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The
Marketplace
Growth
Conference

From Data to Action:

Making The Most of Atlassian Marketplace
Attribution & Tracking Data

brighttail

It's nice to meet you!

Leshea Low

Senior Manager of Marketplace Growth, Brighttail

4+ years in the ecosystem

Core expertise: Strategy & Performance Marketing

LinkedIn

Sylvia Simon

Performance Marketing & Analytics Manager, Brighttail

1.5+ years in the ecosystem

Core expertise: Performance Marketing & Analytics

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Today's Agenda

01

**The Case for
Data Tracking**

02

**Tools & Technologies:
Setup & Best Practices**

03

**Visualization:
Bringing Data to Life**

04

**Analysis: Guiding
Principles for
Maximum Growth**

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The Case for Data Tracking

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Data is Everywhere!

Organic	Paid Search		Website		Clicks to Marketplace	Engagement Metrics

Organic
Keyword Rankings, SERP Visibility, Backlinks etc.

Paid Search
Keywords, CPA, CPC, CTR, Ad Copies etc.

Website
Top landing pages, top performing blog posts, user journey flow etc.

Clicks to Marketplace

Engagement Metrics

Direct
Quality vs spam traffic etc.

Paid Social
CPA, CPC, CTR, Ad Copies, Ad Creatives

Demo Requests

Link Clicks

Email
Open rates, click rates, unsubscribes, etc.

Display
CPA, CPC, CTR, Ad Copies, Ad Creatives

Marketplace Listing
Marketplace Search Rankings, Clicks on Screenshots, Pricing Tab clicks, Video Views etc.

Try Clicks

Buy Clicks

Referral
Referral Sites

Organic Social
Creatives, Engagements, etc.

Evaluations

Sales

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Improperly configured
conversion tracking
(or lack thereof)

Faulty GA4 setups

"Data is nowhere"

majority of partners we speak to

Lack of UTMs

Lack of knowledge on how
to fully utilize Marketplace
API data

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"

Data is the currency of modern day marketing

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Why We Track Data

01

Avoiding blind spots

02

Improved visibility

03

Informed decision making

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Tools & Technologies

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Your Data Tech Stack

Google Search Console

Clarity by Microsoft

Linked in **.ads**

Google Analytics 4

ATLASSIAN Marketplace
Reporting API

For traffic acquisition & user behavior.

For attribution, user journey, & ROI.

Google Ads

HubSpot

Looker Studio

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Setup & Best Practices

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Google Analytics 4 (GA4)

Marketplace Listing Traffic Acquisition Report

How many try and buy clicks did my app marketplace listing get?

		Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events click_cloud_try_button	Session key event rate click_cloud_try_button
☑	Total	20,528 100% of total	40.56% Avg 0%	12s Avg 0%	5.85 Avg 0%	296,166 100% of total	147.00 2.35% of total	0.26% Avg 0%
☑ 1	Display	11,948	39.36%	11s	5.73	173,871	16.00	0.05%
☑ 2	Cross-network	2,912	35.89%	9s	5.47	44,386	1.00	0.01%
☑ 3	Direct	2,787	60.23%	20s	7.05	32,633	29.00	0.45%
☑ 4	Paid Search	1,053	23.8%	10s	4.21	18,614	91.00	1.97%
☑ 5	Organic Search	1,264	62.08%	24s	7.02	14,290	2.00	0.1%
☐ 6	Referral	738	58.06%	24s	6.87	8,730	7.00	0.55%
☐ 7	Unassigned	0	0%	16s	18.34	3,374	1.00	0.54%
☐ 8	Organic Social	11	47.83%	22s	6.48	149	0.00	0%
☐ 9	Organic Video	9	56.25%	25s	6.13	98	0.00	0%
☐ 10	Paid Social			47s	5.25	21	0.00	

How did users get to the website and marketplace listing?

What is the quality of my audience?

How effective are the respective channels?

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Google Analytics 4 Best Practices Checklist

- Use **Google Tag Manager.**
- Have **clear page paths.**
- **Configure data stream** settings.
- **Link** to other Google properties
  - Google Search Console
  - Google Ads
- **Website key events** to track:
  - Clicks to Marketplace
  - Contact Us Form Submission
  - Schedule Demo
- **Marketplace Listing key events** to track:
  - Try & Buy clicks
  - Navigation Tab interactions
- Create **custom reports, segments and channel groupings.**

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Atlassian Marketplace Reporting API

Platform Atlassian Marketplace / Reference / Marketplace REST API (v2)

Reporting

Information about vendor reporting

21 March 2024

ANNOUNCEMENT **Improved Marketing Attribution Data for Partners**

We are pleased to announce the general availability of **improved marketing attribution** for partners!

To address these issues, we have revised our approach to marketing attribution. We have enhanced our logic to specifically consider user activities related to the app for which the evaluation is created. Partners will now experience improved data quality, particularly for the campaigns they run. Additionally, instead of last touch, we now provide all the relevant user activities (related to the app discovery) from the last 30 days, along with a timestamp to be used as a weighing mechanism.

Atlassian Marketplace Attribution Report

First Touch Attribution

	Channel	No. of Evaluations ▼
1.	direct	433
2.	organic	181
3.	self-referral	128
4.	referral-external	83
5.	in-product-referral	78
6.	paid-search-non-branded	61
7.	unpaid-social	46
8.	other	25
9.	referral-internal	14
10.	email	11
11.	unpaid-video	1
	Grand total	**1,061**

Last Touch Attribution

	Channel	No. of Evaluations ▼
1.	direct	368
2.	referral-internal	189
3.	organic	128
4.	in-product-referral	97
5.	self-referral	94
6.	referral-external	75
7.	paid-search-non-branded	45
8.	unpaid-social	34
9.	other	16
10.	email	13
11.	paid-display	1
12.	paid-affiliate	1
	Grand total	**1,061**

Channel	No. of Evaluations	Revenue	ROI
direct	225	$6,465.66	
referral	106	$5,090.00	
organic	101	$2,623.89	1319%
self-referral	68	$1,012.10	
referral-external	65	$912.43	
in-product-referral	61	$1,032.56	
paid-search-non-branded	30	$700.10	47%
unpaid-social	20	$727.24	145%
other	15	$421.42	
email	4	$698.73	884%
paid-affiliate	1	$189.73	999%
unpaid-video	1	$43.60	17%
Grand Total	**697**	**$19,917.46**	**782%**

Which channel does users discover the app?

Which channel is the last point of conversion for the app?

How effective are the respective channels and what is their ROI?

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*These are dummy data for example purposes.

Atlassian Marketplace Attribution Report

First Touch	Total Entries
direct	433
organic	181
self-referral	128
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Channel	No. of Evaluations	Revenue	ROI
direct	433	433	127%
email	181	181	200%
in-product-referral	128	128	
organic	83	83	
other	78		
paid-affiliate	61		
paid-search-non-branded	46		
referral-external	25		
referral-internal	14		
self-referral	11		
unpaid-social	1		
unpaid-video			
Grand Total			

Which channel does users discover the app?

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Atlassian Marketplace Reporting API Best Practices

- **Reports** to create:
  - Channel breakdown
  - Referral analysis
  - Overall campaigns
  - Attribution - first, last, linear, etc

- **Connect transactions data to attribute revenue.**

- **UTM tracking**
  - **utm_source:** where your traffic comes from
  - **utm_medium:** the medium the link was used upon
  - **utm_campaign:** name of the campaign you're running
  - **utm_content:** details to provide context of the content or ad you're running

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Data Privacy Compliance

Implement Consent Mechanisms

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Google Consent Mode v2

Basic Mode
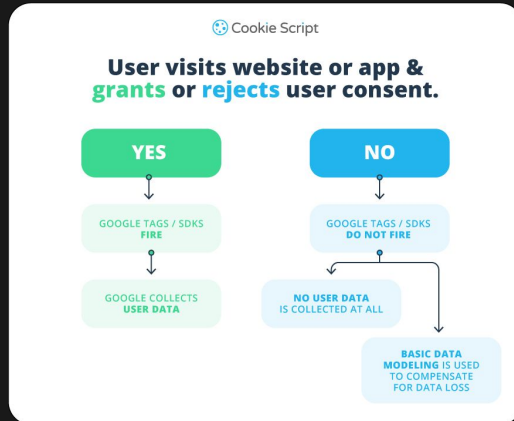
Less data, less risk

Advanced Mode
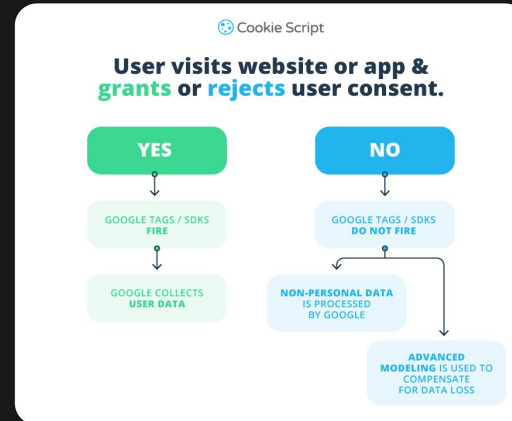
More data, more risk

Visualization: Bringing Data to Life

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Why visualize your data through dashboards

Bringing Your Data Together

- Simplified data access

- Quick insight discovery

- Focused attention on KPIs

Informed Decision Making

- Improved performance monitoring

- Optimized resource allocation

- Agility in adapting to external changes

Communication, Collaboration & Efficiency

- Enhanced team alignment

- Improved stakeholder relations

- Accountability and motivation

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Turning Tables to Actionable Visuals

All Your Data in One Interface

Google Analytics 4

Google Ads

Marketplace Reporting API

From this..

to this!

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Simplify Complex Data for Deeper Insights

License User Journey Report

- Understand the user journey of your biggest deals

- Gain a better overview of the average lag time between the first touchpoint to the evaluation

- Understand which campaigns drove the biggest deals

	Event Timestamp ▾	Channel	Referrer Domain	Campaign Source	Campaign Medium	Campaign Name	Campaign Content
1.	Jul 31, 2024, 10:25:19 AM	self-referral	https://marketplace.atlassian.com/addons/app/jira/cloud-fortified?hosting=cloud&query=example	null	null	null	null
2.	Jul 31, 2024, 10:25:04 AM	self-referral	https://marketplace.atlassian.com/addons/app/jira/cloud-fortified?hosting=cloud&query=example	null	null	null	null
3.	Jul 31, 2024, 10:24:54 AM	self-referral	https://marketplace.atlassian.com/addons/app/jira/cloud-fortified?hosting=cloud&query=example	null	null	null	null
4.	Jul 30, 2024, 10:47:57 AM	self-referral	https://marketplace.atlassian.com/addons/app/jira/cloud-fortified?hosting=cloud&query=example	null	null	null	null
5.	Jul 26, 2024, 10:52:47 AM	paid-search-non-branded	https://www.google.com/	google	cpc	prospecting campaign	adgroup name
6.	Jul 26, 2024, 10:52:03 AM	paid-search-non-branded	https://www.google.com/	google	cpc	prospecting campaign	adgroup name
7.	Jul 26, 2024, 9:43:10 AM	paid-search-non-branded	https://www.google.com/	google	cpc	prospecting campaign	adgroup name
8.	Jul 26, 2024, 9:42:57 AM	paid-search-non-branded	https://www.google.com/	google	cpc	prospecting campaign	adgroup name
9.	Jul 26, 2024, 9:32:30 AM	paid-search-non-branded	https://www.google.com/	google	cpc	prospecting campaign	adgroup name

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Analysis:
Guiding Principles for
Maximum Growth

Making Sense of Your Data

Tying it all together - our Guiding Principles for analyzing data

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#1 Find Your
North Star Metric

01

Identify what matters most to you - your North Star Metric

02

Break it down into supporting metrics

03

Prioritize marketing initiatives that will help you achieve it

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Applying this frame of thinking

North Star

01 Revenue

Revenue is my main goal and what matters most to my business.

Sales & Evaluations

Sales & Evaluations are leading indicators of how close I am to hitting my revenue goals.

02

Supporting Metrics

Marketing Initiatives

03 Prioritizing activities that will get me more Sales & Evaluations

Focus on BoFu campaigns, add on ToFu campaigns later on

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#2 Zoom in & Zoom Out
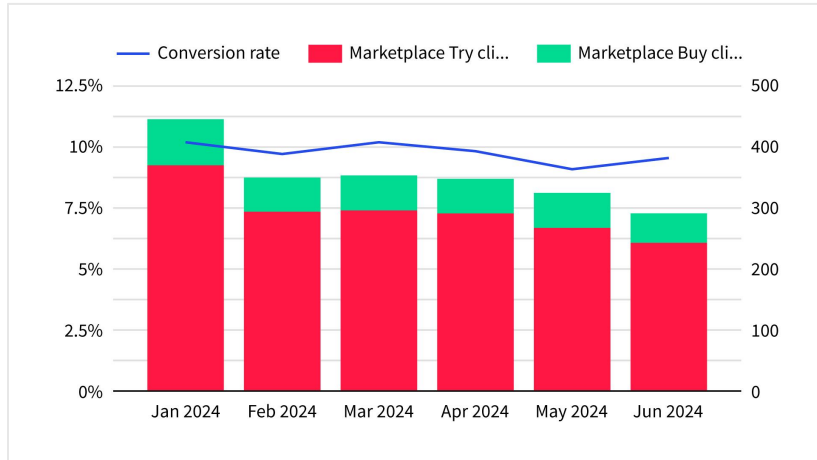
Zoom Out: Look at your data from a high-level view

Zoom In: Look at your data from a granular view

✔ **Trends**
✖ **Snapshots**

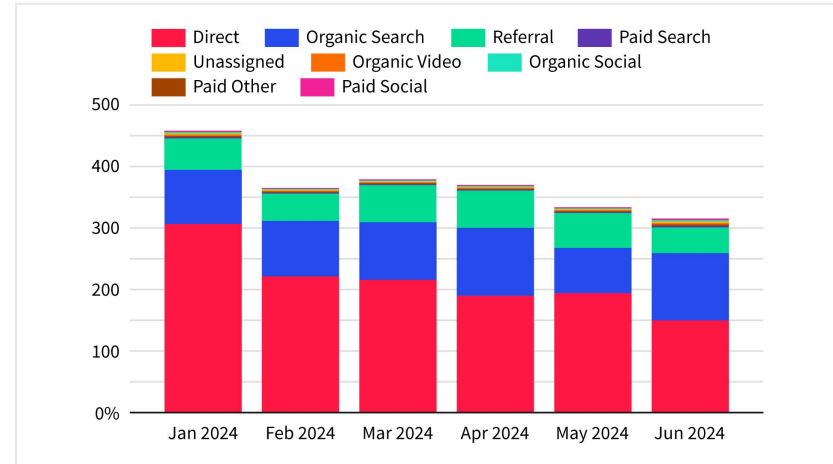Applying context = building a bigger picture of performance

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Zoom In & Zoom Out

High-Level Analysis
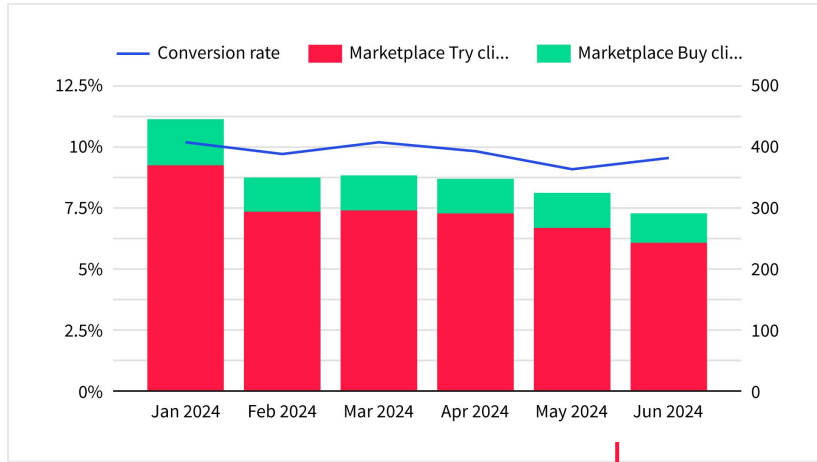

- Dip in Try/Buy clicks

Granular-Level Analysis

- Breakdown by channel
- Dip in referral traffic from website
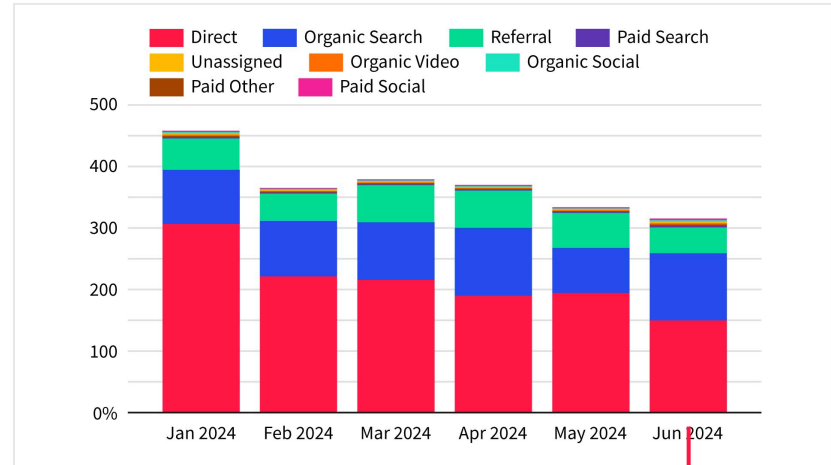
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Zoom In & Zoom Out + Apply Context

High-Level Analysis

Legend: Conversion rate — Marketplace Try cli... — Marketplace Buy cli...

- Dip in Try/Buy clicks

Q2 is historically a slower season for me

Granular-Level Analysis

Legend: Direct, Organic Search, Referral, Paid Search, Unassigned, Organic Video, Organic Social, Paid Other, Paid Social

- Breakdown by channel
- Dip in referral traffic from website

It seems my SEO optimizations are paying off!

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#3 Be Patient

Data takes time to show results

Give your campaigns time to mature.
Avoid making snap judgements

Take into account time lags in between campaign launches → sales (first touchpoint -> conversion)

- Analyze your Marketplace API data for a better idea of your user conversion journey

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Guiding Principles

Find Your North Star Metric

Zoom In & Zoom Out

Be Patient

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Q&A

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Thank You!

If you're interested in any of our Growth Marketing services,
reach out to brighttail@brighttail.com

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