Tracking Paid Ads

How KISSmetrics tracks the ROI of AdWords, banners, etc. by tracking people.

What if you could know that for every $1 invested in paid ads, you're pulling $10 back? With KISSmetrics, you can.

Here's how we connect the dots between ads and revenue, in step-by-step detail.

[Internet users]

AdWords

A person Googles "accounting," see your ad for accounting software, and clicks through.

Timeline

Actions taken by a specific user

Data collected by KISSmetrics

XYZ123

Because your webpage has KISSmetrics' tracking code in its <head>, KISSmetrics tracks this anonymous person's arrival by tagging that person with an auto-generated ID (XYZ123). KISSmetrics also tracks default events & properties—even pulling from UTM parameters living inside your ad's destination URL to detect *which* ad the person clicked.
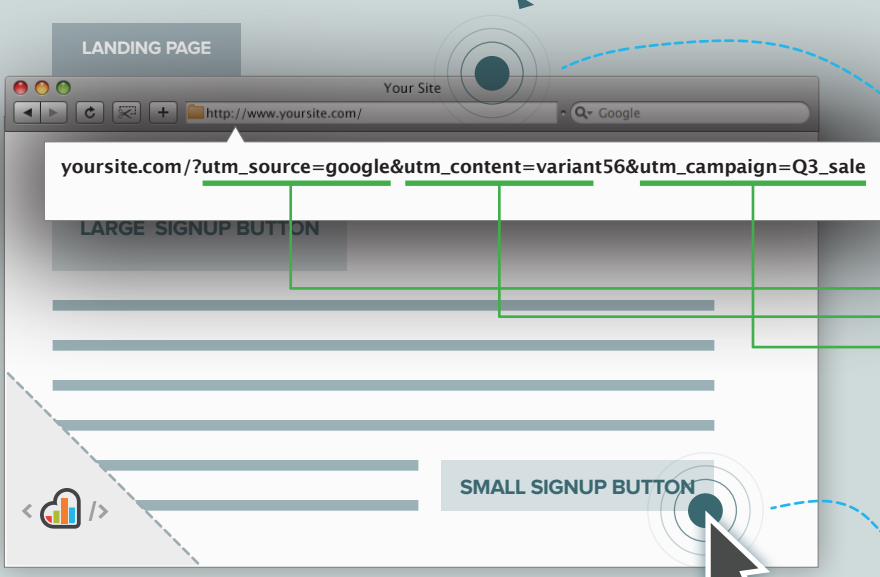
This is an event. Outside of default events, you can create custom events that fire in a number of scenarios:

- Person clicks on a button
- Person views a webpage
- Person submits a form

Then include event details as optional properties. Either create custom events & properties by filling out a form in the event library or by asking your developer to use any of our APIs or integrations.

As people travel through your website, KISSmetrics tracks what events and properties they trigger.

DAY 1

LANDING PAGE

yoursite.com/?utm_source=google&utm_content=variant56&utm_campaign=Q3_sale

LARGE SIGNUP BUTTON

SMALL SIGNUP BUTTON

Person XYZ123 did **"Ad Campaign Hit"**

Campaign Source: google
Campaign Content: variant56
Campaign Name: Q3_sale
URL: landing1.html
Search Engine: google
Search Terms: "accounting"

Person XYZ123 did **"Clicked Signup Button"**

Button Variant: Small

XYZ123

The anonymous person clicks the small button. Differentiate between large and small buttons by creating custom properties like "button variant".

SIGNUP PAGE

SIGN UP FOR OUR SERVICE!

Large plan ($20/month) Small plan ($10/month)

Name

Email Address

Phone

SIGN UP!

Person XYZ123 did **"Signed up"**

Billed Amount: $10
Name: John Smith
Email Address: johnsmith@gmail.com
Phone: 555-555-1234

johnsmith@gmail.com was aliased to XYZ123

johnsmith@gmail.com
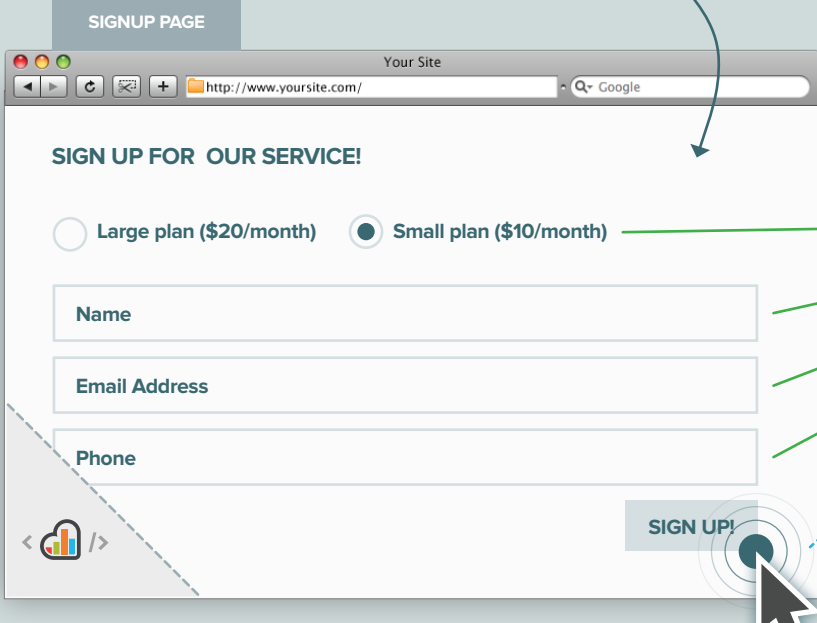
User selects a plan and signs up. By creating a custom event that fires when a person submits a form, relevant form data gets passed into KISSmetrics as properties.

ABOUT ALIASING: Once a person supplies your website with a named identity (such as an email address given via a signup form), KISSmetrics can then "alias" that named identity to the person's previous identities, including the person's anonymous identity (XYZ123). This allows KISSmetrics to paint a "complete" picture about John Smith. Aliasing happens automatically when you track a form submission event and can also be manually forced via our APIs or integrations.
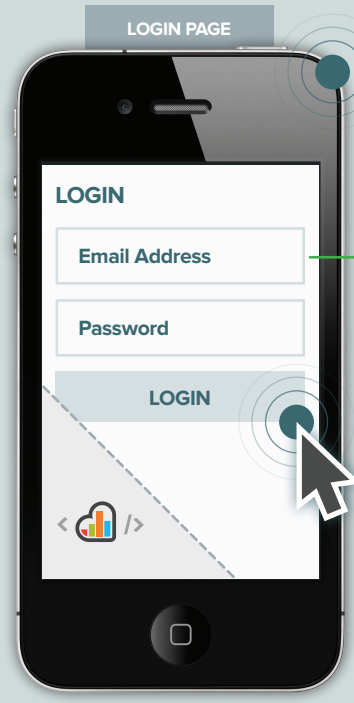
14 days later

ABC789

John returns to your site, this time on his smartphone. Until he signs in, KISSmetrics doesn't know who he is and assigns him a fresh anonymous ID (ABC789).

DAY 15

LOGIN PAGE

LOGIN

Email Address

Password

LOGIN

Person ABC789 did **"Visited Site"**

Referrer: Direct

Person ABC789 did **"Logged In"**

Email Address: johnsmith@gmail.com

johnsmith@gmail.com was aliased to ABC789

johnsmith@gmail.com

John fills out the form and clicks "Login." Just like when John filled out the sign-up form, KISSmetrics automatically aliases the anonymous identity to the named identity. KISSmetrics tracks forms to continue painting a complete picture of John, even when he switches to a mobile device.

johnsmith@gmail.com

He decides to upgrade his account to the large plan.

UPGRADE PAGE

UPGRADE

Large plan ($20/month)
Small plan ($10/month)

UPGRADE!

Person johnsmith@gmail.com did **"Upgrade"**

Billed Amount: $20

CHRONOLOGICAL SUMMARY OF JOHNSMITH@GMAIL.COM
This is what KISSmetrics knows about johnsmith@gmail.com after 15 days. Every event & property is timestamped so you can pull reports on specific time periods.

johnsmith@gmail.com

johnsmith@gmail.com switches to the large plan and clicks "Upgrade!" KISSmetrics adds $20 to the "Billed Amount" property while preserving the first value of $10 to create a timeline of upgrades and downgrades.

johnsmith@gmail.com
Name: John Smith
Phone: 555-555-1234
Current Plan: Large

Person Details

🕐 1 day ago

July 21, 2012
  8:00 am   **Visited Site**
              Referrer: Direct
  8:01 am   **Logged In**
  8:10 am   **Upgraded**
              Billed Amount: $20

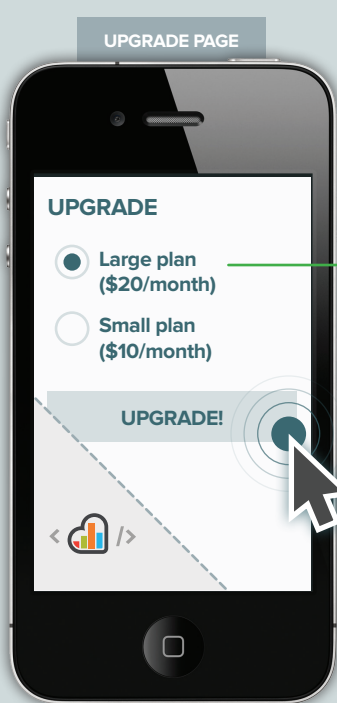🕐 15 days ago

July 6, 2012
  7:00 pm   **Ad Campaign Hit**
              Campaign Source: google
              Campaign Content: variant56
              Campaign Name: Q3_sale
              URL: landing1.html
              Search Engine: google
              Search Terms: "accounting"
  7:10 pm   **Clicked Signup Button**
              Button Variant: Small
  7:15 pm   **Signed Up**
              Billed Amount: $10

Other analytics tools won't account for John's total lifetime value, which started at $10/month and increased to $20/month after his upgrade. He may stay for 3 years and switch plans half a dozen times. KISSmetrics tracks all those revenue-related events to give marketers ROI reports that aren't just pegged to the first transaction, but are pegged to lifetime transactions. Now you can know that ad variant #56 targeting the search term "accounting" is pulling $10 for every $1 invested.

You can now compare ad spend to revenue reports like this in KISSmetrics for ROI calculations:

Campaign Content	Total Revenue ▼	Avg Revenue/Person	Lifetime Value	Paying Customers	Avg Monthly Churn
variant56	1,856,279.85	166.18	444.41	11,170 people	1.6%
variant32	588,425.65	118.44	154.52	4,968 people	5.3%
variant89	15,862.25	178.23	344.83	89 people	2.3%

ℹ Want to view this report? Click the Revenue tab, then segment by selecting the property "Campaign Content".

KISSmetrics