ALAN NG – TECHNICAL DIRECTOR

Data and analytics in a digital performance agency

connective3

MEET THE TEAM

WHO AM I?

I’m Alan

“I play with numbers a lot more than I play with words”

@_Alan Ng

Alannguk

MEET THE TEAM

Agency Personalities

PR

Paid

SEO

MEET THE TEAM

PR Donny

What's he like?

- ✓ He's quick, always going 100mph
- ✓ On the next idea before you've worked out the first
- ✓ Usually when things aren't urgent means they can be left to tomorrow
- ✓ Could probably be a fairly good comedian

How does he like his data?

- ✓ Easy to digest
- ✓ Most likely in a simple table
- ✓ Google Sheets
- ✓ Data Studio
- ✓ Loves mining the web for data
- ✓ Visual

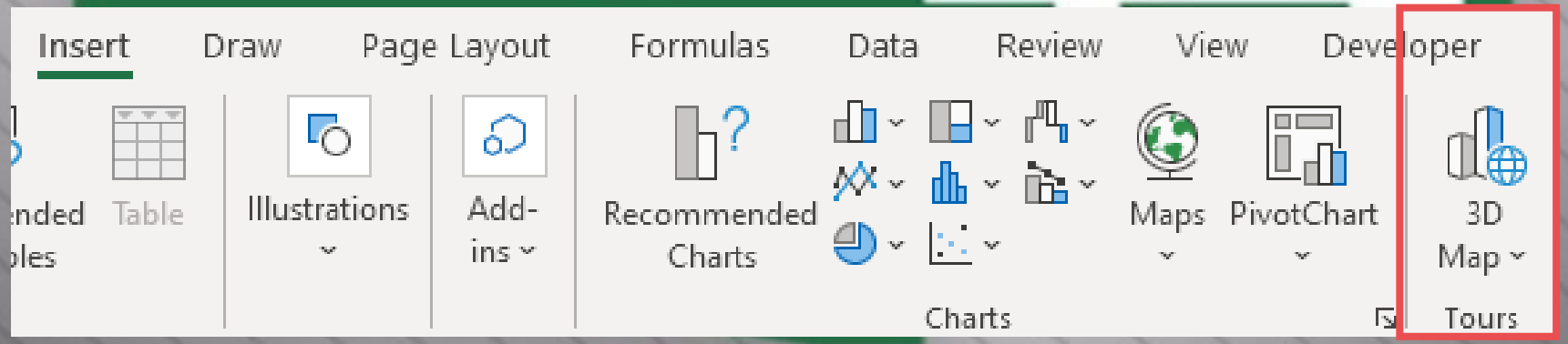
What does it look like?

How do you make this exciting for PR?

Hey Alan, this is boring ☹

outer_postcode	Latitude	Longitude	region	count
CR0	51.34034	-0.005060826	London	120
BN3	50.825313	-0.15757117	South East England	119
SW15	51.464133	-0.22292897	London	105
DE24	52.890964	-1.4442146	East Midlands	98
NG5	52.998385	-1.1351935	East Midlands	73
CF14	51.545957	-3.1887526	Wales	67
BN1	50.826334	-0.1408184	South East England	47
BS16	51.478462	-2.5265235	South West England	95
CM2	51.728372	0.46705003	East of England	91
BS3	51.445506	-2.5927372	South West England	89
SW18	51.458462	-0.18559358	London	88
CM1	51.737213	0.47599066	East of England	80
SL6	51.525605	-0.70097357	South East England	79
LS12	53.791457	-1.5631436	Yorkshire and the Humber	79
RH10	51.117177	-0.18847891	South East England	78
BN2	50.820705	-0.11956093	South East England	75
NN3	52.247714	-0.81190902	East Midlands	75

EXCEL!


Insert
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Formulas
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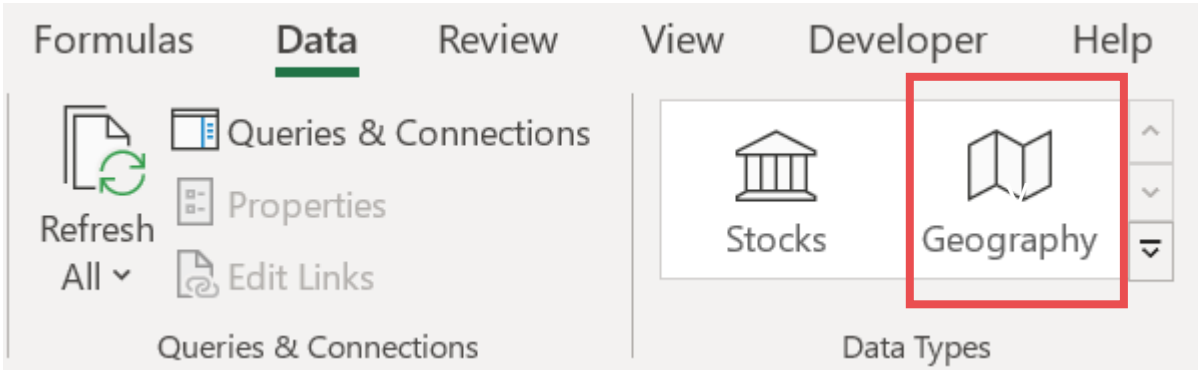
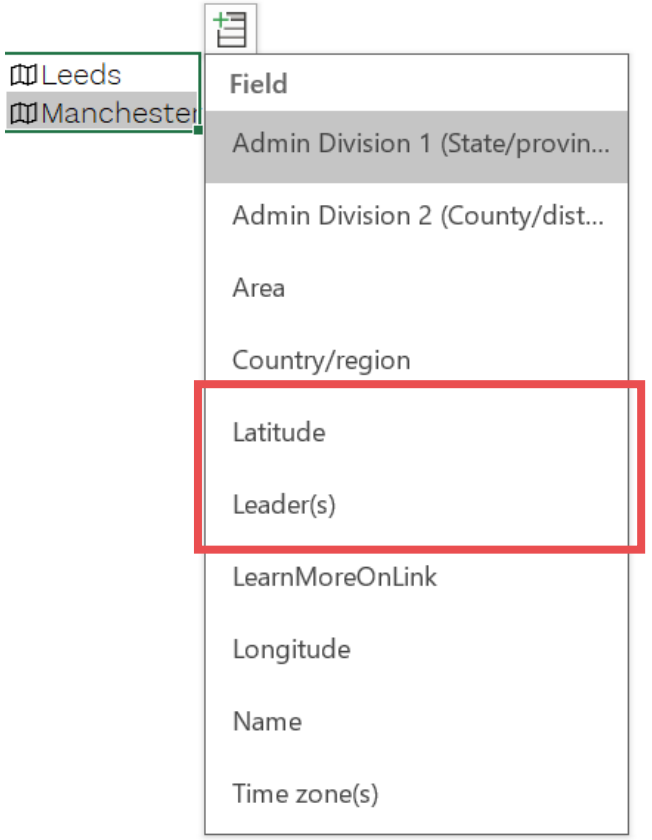
Add-ins
Recommended Charts
Maps
PivotChart
3D Map
Charts
Tours

MAKE DONNY'S DAY

Latitude and Longitude – EXCEL





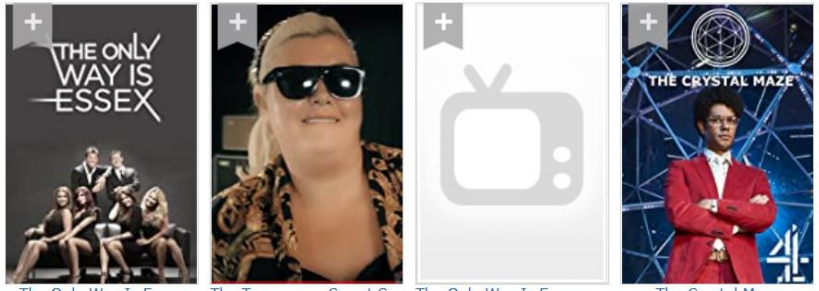
Born: January 31, 1981 in Romford, Essex, England, UK

1 win. See more awards »

Photos

16 photos »

Known For



The Only Way Is Essex
Self
(2011-2019)

The Tearaways: Sweet S...
Gemma
(2019)

The Only Way Is Essex: ...
Self
(2014-2020)

The Crystal Maze
Self - Adventurer
(2019)

Filmography

Hide all | Show by... | Edit

Jump to: Miscellaneous Crew | Actress | Self | Archive footage

Miscellaneous Crew (1 credit) Hide

Good Morning Britain (TV Series) (footage courtesy of - 3 episodes) 2019
- Episode dated 24 June 2019 (2019) ... (footage courtesy of - as @GemmaCollins1)
- Episode dated 4 June 2019 (2019) ... (footage courtesy of - as gemmacollins1)
- Episode dated 7 February 2019 (2019) ... (footage courtesy of - as gemmacollins1)

Actress (1 credit) Hide

The Tearaways: Sweet Sounds of Summer (Video short) 2019
Gemma

Self (54 credits) Hide

The Only Way Is Essex: All Back to Essex (TV Series) 2014-2020
Self
- TOWIE Turns 10 (2020) ... Self (as Gemma)
- The Only Way Is Ibiza: All Back to Essex (2014) ... Self (as Gemma)

Rolling in It (TV Series) 2020
Self ... Contestant

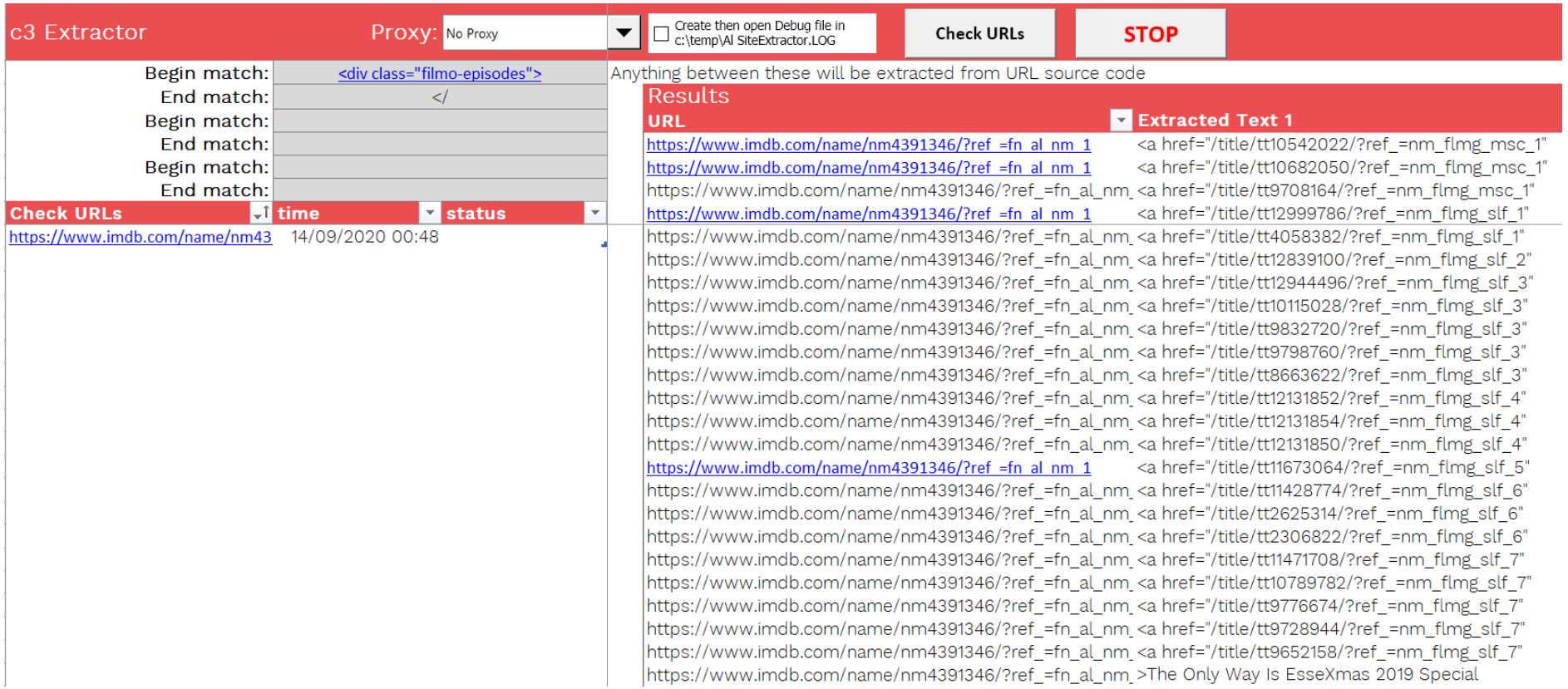
MAKE DONNY'S DAY

IMDB Scrape

AWESOME!

MAKE DONNY'S DAY

IMDB Scrape? Build a tool for it!



MEET THE TEAM

SEO Sonny

SEO SONNY

What's he like?

- ✓ Calm
- ✓ Considered
- ✓ Methodical
- ✓ Technical
- ✓ Probably likes Coke..a lot

What does he like his data?

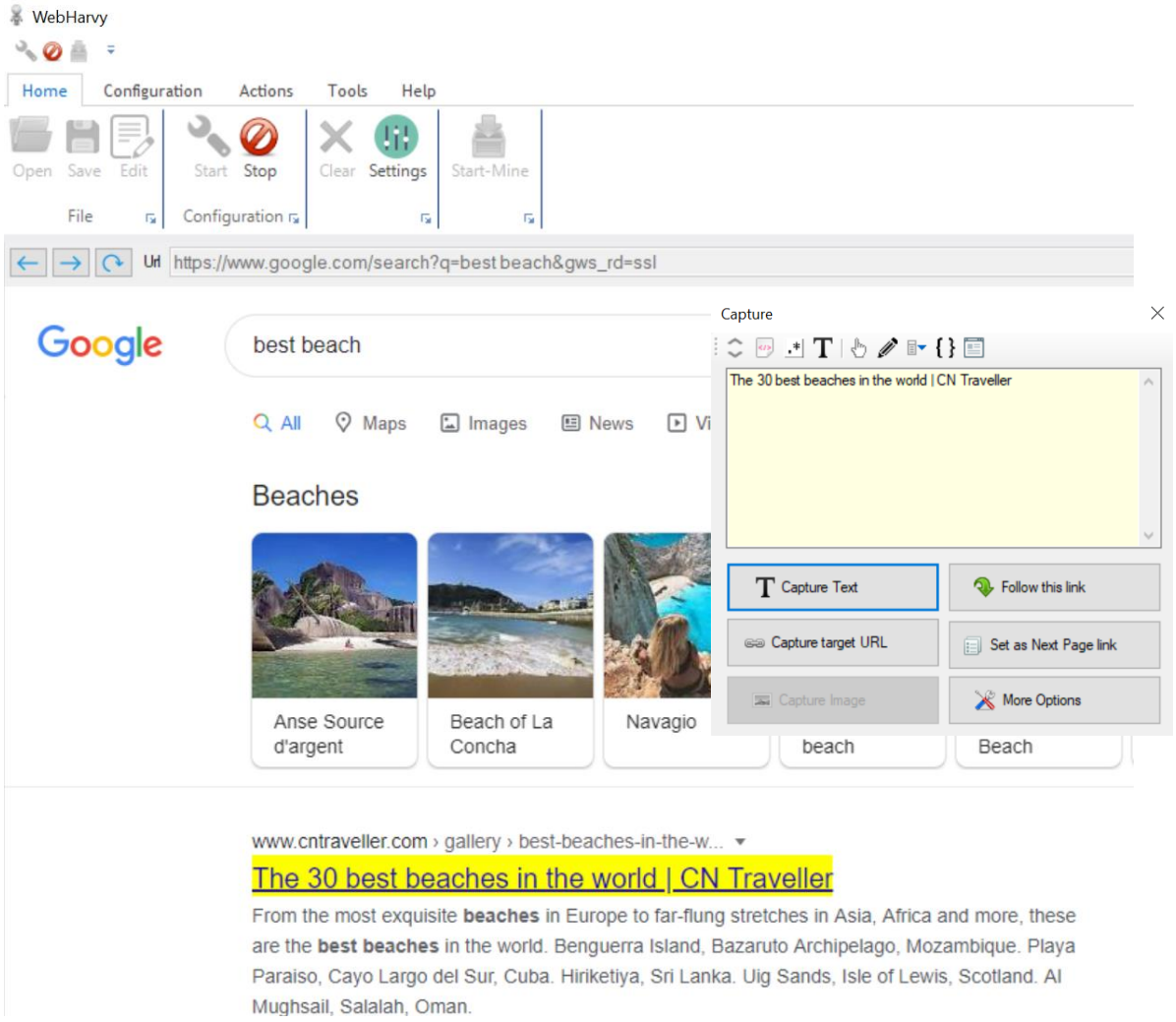
- ✓ Integrating everything! SEO tools Excel, GSC
- ✓ Loves rows of data in Excel and hiding in Analytics
- ✓ Loves to crawl
- ✓ Wants a fast way to do everything

SEO SONNY

Crawling

You will inevitably be asked to crawl

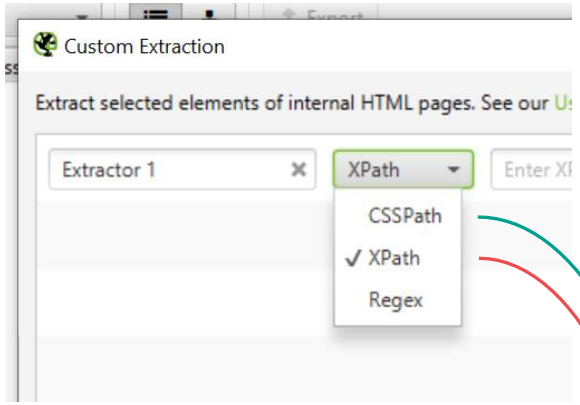
WebHarvy

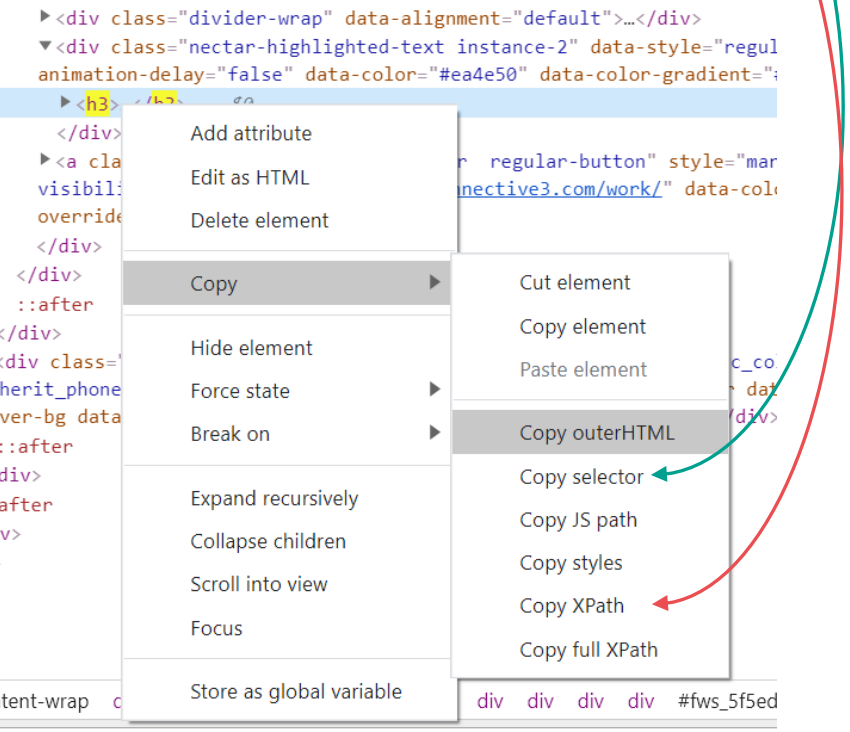


Point and capture

Human like interaction with sites:

- Link clicks
- Text input
- Scrolling

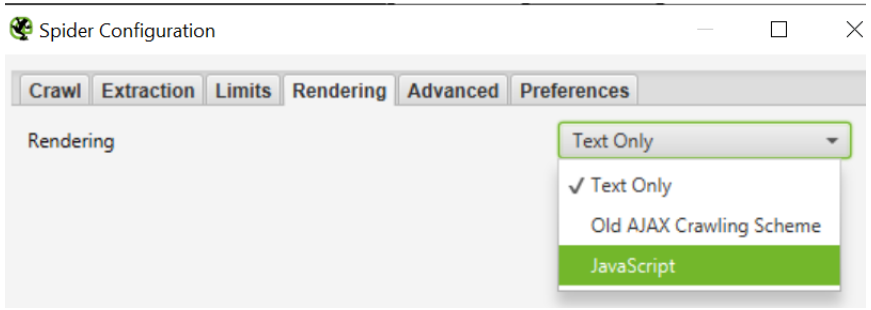




Inspect with Chrome

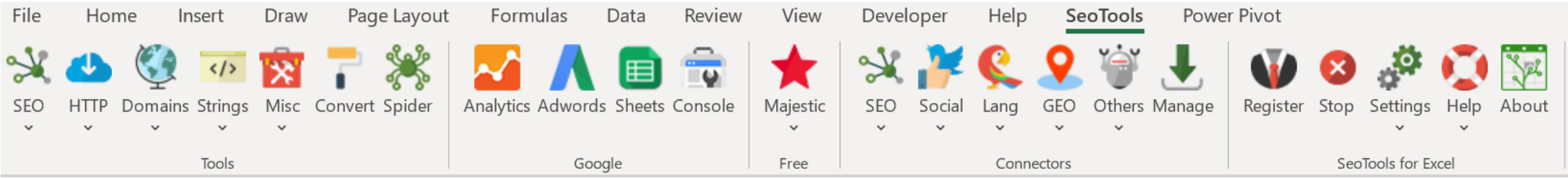
TOP TIP

If a site doesn't crawl try changing the user agent and or the rendering to JavaScript



SEO SONNY

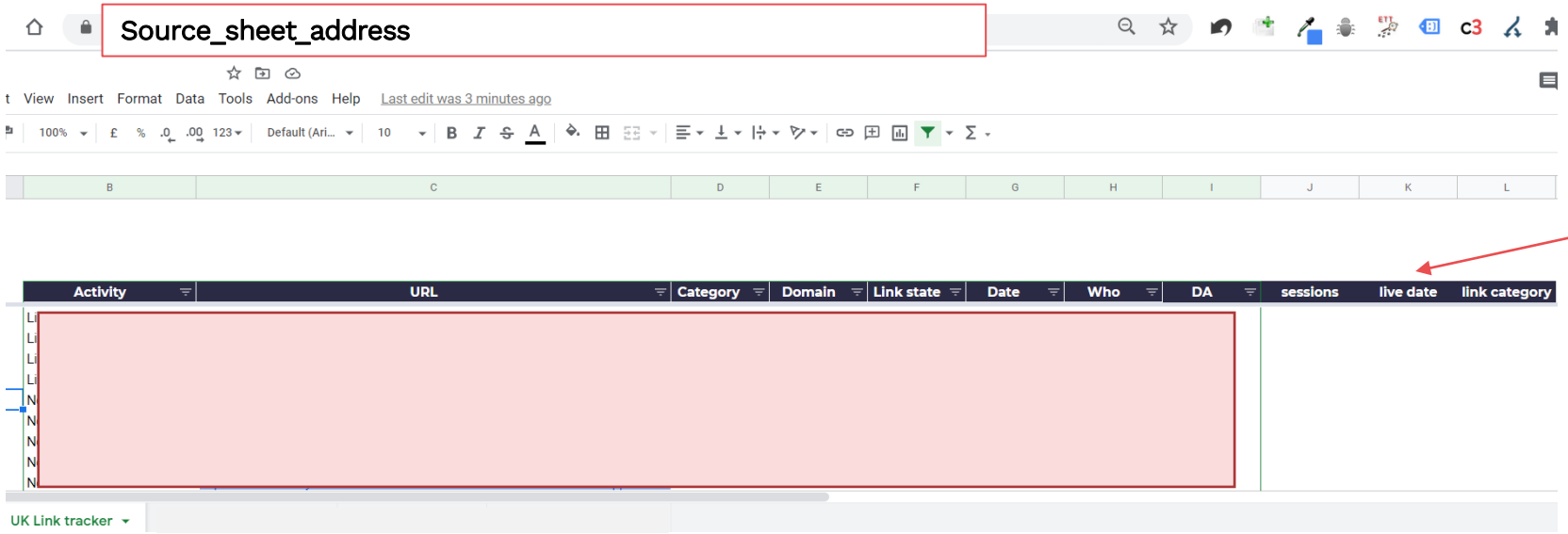
SEO Tools for Excel



Integrating SEO Tools for Excel allows you to collect what you need without moving from one platform to another.

SEO SONNY

Importrange for Google Sheets



Extra information for internal information

=IMPORTRANGE("Source_sheet_address","UK Link Tracker!B5:I1000")

IMPORTRANGE limited to columns B to I for client facing report

MEET THE TEAM

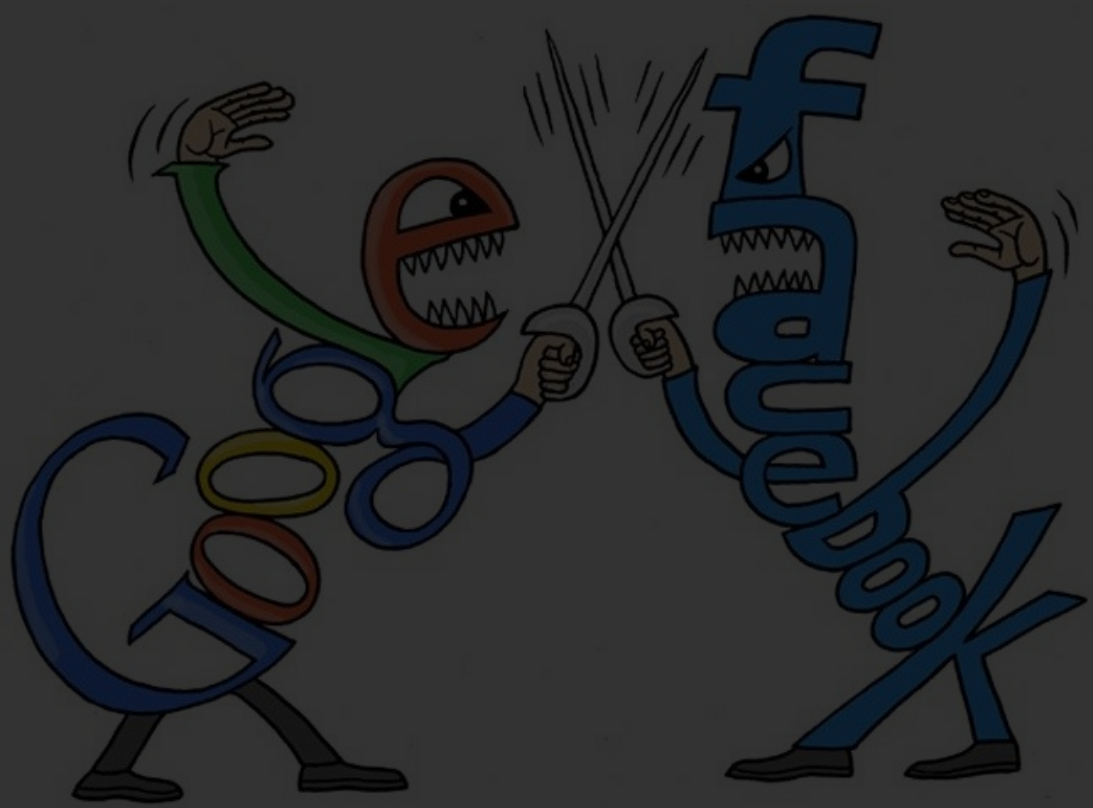
Paid Penny

What's she like?

- ✓ Super numbers focussed
- ✓ Be armed with the facts
- ✓ Loves acronyms
- ✓ Probably likes coffee..a lot

What does she like her data?

- ✓ Data dashboards
- ✓ Automation
- ✓ Super excited about tools
- ✓ Loves scripts
- ✓ You need to show the numbers here graphs by themselves won't cut it
- ✓ Audiences, attribution, keywords



Facebook and Google make it as hard as possible for you to integrate their data.

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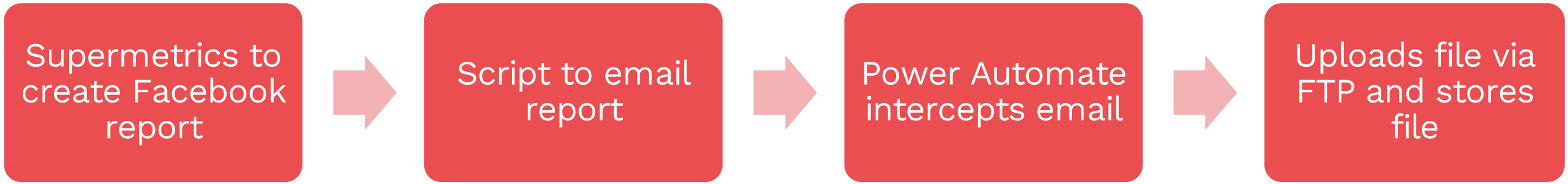
Automation of data upload of Facebook performance metrics to Search Ads 360



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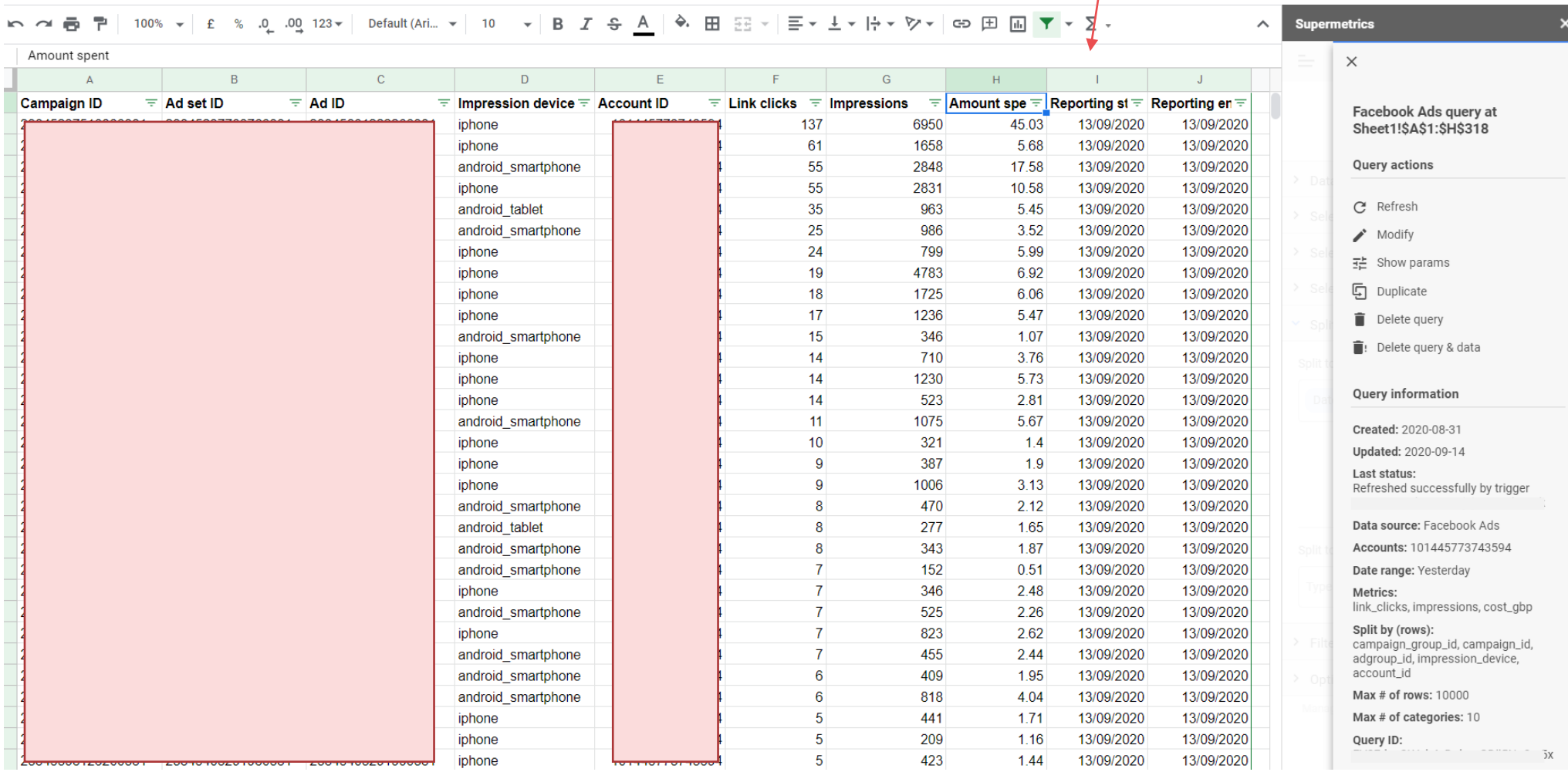
Supermetrics tips

Custom script to create Amount spent, Reporting starts and Reporting ends

Supermetrics to create Facebook report



Script to email report

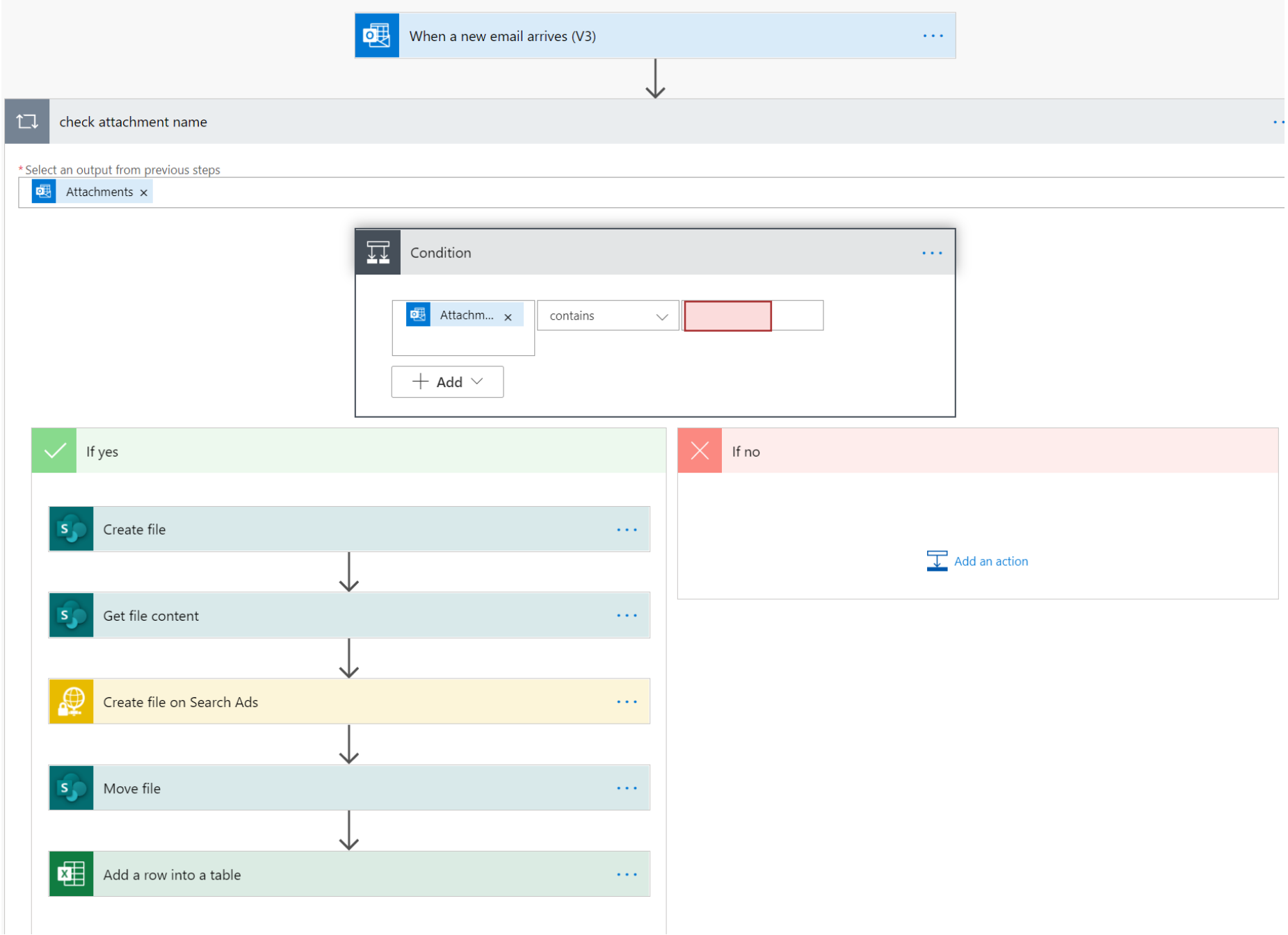
```
// Send email after everything is processed
function send_report_email() {
  var spreadsheet   = SpreadsheetApp.getActiveSpreadsheet();
  var spreadsheetId = spreadsheet.getId();
  var file          = DriveApp.getFileById(spreadsheetId);
  var url = "https://docs.google.com/feeds/download/spreadsheets/Export?key=" + spreadsheetId + "&exportFormat=xlsx";
  var token         = ScriptApp.getOAuthToken();
  var response      = UrlFetchApp.fetch(url, {
    headers: {
      'Authorization': 'Bearer ' +  token
    }
  });

 var fileName = ' Filename ';
 var blobs   = [response.getBlob().setName(fileName)];

 var receipient = " email "
 var subject = " subject "
 var emailbody = " any message "

 MailApp.sendEmail(receipient, subject, emailbody, {attachments: blobs});
  }
```

Power Automate intercepts email



Uploads file via FTP and stores file

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Data dashboards

connective3

1 Sep 2020 - 30 Sep 2020

Paid Media Activity Overview (Month To Date)

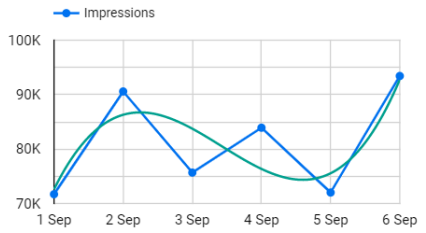
Platform Breakdown

Platform	Clicks	Impressions	CTR	CPC	Cost	Conversions	CPA	CVR
	2,765	479,220	0.58%	£0.46	£1,259.2	210	£6	7.59%
	1,207	7,813	15.45%	£0.72	£864.4	13.41	£64.46	1.11%
	37	266	13.91%	£0.15	£5.37	1	£5.37	2.7%
	0	0	0	0	£0	0	0	0
	0	0	0	0	£0	0	0	0
	0	0	0	0	£0	0	0	0

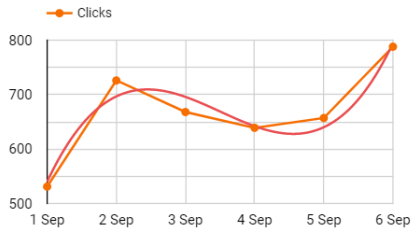
Impressions	Clicks	Average CTR	Average CPC
487,299	4,009	0.82%	£0.53
-85.4%	-83.0%	13.0%	-43.7%

Total Cost	Total Conversions	Average CVR	CPA
£2.13K	223.41	5.55%	£9.79
-90.3%	-82.9%	-0.7%	-47.6%

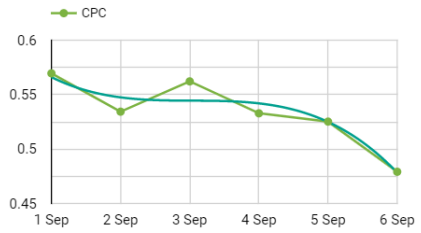
Impressions



Clicks



CPC



CTR

Conversions

Cost

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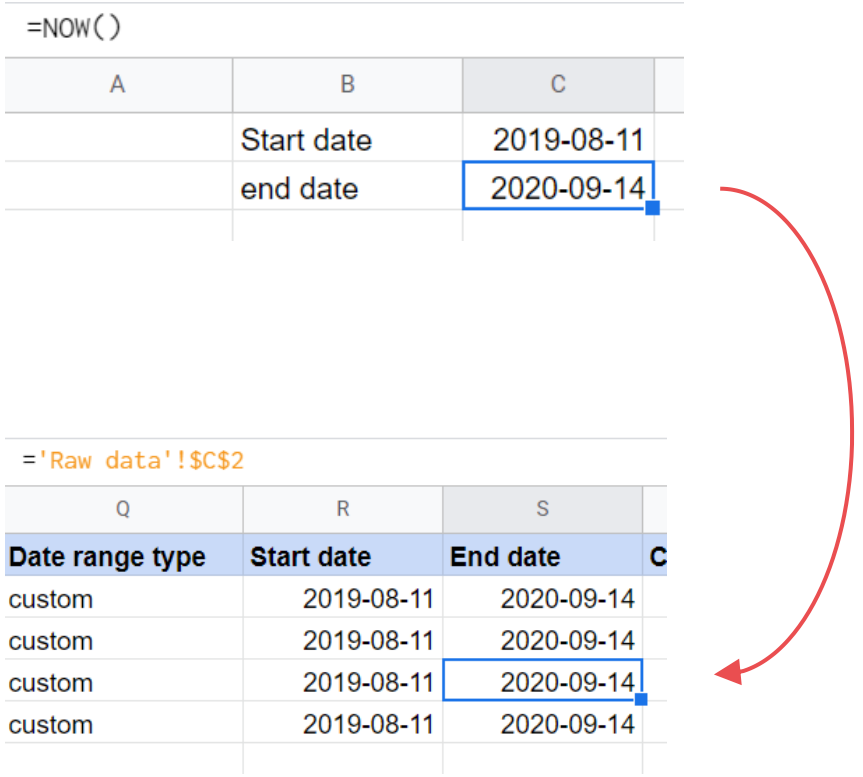
Data dashboards

Sometimes you have to use Google Sheets to stitch data.

TOP TIP

For dynamic dates in Supermetrics use Now() function. Automated schedule refreshes will populate latest date at refresh



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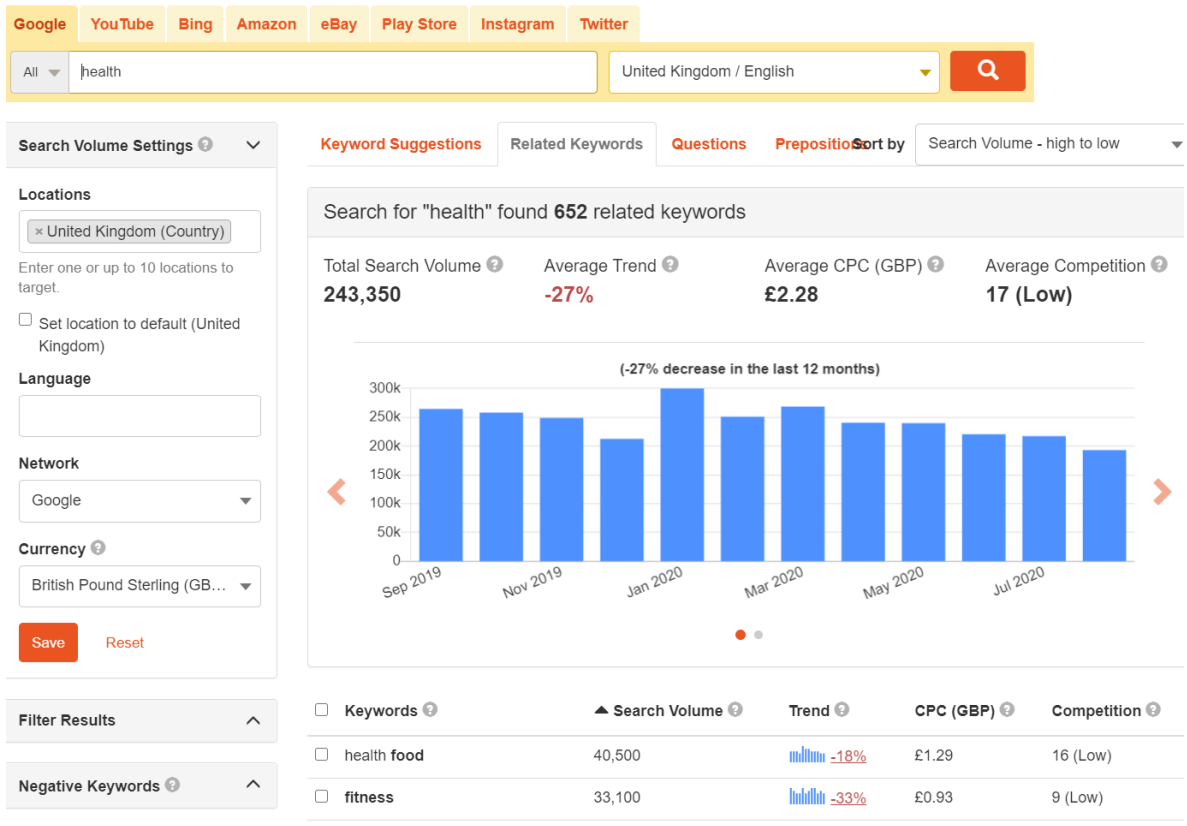
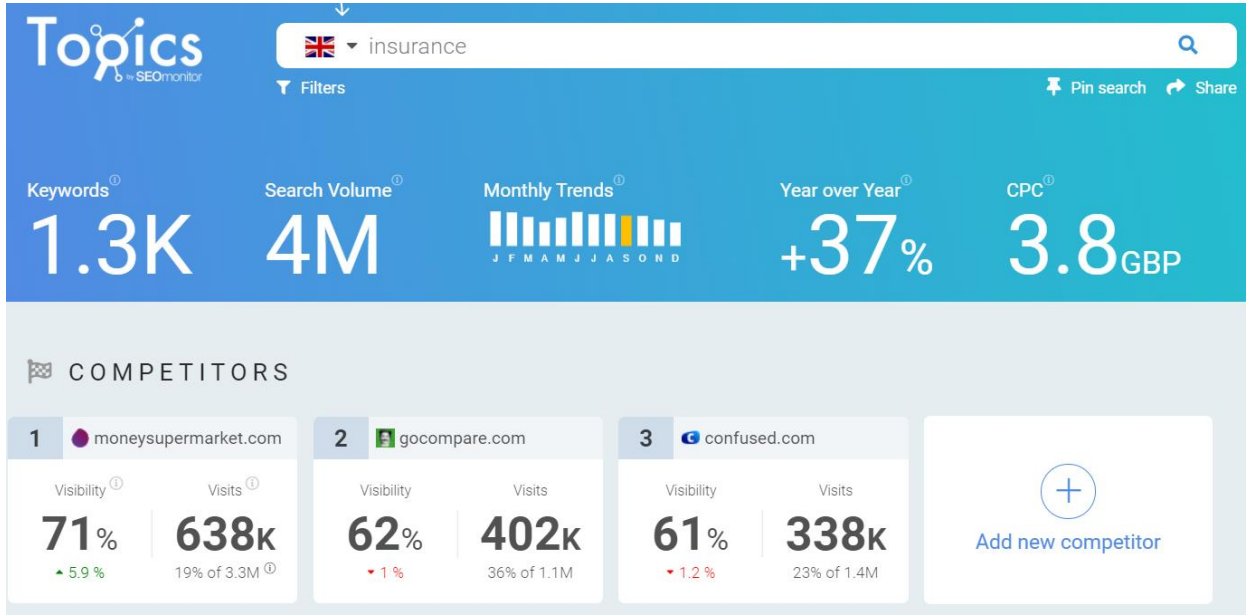
... and they love keywords

Keyword Tool

Topics by SEOmonitor

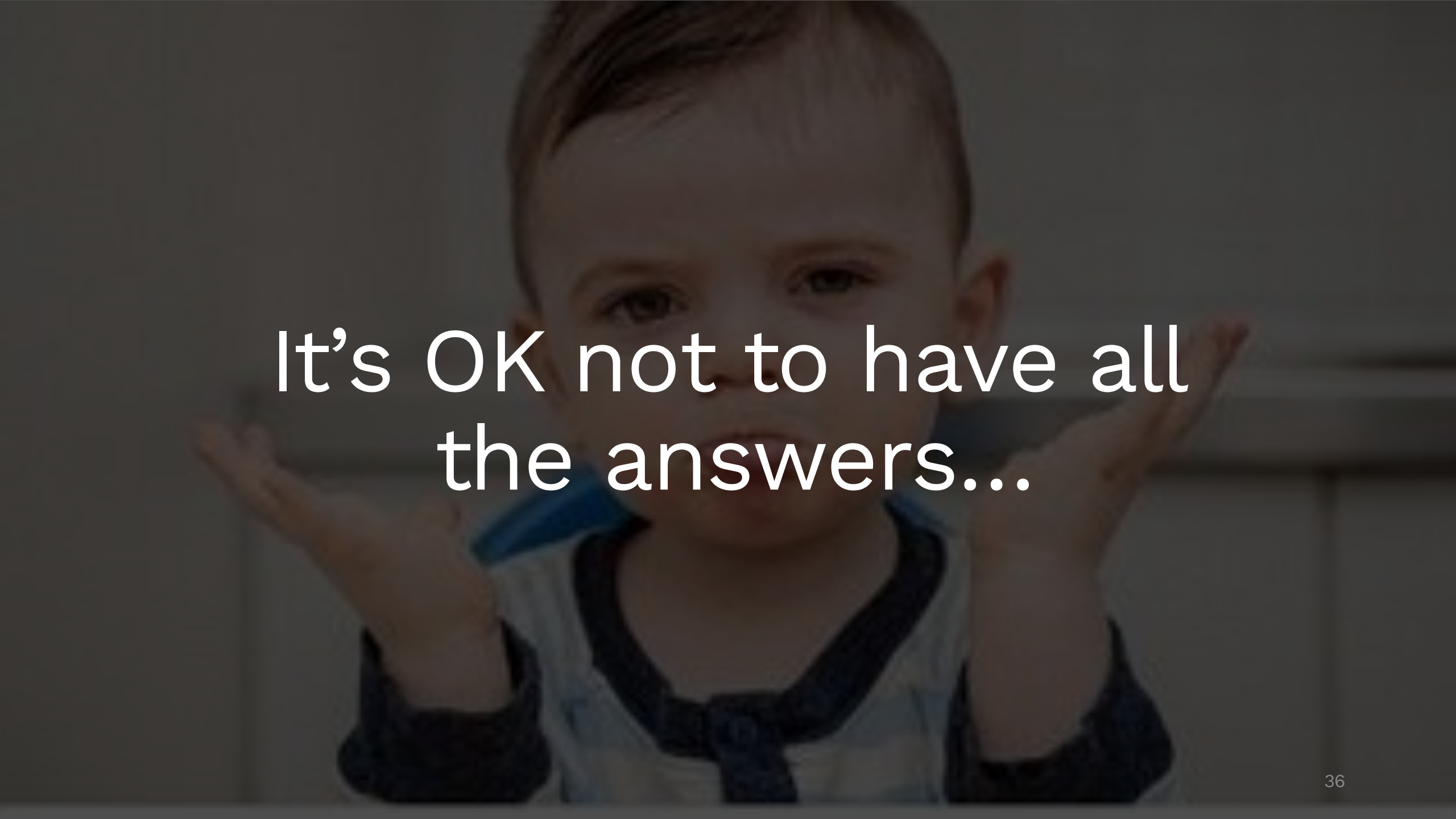




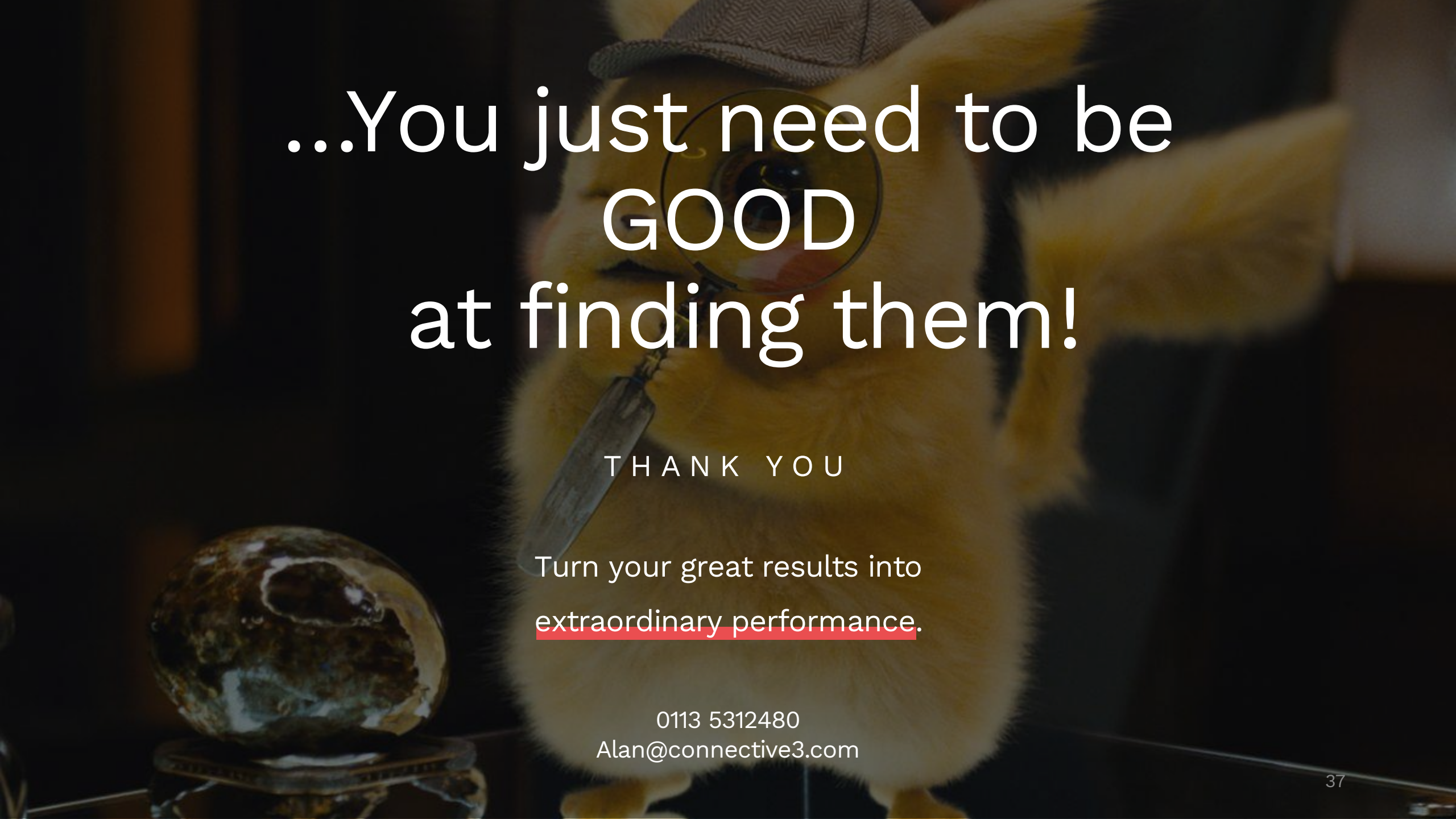
So what have we learnt on our data journey?

Work and develop in the platforms people like to work in

50% of the time if your project goes into development it won’t turn out how you envisioned



It’s OK not to have all the answers…



...You just need to be GOOD at finding them!

THANK YOU

Turn your great results into extraordinary performance.

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Alan@connective3.com