

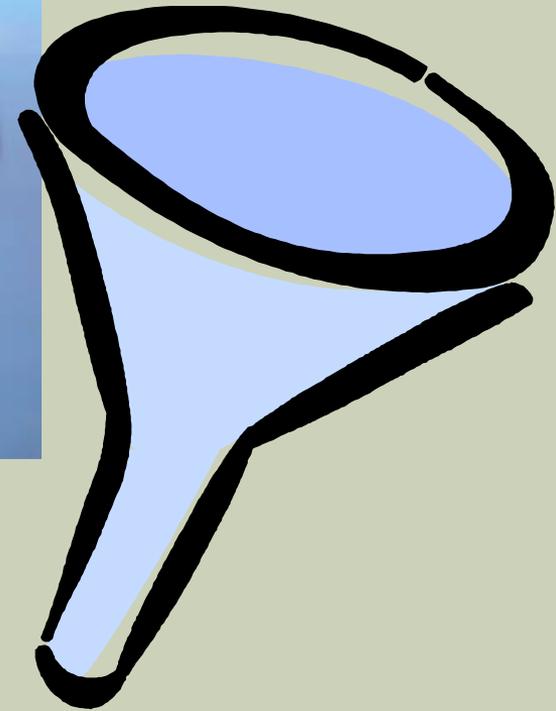
**CASE STUDY:**  
**EXPERIMENTS WITH GOALS,**  
**CONVERSIONS AND**  
**CAMPAIGNS**

**Ilene France**

National  
Institute of  
Allergy and  
Infectious  
Diseases, NIH

November 1, 2012

# Experiment 1: Goals and Funnels



# NIAID INRO PROGRAM HOME PAGE



## National Institute of Allergy and Infectious Diseases

Leading research to understand, treat, and prevent infectious, immunologic, and allergic diseases.

  
**Search**[Advanced Search](#)[NIAID Home](#)[Health & Research A to Z](#)[Labs & Scientific Resources](#)[Funding](#)[About NIAID](#)[News & Events](#)

[NIAID](#) > [Labs & Scientific Resources](#) > [Labs at NIAID](#) > [Training in NIAID Labs](#) > [Research Opportunities \(INRO\)](#)

## Intramural NIAID Research Opportunities (INRO)



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INRO connects talented students from populations underrepresented in the biomedical sciences with training opportunities in immunology and infectious and allergic diseases at the National Institute of Allergy and Infectious Diseases (NIAID). See if you are eligible for this opportunity and network with current trainees in a four-day, all-expenses-paid visit to NIAID. INRO 2013 will take place February 4–7, 2013, on the National Institutes of Health (NIH) Campus in Bethesda, Maryland. We will be accepting applications for INRO 2013 beginning August 15 through October 15, 2012.

### About the INRO Program

- [INRO Program Description](#)
- [Program Highlights](#)
- [Student Success Stories](#)
- [Universities Represented by INRO Participants](#)
- [INRO program flyer \(PDF\)](#)

### Applying for INRO

- [Check Eligibility](#)
- [How Applicants Are Selected](#)
- [Frequently Asked Questions](#)
- [Program Resources](#)

### Learning About the Science Behind Medicine

Read one trainee's story.

[Read More ▶](#)

|| ◀ 1 2 3 4 ▶

### OTD News

The Office of Training and Diversity (OTD) supports a range of programs and events to support the National Institute of Allergy and Infectious Diseases' (NIAID's) biomedical research workforce. Read more about OTD's activities in the news.

### Website Tools

- [Email this page](#)
- [Print this page](#)
- [Get plug-ins and viewers](#)
- [Order publications](#)
- [Bookmark & share](#)

### Stay Connected



[Social media privacy policy and disclaimers.](#)

Volunteer for  
**Clinical Studies**

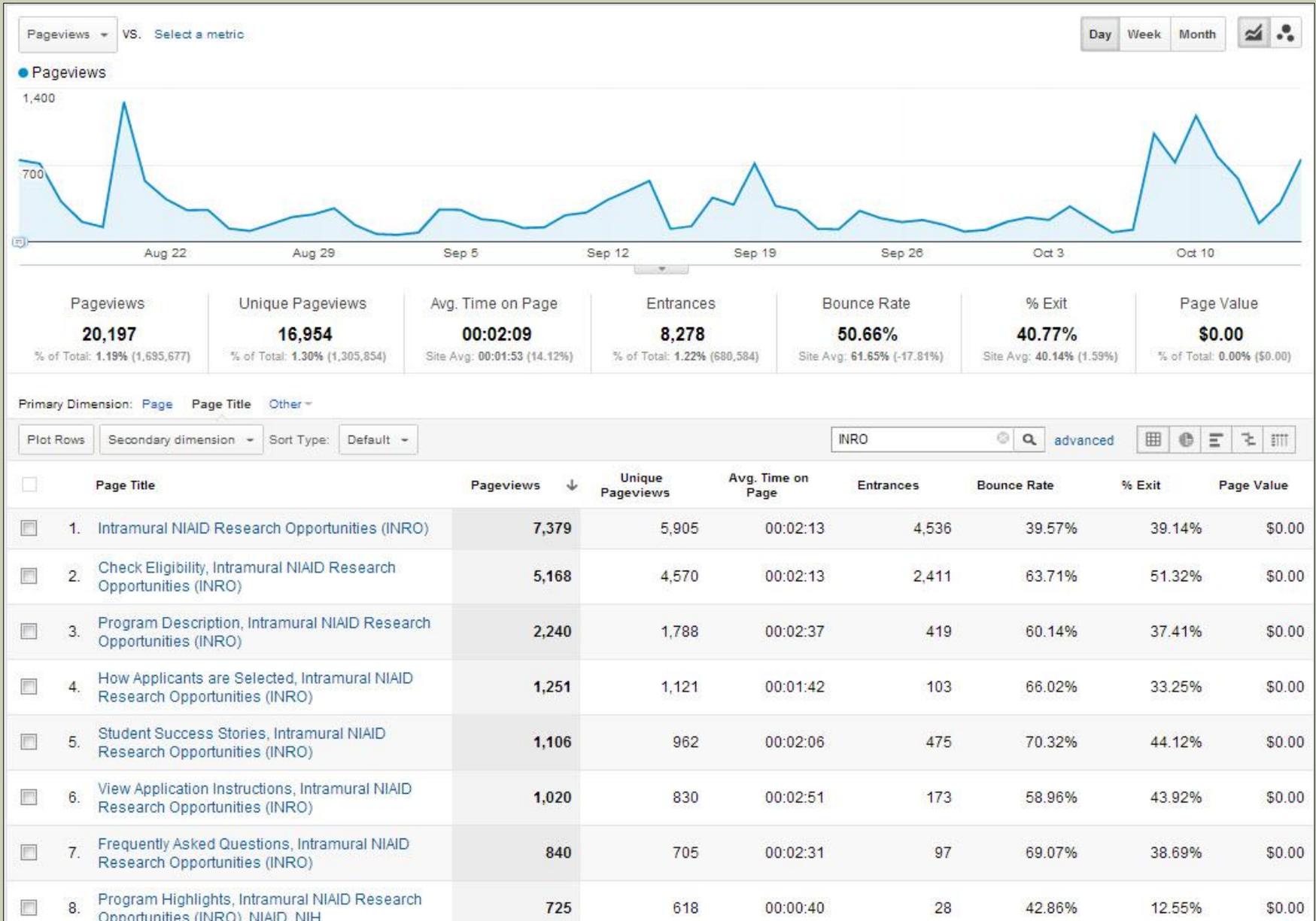
You can help researchers improve public health by volunteering for NIAID clinical studies.

# NIAID INRO PROGRAM ADVANTAGES FOR GOAL EXPERIMENT

- Application period clearly defined and finite:  
August 15 – October 15
- Clearly defined goal event:  
Apply Online
- Easily defined paths through site
- Annual program, so lessons learned can be applied next year



# INRO PAGES REPORT



# GOAL : APPLY ONLINE

INRO 2013 beginning August 15 through October 15, 2012.

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- [How Applicants Are Selected](#)
- [Frequently Asked Questions](#)
- [Program Resources](#)
- [Apply Online Now](#)

## Contact Info

Wendy J. Fibison, Ph.D.

Associate Director, OTD

Phone: 301-496-2638

Email: [INRO@niaid.nih.gov](mailto:INRO@niaid.nih.gov)

## INRO Celebrates 10 Years

Enhancing NIAID's diverse research capacity by connecting talented students with research training.

[Read More ▶](#)

|| ◀ 1 2 3 4 ▶



## OTD News

The Office of Training and Diversity (OTD) supports a range of programs and events to support the National Institute of Allergy and Infectious Diseases' (NIAID's) biomedical research workforce. Read more about OTD's activities in the news.

## INRO in the News

[NIAID Diversity Program Celebrates 10 Years and Counting](#)—April 2012

OTD commemorates 10 years of Intramural NIAID Research Opportunities (INRO) during its 2013 program and welcomes keynote speaker Togo West, former Secretary of the Army and Veterans Affairs.

[NIAID Outreach Program Inspires Students](#)—March 2009

OTD welcomes 20 aspiring scientists to NIAID to learn more about its research, network, and interview with investigators.

## OTD in the News

[NIAID Fellows Learn the Finance Behind Science](#)—June 2012

OTD hosts a Price is Right workshop to educate NIAID's research fellows about the many costs and associated challenges in running a research laboratory.



[Social media privacy policy and disclaimers.](#)

Volunteer for

Clinical Studies

You can help researchers improve public health by [volunteering for NIAID clinical studies.](#)



[Look into INRO.](#)

## Goal URLs

Aug 15, 2012 - Oct 15, 2012

 % of goal completions: 100.00%

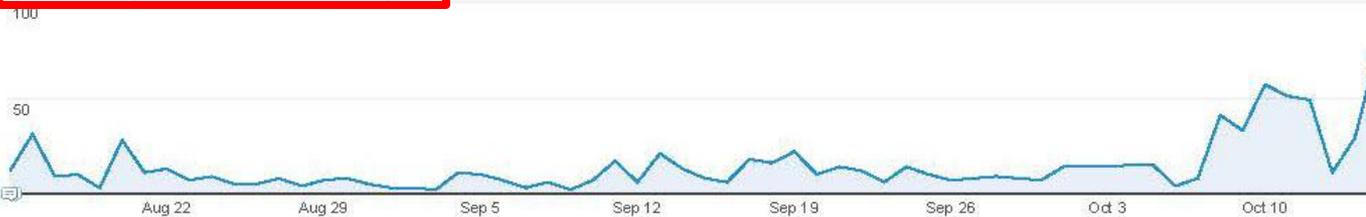
Goal Option:

Goal 1: Click INRO Application

### Explorer

Conversions

 Click INRO Application (Goal 1 Completions)



Click INRO Application (Goal 1 Completions)

**890**

% of Total: 100.00% (890)

Click INRO Application (Goal 1 Value)

**\$0.00**

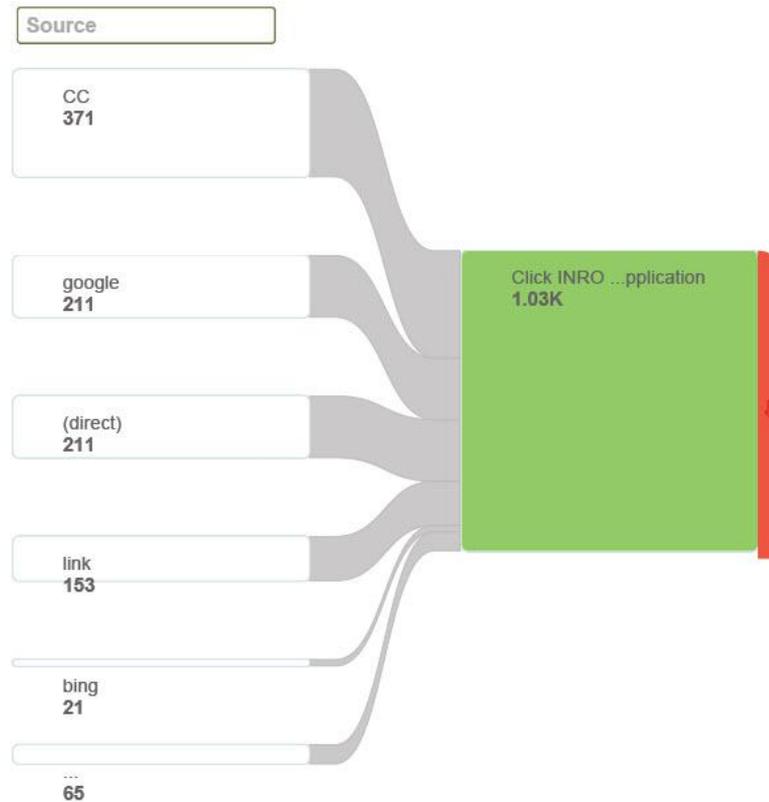
% of Total: 0.00% (\$0.00)

Goal Completion Location	Click INRO Application (Goal 1 Completions)	Click INRO Application (Goal 1 Value)
1. /labsandresources/labs/training/inro/Pages/default.aspx	323	\$0.00
2. /LabsAndResources/labs/training/inro/Pages/default.aspx	166	\$0.00
3. /LabsAndResources/labs/training/inro/Pages/applicationInstructions.aspx	143	\$0.00
4. /labsandresources/labs/training/inro/pages/default.aspx	129	\$0.00
5. /labsandresources/labs/training/inro/Pages/applicationInstructions.aspx	76	\$0.00
6. /LabsAndResources/labs/training/inro/Pages/checkEligibility.aspx	7	\$0.00
7. (entrance)	6	\$0.00
8. /labsandresources/labs/training/inro/Pages/checkEligibility.aspx	6	\$0.00
9. /LabsAndResources/labs/training/inro/pages/applicationInstructions.aspx	4	\$0.00
10. /LabsAndResources/labs/training/inro/Pages/faq.aspx	4	\$0.00

# GOAL COMPLETION LOCATIONS

## Goal Flow

This re

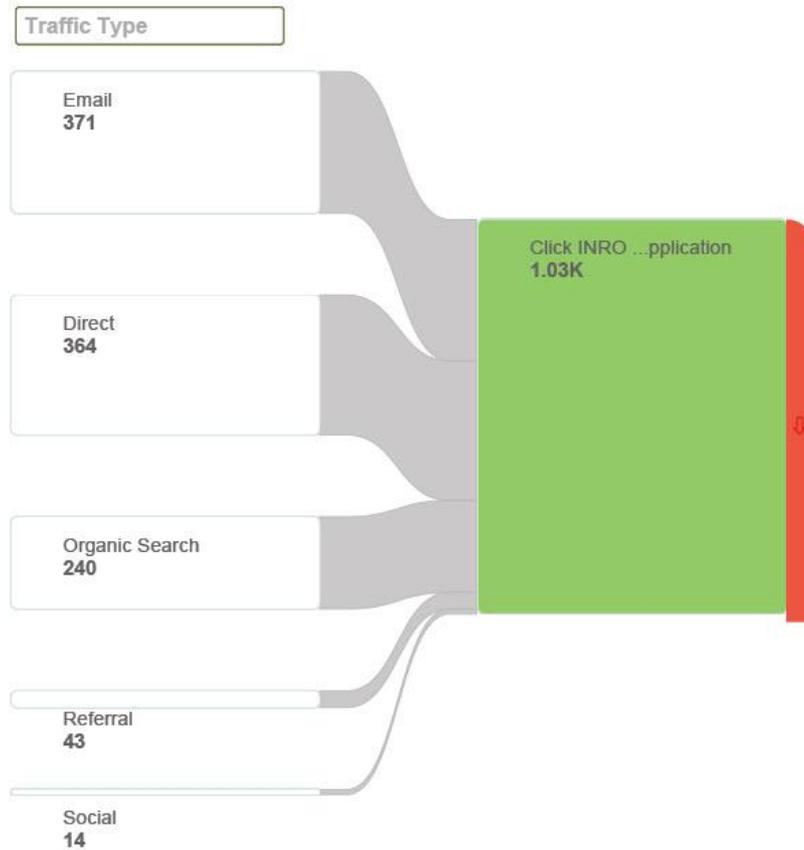


Visits by Source		Step 1 Click INRO Application	
CC	371 visits	371	100% of 371
google	211 visits	211	100% of 211
(direct)	211 visits	211	100% of 211
link	153 visits	153	100% of 153
bing	21 visits	21	100% of 21
...	65 visits	65	100% of 65
<b>Total</b>	<b>1.03K visits</b>	<b>1.03K</b>	<b>100% of 1.03K</b>

# GOAL FLOW BY VISIT SOURCE

# Goal Flow

This

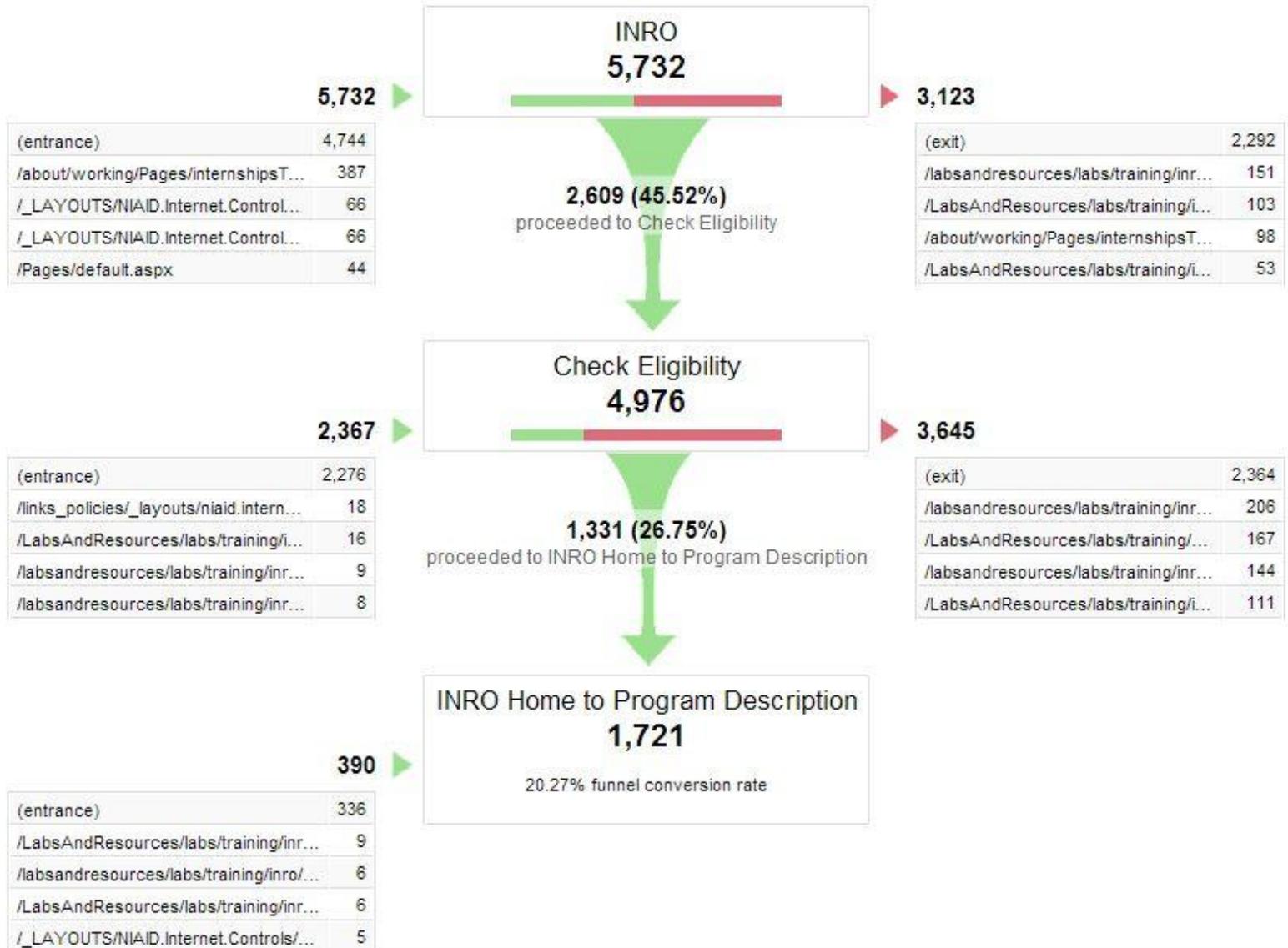


Visits by Traffic Type		Step 1 Click INRO Application	
Email	371 visits	371	100% of 371
Direct	364 visits	364	100% of 364
Organic Search	240 visits	240	100% of 240
Referral	43 visits	43	100% of 43
Social	14 visits	14	100% of 14
<b>Total</b>	<b>1.03K visits</b>	<b>1.03K</b>	<b>100% of 1.03K</b>

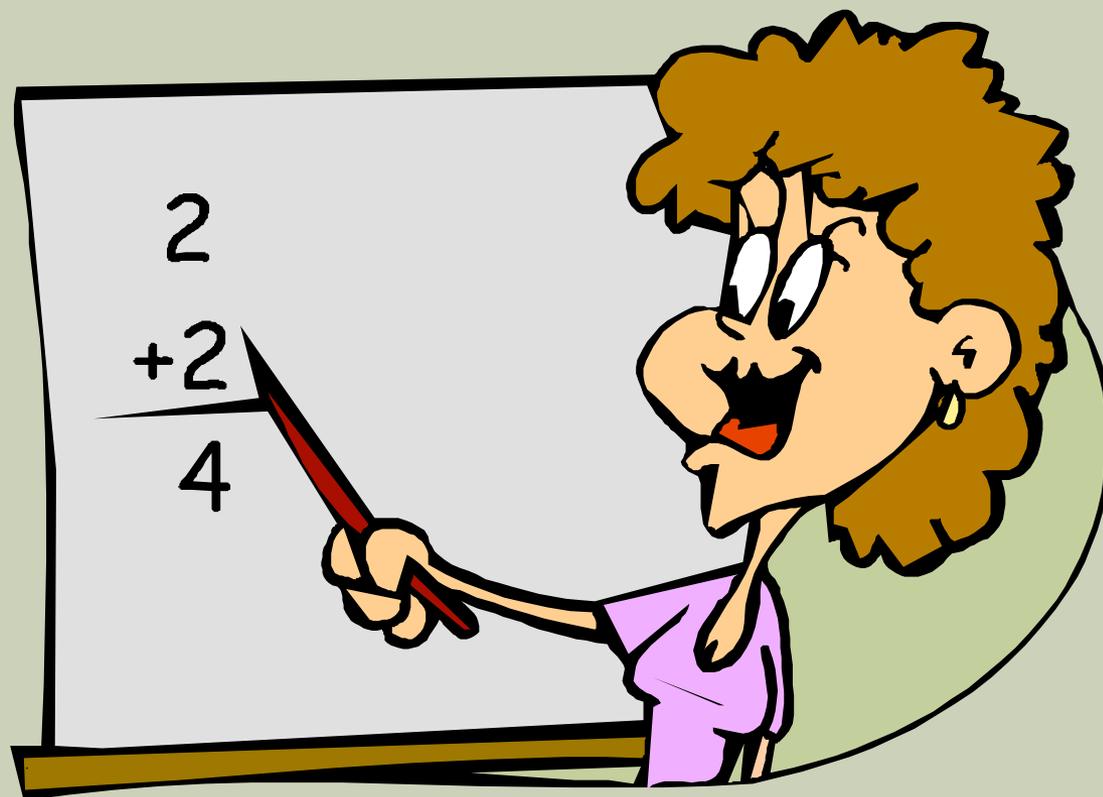
# GOAL FLOW BY VISIT SOURCE

# GOAL FUNNEL

1,721 visitors finished | 20.27% funnel conversion rate



# Lessons Learned



# LESSONS LEARNED

- Make sure we can connect the ultimate goal event, clicking the Apply Online Now link, with the paths so that funnel ends in the goal event
- Work with the content owners and project manager earlier
- Work more closely with content owners on the promotional campaign so that we can connect campaign efforts to goal conversions
- Next year, try some A/B testing to determine the best placement for the link and whether link or button leads to more conversions

# Next Steps



# POSSIBLE FUTURE GOALS

## Volunteer

**Volunteer for Clinical Studies**

You can help researchers improve public health by volunteering for NIAID clinical studies.

## Download Documents

### Careers at NIAID

Share this: [f](#) [t](#) [g+](#) [d](#) [p](#) [+](#) Share

#### Scientific Career Opportunities

**Microbiologist**  
 Division of Intramural Research, Laboratory of Human Bacterial Pathogenesis  
 GS-0403-12  
 Job Announcement Number: NIH-NIAID-MP-13-773701  
 Closes: November 02, 2012

**Medical Officer (Research) (PDF)**  
 Multiple NIH Institutes/Centers  
 GS-602-14  
 Job Announcement Number: NIH-GR-DH-13-764821  
 Closes: November 04, 2012

**Supervisory Medical Officer (Clinical) (PDF)**  
 Multiple NIH Institutes/Centers  
 GS-602-15  
 Job Announcement Number: NIH-GR-DH-13-762985  
 Closes: November 04, 2012

**Supervisory Medical Officer (Research) (PDF)**  
 Multiple NIH Institutes/Centers  
 GS-602-15  
 Job Announcement Number: NIH-GR-DH-13-758419  
 Closes: November 04, 2012

## Apply for a Job

### Guidelines for the Diagnosis and Management of Food Allergy in the United States

Food allergy is a public health problem that affects children and adults and may be increasing in prevalence. Currently, there is no treatment for food allergy; the disease can only be managed by allergen avoidance or treatment of symptoms. The diagnosis of food allergy also may be difficult because non-allergic food reactions, such as food intolerance, are often mistakenly classified as food allergies.

To address these concerns, NIAID worked with 34 professional organizations, federal agencies, and patient advocacy groups to develop concise clinical guidelines for healthcare professionals on the diagnosis and management of food allergy and the treatment of acute food allergy reactions.

Read the FAQ about the guidelines.

#### Complete Guidelines



View the complete *Guidelines for the Diagnosis and Management of Food Allergy in the United States: Report of the NIAID-sponsored Expert Panel*

#### Summary for Clinicians



View the *Guidelines for the Diagnosis and Management of Food Allergy in the United States: Summary of the NIAID-sponsored Expert Panel Report* (PDF)

### NIAID Funding Opportunities List

Last updated on October 25, 2012. Newer items are listed first.  
 All NIAID-relevant FOAs, RFAs, and PAs are listed here. For contracts, see NIAID Solicitations. For other opportunities, see our List of Foundations and Other Funding Sources.

Learn How to Use This Page below.

Announcement Number, Title, and Link	Divisions	Type	Due Date*
RFA-AI-12-038, Immunity in the Elderly	DAIT	R01	2013-02-20
RFA-DA-13-003, Tobacco Centers of Regulatory Science for Research Relevant to the Family Smoking Prevention and Tobacco Control Act	DAIT	P50	2012-11-14
RFA-LM-12-002, Basic Social and Behavioral Research on Culture, Health, and Wellbeing <ul style="list-style-type: none"> <li>Notice, 2012-10-24 (modifies eligibility criteria)</li> </ul>	DAIDS, DAIT, DMID	R24	2012-12-17 for non-AIDS and 2013-02-13 for AIDS-related.
RFA-HD-13-008, Prevention of HIV Transmission/Acquisition Through a Better Understanding of Reproductive Health	DAIDS	R01	2012-11-29
RFA-EY-13-001, Basic Behavioral Research on Multisensory Processing	DAIDS, DAIT, DMID	R21	2012-10-31
PA-12-270, Change of Grantee Organization (Type 7 Parent)	DAIDS, DAIT, DMID	Type 7	See PA Through 2015-08-16.
PA-12-269, Successor-in-Interest (Type 6 Parent)	DAIDS, DAIT, DMID	Type 6	See PA Through 2015-08-16.

## Apply for Research Funding

## Send an eCard

### Food Allergies at Halloween



Don't be TRICKED by your TREAT!

# Experiment 2: Campaigns



# FOOD ALLERGY AWARENESS WEEK

- May 13 - 19, 2012
- First campaign announcement sent May 11, 2012
- Three announcements sent during course of campaign



# FOOD ALLERGY AWARENESS WEEK CAMPAIGN

MAY 13 - 19, 2012

- Food Allergy Awareness Week campaign used three announcements:
  1. Food allergy publication
  2. Volunteer for clinical studies
  3. Baked milk press release
- Each of the three announcements sent to three sources:
  - GovDelivery
  - Facebook
  - Twitter
- First announcement sent May 11





<b>Visits</b> <b>2,878</b> <small>% of Total: 3.16% (91,014)</small>	<b>Pages / Visit</b> <b>1.67</b> <small>Site Avg: 2.64 (-36.74%)</small>	<b>Avg. Visit Duration</b> <b>00:03:15</b> <small>Site Avg: 00:03:08 (3.76%)</small>	<b>% New Visits</b> <b>59.97%</b> <small>Site Avg: 62.89% (-4.64%)</small>	<b>Bounce Rate</b> <b>63.17%</b> <small>Site Avg: 60.10% (5.11%)</small>
--	--	--	--	--

Primary Dimension: Campaign Source Medium Source / Medium Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Campaign	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. FAAW	1,736	1.73	00:04:24	68.26%	55.76%
2. HVAD2012	608	1.49	00:01:11	44.24%	78.78%
3. Feed: aidsgovnews (AIDS.gov News and Events)	374	1.46	00:00:58	62.57%	77.81%
4. SRO	47	2.62	00:07:28	17.02%	48.94%
5. mo-gr/va may 5-14, 2012/Pages/default.aspx	29	2.10	00:03:20	13.79%	31.03%
6. StaffClinDIRLMVApr2012	27	1.59	00:03:15	40.74%	40.74%
7. NIH Thailand Vaccine Press Release	16	1.00	00:00:01	37.50%	93.75%

# FOOD ALLERGY AWARENESS WEEK CAMPAIGN BY SOURCE/MEDIUM MAY 11 – MAY 19

<input type="checkbox"/>	Source / Medium	Visits	↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
<input type="checkbox"/>	1. GD / email	1,572		1.74	00:04:40	68.77%	53.44%
<input type="checkbox"/>	2. FB / SocMed	126		1.34	00:01:00	74.60%	84.13%
<input type="checkbox"/>	3. Tw / SocMed	26		3.23	00:06:47	7.69%	50.00%
<input type="checkbox"/>	4. TW / SocMed	12		1.33	00:00:24	66.67%	75.00%

# FOOD ALLERGY AWARENESS WEEK CAMPAIGN

## SOURCE/MEDIUM PIVOTED BY AD CONTENT

### MAY 11 - MAY 19

Primary Dimension: **Source / Medium** Other ▾

Secondary dimension ▾ Sort Type: Default ▾   advanced

Pivot by: Ad Content ▾ Pivot metrics: Visits ▾ Select... ▾ Columns: 1 - 3 of 3 < >

	Total	1. Pubs	2. Volunteer	3. milk
Source / Medium	Visits ↓	Visits	Visits	Visits
1. GD / email	1,572	752	493	327
2. FB / SocMed	126	32	17	77
3. Tw / SocMed	26	4	22	0
4. TW / SocMed	12	0	0	12

# FOOD ALLERGY AWARENESS WEEK

## AD CONTENT PIVOTED BY SOURCE

MAY 11 - MAY 19

Primary Dimension: Source / Medium Ad Content

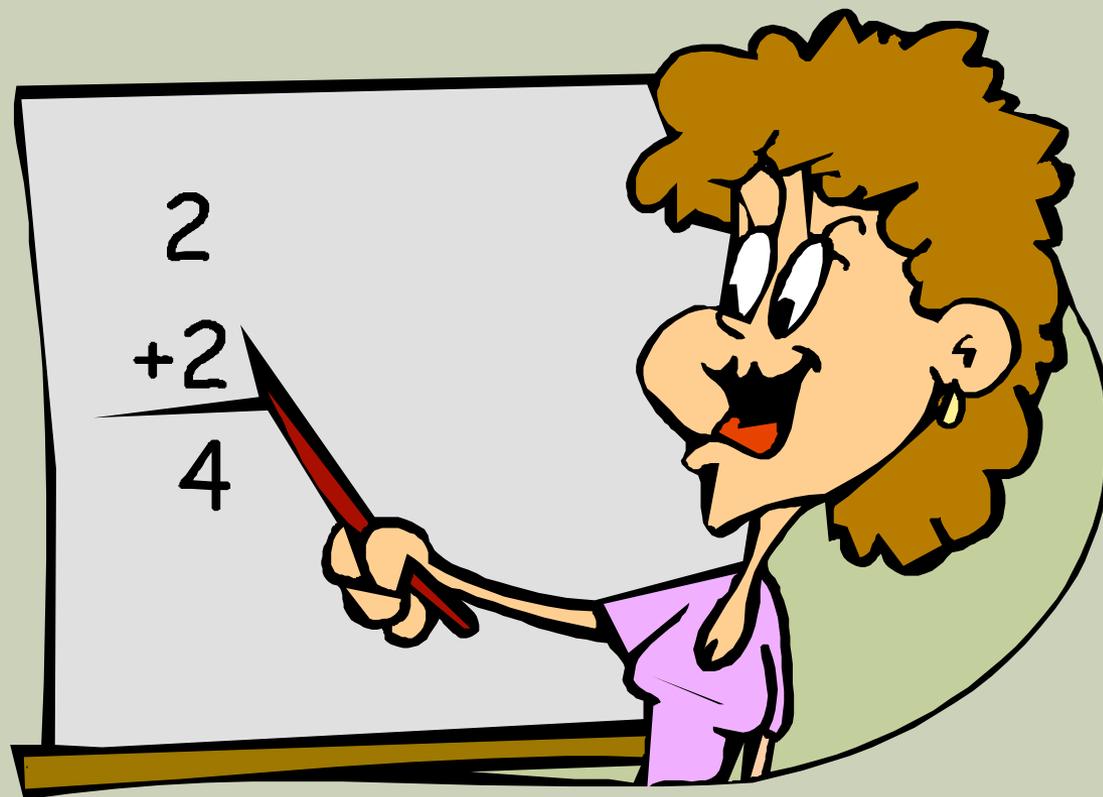
Secondary dimension: Sort Type: Default

Pivot by: Source Pivot metrics: Visits Select...

Columns: 1 - 4 of 4

		Total	1. GD	2. FB	3. Tw	4. TW
Ad Content		Visits ↓	Visits	Visits	Visits	Visits
1.	Pubs	788	752	32	4	0
2.	Volunteer	532	493	17	22	0
3.	milk	416	327	77	0	12

# Lessons Learned



# LESSONS LEARNED

- Develop solid processes for creating, distributing and using campaign-tracking URLs.
- Google Analytics is case-sensitive by default. Check your analytics program before launching a campaign to learn whether your tool is case sensitive.
- If tool is case-sensitive, set filters as necessary before launching the campaign (or be *very* careful about case!)
- Campaigns have longer shelf-life than you might expect. We still see traffic generated by this campaign.

# NEXT STEPS

- Tie campaigns to goals and conversions
- Develop and enforce better processes and naming conventions
- Develop guidelines for when to treat announcements as campaigns

# QUESTIONS

