



WEB ANALYTICS

Online Marketing Measurement



Continuing Education at Loyola University Chicago

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Technology of Online Marketing

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- Web basics/server-client systems
- Web sites and content metrics
- Digital channels
 - Ad serving data
 - Search
 - Email systems
 - Affiliate networks
 - Social/earned media
 - Offline media tracking
- Panel-data collection services
- Qualitative research tools

Web Servers

- Basics
 - www, http, url, ip, Unix, file request, client, browser application, service provider, web server, database, device platform, banners, search engine
- Analytics
 - Cookies(1st party, 3rd party), JavaScript, session, spider/robot, log file, parameter, tracking pixel, tag, filter, ad server, rich media, redirects, conversions, uniques, event

Ad Serving Data

- Ad requests and dynamic targeting
 - Browsers
 - Geolocation
 - Behavior
 - CPM
 - Inventory
- Outcomes
 - Impressions: reach and frequency, Share-of-Voice
 - Clicks
 - Rich media
 - Viewthrough
 - Post-impression, post-click

Search

- Organic Search
 - Metatags, keyword density, sitemaps/robots
 - Popularity and algorithms
- Paid Search
 - CPC
 - Bidding
 - Rank

Email Systems

- Web-based email
- Email clients
- JavaScript
- Sends, Bounces
- Tracking opens
- Forwards
- Click tracking

Affiliate Networks

- Business models
 - Commission-based selling in ecommerce
 - Performance based advertising
 - Lookback window
- Attribution tracking

Social/Earned Media

- Major Platforms
 - Sites: Facebook, Twitter, LinkedIn
 - Widgets: Gigya
 - Media: Sites, Newswires, Blogs
- Measurement
 - URL-shorteners
 - Conversational “buzz” (qualitative)
 - Latent-tracking (quantitative)

Traditional Media Tracking

- Legacy
 - Radio: Arbitron
 - TV: Nielsen
 - Print: Audit Bureau of Circulation, Starch
 - Retail sales: IRI, Nielsen
- Hybrid: Vanity URLs

Panel-data Collection Services

- Sampling methodology and demographics
- ComScore, Nielsen and Quantcast

Qualitative Ad Research Tools

- Brand-lift and usability studies
 - Attitudes, intentions and behaviors
 - Control vs. exposed
 - Significance
- Insight Express, Dynamic Logic, ComScore
- Focus groups

CONTACT INFO

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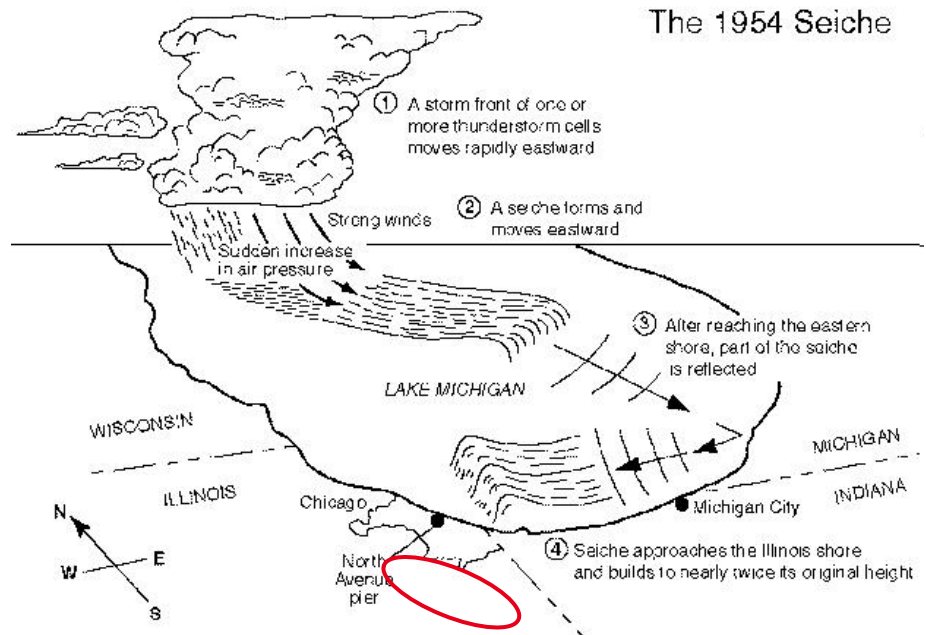
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RESOURCES

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