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Web Analytics

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CURRENT LANDSCAPE AND CHALLENGES:

- Relationship between “businesses” and “consumers”
- Marketing in the 21st century
- Impact of e-commerce on marketing
 - Shift of power
 - Geographical and time restrictions
 - Distance between “businesses” and “consumers”
- The nature of analytical competition



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TODAY WE WILL COVER:

1. Developing a customer-centric website
2. Web analytics fundamentals
3. Methodology for moving beyond clicks
 - A. Establish business goals and metrics
 - B. Data collection
 - C. Analysis
 - D. Optimization
4. Results



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WHAT IS A CUSTOMER-CENTRIC WEBSITE?

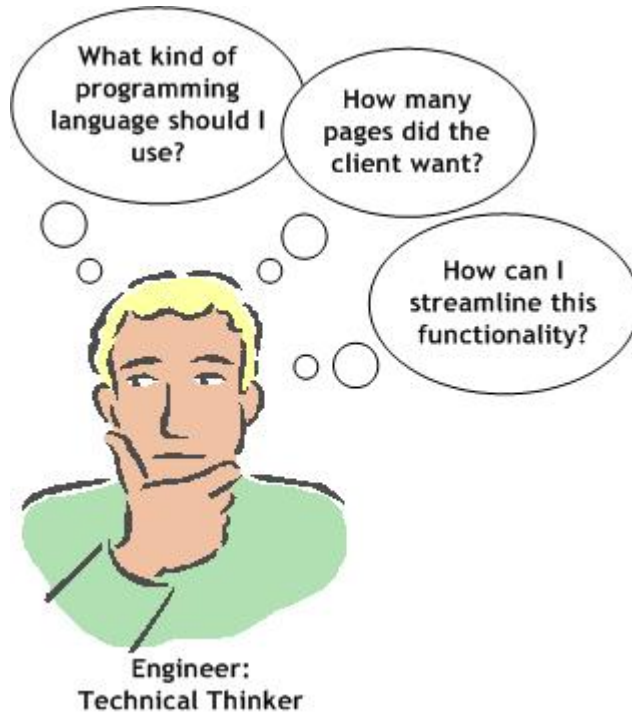
“A design philosophy and a process in which the needs, wants, and limitations of the end user of an interface are given extensive attention at each stage of the design process.”

It is characterized as a multi-stage problem solving process that not only requires designers to analyze and foresee how users are likely to use an interface, but to test the validity of their assumptions with regards to user behavior in real world tests with actual users.

PAST PROCESS



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CURRENT PROCESS



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WHAT IS GAINED?

- Increased effectiveness and results
- Positive user experience = strengthened brand and credibility, increased customer satisfaction
- Competitive advantage
- Longevity of website: stays relevant and up-to-date for much longer period of time
- Reduced development time, quicker decision-making, and minimized risk of costly redesigns
- Regular updates and changes are easy to make
- Competing on analytics with internal processes



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Fundamentals:

- Hits
- Page views
- Visits
- Unique Visitors
- Pages per visit
- New & Repeat Visitors
- Impressions
- Bounce rate
- % Exit
- Time spent on site
- Click path



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Step A: Establish business goals and metrics

- Situation analysis to establish baseline data
- Set your business goals
- Define your strategy to meet the business goals
- Define your Key Performance Indicators (KPI):
 - Goes beyond reporting site stats like clicks, visitors, etc.
 - High level quick scans
 - KPIs should be:
 - Minimal in number
 - Trended
 - Agreed upon
 - Actionable
 - Examples



Step B: Data collection and reports

- Select and configure your analytics tool
 - Web server log file analysis
 - Page tagging
- Start collecting two kinds of trackable data
 - Data on KPIs you've identified earlier
 - Supporting metrics to help you understand user "behavior"
 - Examples
- Data outside of trackable analytics



Step B: Data collection and reports (cont.)

- What to track and report
 - Visitation metrics
 - Engagement metrics
 - Conversion metrics
 - Bounce rate
 - Loyalty metrics
 - Social media



Step C: Analysis

- Web reporting vs. analysis
- Descriptive vs. Predictive Analytics
- Data collected by tools
 - Visitors
 - Traffic
 - Navigation
 - **Behavior**



Step C: Analysis (cont.)

- Behavior analysis
 - Purchasing process
 - Continue, leave to find info or exit
 - “Remessaging” ads
 - Lead generating process
 - Conversion rates by C2A
 - Understanding the right C2A for the right page
 - Homepage effectiveness
 - Too much content
 - Bounce rate
 - Links clicked and terms searched



Step C: Analysis (cont.)

- Behavior analysis
 - Onsite search
 - Percentage of visitors using search
 - Conversion of search visits to sales
 - Top 10 searches
 - Aggregate, by section, and segmentation
 - Keywords searched
 - Using it for SEM
 - Campaign landing pages
 - Display, E-mail, SEM, etc.
 - Tracking offline conversions
 - Delayed conversions



Step D: Optimization

- Testing methodologies
- What to test
- Optimizing segment performance



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Questions?

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