



**JumpData**

Actionable Analytics

## **NetWorth**

Social Media and Web Analytics System

# NetWorth



JumpData have produced a system called NetWorth, which extracts user interaction data from three popular web platforms

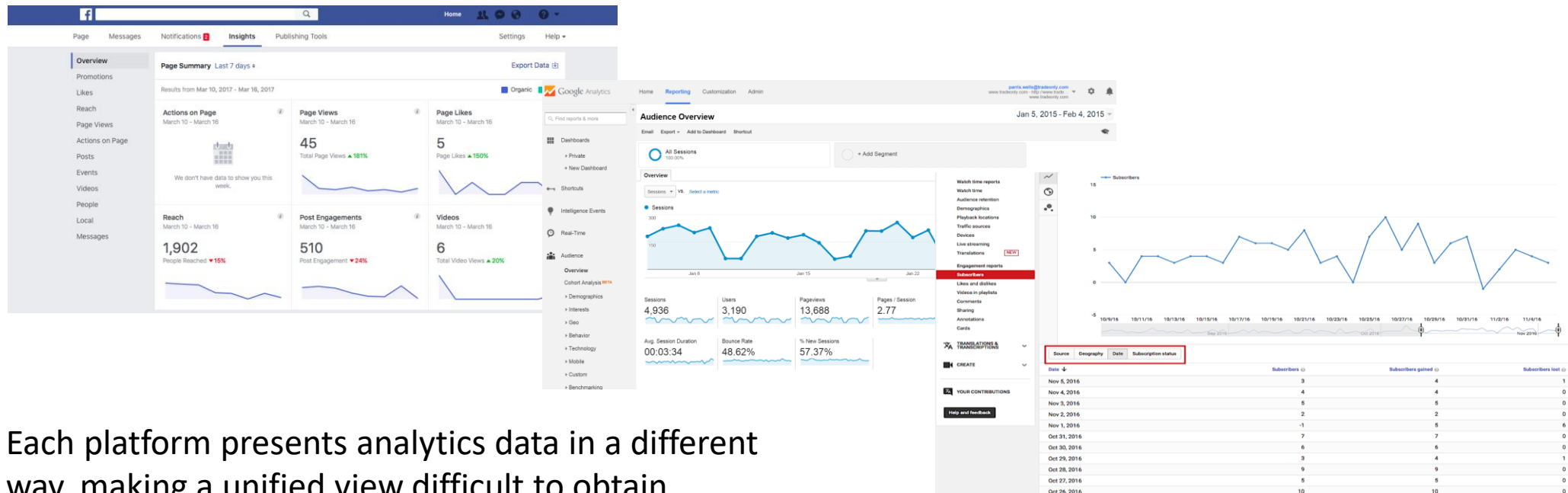


The data is then cleaned and displayed in dashboard format...with zero client interaction necessary

# The Existing Landscape

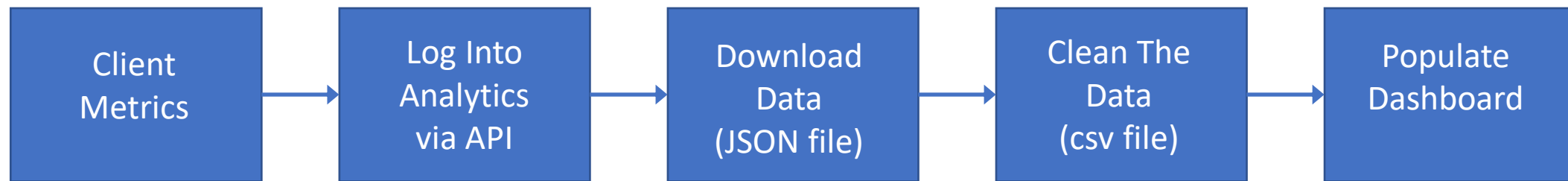


Facebook, Google and YouTube Analytics all provide user interaction data. However, assimilating it, reporting on it and ultimately using it to support your digital marketing strategy, rapidly becomes time consuming...time you could better spend generating your campaigns and content



# How Do We Extract the Data

NetWorth interacts with the client's Facebook, Google and YouTube Analytics, via their APIs (Application Programming Interfaces)



Once the client has defined what user interaction they want to measure, the whole process is completely automated and can run every day, week, month or quarter

The process collects data across all three platforms, before presenting it in a **unified way**

# User Metrics and Dimensions



NetWorth extracts data according to the client's requirements. Using a list of what to measure (known as Dimensions), the quantity (the Metric) is extracted for each Dimension

Example: New\_Users (of your website) = a Dimension, How\_Many (new users) = the Metric



Reach, total, paid, organic, viral  
Likes, New Likes, Unlikes  
Post shares, post comments  
Video views, total, unique  
Engaged users, Page shares etc.



Page Views, Bounce  
Rate, Goal Achievement,  
Paid search, Click  
through from which  
channel



Views, Watch Time  
Likes, Comments,  
Subscribers gained/lost



## Raw data dump in .JSON format

## Cleaned data in .CSV format

FB\_Pages\_days



# Visualising the Data



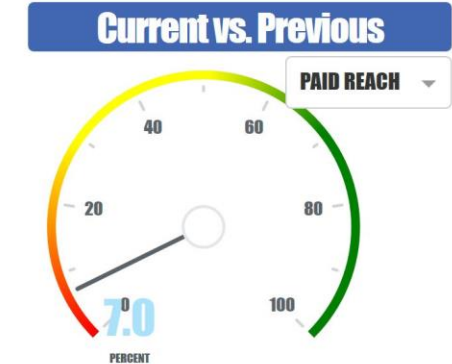
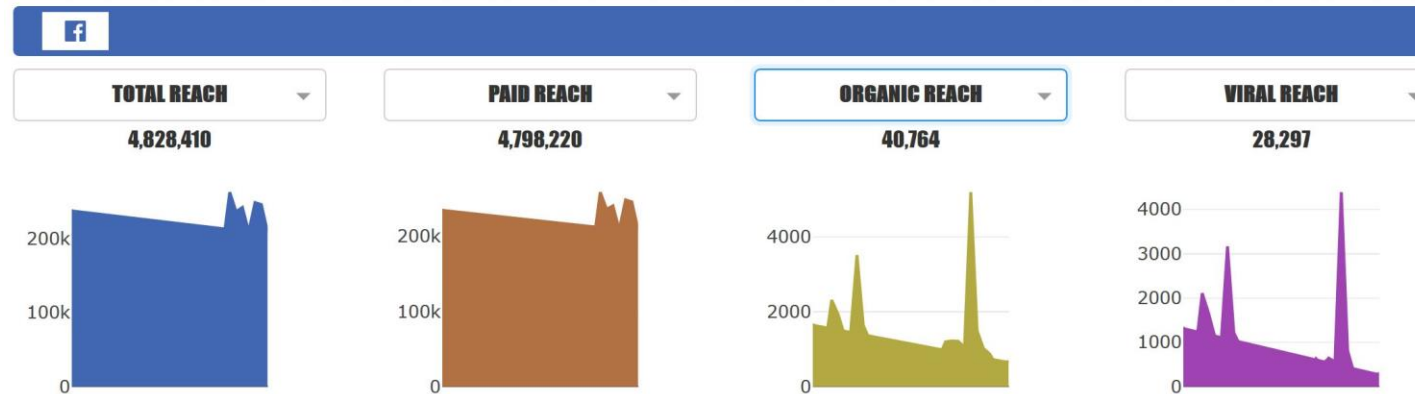
## Summary Figures for the Period Thu Aug 1 to Sun Sep 1

Select Date Range:

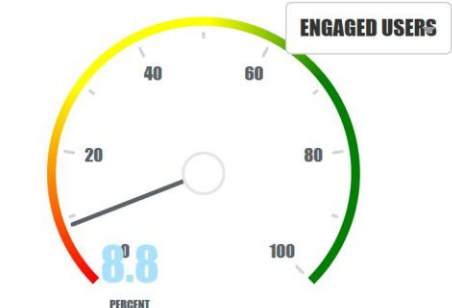
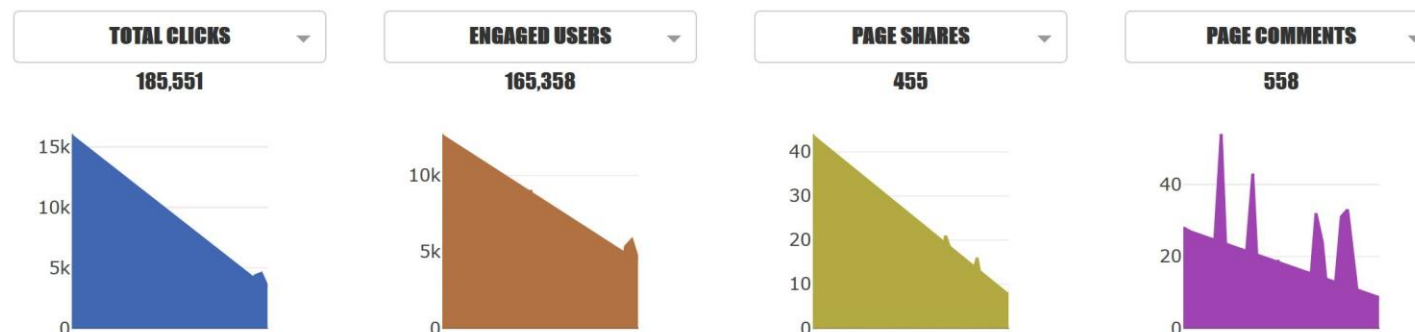
01/08/2019

→ 01/09/2019

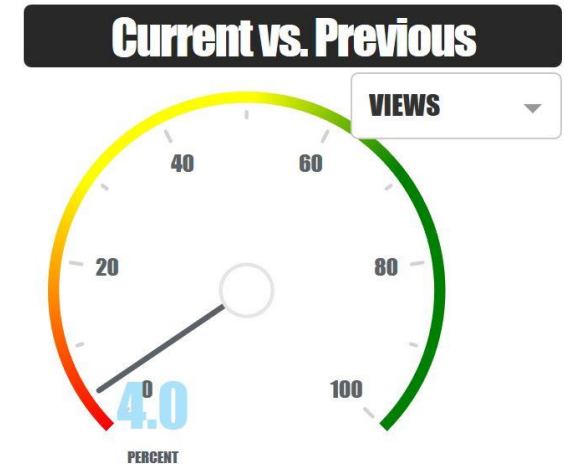
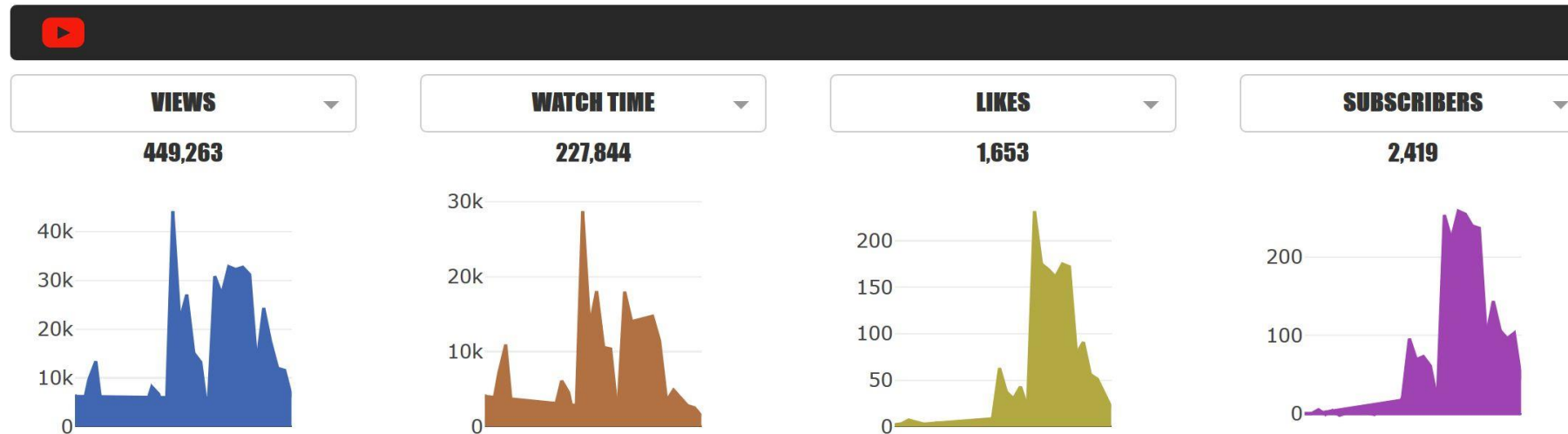
Here is a simple example of a dashboard showing user interaction with the client's Facebook page, over a selected month



The “rev counters” show how this has increased or decreased compared with the previous month



# Visualising the Data



YouTube data is visualised in a similar way to Facebook but with its own metrics for measuring user interactions with video posts on the client's YouTube channel



# Visualising the Data



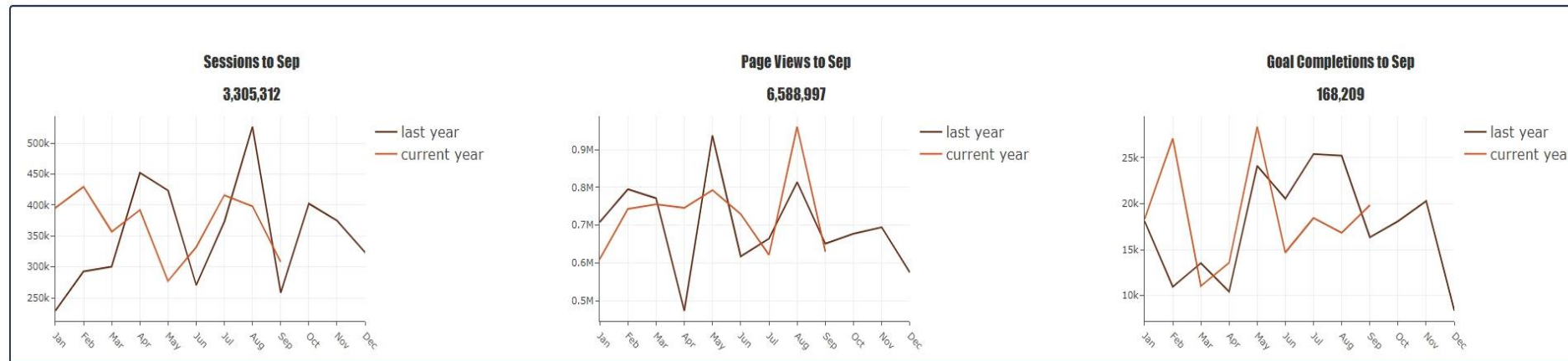
Google Analytics measures the user interaction with a client's website such as

Sessions: how many times the site is accessed

Channels: where did the user arrive at the site from

Goals: user stays on site for longer than 5 mins, downloads some content, makes a purchase, views new product pages etc.

## Google Analytics Dashboard



| Channel        | Sessions 2018 | Sessions 2019 | % Session Change | Goals 2018 | Goals 2019 | % Goals Change |
|----------------|---------------|---------------|------------------|------------|------------|----------------|
| Organic Search | 1,034,608     | 1,223,138     | 18.22%           | 54,566     | 61,306     | 12.35%         |
| Display        | 125,416       | 176,783       | 40.96%           | 6,617      | 8,764      | 32.45%         |
| Direct         | 94,067        | 66,725        | -29.07%          | 4,961      | 3,716      | -25.10%        |
| Paid Search    | 1,410,787     | 1,308,633     | -7.24%           | 74,406     | 67,965     | -8.66%         |
| Referral       | 31,370        | 23,393        | -25.43%          | 1,653      | 1,435      | -13.19%        |
| Email          | 62,719        | 53,615        | -14.52%          | 3,304      | 3,350      | 1.39%          |
| Social         | 219,507       | 263,499       | 20.04%           | 11,573     | 12,579     | 8.69%          |
| Other          | 147,809       | 189,526       | 28.22%           | 7,543      | 9,094      | 20.56%         |

### Did you know...

35.3% (118,365) of your sessions were on a mobile.  
The longest session duration was 10m:35s.

| Channel               | 2018   | 2019   | % Change |
|-----------------------|--------|--------|----------|
| BounceRate            | 49.82% | 48.51% | -2.59%   |
| Pages per session     | 3.21   | 3.93   | 22.43%   |
| Avg. Session Duration | 3m:23s | 3m:39s | 7.88%    |



# Why use **NetWorth**



The current ways of extracting social media and web analytics data are either expensive, time-consuming or often both

NetWorth is fast, affordable and runs without any interaction from the client

Measure your brand's web presence and effectiveness of your digital marketing strategy, via daily, weekly or monthly dashboard reports

Get in touch if you want to know more about how NetWorth can help elevate your business