



WEB ANALYTICS

Online Marketing Measurement



Continuing Education at Loyola University Chicago

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Course Overview

- Introduction to Measurement
- Technology of Online Marketing
- Measurement Tools
- Report Preparation & Analysis
- Interpretation & Optimization

Introduction to Measurement

Introduction to Measurement

- Context
- Challenge
- Information and marketing decisions
- Measurement overview

Context

- According to Forrester
 - Interactive marketing will near \$55 billion and represent 21% of all marketing spend in 2014 as marketers shift dollars away from traditional media and toward search marketing display advertising, email marketing, social media and mobile marketing.
 - Media platform consumption and budgets
 - Recession and drive to accountability
 - Organizational and generational

Challenge

- 69% said taking action on [analytics] data will be their biggest initiative
- Not surprising considering the top challenges:
 - Actionability of the data
 - Business decisions driven by analytics
 - Executive management awareness/support
 - Failure to take action

Information and Marketing Decisions

- Marketers, markets and marketing
- Planning, implementation and controlling
- Measuring, diagnosing and optimization

Measurement Overview

- Definition
 - Analytics, Analysis, Measurement
- Brief history
- Ecosystem
- Process
- Measurement Plan
- Other Key Documents

Brief History

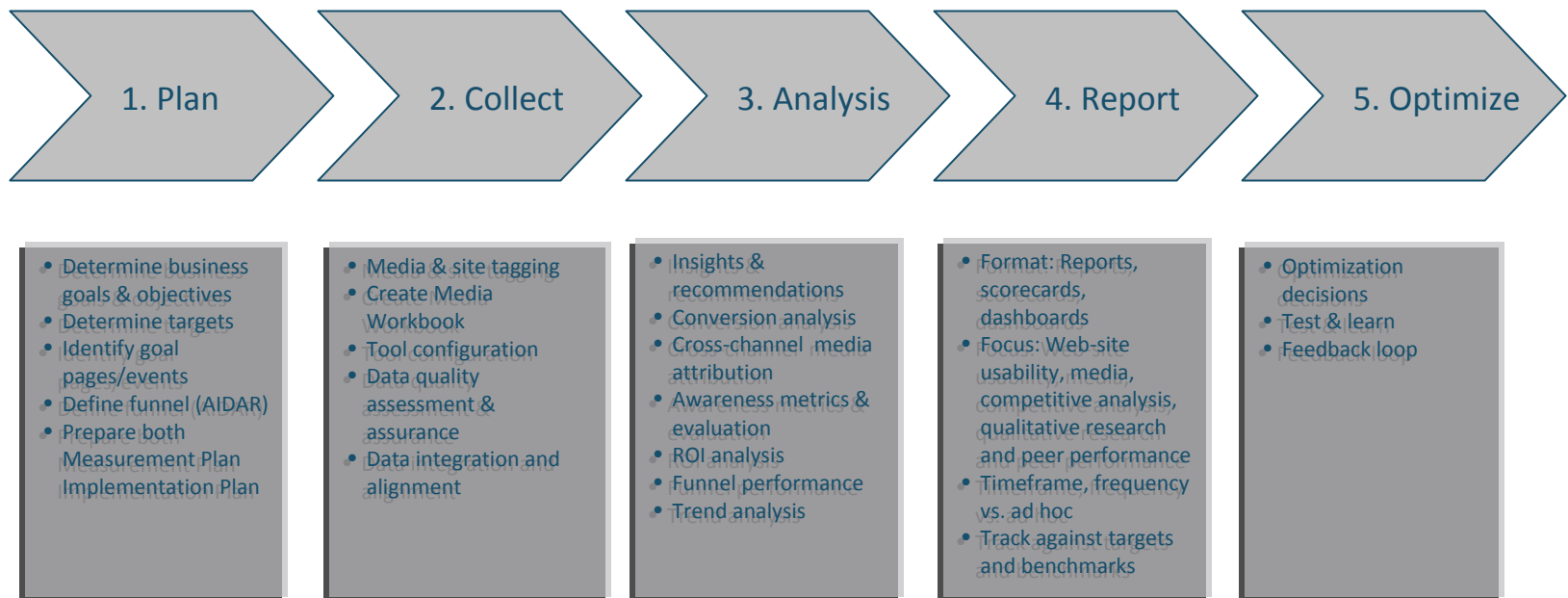
- Free
 - Wwwwstat, AWStats (free '94),
- Server-side
 - SaneSolutions, netGenesis, NetCount, Lilypad, Web-Trends ('95-'97)
- Audit
 - i/Pro, ABCi ('97)
- Panel
 - Media Metrix ('97), ComScore ('99)
- Tag-based
 - Hitbox ('99), Omniture ('02)

The Ecosystem

- Advertiser
 - Sales and Marketing
 - IT/MIS
- Agency
 - Functional: Creative, Media, Search, CRM
 - Market: Consumer, Trade
- Media
 - Publishers
 - Reps
 - Networks
 - Exchanges

Basic Process

- 5-Stage Measurement Process



Measurement Plan

- Categories of measurement
 - Orientation: Internal/External
 - Nature: Financial/Marketing
 - Type: Volume/Rate/Comparison
- Defining success metrics
 - Purpose
 - Construction and Dimensions
- Prioritizing
- Memorializing

Other Key Documents

- Marketing plan
 - Goal
 - Strategy and objectives
 - Integrated tactics (Paid/earned media)
 - Branding vs. response (Share of market/share of customer)
- Media workbooks
- Implementation
 - Plans
 - Requirements

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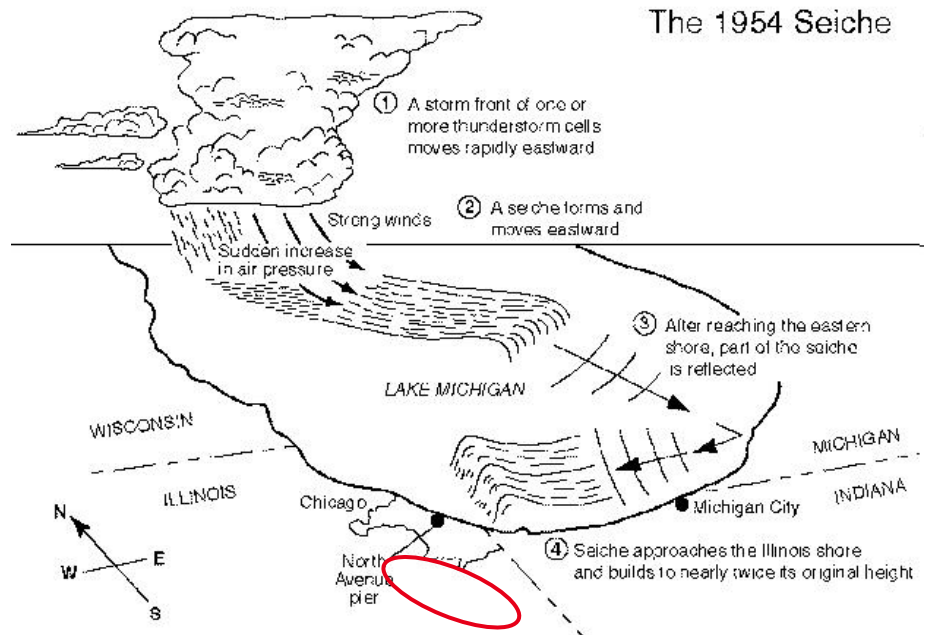
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RESOURCES

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