

Web Analytics

It's About the Story

BMA Minnesota

August 18, 2009

Agenda

- ❖ What is Web Analytics?
- ❖ Why Do You Care?
- ❖ The Drill Down – From Business Objectives to Metrics
- ❖ Looking Beyond the Obvious
- ❖ The Next Level

Web Analytics is...?

*Web Analytics is the measurement, collection, analysis and reporting of Internet data for the purposes of understanding and optimizing Web usage.**

The Official WAA Definition of Web Analytics

Supporting marketing initiatives by finding insight in the data and recommending actions that will influence a customer's behavior and further engage them in a brand.

Kristen Findley

When is Web Analytics Used?

- To measure online activity – even when it's related to offline.
- Most common channels
 - Websites
 - Email
 - Online Banners/Media
 - Social Media
- Can also be integrated with *(sometimes not so well)*
 - Print
 - Direct Mail
 - TV



Why Do You Care?



- Do you have customers?
- Do you market to these customers via DM, Email, Advertising, Partnerships, Websites?
- The reality is that websites are now the hub of our interaction with customers.

Source of Information

Which sources of information do you most rely on as it pertains to your job?

| | Rely on |
|---|---------|
| Manufacturers' website | 77% |
| Trade publications | 63% |
| Search engines | 57% |
| Distributors' website | 41% |
| Printed catalogs from distributors | 41% |
| Trade publication's websites | 40% |
| Word of mouth/Peers/User groups/Customers | 39% |
| Case studies/White Papers | 38% |
| Manufacturers' sales reps | 38% |
| Industry conferences/Trade shows | 28% |
| Trade publications' e-newsletters | 28% |
| Distributors' sales reps | 27% |
| Online forums/Communities/Social networks | 24% |
| Research organizations | 23% |
| Webcasts | 18% |
| Online video clips | 13% |
| RSS feeds | 6% |
| Podcasts | 6% |
| B2B blogs | 6% |
| Mobile wireless devices | 5% |

TRUSTED Source of Information

Which sources of information do you trust the most?

| | Trust |
|---|-------|
| Manufacturers' website | 55% |
| Trade publications | 30% |
| Search engines | 18% |
| Distributors' websites | 21% |
| Printed catalogs from distributors | 22% |
| Trade publication's websites | 23% |
| Word of mouth/Peers/User groups/Customers | 21% |
| Case studies/White Papers | 19% |
| Manufacturers' sales reps | 18% |
| Industry conferences/Trade shows | 15% |
| Trade publications' e-newsletters | 14% |
| Distributors' sales reps | 11% |
| Online forums/Communities/Social networks | 10% |
| Research organizations | 13% |
| Webcasts | 7% |
| Online video clips | 4% |
| RSS feeds | 3% |
| Podcasts | 3% |
| B2B blogs | 2% |
| Mobile wireless devices | 2% |

Where to Start? Business Objectives

Standard Web Metrics

Site Heartbeat Metrics

- ✓ Page Views
- ✓ Visits
- ✓ Visitors
 - ✓ Daily
 - ✓ Weekly
 - ✓ Monthly
 - ✓ Quarterly
 - ✓ Yearly
- ✓ Visit Duration

Finding Methods

- ✓ External Campaigns
 - ✓ Banner, email, affiliates
 - ✓ Paid & Natural Search
- ✓ Referring Domain
- ✓ Search Engines
- ✓ Search Keywords & Phrases

Content Segmentation

- ✓ Most Popular Pages
- ✓ Most Popular Site Sections

Visitor Segmentation

- ✓ New & Return Visits
- ✓ Visit Number
- ✓ Return Frequency
- ✓ Visitor Domain
- ✓ Languages
- ✓ Time Zones

GeoSegmentation

- ✓ Countries
- ✓ Regions
- ✓ U.S. States
- ✓ U.S. DMA

Paths

- ✓ Time Spent on Page
- ✓ Time Spent on Site
- ✓ Next Page Flow
- ✓ Previous Page Flow
- ✓ Fall-out
- ✓ Entry Pages
- ✓ Exit Pages
- ✓ Exit Links
- ✓ Full Paths
- ✓ Page Values
- ✓ Page Depth
- ✓ Path Finder

Success Metrics

- ✓ Conversion
- ✓ Redemption
- ✓ Cart Additions
- ✓ Enrollment
- ✓ Apply Now
- ✓ Exit Pages

The Role of the Analyst



Why Do You Have a Website?

Sell Your Product

Product Catalog for OH&ES > Respiratory Protection > 3M™ Elastomeric Facepiece Respirators, Filters & Cartridges >

3M™ Full Facepieces 7000 Series Ultimate Reusable

These durable elastomeric facepieces are designed for a wide range of applications. The full facepiece is made of silicone.

[Click to Enlarge](#)

Support

Available Products

Product Information

How to Buy

Where To Buy

[Where to Buy](#)

Quick Links

[Contact Us](#)

[Material Safety Data Sheets \(MSDS\)](#)

[OH&ES Distributor Login](#)

[Industrial Distributor Login](#)

Products **Documents**

- 3M™ Full Facepiece 7800S(M), Medium, Silicone 1/Case**
Use with 3M™ Filters 2000 Series, 3M™ Cartridges 6000 Series, 3M™ Cartridges and Filters 7000 Series and powered and supplied air systems against a variety of gases, vapors and particulates according to NIOSH approvals.
- 3M™ Full Facepiece 7800S(Sm), Small, Silicone 1/Case**
Use with 3M™ Filters 2000 Series, 3M™ Filter 7093, P100 and 3M™ Cartridges 6000 Series. Also use with powered and supplied air systems against a variety of gases, vapors and particulates according to NIOSH approvals.
- 3M™ Full Facepiece 7800S(L), Large, Silicone 1/Case**
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- 3M™ Full Facepiece FR-7800B-L, Large 1/Case**
Approved to NIOSH Chemical Biological Radiological Nuclear(CBRN) requirements in conjunction with the 3M™ Canister FR-15-CBRN. This facepiece features an integral speaking diaphragm that improves voice amplification and clarity.
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WebTrends

Standard Web Metrics

Site Health

- ✓ Page Load Time
- ✓ Visits
- ✓ Visits per Page
- ✓ Bounce Rate
- ✓ Conversion Rate
- ✓ Exit Rate
- ✓ Visit Duration

Findings

- ✓ External Links
- ✓ Referrals
- ✓ Search Engines
- ✓ Search Keywords & Phrases



Paths

- ✓ Time Spent on Page
- ✓ Time Spent on Site
- ✓ User Flow

Metrics

- ✓ Exit Pages

Narrowing your objectives

Business Objective

Increase sales
by 10%

Website Objectives

Support Sales
Throughout Buying
Process
(research, purchase,
support)

Metrics & KPIs

Visits
Return Visits
Conversion
Contribution

Look For Success Events

What products sent the most traffic to “Where to Buy?”

Product Catalog for OH&ES > Respiratory Protection > 3M™ Elastomeric Facepiece Respirators, Filters & Cartridges >

3M™ Full Facepieces 7000 Series Ultimate Reusable



These durable elastomeric facepieces are designed for a wide range of applications. The full facepiece is made of silicone.

[Click to Enlarge](#)

When do people look at support info? 2nd visit? 3rd? What about pricing info?

VISITS & PAGE VIEWS
Which product is more popular?

Where To Buy

[Where to Buy](#)

Quick Links

[Contact Us](#)

[Material Safety Data Sheets \(MSDS\)](#)

[OH&ES Distributor Login](#)

[Industrial Distributor Login](#)

Products

Documents



[3M™ Full Facepiece 7800S\(M\), Medium, Silicone 1/Case](#)

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Possible Metrics for You

| Web Site Objectives | Outcomes | KPIs * |
|---------------------|--|--|
| Acquisition | Increased Revenue | orders, revenue, visits; per traffic sources, by marketing channels; data compared across different date ranges, marketing efforts |
| | Reduced Costs | ROAS, ROI, Reduced bounce rate; per traffic sources, by marketing channels; data compared across different date ranges, marketing efforts |
| | Improved Customer Satisfaction/Loyalty | Increase in return visits post acquisition efforts, positive ratings by acquisition efforts, increased orders per marketing channels, etc. |
| Convert | Increased Revenue | orders, revenue, conversion rate; post AB test, shopping cart optimization, navigation optimization |
| | Reduced Costs | Reduction in people calling support center, shift in people using online support, increased usage and support on support forums |
| | Improved Customer Satisfaction/Loyalty | conversion of testimonials/positive comments, increase in shopping cart add, orders, revenue, return purchase |
| Retain | Increased Revenue | increase in return visits, return purchaser, single click purchases |
| | Reduced Costs | advocates/testimonials by return visitors, direct visitors (reducing acquisition cost), post optimization data for CRM efforts, bounce rate by return visitors, conversions for paperless bill |
| | Improved Customer Satisfaction/Loyalty | number of bookmarking, frequency, recency, email opt outs, positive/negative ratings by customers, returning and direct visitors |

* Not limited to these metrics. These KPIs are just an example.

Looking Beyond the Obvious

Spending Ad Dollars Wisely

The screenshot displays the EHS Today website interface. At the top, there is a navigation bar with categories: Safety, Health, Industrial Hygiene, Environment, and Training. A prominent advertisement for DRIFIRE shirts is featured, showing a 'Lightweight Long Sleeve Shirt' for \$45.99. The ad includes a 'CHOOSE' section with color and size options, and a 'Quantity' field set to 1. Below the main product image, there are smaller images of other shirt options and a 'CUSTOMER REVIEWS' section showing a 4.50 rating from 1 review. To the right of the main ad, there is a 'YOUR CART' section indicating 0 items for \$0.00, and a 'YOU MIGHT LIKE' section with a 'Lightweight Short Sleeve Tee'.

Advertisement

Free Webinar - Available On-Demand

Advances in Wireless Gas Detection - Solutions for Oil, Gas, Petrochemical, and Utility Industries

EHS Today
The Magazine for Environment, Health and Safety Leaders
Welcomes You to Our New Site (formerly Occupational Hazards)

RAE SYSTEMS

DRIFIRE
COMFORTABLE FR WEAR

SHOP NOW ABOUT TECHNOLOGY VIDEOS BLOG REGISTRY

Phone orders **800.419.3671** and volume sales.

ENVIRONMENT

Health and Environmental Group Violations

Aug 4, 2009 10:41 AM, By Sandy Smith

A coalition of Illinois health and environmental groups has filed a lawsuit with the U.S. District Court in Chicago, Illinois, seeking to force the release of what the groups claim is a matter that lead to respiratory problems in communities...

People Want Green Gains Now

Aug 3, 2009 3:47 PM, by Laura Walker

People make environmental choices preferring smaller gains right away than research published by the American Psychological Association.

U.S.-EU Environmental Politics at a Crossroads

Jul 21, 2009 4:08 PM, by Laura Walker

Although the United States and European Union have both made significant environmental and energy challenges, the two countries have different approaches to solving them, according to a professor of political science at the University of Illinois at Chicago.

Take my Pop Quiz: Challenge & WIN!

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Current Features: Machine Safety Solutions for Protecting Employees and

How Many Visits to this page?

How Many Purchases from this traffic?

What's the bounce rate?

What other items did this traffic visit?

Email – looking beyond the obvious

THE DATA

- # sent
- # opened

The screenshot shows a Target email newsletter with the following sections:

- Header:** Target logo, navigation menu (Women, Men, Baby, Kids, Shoes, Home, Kitchen, Bedding, Patio, Furniture, Toys, Electronics), search bar, and a link to "View the Weekly Ad".
- Special delivery:** A section titled "Special delivery. Bundles of budget-friendly gear and bedding for your new one." featuring baby products like a crib, stroller, and car seat. A red circle highlights this section. A "free shipping on select items" badge is also present.
- SuperTarget:** A section titled "Discover your new SuperTarget. Learn More >" with a red circle highlighting the "Get Coupons >" link.
- Chef inspired, dog desired:** A section for Chef McCann's dog food, with the text "Buy one, get one free or save \$1.50. Get Coupons + Learn More >".
- Free Shipping:** A table listing categories eligible for free shipping.

| Free shipping when you spend \$50: | Free shipping on select: | Save 15% when you spend \$125, plus free shipping on select: |
|------------------------------------|--------------------------|--|
| Women's Clothing | Electronics | Living Room Furniture |
| Women's Plus | Toys | Bedroom Furniture |
| Women's Swim | Patio Furniture | Dining Room Furniture |
| Shoes | Bed + Bath | Home Office Furniture |
| Handbags + Accessories | Home Décor | Accent Furniture |
| Juniors | Kitchen | Dorm Furniture |
| Girls' Clothing + Shoes | Appliances | Lawn + Garden |

How many visits to the site were generated? How many of those moved deeper into the site? What other products were interesting to these visitors?

THE STORY

How many visits to the site were generated? How many of those moved deeper into the site? What other products were interesting to these visitors?

How much traffic to the secondary message?

Social Media



Before you try to measure it. . .



The basics once you get started...

How Many Visits to
this page?

How Many Purchases
from this traffic?

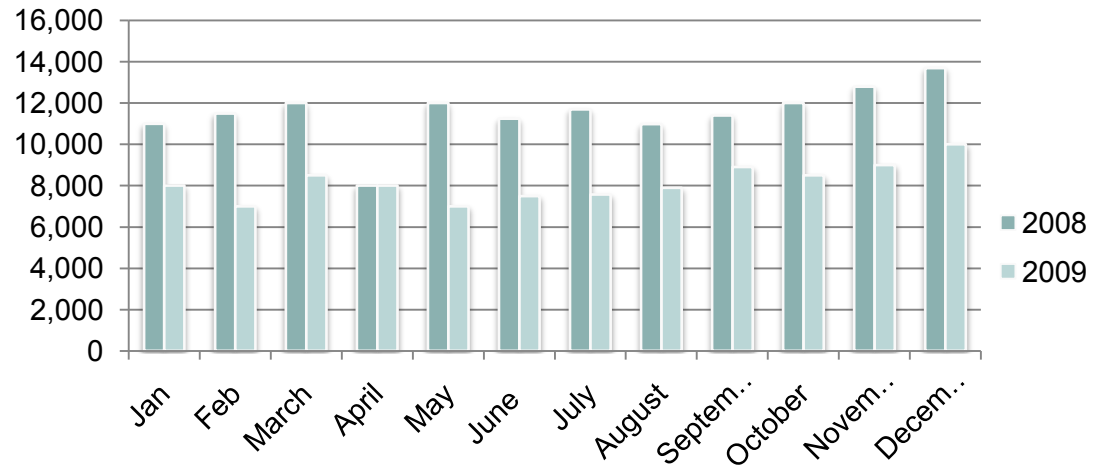
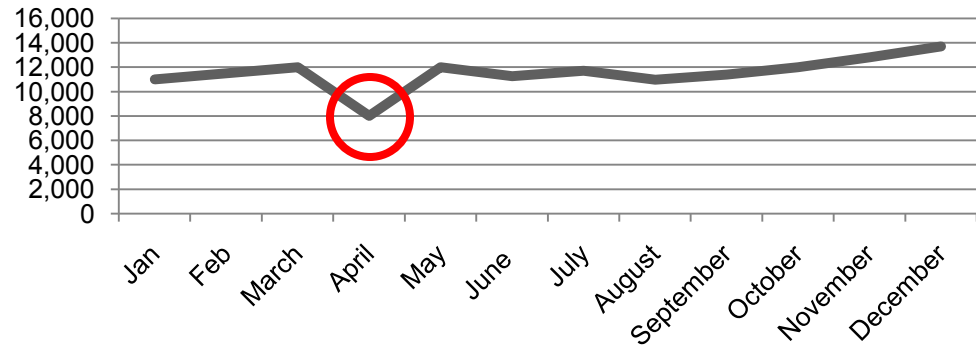
What's the
bounce rate?

What other items did
this traffic visit?

Where You Find the Story

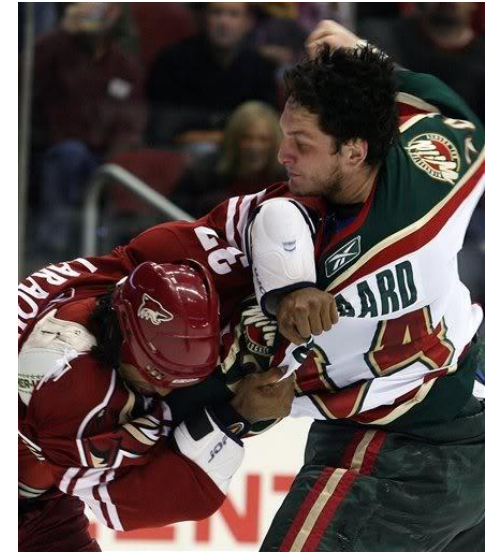
- Trends
- Baselines
- Ratios
- Segmentation

Visits = 9,365
 Page Views = 67,926
 Page Views Per Visit = 7.25



Where There is No Story

- “Hits”
- Cookies
- Engagement
- Time on Page/Site



The Next Level

Using the Data to Optimize



EHS Today The Magazine for Environment, Health and Safety Leaders

Advertisement

Free Webinar - Available On-Demand

Advances in Wireless Gas Detection - Solutions for Oil, Gas, Petrochemical, and Utility Industries

EHS Today
The Magazine for Environment, Health and Safety Leaders
Welcomes You to Our New Site
(formerly Occupational Hazards)

Safety Health Industrial Hygiene Environment Training PPE Construction Fire/Emergency Response Standards International

Advertisement

Take my Pop Quiz Challenge & WIN!

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Current Features:
Machine Safety Solutions for Protecting Employees and

Advertisement

COMFORTABLE FR WEAR

DRIFIRE

Lightweight Short Sleeve Tee

This shirt cools skin temperature, inherently flame resistant and dries faster than a Cotton T. ASTM 1506 & 70E compliant.

share

Try Different Shirt?

Bigger link for "Learn More"?

Video beneficial?

Optimization

A/B and Multivariate Testing - Once you have the data and have found the stories, you can start to improve them.

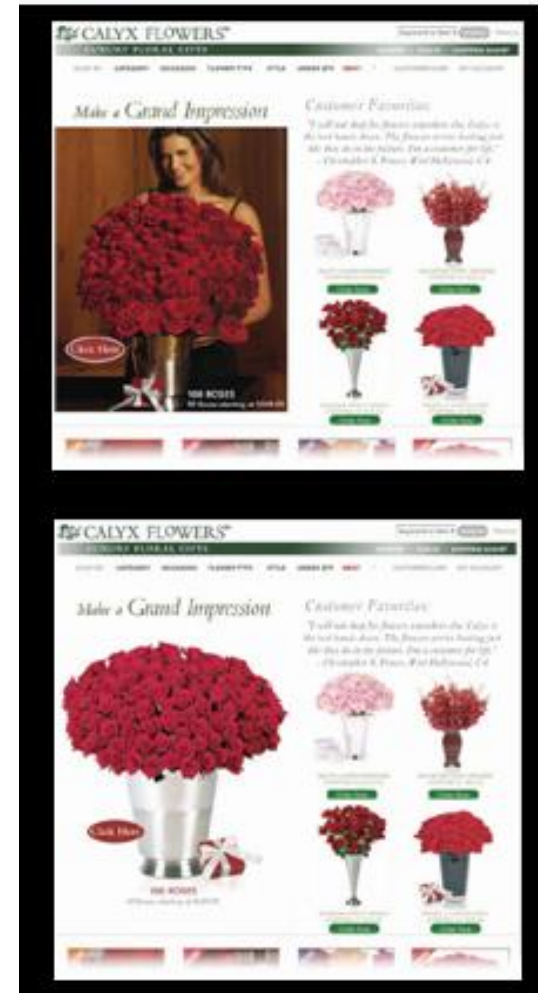
“If you do not have an active experimentation and testing program in your company then you are leaving so much money on the table that it is not even funny.”

Avinash Kaushik

Google Website Optimizer

OMNITURE.
Test&Target.

SITESPECT



Getting Started

1. Determine the Why

- Start small with one objective on your site
- Use the one with clear connection to \$\$\$.

2. Apply Different Lenses

- How well is this objective achieved overall?
- Are different segments more successful?

3. Test

4. Share the story

5. Be a Champion and Create More Champions!



Resources

- Occam's Razor- <http://www.kaushik.net/avinash/>
- immeria :: an immersion in web analytics -<http://blog.immeria.net/>
- Google Optimizer - <http://websiteoptimizer.blogspot.com/>
- Future Now - <http://www.grokdotcom.com/>
- <http://www.zoommetrix.com/>
- <http://actionable-analytics.com/>
- Actionable Web Analytics: Using Data to Make Smart Business Decisions by Jason Burby and Shane Atchison
- Web Analytics: An Hour a Day by Avinash Kaushik

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Thank You