

A large crowd of people is seen from behind, filling a city street. The image is overlaid with a semi-transparent dark brown filter. The text "Using Analytics to Reach More People" is centered in white, bold font.

# Using Analytics to Reach More People

# Outline

- **Catholic Communication**
- **Know Your Audience**
- **Make A Plan**
- **Analyze Your Results**




# What is Catholic Communication?

- 
- More than Marketing
  - The Word Became Flesh
  - St. Augustine
-

# The Word Became Flesh



A person is shown from the chest up, wearing a dark suit jacket, holding an open book. The scene is dimly lit, with the light source coming from the book, illuminating the person's hands and the pages. The background is dark and out of focus.

**Take Up and Read**



# Marketing vs. Catholic Communication

The background of the slide is a dark, deep blue space filled with a complex network of glowing nodes and thin, light-colored lines. The nodes are small spheres in various colors, including bright blue, yellow, and red, scattered throughout the scene. The lines connect these nodes, creating a dense, web-like structure that resembles a data network or a molecular model. The overall effect is one of dynamic energy and interconnectedness.

**It's Not About the  
Numbers**



- **The Mass gives us a blueprint for communications.**
- **We may be the only communication of God's love someone receives.**
- **Catholic communication and marketing go hand in hand.**
- **Behind every number is a person.**





**We live in an  
information age..**

**4,000- 10,000 ads per day  
according to Forbes.**

**70% of StopAd users block  
200 ads per day on  
windows alone.**



## Fertile Ground

“The great social and cultural challenges presently being created by rapidly expanding urban centres, especially in developing countries, are certainly fertile ground for the new evangelization.”

# Know Your Audience

- 
- Google Analytics
  - Facebook Insights
  - Surveys
-

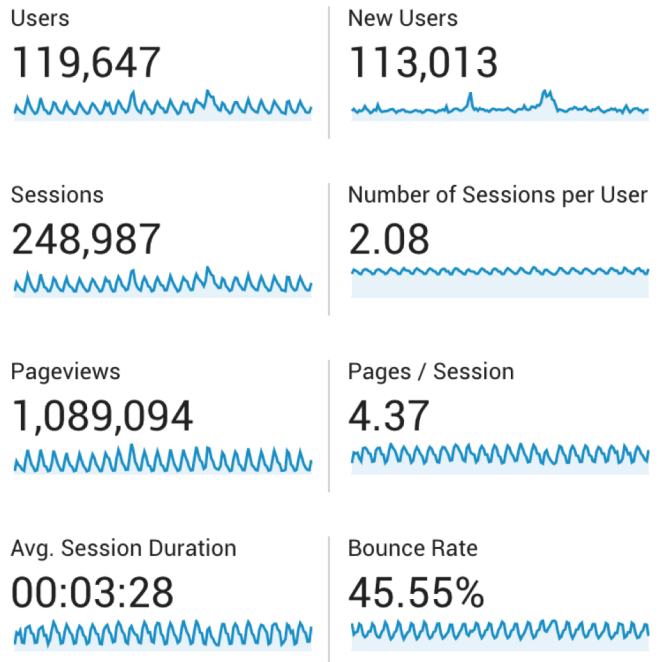
# Google Analytics



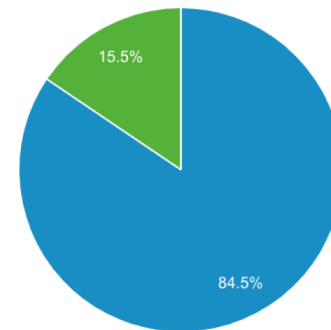
**Enroll in Analytics Academy**

# Google Analytics

Audience reports will give you the information you need on your audience including, demographics, technology used, and location of users.



■ New Visitor ■ Returning Visitor

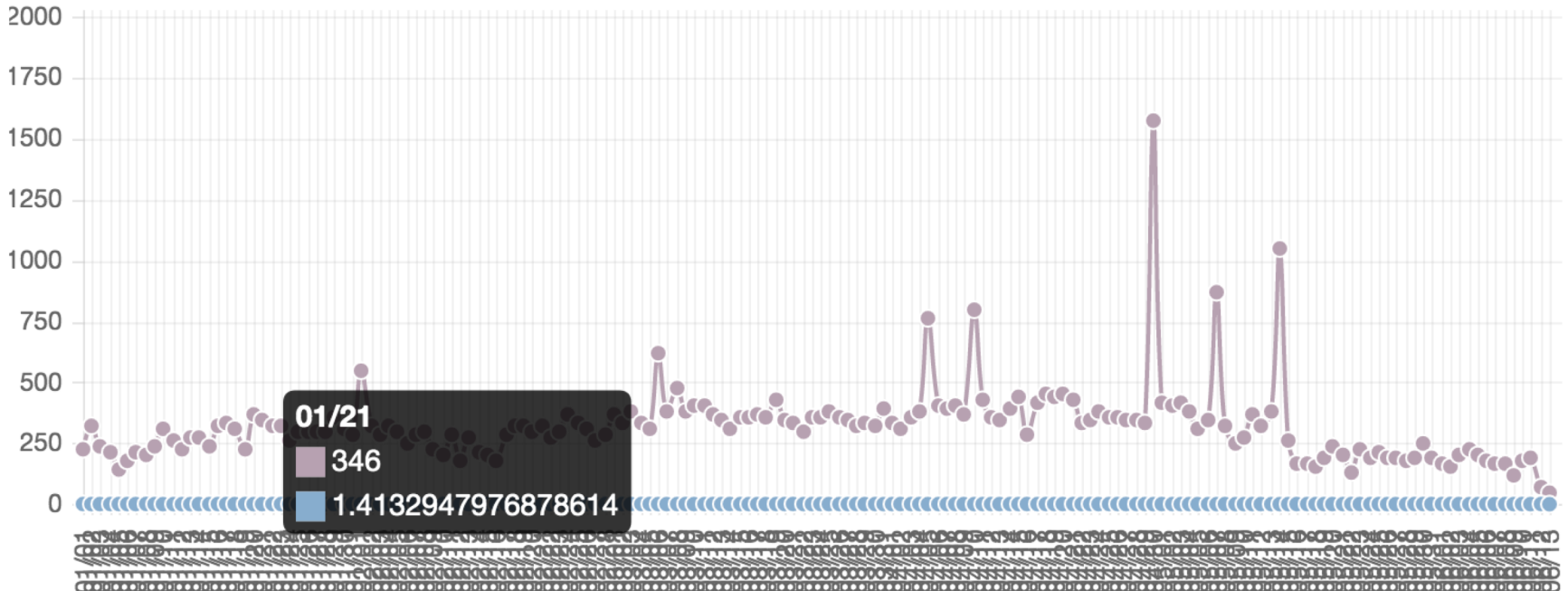


# Google Analytics

## User Engagement

By sessions & users

Month Week **Day**

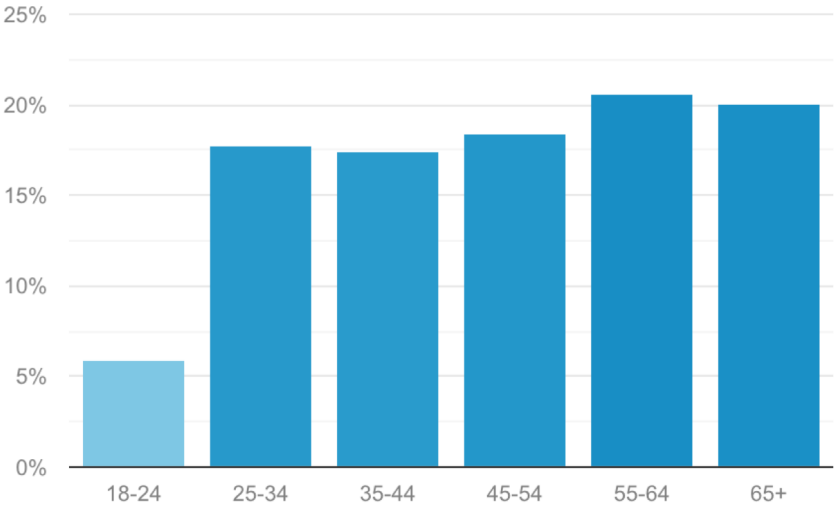


Users Sessions / User

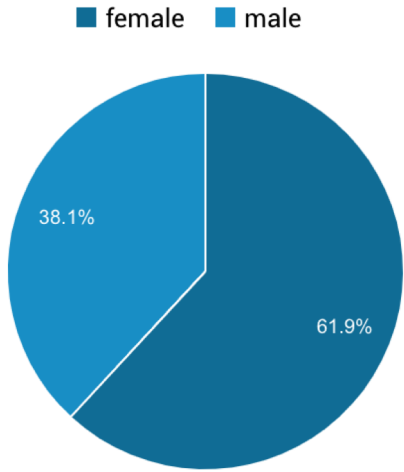
# Demographics



Age 37.28% of total users



Gender 37.23% of total users



# Technology

Plot Rows

Secondary dimension ▾

Sort Type: Default ▾

advanced

<input type="checkbox"/>	Device Category <sup>?</sup>	Acquisition			Behavior			Conversions
		Users <sup>?</sup> ↓	New Users <sup>?</sup>	Sessions <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>	Goal Conversion Rate <sup>?</sup>
		<b>119,647</b> % of Total: 100.00% (119,647)	<b>113,062</b> % of Total: 100.04% (113,013)	<b>248,987</b> % of Total: 100.00% (248,987)	<b>45.55%</b> Avg for View: 45.55% (0.00%)	<b>4.37</b> Avg for View: 4.37 (0.00%)	<b>00:03:28</b> Avg for View: 00:03:28 (0.00%)	<b>0.00%</b> Avg for View: 0.00% (0.00%)
<input type="checkbox"/>	1. desktop	<b>61,050</b> (51.38%)	<b>56,670</b> (50.12%)	<b>172,727</b> (69.37%)	<b>31.85%</b>	<b>5.53</b>	<b>00:04:34</b>	<b>0.00%</b>
<input type="checkbox"/>	2. mobile	<b>47,926</b> (40.34%)	<b>46,791</b> (41.39%)	<b>63,136</b> (25.36%)	<b>78.00%</b>	<b>1.66</b>	<b>00:00:53</b>	<b>0.00%</b>
<input type="checkbox"/>	3. tablet	<b>9,835</b> (8.28%)	<b>9,601</b> (8.49%)	<b>13,124</b> (5.27%)	<b>69.79%</b>	<b>2.16</b>	<b>00:01:14</b>	<b>0.00%</b>

Show rows:  Go to:  1 - 3 of 3

This report was generated on 6/11/19 at 12:25:34 PM - [Refresh Report](#)



# Location

Country ?	Acquisition			Behavior			Conversions
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?
	119,647 % of Total: 100.00% (119,647)	113,062 % of Total: 100.04% (113,013)	248,987 % of Total: 100.00% (248,987)	45.55% Avg for View: 45.55% (0.00%)	4.37 Avg for View: 4.37 (0.00%)	00:03:28 Avg for View: 00:03:28 (0.00%)	0.00% Avg for View: 0.00% (0.00%)
1.  United States	98,676 (82.48%)	92,645 (81.94%)	223,829 (89.90%)	41.70%	4.66	00:03:44	0.00%
2.  Philippines	3,352 (2.80%)	3,337 (2.95%)	3,727 (1.50%)	88.22%	1.38	00:00:45	0.00%

Secondary dimension ▾

Advanced Filter ON



edit



City ?	Acquisition			Behavior			Conversions
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?
	151 % of Total: 0.13% (119,647)	128 % of Total: 0.11% (113,013)	451 % of Total: 0.18% (248,987)	18.63% Avg for View: 45.55% (-59.11%)	6.88 Avg for View: 4.37 (57.35%)	00:04:44 Avg for View: 00:03:28 (36.50%)	0.00% Avg for View: 0.00% (0.00%)
1. Kalamazoo	151(100.00%)	128(100.00%)	451(100.00%)	18.63%	6.88	00:04:44	0.00%

# Extras

## Affinity Category (reach)

43.40% of total users

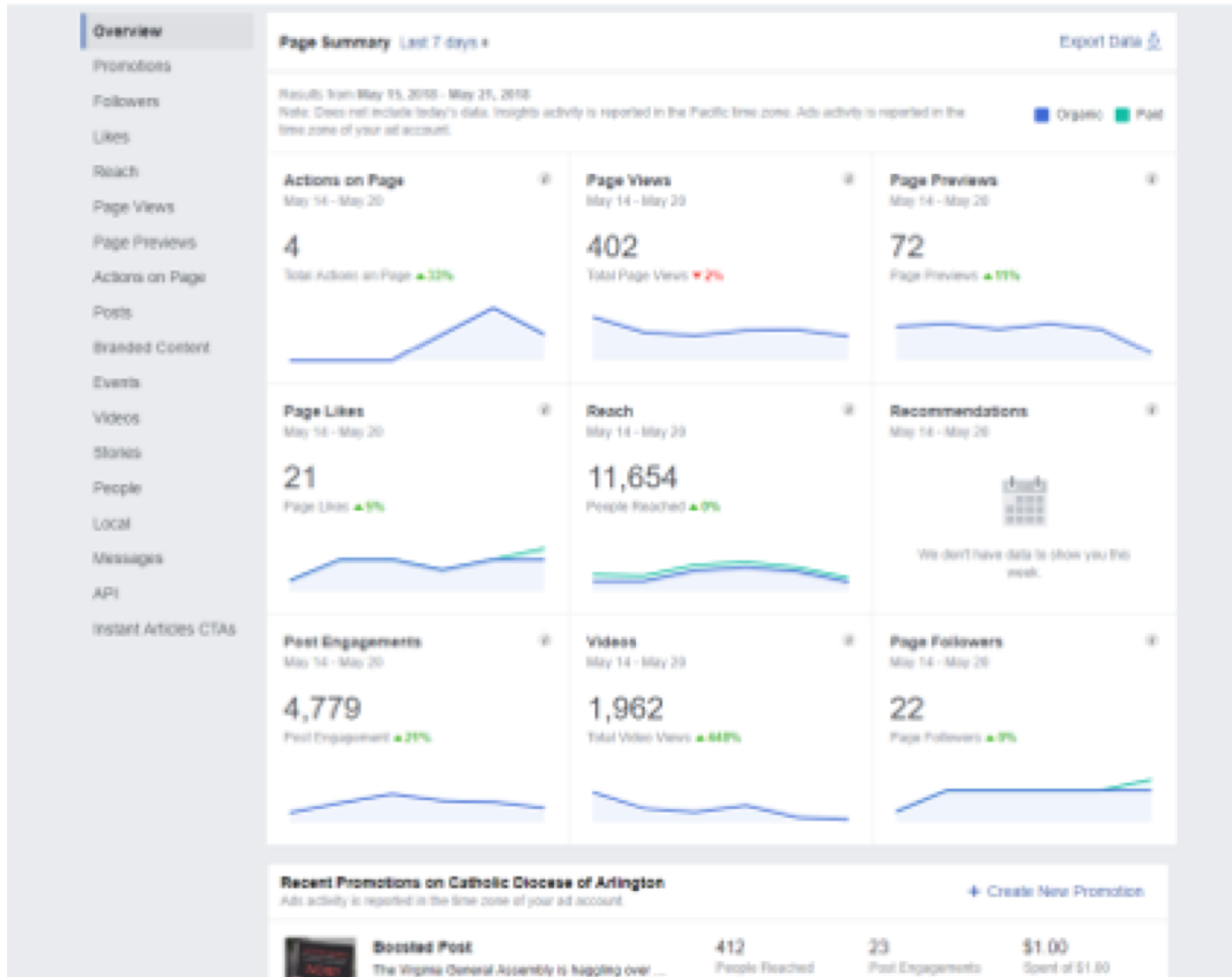
3.85%		Food & Dining/Cooking Enthusiasts/30 Minute Chefs
3.40%		News & Politics/Avid News Readers
2.97%		Media & Entertainment/Book Lovers
2.96%		Shoppers/Value Shoppers
2.77%		Lifestyles & Hobbies/Pet Lovers
2.75%		Media & Entertainment/TV Lovers
2.57%		Beauty & Wellness/Frequently Visits Salons
2.51%		Lifestyles & Hobbies/Family-Focused
2.49%		Lifestyles & Hobbies/Business Professionals
2.37%		Lifestyles & Hobbies/Art & Theater Aficionados

# Facebook Insights

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View your audience information and post performance in order to target advertising more effectively.

# Facebook Insights Overview



# Publishing Tools Tab

Page    Inbox    Notifications **13**    Insights    **Publishing Tools**    Promotions    Settings    Help ▾

**Posts**

- Published Posts
- Scheduled Posts
- Drafts
- Expiring Posts
- Expired Posts

**Videos**

- Video Library
- Videos You Can Crosspost

**Sounds** ▾

- Sound Collection

**Jobs**

- Job Applications

**Branded Content**

- Posts to Review
- Your Posts

**Lead Ads Forms**














- Forms Library
- Draft Forms Library

**Instant Articles**

- Configuration
- Monetization
- Production Articles
- Development Articles
- Example Articles

**Published Posts** + Create

Search...  Actions ▾

<input type="checkbox"/>	Posts	Reach	Clicks/Actions	Published
<input type="checkbox"/>	 The weekend of May 26-27, our second collection is for the Catholic...	56	4	May 22, 2018 at 12:00pm
<input type="checkbox"/>	 This week on the #WalkHumbly Podcast, Bishop Burbidge shares his hopes and...	164	4	May 22, 2018 at 11:02am
<input type="checkbox"/>	 On May 10, Bishop Burbidge celebrated the Sacrament of #Confirmation for the...	295	15	May 22, 2018 at 10:21am
<input type="checkbox"/>	 Throw your cares on the Lord, and he will support you (Ps 55). #DailyPsalm	288	5	May 22, 2018 at 9:01am
<input type="checkbox"/>	 Then Jesus said to the disciple, "Behold, your mother." And from that hour the...	609	7	May 21, 2018 at 9:00pm
<input type="checkbox"/>	 ¡Feliz fiesta! Leer más: <a href="http://bit.ly/2thggVq">http://bit.ly/2thggVq</a>	59	1	May 21, 2018 at 7:01pm
<input type="checkbox"/>	 Pope Francis announced he would make 14 new cardinals June 29, giving the re...	926	49	May 21, 2018 at 6:01pm
<input type="checkbox"/>	 Fr. Bob Cilinski shares his thoughts on this weekend's #RoyalWedding:	3.5K	605	May 21, 2018 at 5:01pm
<input type="checkbox"/>	 #BishopBurbidge was joined by Secretary Benjamin S. Carson, Sr., Honorary...	2.7K	286	May 21, 2018 at 3:16pm
<input type="checkbox"/>	 Bishop Burbidge was joined by Secretary Benjamin S. Carson, Sr., Honorary...	903	41	May 21, 2018 at 2:57pm
<input type="checkbox"/>	 "Church leaders offer prayers after school shooting near Houston" as featured in...	592	9	May 21, 2018 at 2:22pm
<input type="checkbox"/>	 After the brutal and public murder of her son, journalist James Foley, Diane Fole...	475	2	May 21, 2018 at 1:03pm
<input type="checkbox"/>	 This weekend's second collection funds the #CatholicCommunicationCampaign...	527	6	May 21, 2018 at 12:02pm

# Audience

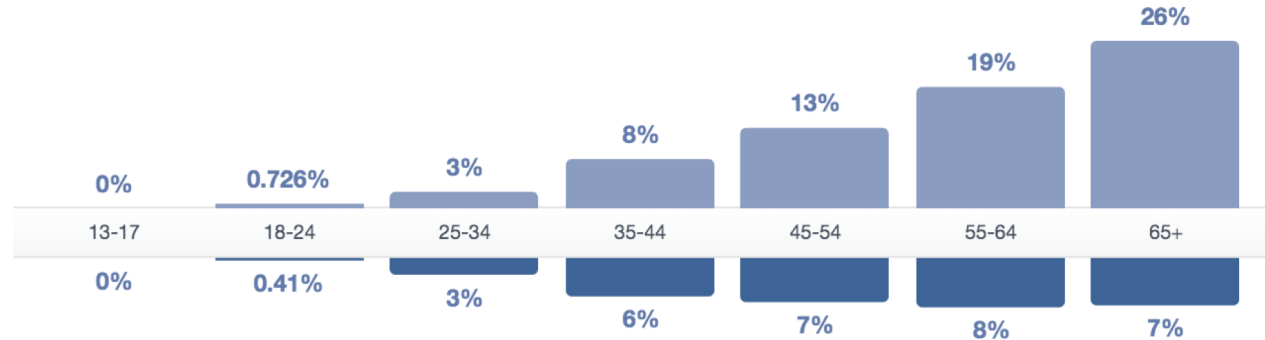
Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles. This number is an estimate.

## Women

**68%**  
Your Fans

## Men

**31%**  
Your Fans

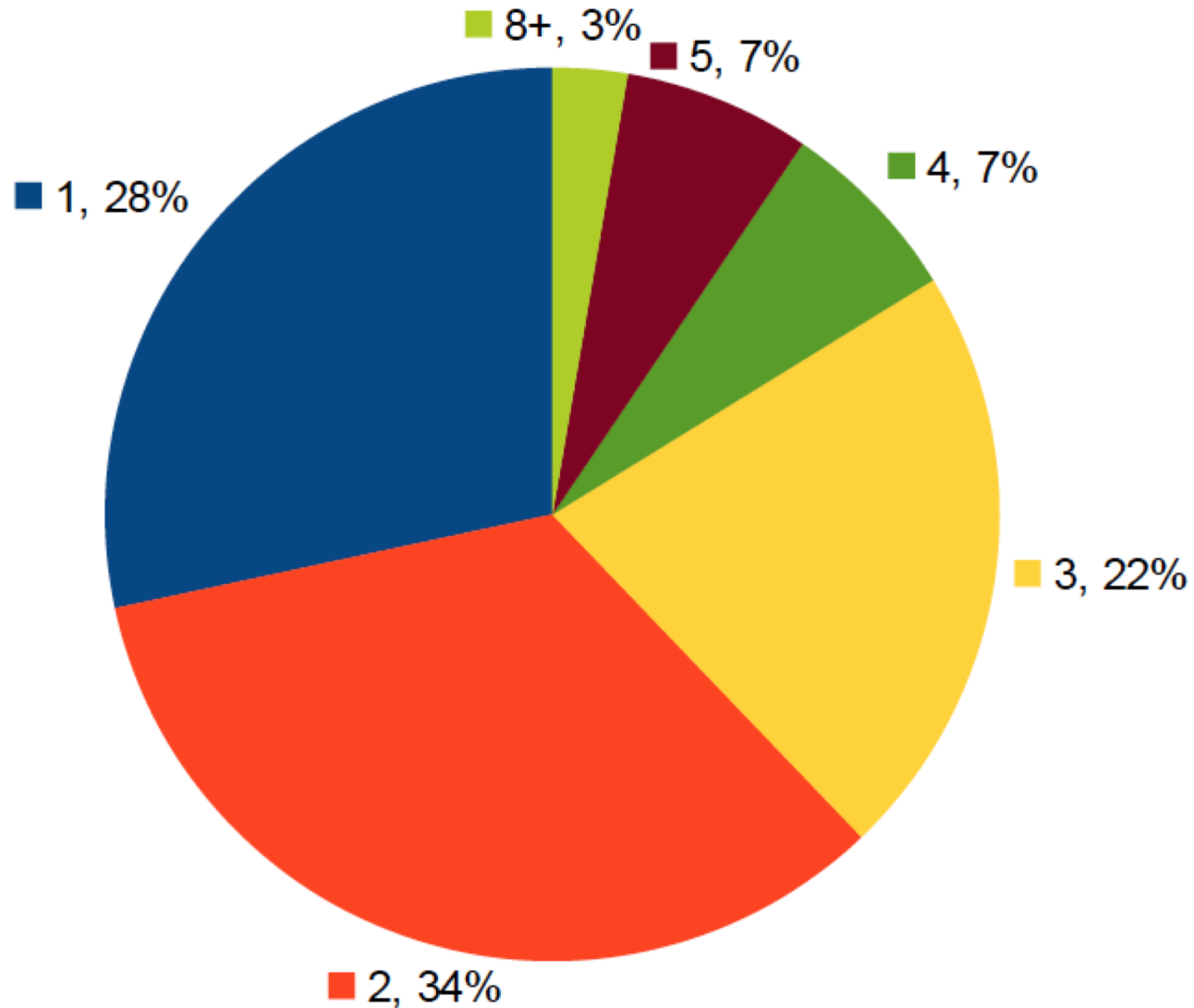


Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	5,133	New York, NY	100	English (US)	5,048
Philippines	26	Grand Rapids, MI	68	Spanish	144
Canada	19	San Antonio, TX	53	English (UK)	89
Mexico	17	Houston, TX	46	Spanish (Spain)	19
India	13	Los Angeles, CA	39	Portuguese (Brazil)	13
Nigeria	13	Miami, FL	39	French (France)	11



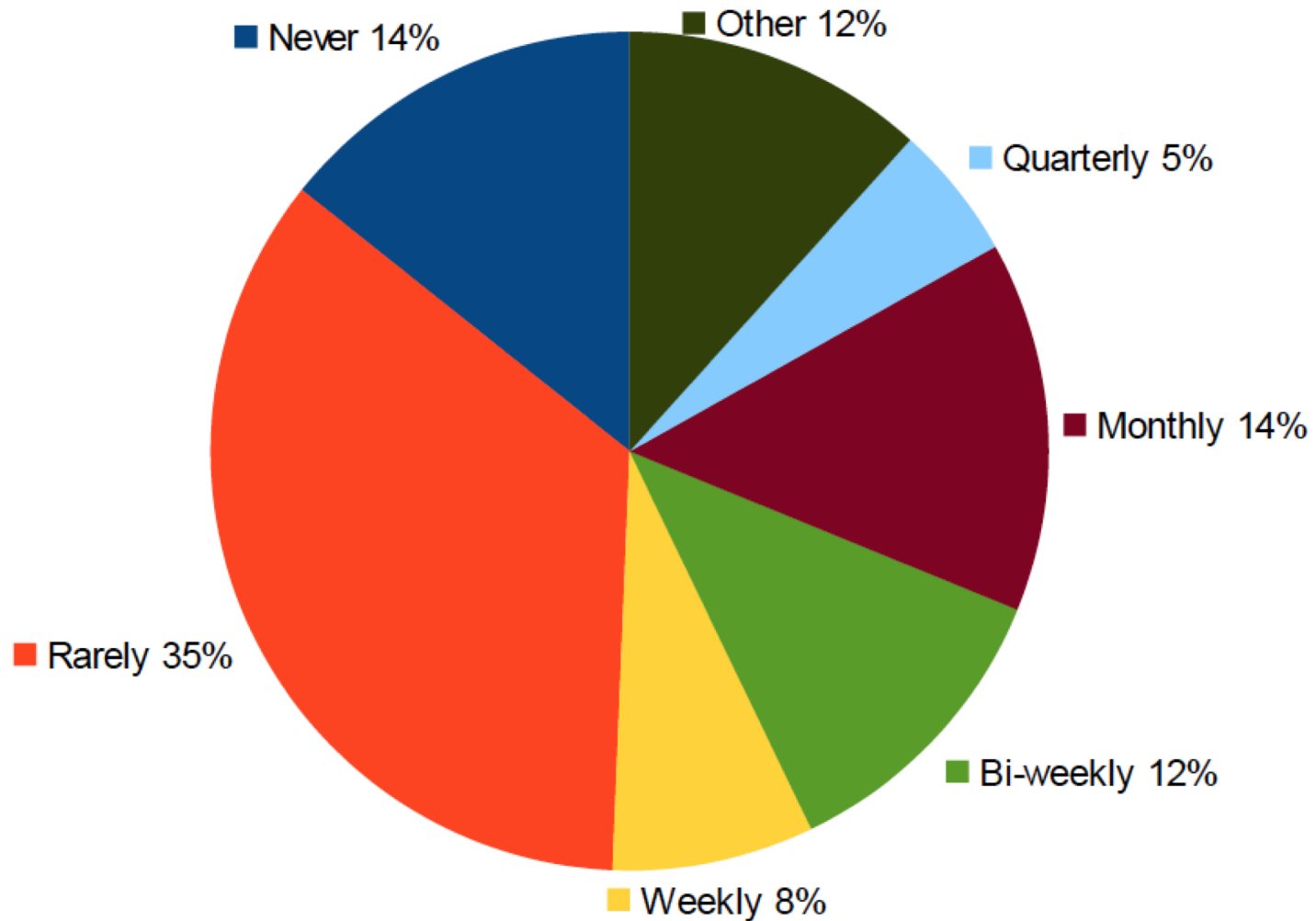
# Surveys

Over 50% of parishes have 1-2 people handling all communications at the parish.

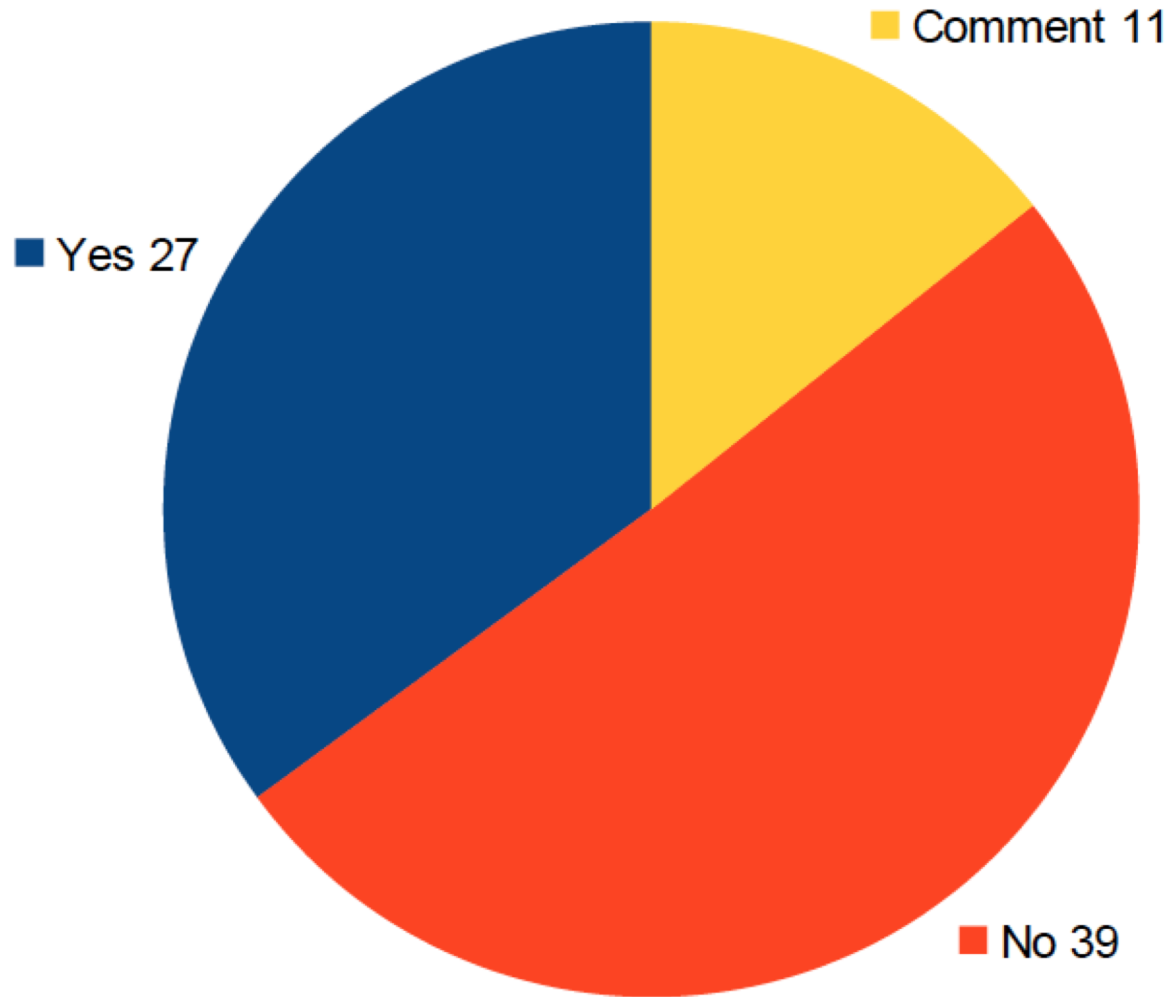




Only 8% of parishes meet on a weekly basis to discuss their communication strategy.



Of those 8%, over 50% do not change their strategy based on feedback or statistics.



# Case Study



## 1. The Question

How do our visitors interact with our Diocesan home page?

## 2. The Strategy

Retrieving reports from Google Analytics that gave us data on:

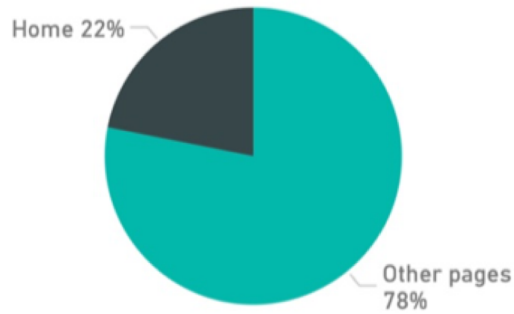
- Website entrances through home page vs. any other page
- Most-clicked elements on the home page
- Top pages viewed after the home page

## 3. The Visualization

Built with Microsoft Power BI using the Google Analytics reports we exported to Excel.

# Case Study

Where people enter the Diocesan website



## Important Notes

- + Dataset for charts is from 6 month span.
- + Home page sliders receives only **2% more** clicks than cards and news area items.
- + Despite being below the fold, home page cards have nearly the **same click rate** as news area items.

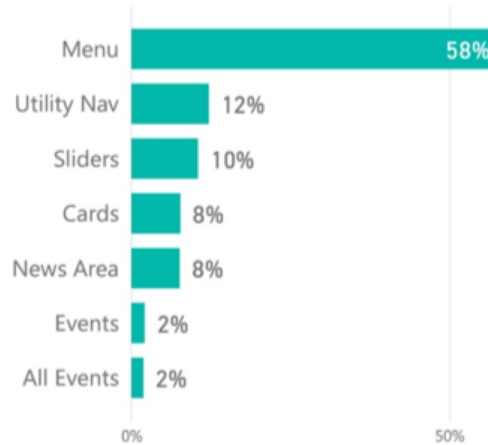
Top 25 Pages visited after CDA home page

Page Title	Pageviews
Search	9144
Find a Mass	3986
Employment Opportunities	3942
Bishop's Lenten Appeal	2235
Catholic Schools Jobs	2151
Parish Finder	2090
Diocesan Press Releases	1722
Bishop's Public Schedule	1659
Child Protection	1494
Diocesan Offices	1435
Youth Ministry	1372
All Events	1210
School Personnel	1164
Latest News Coverage	1086
Bishop's Lenten Appeal 2018	1083
Schools Directory	942
Biography of Bishop Burbidge	803
Diocesan Programs and Ministries	698
Ways to Give Online to the Bishop's Lenten Appeal	673
Priest placed on administrative leave	667
Clergy Personnel Changes	660
Catholic Sports/NVJCYO	565
Catholic Schools Office	551
Bishop Burbidge on the passing of Fr. Gerry Creedon	475
Conferences for the Engaged	475
<b>Total</b>	<b>42282</b>

What pages people visit after the CDA home page



What CDA home page area gets the most clicks





- **Use Google Analytics to gather important information about your audience, their use of the data you send, and their personal profile.**
- **Use Facebook insights to view how effective posts have been and specifics about your audience.**
- **Use surveys to answer targeted questions that you want to know about your audience. Put these into a helpful format for viewing.**

## **Make a Plan**

---

Listen to the  
Results

Targeted  
Campaign

Advertising

Have a Goal

---

# Listen to the Results



DIOCESE OF  
**VENICE**  
— IN FLORIDA —



Schools



Televised Mass



Select Language

About

Our Bishop

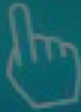
Offices

Giving

I Want to Learn More About **Becoming a Priest**



WWW.



**MOBILE  
FRIENDLY**



## Lookalike Audiences

Find people who are similar to your current customers.

Facebook Lookalike Audiences helps you connect to people on Facebook who are similar to your customers. Use the insights you've gained from marketing on Facebook to increase your chances of reaching people who will be interested in your business. Lookalike Audiences are a fast and effective way to connect with more people likely to respond to your ads.

### Audience Insights

Audience Insights help you learn more about your target audiences. It aggregates attributes about your customers, such as interests and behaviors—which you can then use to find new audiences who may be interested in your business.

[Go to Audience Insights >](#)



# Inspiration Daily

Daily reflections on the scriptures to inspire your faith



# Targeted Campaign

## Core Audiences

Reach your core target audience.

Facebook Core Audiences helps you select the right recipients for your ad in just a few clicks. Whether you want your ad to be shown to people based on age, location, hobbies, or something else—we can help you connect to people who are likely to be interested in what you offer. Core Audiences can be as broad or well-defined as you like.

### Location

Reach people in the cities, communities and countries where you want to do business.

### Demographics

Select an audience based on age, gender, education, relationship status, job title and more. Facebook does not allow anyone to reach customers based on personally identifiable information.

### Interests

Choose the interests and hobbies of the people you want your ad to reach—from organic food to action movies.

### Behavior

Select people based on their prior purchase behaviors, device usage and other activities.

### Connections

Reach people who are connected to your Facebook Page or event, or exclude them to find new audiences.

# Targeted Campaign

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## Custom Audiences

Get in touch with people you already know.

Facebook Custom Audiences are built from customer data you have on hand, making it easy to reconnect with the people who have already shown interest in your business. Foster relationships and drive sales by reaching out to your existing connections on and off Facebook.

### Contact lists

Use data from your CRM system or customer contact lists—like phone numbers or email addresses—to connect with your customers and contacts on Facebook. We'll find Facebook accounts that match that data, but we don't share who matched.

[See how to use a contact list >](#)

### Site visitors

Install the Facebook Pixel on your website to create an audience of people who have visited it. You can even use site traffic data to show people ads for things they've shown interest in on your website.

[See how to use your site data >](#)

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### App users

Install the Facebook SDK in your app to create an audience of people who use your app, so you can inspire them to return to a game or view an item that they may be interested in buying.

[See how to use your app data >](#)

# Targeted Campaign

THE WOMEN'S CLINIC

HOME

SERVICES

OPTIONS

FAQ

CONTACT US

(888) 996-0010

## Locations

Pittsburgh

### CLINIC HOURS

Mon: 9am-9pm

Tues: 9am-5pm

Wed: 9am-5pm

Thur: 9am-4pm

Fri: 9am-2pm

### ADDRESS

101 Drake Road

Pittsburgh, PA 15241

## *PITTSBURGH* WOMEN'S CARE CLINIC

Pittsburgh Women's Care Clinic provides compassionate support to women and families in our community affected by unplanned pregnancy.

We are a non-profit care clinic providing free medical services and accurate information on all options regarding unplanned pregnancy.

### Locations

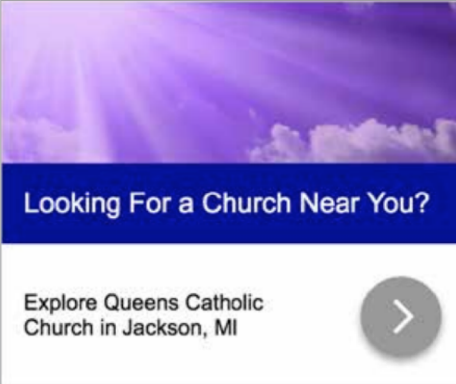
Atlanta  
Charlotte  
Grapevine  
Raleigh  
Pittsburgh  
Cleveland  
Fort Worth

LIVE CHAT OFFLINE




# Google Advertising

## CUSTOM GOOGLE ADS FOR YOUR PARISH



Looking For a Church Near You?

Explore Queens Catholic Church in Jackson, MI



Looking For a New Church? - Queens Catholic Church in Jackson

Ad <http://bit.ly/queens-jackson>

Join us for Mass this Sunday!

Queens Catholic Church - A Vibrant Catholic Community Near You

Ad <http://bit.ly/queens-jackson>

Find a Catholic Church Near You

Find Your New Church Home - Queens Catholic Church in Jackson

Ad <http://bit.ly/queens-jackson>

Join Us For Mass This Sunday!

Find a Catholic Church Near You

Explore Queens Catholic Church in Jackson, MI

Learn More

The Queens Catholic Church Community Welcomes You!

Join Us For Mass This Sunday

Learn More

# Facebook Advertising

Choose your objective. —

To choose the right ad objective, answer the question “what’s the most important outcome I want from this ad?” It could be sales on your website, downloads of your app or increased brand awareness.

[See the objectives](#)

What's your marketing objective? Help: Choosing an Objective

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views <span>•</span>	
	Lead generation	
	Messages	






Select your audience. +

Decide where to run your ad. +

Set your budget. +

Pick a format. +

# Facebook Advertising

Account Overview		Campaigns <span>1 selected</span>		Ad Sets <span>1 selected</span>		Ads for 1 Ad Set		Columns: Performance					Breakdown	Export		
+ Create		Duplicate		Edit		Preview		Rules								
<input type="checkbox"/>	Ad Name	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Relevance Score	Frequency	Unique Link Clicks					
<input type="checkbox"/>	 Help After Abortion Lent 2017 The Light Is ON 2	● Not Delivering Ad Set Completed	156 Link Clicks	10,524	18,902	\$0.83 Per Link Click	\$129.05	Apr 16, 2017	—	1.80	145					
<input type="checkbox"/>	 Help After Abortion Lent 2017 The Light Is ON	● Not Delivering Ad Set Completed	96 Link Clicks	6,430	11,510	\$0.61 Per Link Click	\$58.24	Apr 16, 2017	—	1.79	91					
<input type="checkbox"/>	 Help After Abortion Lent 2017 Lent 2	● Inactive	9 Link Clicks	1,122	1,225	\$0.44 Per Link Click	\$3.95	Apr 16, 2017	—	1.09	9					
<input type="checkbox"/>	 Help After Abortion Lent 2017 Lent	● Inactive	9 Link Clicks	1,496	1,602	\$0.54 Per Link Click	\$4.88	Apr 16, 2017	—	1.07	9					
<input type="checkbox"/>	 Help After Abortion Lent 2017 Not Alone	● Inactive	8 Link Clicks	1,612	1,914	\$0.46 Per Link Click	\$3.70	Apr 16, 2017	—	1.19	8					
▶ ⚠ Results from 5 ads			278 Link Clicks	14,695 People	35,153 Total	\$0.72 Per Link Click	\$199.82 Total Spent			2.39 Per Person	247 Total					



# Have a Goal

## Steps for building a report



**Start with a S.M.A.R.T. business goal (Specific, Measurable, Achievable, Realistic, Timely)**

### **S.M.A.R.T. Goal Examples**

- 20% more event registrations than previous year for annual conference by registration deadline [60 days]
- Increase traffic from social media by 20% to particular web page in the next 90 days



- **Be sure to listen to the analytics you gather. These are real results.**
- **Use the information about your audiences to target specific groups at specific times.**
- **Don't be afraid to pay for advertising, especially on social media.**

# Analyze the Results

- 
- Proper Tracking
  - Using Reports
  - Tag Manager
  - Hotjar
-

# Proper Tracking

Exclude Employee Traffic



Regular traffic:  
200 pageviews

+



Employee traffic:  
300 pageviews

=



Google Analytics  
Inflated traffic:  
500 pageviews

## The Problem:

Employee visits to your website = artificially inflated website traffic

# Proper Tracking

Track multiple marketing channels using Google Campaign URL



# Using Reports

## Steps for building a report

**Communicate the measured success or failure of the goal to your organization**

a) Write/chart report showing success or failure of goal

b) Don't communicate isolated analytics, communicate conclusions

c) Explain any analytics terms

### Communicating Conclusions

**THIS**

We had a 20% increase in social traffic (*500 pageviews*) compared to last year's campaign and 70% of it was from Facebook

**NOT THIS**

We had 500 pageviews from social media

# Using Reports

## Essential Reports

### **Acquisition reports include:**

- Performance of campaigns and marketing channels\* (*All Traffic reports and Campaign reports*)

### **Behavior reports include:**

- Top landing pages (*Landing Page report*)
- Top pages (*All Pages report*)
- Where site visitors go after your homepage (*All Pages report – Navigation Summary Tab*)
- Top performing sections of your website\*\* (*Content Drilldown report*)
- Top downloaded resources and clicked links\*\*\* (*Events reports*)

\* Requires Google Campaign URLs

\*\* Requires clean, organized URLs

\*\*\*Requires Google Tag Manager Setup

# Tag Manager

Track how people interact with your site



Tag Manager



# Hotjar

Record how people interact with your site

The screenshot shows a website with a grid of religious-themed items. A black Hotjar recording overlay is at the top, containing icons for star, share, trash, and a red '+' button. A red line points from the '+' button to a chalice image. A yellow circle with a mouse cursor is positioned over the 'myParish' logo. At the bottom, a video player shows playback controls: play/pause, a 10-second rewind icon, '1x' speed, 'Skip Pauses', a progress bar at 0:48 / 3:51, 'CURRENT PAGE: https://diocesan.com/plan-ahead/corpus-c...', a 10-second fast forward icon, an 'Autoplay' button, an info icon, and a full screen icon.

**BODY AND BLOOD - ETCHED WOOD BANNER**  
\$49  
Banner

**BODY AND BLOOD OF CHRIST - ETCHED WOOD**  
Bulletin

**BODY AND BLOOD OF CHRIST ALTAR**  
Bulletin

**BODY AND BLOOD OF CHRIST ALTAR - WRAPPER**  
Bulletin

**BODY AND BLOOD OF CHRIST BANNER**  
\$49  
Banner

**BODY AND BLOOD OF CHRIST CHALICE**  
Bulletin

**BODY AND BLOOD OF CHRIST CHALICE - WRAPPER**  
Bulletin

**BODY AND BLOOD OF CHRIST STAINED GLASS**  
Bulletin

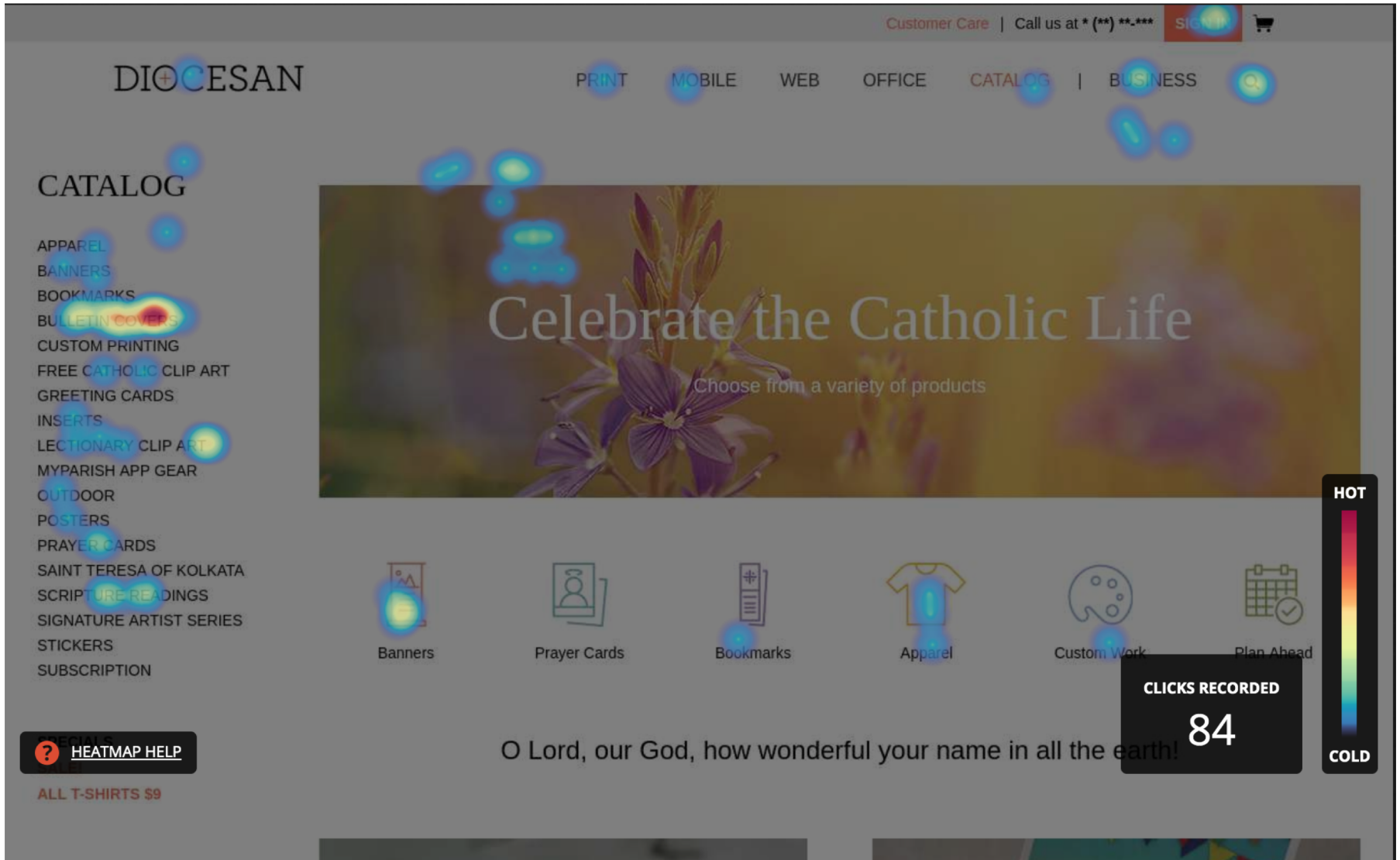
myParish  
**Corpus Christi**  
June 23, 2019

"Eat my flesh, [Jesus] says, and drink my blood." The Lord supplies us with these intimate nutrients, he delivers over his flesh and pours out his blood, and nothing is lacking for the growth of his children." *St. Clement of Alexandria*

app message

# Hotjar

Record how people interact with your site





- **Ensure that your tracking is accurate and does not include inflated numbers.**
- **Create reports that give helpful information and be sure to explain any terms.**
- **Track how people interact with your site using tag manager or hotjar.**



# Wash, rinse, REPEAT, PRAY

O God, to communicate your love to all,  
you sent your only Son, Jesus Christ,  
into the world  
and made him our Master and  
Shepherd,  
the Way, Truth, and Life of humanity.  
Grant that all means of  
communication-  
print, film, radio, television, the internet,  
and all new media-  
may be used for your glory and the  
good of all people.  
Inspire everyone of good will  
to assist with prayer, action, and  
financial support,  
so that through these powerful means  
the Church may preach the Gospel to  
all peoples  
Amen

Blessed James Alberione