

A photograph of a workshop setting with a blue overlay. In the foreground, a laptop is open on a wooden table, displaying a web application with various charts and data. To the right of the laptop is a smartphone. In the background, several people are seated at the table, some looking at the laptop screen. The overall atmosphere is professional and collaborative.

ATELIER RETOUR SUR INVESTISSEMENT EN MARKETING NUMÉRIQUE

JEAN-FRANÇOIS RENAUD
18 AVRIL 2019



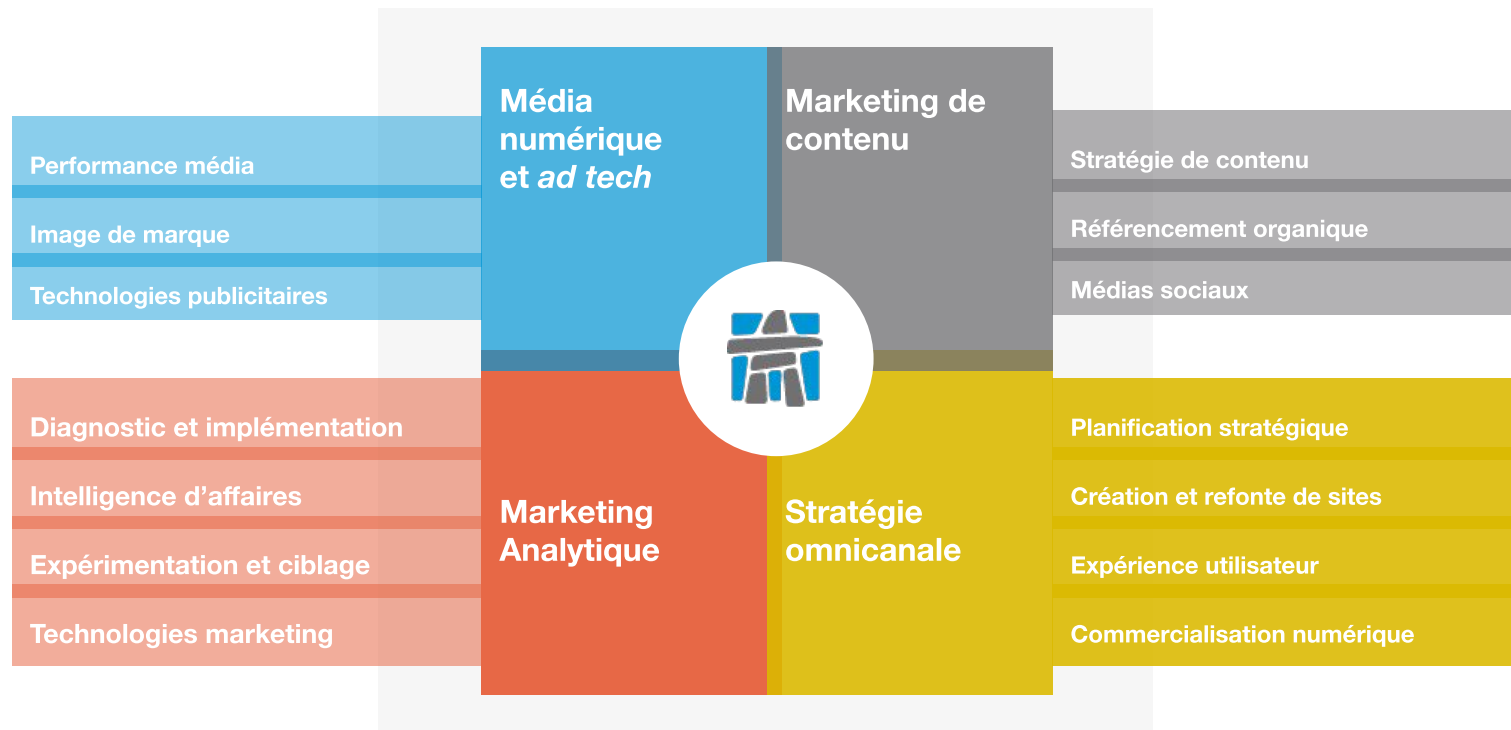
ADVISO

DE QUOI PARLERONS-NOUS AUJOURD'HUI?

- ▶ Médias numériques
- ▶ Mesure : les bases
- ▶ Plateformes et attribution
- ▶ Search
- ▶ Mesure de la notoriété
- ▶ Planification budgétaire
- ▶ Benchmark
- ▶ Outils sur mesure et pacing

EXPERTISE INTÉGRÉE

ÉQUILIBRE ENTRE LES DISCIPLINES NUMÉRIQUES



MÉDIAS NUMÉRIQUES

ÉQUILIBRE ET SYNERGIES EN MARKETING NUMÉRIQUE

PAID - EARNED - OWNED



Performance /
Engagement organique

Engagement - médias sociaux
Positions SEO
Évaluations de clients
Relations publiques


Earned media
ce que l'entreprise
obtient


Paid media
ce que l'entreprise
achète


Owned media
Ce que l'entreprise
contrôle



Publicités /
Engagements payants

SEM
Display
Publicité sociales
Télé, radio
Affichage
Commandites

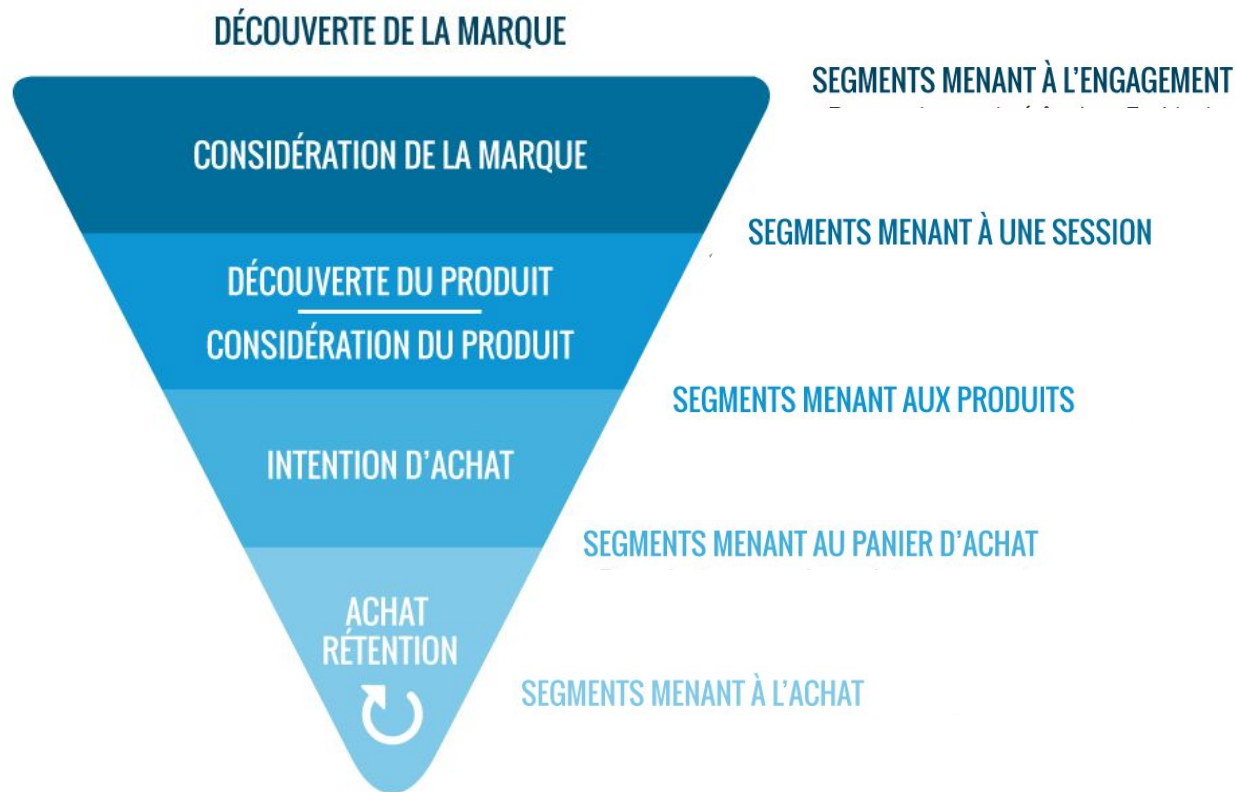


Vos propriétés numériques

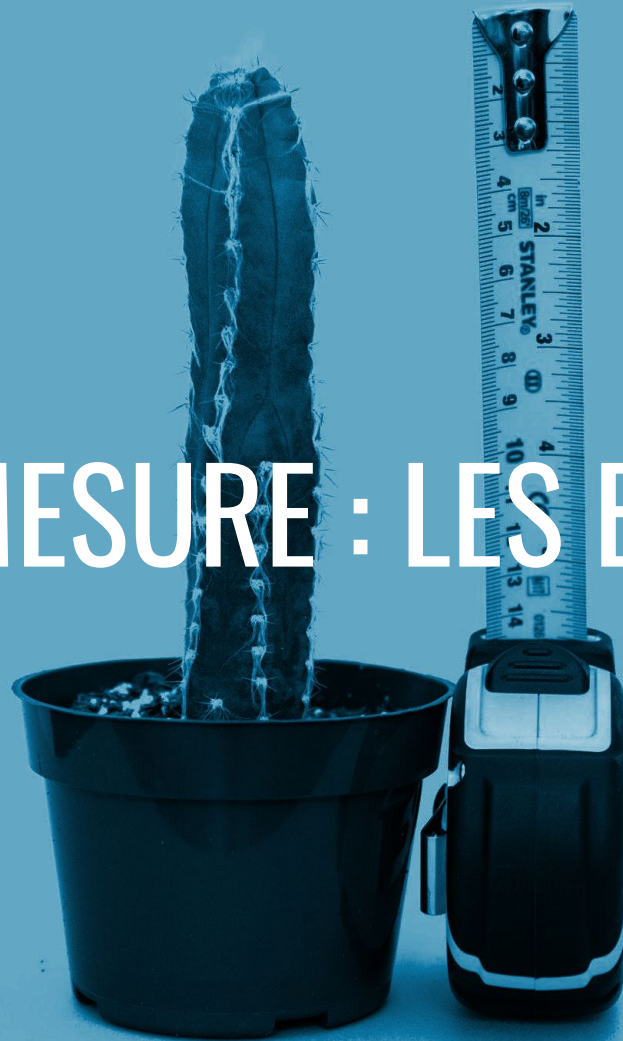
Sites web
Applications
Infolettres et *opt-ins*
Données d'audience

À CHAQUE ÉTAPE DE L'ENTONNOIR

LES MÉTA-SEGMENTS DE L'ENGAGEMENT



MESURE : LES BASES



LA MESURE DES ACTIVITÉS MARKETING

- ▶ **Outils**
- ▶ **Processus** [mesure + actions]
- ▶ **Personnes** (un responsable clairement identifié pour implanter et activer)

« Les outils devraient représenter moins de 10% de l'investissement en mesure. »



OPPORTUNITÉ EN NUMÉRIQUE

UN EXEMPLE

Coût par clic moyen
(CPC)

1,50 \$

Taux de conversion
pour demandes de
service

5%

Coût par conversion
(CPA)

30 \$

Taux de fermeture de
demandes

33%

Coût par vente

90 \$

Autres enjeux à considérer :

- Ventes (\$) moyennes
- Taux de loyauté
- Récurrence d'achat

OPPORTUNITÉ EN NUMÉRIQUE

UN EXEMPLE

- ▶ Budget prévu :
10 000 \$ / trimestre
- ▶ Jusqu'à 25 000 \$ / trimestre
Possibilité de générer des ventes @ 90 \$ chacune
- ▶ Calendrier des ventes selon les recherches



PLATEFORMES

PLATEFORMES ET ATTRIBUTION

- ▶ Google Analytics
- ▶ Attribution
- ▶ Ad Server
- ▶ Mentions
- ▶ Études de Brand Lift
- ▶ Outils sur mesure et *pacing*

PARCOURS RAPIDE DE GOOGLE ANALYTICS

 Home Customisation

REPORTS

 Real-Time Audience

Overview

Active Users

Lifetime Value BETACohort Analysis BETA

Audiences

User Explorer

▲ Demographics

Overview

Age

Gender

▼ Interests

▼ Geo

▼ Behaviour

 Discover AdminDemographics: Overview  SAVE  EXPORT  SHARE  INSIGHTS

11 Apr 2019 - 17 Apr 2019 ▾

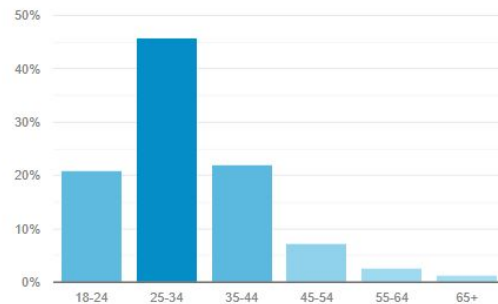
All Users
100.00% Users

+ Add Segment

Key Metric: Users ▾

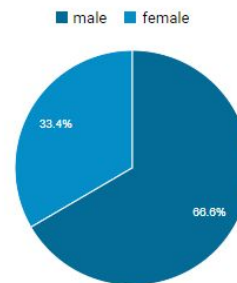
Age

47.81% of Total users



Gender

49.94% of Total users



This report was generated on 18/04/2019 at 10:27:10 - Refresh Report



Home



Customisation

REPORTS



Real-Time



Audience

Overview

Active Users

Lifetime Value BETACohort Analysis BETA

Audiences

User Explorer

▼ Demographics

▼ Interests

▼ Geo

▼ Behaviour

▼ Technology

▼ Mobile

▼ Cross Device BETA

Discover



Admin

Audience Overview



SAVE



EXPORT



SHARE



INSIGHTS

All Users
+0.00% Users

11 Apr 2018 - 17 Apr 2019

Compare to: 11 Apr 2017 - 17 Apr 2018 ▲



+ Add Segment

Overview

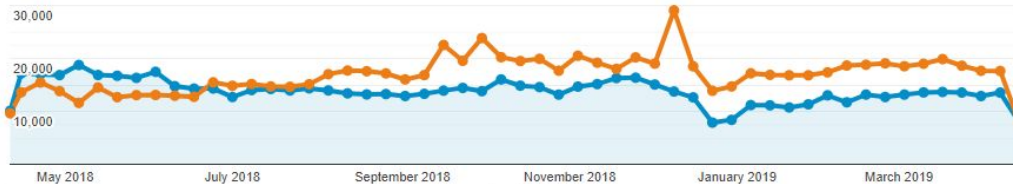
Users ▾

VS

Select a metric

11-Apr-2018 - 17-Apr-2019: ● Users

11-Apr-2017 - 17-Apr-2018: ● Users



Users

-21.64%

630,171 vs 804,223



New Users

-21.84%

619,661 vs 792,806



Sessions

-15.99%

913,910 vs 1,087,801



Number of Sessions per User

7.22%

1.45 vs 1.35



Page Views

-5.12%

4,153,265 vs 4,377,612



Pages/Session

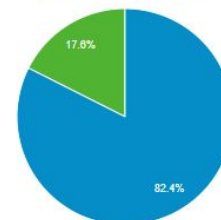
12.93%

4.54 vs 4.02

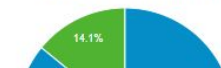


■ New Visitor ■ Returning Visitor

11-Apr-2018 - 17-Apr-2019



11-Apr-2017 - 17-Apr-2018





Home



Customisation

REPORTS



Real-Time



Audience

Overview

Active Users

Lifetime Value BETACohort Analysis BETA

Audiences

User Explorer

▾ Demographics

▴ Interests



Interests: Overview ✓



SAVE



EXPORT



SHARE



INSIGHTS

All Users
100.00% Users

+ Add Segment

11 Apr 2018 - 17 Apr 2019 ▾

Key Metric: Users ▾

Affinity Category (reach)

58.85% of Total users

3.57%		Shoppers/Value Shoppers
3.29%		Technology/Technophiles
3.18%		Media & Entertainment/Movie Lovers
2.96%		Media & Entertainment/Music Lovers
2.87%		Lifestyles & Hobbies/Business Professionals
2.76%		Sports & Fitness/Health & Fitness Buffs
2.50%		Lifestyles & Hobbies/Shutterbugs
2.39%		Technology/Mobile Enthusiasts
2.32%		Lifestyles & Hobbies/Art & Theater Aficionados
2.23%		Lifestyles & Hobbies/Green Living Enthusiasts

In-Market Segment

53.34% of Total users

2.66%		Consumer Electronics/Mobile Phones
2.56%		Software/Business & Productivity Software
2.46%		Employment
2.40%		Business Services/Advertising & Marketing Services
2.23%		Travel/Hotels & Accommodations
2.14%		Financial Services/Investment Services
1.93%		Employment/Career Consulting Services
1.81%		Travel/Air Travel
1.69%		Business Services/Business Technology/Web Services/Web Design & Development
1.33%		Education/Post-Secondary Education



Overview

Active Users

Lifetime Value BETACohort Analysis BETA

Audiences

User Explorer

▼ Demographics

▼ Interests

▲ Geo

Language

Location

▼ Behaviour

▼ Technology

▼ Mobile

▼ Cross Device BETA

▼ Custom

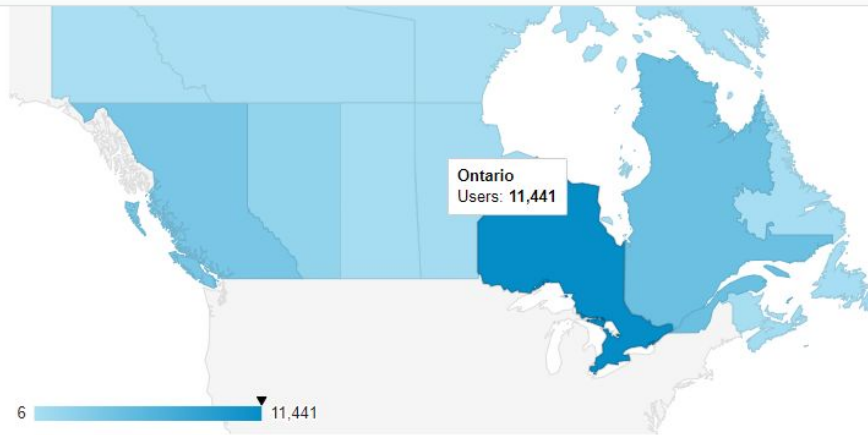
▼ Benchmarking



Discover



Admin



Primary Dimension: Region City Other ▾

Secondary dimension ▾



advanced



Region ?	Acquisition			Behaviour			Conversions E-commerce ▾		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	E-commerce Conversion Rate ?
	21,808 % of Total: 3.46% (630,171)	21,293 % of Total: 3.44% (619,661)	31,084 % of Total: 3.40% (913,910)	35.95% Avg for View: 41.58% (-13.54%)	4.95 Avg for View: 4.54 (8.91%)	00:03:11 Avg for View: 00:02:52 (11.42%)	241 % of Total: 2.25% (10,688)	US\$22,113.14 % of Total: 1.46% (US\$1,516,294.01)	0.78% Avg for View: 1.17% (-33.70%)
1. Ontario	11,441 (51.58%)	10,862 (51.01%)	16,424 (52.84%)	33.44%	5.29	00:03:21	173 (71.78%)	US\$19,352.02 (87.51%)	1.05%
2. Quebec	4,315 (19.45%)	4,163 (19.55%)	6,263 (20.15%)	35.59%	4.71	00:03:20	30 (12.45%)	US\$868.14 (3.93%)	0.48%
3. British Columbia	3,431 (15.47%)	3,344 (15.70%)	4,533 (14.58%)	37.97%	4.54	00:03:08	22 (9.13%)	US\$897.65 (4.06%)	0.49%
4. Alberta	1,596 (7.20%)	1,561 (7.33%)	2,153 (6.93%)	46.96%	4.22	00:02:18	12 (4.98%)	US\$815.65 (3.69%)	0.56%
5. Nova Scotia	403 (1.82%)	389 (1.83%)	485 (1.56%)	37.32%	4.71	00:02:22	0 (0.00%)	US\$0.00 (0.00%)	0.00%

Analytics

All accounts > Google Merchandise St...

1 Master View

Try searching "Compare bounce rate this week with last week"

Home

Customisation

REPORTS

Real-Time

Audience

Acquisition

Overview

All Traffic

Channels

Treemaps

Source/Medium

Referrals

Google Ads

Search console

Social

Campaigns

Behaviour

Discover

Admin

May 2018

June 2018

July 2018

August 2018

September 2018

October 2018

November 2018

December 2018

January 2019

February 2019

March 2019

April 2019

Primary Dimension: Source/Medium

Source

Medium

Keyword

Other

Plot Rows

Secondary dimension

Sort Type: Default

advanced

	Source/Medium	Acquisition			Behaviour			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
		630,171 % of Total: 100.00% (630,171)	620,368 % of Total: 100.11% (619,661)	913,910 % of Total: 100.00% (913,910)	41.58% Avg for View: 41.58% (0.00%)	4.54 Avg for View: 4.54 (0.00%)	00:02:52 Avg for View: 00:02:52 (0.00%)	1.17% Avg for View: 1.17% (0.00%)	10,688 % of Total: 100.00% (10,688)	US\$1,516,294.01 % of Total: 100.00% (US\$1,516,294.01)
	1. google / organic	338,566 (49.94%)	317,475 (51.18%)	431,136 (47.17%)	46.58%	4.12	00:02:31	0.56%	2,403 (22.48%)	US\$253,079.26 (16.69%)
	2. (direct) / (none)	121,006 (17.85%)	119,522 (19.27%)	168,573 (18.45%)	35.58%	5.03	00:03:23	1.95%	3,291 (30.79%)	US\$357,892.96 (23.60%)
	3. mall.googleplex.com / referral	46,573 (6.87%)	36,805 (5.93%)	98,012 (10.72%)	13.08%	7.61	00:04:36	3.28%	3,217 (30.10%)	US\$499,457.92 (32.94%)
	4. youtube.com / referral	34,699 (5.12%)	34,005 (5.48%)	38,155 (4.17%)	64.35%	2.50	00:01:00	0.03%	12 (0.11%)	US\$731.62 (0.05%)
	5. Partners / affiliate	26,210 (3.87%)	21,721 (3.50%)	31,248 (3.42%)	48.78%	3.44	00:02:35	0.09%	29 (0.27%)	US\$2,219.83 (0.15%)
	6. analytics.google.com / referral	24,022 (3.54%)	17,997 (2.90%)	31,099 (3.40%)	50.75%	2.97	00:03:05	<0.01%	1 (0.01%)	US\$58.94 (0.00%)
	7. google / cpc	22,049 (3.25%)	18,265 (2.94%)	29,003 (3.17%)	43.62%	4.29	00:02:28	0.82%	239 (2.24%)	US\$22,049.40 (1.45%)
	8. creatoracademy.youtube.com / referral	11,855 (1.75%)	11,648 (1.88%)	12,392 (1.36%)	64.64%	2.63	00:01:00	<0.01%	1 (0.01%)	US\$24.98 (0.00%)
	9. dfa / cpm	10,393 (1.53%)	9,481 (1.53%)	13,100 (1.43%)	70.33%	2.54	00:01:09	0.46%	60 (0.56%)	US\$5,980.80 (0.39%)
	10. sites.google.com / referral	9,457 (1.40%)	6,339 (1.02%)	20,397 (2.23%)	13.52%	6.68	00:04:26	5.34%	1,089 (10.19%)	US\$299,560.80 (19.76%)

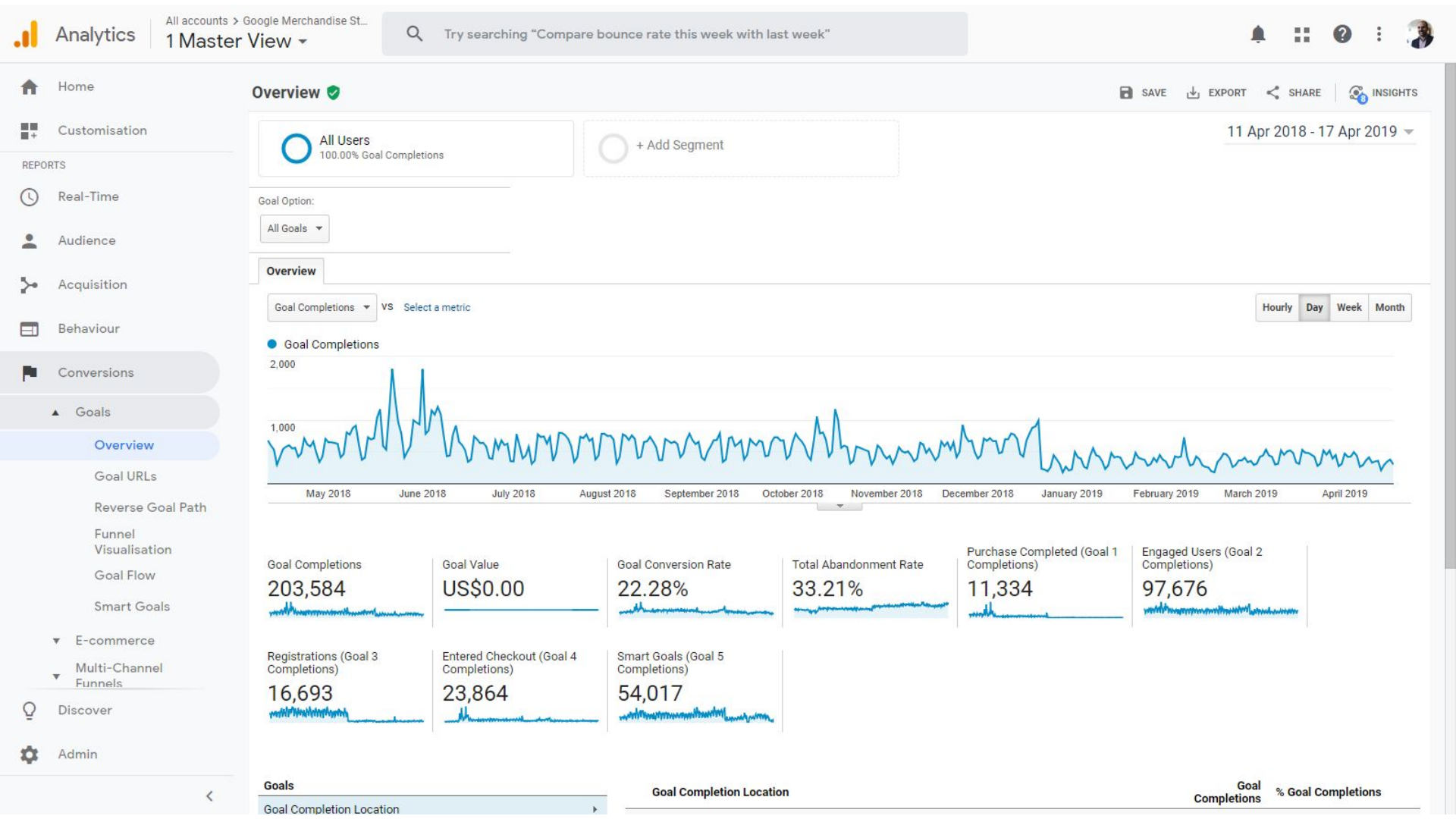
Show rows: 10

Go to: 1

1-10 of 275

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REPORTS



Revenue ▾

VS

E-commerce Conversion Rate ▾



Hourly

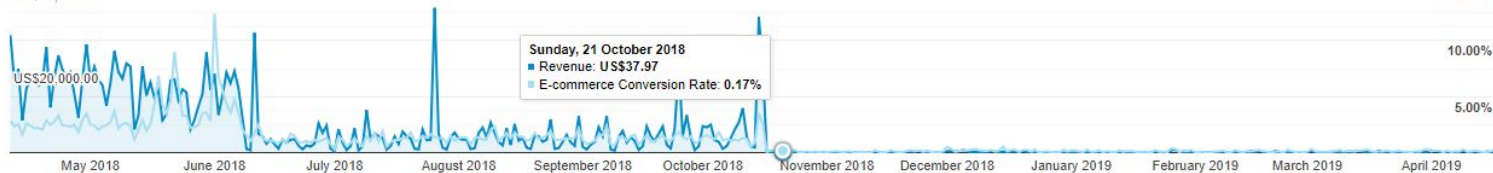
Day

Week

Month

● Revenue ● E-commerce Conversion Rate

US\$40,000.00



Revenue & Conversion Rate

Revenue

US\$1,516,294.
01

E-commerce Conversion Rate

1.17%



Transactions

Transactions

10,688



Avg. Order Value

US\$141.87



Marketing

Campaigns

233 Transactions

US\$19,717.84 Revenue

US\$84.63 Avg. Order Value

Internal Promotion

10,262,259 Impressions

Order Coupon Code

68 Transactions

US\$62,537.33 Revenue

US\$919.67 Avg. Order Value

Affiliation

10,685 Transactions

US\$1,516,241.02 Revenue

US\$141.90 Avg. Order Value

Top Sellers

Product

Product Category (Enhanced E-commerce)

Product Brand

Product

Product	Product Revenue	% Product Revenue
1. Nest Hello Doorbell - USA	US\$134,355.00	8.86%
2. Nest® Cam IQ Outdoor - USA	US\$68,913.00	4.55%
3. Nest® Cam Outdoor Security Camera - USA	US\$45,339.00	2.99%
4. Nest® Secure Alarm System Starter Pack - USA	US\$45,021.00	2.97%
5. Nest® Learning Thermostat 3rd Gen-USA - Stainless Steel	US\$44,104.00	2.91%
6. Nest® Cam Indoor Security Camera - USA	US\$39,508.00	2.61%
7. Nest x Yale Lock Satin Nickel- USA	US\$36,993.00	2.44%



92,722

% of Total: 42.98% (215,731)

US\$1,077,783.12

% of Total: 69.33% (US\$1,554,605.01)

Primary Dimension:	MCF Channel Grouping Path	Default Channel Grouping Path	Source Medium Path	Source Path	Medium Path	Other	Channel Groupings

Secondary dimension ▼

Q

advanced

[illegible]

MCF Channel Grouping Path ?

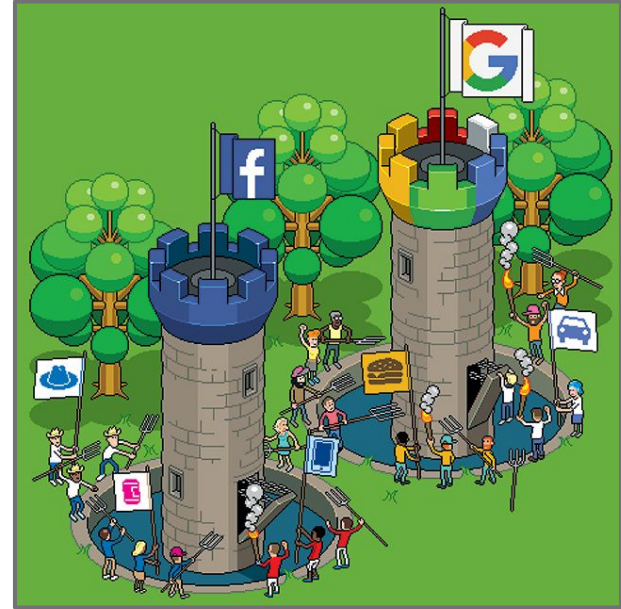
Conversions

Conversion Value 

1.	Direct x 2	12,508 (13.49%)	US\$107,962.59
2.	Referral → Direct	9,942 (10.72%)	US\$116,010.09
3.	Organic Search → Direct	8,610 (9.29%)	US\$35,048.83
4.	Direct x 3	5,821 (6.28%)	US\$62,426.13
5.	Referral → Direct x 2	4,368 (4.71%)	US\$57,994.62
6.	Organic Search → Direct x 2	3,177 (3.43%)	US\$16,200.33
7.	Direct x 4	2,955 (3.19%)	US\$45,081.55
8.	Direct → Referral	2,714 (2.93%)	US\$26,190.76
9.	Referral → Direct x 3	2,155 (2.32%)	US\$31,774.38
10.	Referral x 2	1,792 (1.93%)	US\$33,395.53

LES LIMITES DE GOOGLE ANALYTICS

- ▶ Contribution de Facebook
- ▶ Contribution du email
- ▶ On-site seulement



LE MAGASIN DE SOULIERS

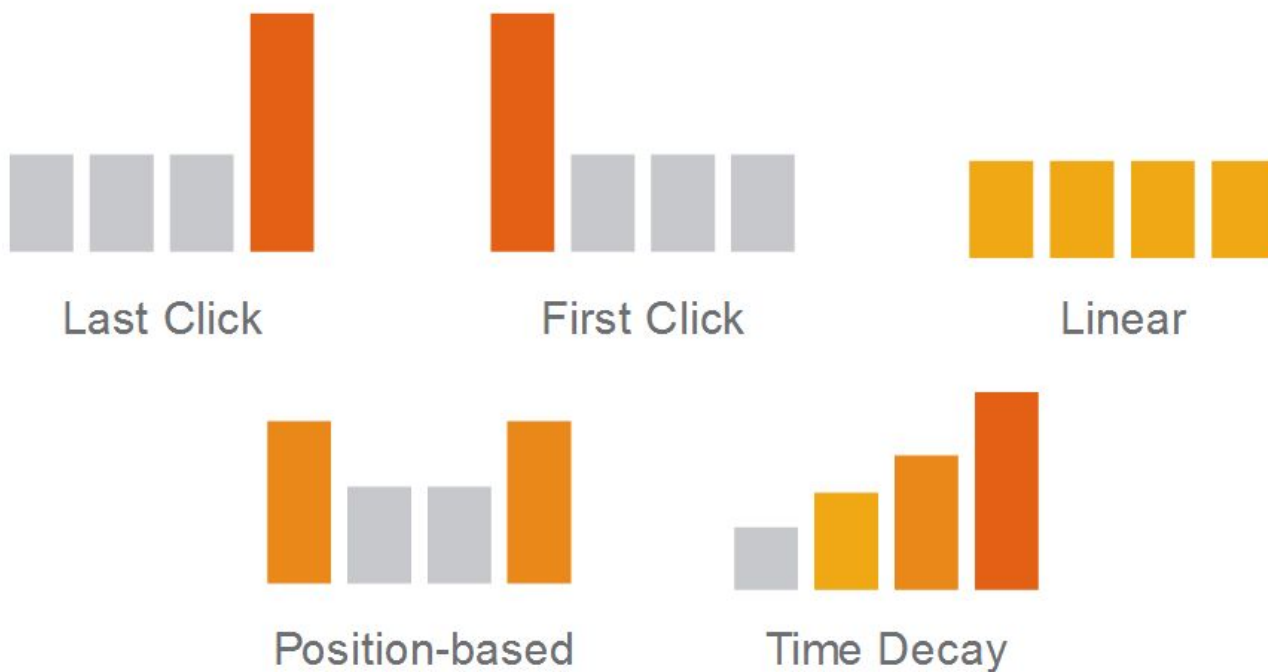
LA MÉTAPHORE DU MAGASIN DE SOULIERS

POUR MIEUX COMPRENDRE



UNE QUESTION D'ATTRIBUTION

L'ATTRIBUTION : LES MODÈLES PAR DÉFAUT



L'ATTRIBUTION
UN ENJEU CRUCIAL POUR
L'OPTIMISATION

LES PIÈGES DE L'OPTIMISATION SANS ATTRIBUTION

OBTENIR UNE VISION PLUS CLAIRE DE LA PERFORMANCE DE NOS INVESTISSEMENTS

Sans attribution



Avec attribution



LES PIÈGES DE L'OPTIMISATION SANS ATTRIBUTION

LES TRÈS GRANDES LIMITES DE GOOGLE ANALYTICS

- ▶ L'attribution est présentée en Last Click
- ▶ Adwords est *priorisé* devant les autres canaux
- ▶ Facebook et les courriels sont généralement à peu près absents des chemins de conversion (à moins d'être parfaitement taggés)



Channel Grouping Path	Conversions	Conversion Value
Display Advertising > Paid Search > Direct	7,514	\$100,712.19
Organic Search > Paid Search	5,377	\$117,319.55
Display Advertising > Paid Search	3,716	\$182,264.71
Paid Search > Referral > Direct	3,015	\$58,779.31
Social > Organic Search	2,746	\$190,549.19
Display Advertising > Display Advertising	2,729	\$59,692.22
Organic Search > Social > Direct	2,588	\$39,751.97
Referral > Organic Search	2,557	\$31,964.93
Email > Paid Search	2,329	\$58,277.85
Referral > Display Advertising > Direct	1,631	\$40,072.25

LES PIÈGES DE L'OPTIMISATION SANS ATTRIBUTION

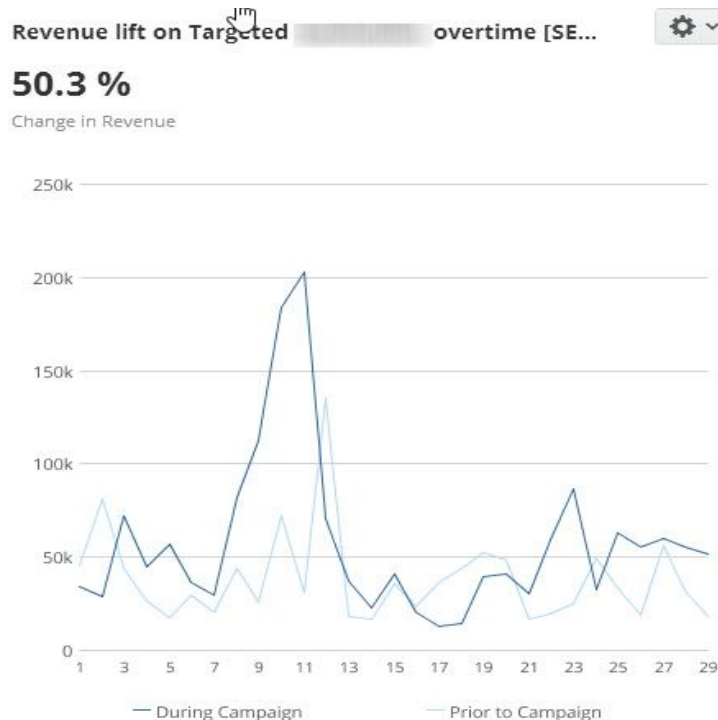
AUTRES ÉLÉMENTS À CONSIDÉRER

- ▶ Les serveurs publicitaires des éditeurs sont configurés pour maximiser leurs revenus, la visibilité des annonceurs n'est aucunement assurée
- ▶ Les pixels de suivi des conversions de Facebook, Google et autres sont tous *compétiteurs* et rapporteront des *leads* comptés en double



REFLÉTER L'IMPACT DES ACTIONS

- ▶ Les investissements en *display*, vidéo et *Digital Out of Home* sur le Web doivent être rattachés aux investissements en performance
- ▶ Chaque investissement de marque (affichage, télé, commandites, etc.) doit contribuer à créer des audiences qui seront réutilisables en performance



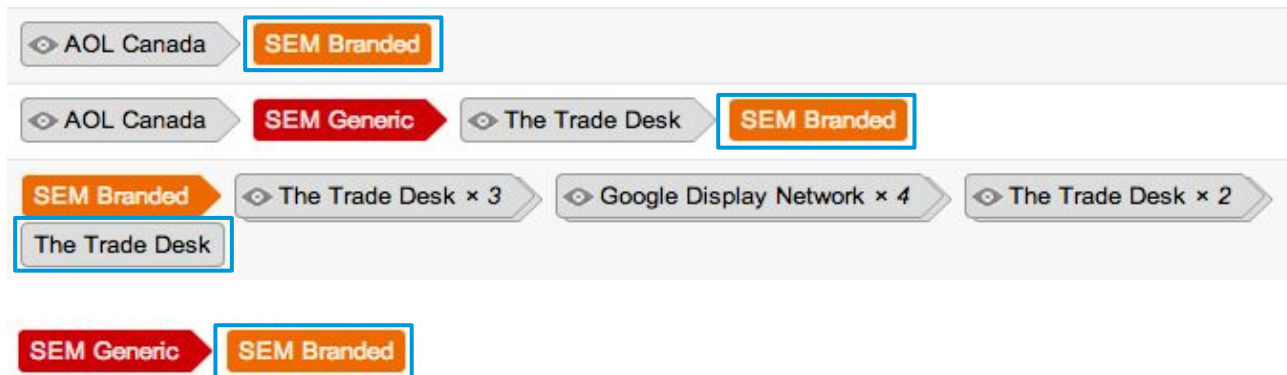
LES SUPPORTS TRAVAILLENT EN ÉQUIPE

Secondary dimension: Select...		
	Channel Grouping Path	Conversions ↓
11.	Organic Search > Organic Search > Organic Search > Organic Search	35
12.	Social Network > Direct	31
13.	Social Network > Organic Search	29
14.	Referral > Organic Search	27
15.	Direct > Direct > Direct > Direct	25
16.	Referral > Direct	22
17.	Email > Organic Search	20
18.	Organic Search > Direct > Direct	20
19.	Feed > Feed > Feed	19
20.	Organic Search > Organic Search > Direct	19

VISUALISER L'IMPACT DE CHAQUE INVESTISSEMENT

Gagnant

Click-Through Conversions



REM

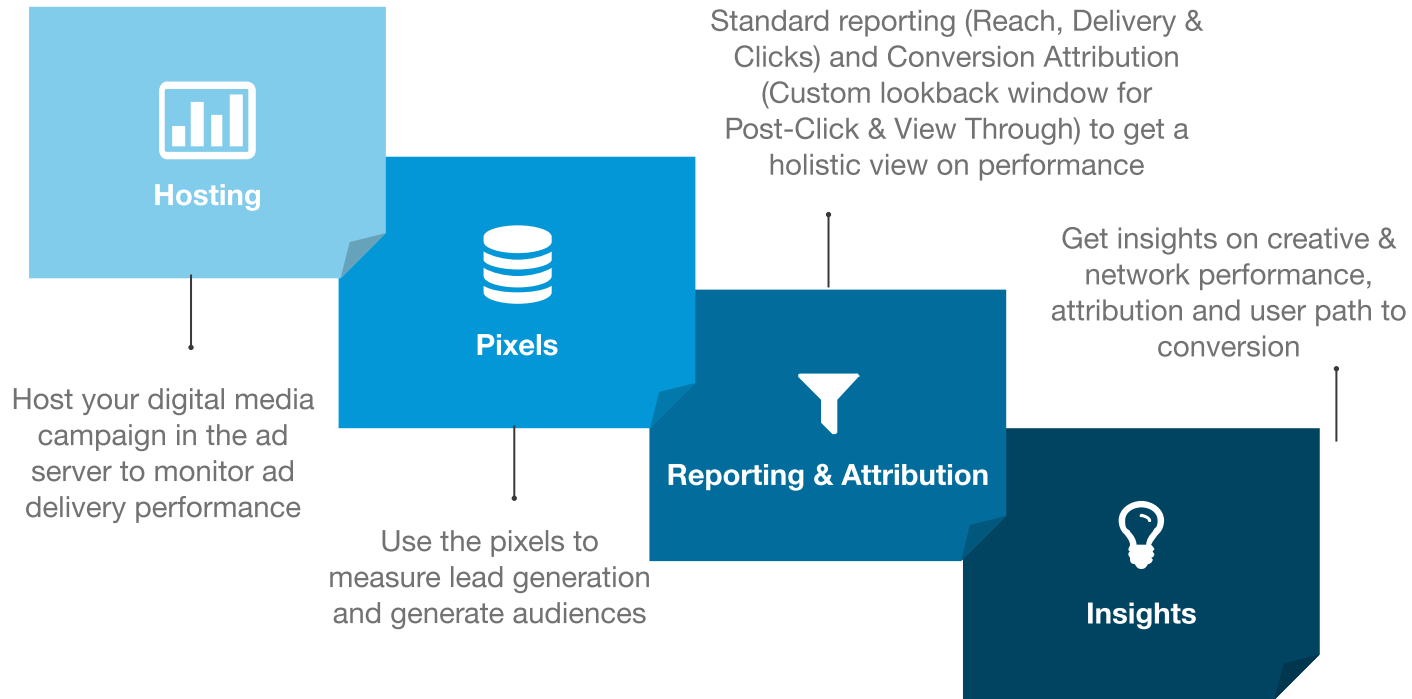


View-Through Conversion



Note: The Trade Desk est notre plateforme d'Achats programmatiques

MESURE OMNICANALE



SERVEUR PUBLICITAIRE : ÉTAPES SUBSÉQUENTES

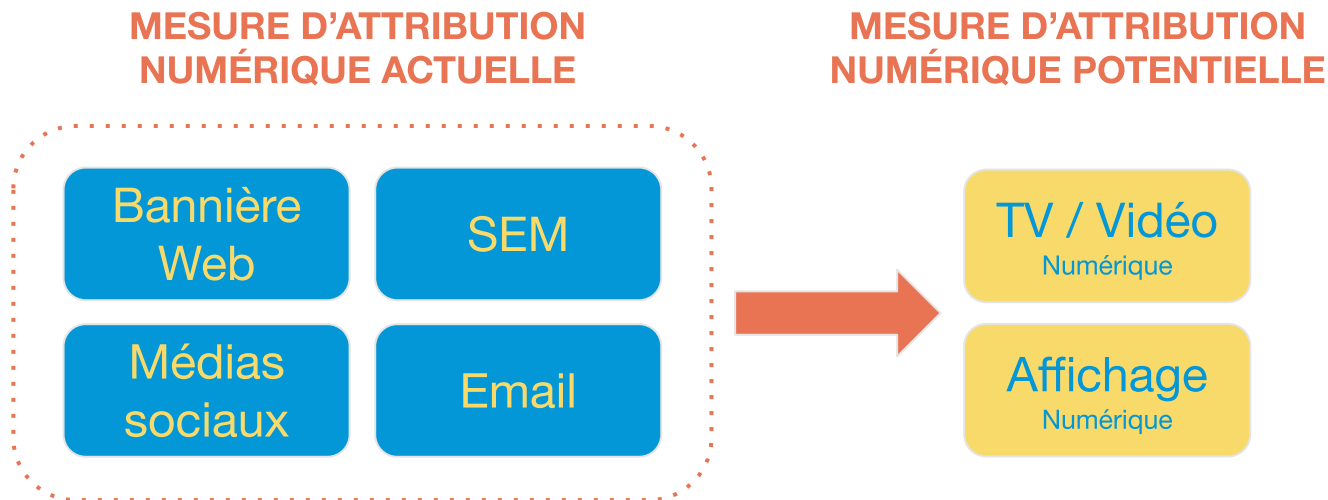
Le serveur publicitaire permet :

- ▶ d'attribuer la bonne contribution de chaque investissement média;
- ▶ de concentrer les efforts de performance sur les bons clients;
- ▶ de diminuer les coûts d'acquisition client;

Les étapes subséquentes permettront de **raffiner la performance** et d'**intégrer les investissements publicitaires traditionnels**.

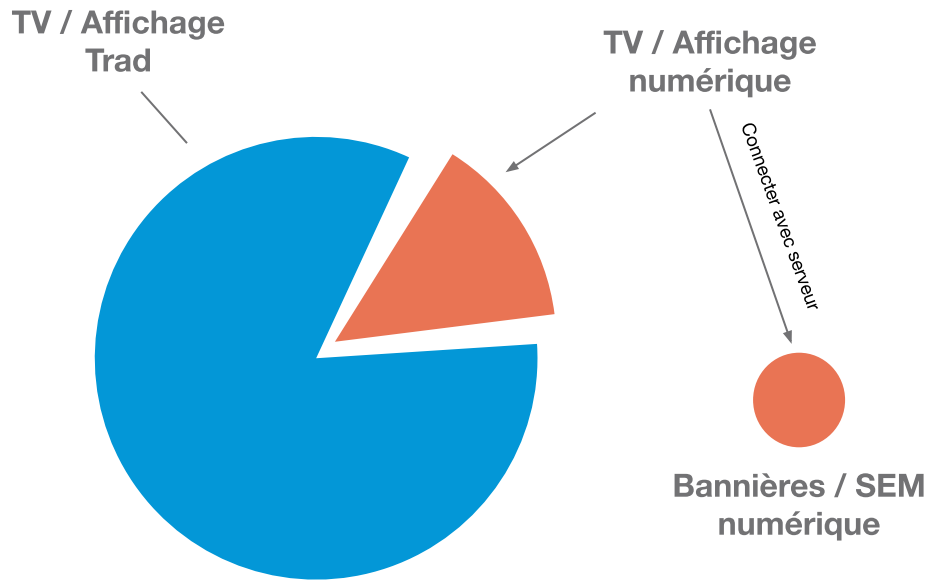
NUMÉRISATION DES MÉDIAS TRADITIONNELS

ÉLARGIR LA PORTÉE DU SERVEUR NUMÉRIQUE ET DE L'ATTRIBUTION EN NUMÉRISANT LES MÉDIAS TRADITIONNELS



MAXIMISER LA RELATION ENTRE LES CANAUX MÉDIAS

CONNECTER LE MÉDIA TRADITIONNEL NUMÉRISÉ AU MODÈLE D'ATTRIBUTION DES MÉDIAS NUMÉRIQUES NATIFS



Exemple répartition média
traditionnel / trad numérisé

MESURE DE L'INFLUENCE TÉLÉ EN TEMPS-RÉEL

EXEMPLE DE CAMPAGNE EN TÉLÉ CONNECTÉE MESURÉ DANS LE SERVEUR PUBLICITAIRE AVEC FACEBOOK ET SEM

+60%

Recherche marque Δ

Augmentation de 60%
des recherches de la
marque

+41%

Conv. rech. Marque Δ

Augmentation des ventes
sur les recherches de
marque

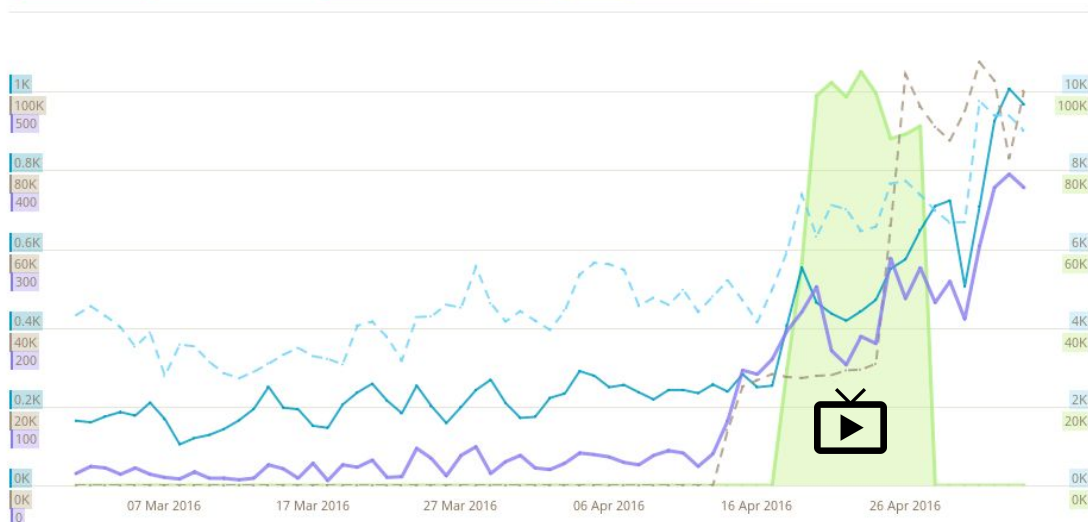
+18%

Remarketing Δ

Impact sur l'augmentation
des impressions en
reciblage

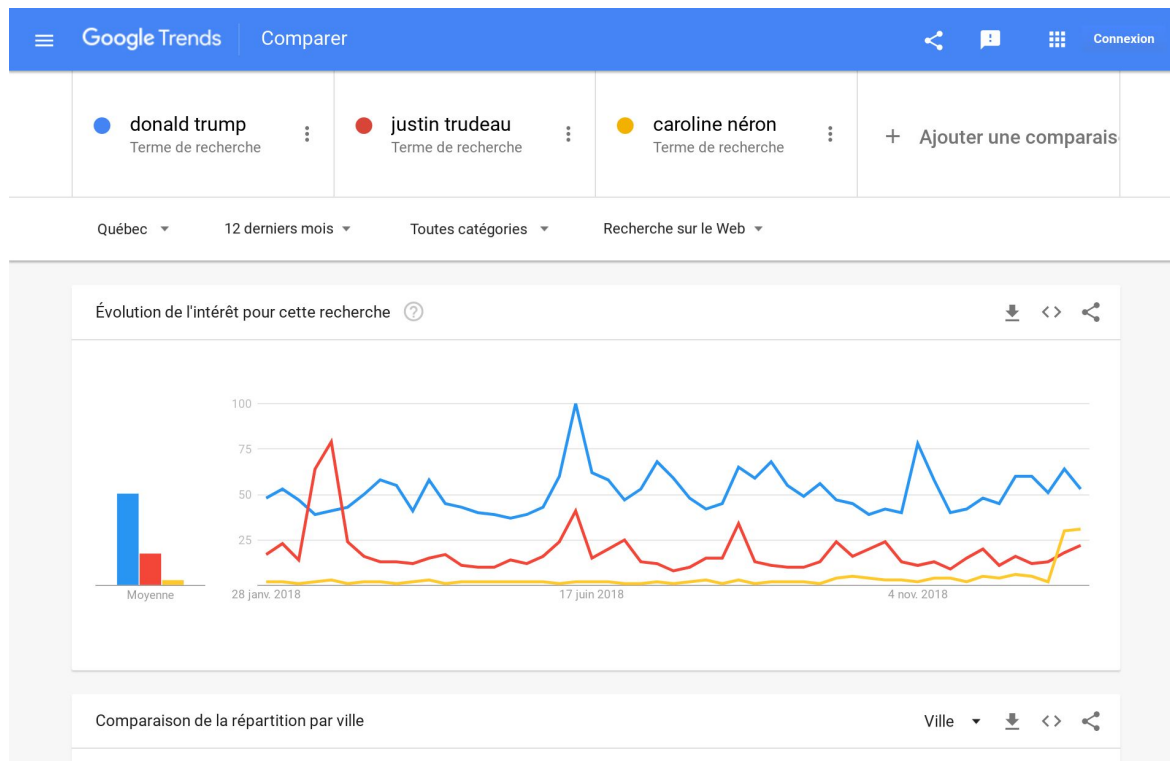
Programmatic TV

Brand Search Impr. Facebook Impressions Display Remarketing Impressions Hulu TV Total Conversions

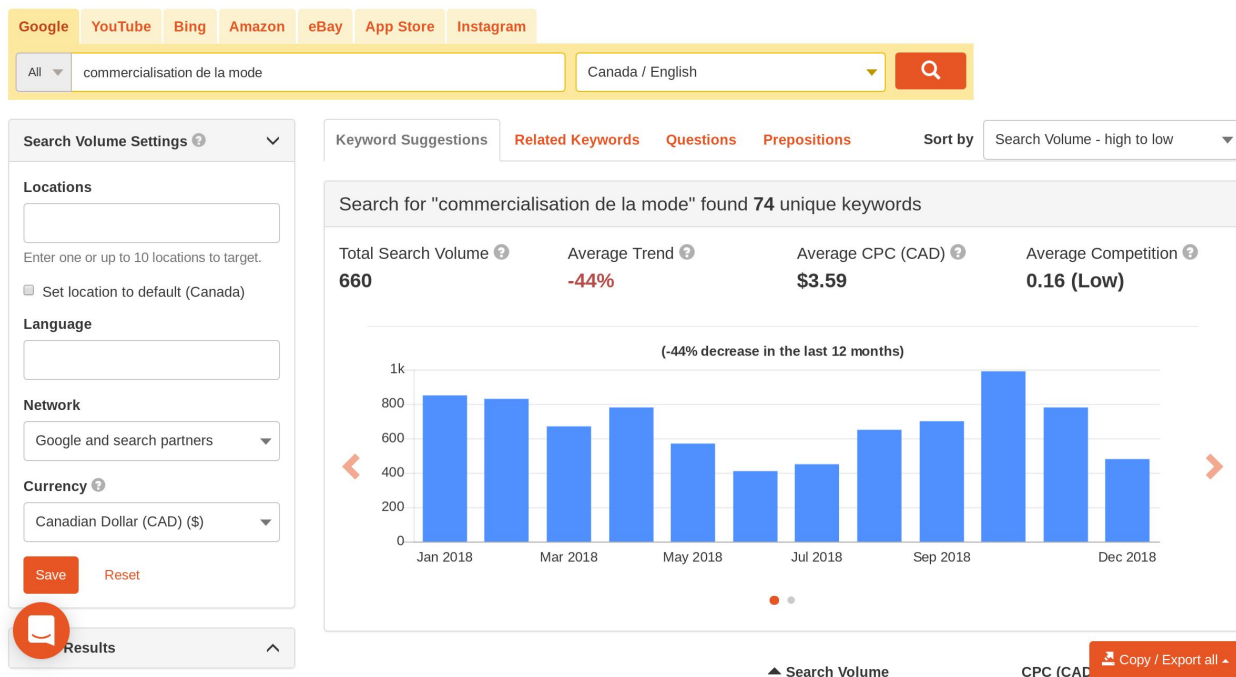


LE SEARCH AU SERVICE DE LA MESURE

MENTIONS ET TENDANCES



MENTIONS ET TENDANCES



DE L'ANNONCE JUSQU'À L'ATTERRISSAGE

$$\text{PRIX} = \frac{\text{MISE DU CONCURRENT} \times \text{QUALITÉ DU CONCURRENT}}{\text{SCORE DE QUALITÉ DE L'ANNONCEUR}}$$

ENCHÈRES



Example

$$\$5 = 24(\$4 \cdot 8) / 6$$

$$\$3 = 24 / 8$$

$$\$10,000 \text{ budget @ } \$5 = 2\,000 \text{ clics}$$

$$\$10,000 \text{ budget @ } \$3 = 3\,300 \text{ clics}$$

+20% in Quality = +66% Visits

Keyword: +lasik eye surgery

Showing ads right now?

Yes

Quality score - [Learn more](#)

7/10

Expected clickthrough rate: **Average**

Ad relevance: **Average**

Landing page experience: **Above average**

Keyword: lasik eye

Showing ads right now?

No

- Another creative in the ad group was selected over this one.

Quality score - [Learn more](#)

6/10

Expected clickthrough rate: **Below average**

Ad relevance: **Average**

Landing page experience: **Above average**

LE ROI EST TRÈS CORRÉLÉ AVEC LE *OWNED*

CAMPAIGN	AVG. QS (WEIGHTED)	QS CHANGE	CLICKS	COST	▲ PENALTY ⓘ	TASKS	
	3.1 /10	▼ -0.1	1,830	CA\$9,847.80	CA\$5,340.14	1 4	
	2.9 /10	▼ -0.5	829	CA\$3,351.99	CA\$1,741.75	1 9	
	3.7 /10	▼ -0.1	1,179	CA\$2,895.29	CA\$1,335.62	1 4	
	1.0 /10	0.0	324	CA\$1,478.33	CA\$1,256.29	5	
	2.3 /10	▼ -0.9	320	CA\$1,869.39	CA\$1,083.73	1 9	
	3.5 /10	▲ +2.1	190	CA\$832.63	CA\$612.63	1 4	
	2.9 /10	▼ -0.2	86	CA\$395.65	CA\$236.65	6	
	1.5 /10	▼ -0.2	41	CA\$222.91	CA\$169.14	4	
	2.4 /10	▲ +0.3	48	CA\$244.43	CA\$163.47	1 2	
Total of loaded	2.4 /10	▼ -0.1	4,847	CA\$21,138.43	CA\$11,939.42	53 total tasks left	

LECTURE DU QUALITY SCORE

Keyword	Campaign	Ad group	Status ?	Max. CPC ?	Qual. score ?	Ad relevance ?	Landing page exp. ?	Exp. CTR ?
Total - all account ?					--			
"analytics company"	Generic Search_Marketing Analytics Search Intenders_CAN_EN	Analytics Company	Eligible	CAS12.50 (enhanced)	3/10	Above average	Below average	Below average
[social media marketing]	Generic Search_Content Marketing Services Search Intenders_CAN_EN	Médias Sociaux	Limited by budget	CAS10.00 (enhanced)	5/10	Below average	Above average	Below average
"analytics consultant"	Generic Search_Marketing Analytics Search Intenders_CAN_EN	Analytics Consultants	Rarely shown due to low quality score	CAS12.85 (enhanced)	2/10	Average	Below average	Below average
"digital agency"	Generic Search_Digital Media Agencies Search Intenders_CAN_EN	Digital Agency	Limited by budget	CAS7.46 (enhanced)	3/10	Above average	Below average	Below average
"social media marketing"	Generic Search_Content Marketing Services Search Intenders_CAN_EN	Médias Sociaux	Paused	CAS10.00 (enhanced)	5/10	Below average	Above average	Below average
"analytics company"	Generic Search_Marketing Analytics Search Intenders_QC_EN	Technologies Google Analytics	Paused	CAS11.06 (enhanced)	--	--	--	--
"ppc advertising"	Generic Search_Content Marketing Services Search Intenders_CAN_EN	Référencement Moteurs	Ad group paused	CAS10.00 (enhanced)	1/10	Below average	Below average	Below average
agence +Web	Generic Search_Digital Media Agencies Search Intenders_QC_FR	Agence media numerique	Ad group paused	CAS6.19 (enhanced)	2/10	Average	Below average	Below average
"analytics consultant"	Generic Search_Marketing Analytics Search Intenders_CAN_EN	Technologies Google Analytics	Paused	CAS12.85 (enhanced)	2/10	Average	Below average	Below average
"social media marketing"	Generic Search_Content Marketing Services Search Intenders_QC_EN	Médias Sociaux	Paused	CAS10.00 (enhanced)	5/10	Below average	Above average	Below average
"seo montréal"	Generic Search_Content Marketing Services Search Intenders_QC_FR	SEO	Rarely shown due to low quality score	CAS10.00 (enhanced)	1/10	Below average	Below average	Below average

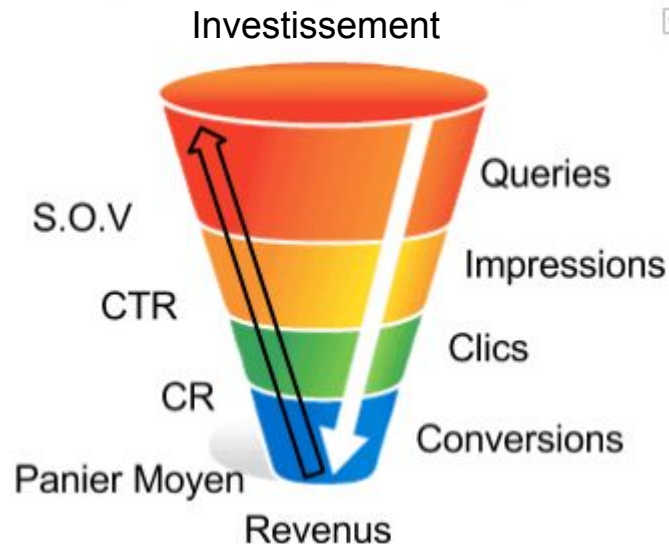
UN MODÈLE DE SUIVI DE LA PERFORMANCE

Six métriques de base :

- Requêtes (Queries/Volume)
- Impressions
- Clics
- Conversions
- Revenus
- Investissement (Ad Spend)

Cinq indicateurs de performance de base :

- *Share of Voice*
- Taux de clic (CTR)
- Taux de conversion
- Panier moyen
- Revenu par visiteur (RVP) ou coût par conversion (CPA)



RAPPORT DE COMPÉTITION

Auction insights report

See how successful your keywords, ad groups, or campaigns are compared to other advertisers participating in the same auctions. Note: This information is based on Google Search traffic for the date range you selected.

84% of available impressions (from 2456 keywords) were used to generate this report. [Learn more](#)

Display url domain [?]	Impression share [?] ↓	Avg. position [?]	Overlap rate [?]	Position above rate [?]	Top of page rate [?]	Outranking share [?]
tangerine.ca	41.78%	3.4	66.45%	64.83%	56.40%	18.88%
capitalone.ca	37.71%	2.5	54.54%	79.38%	71.80%	18.81%
bmo.com	34.75%	3.2	62.44%	63.78%	65.42%	19.96%
You						--
mbna.ca	17.05%	2	24.25%	90.89%	83.96%	25.86%
cibc.com	15.52%	3.8	25.30%	60.66%	53.30%	28.08%
rogersbank.com	13.90%	3.1	18.69%	77.15%	65.86%	28.39%
rbcroyalbank.com	13.59%	3.7	22.01%	55.14%	60.75%	29.14%
americanexpress.com	11.71%	1.9	15.69%	95.22%	87.25%	28.21%
ctfs.com	11.06%	2.4	13.25%	75.19%	74.26%	29.86%

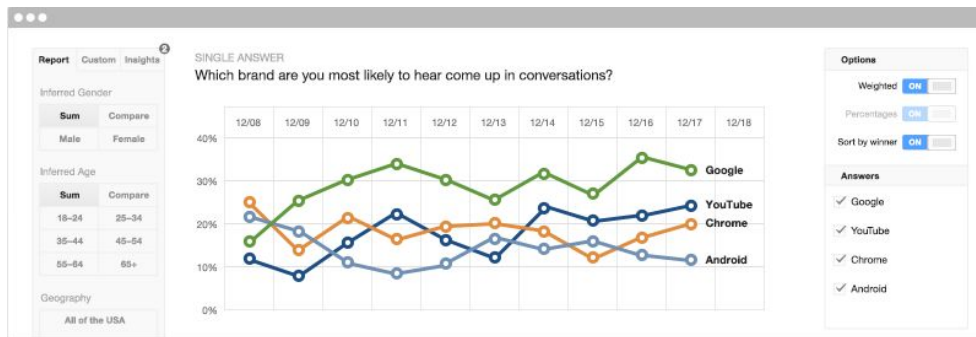
Go to page: Show rows: 10 ▾ 1 - 10 of 14 |< < > >|



MESURER LA NOTORIÉTÉ

GOOGLE CONSUMER SURVEYS

- ▶ Simple, rapide, pas cher
- ▶ Sondage pré & post campagne
- ▶ Beaucoup de possibilités



À quelle programme est associée ce drapeau?



Jeunes lecteurs

Présents pour les jeunes

Club des petits dejeuners

Jeunes au travail

Select an answer ↕

Qui commande la Coupe Rogers?

Desjardins

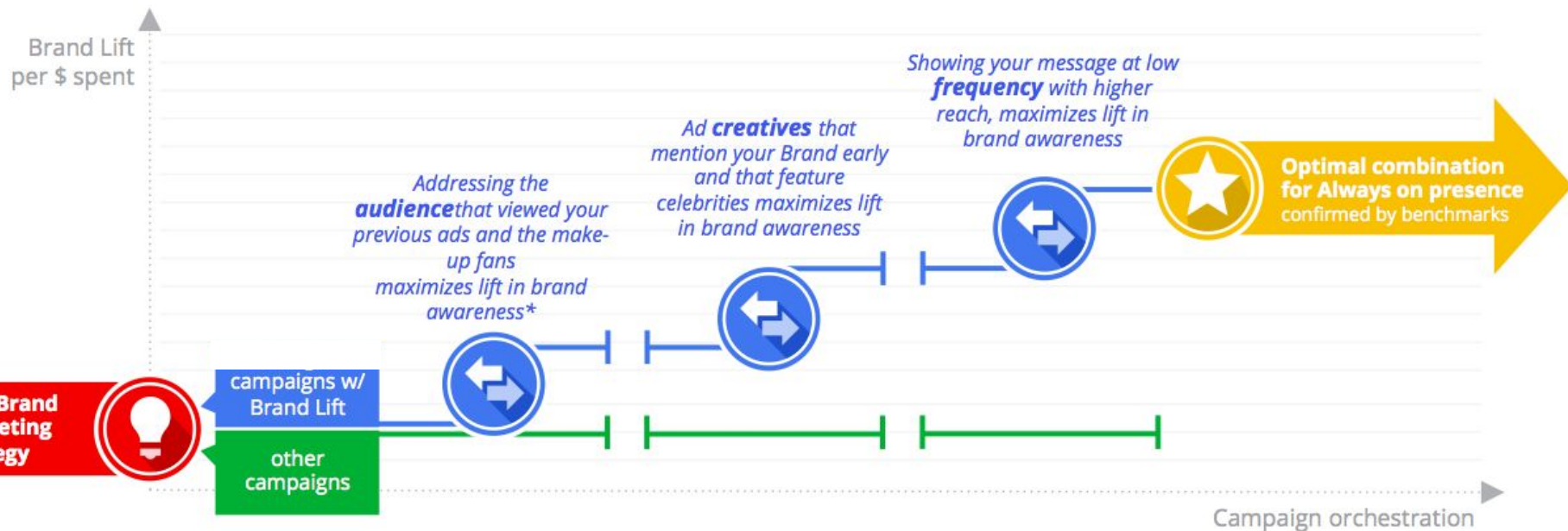
BMO

Banque Nationale

TD

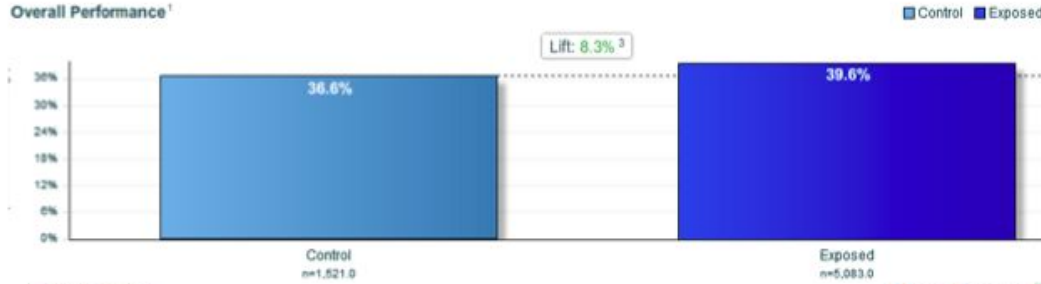
ÉTUDES DE BRAND LIFT

OPTIMISER COMME SI C'ÉTAIT DE LA CONVERSION



SONDAGE NIELSEN BRAND LIFT

Overall Performance¹



Survey Results¹



Creative Performance - All Responses¹



International New York Times
Wednesday, May 25, 2011 | Today's Paper | Personalize Your Website | 9F

Obama Offers a Muscular, but Not Militaristic, Foreign Policy
By MARGARET FOX
Laying out his vision in a speech at West Point, President Obama said that the country can play a vital role in international affairs without resorting to unilateral force or repeating to Islamism.

Snowden Says He Was a U.S. Spy, Not Just an Analyst
By SEATTLE'S JONATHAN AND SCOTT SHANE
In an interview with NBC News, Edward J. Snowden said American officials were trying to play down the importance of his intelligence job.

Syrians Abroad Vote in Advance of National Ballot
By ADITYA BARDHAR AND ANJALY CONNELL
Expatriates began voting before the election on June 3 that is expected to return President Bashar al-Assad to power.

Egyptian Challenger Withdraws Voting Monitors
By CATY D. KOSKOFF
The decision, on the hotly debated third day of voting, removed the last check on ballot stuffing to bolster the lead candidate's lead turnout numbers.

Apple Confirms \$5 Billion Deal for Beats Electronics
By BRADY D. CHRYST
In a move that will help Apple play catch-up with rivals that offer subscription-based music services, the company will offer Beats Electronics a streaming music service and headphones.

A Student of Serena Williams 'Opens the Master'
By JULIA KATZ
Gerardo Blazquez of Spain grew up studying Serena Williams's game on television. The work in breaking her on Wednesday was something she was playing Williams, the top seed.

Editorial: Trapped in Afghanistan
Friedman: Putin Shook
Bismarck: Putin's Big
Picture Guy
Kondratiev: As Good
Goes, So Goes Europe
Kruze: Garcia Márquez's
Blind Spot

Today's Times Insider
Behind the scenes at The New York Times
• Maya Angelou: An Earlier Stage
• Stop the Process

MARKETS
U.S. AMERICAS EUROPE ASIA COMMODITIES
S&P 500 1,809.79 +2.12 +0.11% DOW 18,822.18 +42.32 +0.23% NASDAQ 4,028.26 +1.38 +0.03% NYSE 1,274.36 -2.54 -0.20% S&P 500 184.12 +4.23 +2.34% Wednesday

Get Quotes | City Portfolio | Stock, ETF, Fund
CURRENCY | Dollar News | 1 USD = 0.74 EUR

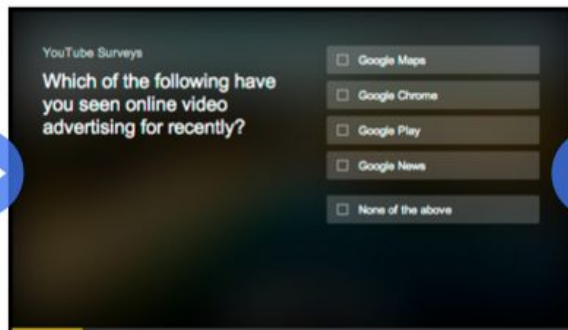
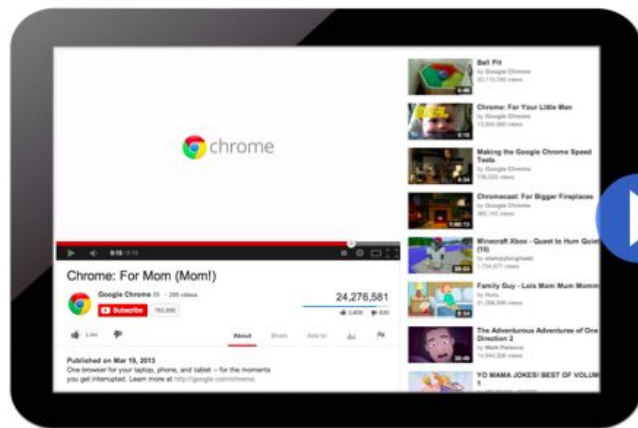
One Question Site Survey
IT TAKES ONLY 15 SECONDS TO ANSWER BELOW
How much do you agree with the following? Air Canada is the best airline for people like me.
☐ Strongly Agree
☐ Somewhat Agree
☐ Somewhat Disagree
☐ Strongly Disagree
Vote to Me Results

POWERED BY VIZU | **SAFE & ANONYMOUS**

Townhome/Condos in York Mills
BROOKLYN BRIDGE PARK
PRIERHOUSE

<http://brandlift.vizu.com/acdemo/>

ÉTUDE GOOGLE BRAND LIFT STUDY



ÉTUDE GOOGLE BRAND LIFT

Merci d'indiquer si vous connaissez :

Awareness, multiple choice

control: 2.4%



Brand awareness lift

20.4% ↑

18-24 audience
awareness lift

145.3% ↑

Male audience
awareness lift

14.0% ↑

1 ad impressions
awareness lift

33.3% ↑

25-34 audience
awareness lift

54.1% ↑

Female audience
awareness lift

22.5% ↑

Question details

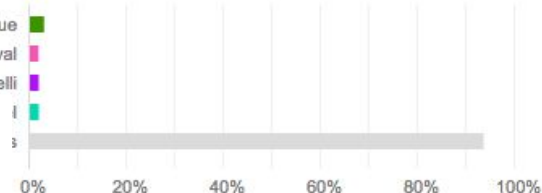
Question type	Awareness, multiple choice
Survey run	9/2/2014 - 9/7/2014
Response rate	21.1%
Respondents	7890

Responses among exposed users

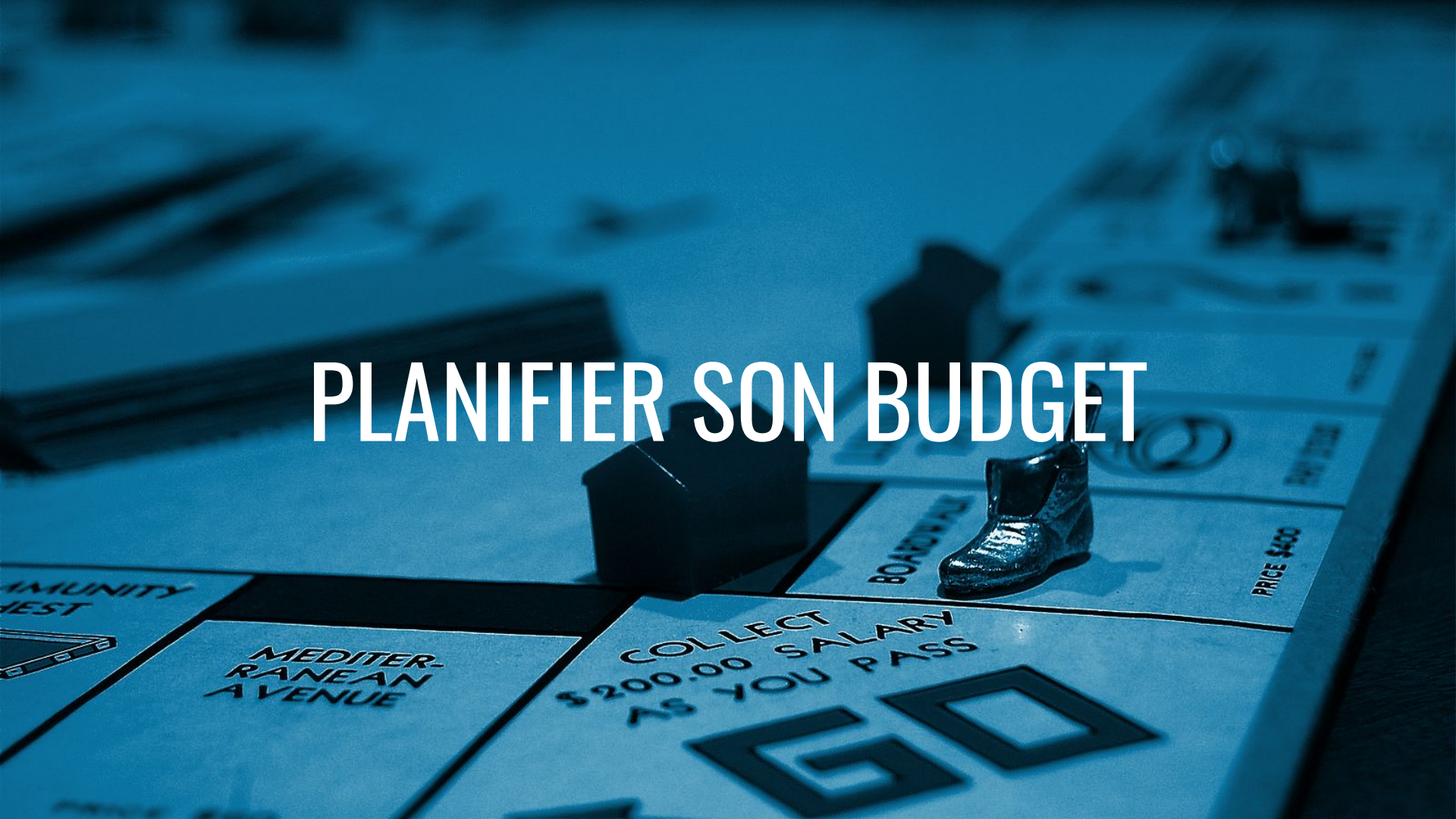
L'ouverture les samedis- Groupe Park Avenue

L'ouverture les samedis- Groupe Duval

L'ouverture les samedis- Groupe Spinelli

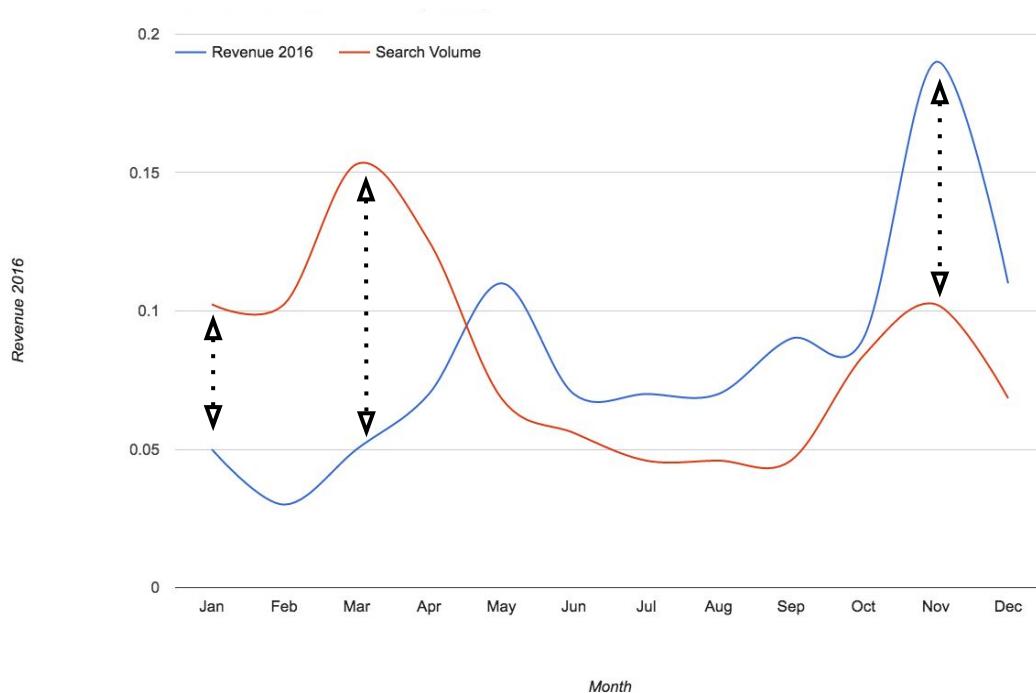


PLANIFIER SON BUDGET



DELTA OPPORTUNITY INDEX

IS YOUR REVENUE TREND FOLLOWING THE DEMAND CURVE?



Existe-t-il un écart entre les ratios des tendances de revenus saisonniers et les ratios de volume de recherche saisonniers? Cette échelle deviendra un indicateur de la demande du marché.

$$\sqrt{\frac{(\mu_{sL} / \sigma_{s\psi}^2) / \sigma_{r\psi}^2 (\mu_{rL})}{C_L}}$$

A blue-tinted photograph of two monkeys. The monkey on the right is holding a coconut shell to its face, looking through it. The monkey on the left is looking towards the right. The word "BENCHMARK" is written in white, bold, sans-serif capital letters across the center of the image.

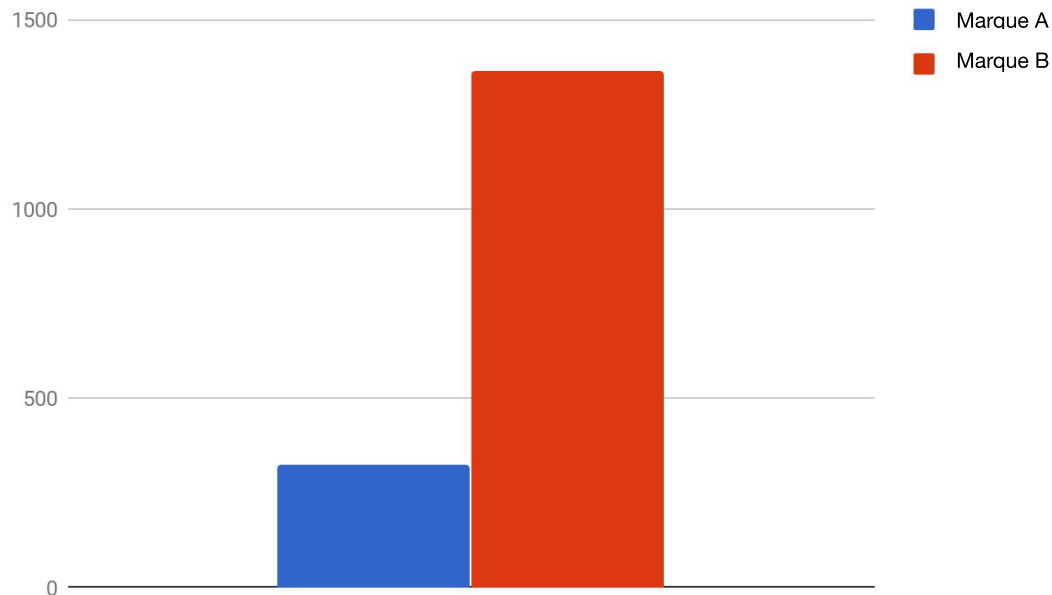
BENCHMARK

QUOI MESURER?

ANALYSE DU VOLUME DU TRAFIC

WEBSITE TRAFFIC TRENDS IN CANADA FROM JAN-SEPT 2017

Marque B
+320%



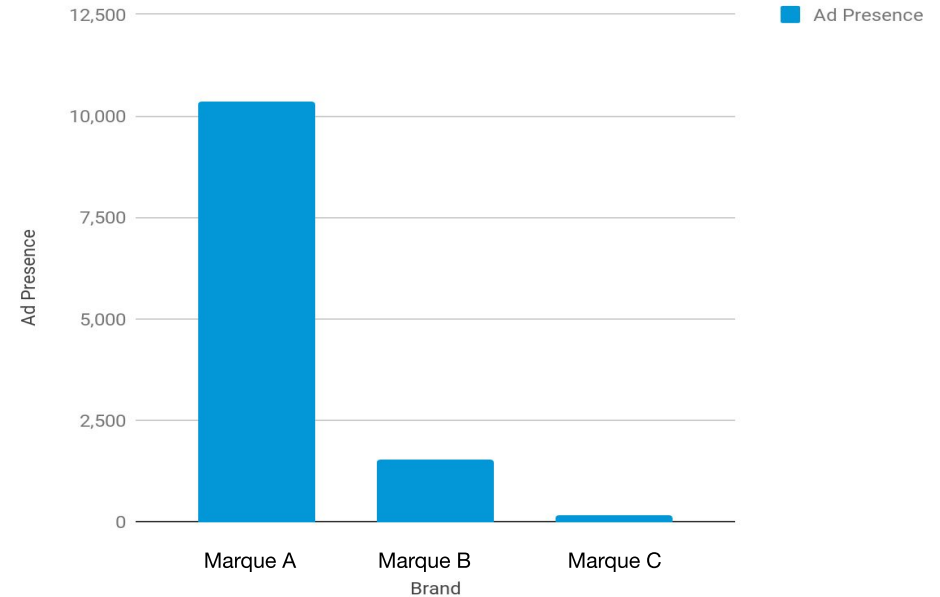
PART DE PRÉSENCE PUBLICITAIRE EN LIGNE

OVERALL SHARE OF DISPLAY/PAID SOCIAL ADVERTISING IN CANADA

Last 12 Months Display / Paid Social SOV



Ad Presence over the Last 12 Months



PART DES MENTIONS RELIÉES À LA MARQUE

MENTIONS DES MARQUES A ET B

Marque B
+800%

Marque A

176

Mentions



Marque B

1245

Mentions



96

Authors

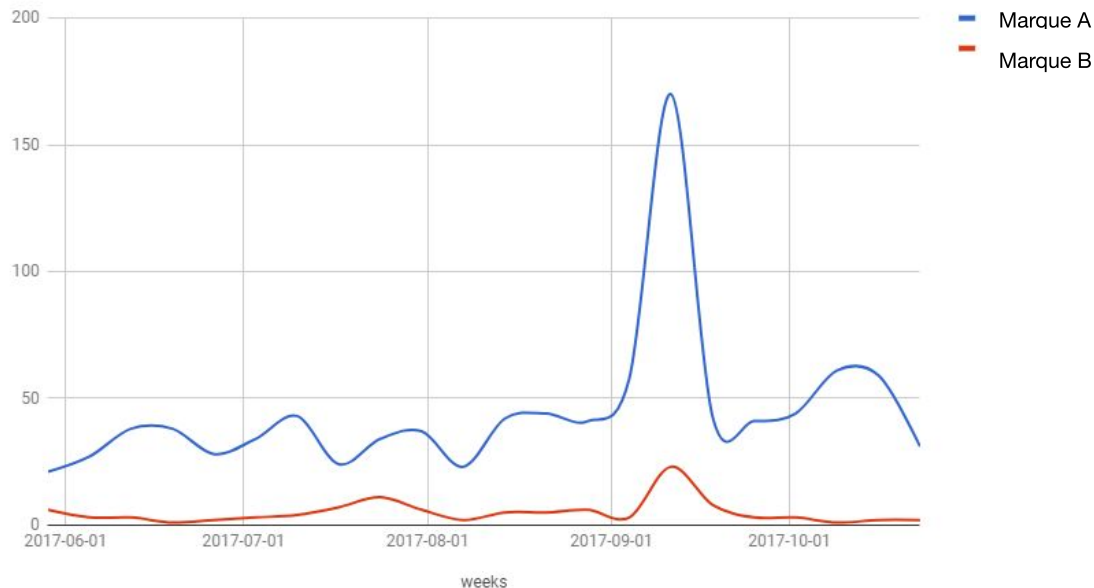


433

Authors



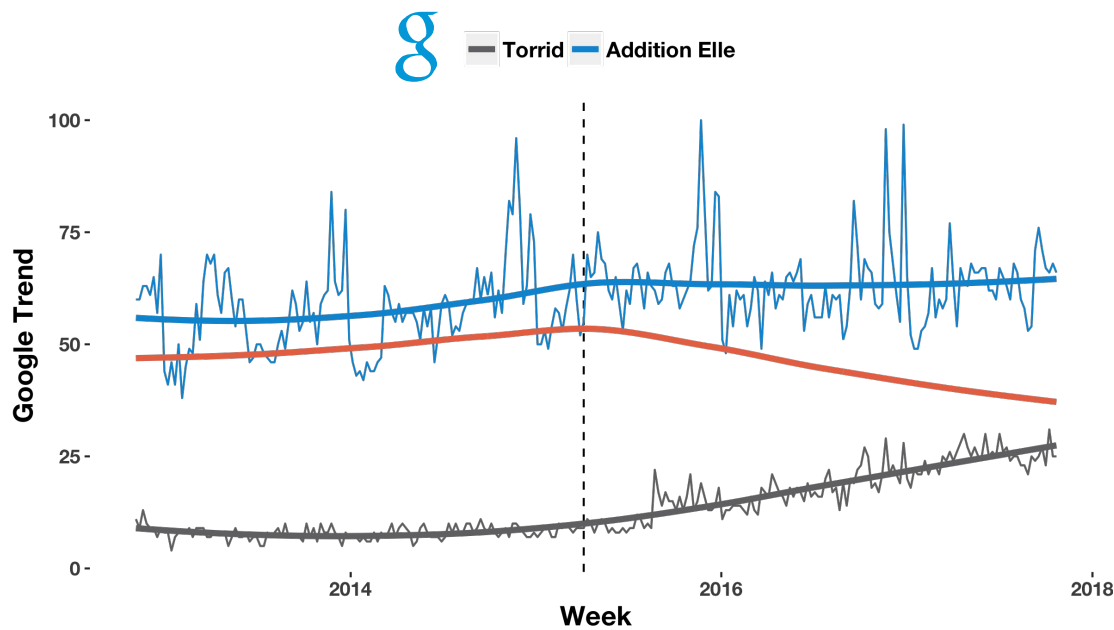
Brand Mentions in Canada



PART DES TENDANCES DE RECHERCHE RELIÉES À LA MARQUE

BRAND SEARCH TRENDS OF TORRID VS ADE OVER THE LAST 5 YEARS

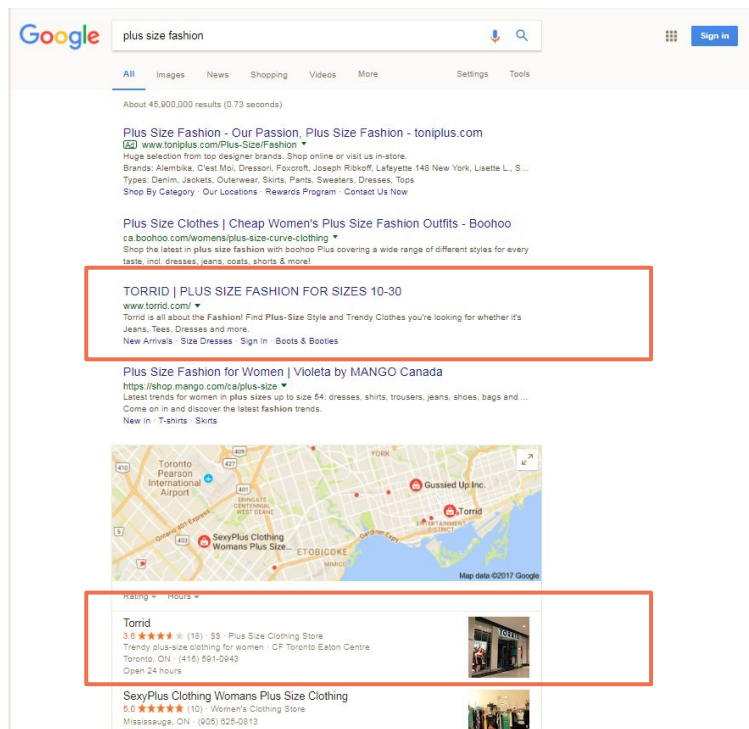
Marque B
+30%



PART DE RECHERCHES ORGANIQUES GÉNÉRIQUES

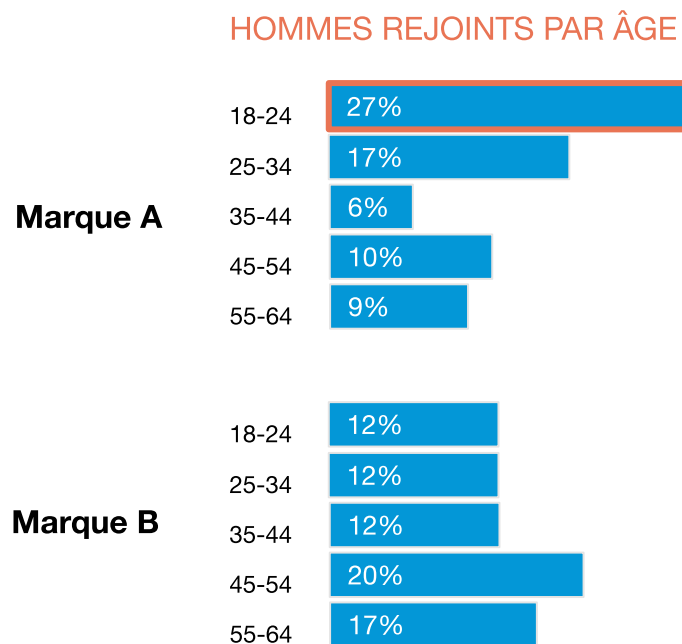
DOMINANCE DE MARQUE SUR UNE EXPRESSION CLÉ GÉNÉRIQUE

TORRID
80%



PART DE PORTÉE ENVERS UN GROUPE D'ÂGE

Marque A
91%



The background of the slide features a low-angle shot of several large tower cranes against a clear, bright blue sky. The cranes are constructed from a complex network of metal lattice and cables, with their long jibs extending diagonally across the frame. The perspective creates a sense of height and scale. The text is overlaid in the center, using a clean, white, sans-serif font.

OUTILS SUR MESURE ET PACING

ANALYTICS SUR MESURE

POUR LES ÉQUIPES DÉDIÉES

Comment réconcilier les données d'entreprise?

- ▶ Données multicanales (Google, Facebook, Ad Server, Emails)
- ▶ Données de coûts
- ▶ Données hors-ligne (visites physiques, appels, etc.)

Outils :

- ▶ Power BI
- ▶ Google Data Studio
- ▶ Datorama
- ▶ Zoho Analytics
- ▶ Tableau

Travaux :

- ▶ Data engineering
- ▶ Data analysis
- ▶ Insights
- ▶ Actions over insights

TROIS MÉTRIQUES PRIMAIRES

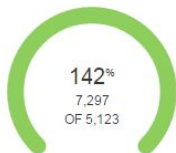
LE PACING DE VOTRE PERFORMANCE

Efficacité :
Revenue ou Volume de conversion

Efficiency :
ROAS ou CPA

Dépenses médias :
Pacing dans les investissements

BillGross_Click



CPC Goal



Media Budget Goal



Goals Scorecard

Name	Measurement	Period	Status	Value	Goal	Remaining	Days Left	Days Elapsed	Daily Target	Daily Avg Goal	Daily Avg Value	Predicted
BillGross-MediaCost	Media Cost	21 Nov 2016 - 31 May 2017	99 %	\$120,944.32	\$193,090.00	\$72,145.68	70	122	1,030.65	1,005.68	991.35	\$190,338.60
BillGross_Click	Clicks	21 Nov 2016 - 31 May 2017	142 %	7,297	8,063	766	70	122	10.94	41.99	59.81	11,484
BillGross_CPC	CPC	21 Nov 2016 - 31 May 2017	69 %	\$16.57	\$23.95	\$7.38	70	122				

1 - 3 of 3 items

Exemple

CONCLUSION

INGRÉDIENTS POUR UNE BONNE MESURE ROI

- ❏ Objectifs > Stratégie > tactiques > KPI
- ❏ Compréhension de la complexité
- ❏ Équipe dédiée et en continu
- ❏ Source de vérité pour chaque canal
- ❏ Outils et données standardisés

MERCI !

JEAN-FRANÇOIS RENAUD
ADVISO

INSCRIVEZ-VOUS À NOTRE INFOLETTRE
lp.adviso.ca/infolettre