

Analytics...

and how we use them

Goggle Analytics Video

<http://www.youtube.com/watch?v=3Sk7cOqB9Dk>

Artisphere.com

Goal of Analytics:

To present analytics to programmers and marketers in order to ultimately increase advanced ticket sales and an overall awareness of Artisphere.

How are they collected?

- Google Analytics
- Monthly (do what works best for your department)

Resources:

Mashable.com (overall)

Howtogmo.com (mobile)

Bethkanter.org (social media)

Webanalyticsassociation.org (websites)

What are our stats telling us?

1/31/11 – present

Overall traffic:

443,746 pageviews

75,025 unique visitors

Top 5 traffic sources:

Direct: 26%

Google: 25%

Arlingtonarts.org: 15%

Facebook: 7%

Tickets.artistphere.com: 2%

Top content:

Homepage: 18 %

Calendar: 7%

Visit: 6%

/programs/dancing: 4%

About: 3%

Top visited genres:

Dancing

Theatre

Music

Bounce Rate

Bounce rate is the percentage of single-page visits or visits in which the person left your site from the entrance (landing) page. A high bounce rate generally indicates that site entrance pages aren't relevant to your visitors. The more compelling your landing pages, the more visitors will stay on your site and convert.

Artisphere.com had an overall bounce rate of 42%, and the landing pages with the highest bounce rates include the Calendar and Visit pages.

You can minimize bounce rates by tailoring landing pages to each keyword and ad that you run. Landing pages should provide the information and services that were promised in the ad copy.

Social Media

In addition to the Artisphere website, the digital presence includes a mobile website, as well as the social media channels Facebook, Twitter, and YouTube.

Currently, social media is being used specifically to promote events.

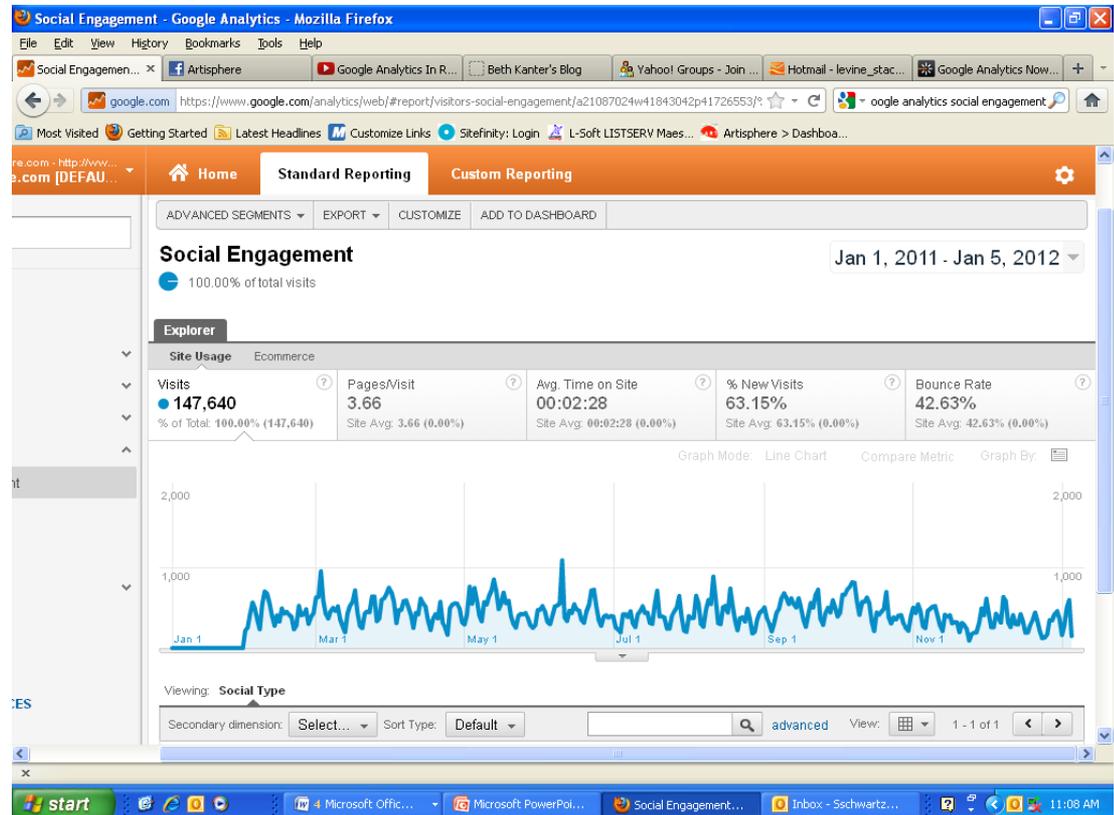
Facebook: 3,756 fans (The number of likes Artisphere has increases about 5 per day, which equates to 150 per month. Artisphere also currently averages around 3,402 monthly active users, which is the number of fans of its page that are active on Facebook over the course of a month.)

Twitter: 1,888 followers (This number, on average, increases about 130 followers a month, or around four a day.)

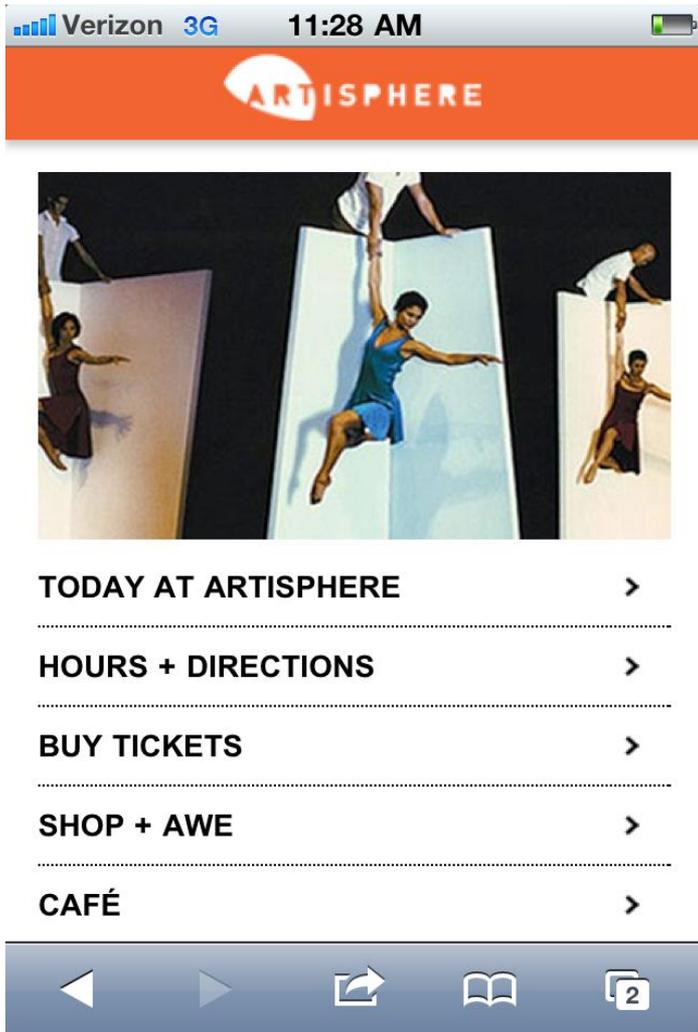
Social Media Stats

Social Engagement Report:

Displays site behavior changes for visits that include clicks on +1 buttons or other social actions.



Mobile (HowToGoMo.com)



- Mobile searches have grown by 4 times since 2010. (What they don't mention is that Google has well over 90% market share on mobile searches).
- By 2013 more people will use mobile phones to access the internet than will use PCs
- 60% of mobile users expect a site to load in 3 seconds or less. 71% of mobile users expect a site to load on their mobile phone in the same time it takes to load on their desktop.
- 57% of users would not recommend a business with a bad mobile site, and 40% have moved on to a competitor's site after a bad mobile experience.
- 95% of smartphone users have searched for local information. 61% of mobile users call a business after searching.

Next Steps

- Create a calendar that is both interactive and available in multiple places
- Focus more on engagement with followers, rather than for promotional purposes.
- Create mobile specific marketing campaigns, including engagement via check-ins and rewards using apps such as Foursquare and SVNGR.