



WEB ANALYTICS

Online Marketing Measurement



Continuing Education at Loyola University Chicago

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Measurement Tools

Measurement Tools

- Tracking technology data sources
- Free Applications
 - Site Metrics: Google Analytics
 - Qualitative: Quantcast
 - Competitive: Compete
 - Custom Research: SurveyMonkey
 - Analysis: Excel, R
 - URL-shorteners: bit.ly
 - Quality Assurance: WASP, Firebug
- Enterprise Applications
 - Agency ad server: Atlas, DART for Agencies
 - Ad monitoring: AdRelevance, MediaTrust

Tracking Technology Data Sources

- User
 - Panels, focus groups, site metrics
- Site
 - Log-files, JS tags, hybrid-sniffers
- Media
 - Agency ad servers, publisher ad servers, ad networks

Google Analytics

- Site Metrics
 - Visitors, visits, views
 - Traffic sources
 - Advanced segments
 - Campaign tracking parameters
- Good/bad
 - Free, easy-to-learn, near real-time, advanced
 - Limits of JS and cookies, behavioral data, visitors

Quantcast

- Qualitative
 - Demographics
 - Lookalike sites
- Good/bad
 - Free, easy-to-learn, daily
 - Start-up, 300-event minimum

Compete

- Peer performance
- Good/bad
 - Free version very basic
 - Lag-time

Excel, R

- Common application
 - Database
 - Charting
 - Pivots, VLOOKUPS
 - Basic statistics
- R is Open Source
 - Advanced statistics using R

Quality Assurance

- Firefox Plug-ins
 - Monitoring services
 - WASP
 - JS Sniffers
 - Tag checking

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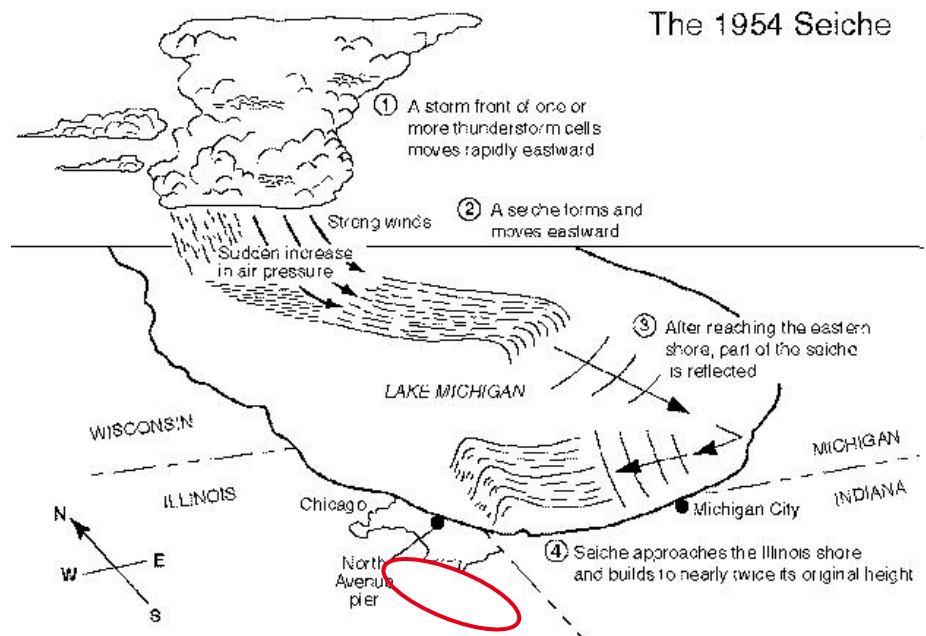
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RESOURCES

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