

• ROI | labs™
maximize web analytics

“
WEB ANALYTICS
AWESOMENESS ISN'T
ABOUT 'WHAT' ...
IT'S ABOUT '**WHY**'
”

Avinash Kaushik

- Web Analytics Services Firm - Data-Driven Insights
 - Technology and Tracking
 - Marketing Optimization
 - Commerce Optimization
 - Usability and Customer Experience Design and Consulting
 - Competitive Intelligence
 - Voice of Customer



[ADVERTISEMENT]

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 - **Technology and Tracking**
 - **Marketing Optimization**
 - **Commerce Optimization**
 - Usability and Customer Experience Design and Consulting
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THE TAKEAWAYS

- Companies organize around channels. Customers don't.
- Marketing campaigns work together to achieve outcomes
- Don't measure everything. Measure what matters.

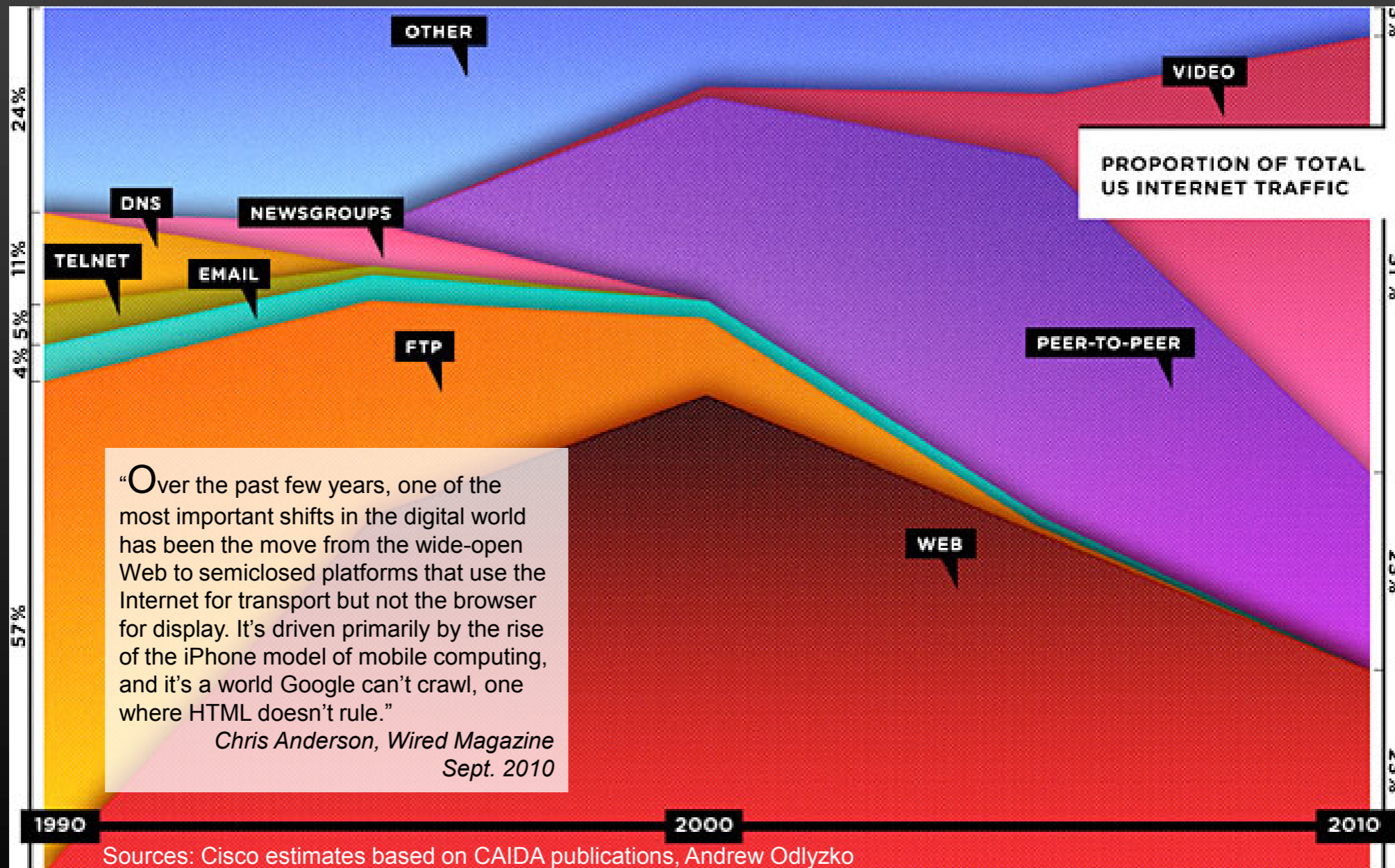
COMPANIES ORGANIZE AROUND CHANNELS. CUSTOMERS DON'T

Observe and measure customer actions and behaviours to predict where they'll go next

LOOKING AT A CHANNEL IS NOT ENOUGH



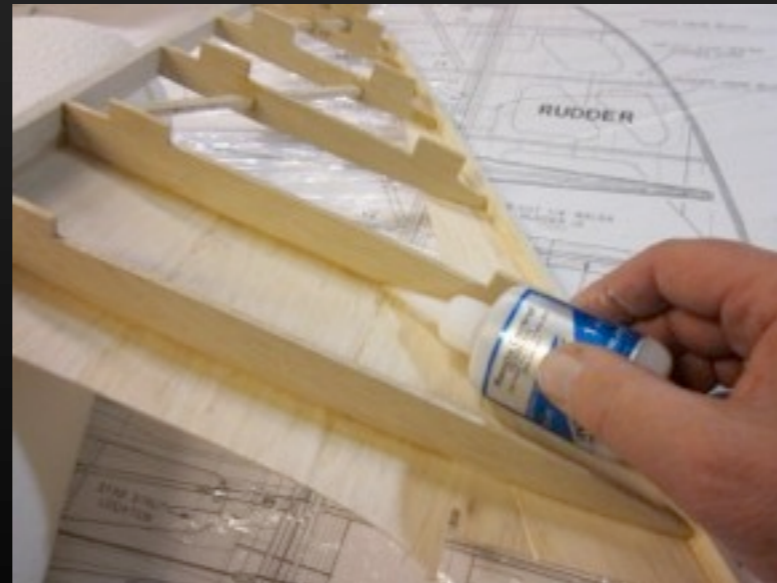
WEB LOGS AREN'T ENOUGH - EVEN FOR THE WEB



SOLUTION = MULTIPLE LENSES

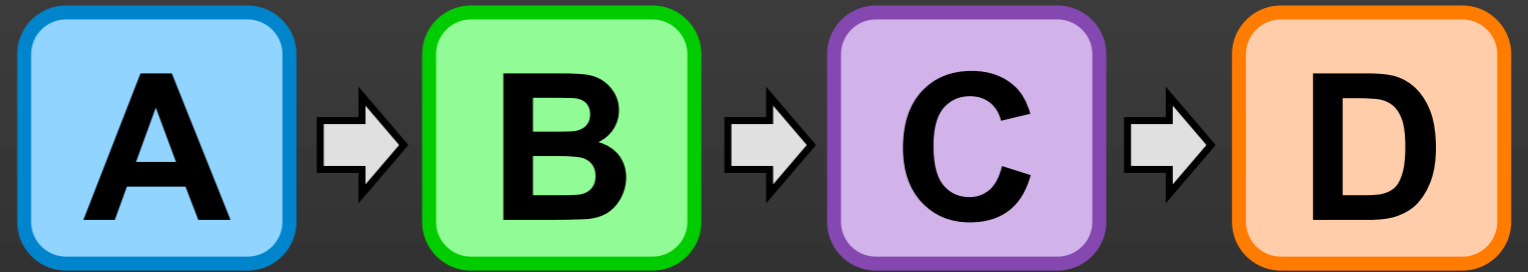
- **No single lens works**
 - **Customers are already multi-channel**
- **Cross-channel analytical vision should be mandatory**

UNDERSTANDING CHANNELS: FIND USEFUL MODELS



USEFUL MODELS

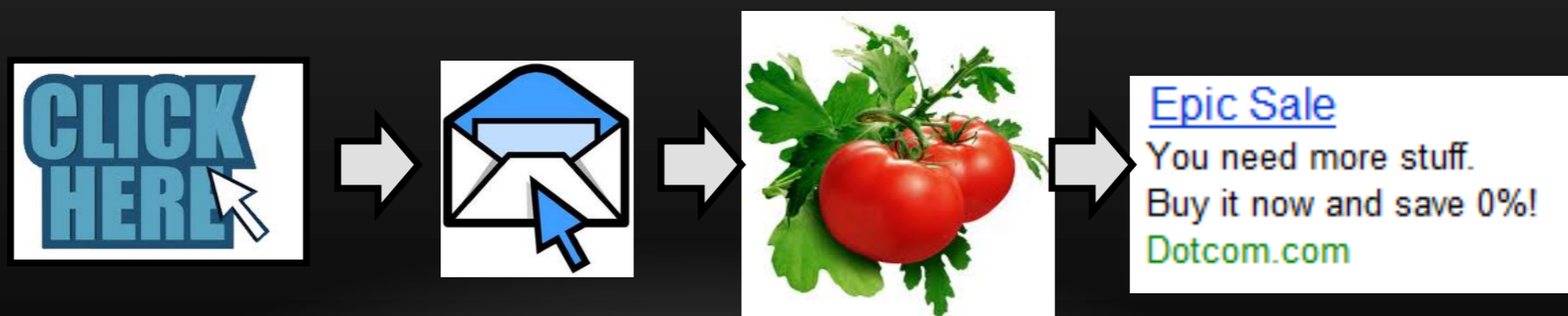
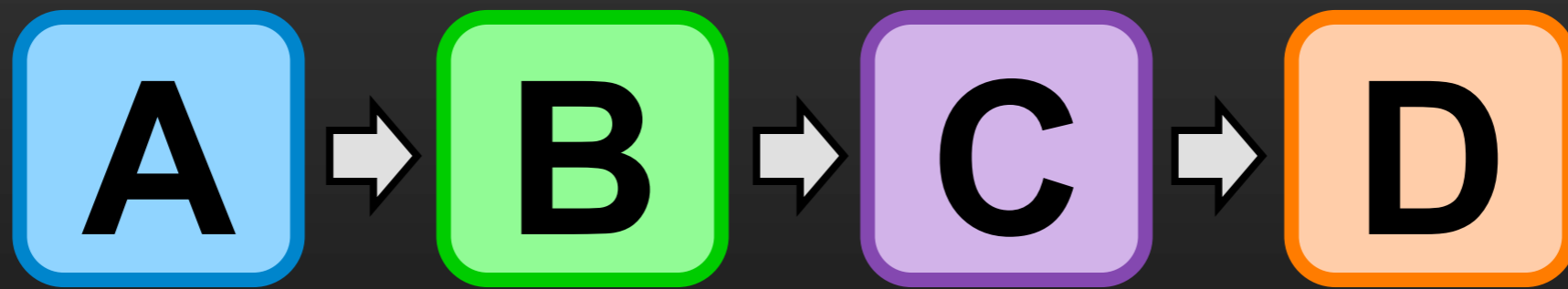
- Attribution Models



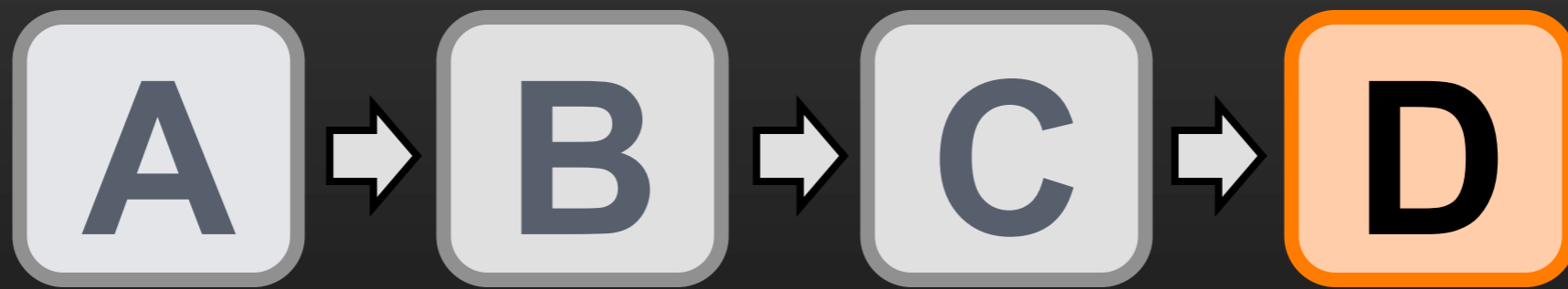
- Campaign Stacking



ATTRIBUTION MODELS

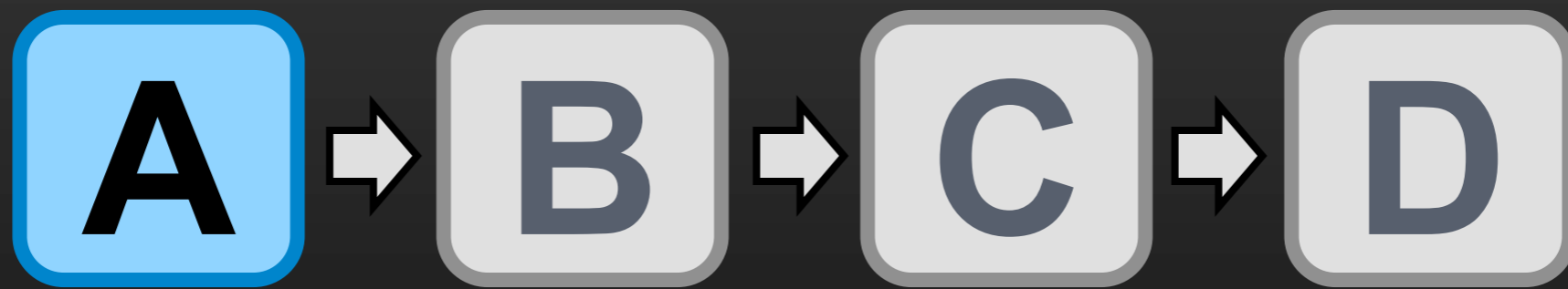


LAST CLICK ATTRIBUTION



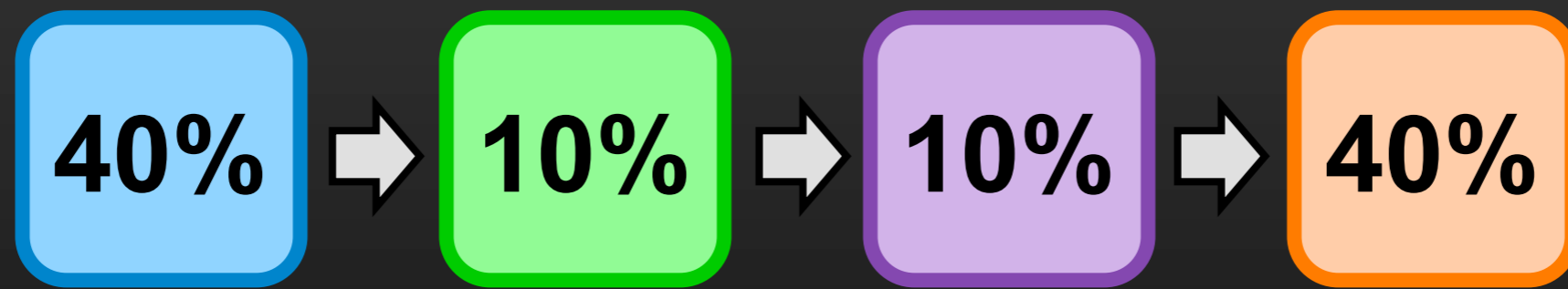
- Favours search marketing (Google's secret)
- Emphasizes brand keywords over long tail
- Best for short sales cycles

FIRST CLICK ATTRIBUTION



- Favours awareness marketing
- Good for keyword research
- But how far back do you go?

WEIGHTED ATTRIBUTION



- Attributes conversions 'on the curve'
- Requires some judgement calls
- Tools don't do this on the fly

CAMPAIGN STACKING



CAMPAIGN STACKING



Paid Search
Email
Paid Search
Organic
Display

CAMPAIGN STACKING



Paid Search

Email

Paid Search

Organic

Display

CAMPAIGN STACKING



May 16

Paid Search

Email

May 14

Paid Search

Jan 13

Organic

Jan 3

Display

Jan 1

ACTIVITY STACKING

Contact Form
PDF download
Video
PDF view
Company Info



SUMMING IT UP

THINK LIKE A DATABASE MARKETER

- Always be testing
- Always be measuring
- Always be segmenting
- Always gather information about your customers

New movers

Hot buyers

Warranty expiring

Related magazine buyers

New AARP/CARP membership

PRACTICAL, SUSTAINABLE MEASUREMENT



KEY SUCCESS FACTORS

- MEASUREMENT
 - Find suitable samples to build your first models
 - Know what success looks like
- DESIGN
 - User Experiences through your marketing campaigns
- TEST & OPTIMIZE
 - Continuous improvement
 - Optimize for the customer and business will follow

THE TAKEAWAYS

- Companies organize around channels. Customers don't.
- Marketing campaigns work together to achieve outcomes
- Measure what makes sense

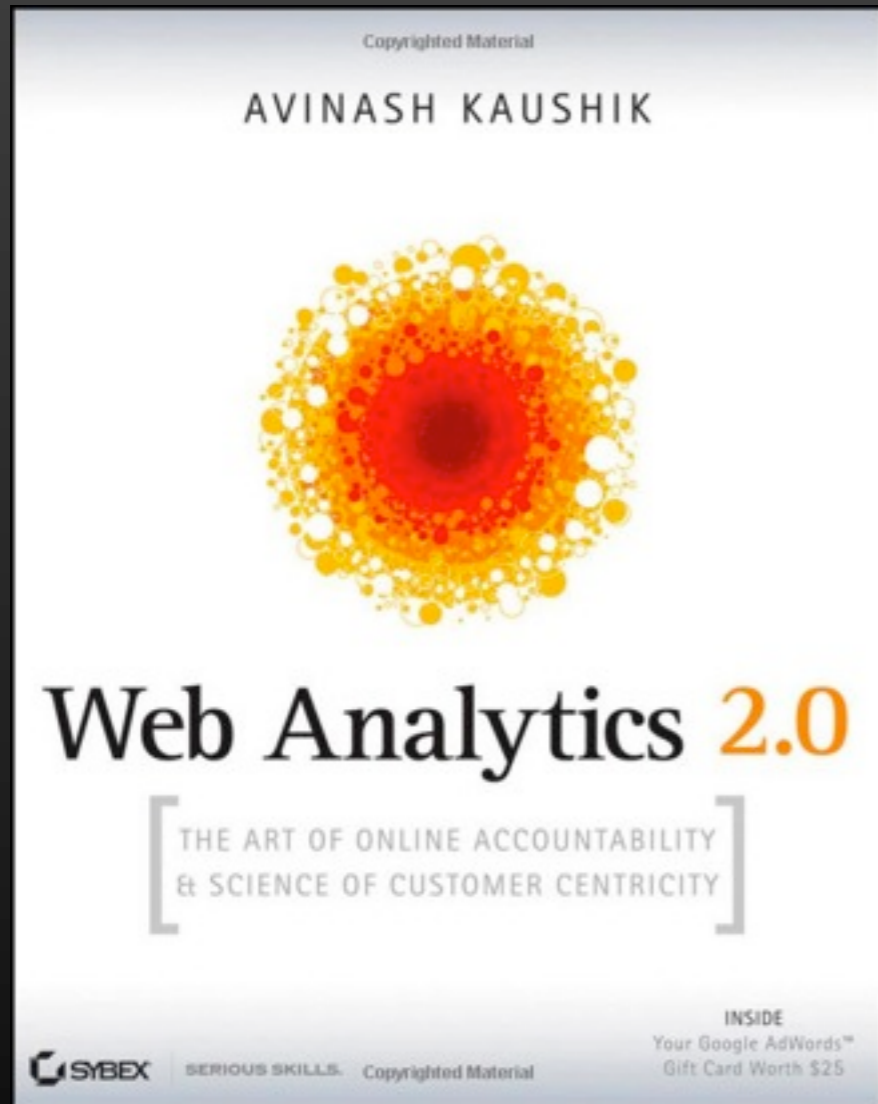
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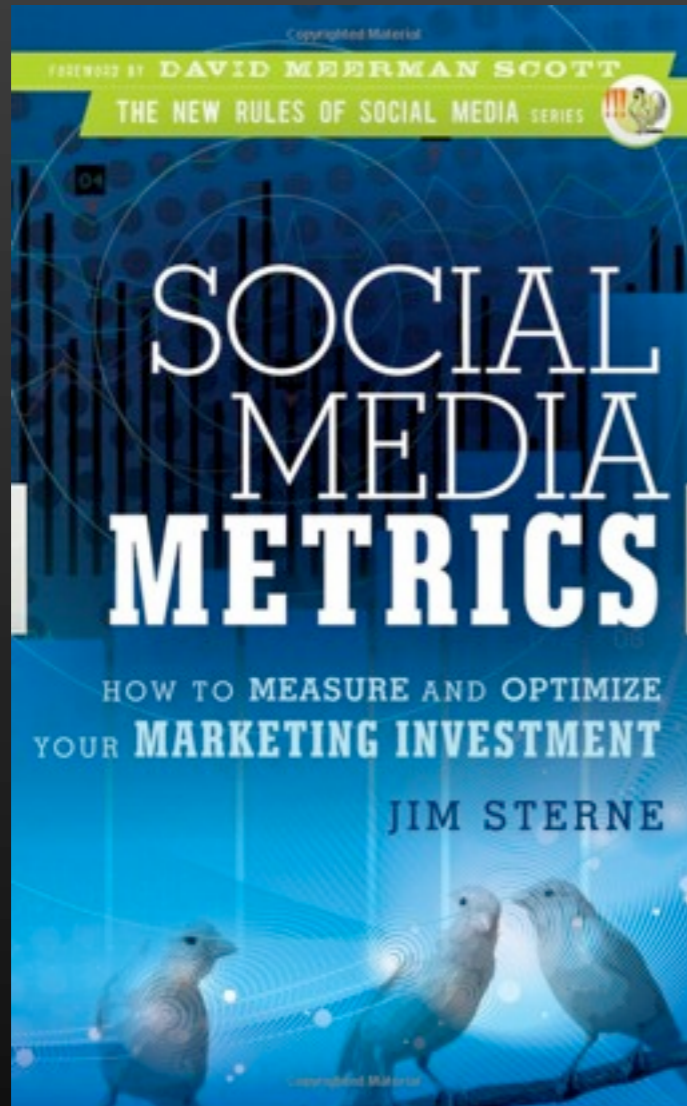
SUPPLEMENTARY READING

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- **Web Analytics 2.0**
Avinash Kaushik

SUPPLEMENTARY READING



- Web Analytics 2.0
Avinash Kaushik
- **Social Media Metrics**
Jim Sterne

SUPPLEMENTARY READING


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Outside Innovation
New ways to engage customers in co-designing your company's future - a weblog to complement the by Patty Seybold

ABOUT

Email Me


DESCRIPTION
What is Outside Innovation? It's when customers lead the design of your business processes, products, services, and business models. It's when customers roll up their sleeves to co-design their products and your business. It's when customers attract other customers to build a vital customer-centric ecosystem around your products and services. The good news is that customer-led innovation is one of the most predictably successful innovation processes. The bad news is that many managers and executives don't yet believe in it. Today, that's their loss. Ultimately, it may be their downfall.

[- Amazon Challenges iTunes with Amazon Cloud Drive | Main](#)

APRIL 01, 2011

Best Practice: Mobile Web Strategy - Learning from Nature Education's Scitable.com

While everyone is piling on to the mobile app model for delivering functionality and content, the pioneering team at Nature Education Group took a different approach. They stepped back and thought about what their customers actually needed the most. This led them to the conclusion that they needed to lead with a mobile web implementation, not a mobile app.



They also did some deep thinking about SEO. What most web teams do is to design separate mobile web sites. It's the easiest thing to do. But Vikram Savkar's team educated themselves on mobile search and realized that their search rankings would suffer if they used that approach.

- CMO.com
Adobe Omniture
- Customers.com / Outside Innovation
outsideinnovation.blogs.com
Patricia Seybold