

Mongo is committed to helping you find predictable, repeatable online success. We also want you to feel comfortable as you engage with discussions around marketing terminology and related topics. We've thrown together a list that breaks down some of the benefits of efficient, data-driven digital efforts. Mongo is here to help, so if you have any questions about anything covered in this breakdown or on our site, feel free to contact us. Call us at (518) 705-8581 or email hello@mongo.digital.

Who

Who is browsing your site right now?

Mongo will set up Google Analytics on your website. Analytics allows you to see who is frequenting your site and what they are interested in. You'll have the ability to segment people into groups that are highly likely to convert and become customers. As you gain more data, your insights will grow and you'll begin to understand who your ideal online customer is. You can implement remarketing campaigns to help nudge would-be customers into converting, or promote a product that only users who have been on your site in the past can see.

What

What page are they on? What are they interacting with?

Once you are collecting data related to how people interact with your website, you'll know which pages, products, and information is being interacted with. Track key events like signing up for a newsletter, adding a product to cart, or even what percentage of the page a user has scrolled through. Use these data points to optimize the user experience and stop losing customers due to poor site layout and irrelevant content. Remove your guesswork and provide an exceptional online experience.

When

When do people interact with your digital properties? When is the best time to be running online advertisements?

If you're running paid ads 24/7, you're wasting your money. So when is a good time to run ads? You'll have the ability to make informed decisions about when to run ads based on real user data. Once you've narrowed down the best time to run ads, you can shift your focus to optimizing factors like ad copy, offers, and targeting; all of which is now within your reach because you've taken control of your data.

Where

Where is the best place for people to find you online? Where will the next 1,000 customers come from?

'Where should I advertise' is a fair question, and one we often hear. While there is no simple answer, you might have guessed that it has to do with data. Google Analytics unveil metrics

around platforms that simply won't be provided within apps like Facebook, Instagram, LinkedIn, or Twitter. If someone sees your ad or post, and then navigates to your site, they'll be added to a pool of users that can capture data related to age, gender, interests, time on site, conversion completed, geographical location, number of pages browsed, and then tie these numbers to the platform that sent them to your site. You'll begin to understand which platforms send you the best traffic, helping you make once tricky decisions around where to advertise and how much to spend.

Why

Why should someone care about your brand? Why are you in their feed?

While most brands have plenty of zeal related to advertising, their messaging simply isn't relevant (at least to the people seeing it). Whether it's search advertising or posts on Instagram, whatever you're putting out there needs to match your potential customer's intent. If there is any disconnect, you introduce friction into the interaction and you've already lost. The remedy to tone deaf messaging is knowing your audience, and now you've got powerful data to inform your copy, images, and strategy. Rather than creating a campaign in a vacuum of good intention, lead with the products or services that receive the most interest on your website. There's now a 24/7/365 survey running on your site and you can view how actual customers are interacting with your brand.

We hope this article was helpful. Thanks for considering Mongo!