



GREENFIELD IMPLEMENTATION



C3 Presents is an independent concert promotion, production and management company. In addition to Lollapalooza and Austin City Limits, C3 Presents is responsible for over 1000 events across the U.S. every year.

When Lollapalooza incorporated social media into their marketing strategy, they did so with a bang. The Lollapalooza website was a first mover in allowing its users to engage and share through Twitter, Facebook, Myspace, and more.

After investing in building out these integrations, C3 wanted to know one thing: "Did it work?"

For this, C3 Presents needed a measurement strategy that would provide a wealth of information about social media, such as:

- Which fans are sharing content?
- What channel is being used the most, and how?
- Are social media users more likely to buy a ticket?
- Is social media driving more traffic? Is that traffic buying tickets?

Cardinal Path was brought in to implement and configure Google Analytics, and answer these questions. We identified two aspects of their measurement: first, the impact on those who use social media applications on the site, and second, the impact of those who arrive at the site from social media.

A combination of customized event tracking, campaign tagging, custom variables and a complex cross domain implementation and configuration was designed to analyze the usage of each social media outlet on the site.

“This kind of data is fantastic. Not only does it help us give our fans what they want, it lets us know how they respond to it and tells us that these efforts are worth it.”

Michael Feferman, C3 Presents

Amidst the data garnered from this engagement were some impressive insights, including:

- Over 2/3 of the traffic referred from Facebook, MySpace and Twitter is a result of sharing applications and Lollapalooza's messaging on those platforms.
- Users of the Lollapalooza social media applications
- "Fan Engagement" metrics improved significantly as a result of social media applications.

What we do

Define Analytics Scope: This phase outlines the size and breadth of the Google Analytics implementation. We begin by collecting high-level requirements from global stakeholders and prioritizing each item. We identify organizational challenges that may hinder the project, and create a scoping document for review.

- 1. Define reporting needs:** We will conduct a number of meetings with key stakeholders to review existing reports and analytics usage, define key performance indicators (KPIs), and discuss analytics and reporting needs. We will also meet with IT teams to better understand the platforms that power the sites.
- 2. Develop Solution:** Once the reporting and analytics needs have been defined, we will create a Google Analytics implementation document that identifies installation and configuration solution details to meet the defined needs.
- 3. Validate Results:** Working with your team, we ensure that the Google Analytics implementation is completed according to our design scope, and is generating data needed to meet all requirements.
- 4. Enact Knowledge Transfer:** After the implementation is validated, Cardinal Path will provide a walk-through of the Google Analytics implementation and reports.

Additionally we provide:

Business Requirements Document

A key component of understanding your visitors is understanding your business. We provide you with an overview of our findings regarding:

- Key Business Objectives
- Key Business Requirements
- Identified Pain Points
- KPI Inventory - Metrics Definitions

Solution Design Document

To help you understand exactly what we're doing, we provide a detailed summary of tracking components including profiles, goals, filters, and custom items. Implementation Files and Documents - Client Developer Support All of the files and directions your team needs to tag your pages, including:

- JavaScript files
- HTML sample files
- JSDocs to document JavaScript files
- Implementation Instructions

Wrap-up and ongoing support instructions

This is the final deliverable for the Implementation team, with instructions for new sites or site changes and how to contact us if things should be corrected or improved.

Contact us today and let us help you uncover the stories hidden in your metrics.

Call Cardinal Path to find out how.

480.285.1622

info@cardinalpath.com

www.cardinalpath.com

Cardinal Path is a premier digital data analytics firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Known for its industry leadership with tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity, Cardinal Path comprises dedicated teams of award-winning analysts, statisticians, academics, developers, and many of the top minds in the digital marketing space. We help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.