# HubSpot

## Reporting you can use

A look into practical reporting in HubSpot

# Evan Dean

HubSpot Channel Consultant. I've spent years crafting marketing campaigns with HubSpot Users and Partners to drive success.

HubSpot

# What were talking about

- Using attribution reports

- Using Analytics Views

- Prospect Reportings
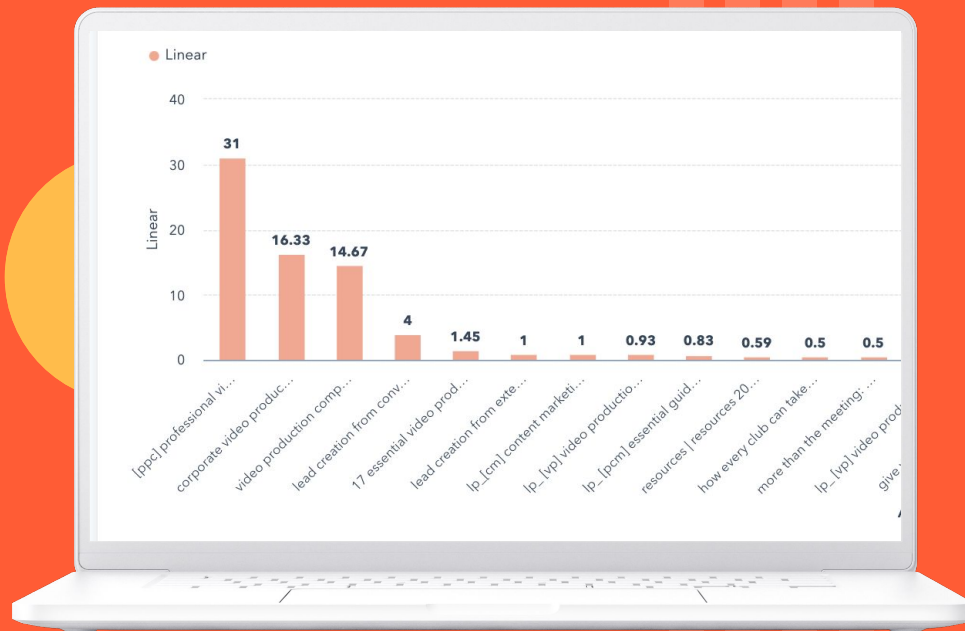
- Page Performance

1

HubSpot

# The Value of Attribution

Understanding which channels are actually driving the results you care about.

HubSpot

# Lets Build One

## >Reports > Reports

Try creating an attribution report. Best place to start is "What Asset Title Created the most Contacts"

- Try Filtering by Lifecycle Stage
- Try Different Models

# Attribution Reporting

| | FIRST INTERACTION | LEAD CREATED | DEAL CREATED | ALL FURTHER INTERACTIONS | CLOSED WON |
|---|---|---|---|---|---|
| First Interaction | 100% | | | | |
| Last Interaction | | | | | 100% |
| Linear | 20% | 20% | 20% | 20% | 20% |
| Full Path | 22,5% | 22,5% | 22,5% | 10% | 22,5% |
| U-shaped | 40% | 40% | | 20% | |
| W-shaped | 30% | 30% | 30% | 10% | |

# What To Do With an Attribution Report

Attribution reporting can show you which of your assets are driving the most significant interactions.  Based on this information you should consider...

- Giving these pages some love!
- Update which offers are on these assets
- Build new offers to support these assets
- Use them as an opportunity to drive conversions

Hubspot

# Using Analytics Views

Focus on the areas of your site that you really care about.

HubSpot

# Building Analytics Views

## Make them before you need them!

Reports > Analytics Tools > Traffic Analytics.

Consider Starting with...
- Subdomain
- Shop
- Product pages



*Hub*S*p*o*t*

# What To Do With Analytics Views

Sources reports for what you are focusing on.

- Add them to dashboards > Save Report > Add to Dashboard
- Decide where to spend your time
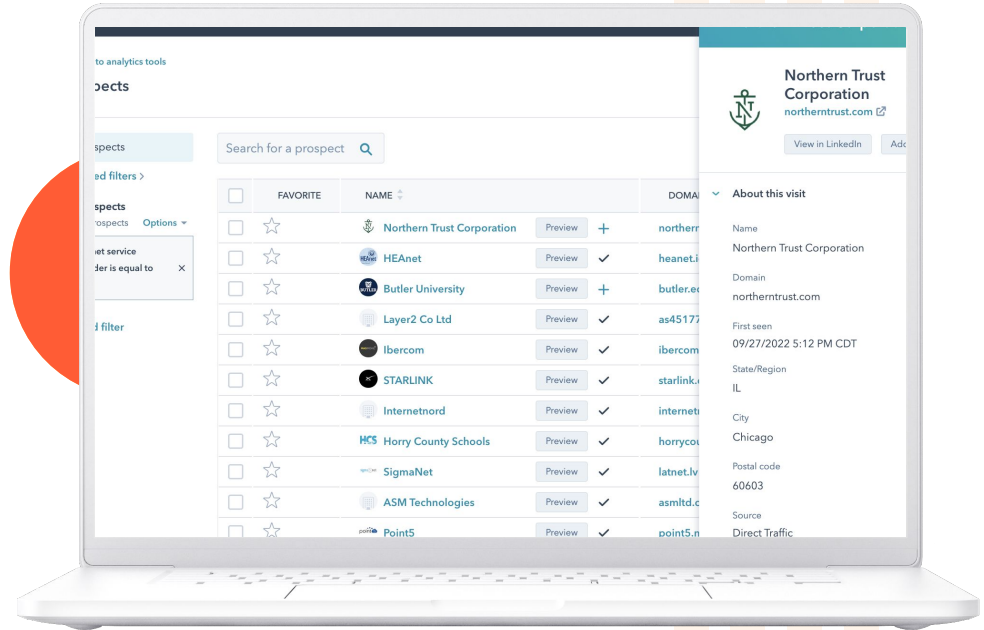- Know when it's time to focus on something else

**HubSpot**

# The Prospect Report

This report uses IP information to show you companies visiting your site.  A great place to start your sales.

HubSpot

# Using the Prospects Report

## First we have to find it…

You can find this report through the ABM tools or by searching "Prospects"

# What to do with the Prospects report

- Clean it up
  - Star your favorites
  - Ignore ISPs
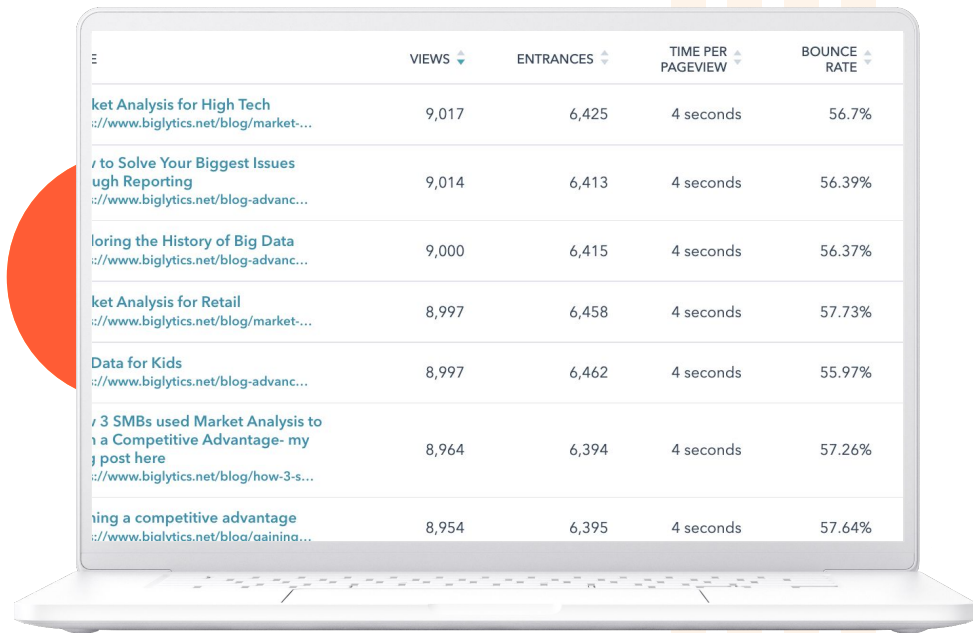- Add Prospects to your Companies List
- Reconnect
- ABM

HubSpot

# Using Page Analytics

To better understand which of your pages are actually valuable and which are not.

HubSpot

# Using Page Analytics

## Traffic Analysis > Pages

Using this tool for specific period of time and sub section of your site can give you a picture of what's driving traffic month over month.

Try This: Blog Pages for the last quarter.

| | VIEWS | ENTRANCES | TIME PER PAGEVIEW | BOUNCE RATE |
|---|---|---|---|---|
| ket Analysis for High Tech ://www.biglytics.net/blog/market-... | 9,017 | 6,425 | 4 seconds | 56.7% |
| y to Solve Your Biggest Issues ugh Reporting ://www.biglytics.net/blog-advanc... | 9,014 | 6,413 | 4 seconds | 56.39% |
| loring the History of Big Data ://www.biglytics.net/blog-advanc... | 9,000 | 6,415 | 4 seconds | 56.37% |
| ket Analysis for Retail ://www.biglytics.net/blog/market-... | 8,997 | 6,458 | 4 seconds | 57.73% |
| Data for Kids ://www.biglytics.net/blog-advanc... | 8,997 | 6,462 | 4 seconds | 55.97% |
| y 3 SMBs used Market Analysis to n a Competitive Advantage- my g post here ://www.biglytics.net/blog/how-3-s... | 8,964 | 6,394 | 4 seconds | 57.26% |
| ning a competitive advantage ://www.biglytics.net/blog/gaining... | 8,954 | 6,395 | 4 seconds | 57.64% |

HubSpot

# What To Do With Page Analytics

Better understand what pages drive traffic

- Assure these pages are maintained
- Create complimentary content offers
- Include these pages in your SEO strategy
- Consider what to do with the lowest value pages

# Thank you