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
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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
Over the past few years, one of the most important shifts in the digital world has been the move from the wide-open Web to semiclosed platforms that use the Internet for transport but not the browser for display. It’s driven primarily by the rise of the iPhone model of mobile computing, and it’s a world Google can’t crawl, one where HTML doesn’t rule.

Chris Anderson, Wired Magazine
Sept. 2010

Sources: Cisco estimates based on CAIDA publications, Andrew Odlyzko
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

A → B → C → D
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

Paid Search
Email
Paid Search
Organic
Display
CAMPAIGN STACKING

- Paid Search
- Email
- Paid Search
- Organic
- Display
CAMPAIGN STACKING

- Paid Search (May 16)
- 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

Things that blow your mind (#WA): Why do otherwise intelligent people ignore the low hanging fruit and want to eat the whole tree first?

9:32 AM Aug 6th, 2008 from web

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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
SUPPLEMENTARY READING
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- Web Analytics 2.0
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- Social Media Metrics
  Jim Sterne
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• CMO.com
  Adobe Omniture

• Customers.com / Outside Innovation
  outsideinnovation.blogs.com
  Patricia Seybold