## MAXIMIZING YOUR TRAFFIC WITH RAINMAKER: **Q&A ON LEVERAGING YOUR TRAFFIC INTO** BETTER DECISIONS AND MORE CONVERSIONS

PRESENTED BY JEROD MORRIS, CHRIS GARRETT, AND LORYN THOMPSON









Can you hear us okay? (What is your goal for today's session?)







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- To improve presentation clarity, limit memory- and bandwidth-hogging applications (e.g. Dropbox, backups, etc.)







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- Have issues?





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  - Check your settings





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- Have issues?
  - Check your settings
  - Let us know in Questions box







- hogging applications (e.g. Dropbox, backups, etc.)
- Have issues?
  - Check your settings
  - Let us know in Questions box
  - Try reloading the webinar

• Can you hear us okay? (What is your goal for today's session?) • To improve presentation clarity, limit memory- and bandwidth-







- hogging applications (e.g. Dropbox, backups, etc.)
- Have issues?
  - Check your settings
  - Let us know in Questions box
  - Try reloading the webinar
- at rainmakerplatform.com/site-building-roadmap

• Can you hear us okay? (What is your goal for today's session?) • To improve presentation clarity, limit memory- and bandwidth-

# Have no fear: a replay will be available for on-demand viewing



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////

#### How about an example of setting up a tracking and/or data collection along a simple funnel?

## Question 1 (Fred)











#### November 2016 promo for Rainmaker













### **Opened up the** Channels report in Google **Analytics.**

Channels		
Customize Email Export - Add to Dashboard	Shortcut	
O All Users 100.00% Sessions		0+
Explorer		
Summary Site Usage Goal Set 2 Goal Set	t 3 Ecommerce	
Sessions vs. Select a metric		
Sessions		
3,000		
1,500		
Nov 16		Nov 17
Primary Dimension: Default Channel Grouping - S		Medium Other -
Plot Rows Secondary dimension  Sort Type:	Default 💌	
	Acquisition	
Default Channel Grouping	Sessions 🕐 🔶	% New Sessions 📀
	<b>9,966</b> % of Total: 100.00% (9,966)	63.03 Avg for View: 63.0 (0.00
1. Referral	2,804 (28.14%)	56.7
2. Direct	2,419 (24.27%)	78.4
3. Organic Search	<b>2,139</b> (21.46%)	55.7
4. Affiliates	1,370 (13.75%)	82.6

Nov 15, 2016 - Nov 22, 2016 This report is based on 100% of sessions. Learn more  + Add Segment	
+ Add Segment	
Day Week Month 🗹	
Day Week Month	
Nov 18 Nov 20 Nov 21 Nov 22	2
$\overline{}$	-
Q advanced 🏢 🕒 \Xi 🗄 🚑 💷	
Behavior Conversions eCommerce -	
New Users ?       Bounce Rate ?       Pages / Session ?       Avg. Session Duration ?       Ecommerce Conversion Rate ?       Transactions ?       Revenue ?	
3%         6,282         44.00%         2.25         00:02:35         0.03%         0.31%         31         \$18,225.0           .03%         % of Total: 100.00%         Avg for View: 44.00%         Avg for View: 2.25         Avg for View: 00:02:35         Avg for View: 0.31% (0.00%)         % of Total: 100.00%         % of Total: 100.00%	00%
.78% 1,592 (25.34%) 43.05% 2.51 00:02:40 0.21% 0.21% 6 (19.35%) \$4,845.00 (26.58	8%)
.42% 1,897 (30.20%) 34.06% 1.86 00:01:59 0.37% 9 (29.03%) \$2,870.00 (15.75)	5%)
.73% 1,192 (18.97%) 41.70% 2.49 00:03:28 0.19% 4 (12.90%) \$1,265.00 (6.94	-
.63% 1,132 (18.02%) 65.84% 1.89 00:01:53 0.00% 0 (0.00%) \$0.00 (0.00%)	0%)

		Behavior			Conversions eCommerce -		
2	New Users 🕐	Bounce Rate 🕐	Pages / Session 🕐	Avg. Session Duration 🕐	Ecommerce Conversion Rate	Transactions	Re
<b>3%</b> 3.03% .00%)	<b>6,282</b> % of Total: 100.00% (6,282)	44.00% Avg for View: 44.00% (0.00%)	2.25 Avg for View: 2.25 (0.00%)	00:02:35 Avg for View: 00:02:35 (0.00%)	0.31% Avg for View: 0.31% (0.00%)	<b>31</b> % of Total: 100.00% (31)	
.78%	1,592 (25.34%)	43.05%	2.51	00:02:40	0.21%	<b>6</b> (19.35%)	\$
.42%	1,897 (30.20%)	34.06%	1.86	00:01:59	0.37%	<b>9</b> (29.03%)	\$
.73%	1,192 (18.97%)	41.70%	2.49	00:03:28	0.19%	4 (12.90%)	4
.63%	1,132 (18.02%)	65.84%	1.89	00:01:53	0.00%	0 (0.00%)	







#### Here is what the **Channels report** looks like with emails, referrals, and direct traffic plotted on the graph.



#### Funnel Tracking Example





#### We've identified the cause of the traffic bump!















#### This report shows the landing pages the sessions that came "direct" arrived on.

	Acquisition			Behavior		Conversions All Goals 🔻			
Landing Page 🥜	Sessions   V	% New Sessions ?	New Users	Bounce Rate	Pages / Session	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions	Go
	<b>2,419</b> % of Total: 24.27% (9,966)	78.42% Avg for View: 63.03% (24.41%)	<b>1,897</b> % of Total: 30.20% (6,282)	<b>34.06%</b> Avg for View: 44.00% (-22.58%)	<b>1.86</b> Avg for View: 2.25 (-17.09%)	00:01:59 Avg for View: 00:02:35 (-22.92%)	<b>1.12%</b> Avg for View: 1.77% (-36.80%)	<b>27</b> % of Total: 15.34% (176)	
<ol> <li>rainmakerplatform.com/online-co urse-webinar/</li> </ol>	1,094 (45.23%)	88.85%	972 (51.24%)	24.68%	1.30	00:01:08	0.37%	<b>4</b> (14.81%)	\$0
2. <u>rainmakerplatform.com/</u>	589 (24.35%)	74.02%	<b>436</b> (22.98%)	45.84%	2.34	00:02:33	1.70%	<b>10</b> (37.04%)	\$0
3. my.newrainmaker.com/portal/	<b>347</b> (14.34%)	41.50%	<b>144</b> (7.59%)	23.63%	2.95	00:03:00	1.44%	<b>5</b> (18.52%)	\$0
4. (not set)	<b>54</b> (2.23%)	307.41%	<b>166</b> (8.75%)	0.00%	0.00	00:00:49	0.00%	0 (0.00%)	\$0







#### The top landing page for direct traffic: onlinecourse-webinar.

		Acquisition			Behavior		Conversions All Goals 💌			
Landing Page 🕜		Sessions 🕜 🗸	% New Sessions ?	New Users	Bounce Rate	Pages / Session	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions	Goa
		<b>2,419</b> % of Total: 24.27% (9,966)	78.42% Avg for View: 63.03% (24.41%)	<b>1,897</b> % of Total: 30.20% (6,282)	<b>34.06%</b> Avg for View: 44.00% (-22.58%)	<b>1.86</b> Avg for View: 2.25 (-17.09%)	00:01:59 Avg for View: 00:02:35 (-22.92%)	<b>1.12%</b> Avg for View: 1.77% (-36.80%)	<b>27</b> % of Total: 15.34% (176)	
1.	rainmakerplatform.com/online-co ச urse-webinar/	1,094 (45.23%)	88.85%	972 (51.24%)	24.68%	1.30	00:01:08	0.37%	<b>4</b> (14.81%)	\$0
2.	rainmakerplatform.com/	589 (24.35%)	74.02%	<b>436</b> (22.98%)	45.84%	2.34	00:02:33	1.70%	10 (37.04%)	\$0
3.	my.newrainmaker.com/portal/	347 (14.34%)	41.50%	<b>144</b> (7.59%)	23.63%	2.95	00:03:00	1.44%	<b>5</b> (18.52%)	\$0
4.	(not set)	<b>54</b> (2.23%)	307.41%	166 (8.75%)	0.00%	0.00	00:00:49	0.00%	<b>0</b> (0.00%)	\$0







### 4 people arrived at this landing page and ultimately started a trial.

	Acquisition			Behavior		Conversions	All Goals 🔻	•	
Landing Page ?	Sessions 🕐 🗸	% New Sessions ?	New Users	Bounce Rate	Pages / Session	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goa
	<b>2,419</b> % of Total: 24.27% (9,966)	78.42% Avg for View: 63.03% (24.41%)	<b>1,897</b> % of Total: 30.20% (6,282)	<b>34.06%</b> Avg for View: 44.00% (-22.58%)	<b>1.86</b> Avg for View: 2.25 (-17.09%)	00:01:59 Avg for View: 00:02:35 (-22.92%)	<b>1.12%</b> Avg for View: 1.77% (-36.80%)	<b>27</b> % of Total: 15.34% (176)	
<ol> <li>rainmakerplatform.com/online-co urse-webinar/</li> </ol>	1,094 (45.23%)							<b>4</b> (14.81%)	\$0
2. rainmakerplatform.com/	589 (24.35%)	74.02%	<b>436</b> (22.98%)	45.84%	2.34	00:02:33	1.70%	10 (37.04%)	\$0
3. my.newrainmaker.com/portal/	<b>347</b> (14.34%)	41.50%	<b>144</b> (7.59%)	23.63%	2.95	00:03:00	1.44%	<b>5</b> (18.52%)	\$0
4. (not set)	<b>54</b> (2.23%)	307.41%	166 (8.75%)	0.00%	0.00	00:00:49	0.00%	<b>0</b> (0.00%)	\$0

#### Funnel Tracking Example









#### **But what about that** email-based campaign?

#### Funnel Tracking Example







**Email campaigns** were tagged, so landing page report wasn't as useful.





#### **Changed report to** view Campaign and Ad Content — the **UTM parameters we** use for email list and subject line, respectively.



Primary Dimension: Landing Page Source Campaign





								Day Week M	Nonth 🗹 🕄
Nov 17	h	lov 18		Nov 19	1	Nov 20	Nov 2	1	Nov 22
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fault 👻					Adv	anced Filter ON	×	edit 🌐 🕒 🗄	1 2 8 M
	Acquisition			Behavior			Conversions eCom	nerce 👻	
2 8	Sessions ?	% New Sessions	New Users	Bounce Rate 🕐	Pages / Session ?	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue 🕐
	00	40.450							
	<b>89</b> % of Total: 0.89% (9,966)	40.45% Avg for View: 63.03% (-35.83%)	<b>36</b> % of Total: 0.57% (6,282)	25.84% Avg for View: 44.00% (-41.27%)	4.30 Avg for View: 2.25 (91.53%)	00:04:31 Avg for View: 00:02:35 (75.33%)	8.99% Avg for View: 0.31% (2,789.74%)	<b>8</b> % of Total: 25.81% (31)	\$5,910.00 % of Total: 32.43% (\$18,225.00)
	% of Total:	Avg for View:	% of Total:	Avg for View:	Avg for View:	Avg for View:	Avg for View: 0.31%	% of Total:	% of Total: 32.43%
ditional rainmaker site ice goes up) add a rainmaker site oes up	% of Total: 0.89% (9,966)	Avg for View: 63.03% (-35.83%)	% of Total: 0.57% (6,282)	Avg for View: 44.00% (-41.27%)	Avg for View: 2.25 (91.53%)	Avg for View: 00:02:35 (75.33%)	Avg for View: 0.31% (2,789.74%)	% of Total: 25.81% (31)	% of Total: 32.43% (\$18,225.00)





This report tells us how many people arrived on the site via those emails, and how many sales came directly from people clicking through on those emails.



Primary Dimension: Landing Page Source Campaign

Plot Rows Secondary dimension: Ad Content 💌	Sort Type: Defau
Campaign 🕜	Ad Content 📀
1. rainmaker customers	reserve an additi (before the price
2. rainmaker customers	[last chance] add before price goe



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		N	lov 22
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-	-		
	Rev	enue	9
			0.00 : 32.43% ;225.00)
~	3,80	0.00	(64.30%)
\$	32,11	0.00	(35.70%)
1	- 2 of	2 <	>

Day Week I





You can also look at our channels overall for this time period and see which specific channels resulted in the most trial conversions (tracked as a goal).

	Acquisition			Behavior		<b>Conversions</b> Goa	al 10: New Tr		
Default Channel Grouping						New Trial S	New Trial (Goal 1		
	Sessions ⑦ ↓	?	New Users 🕜	?	?	Duration ?	Conversio Rate) ?	Completi ?	
	<b>9,966</b> % of Total: 100.00% (9,966)	63.03% Avg for View: 63.03% (0.00%)	<b>6,282</b> % of Total: 100.00% (6,282)	44.00% Avg for View: 44.00% (0.00%)	2.25 Avg for View: 2.25 (0.00%)	00:02:35 Avg for View: 00:02:35 (0.00%)	<b>1.59%</b> Avg for View: 1.59% (0.00%)	, % of 100.00%	
1. Referral	2,804 (28.14%)	56.78%	1,592 (25.34%)	43.05%	2.51	00:02:40	1.60%	<b>45</b> (2	
2. Direct	2,419 (24.27%)	78.42%	1,897 (30.20%)	34.06%	1.86	00:01:59	1.03%	<b>25</b> (1	
3. Organic Search	2,139 (21.46%)	55.73%	1,192 (18.97%)	41.70%	2.49	00:03:28	1.73%	<b>37</b> (2	
4. Affiliates	1,370 (13.75%)	82.63%	1,132 (18.02%)	65.84%	1.89	00:01:53	1.61%	22 (1	
5. Paid Search	<b>539</b> (5.41%)	59.93%	<b>323</b> (5.14%)	54.55%	2.10	00:02:05	1.30%	7 (	
6. Email	<b>489</b> (4.91%)	14.72%	<b>72</b> (1.15%)	35.38%	2.86	00:03:34	4.09%	20 (1	
7. Conferences	<b>92</b> (0.92%)	21.74%	<b>20</b> (0.32%)	34.78%	2.34	00:02:44	0.00%	0 (	
8. Social	<b>92</b> (0.92%)	48.91%	<b>45</b> (0.72%)	56.52%	1.58	00:01:20	1.09%	1 (	
9. Podcast	<b>20</b> (0.20%)	35.00%	<b>7</b> (0.11%)	35.00%	2.10	00:07:38	5.00%	1 (	
10. Feeds	<b>2</b> (0.02%)	100.00%	2 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (	







### You can also do this with landing pages, under **Behavior > Site Content > Landing** Pages

		Acquisition			Behavior			Conversions Goa	l 10: New Trial Site	Ŧ
L	anding Page 🕜	Page ?						New Trial	New Trial Site (Goal 10	
		Sessions 🕜 🗸	?	New Users 🕜	?	?	Duration ?	Convers Rate)	Completions)	(
		<b>9,966</b> % of Total: 100.00% (9,966)	63.03% Avg for View: 63.03% (0.00%)	<b>6,282</b> % of Total: 100.00% (6,282)	44.00% Avg for View: 44.00% (0.00%)	2.25 Avg for View: 2.25 (0.00%)	00:02:35 Avg for View: 00:02:35 (0.00%)	<b>1.59%</b> Avg for View: 1.59% (0.00%)	<b>158</b> % of Total: 100.00% (158)	
1.	rainmakerplatform.com/	5,350 (53.68%)	74.79%	4,001 (63.69%)	48.75%	2.34	00:02:32	1.76%	<b>94</b> (59.49%)	Ş
2.	rainmakerplatform.com/online-co அ	1,190 (11.94%)	84.37%	1,004 (15.98%)	24.54%	1.31	00:01:06	0.34%	4 (2.53%)	ş
3.	my.newrainmaker.com/portal/	1,126 (11.30%)	27.44%	<b>309</b> (4.92%)	31.62%	3.14	00:03:39	2.13%	<b>24</b> (15.19%)	Ş
4.	rainmakerplatform.com/platform/ @ trial/	<b>332</b> (3.33%)	45.78%	152 (2.42%)	68.37%	1.61	00:01:30	0.60%	<b>2</b> (1.27%)	Ş
5.	rainmakerplatform.com/faq/ 🖉	<b>221</b> (2.22%)	46.15%	<b>102</b> (1.62%)	40.72%	1.98	00:02:38	1.81%	4 (2.53%)	Ş
6.	rainmakerplatform.com/platform/ @ tour/	<b>199</b> (2.00%)	22.61%	<b>45</b> (0.72%)	50.75%	2.07	00:03:43	2.01%	<b>4</b> (2.53%)	Ş
7.	(not set)	<b>184</b> (1.85%)	92.93%	<b>171</b> (2.72%)	0.00%	0.00	00:01:29	0.00%	<b>0</b> (0.00%)	Ş
8.	rainmakerplatform.com/gallery/ 🖉	<b>180</b> (1.81%)	25.56%	<b>46</b> (0.73%)	59.44%	1.77	00:03:58	0.56%	1 (0.63%)	Ş
9.	rainmakerplatform.com/lp/try-rai @	<b>177</b> (1.78%)	88.70%	157 (2.50%)	55.37%	2.02	00:01:49	2.26%	<b>4</b> (2.53%)	\$
10.	my.newrainmaker.com/forums/	<b>85</b> (0.85%)	4.71%	4 (0.06%)	20.00%	7.11	00:08:11	1.18%	1 (0.63%)	Ş





**Google Analytics can be intimidating at** first — but most of the reports are laid out in a similar fashion, so once you get comfortable it gets a lot easier to understand your data and make decisions based on it.







## Question 1b (Fred)

With tagging, redirect links, google analytics, goals, etc ... What should I use when?

How can and should we use the tools for the two different purposes of 1) improving site engagement and conversions, and 2) spotting and understanding what is resonating with our audience/visitors?







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How can and should we use the tools for the two different purposes of 1) improving site engagement and conversions, and 2) spotting and understanding what is resonating with our audience/visitors?

As with any analytics tool, you should use it when it gives you access to information you wouldn't otherwise have to review.

## Question 1b (Fred)







With tagging, redirect links, google analytics, goals, etc ... What should I use when?

How can and should we use the tools for the two different purposes of 1) improving site engagement and conversions, and 2) spotting and understanding what is resonating with our audience/visitors?

As with any analytics tool, you should use it when it gives you access to information you wouldn't otherwise have to review.

And really, the two purposes you've cited (improving engagement and conversions/see what is resonating) aren't all that different.

## Question 1b (Fred)











## 1. Audit your current data — do you have all the

necessary info on your site's primary actions?







- necessary info on your site's primary actions? data, what instructive lessons about your site do you
- 1. Audit your current data do you have all the 2. Decide what you want to learn — armed with proper want to learn?







- 1. Audit your current data do you have all the necessary info on your site's primary actions?
- 2. Decide what you want to learn armed with proper data, what instructive lessons about your site do you want to learn?
- 3. Adjust based on data insights and then track results to see if the changes have a positive impact.







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#### Is it possible to use Google Tag Manager (GTM) within the Rainmaker Platform?

## Question 2 (Brian)






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### Is it possible to use Google Tag Manager (GTM) within the Rainmaker Platform?



# Question 2 (Brian)

Yes and no.







////



Rainmaker Analytics isn't set up to be used with GTM. But if you don't authorize Rainmaker with Google Analytics, you can add the GTM container to your header scripts and use it that way. You just won't have your GA data inside Rainmaker.

# Question 2 (Brian)

Is it possible to use Google Tag Manager (GTM) within the Rainmaker Platform?

### Yes and no.

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# Question 3 (Peter)

- The 'Analytics' graph covers one month, I think. Is it possible (or planned) to make that also display a longer period?
  - On the basis that, if you can see a longer period (say, a year), you can tell whether the general trend is up or down.







# Question 3 (Peter)

- The 'Analytics' graph covers one month, I think. Is it possible (or planned) to make that also display a longer period?
  - On the basis that, if you can see a longer period (say, a year), you can tell whether the general trend is up or down.

There are no current plans to alter the Analytics reports inside of Rainmaker. To view any custom time period, log in to your Google. Analytics account and view your data there.







////

# Question 4 (Jarmar)

How will the A/B testing change or improve with the new page builder you're rolling out?







# Question 4 (Jarmar)

How will the A/B testing change or improve with the new page builder you're rolling out?

A/B Testing itself will not change as a function of the Visual Page Builder. You will just likely find making tweaks to pages simpler, more intuitive, and more flexible.

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# Question 5 (Tom)

With regards to Google's PageSpeed Insights tool, and the importance of quick loading site, can you explain the different components Google mentions in my site's analysis? My understanding is that some of the issues Google mentions for improvement cannot be addressed because of particular constraints within the Rainmaker Platform.





# Question 5 (Tom)

With regards to Google's PageSpeed Insights tool, and the importance of quick loading site, can you explain the different components Google mentions in my site's analysis? My understanding is that some of the issues Google mentions for improvement cannot be addressed because of particular constraints within the Rainmaker Platform.

While making the changes they recommend will offer a very slight reduction in page load time, it can create a cascade of other issues.





# Question 5 (Tom)

With regards to Google's PageSpeed Insights tool, and the importance of quick loading site, can you explain the different components Google mentions in my site's analysis? My understanding is that some of the issues Google mentions for improvement cannot be addressed because of particular constraints within the Rainmaker Platform.

While making the changes they recommend will offer a very slight reduction in page load time, it can create a cascade of other issues.

For example, certain items appear in the <head> of the page, rather than the footer, so that the page will load in a user-friendly way. Moving those items to the footer would cause your page to load without styling; that tends to greatly increase the site bounce rate as visitors perceive the site as broken or outdated.





## What's next?







# Upcoming Sessions

## Making Integrations, RainMail, and **Autoresponders Work For You**

Friday, May 12, 2017 at 3:00 p.m. ET

### Making Integrations, RainMail, and **Autoresponders Work For You**

Friday, May 19, 2017 at 2:00 p.m. ET

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## MAINMAKER PLATFORM