



ALAN NG - TECHNICAL DIRECTOR

# Data and analytics in a digital performance agency

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 😞



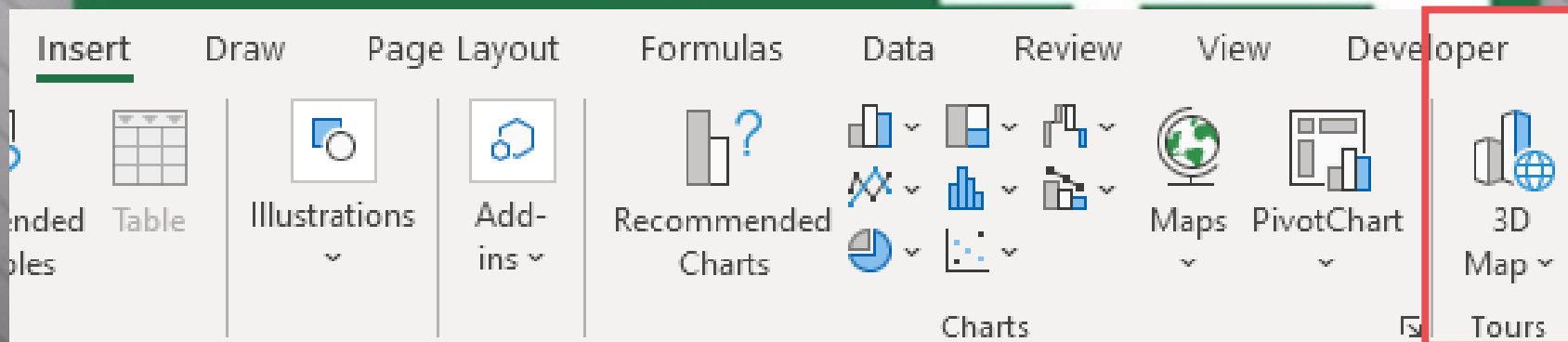
outer_postcode	Latitude	Longitude	region	count
CR0	51.34034	-0.005060826	London	120
BN3	50.825313	-0.15757117	South East England	119
SW15	51.464133	-0.22292897	London	105
DE24	52.890964	-1.4442146	East Midlands	98
NG5	52.998385	-1.1351935	East Midlands	73
CF14	51.545957	-3.1887526	Wales	67
BN1	50.826334	-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



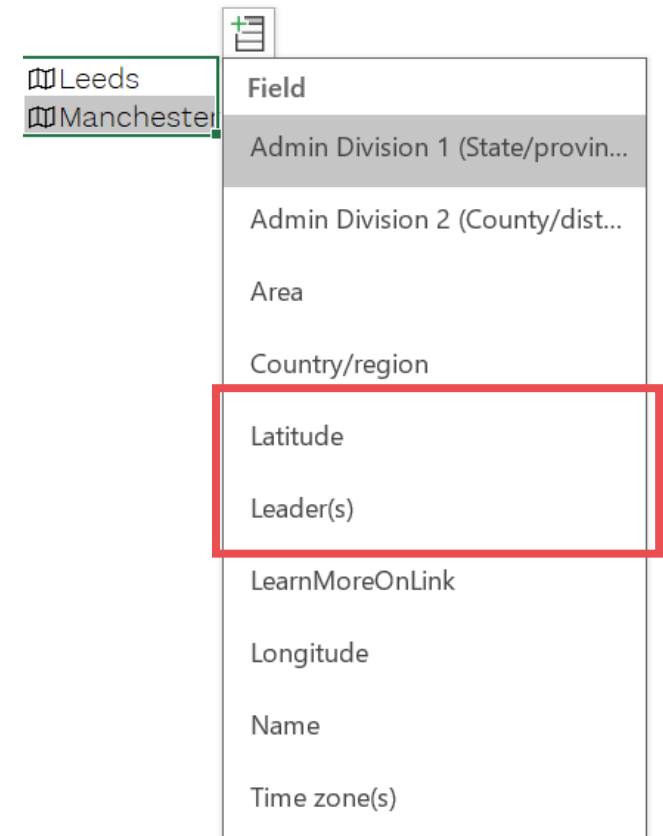
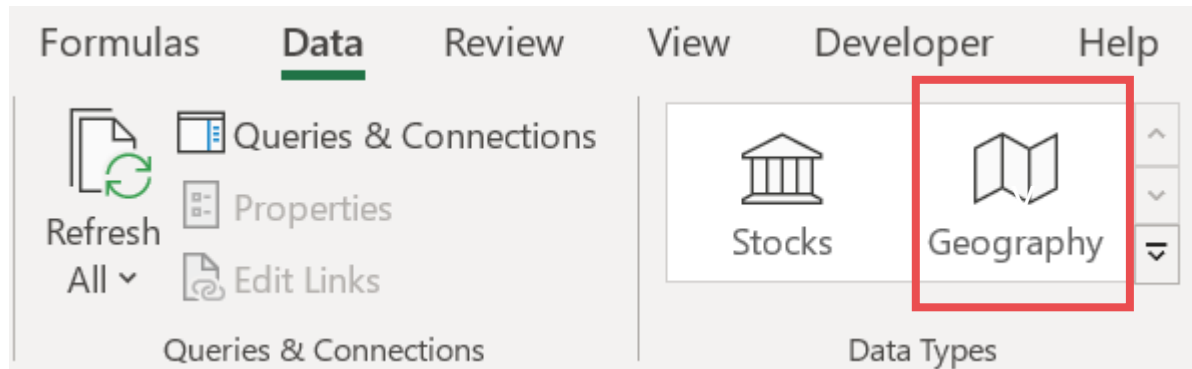



# EXCEL!

# X



# Latitude and Longitude – EXCEL





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

AB  
rently taking part in 'Dancing On Ice'  
YS OF TALKS TO DISCUSS IRISH BACKSTOP BEGIN


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 ▲
<b>Good Morning Britain</b> (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 ▲
<b>The Tearaways: Sweet Sounds of Summer</b> (Video short) 2019	
Gemma	

Self (54 credits)	Hide ▲
<b>The Only Way Is Essex: All Back to Essex</b> (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)	
<b>Rolling in It</b> (TV Series) 2020	
Self - Contactant	

MAKE DONNY'S DAY

# IMDB Scrape

Hey Alan, I need me some IMDB Data



AWESOME!

MAKE DONNY'S DAY

# IMDB Scrape? Build a tool for it!

<b>c3 Extractor</b>		Proxy: No Proxy	<input type="checkbox"/> Create then open Debug file in c:\temp\AI SiteExtractor.LOG	<b>Check URLs</b>	<b>STOP</b>
Begin match:	<a href="#">&lt;div class="filmo-episodes"&gt;</a>	Anything between these will be extracted from URL source code			
End match:	</				
Begin match:					
End match:					
Begin match:					
End match:					
<b>Check URLs</b>	<b>time</b>	<b>status</b>	<b>Results</b>		
<a href="https://www.imdb.com/name/nm4391346/">https://www.imdb.com/name/nm4391346/</a>	14/09/2020 00:48		<b>URL</b>	<b>Extracted Text 1</b>	
			<a href="https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1">https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1</a>	<a href="/title/tt10542022/?ref_=nm_filmg_msc_1"	
			<a href="https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1">https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1</a>	<a href="/title/tt10682050/?ref_=nm_filmg_msc_1"	
			<a href="https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1">https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1</a>	<a href="/title/tt9708164/?ref_=nm_filmg_msc_1"	
			<a href="https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1">https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1</a>	<a href="/title/tt12999786/?ref_=nm_filmg_slf_1"	
			<a href="https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1">https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1</a>	<a href="/title/tt4058382/?ref_=nm_filmg_slf_1"	
			<a href="https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1">https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1</a>	<a href="/title/tt12839100/?ref_=nm_filmg_slf_2"	
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			<a href="https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1">https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1</a>	<a href="/title/tt10115028/?ref_=nm_filmg_slf_3"	
			<a href="https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1">https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1</a>	<a href="/title/tt9832720/?ref_=nm_filmg_slf_3"	
			<a href="https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1">https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1</a>	<a href="/title/tt9798760/?ref_=nm_filmg_slf_3"	
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			<a href="https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1">https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1</a>	<a href="/title/tt2625314/?ref_=nm_filmg_slf_6"	
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			<a href="https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1">https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1</a>	<a href="/title/tt9776674/?ref_=nm_filmg_slf_7"	
			<a href="https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1">https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1</a>	<a href="/title/tt9728944/?ref_=nm_filmg_slf_7"	
			<a href="https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1">https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1</a>	<a href="/title/tt9652158/?ref_=nm_filmg_slf_7"	
			<a href="https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1">https://www.imdb.com/name/nm4391346/?ref=fn_al_nm_1</a>	>The Only Way Is EsseXmas 2019 Special	

MEET THE TEAM

# SEO Sonny



# What's he like?

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

The more data the better for me!



## 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

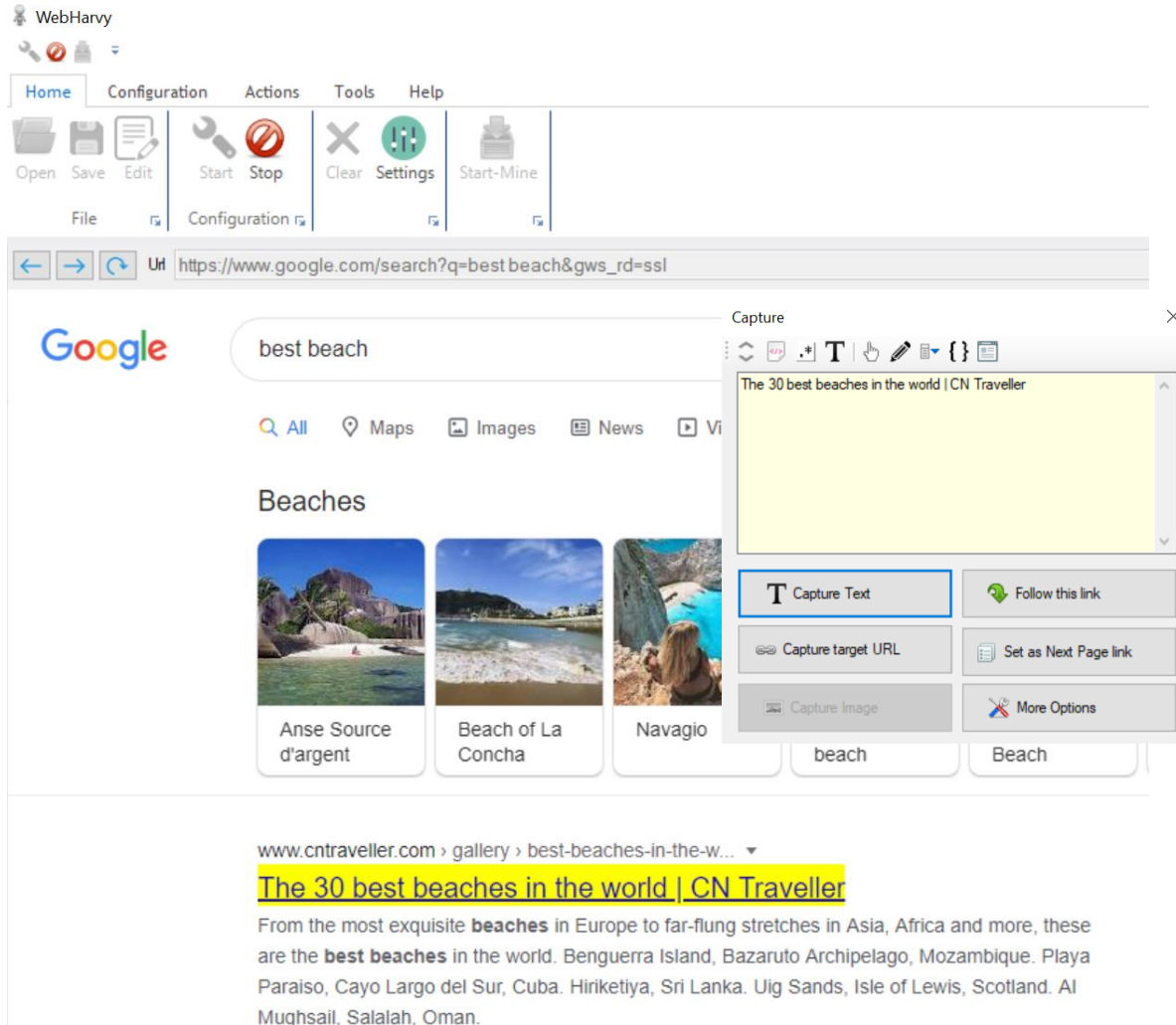
# Crawling

Screechingfrog

WebHarvy

You will inevitably be asked to crawl

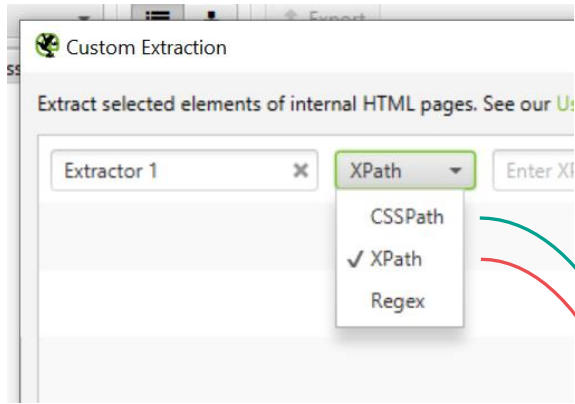
# WebHarvy



## Point and capture

Human like interaction with sites:

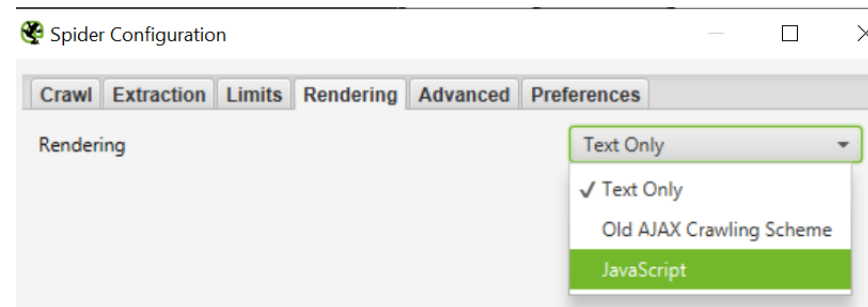
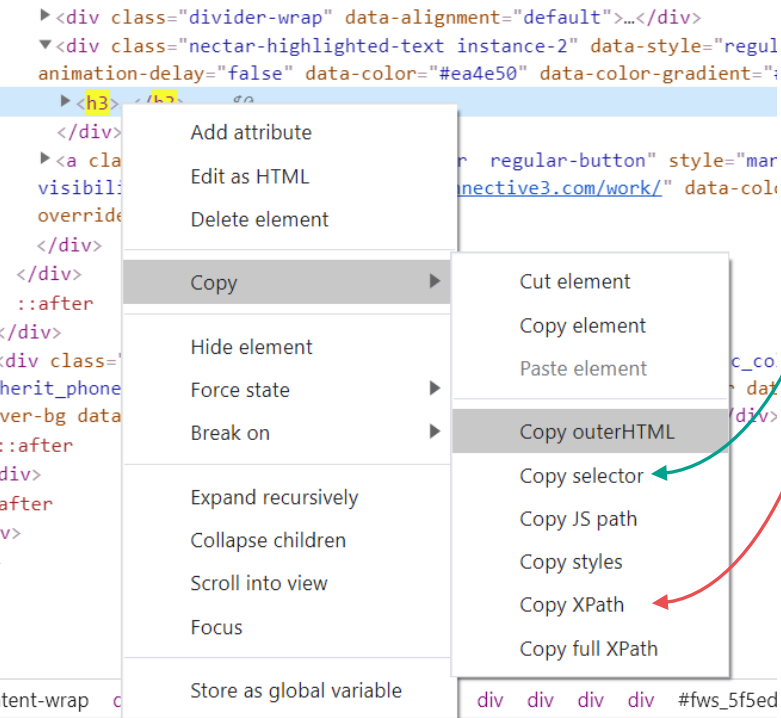
- Link clicks
- Text input
- Scrolling



Inspect with Chrome

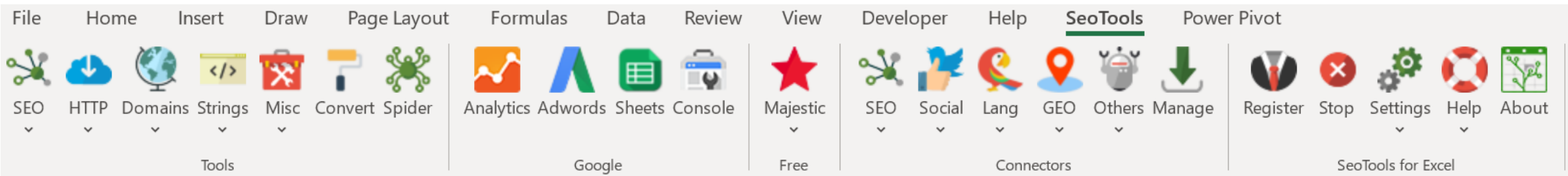
## TOP TIP

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



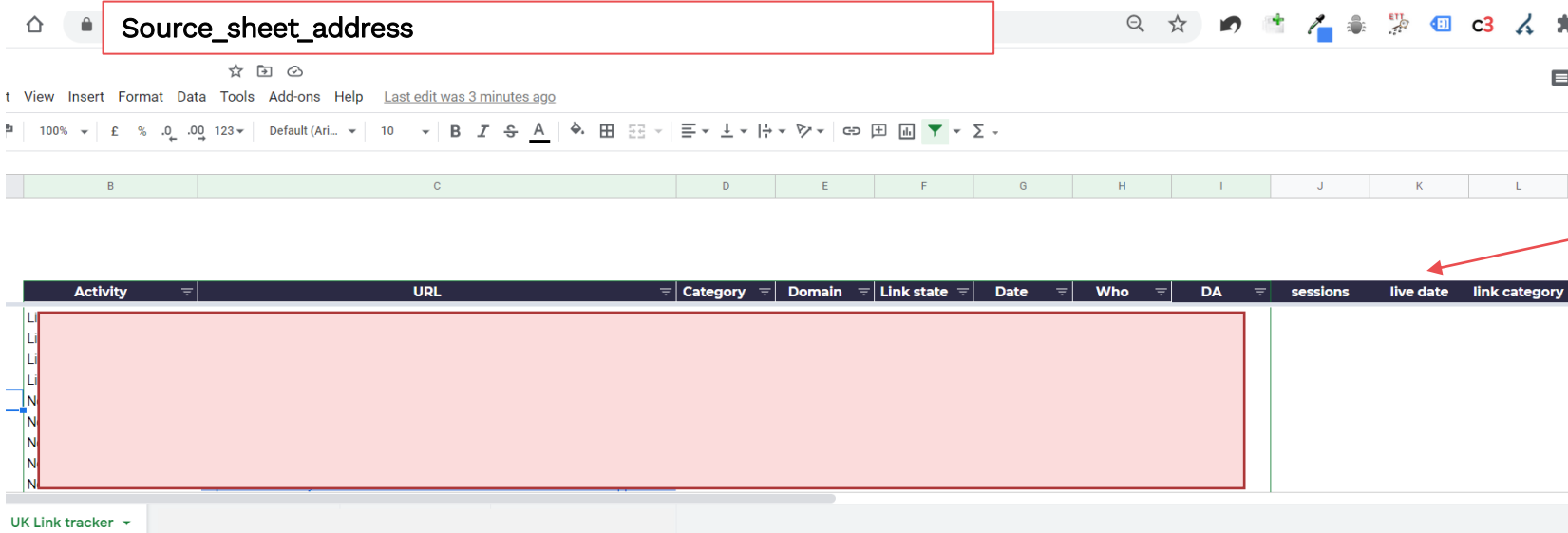
SEO SONNY

# SEO Tools for Excel



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

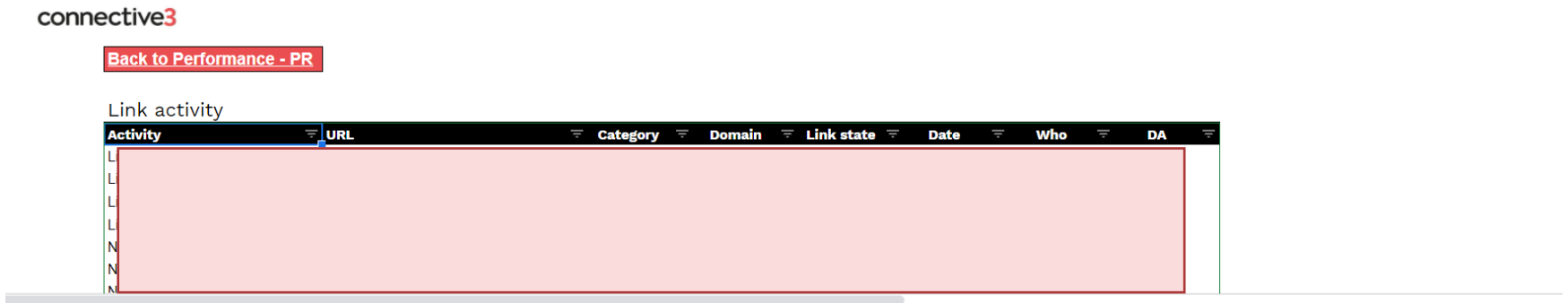
# Importrange for Google Sheets



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

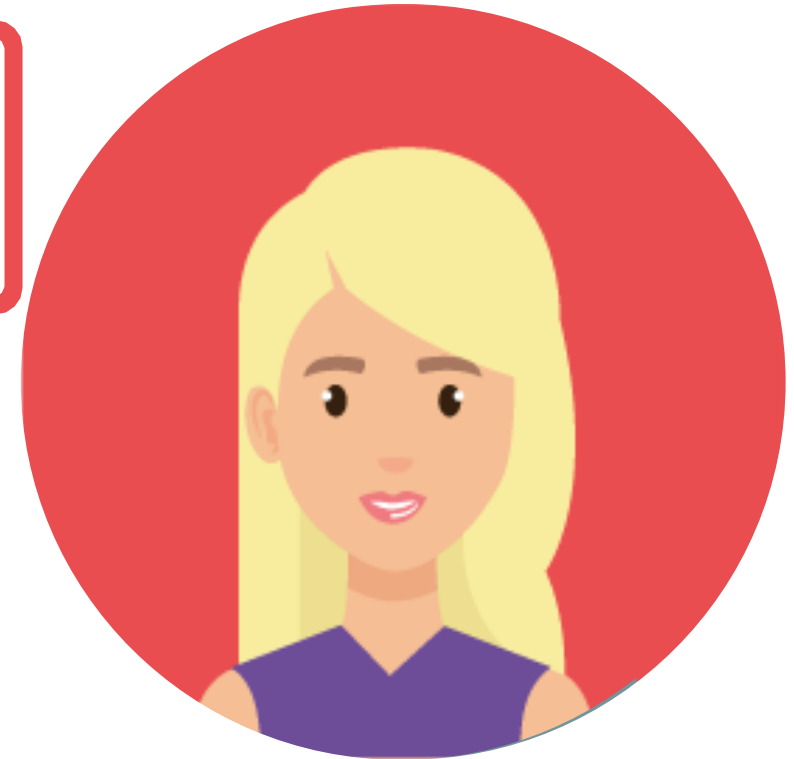
# Paid Penny



# What's she like?

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

Raw data  
with real  
numbers  
please!

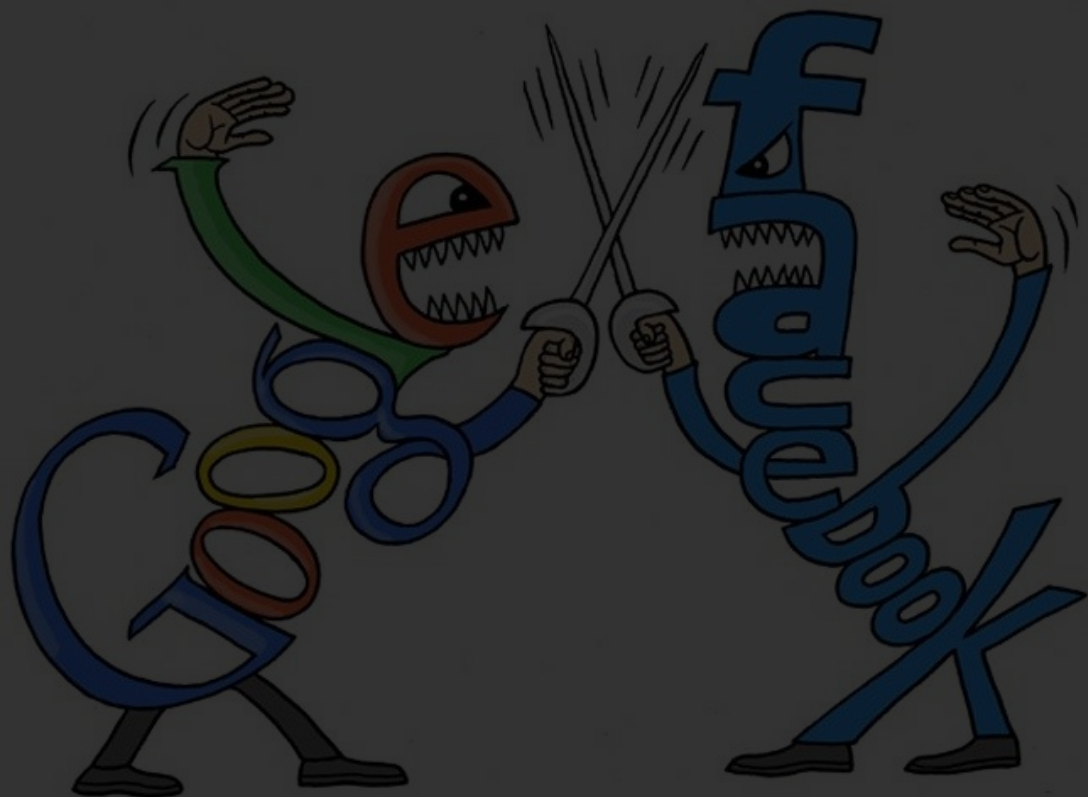


# What does she like her data?

- ✓ 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

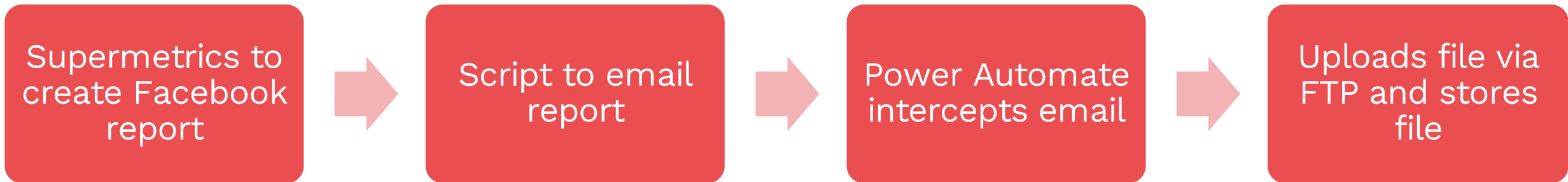






Facebook and Google make it as hard as possible for you to integrate their data.

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



PAID PENNY

# Supermetrics tips

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

Supermetrics to create Facebook report

Campaign ID	Ad set ID	Ad ID	Impression device	Account ID	Link clicks	Impressions	Amount spent	Reporting start	Reporting end
			iphone		137	6950	45.03	13/09/2020	13/09/2020
			iphone		61	1658	5.68	13/09/2020	13/09/2020
			android_smartphone		55	2848	17.58	13/09/2020	13/09/2020
			iphone		55	2831	10.58	13/09/2020	13/09/2020
			android_tablet		35	963	5.45	13/09/2020	13/09/2020
			android_smartphone		25	986	3.52	13/09/2020	13/09/2020
			iphone		24	799	5.99	13/09/2020	13/09/2020
			iphone		19	4783	6.92	13/09/2020	13/09/2020
			iphone		18	1725	6.06	13/09/2020	13/09/2020
			iphone		17	1236	5.47	13/09/2020	13/09/2020
			android_smartphone		15	346	1.07	13/09/2020	13/09/2020
			iphone		14	710	3.76	13/09/2020	13/09/2020
			iphone		14	1230	5.73	13/09/2020	13/09/2020
			iphone		14	523	2.81	13/09/2020	13/09/2020
			android_smartphone		11	1075	5.67	13/09/2020	13/09/2020
			iphone		10	321	1.4	13/09/2020	13/09/2020
			iphone		9	387	1.9	13/09/2020	13/09/2020
			iphone		9	1006	3.13	13/09/2020	13/09/2020
			android_smartphone		8	470	2.12	13/09/2020	13/09/2020
			android_tablet		8	277	1.65	13/09/2020	13/09/2020
			android_smartphone		8	343	1.87	13/09/2020	13/09/2020
			android_smartphone		7	152	0.51	13/09/2020	13/09/2020
			iphone		7	346	2.48	13/09/2020	13/09/2020
			android_smartphone		7	525	2.26	13/09/2020	13/09/2020
			iphone		7	823	2.62	13/09/2020	13/09/2020
			android_smartphone		7	455	2.44	13/09/2020	13/09/2020
			android_smartphone		6	409	1.95	13/09/2020	13/09/2020
			android_smartphone		6	818	4.04	13/09/2020	13/09/2020
			iphone		5	441	1.71	13/09/2020	13/09/2020
			iphone		5	209	1.16	13/09/2020	13/09/2020
			iphone		5	423	1.44	13/09/2020	13/09/2020

**Supermetrics**

Facebook Ads query at Sheet1!\$A\$1:\$H\$318

**Query actions**

- Refresh
- Modify
- Show params
- Duplicate
- Delete query
- Delete query & data

**Query information**

Created: 2020-08-31  
Updated: 2020-09-14  
Last status: Refreshed successfully by trigger

**Data source:** Facebook Ads  
**Accounts:** 101445773743594  
**Date range:** Yesterday  
**Metrics:** link\_clicks, impressions, cost\_gbp  
**Split by (rows):** campaign\_group\_id, campaign\_id, adgroup\_id, impression\_device, account\_id  
**Max # of rows:** 10000  
**Max # of categories:** 10  
**Query ID:**

## Script to email report

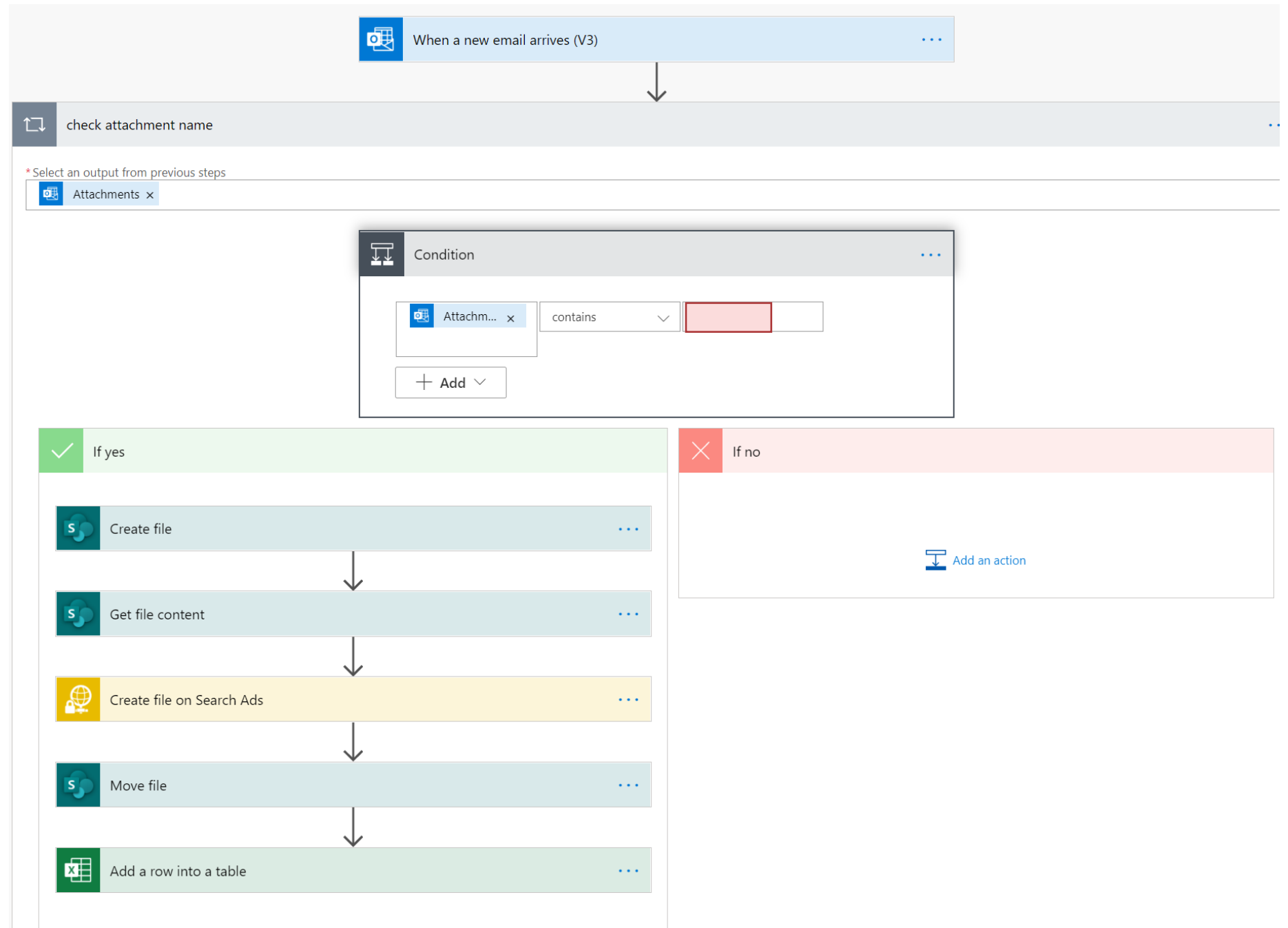
```
// Send email after everything is processed
function send_report_email() {
  var spreadsheet = SpreadsheetApp.getActiveSpreadsheet();
  var spreadsheetId = spreadsheet.getId();
  var file = DriveApp.getFileById(spreadsheetId);
  var url = "https://docs.google.com/feeds/download/spreadsheets/Export?key=" + 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 recipient = "email";
var subject = "subject";
var emailbody = "any message";

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

Power Automate intercepts email



Uploads file via FTP and stores file

PAID PENNY

# 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  
**487,299**  
↓ -85.4%

Clicks  
**4,009**  
↓ -83.0%

Average CTR  
**0.82%**  
↑ 13.0%

Average CPC  
**£0.53**  
↓ -43.7%

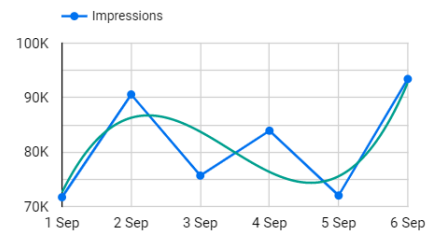
Total Cost  
**£2.13K**  
↓ -90.3%

Total Conversions  
**223.41**  
↓ -82.9%

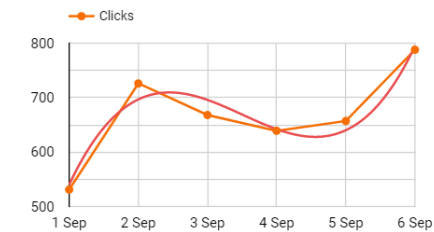
Average CVR  
**5.55%**  
↓ -0.7%

CPA  
**£9.79**  
↓ -47.6%

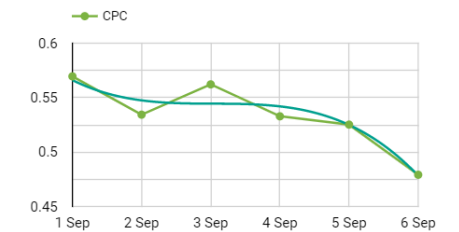
### Impressions



### Clicks



### CPC



### CTR

### Conversions

### Cost

# 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

=NOW()

A	B	C
	Start date	2019-08-11
	end date	2020-09-14

= 'Raw data'!\$C\$2

Q	R	S	C
Date range type	Start date	End date	
custom	2019-08-11	2020-09-14	
custom	2019-08-11	2020-09-14	
custom	2019-08-11	2020-09-14	
custom	2019-08-11	2020-09-14	



# ... and they love keywords



Google YouTube Bing Amazon eBay Play Store Instagram Twitter

All health United Kingdom / English

Search Volume Settings

Locations: United Kingdom (Country)

Language:

Network: Google

Currency: British Pound Sterling (GB...)

Save Reset

Keyword Suggestions: Related Keywords Questions Prepositions Sort by Search Volume - high to low

Search for "health" found 652 related keywords

Total Search Volume: 243,350  
Average Trend: -27%  
Average CPC (GBP): £2.28  
Average Competition: 17 (Low)

(-27% decrease in the last 12 months)

Keyword	Search Volume	Trend	CPC (GBP)	Competition
health food	40,500	-18%	£1.29	16 (Low)
fitness	33,100	-33%	£0.93	9 (Low)

Topics by SEOmonitor insurance

Filters Pin search Share

Keywords: 1.3K  
Search Volume: 4M  
Monthly Trends: J F M A M J J A S O N D  
Year over Year: +37%  
CPC: 3.8 GBP

COMPETITORS

Rank	Domain	Visibility	Visits
1	moneysupermarket.com	71% (+5.9%)	638k (19% of 3.3M)
2	gocompare.com	62% (-1%)	402k (36% of 1.1M)
3	confused.com	61% (-1.2%)	338k (23% of 1.4M)

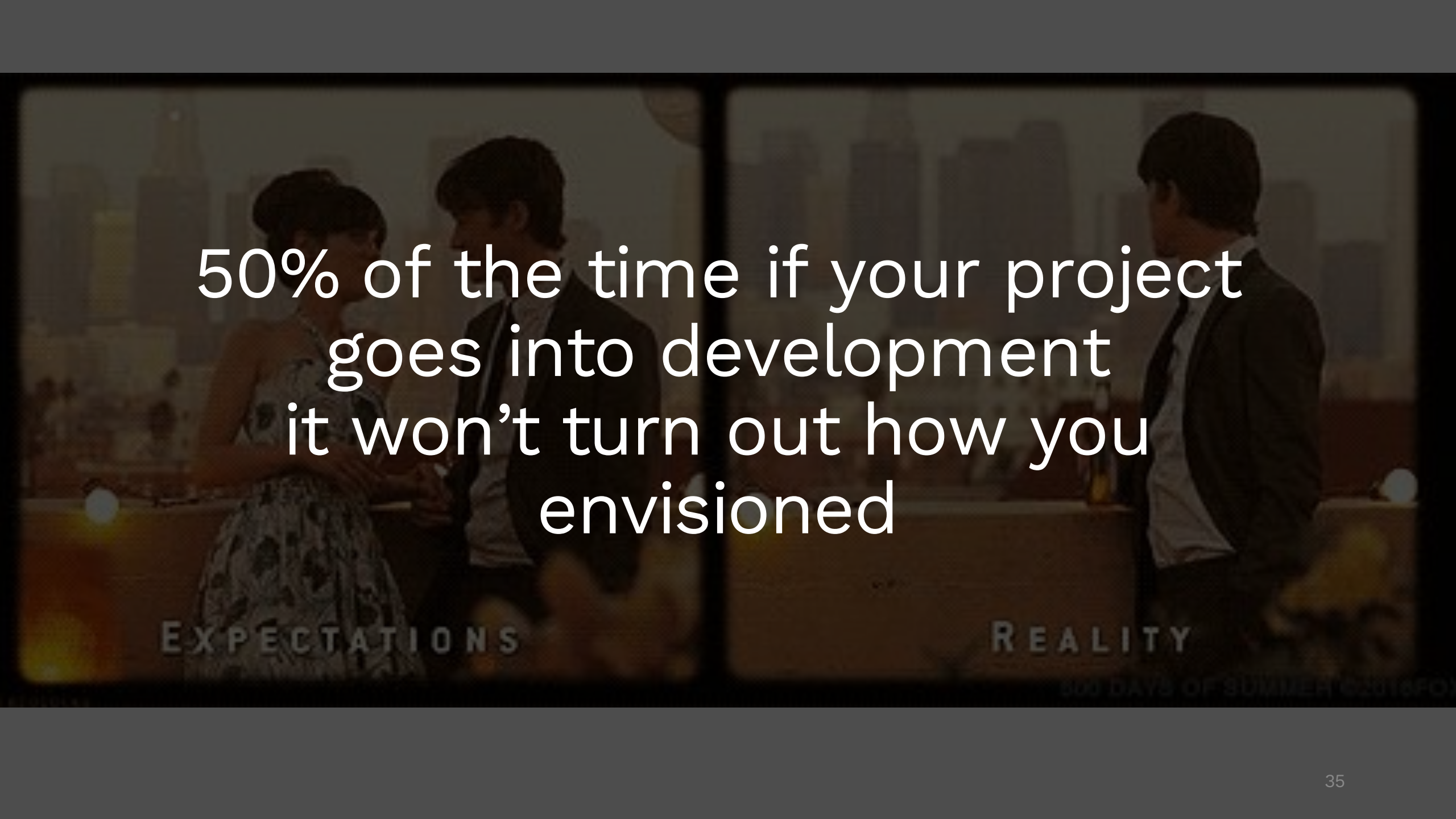
Add new competitor



So what have we learnt  
on our data journey?



Work and develop in the  
platforms people like to  
work in

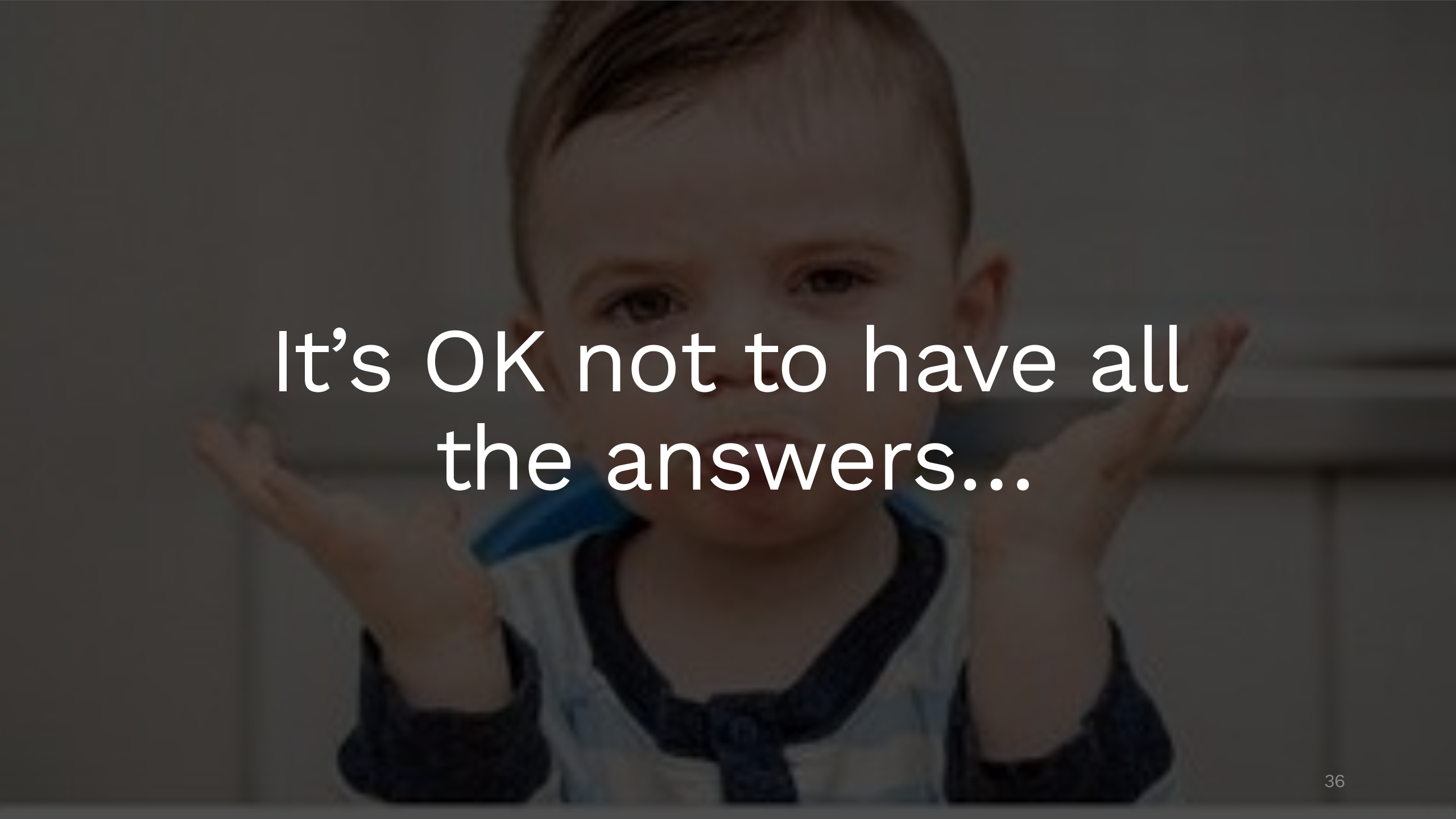
The image is a split-screen comparison from the movie '500 Days of Summer'. The left side, labeled 'EXPECTATIONS', shows a romantic scene where a man in a suit is talking to a woman in a floral dress. The right side, labeled 'REALITY', shows the same man in a suit standing alone at a bar, looking down. The text is overlaid in the center in white.

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

EXPECTATIONS

REALITY

500 DAYS OF SUMMER (2016) (FO)

A young child with short dark hair is shown from the chest up, wearing a light-colored shirt with a dark collar. The child's hands are raised in a shrug gesture, palms facing up. The background is a plain, light-colored wall. The entire image is dimmed with a dark grey overlay. Centered over the child's face and hands is the text "It's OK not to have all the answers..." in a white, sans-serif font.

It's OK not to have all  
the answers...



A fluffy yellow chick wearing a brown hat and glasses, holding a magnifying glass over a globe. The chick is looking at the globe with a focused expression. The background is dark and slightly blurred.

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

THANK YOU

Turn your great results into  
extraordinary performance.

0113 5312480  
Alan@connective3.com