

Building stronger digital teams

**The devil is in the detail
And the detail is in the data**

Digital Analytics Academy

“The Internet is brilliant – you can measure everything”. How many times did you hear this phrase in the early days of digital marketing? A few years on, does the promise measure up to reality, or does this sound more familiar: “we’re drowning in numbers, but lacking in meaningful analysis” and “we’ve got half a dozen different versions of the truth?” The Internet offers fantastic new possibilities to marketers and a new set of tools to learn how to use. To make the most of the opportunities, marketers have to really understand the detail of what’s going on. Why? Because the combination of lots of small incremental improvements can make a big difference.

More online at www.DigitalTrainingAcademy.com Building stronger digital teams

Getting web analytics right

About these notes

These notes are the **handout materials** to accompany the lecture series about Marketing and Website Analytics, and the academic paper we produced about the challenges of web analytics.

The argument is that the principles of marketing are changing fast and that analytics can drive the business, but only if they are properly deployed and based on key business metrics.

The scale of challenge website owners face can be daunting and the metrics each firm will find valuable vary depending on their business process and model.

www.DigitalTrainingAcademy.com/analytics

To support this workshop we have created a dedicated online classroom where you can post questions to Danny and other tutors at the Digital Training Academy.

How to get in touch...

Mail me more of your questions

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CEO, Digital Strategy Consulting

Previously...

Co-founder IAB UK, Europe, many more
Vice-president NBC's European web services
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In the executive classroom: what marketing directors told us

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Global magazine group

"For our new launch we had to quickly buy traffic. We knew paid for search would be key and poured the marketing budget in. Traffic flowed, audiences rose; goal met. ...until the budget dried up, and then our audiences did too."

**Our analysis? Their spend on cost per click £1.09.
Lifetime customer value £0.23.**



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What went wrong?

Failing to...

- Read the analytics correctly
- Calculate customer retention
- Calculate customer value
- Calculate lifetime customer value
- Put management controls in place

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Global FMCG

"Our fear about web marketing are the burning platforms hidden away in our divisions where monitoring and evaluation of web marketing has been forgotten. We don't know what 'good' looks like in our online marketing campaigns."



Our analysis? ROI unknown. A tiny part is delivering majority of value.



What went wrong?

Failing to...

- Turn digital data into a model driven around business results
- Apply a consistent model across countries and divisions

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National retailer

"What we put on the home page sells well. But our sales are driven by what shouts loudest. There's no sophistication in the thinking."



Our analysis? Optimizing and testing would completely transform the business.



What went wrong?

Failing to...

- Apply any direct marketing thinking about split run testing
- Test copylines, creative and promotions vs a control group
- Benchmark performance over time
- Understand how their business really works



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**So what should you count?
And why...**
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What counts for publishers?

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Lessons from the Digital Publishing Strategy Academy
www.DigitalTrainingAcademy.com

**Creating a model for business growth
Financial strategies for media groups**
Digital Publishing Strategy Academy

In the Digital Publishing Strategy Academy programme we look at ways media groups structure their online divisions and plan for their revenue growth. By getting close to the way each page and each user generates revenues, publishers can develop models that build powerful, efficient businesses. By rethinking product development and aligning it more closely to response, publishers can instantly boost traffic and revenue where it matters most.

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**Publisher
What the key metrics?**

Digital Strategy's 5 Ps of traffic...

- People (unique users)
- Pages (impressions)
- Persistence (stickiness / duration of visit)
- Pulling power (repeat visits)
- Passion (intensity of their activity)

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“Let the analytics grow from business process and you’ll analyze what counts”

Navigating the knowledge drought, while drowning in data.

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➔ **What counts for advertisers?**

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Lessons from the Digital Media Planning Academy
www.DigitalTrainingAcademy.com

Digital's web advertising conversion funnel
Getting to grips with conversion models
Digital Training Academy

We use this model to explain the relationship between online advertising, traffic and sales. The advertising process in digital channels mirrors what marketers know from classic channels, and by unpacking the advertising effect into a funnel that describes the steps from ad attention, through advertising persuasion to sales results, marketers can better see the role advertising and the web plays in generating increased business. These handouts recap the principles and suggest a simple way any marketer can start to assess the impact of a campaign strategy.

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Digital's web advertising conversion funnel
Helping to unlock the steps in advertising

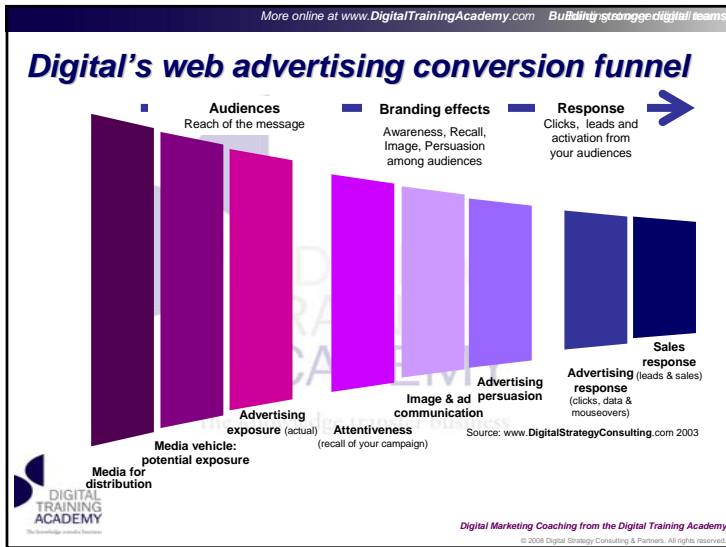
This technique:

- Breaks down the steps in the advertising process
- Encourages marketers to consider the role of each element in their communications
- Makes marketing teams rethink the role of their websites in the process of brand building
- Can be a base for modelling the brand effect, calculating audience volumes and predicting the effectiveness of a campaign

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Digital's web advertising conversion funnel

Step	Conversion rate	Actual volume
• Sales response (leads & sales)		
• Advertising response (clicks, data & mouse-overs)		
• Advertising persuasion	?	?
• Image & ad communication		
• Attentiveness (recall of your campaign)		
• Advertising exposure (actual)		
• Media vehicle: potential exposure		
• Media for distribution		

Source: www.DigitalStrategyConsulting.com 2003

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➔ **The last click challenge**

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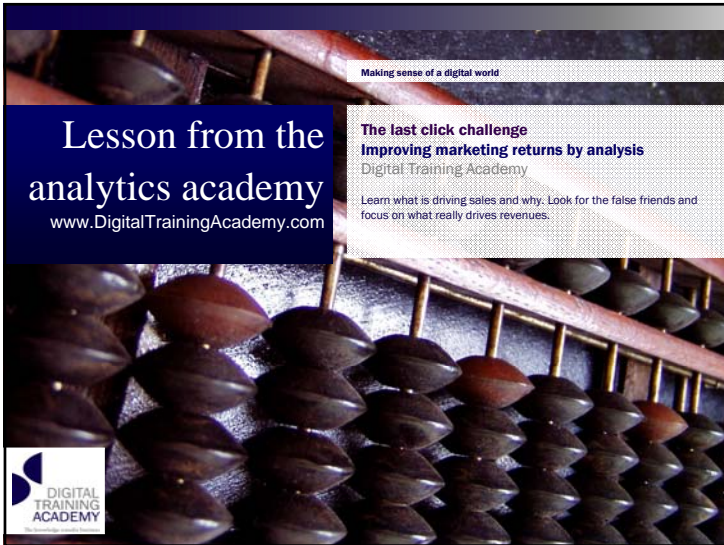

Making sense of a digital world

Lesson from the analytics academy

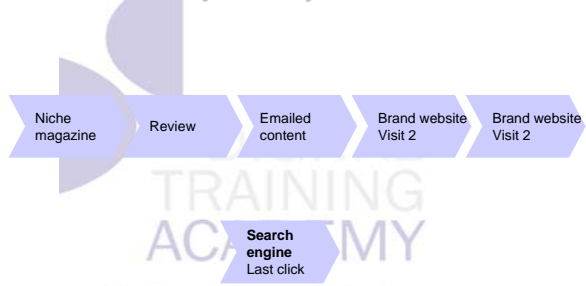
www.DigitalTrainingAcademy.com

The last click challenge
Improving marketing returns by analysis
 Digital Training Academy


Learn what is driving sales and why. Look for the false friends and focus on what really drives revenues.

Buying a car? Micro customer journeys



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Drowning in data; a drought of knowledge

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...and your online classroom
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We coach teams in 40 digital disciplines, including...

All at orientation, advanced, and executive strategy level

- **Marketing Academies**
Analytics, email, integrated marketing, marketing strategy, media planning, mobile, PR, research, search engines, viral & buzz
- **Content Academies**
Blogging, community, email publishing, product dev., site design, social media, Web 2.0, writing for the web
- **Publishing Academies**
Driving traffic, media sales, website design, ad trafficking
- **Commerce Academies**
Getting more sales, increasing conversions, increasing traffic

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1. What marketing directors told us
2. What can be counted?
3. What counts for web media publishers?
4. What counts for advertisers?
5. What counts in tracking market share?
6. On site customer journey analysis: the key to effective analytics
7. The last click challenge
8. Barriers in marketing analytics?
9. Managing the data dashboard
10. The importance of training and analysts

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