



WEB ANALYTICS

Online Marketing Measurement



continuum

Continuing Education at Loyola University Chicago

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Instructor: Domenico Tassone

Analysis & Optimization

Analysis & Optimization

- Best practices
- Interpreting KPIs
- Comparing results
- Optimization strategies
- Making recommendations
- Testing

Best Practices

- Privacy
 - PII, NAI and FTC
- Operations and process
 - Garbage-In Garbage-Out
 - Upfront planning and back-end reality
 - Filtering
- Enabling meaningful reports
 - Bias and organizational aspects
 - Vendor motivations and alignment
 - Generational considerations
- Reporting Method
 - Being organized and consistent
 - Lifecycle considerations and comparability

Interpreting KPIs

- Defined Success Metrics a/k/a Key Performance Indicators
 - Sales
 - Registrations
 - Unique Visitors
 - Engagement

Comparing Results

- Longitudinal time-based analysis
- Ad hoc deep dives
- Performance to targets
- Benchmarking approaches
- Channel attribution

Optimization Strategies

- Applying the marketing plan framework
- Volume vs. efficiency
- Channel performance
- Marketing funnel
 - Awareness, response, engagement, conversions

Testing

- Approaches
 - A|B Split
 - Multivariate
 - Fractional Factorial
- Landing Page:
- Page Content: Google Website Optimizer
- Email: Offers, Creative, List
 - Control vs. Exposed
- Ad Creative: Tumri
- Viewthrough Testing
 - Control vs. Exposed

Making Recommendations

- Feedback loop for management decisions
- Understanding influence of measurement
- Advising on vs. owning results

Course Recap

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- Measurement is about management control
- Media fragmentation and the most accountable medium
- Lack of standards
- Biased service firms
- Growth industry

CONTACT INFO

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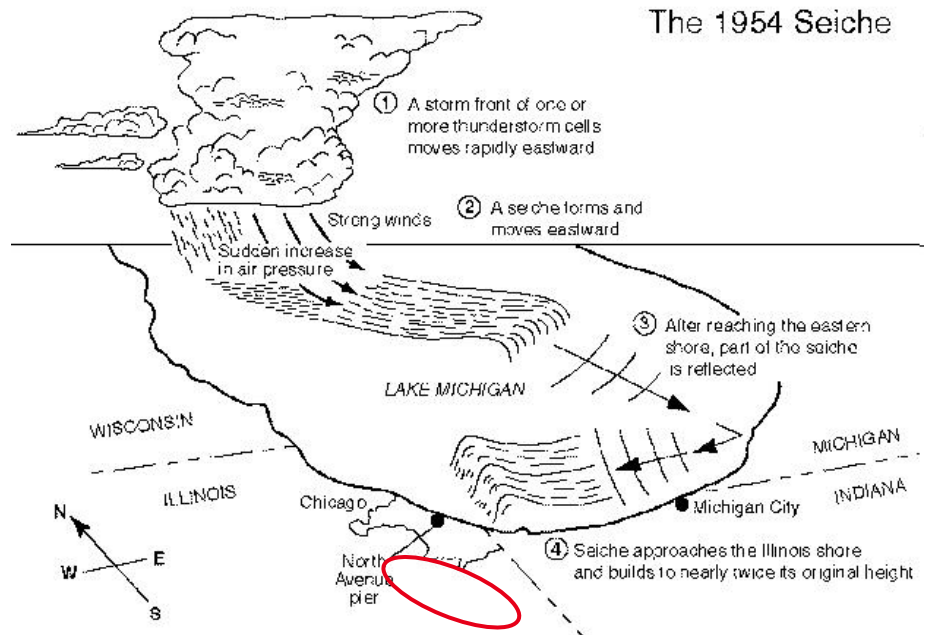
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