



CIMA Analytics Report

March - May 2010

Prepared for CIMA Board Meeting
June, 2010



Executive Summary

- **April Tracking Issues A Challenge**

Month of April saw same tracking problems that impacted Fall 2009 (Slide #4)

- **CIMA Visitors Mostly Are Jobs-Minded**

Vast majority of CIMA traffic either enter site from a job-related link or viewed jobs once they got there (Slide #9)

- **CIMA Brand Dominates Organic Search**

CIMA Web site address (Slides #10)

- **ORs Inch Up; CTRs Trend Down**

Email became less responsive from March thru May (Slide #12)

- **CIMA Maintains Top Spot In Chicago**

CIMA traffic is higher than all other Chicago marketing groups combined in April (Slides #17)

- **Recommendations** (Slide #19)

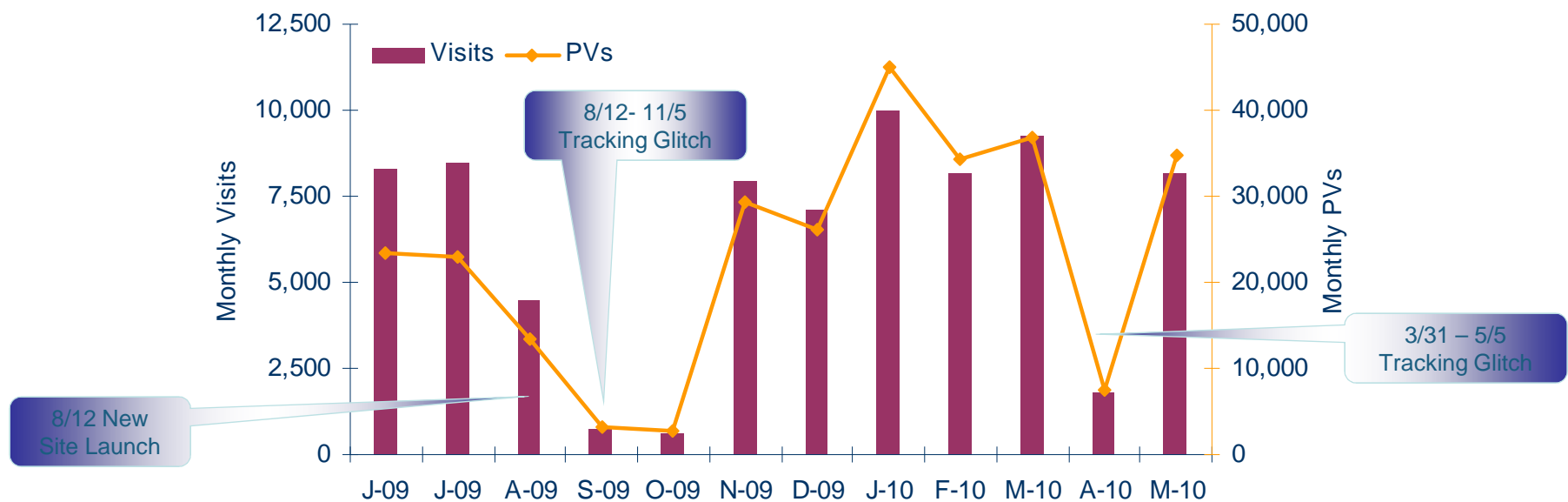


Traffic

April Tracking Issues A Challenge

Traffic >> Monthly Visit Trend

- 35 day tracking glitch; similar to Fall '09 problem
 - Resulted in minimal April data, 5 days in May
- March Visits were up +7% over February

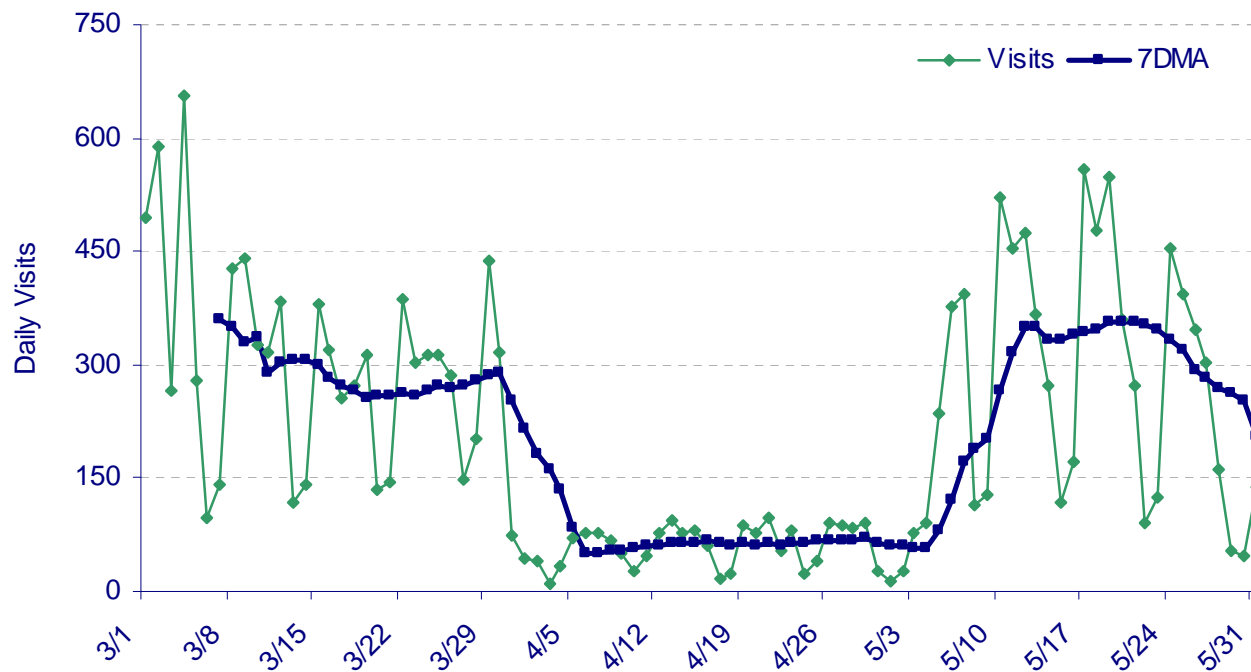


Note: Source data from Google Analytics. Filters exclude international and AlphaZeta traffic.

Early March And Mid-May Traffic Peaks

Traffic >> Daily Visits

- Avg. of 299 Visits/Day in March up +2.5% over February
- Avg. 314 Visits/Day in May

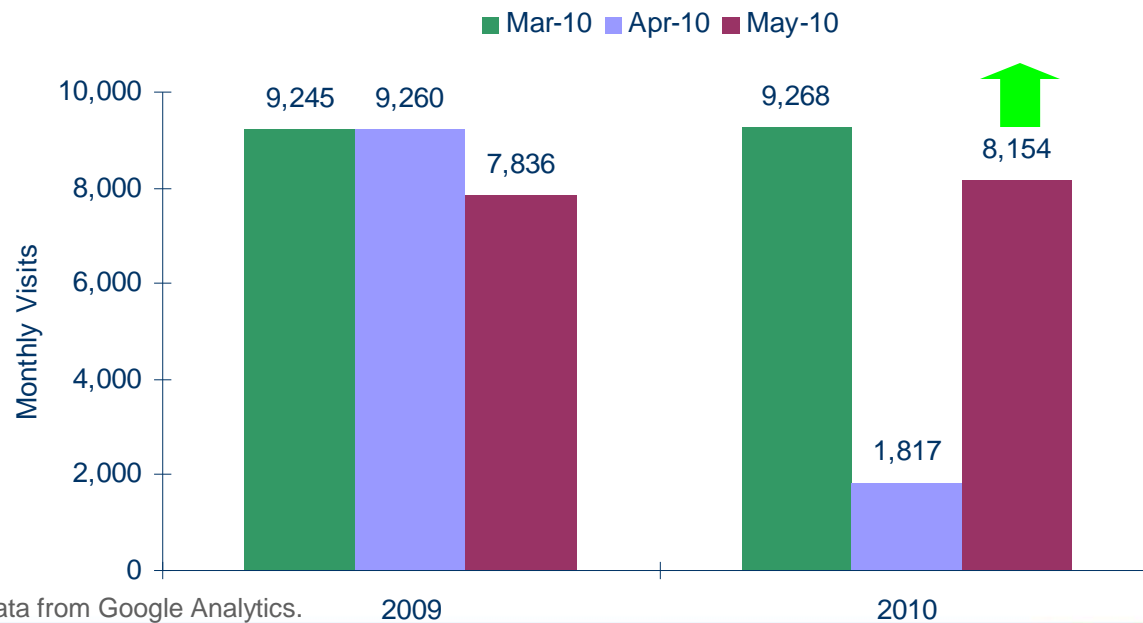


Note: Source data from Google Analytics.

March Visits Flat YOY, May Up

Traffic >> Year-over-Year Trend

- March Visits in 2010 were flat compared to 2009 levels, up just +0.2%
- April not comparable
- May Visits were up +4% over 2009



Note: Source data from Google Analytics.

2009

2010

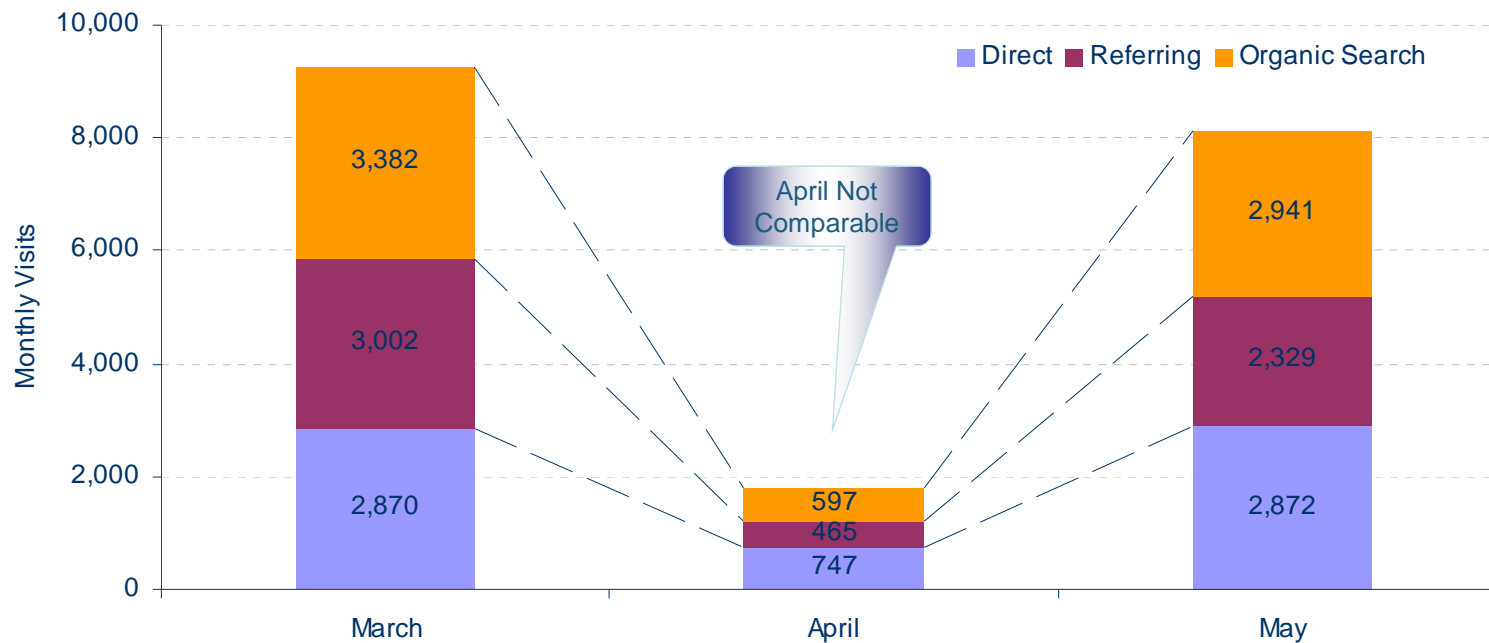
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Only Directs Flat In May, Other Sources Down

Traffic >> Sources of Traffic

- Referring Visits down -22% May over March
- Organic Search Visits down -13%

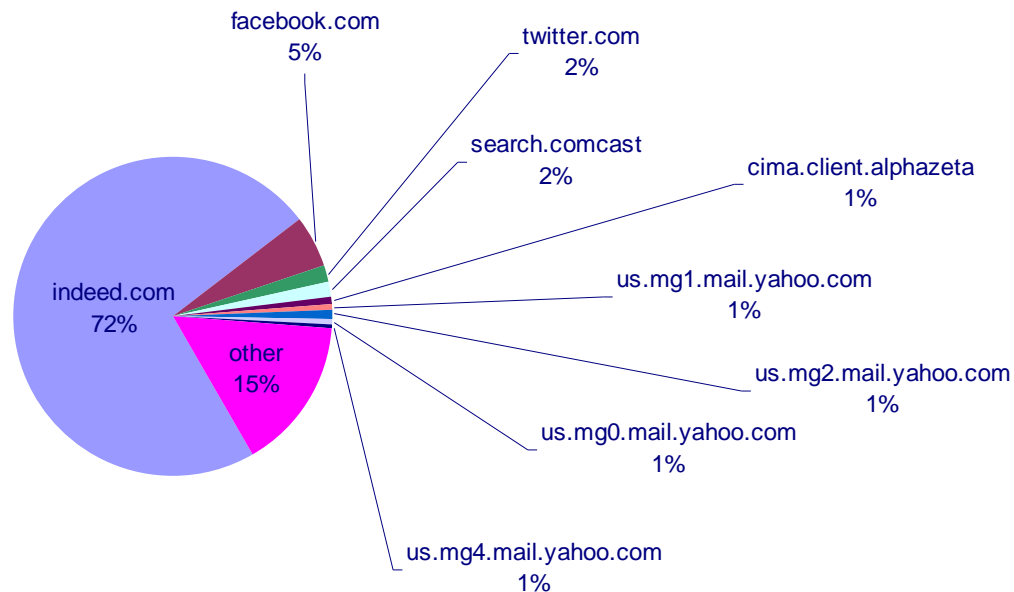


Note: Source data from Google Analytics.

Indeed Continues To Dominate Referrals

Traffic >> Referral Sources

- Indeed.com generates 72% of Referring Visits and 22% of Total Visits
- Facebook is next largest Referral Source

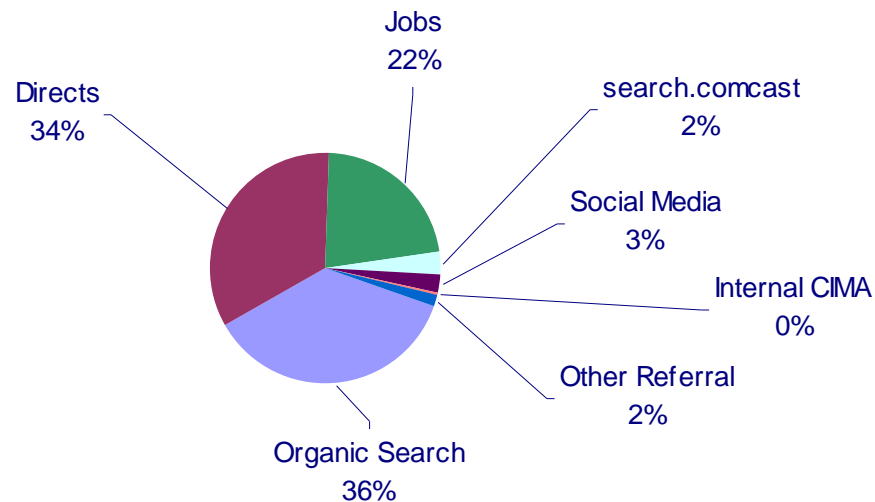


Note: Source data from Google Analytics; GA does not distinguish traffic from an Outlook client application as different from Direct visits.

CIMA Visitors Mostly Are Job-Minded

Traffic >> Referral Sources

- 72% of all CIMA site traffic is job-interested
 - 50% visit job content spanning Direct, Organic Search and Social Media, plus
 - 22% incidental Visits entering CIMA site via Referral links

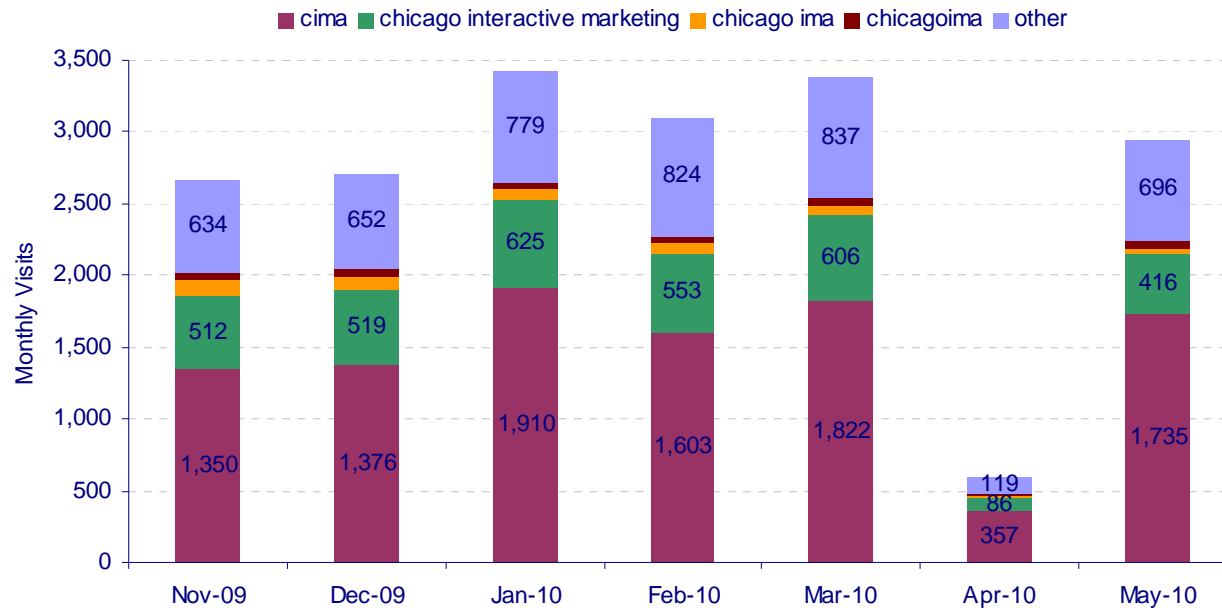


Note: Source data from Google Analytics; GA does not distinguish traffic from an Outlook client application as different from Direct visits.

CIMA Brand Dominates Organic Search

Traffic >> Organic Search Trends

- “CIMA” dominates Organic Search with 54% Share of Visits
- “Chicago Interactive Marketing” next up with 22% Share
- “Chicago IMA” and “ChicagoIMA” make up 2% each
- Other had 24% or 4,451 Visits spread out across 1,731 keywords



Note: Source data from Google Analytics.



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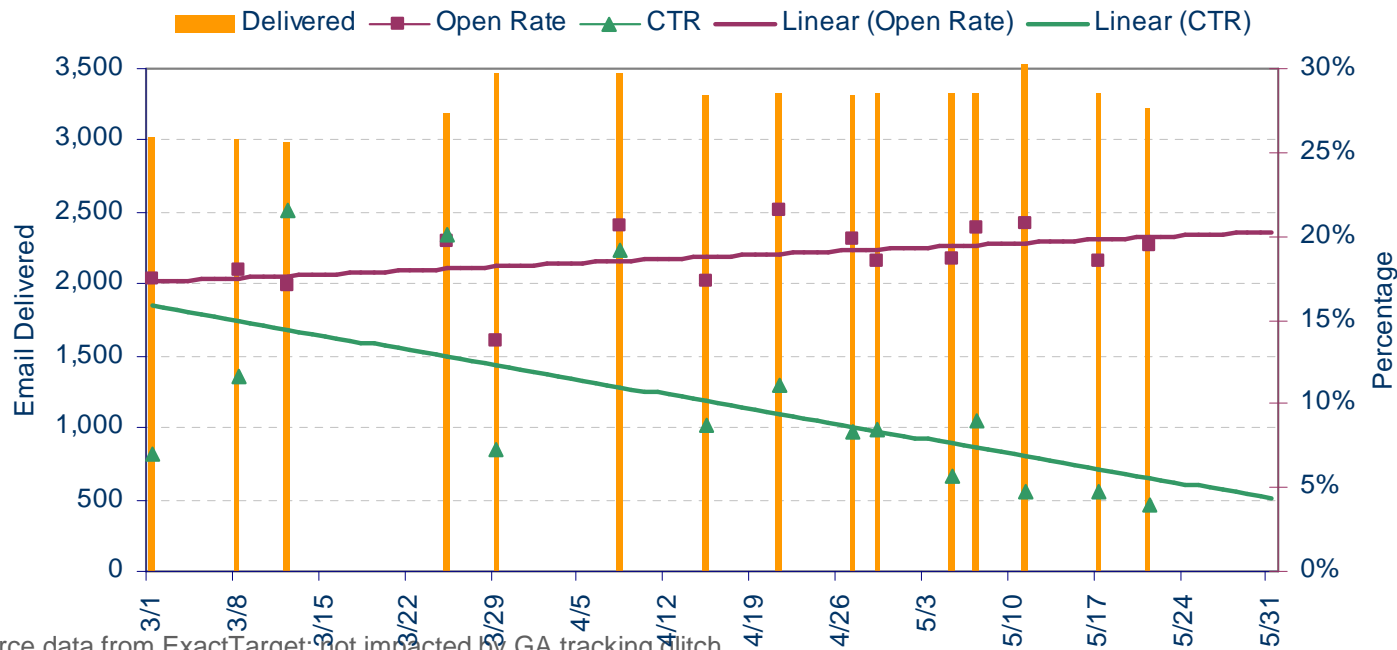


CRM (Email)

ORs Inch Up; CTRs Trend Down

CRM >> Email Trends

- Open Rates show slight improvement while Clickthrough Rates slid more steeply
 - Total of 15 Email drops across 3 Months totaling 52,342 email delivered
 - 9,892 Opens for an Avg. of 19%
 - 960 Clicks for an Avg. 10% CTR



Note: Source data from ExactTarget; not impacted by GA tracking glitch.



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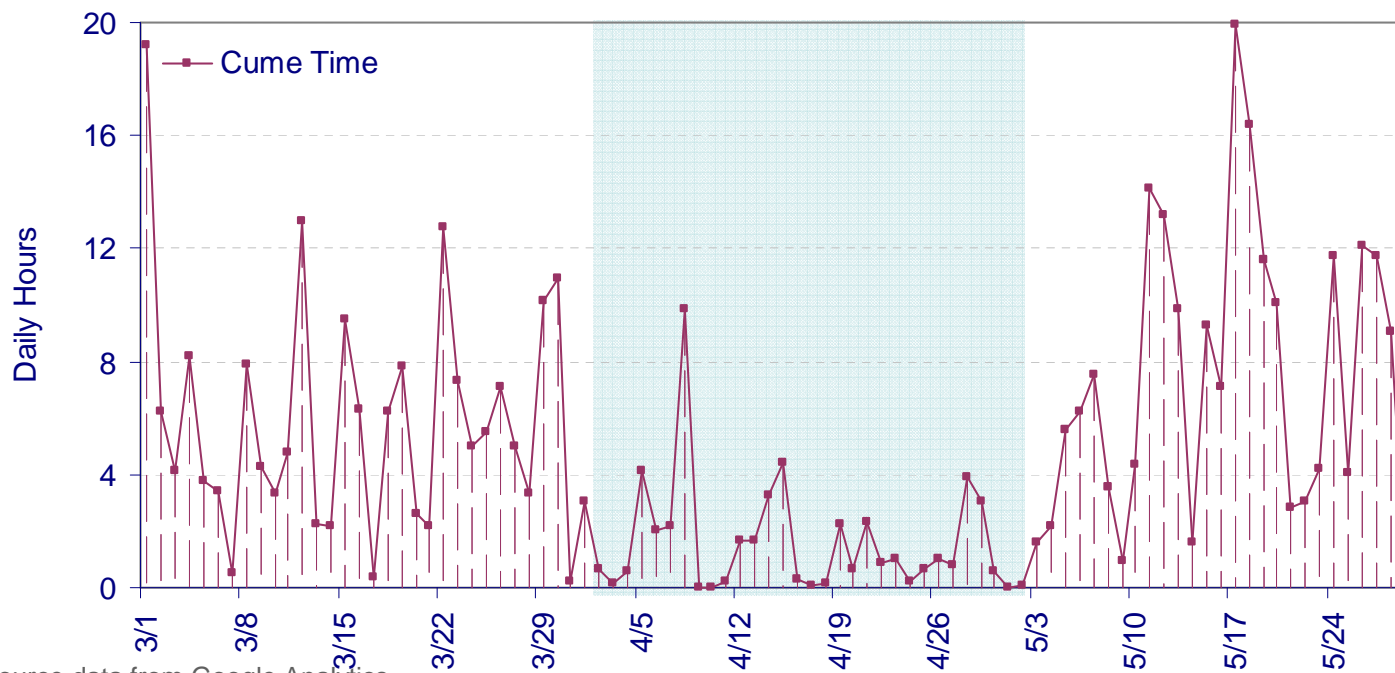


Engagement

Cume Time Peaked Early-March & Mid-May

Engagement >> Cume Brand Time

- Monday of Mobile Madness week saw peak Cume Time
- Mid-May saw heavy peaking around May Event



Note: Source data from Google Analytics.



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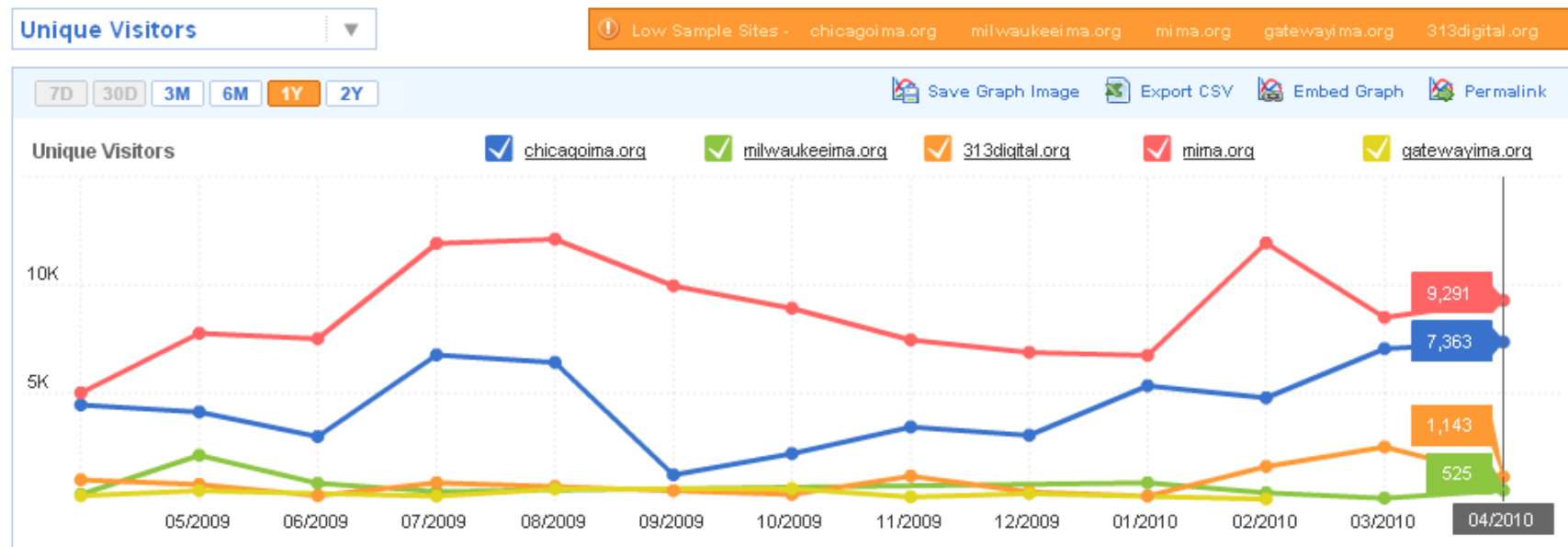


Competitive/Qualitative

CIMA & MIMA Traffic Neck & Neck

Competitive Insight >>Midwest IMA Groups

- MIMA loses February bump, while CIMA continues several month up-trend

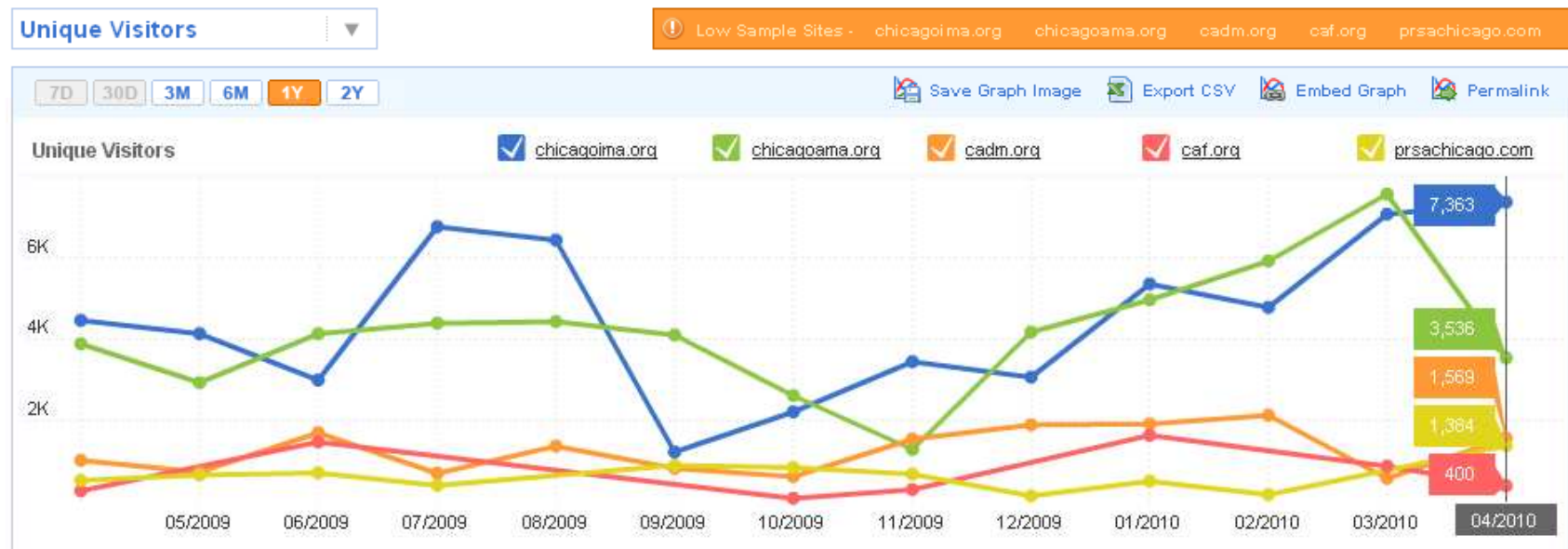


Note: Source Data from Compete.

CIMA Maintains Top Spot In Chicago

Competitive Insight >>Chicago Group Trends

- In Unique Visitors, Chicago AMA beat CIMA until their steep April drop



Note: Source Data from Compete.

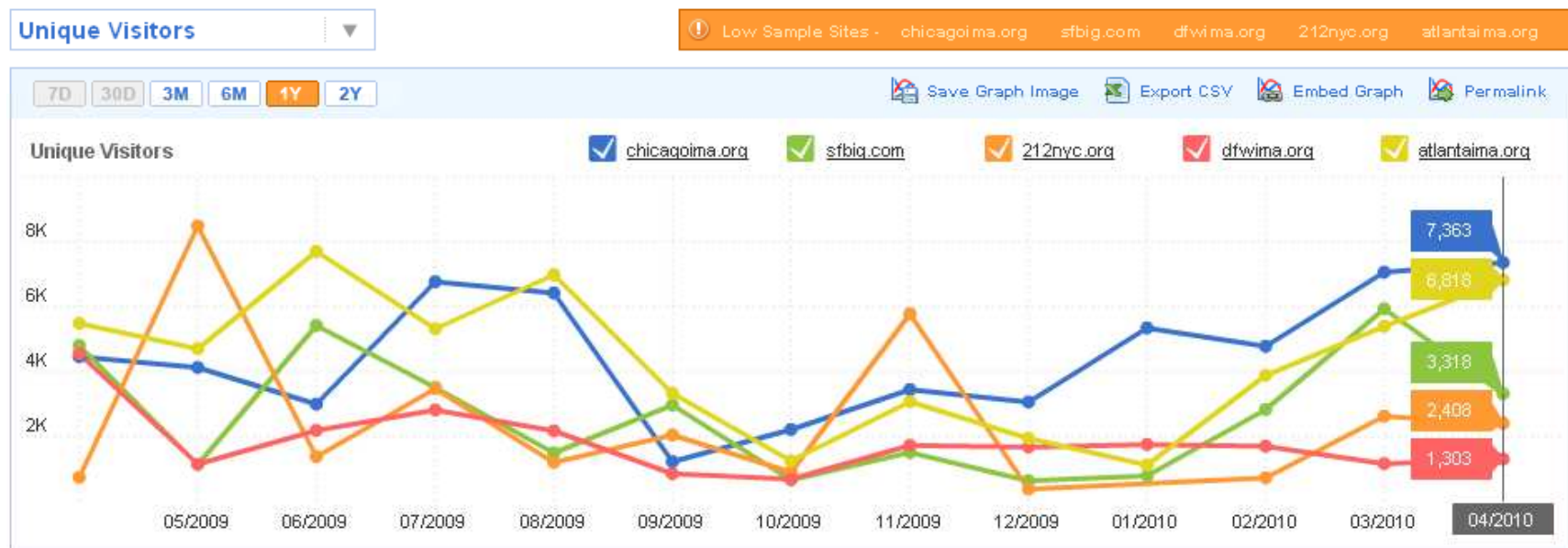


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CIMA Traffic Higher Than Non-Local IMAs

Competitive Insight >>Other IMA Groups

- SFBig suffered steep April drop; Atlanta IMA coming on strong in 2010



Note: Source Data from Compete.



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Recommendations

1. CIMA Strategy

- a) CIMA visits are driven by job-related visits; content and promotions ought to routinely emphasize [BOD]
- b) Continue to firm up requirements based on BOD feedback via Google Docs spreadsheet [BOD]

2. Email Performance

- 1. Explore ExactTarget & Google Analytics integration [Seiche Analytics]

3. Content-Related

- a) Need to meet with Web developers to determine “thank you” pages” for goal and ecommerce tracking [SA, AZ]
- b) Need to integrate GA with Joomla CMS for additional measurement, e.g. job search queries, ads served, logins, members, etc... [SA, AZ]

4. Organic Search/SEO


- a) Implement sitemap.xml, submit to search engines; include link to sitemap.xml from robots file [AZ]
- b) Identify and recruit volunteer SEO expert to monitor/advise, e.g. incoming links [BOD]





































Appendix

MIMA Keyword Traffic Drivers

Competitive Insight >>MIMA Analysis

 Daily Search Referrals 12.05.2009 - 03.05.2010 [?](#)

10 keyword referrals | [Export table as CSV](#)

	Keyword ?	Search Referrals Share ?	Paid Share ?	Natural Share ?	Average Time Index ?	Total Time Index ?
1	flash dev minne	20.87% 	0.00% 	100.00% 	52.65 	83.39 
2	local internet m	20.51% 	-	-	17.94 	27.92 
3	mima	14.69% 	-	-	84.12 	93.75 
4	how to make a	14.05% 	-	-	7.28 	7.76 
5	mima.org	13.18% 	0.00% 	100.00% 	100.00 	100.00 
6	minneapolis int	7.18% 	-	-	22.73 	12.38 
7	fingerhut	5.22% 	-	-	57.54 	22.79 
8	nina hale	2.18% 	-	-	66.95 	11.08 
9	go east interac	1.61% 	-	-	5.33 	0.65 
10	social media cc	0.52% 	-	-	42.26 	1.68 

Note: Source Data from Compete.

Before Visiting MIMA Site...

Competitive Insight >>MIMA Analysis

	Site ?	Industry Cat. ?	Referral Share ?	Δ Share ?	Destination Share ?
1	google.com	Universal	22.85%	-58.35%	< 0.01%
2	facebook.com	Personal Networking	4.63%	-63.79%	< 0.01%
3	seoquake.com	Computer and Website	1.90%	New	0.01%
4	untd.com	Telecommunications	< 0.01%	-	Low Sample
5	specificclick.net	Uncategorized	< 0.01%	-	Low Sample
6	juno.com	Telecommunications	< 0.01%	-	Low Sample
7	exct.net	Uncategorized	< 0.01%	-	< 0.01%
8	linkedin.com	Professional Networkir	Low Sample	No Data	Low Sample
9	luggagepros.com	Uncategorized	Low Sample	New	Low Sample
10	microsoft.com	Free Software/Downlos	Low Sample	New	Low Sample
11	nexus404.com	Uncategorized	Low Sample	New	Low Sample
12	nordstrom.com	Mass Merchant and De	Low Sample	New	Low Sample
13	punyblog.com	Uncategorized	Low Sample	New	Low Sample
14	firstobject.com	Uncategorized	Low Sample	New	Low Sample
15	dmaeducation.org	Uncategorized	Low Sample	New	Low Sample
16	cool.com	Uncategorized	Low Sample	New	Low Sample
17	rgl.com	Uncategorized	Low Sample	New	Low Sample
18	slickdeals.net	Coupon and Bargain	Low Sample	New	Low Sample
19	surveymonkey.com	Business	Low Sample	New	Low Sample

Note: Source Data from Compete.



Important Notes

- **Reporting Systems**
 - Site Metrics data is supplied by CIMA's Google Analytics account which relies on cookies and JavaScript (JS) to track site usage; at high volumes of data the system starts reporting sampled data.
- **Discrepancies**
 - Reporting data across different systems may not always match 100%; common causes include: JS-tagging, deduping, different filters and/or cookie blocking/expiration.
- **Excluded Traffic**
 - AlphaZeta and International Visitors



Terminology

AUV Absolute Unique Visitor/Unique Visitor

Ad Network is an aggregation of Web site publishers' advertising inventory; often a way for smaller traffic volume publishers to be bought more efficiently as well as for larger publishers to blind sell their remnant inventory.

Ad Exchange a real-time Web-based service where publishers and networks offer ad inventory for sale.

Ad Server a tool used by advertisers to manage the delivery and centralized measurement of Web advertising.

Attribution the means of allocating the influence of particular advertising channels in together influencing a desired action, e.g. registration or purchase.

Behavioral Targeting, real-time targeting of ads or content based on the prior observed behaviors of users either in clicking or not clicking on "trigger" ads or content, e.g. car ads delivered to a user that has been in the car section of the Web site in the last 30 days.

Bounce Rate The rate of visits when the entrance and exit page is the same.

BT Behavioral Targeting, a means of delivering advertising to users based on previously observed browsing or purchase behavior.

Coefficient of Variation a dimensionless measure of data dispersion that reflects both mean and standard deviation = σ/μ .

Contextual Targeting, real-time targeting of ads based on the nature of the content being consumed, e.g. car ads in the car section of a Web site.

Conversion Funnel used specifically to refer to the Web side of the process whereby a user enters via a landing page and across a few pages performs the desired action.

Cookie A plain text file served to a browser from a specific site that only that site can access; used for session management and tracking.

Correlation statistical measure of the strength of linear relationship between data; usually Pearson correlation coefficient expressed as ρ (rho).

CPC Cost per Click is a performance ad model where advertisers pay a set fee when a user clicks on the ad

CPA Cost per Action is a performance ad model where advertisers pay a set fee when a user performs a desired action; sometimes Cost per Acquisition (same as CPL).

CPL/CPQL Cost per Lead and Cost per Qualified Lead.

CPM Cost per Thousand; also display ad business model where advertisers pay a set fee when the ad is delivered; eCPM adds "effective."

CR Conversion Rate, basically a tangible in-browser event that could be a purchase or a registration.

CTR Clickthrough Rate, a simple percentage measure of ad performance in terms of response = clicks/impressions.

Cume Cumulative, or aggregate-to-date.

Dedupe Removal of duplicate leads from a database.

DFA DART for Agencies, an agency-side ad server application.

Engagement a catch-all measurement for branding-oriented non-converting online behavior, e.g. time spent, pages per visit, dwell time, interaction rate.

Engage Rate represents interaction past a single entry-exit page visit; 1- Bounce Rate.

Filter a general term that refers to qualifying metrics usually be excluding internal client and agency activity that may distort results.

Funnel refers to the generic process of conversion from broad audience to qualified lead; Awareness, Consideration, Research & Decision.

GA Google Analytics, a JavaScript-based site metrics tracking application.

Geotargeting targeting ads or content based on where a user is physically connecting to the Internet. Precision of this information can be down to the zip code of the Internet Service Provider. However, ISPs like AOL have national access hubs.

HCP Health-care Professional (includes Physicians, Nurses and assistants).



Terminology

Inbound Search Links individual links found in organic search engine results.

Insertion Order the legal/accounting document with the specifics of an advertising purchase; usually between an agency and publisher on the behalf of the advertiser.

IP Internet Protocol, typically used in IP address; the online address of a particular Web server that made a request or served content.

JS JavaScript a client-side scripting language that can be turned off; many mobile devices do not run JavaScript-compatible browsers.

Keyword, a word or phrase entered into a search engine; with PPC this is not the same as the actual search query.

Last Click The last touch point usually search; this often obscures other exposure to display ads, email, affiliate partners and offline channels.

Lookback Window the amount of time that an ad serving or site metrics platform counts users' activities, e.g. a 30-day lookback window means that an event occurring within that timeframe can be attributed back to the delivery of or click on an ad.

M Mille, 1000.

MM 1 Million (one thousand thousands).

NetInsight Unica NetInsight, a hybrid site metrics tracking application.

PDF Adobe's portable document format.

Post-Click activity measured after an ad was clicked.

Post-Impression activity measured after an ad was delivered but not clicked.

PR Press Release/Public Relations.

PV Page Views.

Reg's Registrants, or leads.

Retargeting is a form of behavioral targeting where the user clicks on an ad and enters a site but doesn't perform the desired action; ad networks can retarget these users as highly interested and potentially advertisers with a better offer.

Rich Media, typically ad units that permit interaction or data collection in-ad.

ROI is the return-on-investment calculation for a specific marketing effort: incremental revenue/incremental cost.

SEO Search Engine Optimization, the process of modifying a Web site to improve Organic/Natural Search results for particularly relevant words and phrases.

SERP Search Engine Results Page

SM Social Media spans Facebook, Twitter, MySpace, Blogs and other Web services where users share content among their social networked.

Spider/Bot/Crawler an automated search engine program that visits Web pages, collects information, outbound links and indexes them to enable searches.

Standard Deviation statistical measure of dispersion or variability relative to the mean of a set of data (σ).

UPV, Unique Page View aggregate Page Views across sessions from the same user.

URL Uniform Resource Locator or Web site address; essentially the Internet file path of a Web page.

Tag A line of code that can activate a site metrics tool, serve a 1x1 tracking pixel or report back to an ad server that a particular page has been served.

Tracking Parameters A line of code appended to a landing page URL that enables a site metrics tool to understand which ads caused the visit.

Viewthrough a measure of latent ad impact that does not require a clickthrough due to landing page ad server tracking tags. Viewthrough conversions result from people being exposed to an ad although a specific trackable ad was never clicked.

Visits the number of individual sessions initiated by tracked site visitors. If a user is inactive on a site for 30 minutes or more, any future activity will be attributed to a new session; similarly, users that leave and return within 30 minutes will be counted in the existing visit.





Seiche Analytics

About

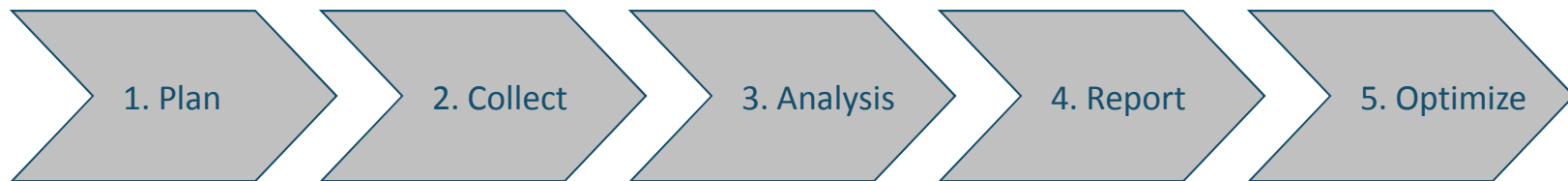
- Seiche Analytics is a online marketing measurement and strategy consultancy. Like seiches* our services have an impact on outcomes not just today, but tomorrow and beyond.
- Recent ongoing/project clients include Bristol-Myers Squibb, Grey Advertising, Pheedo, Eyewonder, Walmart Online Media and AOL (Tacoda).



** Seiches are weather phenomenon frequent on the Great Lakes causing oscillating dips in water levels that are followed by powerful surges as high as 10'. Chicago's last seiche was in the 1954!*

Seiche Analytics Approach

5-Stage Online Media Analytics Process



- Determine business goals & objectives
- Determine targets
- Identify business questions
- Identify goal pages/events
- Funnel categorization
- Produce Analytics Brief and Technical Plan

- Media & site tagging
- Media workbook process
- Site analytics tool configuration
- Testing & quality assurance
- Data quality assessment & assurance
- Data integration and alignment

- Insights & recommendations
- Path analysis
- Conversion analysis
- Cross-channel benchmarking
- Media performance
- Awareness metrics & evaluation
- ROI analysis
- Funnel performance

- Scorecards
- Decks
- Dashboards
- Standard reports
- Track against targets
- Time comparison reports
- Operational statistics
- Ad-hoc
- Benchmarks
- Trends

- Team collaboration to execute on optimization decisions
- Test & learn programs across media, creative, site
- Registration form optimization
- Linking strategy optimization
- Funnel optimization

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