by the marketing team, and the performance of channels brings the desired outcomes. However, in terms of reporting, there are a few gaps that need to be closed. To find a sufficient solution, my research went over topics related to digital marketing & student recruitment, the importance of monitoring performance, the opinion of the staff, and the data from web analytics. The aspects that could be optimised are as follows:

- 1) No clear template of the channels and metrics that should be examined
- 2) No general report that presents a cross-channel performance
- 3) Not enough trained personnel that can operate with Power BI and web analytical tools

What are the further actions?

## Further Actions

To make sure that the marketing campaigns deliver the desired outcomes and to keep track of their performance, the IHS M&C Team, can consider the following recommendations:

- 1) **Create a template with key metrics and channels for evaluation**
- 2) **Provide new interns with tutorial materials and training on Business Intelligence**
- 3) **Create dashboards that report the performance across channels**
- 4) **Improve certain aspects of the campaigns and the channels**

## Timeframe and Implementation

All these recommendations consider the resources and capabilities of IHS. They can be implemented in a timeframe of **1 week to 6 months**. The provided graph shows the exact time needed for their execution and the level of easiness-the higher the position, the harder to implement.

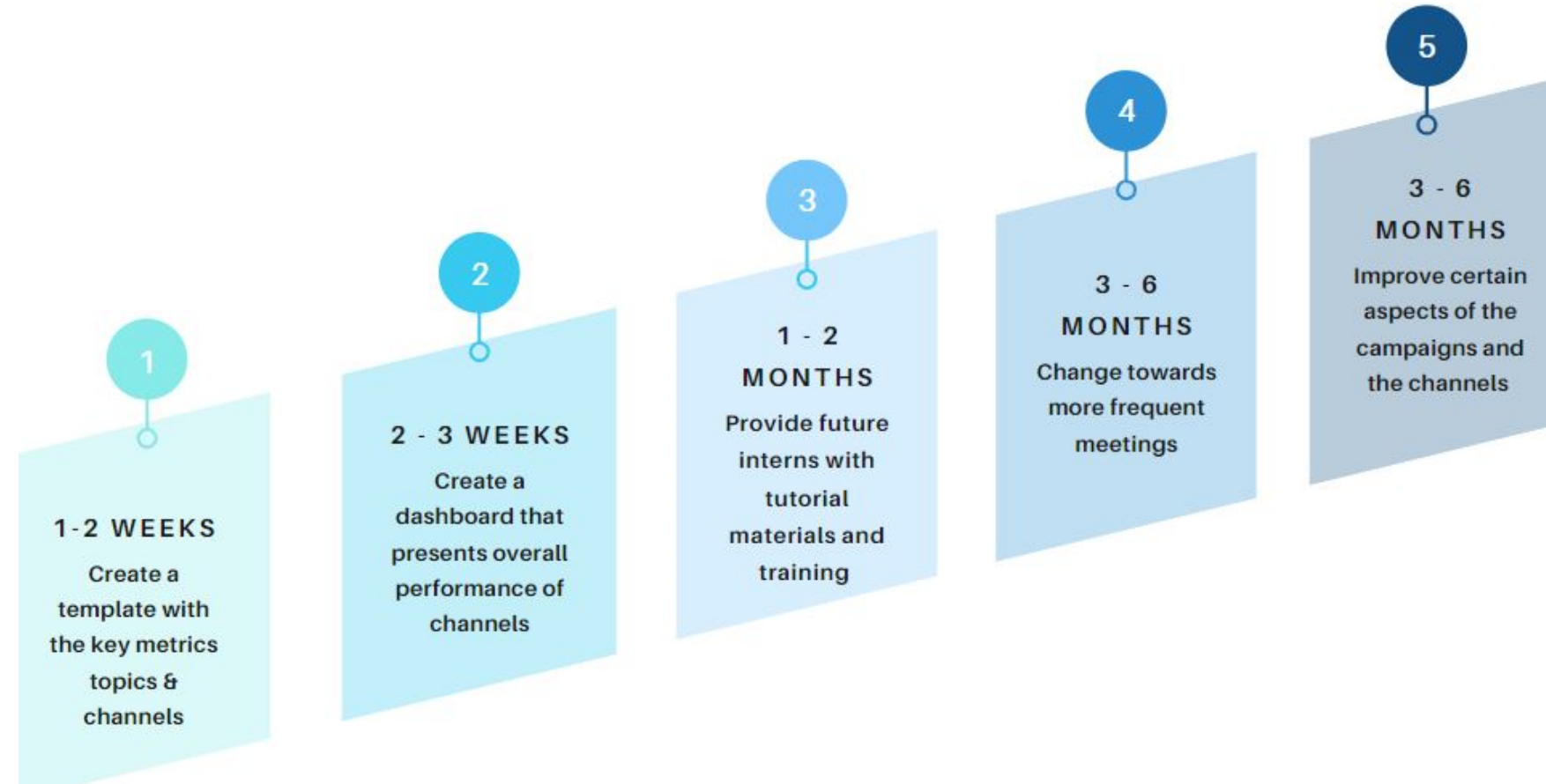
## Outcomes & Advantages

If implemented, the main **outcomes** of these improvements will be:

- > **fixed template for dashboards**
- > **more personnel trained to operate BI tools**
- > **clear agenda for meetings related to marketing performance**
- > **optimised execution of marketing channels**

The **advantages**:

- > all these recommendations are **cost-free**
- > they will have a **positive impact on the ROI**
- > they will **improve the performance of the team and its activities**



The following dashboards present an overview of the primary digital marketing channels and how they have been performing in the last months.

For any questions or remarks, do not hesitate to contact me:

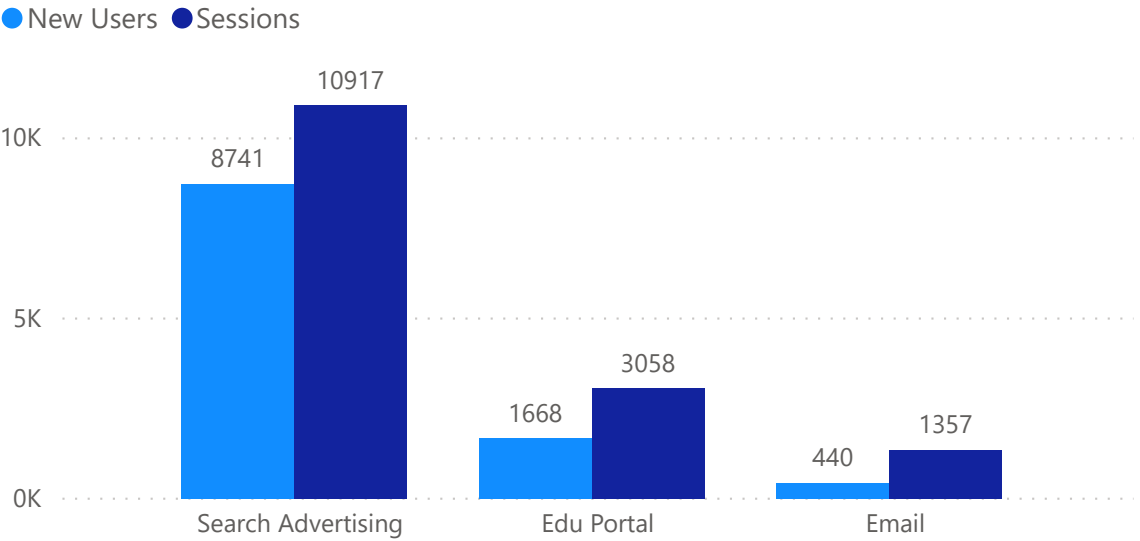
[kracholova@ihs.nl](mailto:kracholova@ihs.nl)

# Overall Performance of Main Channels

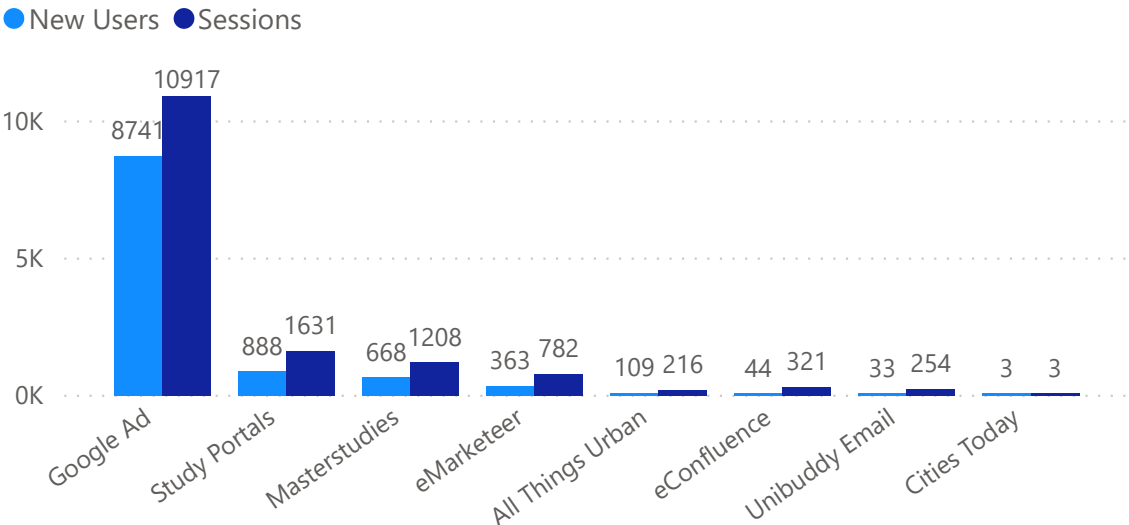
Source: Google Analytics



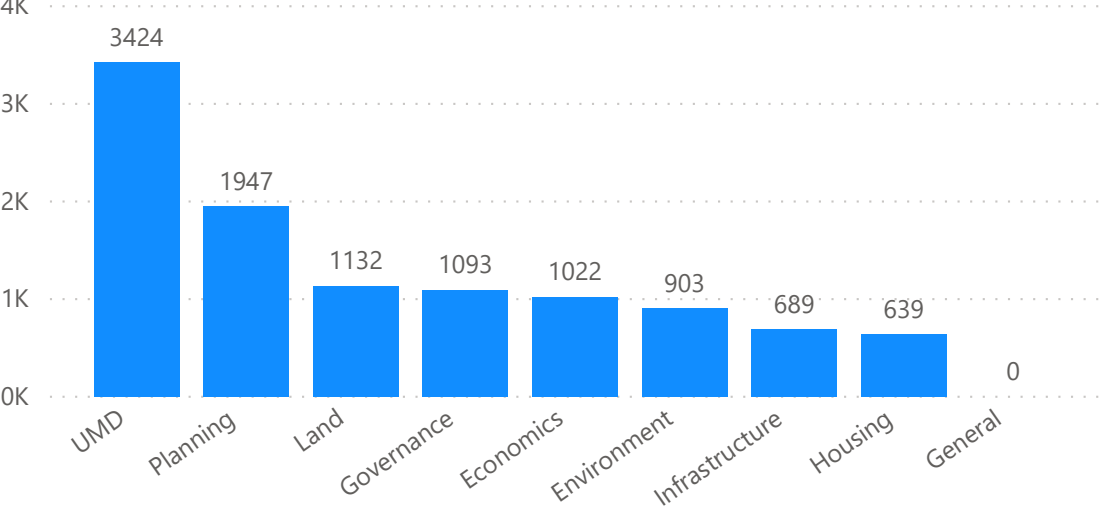
New Users and Sessions by Source



New Users and Sessions by Source Specific

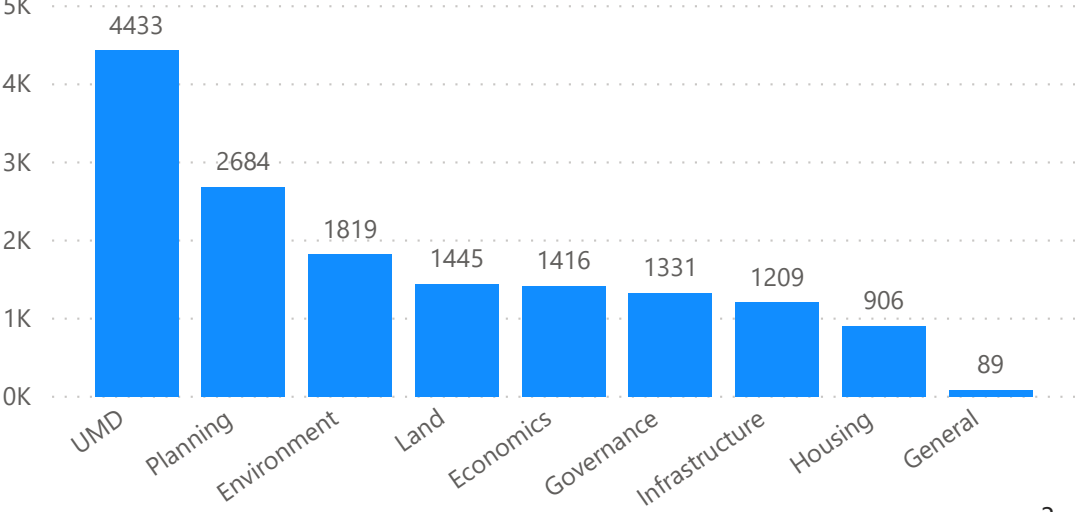


New Users by Promotion Topic



**Conclusion & Recommendations:**  
The biggest traffic for all tracks comes from Google Ads, and the most popular topic is Planning. The least from emails, but still their overall performance is quite satisfactory. From the education portals re-consider the performance of Cities Today. The most significant traffic from edu portals goes to Environment and UMD.

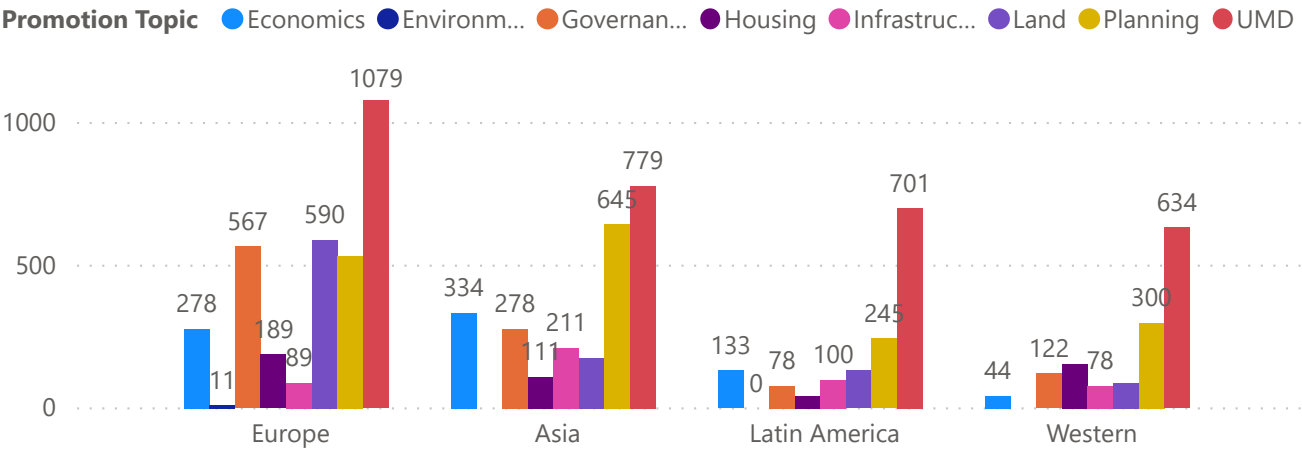
Sessions by Promotion Topic



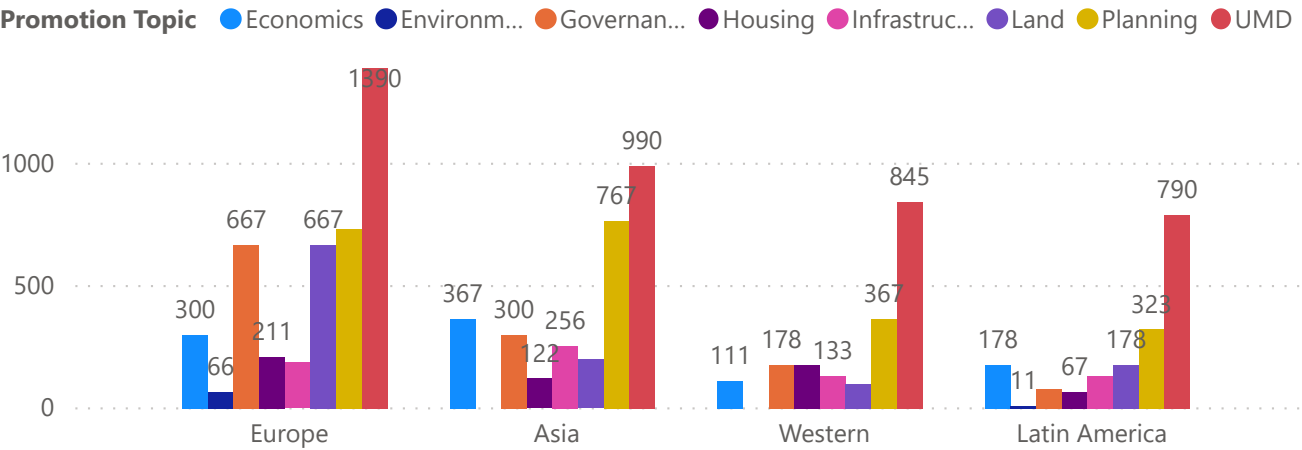
# General Comparison of Google Ads by Geo Location

Source: Google Analytics

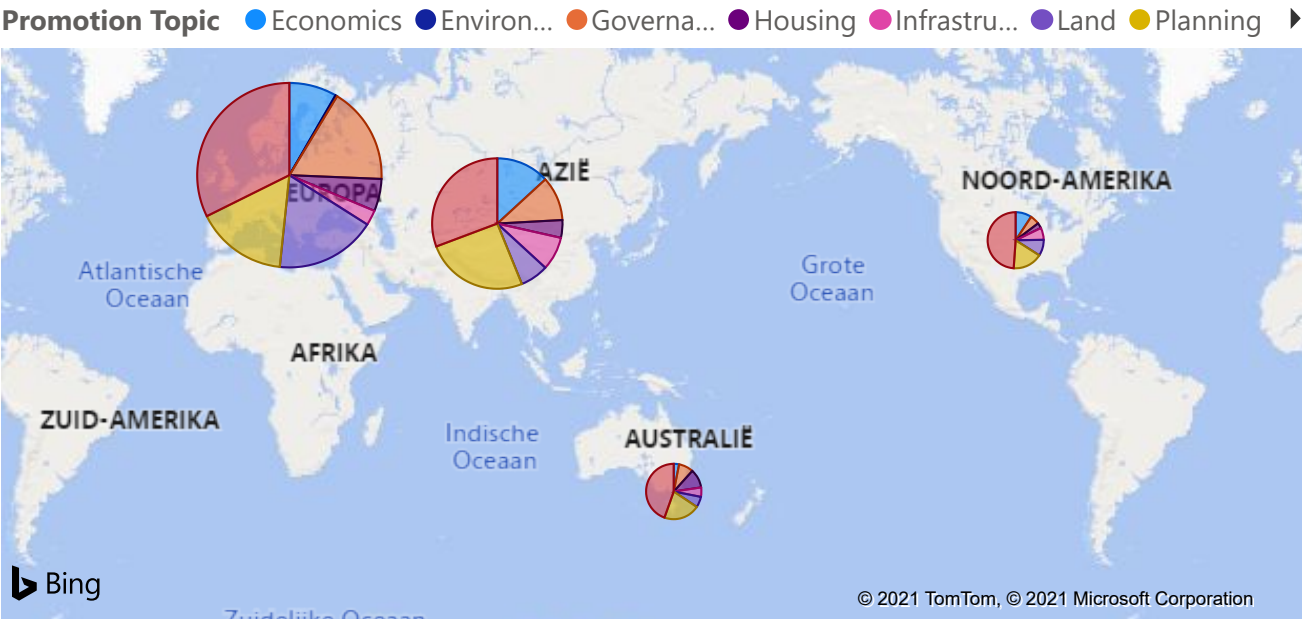
New Users by Location and Promotion Topic



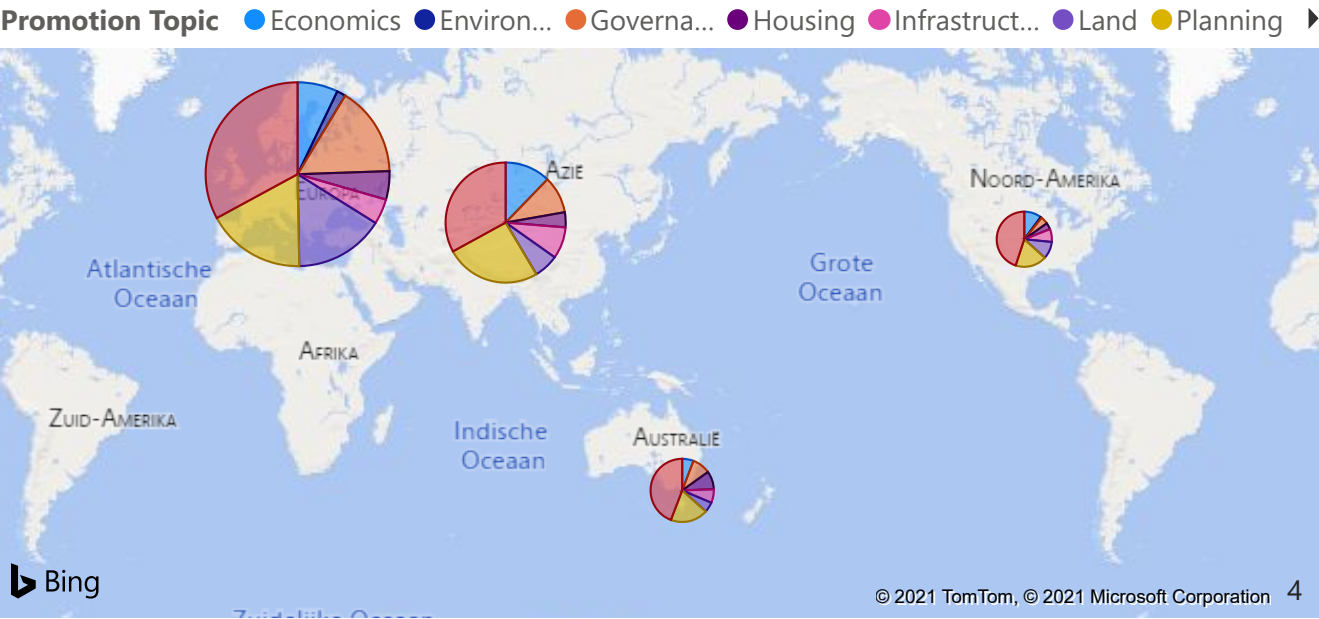
Sessions by Location and Promotion Topic



New Users by Location and Promotion Topic



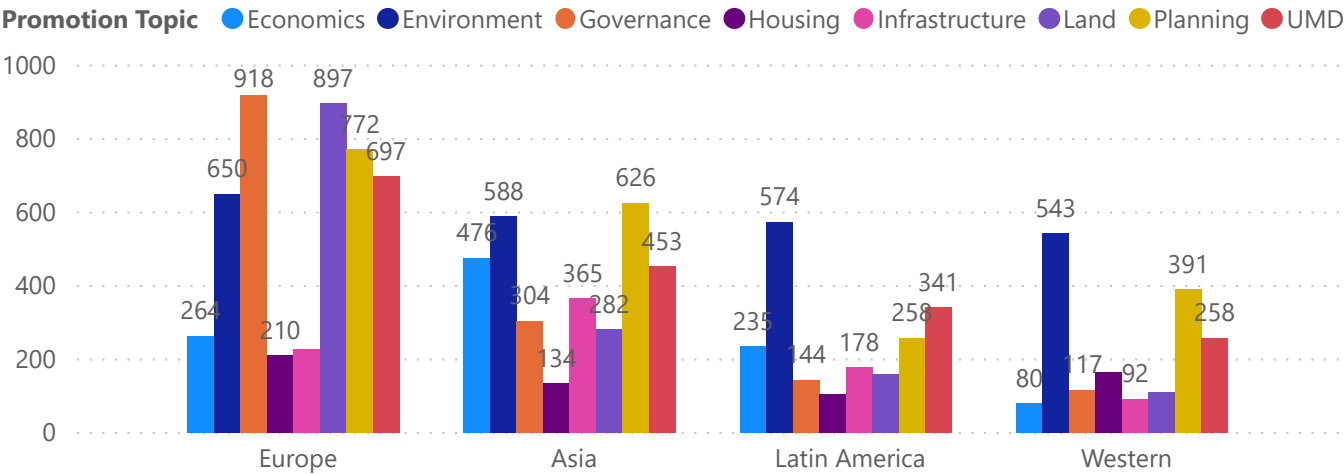
Sessions by Location and Promotion Topic



# General Comparison of Google Ads by Geo Location

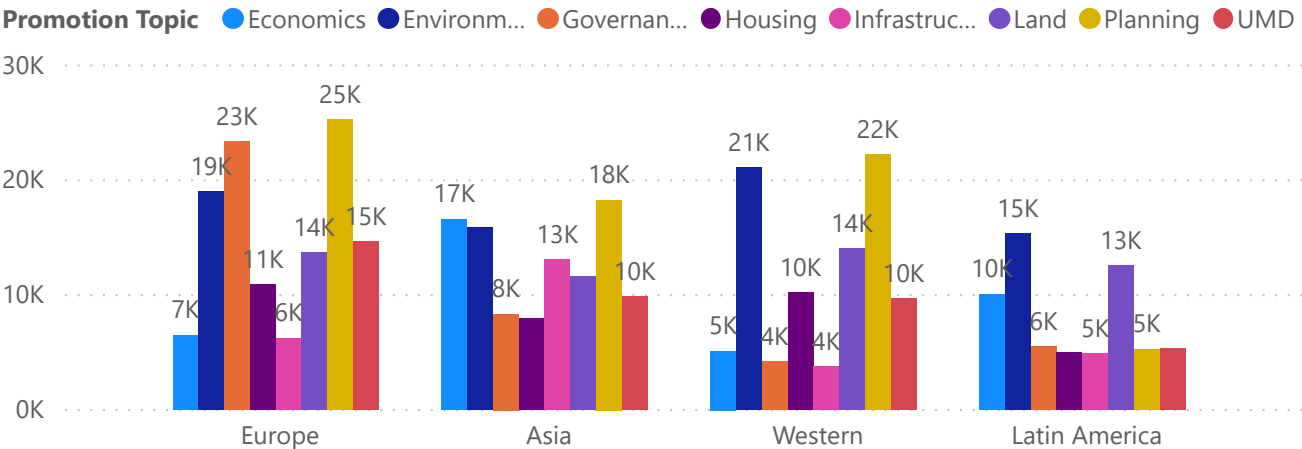
Source: Google Ads

Clicks by Location and Promotion Topic



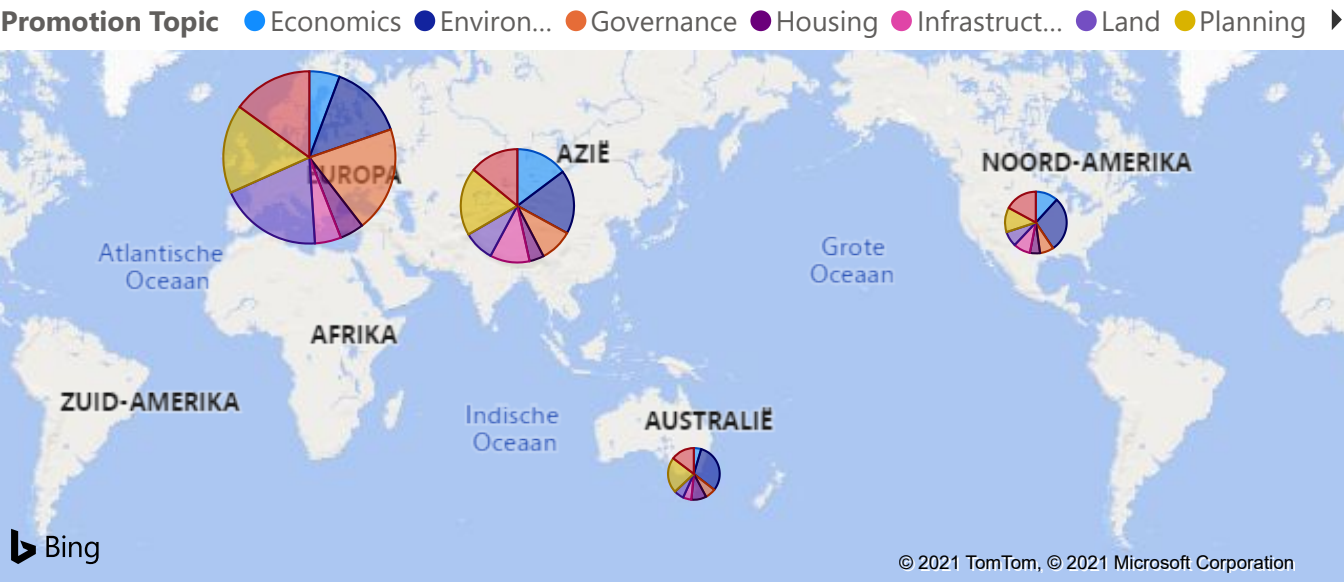
**Recommendation (per location):** Europe - Housing & Infrastructure; Aisa - Housing; Lat America - Housing & Infrastrcutre; Western - Housing & Economics

Impressions by Location and Promotion Topic

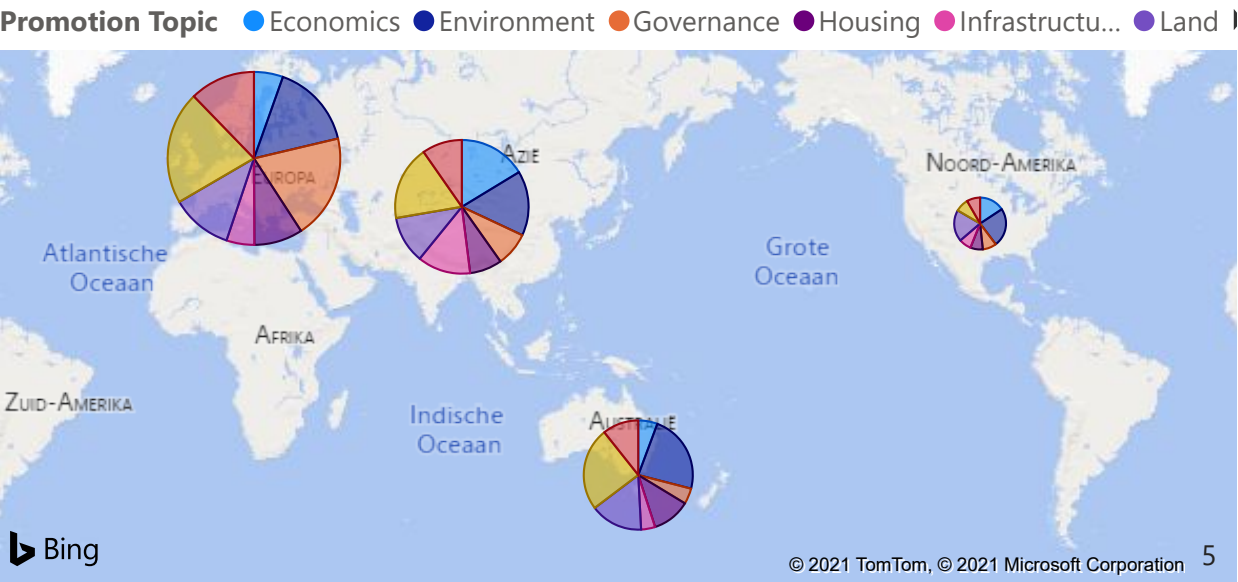


**Recommendation:** In general, leave a bit more budget for Land, Economics Housing

Clicks by Location and Promotion Topic



Impressions by Location and Promotion Topic

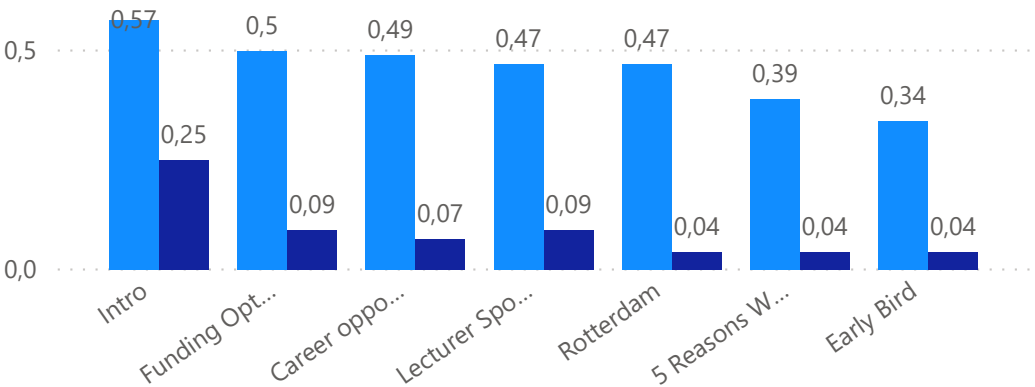


# Email Performance per MSc Track

Source: eMarketeer Analytics

## Open Rate and CTR by Type of Email

Open Rate CTR

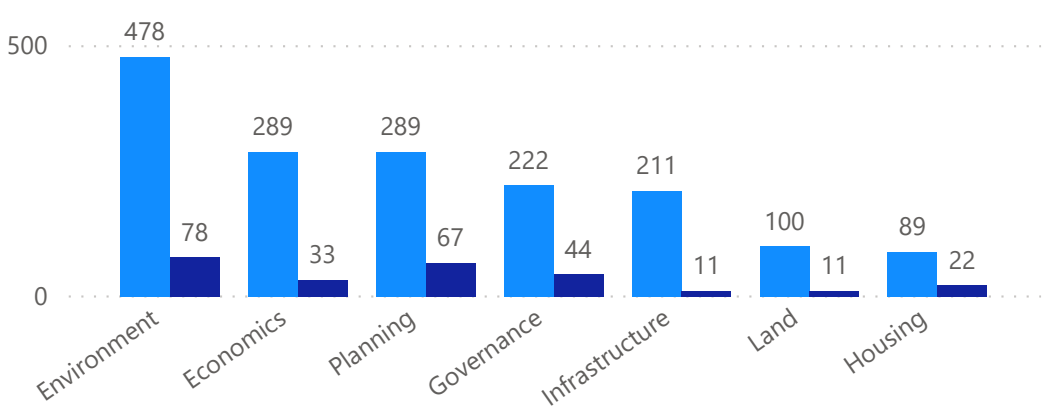


**Conclusion:** Compared to the average benchmark for the higher ed sector (34% Open rate; 6% CTR), the performance of the email campaigns is very satisfactory with an average **Open rate 45%, and CTR 9%.**

## Pageviews and Entrances by Promotion Topic

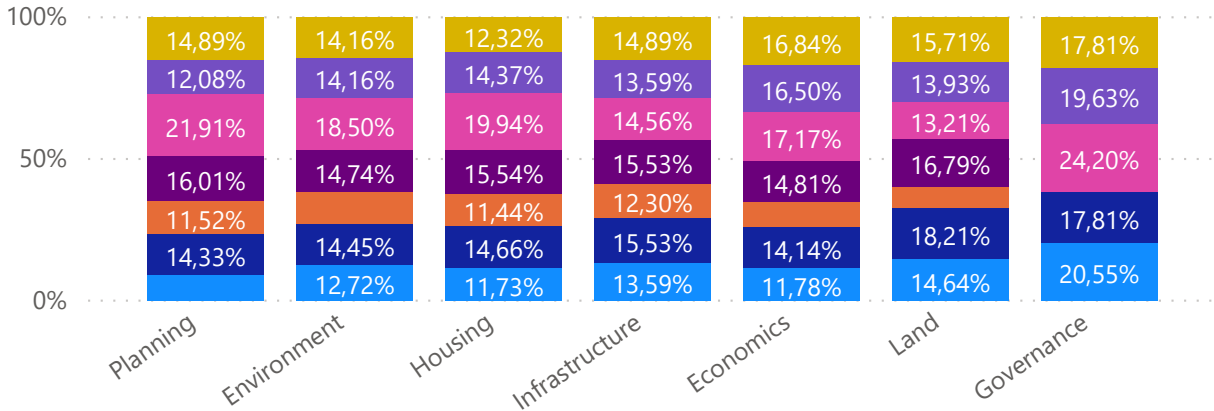
Source: Google Analytics

Pageviews Entrances



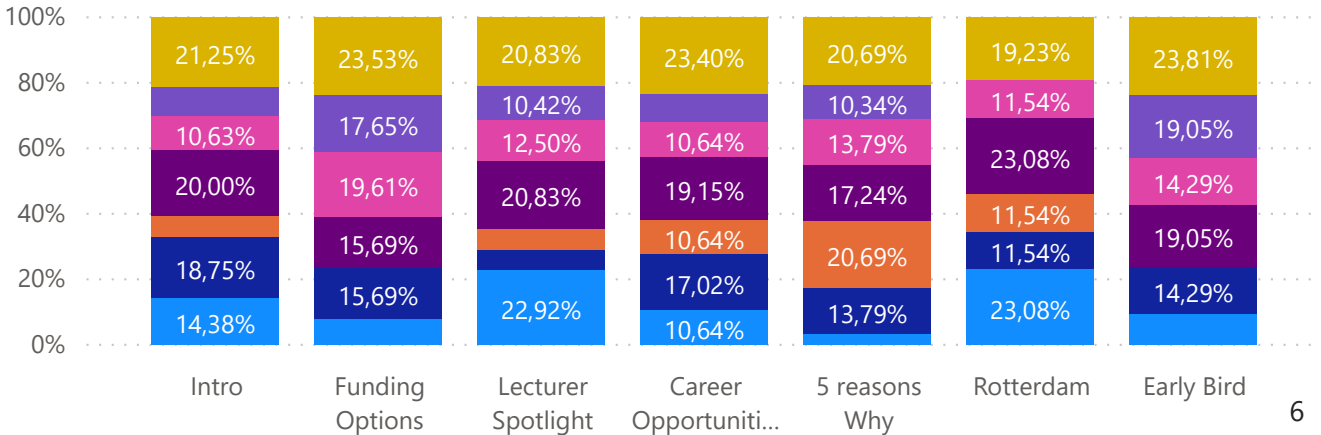
## Open rate by Track and Email

Email 5 reasons ... Career ... Early Bird Funding ... Intro Lecturer ... Rotterdam



## CTR by Email and Track

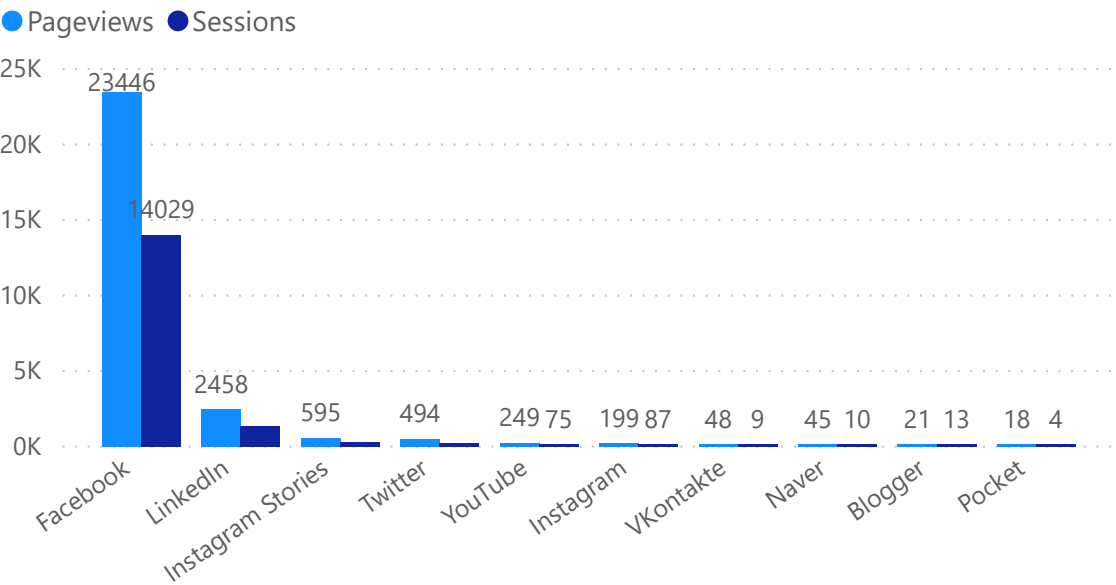
Track Economics Environment Governance Housing Infrastructure Land Planning



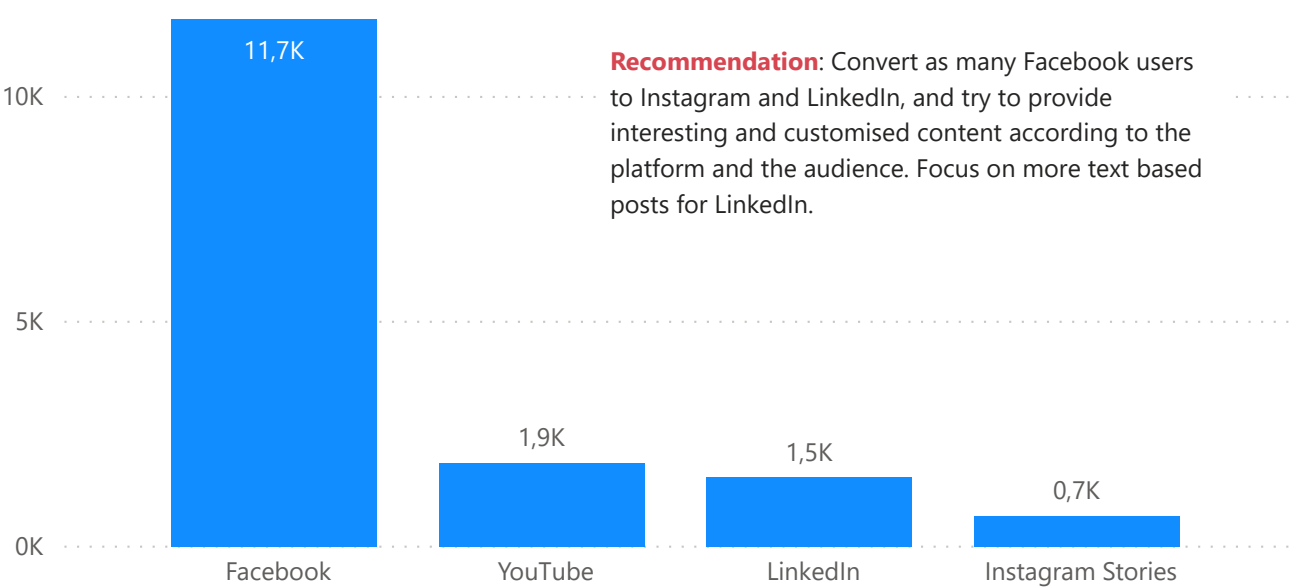
Overall Performance of Social Media

Source: Google Analytics

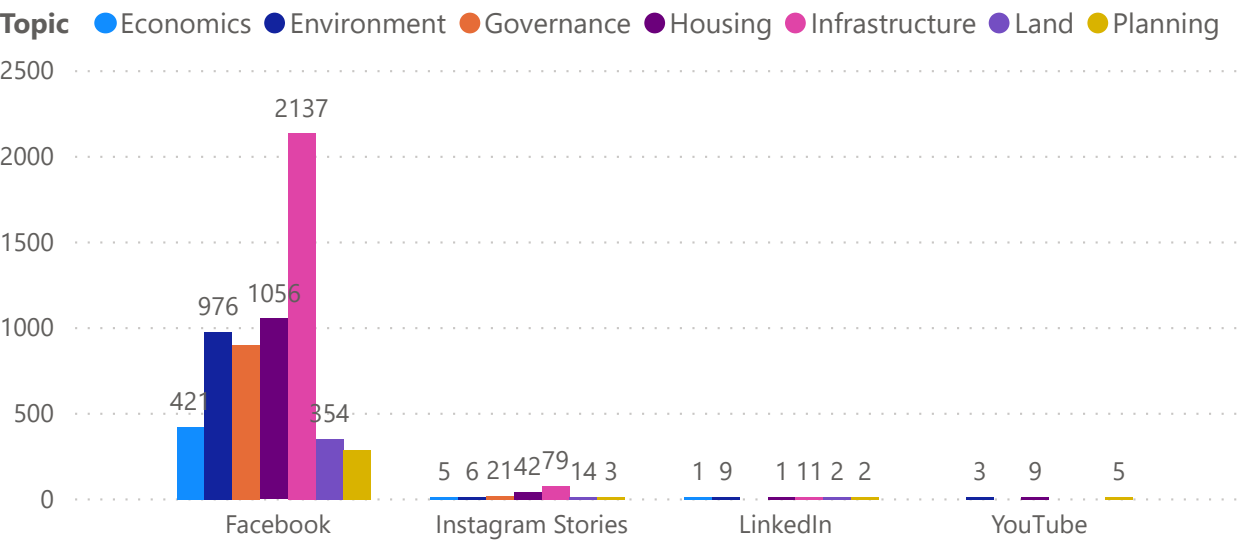
Pageviews and Sessions by Source Specific



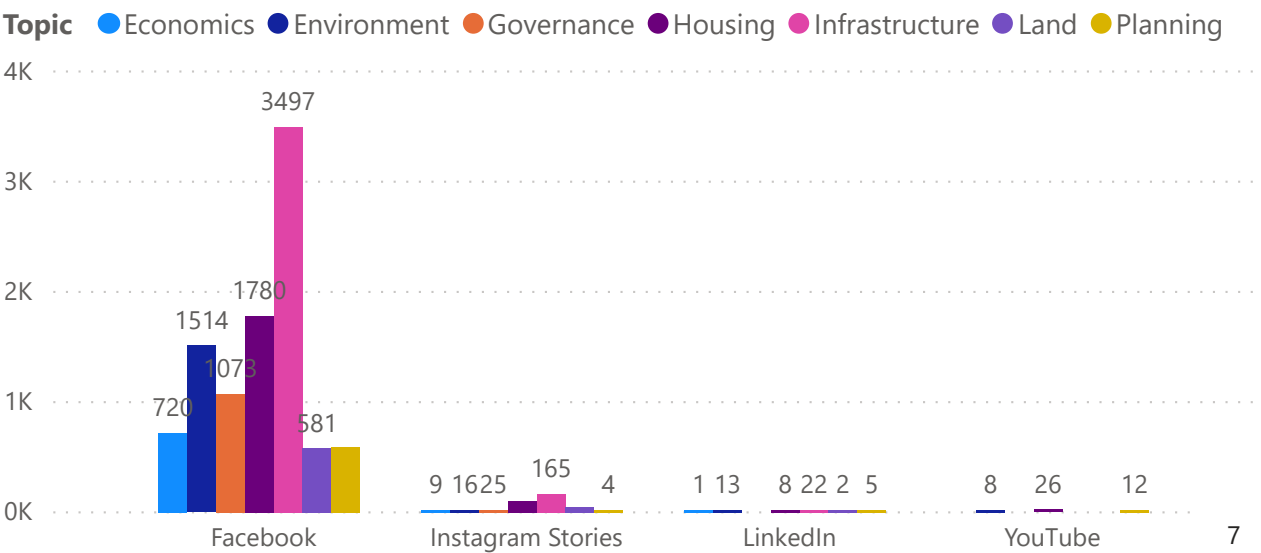
Avg. Session Duration by Source Specific



Sessions by Source Specific and Topic



Pageviews by Source Specific and Topic

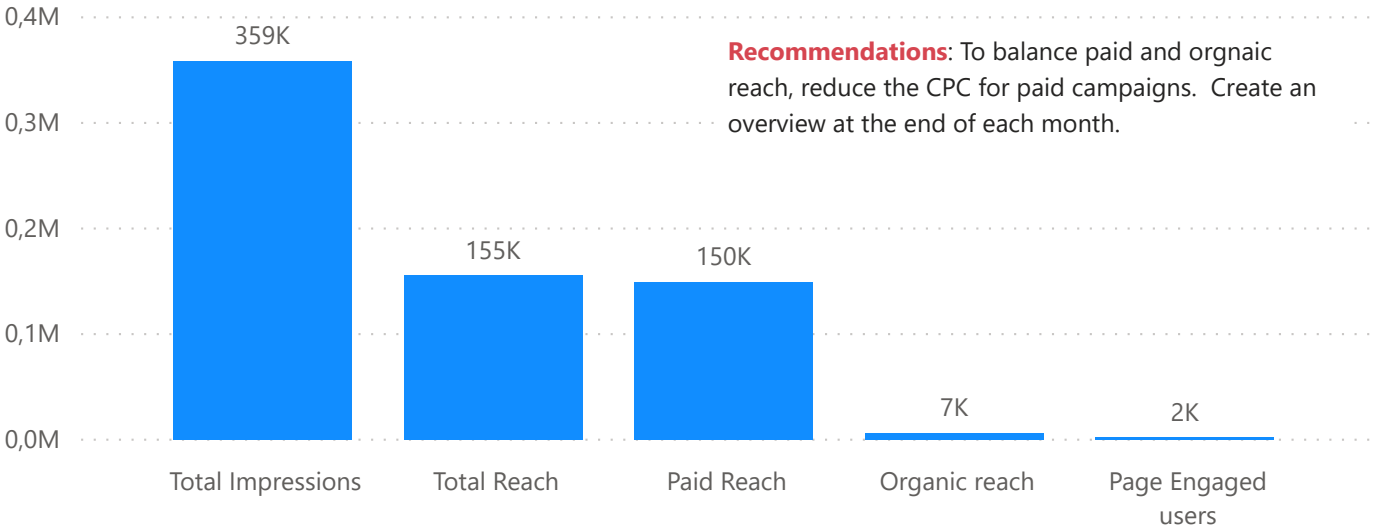


# Overall Performance of Facebook page

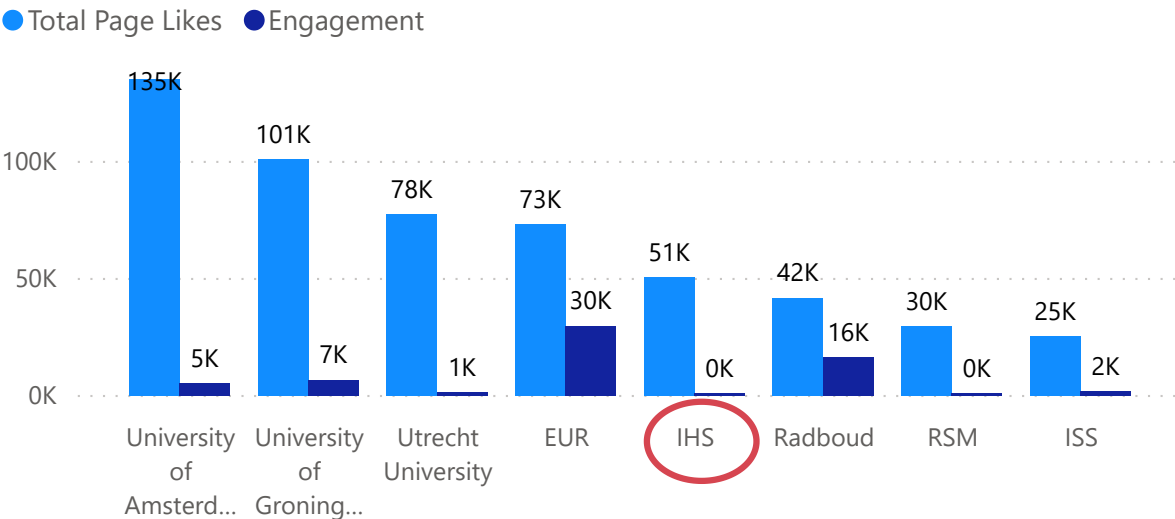
## May & April

Source: Facebook Analytics

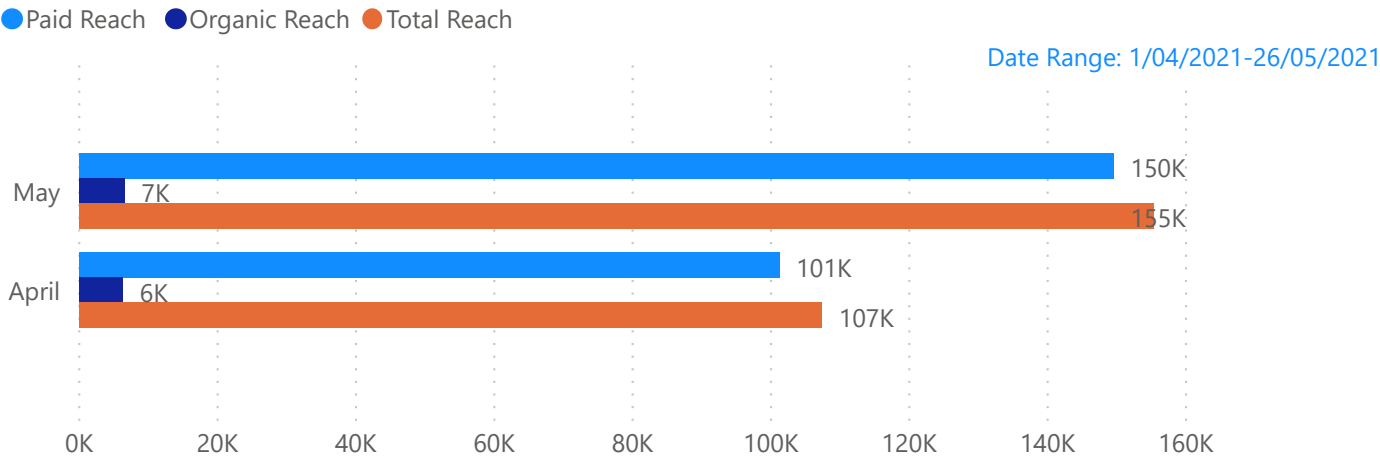
Average by Page Data



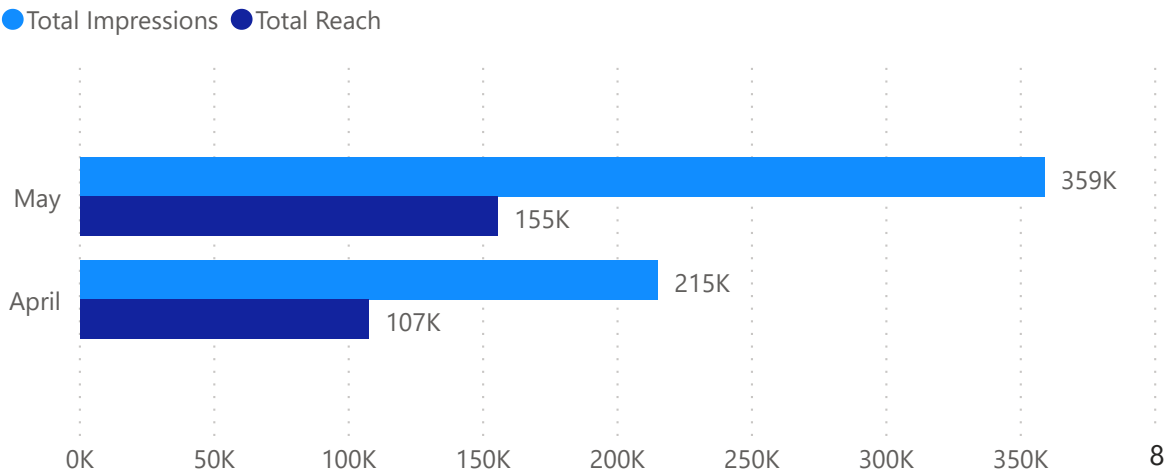
Total Page Likes and Engagement by University



Paid Reach , Organic Reach and Total Reach by Month



Total Impressions and Total Reach by Month



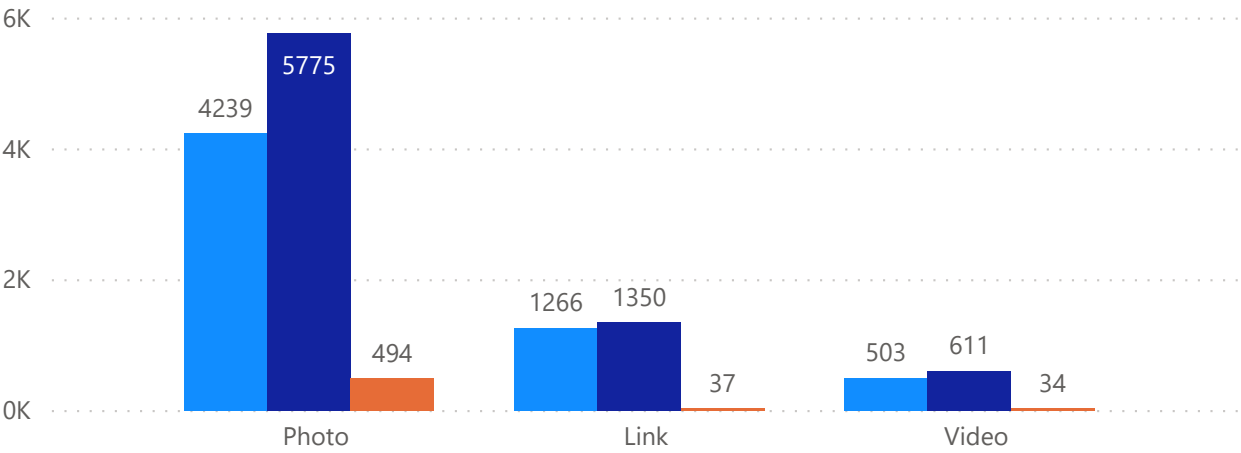
# Overall Performance of Facebook posts

## May & April

Source: Facebook Analytics

Total Impressions , Total Reach and Engaged Users by Post Type

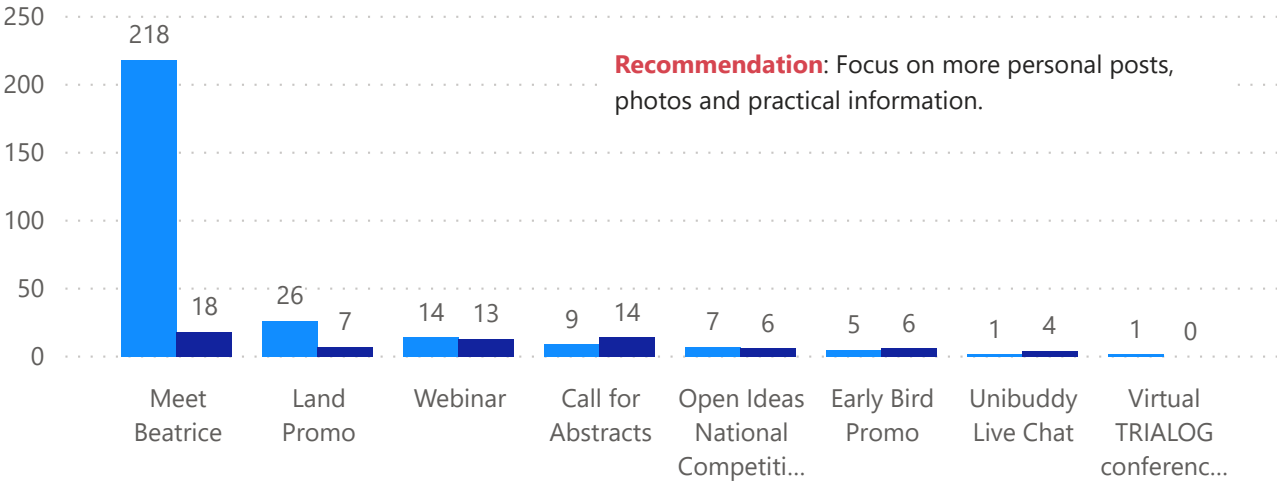
Total Impressions Total Reach Engaged Users



May

Likes (Total Count) and Link Clicks by Post Topic

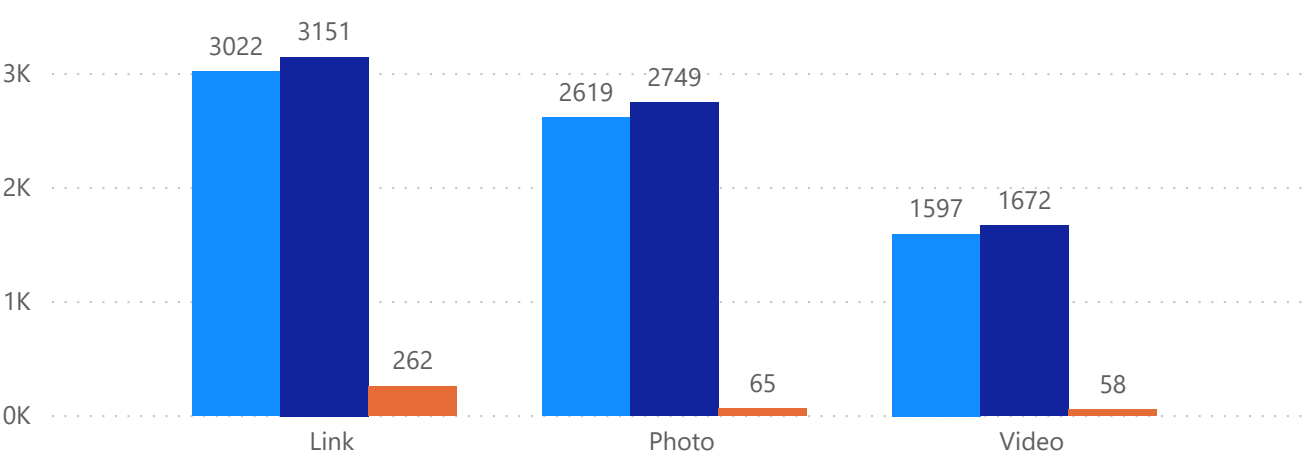
Likes (Total Count) Link Clicks



April

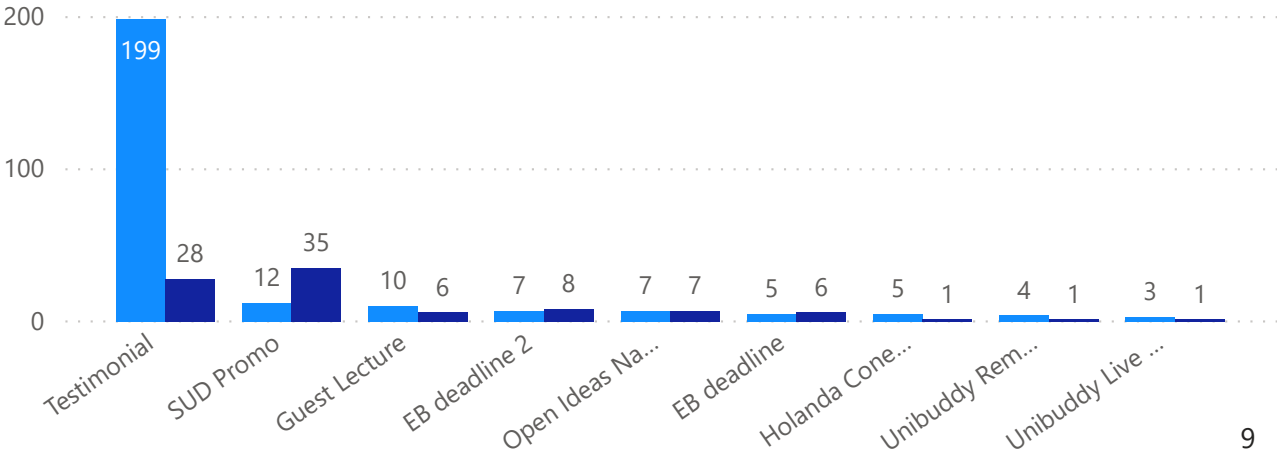
Total Reach , Total Impressions and Engaged Users by Post Type

Total Reach Total Impressions Engaged Users



Likes and Link Clicks by Post Topic

Likes Link Clicks

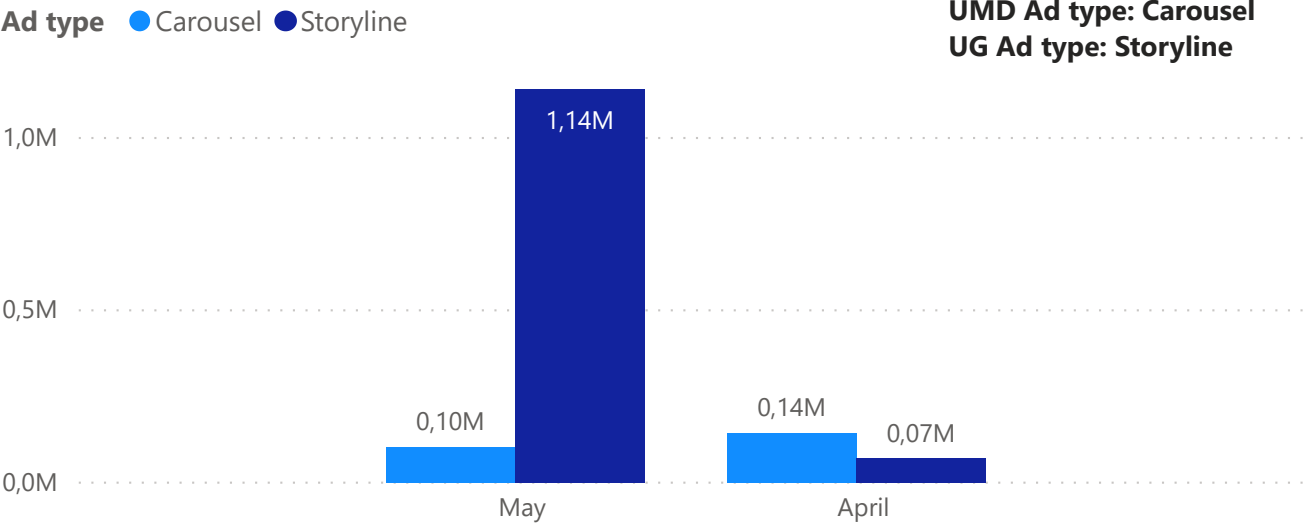


# Performance of Facebook Ads

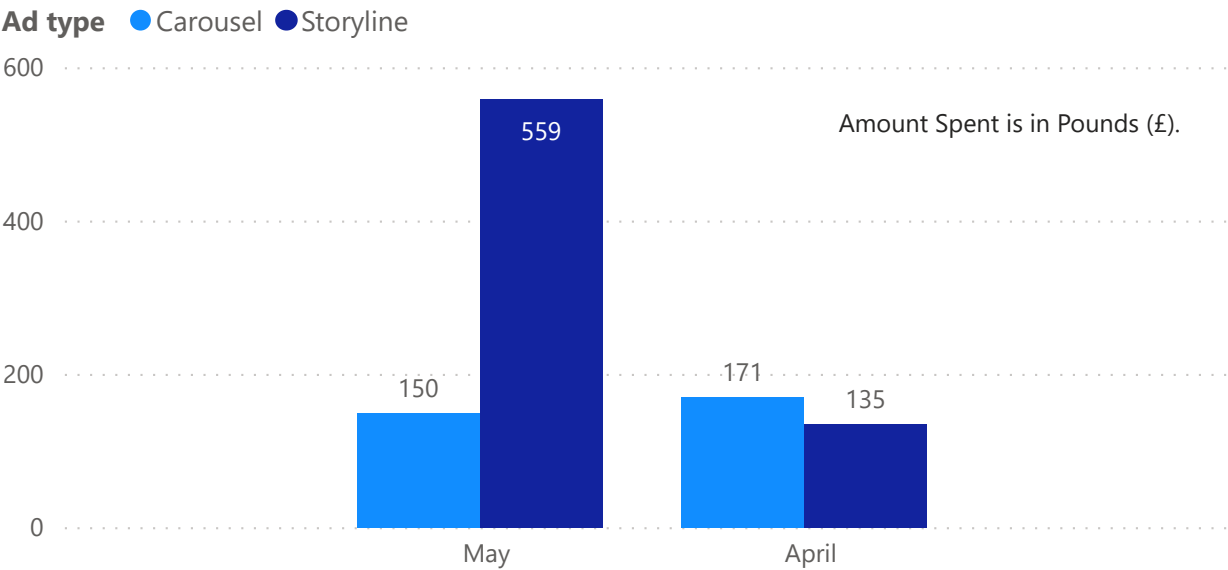
## May & April

Source: Facebook Analytics

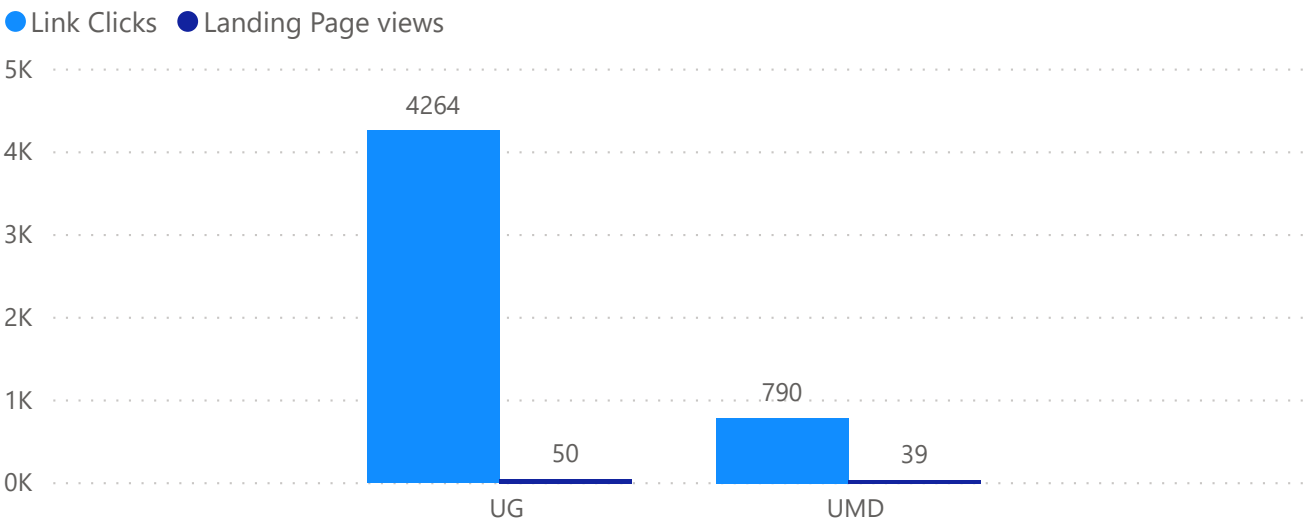
Impressions by Month and Ad type



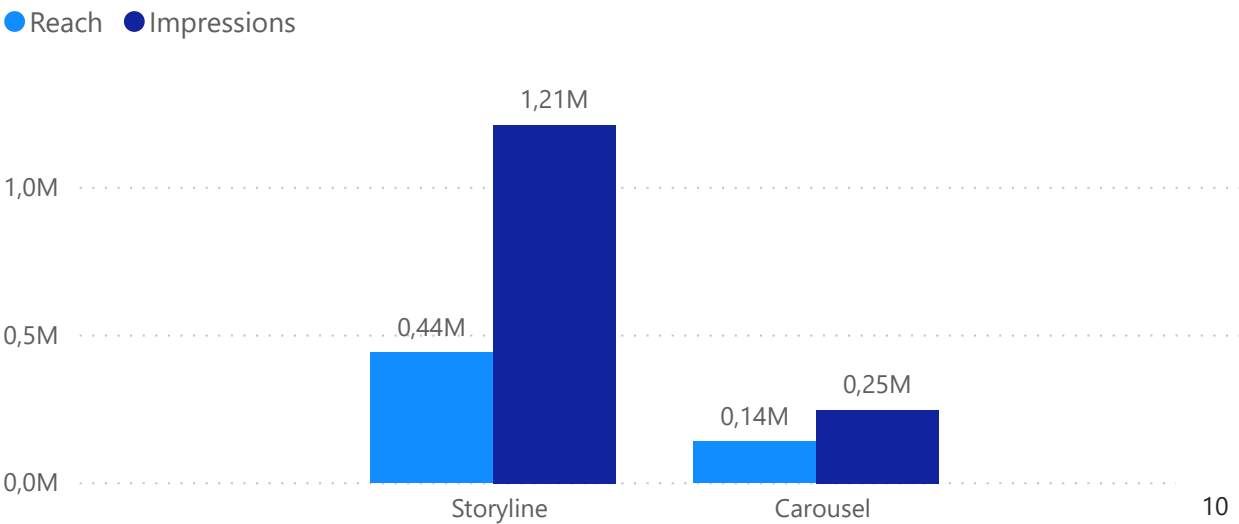
Amount Spent by Month and Ad type



Link Clicks and Landing Page views by Ad topic



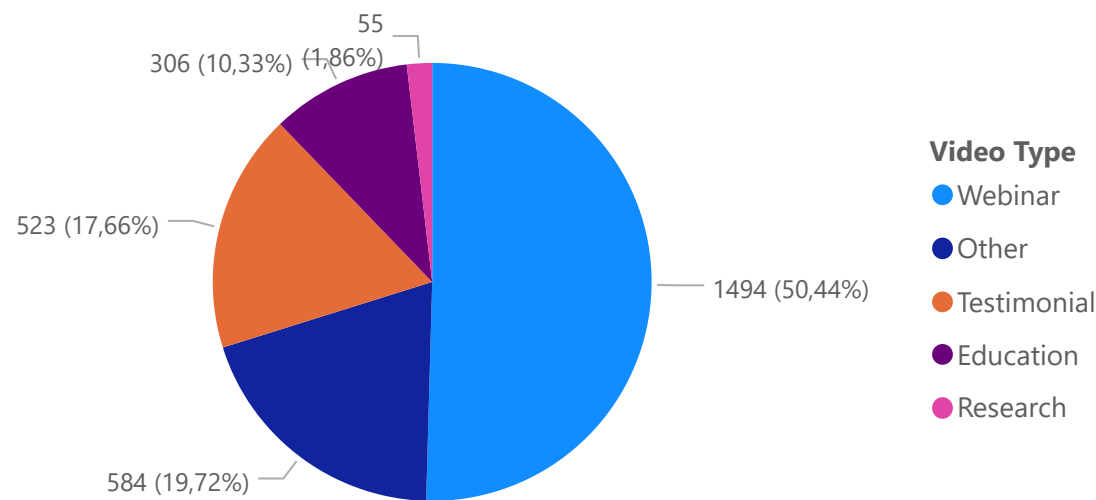
Reach and Impressions by Ad type



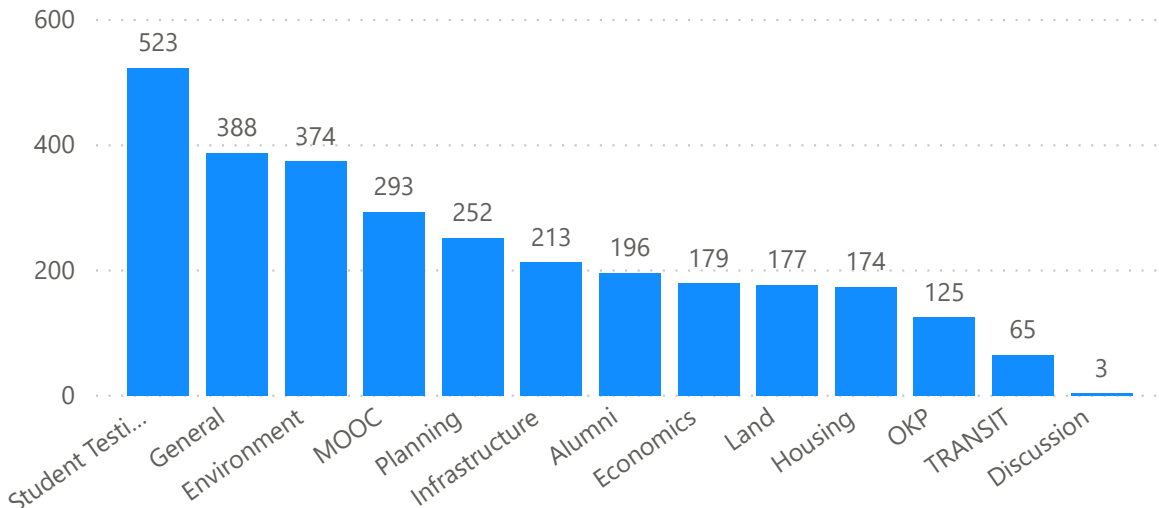
# Performance of YouTube Videos

Source: YouTube Studio

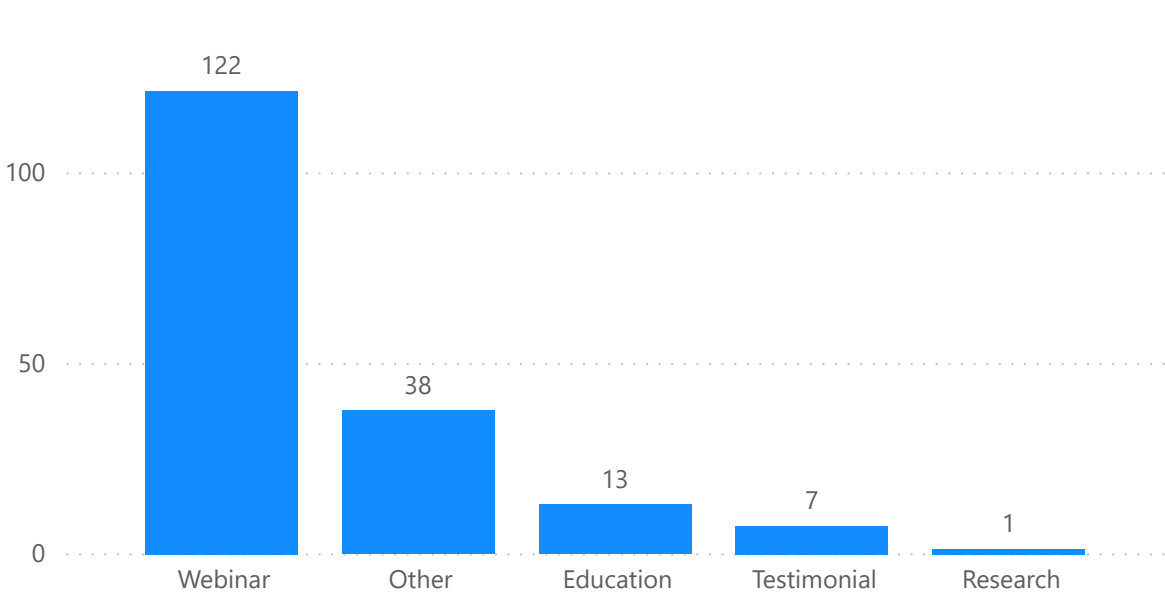
Views by Video Type



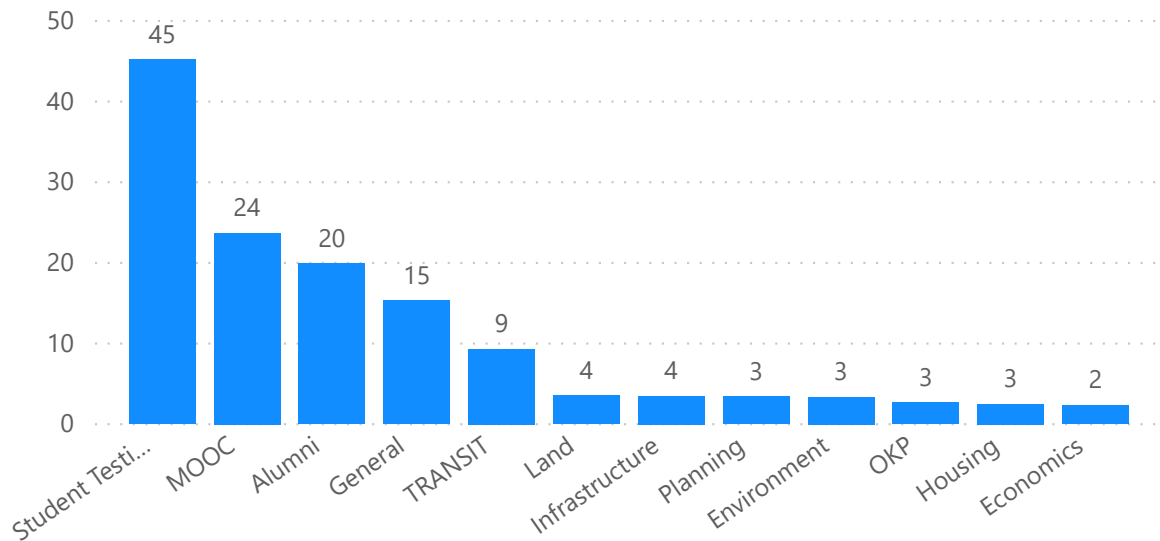
Views by Video Topic



Watch time (hours) by Video Type



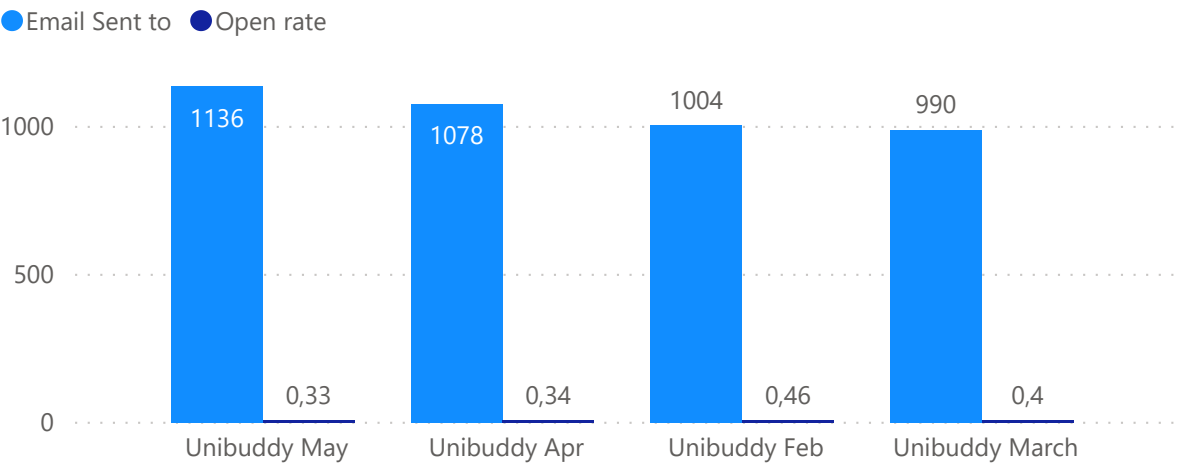
Impressions click-through rate (%) by Video Topic



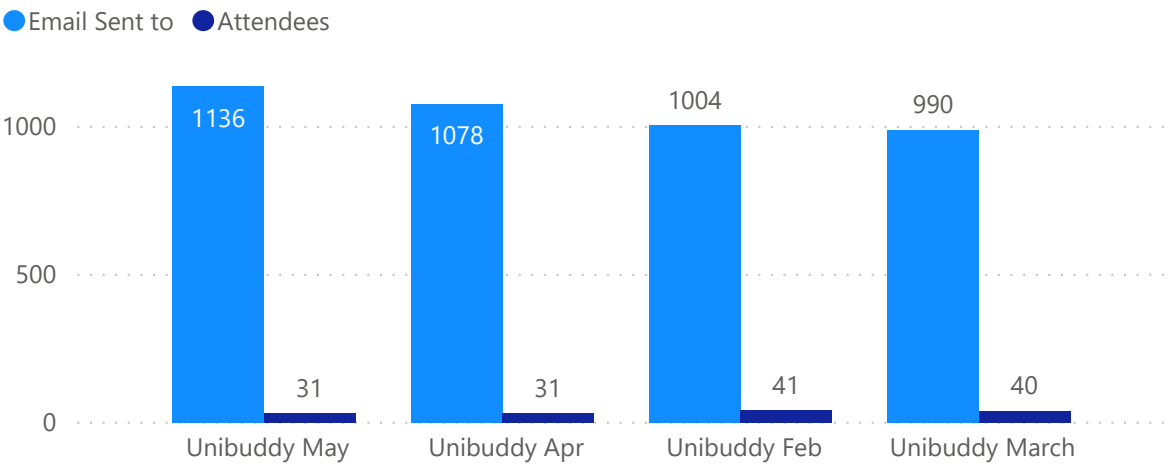
# Performance of Unibuddy Live Chats

Source: eMarkteer Analytics &  
Unibuddy Analytics

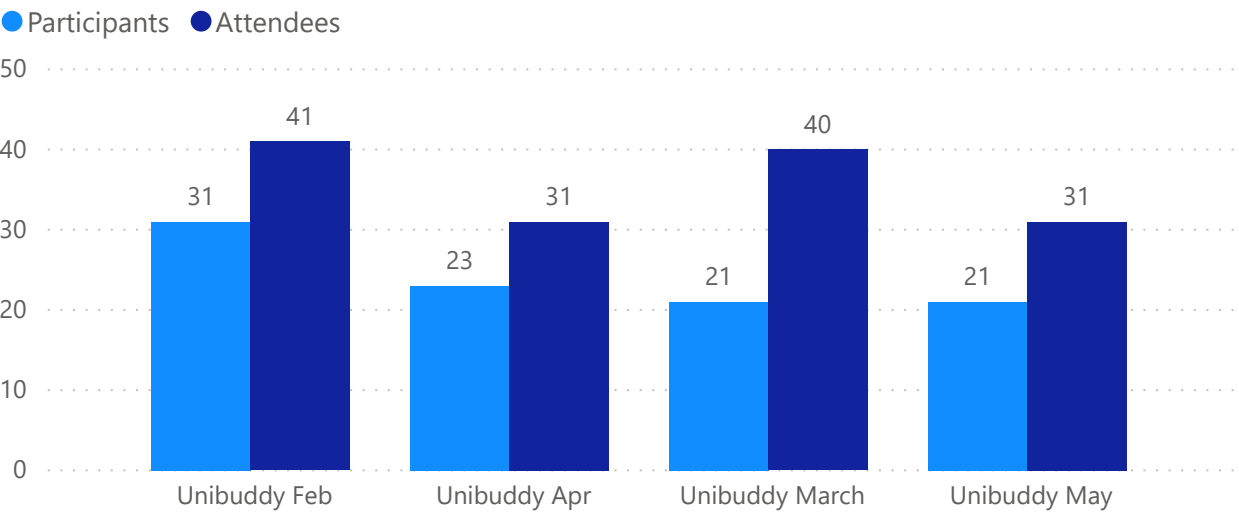
Email Sent to and Open rate by Type of Email



Email Sent to and Attendees by Event



Participants and Attendees by Event



New Sign-ups and Returning Users by Event

