



WEB ANALYTICS

Online Marketing Measurement



Continuing Education at Loyola University Chicago

Spring 2010
Instructor: Domenico Tassone

Data Collection & Report Preparation

Data Collection & Report Preparation

- Plan vs. ad hoc
- Report Content
- Storytelling
- Using statistics
- Format

Plan vs. Ad Hoc

- Sticking to the plan
- Ad hoc analysis
- Experimentation

Report Content

- Priorities
 - Site functionality
 - Creative execution
 - Channel attribution
 - Test results
 - Media placement
 - Creative treatments
 - Conversion analysis

Storytelling

- Understand management needs/wants
- Fact-based narrative and time
- Importance of visualization

Using Statistics

- Handy tools
 - Mean, median, mode, standard deviation, regression, correlation
- Usability
 - Level of precision
 - Reliability of data
 - Replicability of findings
 - Perception and the audience

Format

- Reports
 - Executive summary style
 - Usable analysis
 - Meaningful insights
- Performance snapshots in time
 - Scorecards
 - Dashboards
- Business Intelligence
 - Automation

CONTACT INFO

Domenico Tassone

Seiche Analytics

Chicago, IL 60614

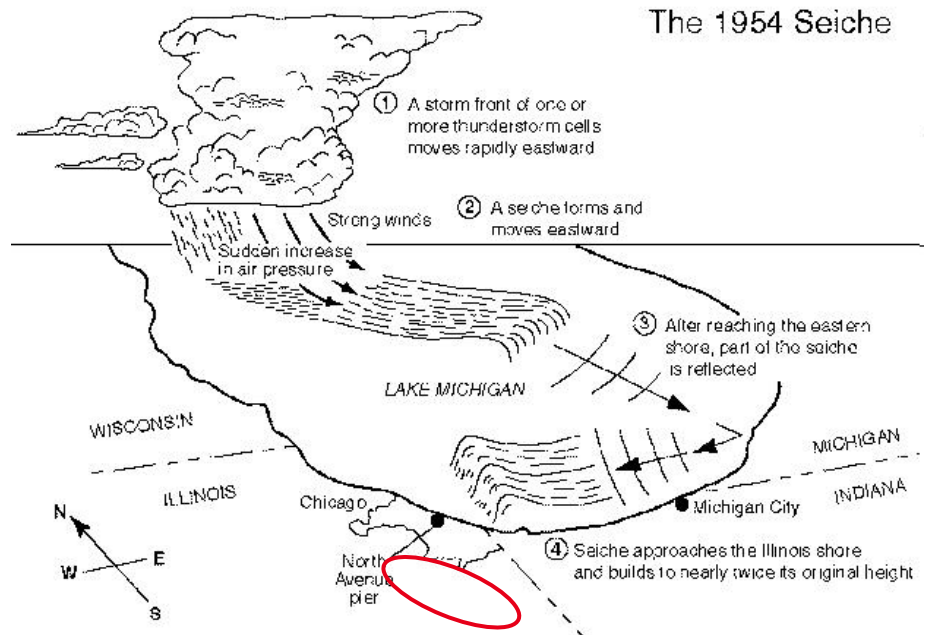
(312) 492-4652

Y! IM: d_tassone

Twitter: @thedom

www.seicheanalytics.com

dt@seicheanalytics.com



RESOURCES

<http://www.seicheanalytics.com/resources>