



WebAnalytics.be
A Business Unit of OX2

Web Analytics Ecosystem



Yadda, yadda, yadda: about me

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Dutch, native French speaking, married to a Spaniard

Econometrist (ULB), Master in eBusiness (Solvay)

Internationally recognized WA blogger:
<http://webanalytics.wordpress.com>

Member of the Board of Advisors of:



Inspirations:



Eric T. Peterson
Jim Sterne
Avinash Kaushik
Bryan Eisenberg
Judah Phillips

WebTrends Premier Partner,
Authorized Training Centre
& only European member of the
WebTrends Insight Network (WIN)

Google Analytics Authorised Consultant

Visual Sciences

Omniure

Unica





Summary previous presentation

- How does it work: log file vs. tagging (& performance)
- Maturity & processes
- Market actors: vendors & service providers
- Choosing the right tool
- Why you should staff
- Outsourcing or inhouse?
- Market conundrum: 10/90 => 10/20/70



Summary

- Links to other tools
- Tagging for Web 2.0 apps
- Monetizing & prioritizing opportunities
- Outsourcing WA HR
- Beyond Web Analytics: competitive intelligence



Links to other tools

We already touched data integrations

Let's focus on the red circle

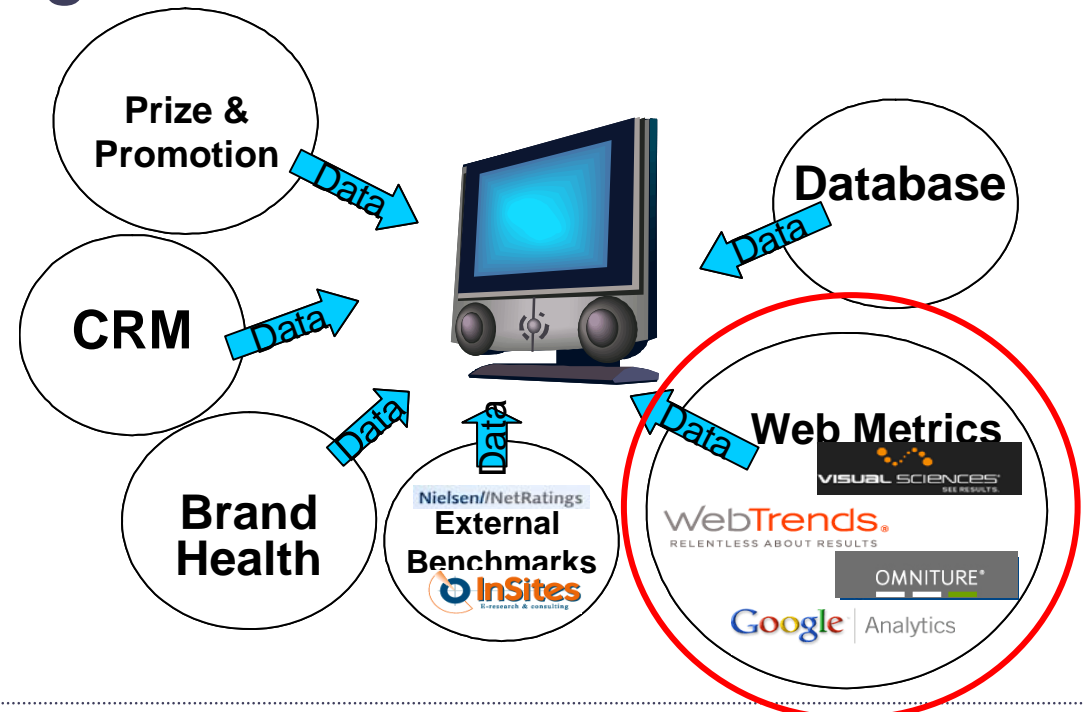
As it means integrating with:

CMS: automatic tagging?

Emailing tool

Traffic acquisition

- SEA
- Campaigns
- Affiliate





Data integrations





Automatic tagging for CMS

- Not all tools use unique tags
- So you might want to make sure not to have to tag twice!
- Easiest/basic way: tag in footer
- Works ok for basic building blocs: visits, visitors and page views
- Events following « Web 2.0 » is more difficult



Traffic acquisition tagging

Requires possesses!

You can't measure after
a campaign has run,
it has to be planned before

Ideal situation:

Collaboration with media buy
agency

independence in results audi

The screenshot shows the Google Analytics URL Builder interface. It includes a navigation bar with 'Home', 'Features', 'Support', 'Blog', and 'Conversion Uni'. The main heading is 'Tool: URL Builder'. Below this, there's a section for 'Google Analytics URL Builder' with instructions. The form contains several input fields: 'Website URL' (http://www.webanalytics.be/), 'Campaign Source' (ibm), 'Campaign Medium' (link), 'Campaign Term', 'Campaign Content', and 'Campaign Name' (common presentation). A 'Generate URL' button is visible, and the resulting URL is shown as http://www.webanalytics.be/?utm_source=ibm&utm_medium=link&utm_campaign=common_presentation. A 'Helpful Information' section provides details for each field.

US English

Home Features Support Blog Conversion Uni

Home > Tagging Links

Tool: URL Builder

Google Analytics URL Builder

Fill in the form information and click the **Generate URL** button below. If you're new to tagging links or this is your first time using this tool, read [How do I tag my links?](#)

If your Google Analytics account has been linked to an active AdWords account, there's no need to tag your AdWords links - [auto-tagging](#) will do it for you automatically.

Step 1: Enter the URL of your website.

Website URL: *
(e.g. [http://www.urchin.com/download.html](#))

Step 2: Fill in the fields below. **Campaign Source** and **Campaign Medium** are required values.

Campaign Source: * (referrer: google, citysearch, newsletter4)

Campaign Medium: * (marketing medium: cpc, banner, email)

Campaign Term: (identify the paid keywords)

Campaign Content: (use to differentiate ads)

Campaign Name: (product, promo code, or slogan)

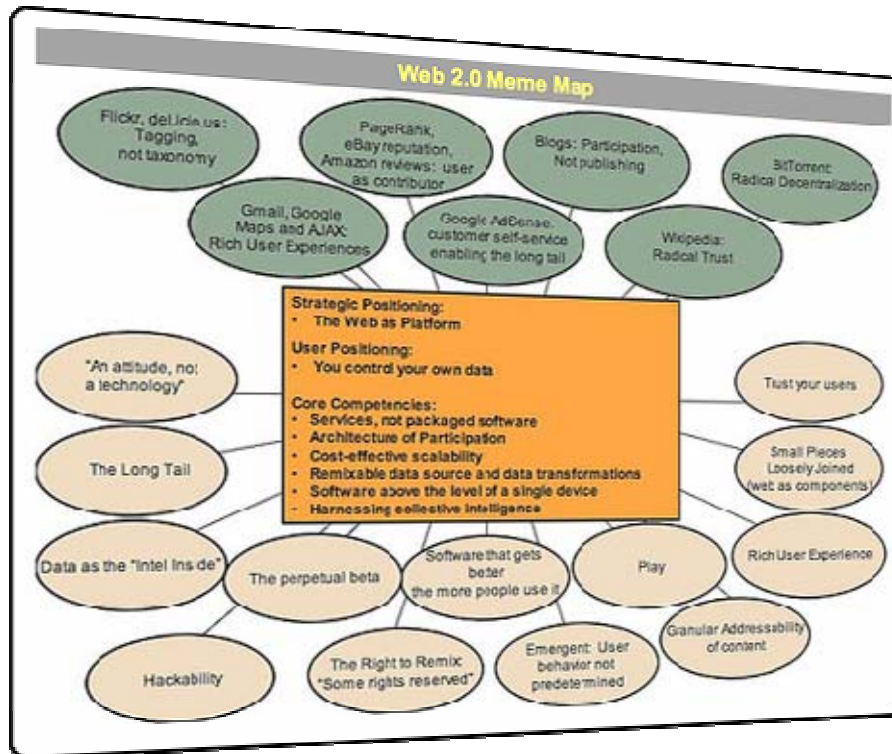
Step 3

Helpful Information

Campaign Source (utm_source)	Required. Use utm_source to identify a search engine, newsletter name, or other source. <i>Example: utm_source=google</i>
Campaign Medium (utm_medium)	Required. Use utm_medium to identify a medium such as email or cost-per-click. <i>Example: utm_medium=cpc</i>
Campaign Term (utm_term)	Used for paid search. Use utm_term to note the keywords for this ad. <i>Example: utm_term=running+shoes</i>
Campaign Content (utm_content)	Used for A/B testing and content-targeted ads. Use utm_content to differentiate ads or links that point to the same URL. <i>Examples: utm_content=logolink or utm_content=textlink</i>
Campaign Name (utm_campaign)	Used for keyword analysis. Use utm_campaign to identify a specific product promotion or strategic campaign. <i>Example: utm_campaign=spring_sale</i>



Web 2.0 hypothesis



Web 2.0 is the “continuous improvement” across a number of areas including technology, content, analytics, monetization...

The combined innovative use of these improvements becomes the next generation of the internet.

Increase in the pace of change:

- Consumers in control – part of value chain
- Explosion of video
- Growing importance of network scale

Judah Phillips – Emetrics San Francisco May 2007



New technologies

- **XML**

Syndication

RDF, RSS, ATOM

Interfaces to Data

SOAP, APIs

- **Rich User Interfaces**

ECMA Script

ActionScript, JavaScript

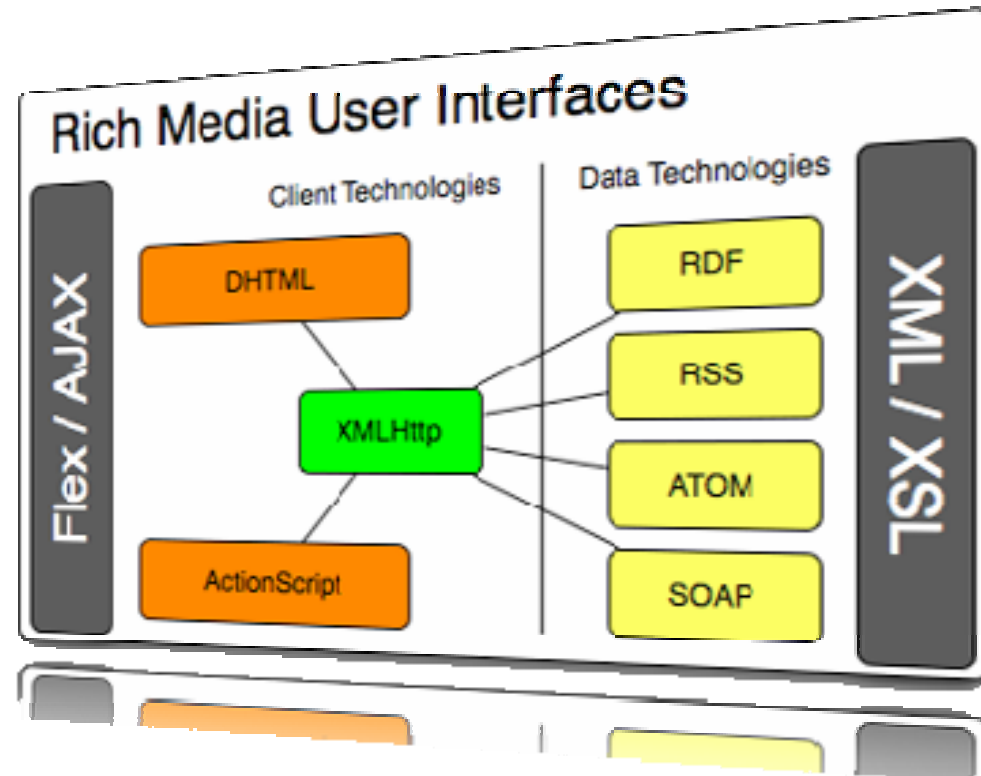
Multimedia

Flash Video, Podcasts

- **Organizational Frameworks**

SOA

BPM



Judah Phillips – Emetrics San Francisco May 2007



Analytics for Web 2.0

- **Architecture**

 - Key Events

 - Analytics as the application

 - Hybrid data collection

- **Context**

 - Categories

 - Tagging

 - Keyword Densities

 - Metadata

- **Business Integration**

 - Planning

 - Acting

 - Intelligence

- **Communication**

 - Visualization

 - Exploration

Judah Phillips – Emetrics San Francisco May 2007



From Insight to Action

- **Web 1.0:**

Insight: Making less money on microsite campaigns

Measuring: Pages viewed per unique

Activity: Drive more page views

- **Web 2.0:**

(via the insight & web 1.0 metric)

Information: Not viewing enough pages, but viewing a lot of rich media files

Action: Measure events (play), attention (frequency), engagement (view/comment ratio), and buzz (linking, tagging, social media)

Judah Phillips – Emetrics San Francisco May 2007



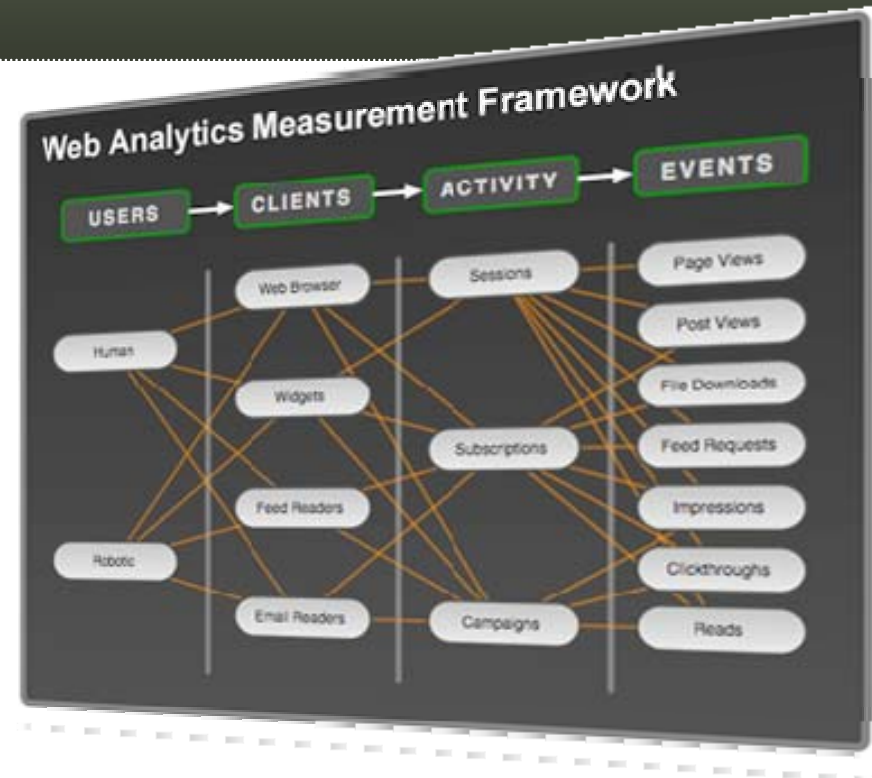
Conceptual approach

- **Users** use **Clients** to engage in **Activities** comprised of **Events**.

Formula for attacking new problems

Base line metrics
measuring events

Facilitate communication
through a high level view
on measurement



Judah Phillips – Emetrics San Francisco May 2007



Web 2.0 Analytics focus

- Client activity differentiation
- Customer (user) centric metrics
- Event centric metrics/tracking/pathing

Web 2.0 Analytics should help businesses go beyond marketing to:

- Business model innovation en reengineering
- Redefinition of partnerships
- Shifts of capital investment and expense allocation

Web 2.0 analytics enables a flexible business design optimize around « openness » helping to make user behavior a durable competitive advantage.

Judah Phillips – Emetrics San Francisco May 2007

“At a time when firms in many industries offer similar products, business processes are among the last points of differentiation.”

Tom Davenport,
“Competing on Analytics”,
Harvard Business Review



Web Analytics packages are sold as if it's an automatic coffee maker.

In fact, it's more like buying a coffee plantation

You can still get your coffee (eventually), but you're going to have to stick your hands in a lot of more manure than you ever knew.

Tom Cunniff (Yahoo User Group)





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Financial perspective

It's about ROI so:

Revenues: total, existing vs. new customer, per visitor/customer/order, from traffic acquisition method

Acquisition costs: per visitor (compared to other channels), per sell

(Internet operation costs)

Return: mainly campaign effectiveness



How to Monetize Site Behaviors

In order to monetize site behaviors we must understand the “sales” process. How do you translate visitor behaviors into financial benefits for the company?

Average Monthly Leads from Site:	\$	10,000
% Closed within 3 months:		2.50%
# Closed within 3 months:		250
Average Revenue per Closed Sale:	\$	2,000
Average Profit Margin:		60%
Average Profit per Closed Sale	\$	1,200

Jason Burby – Emetrics San Francisco May 2007



Monetize potential returns



Jason Burby – Emetrics San Francisco May 2007



Prioritize opportunities





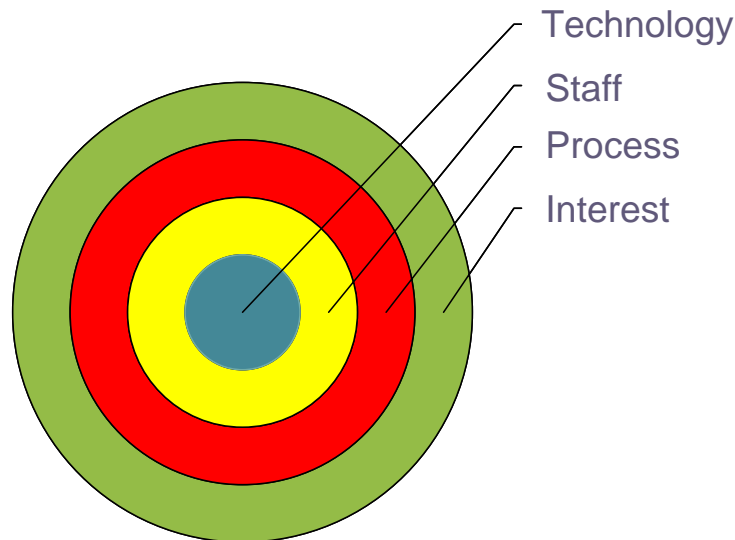
Evaluating the impact of change

Jason Burby – Emetrics, San Francisco, May, 2007



Remember

WA projects still too often suffer from unfortunate outcomes



Interest: want to improve web site + be able to take action => education

Process: formalise as business practice

Staff: manage/maintain application + analyze/evangelise data => consultants in strategic change

Technology: appropriate application + good relation with (partner) vendor



Market conundrum

- The 10/90 rule:

for every 10 € spent on technology, you should spend 90 € on brains

- It has changed the market perspective: companies call vendor independant partners to consult on technology choice, vendors are loosing ground



- The 10/20/70 rule:

Web Analytics is

- 10% technology,
- 20% people,
- 70 % process.

It is changing the market perspective, IT is getting interested again in data integration strategies, including WA... next to BI





Outsourcing WA HR

There is so much you can outsource:

The web analytics tool in asp

Using the web analytics tool

Number crunching and setting up reports

Set-up data distribution models

But only your company knows it's business!

And will thus be able to better understand new opportunities



Summary

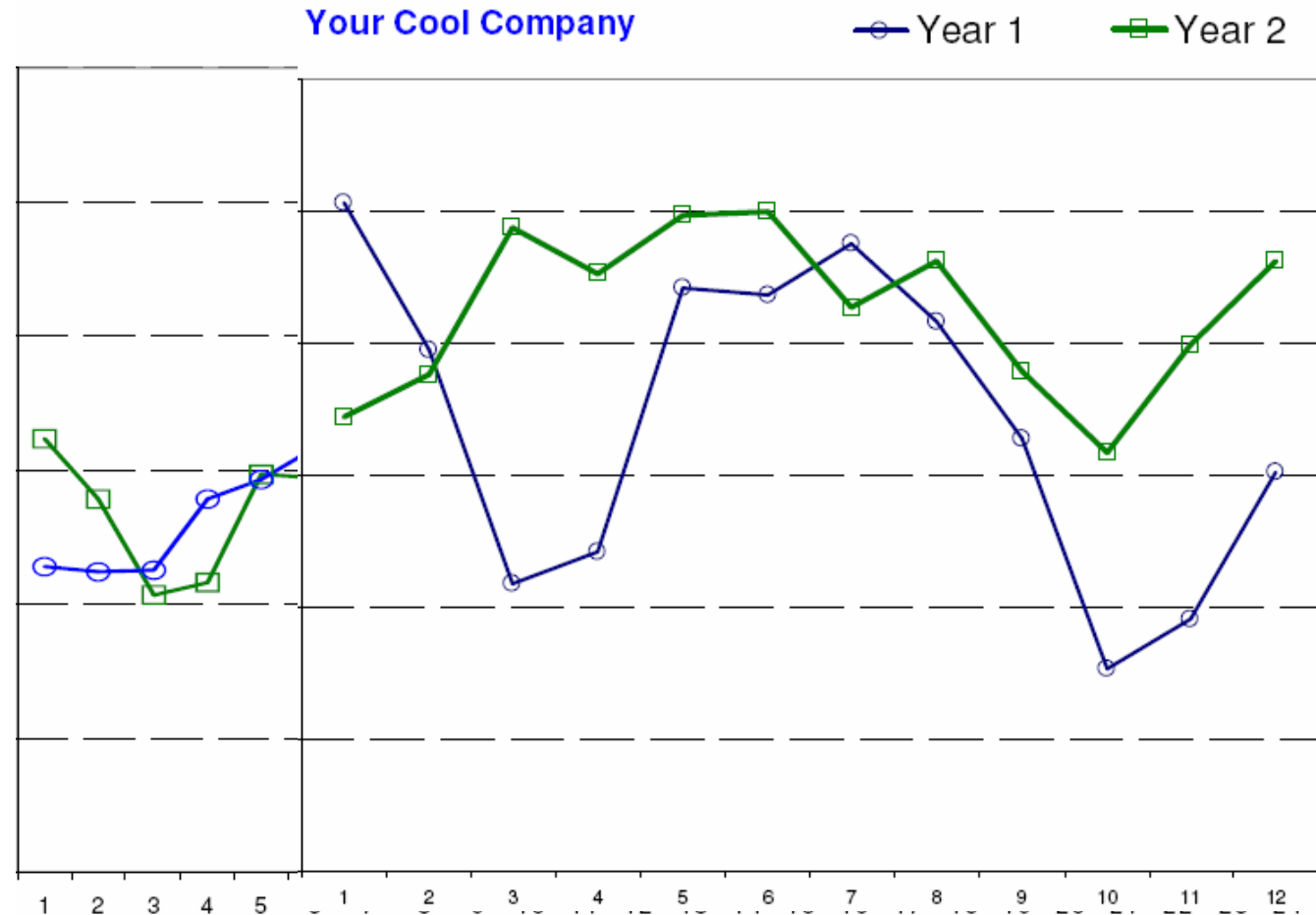
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Competitive intelligence

Being part of an ecosystem

Why bother?



Avinash Kaushik – Emetrics San Francisco May 2007



Competitive intelligence is critical

- Benchmark your company
- Improve ROI on certain marketing efforts
- Create effective customer experiences
- Uncover hidden insights
- Compete effectively

Avinash Kaushik – Emetrics San Francisco May 2007



Data collection options

- Online customer panels
 - Nielsen
- Online software monitoring
 - Toolbar based software monitoring
 - Alexa
 - Software monitoring
 - comScore Networks (yes, the cookie guys)
- ISP based
 - Hitwise
- Other options:
 - Google Trends, MSN adCenter Labs

Avinash Kaushik – Emetrics San Francisco May 2007



Opportunity landscape

1. High level competitive comparison
2. Understand website demographics
3. Identify new acquisition strategies
4. Understand your share of search
5. Benchmark search keyword performance
6. Optimize your search spend
7. Perform Clickstream analysis
8. Identify psychographic profiles

Avinash Kaushik – Emetrics San Francisco May 2007



Perform clickstream analysis

Upstream - websites visited before Verizon

Rank	Website	Related	Upstream Share
1.	Google	▶	10.68%
2.	Yahoo! Search	▶	3.38%
3.	Yahoo!	▶	2.67%
4.	MSN	▶	2.43%

Downstream - websites visited after Verizon

Rank	Website	Related	Downstream Share
1.	Verizon Wireless	▶	25.35%
2.	Google	▶	4.25%
3.	Verizon Wireless - My .	▶	3.31%
4.	Yahoo!	▶	3.03%

Upstream - websites visited before Cingular Wireless

Rank	Website	Related	Upstream Share
1.	Google	▶	9.33%
2.	Yahoo!	▶	5.24%
3.	Yahoo! Search	▶	4.59%
4.	MSN Search	▶	2.94%
5.	MSN	▶	2.93%
6.	eBay	▶	1.69%
7.	Bank of America Onlin	▶	1.13%

Downstream - websites visited after Cingular Wireless

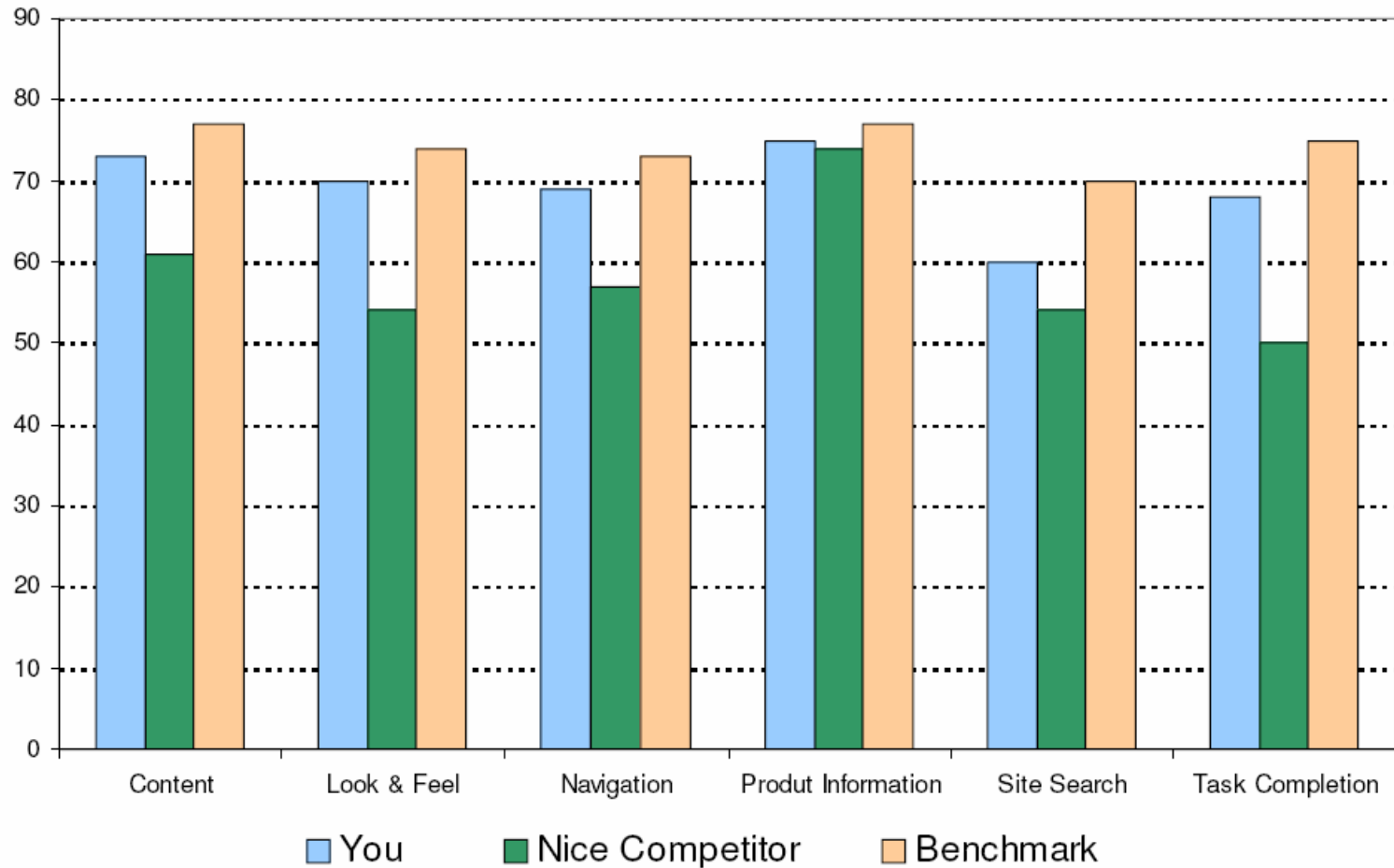
Rank	Website	Related	Downstream Share
1.	Cingular Extras	▶	11.17%
2.	Cingular - Pay As You	▶	5.95%
3.	Google	▶	3.63%
4.	Yahoo!	▶	3.33%
5.	Cingular Support	▶	3.18%
6.	Cingular Media - Answr	▶	2.35%
7.	eBay	▶	1.72%

Avinash Kaushik – Emetrics San Francisco May 2007



CI is not only about clicks and revenue

Competitive Analysis: Site Experience



Avinash Kaushik – Emetrics, San Francisco, May 2007



Or benchmarking through time



The Other Web Agency
www.ox2.be



Where to start?



Web Analytics Processes

- Management

- Assign Ownership
- Define Business Objectives
- Allocate Resources
- Establish a model for Reporting & Analysis
- Track Return on Investment

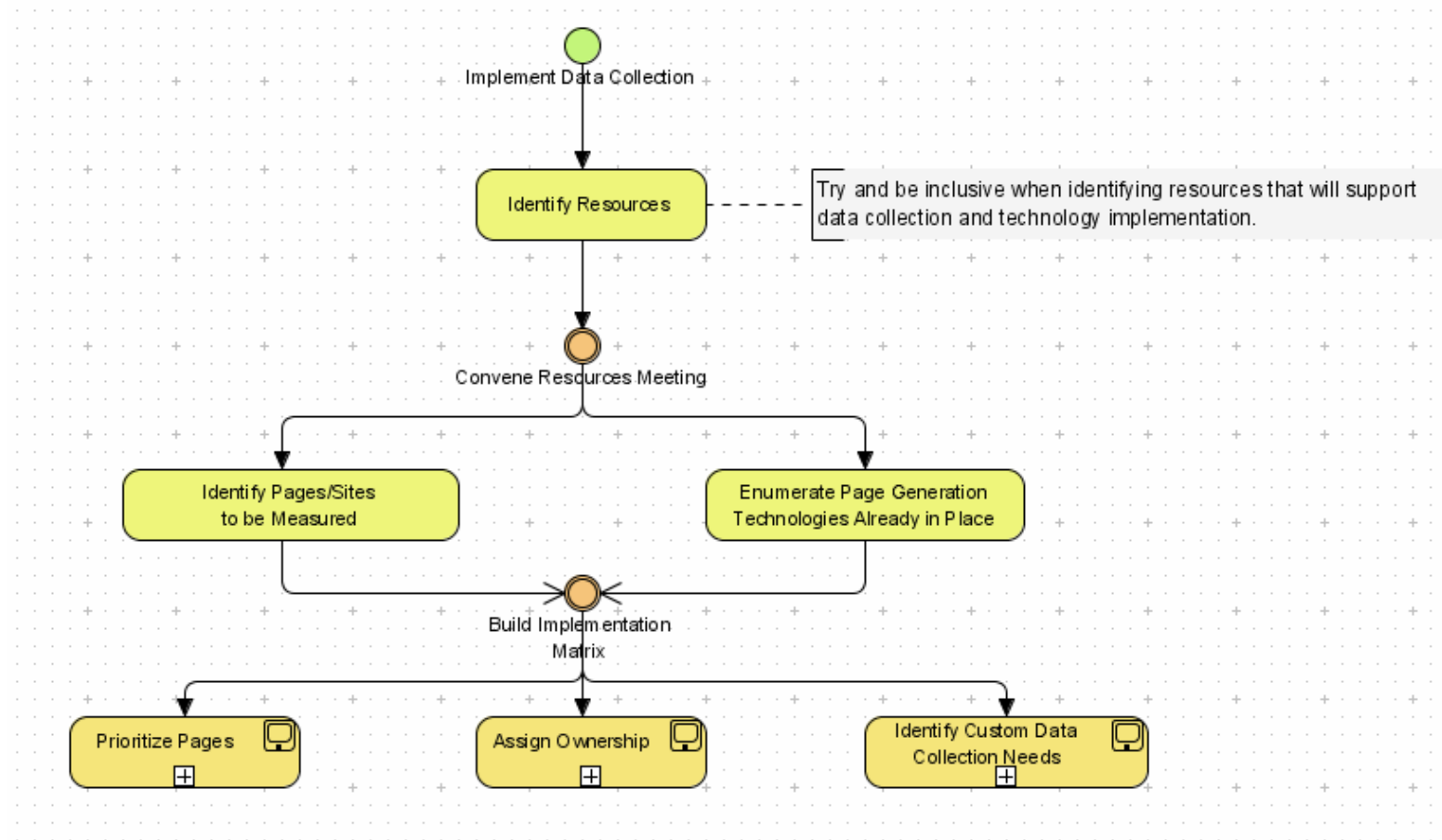
- Operational

- Plan the Implementation
- Validate the Data
- Define and Design Reports
- Conduct analysis
- Run controlled Experiments





Plan the implementation(s)





More information

- Web Analytics Association (WAA):
www.analyticsassociation.org
- Yahoo User Groups:
<http://tech.groups.yahoo.com/group/webanalytics/>
- Web Analytics Wednesdays:
<http://www.webanalyticsdemystified.com/wednesday/>
- Whitepapers: Semphonic & Vincent Kermorgant
- Books:



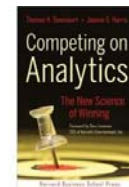
Eric T. Peterson



Avinash Kaushik



Jason Burby
Shane Atchinson
The ZAAZ boys



Thomas Davenport



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Thank you for your attention

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