SFMOMA

About SFMOMA

- The San Francisco Museum of Modern Art (SFMOMA) is a dynamic center for modern and contemporary art.
- www.SFMOMA.com

Goals

- Align web analytics data with business goals, with confidence in data accuracy
- Provide rich content visitors want to engage with, driven by insight and popularity
- Measure and increase e-commerce revenue from marketing campaigns

Approach

- Extensive implementation planning and technical audit ensure all key insights collected
- Deploy advanced features to measure the impact of audio & video on user engagement
- Full, accurate marketing campaigns and e-commerce tracking linked to online sales

Results

- Increased measurement accuracy by 15% - enabling true data driven decisions
- Deep insights into user engagement with content now drive site optimization decisions
- Able to correlate the most popular exhibitions for each marketing campaign

SFMOMA Chooses Google Analytics and Masters the Art of Metrics

An avant garde online presence

In 1995, the San Francisco Museum of Modern Art (SFMOMA) was one of the first museums to launch an institutional website. SFMOMA.org offers a fluid space of exploration in which visitors can easily navigate an online collection of over 9,000 artworks and a rich archive of audio and video content. The site also has an online store and a detailed calendar of exhibitions and events.

Their primary goal was to develop rich, dynamic content that engages visitors and keeps them coming back to the website as well as the physical museum.

"User engagement and consumption of content were two challenges for SFMOMA. E-Nor planned and instrumented a robust Google Analytics configuration and reporting framework which delivered exactly the insights we need to continuously assess how our site's content is being consumed."
—Dana Mitroff Silvers, Head of Online Services,
*   San Francisco Museum of Modern Art*

Full picture obscured

SFMOMA's website receives nearly four times the number of visits than the physical museum. Providing compelling digital content that visitors want was as critical as hosting popular exhibitions.

SFMOMA had been using another web analytics tool, but suspected an issue with accuracy. On top of that, they were unable to monitor the usage of key investments in the website - such as audio, video, and specialized content. Finally, e-commerce tracking had not been installed properly, and so they were not measuring revenue or product sales from the online store.

The SFMOMA team knew they needed guidance, so they reached out to E-Nor, a Google Analytics Certified Partner, for help.

Employing the help of old masters

E-Nor helped SFMOMA connect key business objectives to a robust web analytics strategy, and recommended Google Analytics as the best solution for their needs. SFMOMA's objectives were to get deep insights on content consumption, collect e-commerce data, and measure their online marketing campaigns in order to calculate their ROI.

About E-Nor

- E-Nor is a trusted analytics advisor to many of the world's top brands, Fortune 500 companies and data-driven and entrepreneurial organizations throughout North America.
- Santa Clara, CA
- www.E-Nor.com

E-Nor determined that their old tool was double-counting visitors whenever they crossed SFMOMA's domains and sub-domains, so they customized the Google Analytics tracking code to prevent that miscalculation. They also edited the implementation to deliver simple, clear reports on which content categories were most popular.

They used Event Tracking to measure audio/video media engagement, allowing them to track the usage of specific types of content. Finally, they set up e-commerce tracking and goals to capture all valuable actions that could be taken on the website.

E-Nor also helped SFMOMA establish a process for using campaign tags that would measure the effectiveness of social media, banner ads, and email campaigns. This new data would serve as a baseline for strategic marketing and resource planning.

A beautifully composed scene

As a result of the switch to Google Analytics with a thorough implementation plan, SFMOMA saw a tremendous increase in available insights about their online presence. They realized a 15% gain in traffic accuracy, and so were more willing to make decisions based on the data.

They could clearly see what content users liked best, and made changes and improvements to their website to keep them coming back. Their marketing campaigns were clearly tied to sales and other goal conversions, and so could be optimized accordingly.

All this new data is helping to produce valuable insights on how the website is used and what marketing efforts and website designs are delivering results. SFMOMA is now prepared to continue its online leadership thanks to careful planning and strategy, coupled with an expert use of the advanced features in Google Analytics.

About Google Analytics Premium

- Google Analytics Premium is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful, flexible, and easy-to-use, companies large and small can measure engagement to create more effective marketing initiatives, improve user experience, and optimize their digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results.

- For more information visit: google.com/analytics