



sitecore[®] symposium

2012



Google AdWords & Sitecore DMS Combined Reporting



CUSTOMER ENGAGEMENT PLATFORM

sil Google[™]
AdWords



CUSTOMER ENGAGEMENT PLATFORM



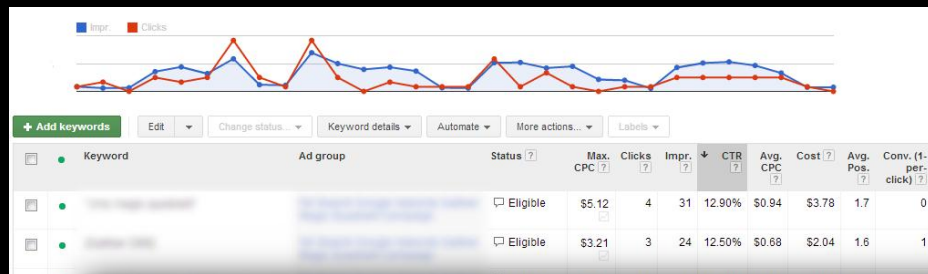
Campaigns




Goals

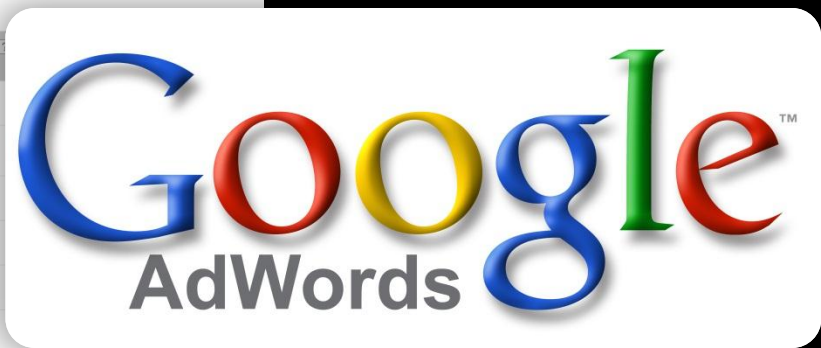


Analytics



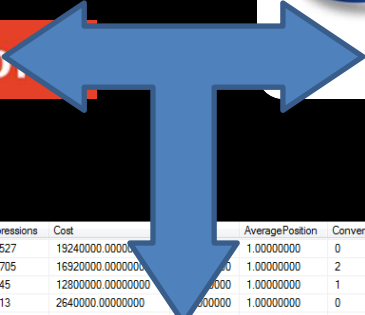
Conversions		Webpages	Settings	Code	Advanced
+ New conversion		Import from Google Analytics			Change status... ▾
<input type="checkbox"/>	●	Conversion ?	Conversion location ?	Category ?	Tracking Status ?
<input type="checkbox"/>	●	...	Webpage	Lead	<input type="checkbox"/> Reporting
<input type="checkbox"/>	●	...	Webpage	Lead	<input type="checkbox"/> Reporting
<input type="checkbox"/>	●	...	Webpage	Lead	<input type="checkbox"/> Reporting
<input type="checkbox"/>	●	...	Webpage	Lead	<input type="checkbox"/> Reporting
<input type="checkbox"/>	●	...	Webpage	Lead	<input type="checkbox"/> Reporting
<input type="checkbox"/>	●	...	Webpage	Lead	<input type="checkbox"/> Reporting
<input type="checkbox"/>	●	...	Webpage	Lead	<input type="checkbox"/> Reporting
<input type="checkbox"/>	●	...	Webpage	Lead	<input type="checkbox"/> Reporting
<input type="checkbox"/>	●	...	Webpage	Lead	<input type="checkbox"/> Reporting







- How many conversions did you make?
- What about your sales funnel?
- Which ads performed best?
- Which keywords performed best?
- What does *performed best* mean for you?
 - ROI?
 - Volume?
 - Brand engagement?

**CUSTOMER ENGAGEMENT PLATFORM****Google**
AdWords

	Name	Status	Clicks	Impressions	Cost	AveragePosition	Conversions	ConversionsManyPerClick	ImpressionShare	InvalidClicks	TotalConvValue
30	1 Ad name: 7 habits 160x600; 160 x 600	enabled	10	12527	19240000.00000000	1.00000000	0	0	NULL	0	0.00000000
31	1 Ad name: 7 habits 300x250; 300 x 250	enabled	9	11705	16920000.00000000	1.00000000	2	2	NULL	0	0.00000000
32	1 Ad name: 7 habits 336x280; 336 x 280	enabled	5	3045	12800000.00000000	1.00000000	1	1	NULL	0	0.00000000
33	1 Ad name: 7 habits 468x60; 468 x 60	enabled	1	1813	2640000.00000000	1.00000000	0	0	NULL	0	0.00000000
34	1 Ad name: 7 habits 728x90; 728 x 90	enabled	19	21782	34730000.00000000	1.00000000	0	0	NULL	0	0.00000000
35	1 [Keyword Choosing the Best Web CMS]	enabled	1	1053	3680000.00000000	0.00000000	0	0	NULL	0	0.00000000
36	1 Ad name: Choosing the best cms 300x250a; 300 x 250	enabled	1	1146	1680000.00000000	0.00000000	1	1	NULL	0	0.00000000
37	NA Search Google Adwords Gartner Magic Quadrant C...	enabled	18	25680	51440000.00000000	0.00000000	1	1	0.00000000	0	0.00000000
38	NA - Search - Google Adwords - DOTNET CMS Campaign	enabled	6	750	34220000.00000000	0.00000000	0	0	0.00000000	0	0.00000000
39	CA - Search - Google Adwords - DOTNET CMS Campaign	paused	2	89	4580000.00000000	0.00000000	0	0	0.00000000	0	0.00000000
40	CA - Search - Google Adwords - Choosing the Best Web...	enabled	3	34	7830000.00000000	0.00000000	0	0	0.00000000	0	0.00000000
41	NA Search Google Adwords Sitecore Campaign	enabled	40	1513	77010000.00000000	0.00000000	0	0	0.00000000	0	0.00000000
42	NA Search Google Adwords Sitecore Content Network	enabled	1	8646	7100000.00000000	0.00000000	0	0	0.00000000	0	0.00000000
43	NA Search Google Adwords Choosing the Best Web CMS	enabled	19	425	104160000.00000000	0.00000000	0	0	0.00000000	0	0.00000000
44	NA Search Google Adwords 2010 Gartner Magic Quadr...	enabled	1	45	4700000.00000000	0.00000000	0	0	0.00000000	0	0.00000000
45	NA Search Google Adwords Choosing Best CMS Displa...	enabled	24	16814	45170000.00000000	0.00000000	0	0	0.00000000	0	0.00000000
46	CA Search Google Adwords Choosing Best CMS Display...	enabled	2	7190	6140000.00000000	0.00000000	0	0	0.00000000	0	0.00000000
47	1 [Keyword Gartner Web CMS Report]	enabled	1	26	3270000.00000000	0.00000000	0	0	NULL	0	0.00000000



Let's take a look



Summary

- Track your Google AdWords results right from Sitecore
- Build custom applications to connect to any API
- Integrate custom data directly in the Analytics DB
- Customize reports with Stimulsoft Reports



Summary

- Test at Sitecore, move to Shared Source
- Bring your Google AdWords campaign data in to Sitecore



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ADWORDS TO DMS



Feedback Appreciated!

Please take a moment to provide
session feedback via the mobile site.

<http://www.sitecore.net/SymNA>



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