

Introduction

Familiarity with your reporting tools is crucial, but knowing how to interpret and act on the data is equally important. With this in mind, navigate to one of the analytics tools or performance pages discussed in the Identifying Flywheel Insights lesson.

Content Performance Page Analysis

Analyzing website content performance helps you improve user experience, optimize your content strategy, increase conversions, optimize for SEO, and measure content marketing ROI. It enables you to make data-driven decisions, iterate on your content, and drive better results for your website and business.

- To access your website pages:
 - In your HubSpot account, navigate to **Marketing > Website > Website Pages**.
- To access your landing pages:
 - In your HubSpot account, navigate to **Marketing > Landing Pages**.
- To access your blog post:
 - In your HubSpot account, navigate to **Marketing > Website > Blog**.

Website Pages or Landing Pages

- Which pages get the most views? Adjust the date range to see what stands the test of time versus what is trending right now with your audience.

- Which pages are converting best?

- Are there any pages with high views but low CTR? These are great candidates for conversion rate optimization.

- How are landing pages performing compared to benchmarks? How do your awareness, consideration, or decision offers perform next to each other?

Identifying Your Flywheel Insights

- How are landing pages from each campaign performing compared to benchmarks?

- Which landing pages are best converting new contacts?

- Which landing pages are bringing in the most customers?

Blog Posts

- Are your number of views headed in a positive or negative direction?

- How are views performing compared to last month?

- Are you gaining or losing subscribers?

- Are you meeting your goals for adding new subscribers?

- Which of your recent posts have done really well, so you can give them an extra boost on social or in email? Review post performance of page views, exit rate, bounce rate, CTA clicks, and click-through rate.

- Which posts may need to be reworked?

- What topics seem to be resonating with searchers right now? Is it possible to create more content on that topic?

- What blogs are converting best?

- Do the best converting blog posts have anything in common?

HubSpot Ads Analysis

Analyzing ad performance is important to optimize ad spend, improve ad targeting, refine ad creative and messaging, benchmark against competitors, and make data-driven decisions for better ad campaign performance.

HubSpot Social Analysis

Analyzing social media marketing performance is important to measure success, optimize content strategy, gain insights into audience behavior, measure ROI, and conduct competitive analysis.

- How many ads are you currently running?

- Are these paid searches or paid social ads? How do these channels align with your buyer personas?

- Which ads have led to the highest clicks to contacts conversion rates?

- Have paid social or paid search ads led to greater ROI?

- What type of content offers were linked to the best performing ad? What stage of the buyer's journey do those align with?

HubSpot Email Analysis

Measuring email marketing performance is crucial for evaluating campaign effectiveness, optimizing email content and design, refining audience segmentation and targeting, monitoring email deliverability and reputation, and measuring ROI.

- How many emails were delivered and opened this month?

- Are there any “problem” emails, or ones that are performing poorly, based on your goals?

- Which email campaigns are most popular with your audience? Do these emails have anything in common?

- Which emails have the highest open rate? Do they have anything in common?

- Are you losing contacts at a concerning rate? Hint: Look at your unsubscribes, bounce rates, and spam reports. Which emails are your worst offenders?

HubSpot Campaign Analysis

Analyzing campaign performance allows you to assess the effectiveness and impact of your marketing initiatives. By tracking key metrics (like conversion rates, click-through rates, engagement rates, ROI, demographic data, purchase behavior, engagement patterns, and response rates), you can gain a deeper understanding of your audience. This knowledge allows you to refine your messaging, tailor your campaigns, and better connect with your audience.

- Did the campaign reach and engage the intended target audience effectively?

- What were key performance indicators (KPIs) for the campaign? Were they achieved?

Identifying Your Flywheel Insights

- How did the campaign perform generating leads and conversions?

- Did the campaign effectively increase brand awareness and visibility?

- Were the marketing channels and platforms used in the campaign effective in reaching the target audience?

- What was the return on investment (ROI)?

- Were there any notable trends or patterns in the campaign's performance data?

- Did the campaign receive positive feedback and engagement from customers and prospects?

- What were the key learnings and areas for improvement identified from the campaign's performance?

HubSpot Sales Analysis

Measuring the performance of your sales team is essential for driving growth, ensuring accountability, and fostering a culture of continuous improvement within your organization.

To access the Sales Analytics tool, in your HubSpot account, navigate to the *Sales* dropdown and select **Sales Analytics**.

- What were the specific sales goals set for the team?

Identifying Your Flywheel Insights

- Did the sales team meet or exceed their sales targets?

- How many leads did the sales team convert into customers during the evaluation period?

- How effective was the team's sales process in moving leads through the sales funnel?

- What was the average deal size and conversion rate of the sales team? Did the team effectively handle objections and close deals?

- How well did the team build and nurture relationships with prospects and customers?

- What was the average sales cycle length and how did it compare to the target?

- How well did the team leverage sales tools and technology to support their efforts?

- What were the key learnings and areas for improvement identified from the team's performance?

HubSpot Services Analysis

Measuring service team performance helps gauge customer satisfaction and identify areas for improvement. It allows you to assess if the team is meeting customer needs, resolving issues promptly, and delivering a positive customer experience.

Use this evaluation to encourage a culture of continuous improvement. Running consistent audits enables you to set targets, monitor progress, and identify areas for development within the service team. Regular evaluation helps drive innovation and enhances the overall effectiveness of your service operations.

Identifying Your Flywheel Insights

To access the sales analytics tool, in your HubSpot account, navigate to the *Reporting* dropdown and select **Analytics**. On the following screen, select **Service Analytics**.

- What were the specific service goals and objectives set for the team?

- Did the team meet or exceed customer satisfaction targets or service level agreements (SLAs)?

- How effective was the team in resolving customer issues or support tickets within the defined timeframes?

- What was the average response and resolution time for customer issues?

- Did the team achieve the desired customer retention or renewal rates?

- How well did the team deliver on the promised service quality and deliverables?

- Were there any recurring issues or patterns in customer feedback or complaints?

- How effectively did the team communicate with customers and provide timely updates?

- What skills and knowledge gaps were identified, and were appropriate training and development opportunities provided?

- What were the key learnings and areas for improvement identified from the team's performance?