About PBS

- www.PBS.com
- PBS is a private, nonprofit corporation, founded in 1969, whose members are noncommercial, educational licensees that operate 353 PBS member stations.

Goals

- Have a single place to monitor the web performance of all PBS properties
- Allow the producers of each TV program to only see their program's web performance
- Track key site elements, such as registrations and video views

Approach

- Use two account codes: one for the entire website, and one customized for each producer
- Use advanced features, such as event tracking, to monitor video views
- Set up goals and funnels to monitor registrations

Results

- Drove a 30% increase in traffic
- Boosted registered users by over 30% by improving the registration process
- Created two new video portals thanks to clear understanding of video consumption

By tailoring the features of Google Analytics, LunaMetrics helps PBS increase both conversions and visits by 30%

Top Notch Programming

The Public Broadcasting System's interactive arm helps individual PBS producers and local PBS stations create and promote each section within PBS.org for programs such as NOVA, American Masters, and Sid the Science Kid. A selection of web analytics tools had been installed, but these proved difficult to maintain and use. PBS wanted to develop a coordinated approach to analysis and reporting that would inform their future strategic decisions.

Tuning In

Led by Web Analytics Director Amy Sample, the team at PBS needed a cohesive system across the entire enterprise, and for this they turned to Google Analytics. In addition to top-level analysis of PBS.org and PBSKids.org, they also hoped to implement a solution that would allow producers of individual programs to see only the data on those pages and microsites that related to their own shows.

This challenge proved more difficult than the standard implementation of Google Analytics, since giving a producer access to one show would not only allow them to see all other shows, but would also force them to dig through massive amounts of data in order to find their own. It was critical to have a solution that gave Amy the over-arching view she needed, and the microcosm view that each producer needed. To meet these requirements, LunaMetrics devised a custom technical solution for PBS that expanded their existing standard implementation.

> *"Google Analytics and LunaMetrics jumpstarted our transition to a decentralized approach to analytics that better serves the distributed network of stakeholders at PBS."*
>
> *- Amy Sample, Web Analytics Director, PBS*

The right programs for the right audience

In order to extend administrative access to thousands of producers across the organization, LunaMetrics included two Google Analytics account codes on each page. The primary account code let Amy and her team see all data for the entire enterprise in one place. This would allow her team to make decisions that would improve the website as a whole. The second account code was specially designed so that each producer could only see the data relating to his or her program, but not for other programs. This setup would effectively allow for the account governance that PBS needed to impose, and make it much easier for producers to evaluate their web performance.

LunaMetrics rounded out the project by providing training on the use of Google Analytics. The PBS interactive team now have the metrics and know-how to refine their online eff orts, while PBS producers can easily keep tabs on the performance of their shows online, and make dynamic adjustments for improvement within their own online offerings.

Loud and clear

Google Analytics has been a key facilitator in the transformation of PBS online. The tool enables reporting that is robust, tailored and meaningful, which means that stakeholders are no longer focused on static monthly reports. Instead, they are increasingly able to use analytics to inform critical and timely business decisions on a day-to-day basis.

Analysis of search engine trends led to an increase in PBS traffic by 30% during the first year after implementation. PBS also used valuable conversion funnel data to optimize the registration path in PBSKids; this activity increased conversions by one-third. Furthermore, since Google Analytics was set up to allow PBS to evaluate the way users consumed video, the broadcaster created two new portals: PBS Video and PBSKIDS Go!

The tool is flexible enough to cater to the needs of PBS even as the broadcaster's interactive ecosystem constantly expands. Amy explains that the legacy of LunaMetrics lives on: "We continue to iterate on the original framework that LunaMetrics created as we add more complicated tracking like video streaming and mobile usage".

About LunaMetrics

- www.lunametrics.com
- Pittsburgh, PA
- Google Analytics Certified Partner since 2007, specializing in Google Analytics and Google Website Optimizer

About Google Analytics

Google Analytics 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.