

**Bob Mitchell**

(that's me)





**WEB ANALYTICS**  
ASSOCIATION

# Digital Marketing

## The Back Office

# Web Analytics

Approach

Implement

Understand

Act

# Approach

# What is web analytics?

The Official WAA Definition of Web Analytics:

Web Analytics is the measurement, collection, analysis and reporting of Internet data for the purposes of understanding and optimizing Web usage.

Reporting or Analytics?

# Reporting

# Analytics

Understanding

Making changes / optimizing

# Obligatory quote

“The most important figures that one needs for management are unknown or unknowable but successful management must nevertheless take account of them.”

*Lloyd S. Nelson, director of statistical methods for the Nashua corporation*

# Multichannel

Interaction with organization via many channels -  
the web is just one

Source and destination

# What you can measure

~~Everything~~

Most things

What, when, response to offers, conversions, in-page interactions, client information, location....

# What you can't measure

Who

What happened next

What they were really doing

What they were thinking

~~Measure what you can~~

Measure what you can use

# What you *should* measure

What can you change?

Campaign spend

Navigation

Offers

Copy

Design

Ask the [business] question

/Approach

**Implement**

# Tools

Don't spend money on tools – invest in people

# Data

Who

What

When

# Data

## JavaScript page tags

The screenshot displays the University of Southampton website. At the top left, there are links for 'Site map' and 'Accessibility'. The main header features the University of Southampton logo and a navigation menu with the following items: Search, About us, Research, Undergraduate study, Postgraduate study, International, Alumni, Support us, Business, Job Opportunities, News and Events, and iSoton. The main content area has a dark background with red light trails and the text 'Transforming Internet Infrastructure. The Photonics Hyperhighway' with a 'Find out more...' link. Below this is a paragraph: 'The University of Southampton combines academic excellence with an innovative and entrepreneurial approach to research, supporting a culture that engages and challenges students and staff in their pursuit of learning.' The 'Latest News' section contains two entries: '06 March 2011 Southampton's award-winning event brings science to life for all the family' and '07 March 2011 University opens up its data to the 'app generation' of students', both with 'Find out more' links. On the right, there is a 'Data.southampton' section with the text 'The University opens up its data to the 'app generation'.' and 'Japan Tsunami Advice and support for staff and students.' with 'Find out more' links. At the bottom right, there is a 'News feed' icon. The footer contains links for 'Freedom of information', 'Terms and conditions', 'Phone book', 'Contact details', and 'SUSSED'.

```
    </div>
  </div>
</div>
<div id="footer">
  <ul>
    <li><a href="/inf/foi.html">Freedom of information</a></li>
    <li><a href="/inf/termsandconditions.html">Terms and conditions</a></li>
    <li><a href="/inf/phone.php">Phone book</a></li>
    <li><a href="/about/contacts.html">Contact details</a></li>
    <li class="last"><a href="https://sussed.soton.ac.uk/" title="portal login">SUSSED</a></li>
  </ul>
</div>
```

```
<script type="text/javascript">
  var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://www.");
  document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js'
type='text/javascript'%3E%3C/script%3E"));
</script>
```

```
<script type="text/javascript">
  try{
    var pageTracker = _gat._getTracker("UA-12546908-1");
    pageTracker._trackPageview();
  } catch(err) {}
</script>
```

```
</body>
</html>
```



# Who

Username

Cookies

IP+user agent

# NEWS TECHNOLOGY

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8 March 2011 Last updated at 03:50



## New net rules set to make cookies crumble

**The way websites track visitors and tailor ads to their behaviour is about to undergo a big shake-up.**

From 25 May, European laws dictate that "explicit consent" must be gathered from web users who are being tracked via text files called "cookies".

These files are widely used to help users navigate faster around sites they visit regularly.

Businesses are being urged to sort out how they get consent so they can keep on using cookies.



Websites face restrictions on how they watch what their users do.

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### Related Stories

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# Legal implications

Cookies

Personally Identifiable Information

Data retention

3<sup>rd</sup> parties

Privacy Policies

# Multichannel

Campaign tracking

Call tracking

Vouchers / codes

Ask!

# Attention to detail

Tag all interactions

Exclusions

Instrument all campaigns

Understand limitations of tool

**/Implement**

Understand

Reporting or Analytics?

# Context

Volume

Quality

What *should* you measure with

Conversions

Ad exposure

Sales

£££

ROMI

# Trends / anomalies

*Interesting trend diagram omitted – probably shouldn't be published*

# Test / experiment

A/B

	Referrer	Visits ▼	Average Visit Duration	Bounce Rate	Conversion Rate
1.	None	<u>4,870</u> (48.4%)	1 minute, 16 seconds	76.0%	1.5%
2.	<a href="#">Google</a>	<u>3,807</u> (37.8%)	1 minute, 11 seconds	72.6%	1.2%
3.	<a href="#">scl.com</a>	<u>196</u> (1.9%)	2 minutes, 29 seconds	45.4%	3.6%
4.	<a href="#">oracle.com</a>	<u>115</u> (1.1%)	2 minutes, 52 seconds	64.3%	0.0%
5.	<a href="#">Yahoo</a>	<u>111</u> (1.1%)	1 minute, 1 second	73.0%	1.8%
6.	<a href="#">bing.com</a>	<u>84</u> (0.8%)	1 minute	70.2%	0.0%
7.	<a href="#">linkedin.com</a>	<u>76</u> (0.8%)	47 seconds	46.1%	10.5%
8.	<a href="#">wikipedia.org</a>	<u>65</u> (0.6%)	59 seconds	70.8%	1.5%
9.	<a href="#">gomeo.co.uk</a>	<u>52</u> (0.5%)	2 minutes	23.1%	0.0%
10.	<a href="#">baidu.com</a>	<u>48</u> (0.5%)	Didn't stay	100.0%	0.0%
11.	<a href="#">ittoolbox.com</a>	<u>43</u> (0.4%)	1 minute, 31 seconds	88.4%	0.0%
12.	<a href="#">live.com</a>	<u>27</u> (0.3%)	3 minutes, 45 seconds	25.9%	18.5%
13.	<a href="#">blogspot.com</a>	<u>26</u> (0.3%)	6 seconds	88.5%	0.0%
14.	<a href="#">sqaforums.com</a>	<u>25</u> (0.2%)	2 minutes, 40 seconds	80.0%	0.0%
15.	<a href="#">stackoverflow.com</a>	<u>22</u> (0.2%)	2 minutes, 13 seconds	63.6%	0.0%
16.	<a href="#">grammatech.com</a>	<u>21</u> (0.2%)	2 minutes, 43 seconds	19.0%	0.0%
17.	<a href="#">custom404error.com</a>	<u>17</u> (0.2%)	Didn't stay	0.0%	0.0%
18.	<a href="#">webanalyticsbook.com</a>	<u>14</u> (0.1%)	2 minutes, 37 seconds	42.9%	0.0%
19.	<a href="#">amazon.co.uk</a>	<u>13</u> (0.1%)	5 seconds	92.3%	0.0%
20.	<a href="#">applegate.co.uk</a>	<u>13</u> (0.1%)	29 seconds	61.5%	0.0%
21.	<a href="#">int.com</a>	<u>13</u> (0.1%)	1 minute, 30 seconds	46.2%	0.0%

**/Understand**

Act

Make changes

Provide insight

Refine questions

Extend Analytics to answer questions

***/Act***

Approach

Implement

Understand

Act

Cookies

Closed Loop

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### Related Stories

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The ICO would like to use cookies to store information on your computer, to improve our website. One of the cookies we use is essential for parts of the site to operate and has already been set. You may delete and block all cookies from this site, but parts of the site will not work. To find out more about the cookies we use and how to delete them, see our [privacy notice](#).

I accept cookies from this site.



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#### Quick links

#### Search

[Advanced Search](#)

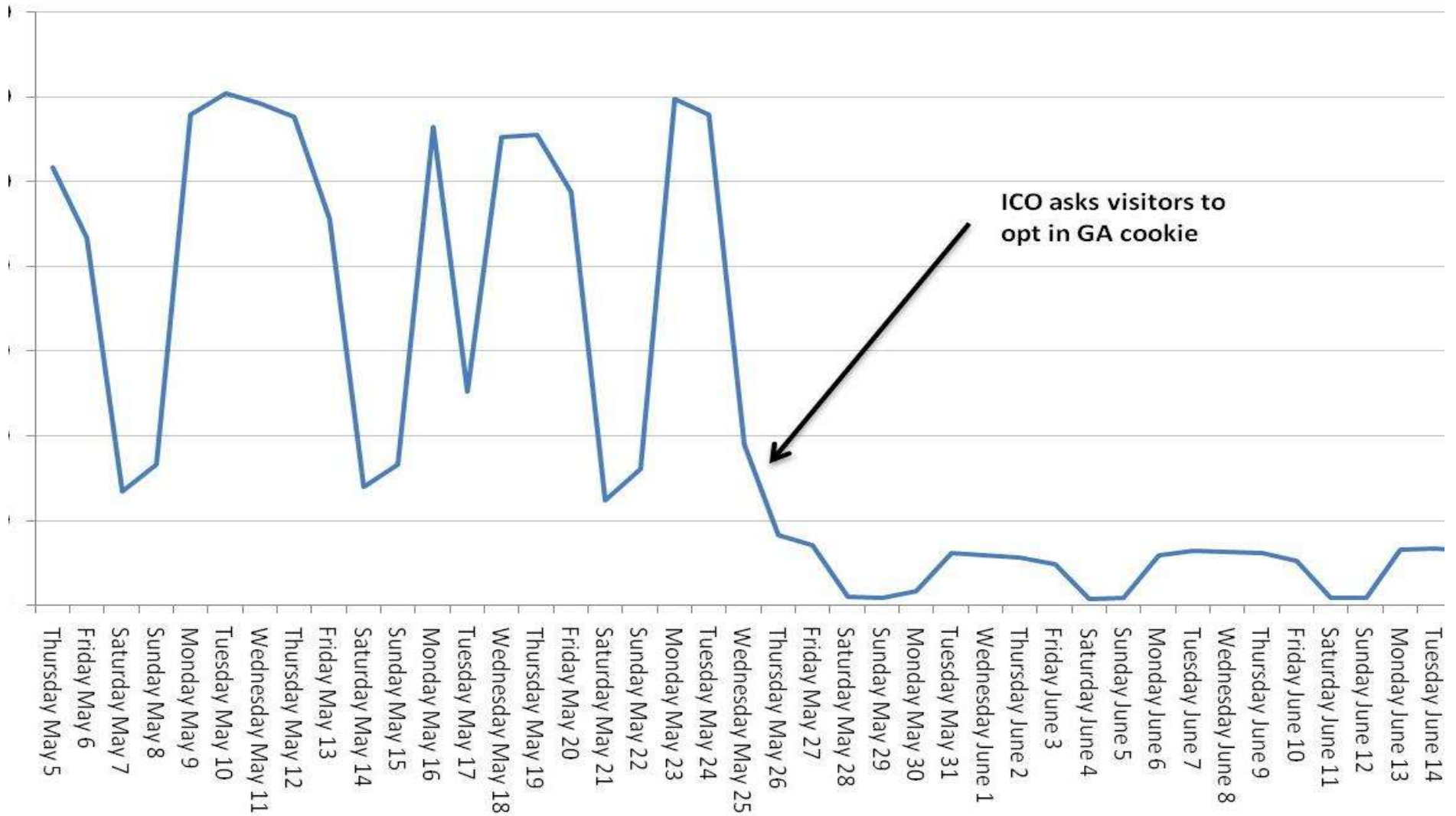
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The Information Commissioner's Office is the UK's independent authority set up to uphold information rights in the public interest, promoting openness by public bodies

# Tracked Visits to ICO Website prior & post explicit cookie opt-in



Vicky Brock - <http://www.flickr.com/photos/vickyb/5859873960/>

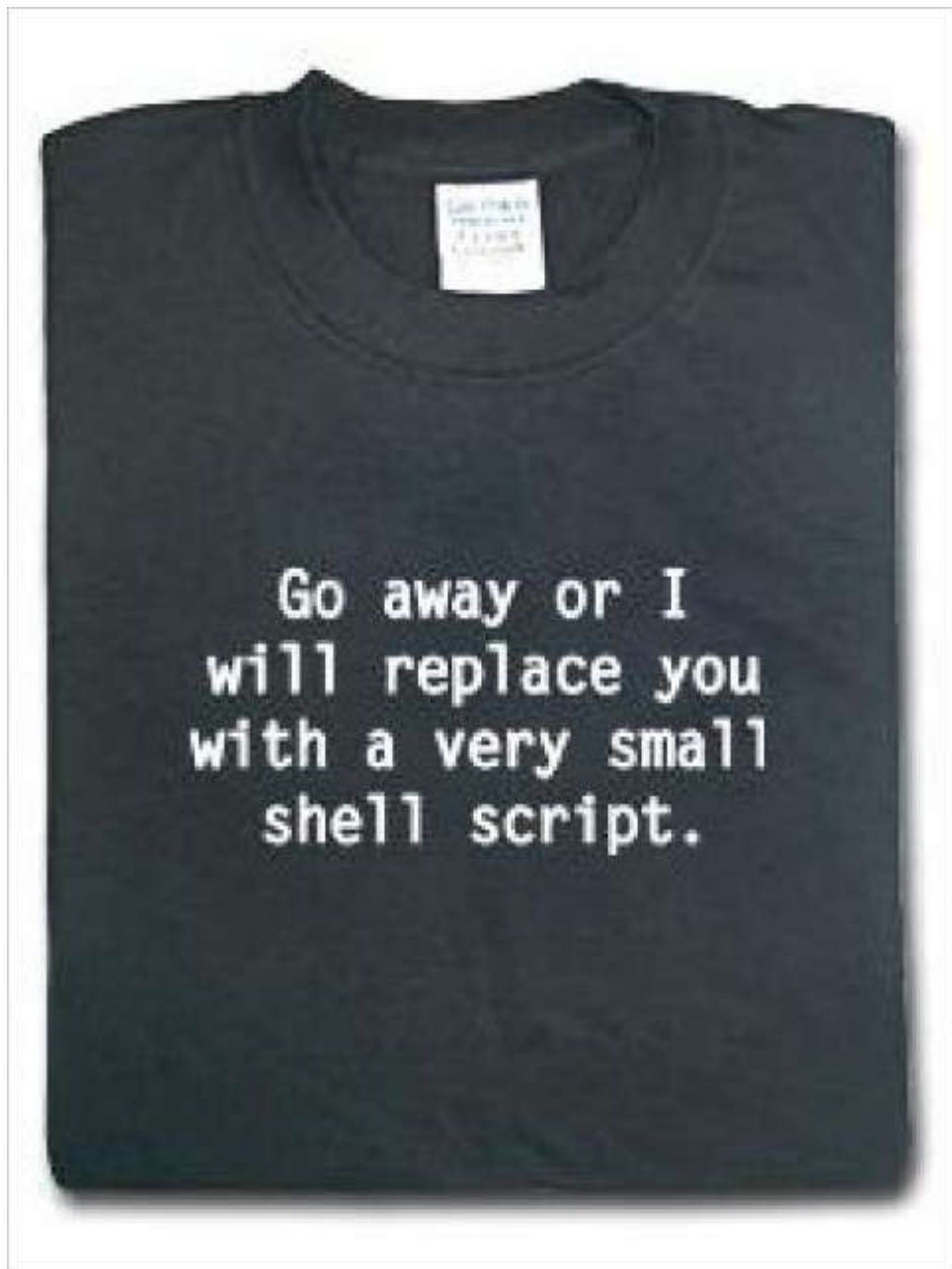
**Closed Loop**

It is challenging to demonstrate  
an ROI for Web Analytics

Remember to Act

Making changes based on analysis requires smart people at all stages of implementing that change

Automation of change requires smart people ONCE, after which the benefits are automatic



Go away or I  
will replace you  
with a very small  
shell script.

# Automatic Change

Event detection

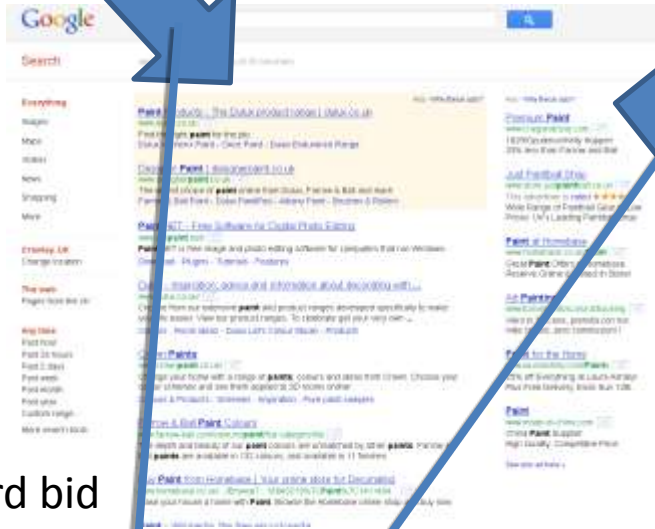
Bid optimisation / MVT

Product recommendations – wisdom of the crowd

Demand forecasting / Pricing

Real time offers

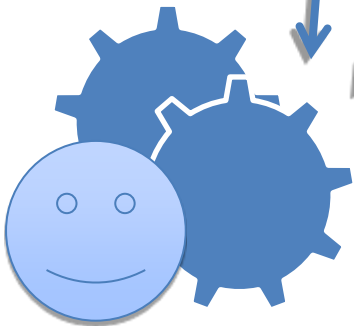
# Bid optimisation



Per keyword bid changes

Data  
Click  
Navigation  
High value events

£££



## Frequently Bought Together

Customers buy this item with How To Train Your Dragon [DVD] ~ Jay Baruchel DVD £5.98



**Price For Both: £45.97**

[Add both to Basket](#)

These items are dispatched from and sold by different sellers. [Show details](#)

## Customers Who Bought This Item Also Bought



Screamare by Mattel

★★★★★ (15)



Character Stretch  
Mummy Screamers by  
Character Options

★★★★☆ (5)

£33.50



Papo - Pteranodon by  
Papo

★★★★★ (3)

£12.50



Creepy Crawlers Bug  
Maker by Flair

★★★☆☆ (14)

£26.99

## What Other Items Do Customers Buy After Viewing This Item?



Screamare by Mattel

★★★★★ (15)



Prehistoric Pets - Terrordactyl by Mattel

£36.99



Screamare The Interactive Donosaur by Mattel

£34.99



Prehistoric Pets Spitz Carnotaurus Gnarlos by Mattel

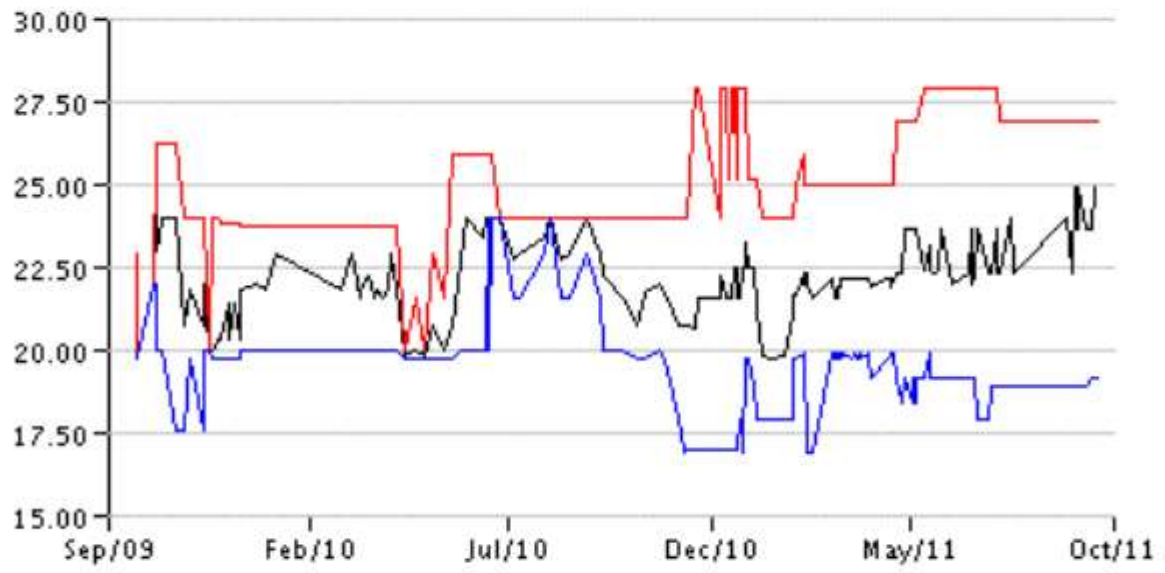
[Explore similar items](#)

## Looking for "pterodactyl" Products?

Other customers suggested these items:

# Price History Sep-2011 (c) NexTag

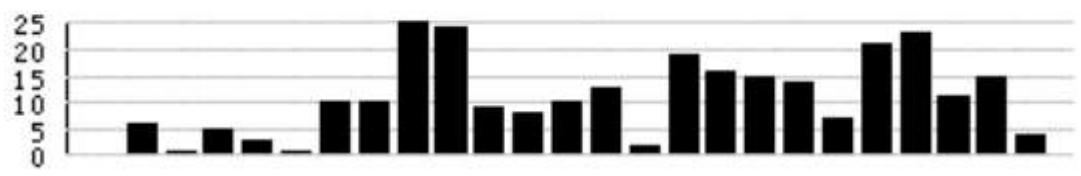
- Maximum
- Median
- Minimum

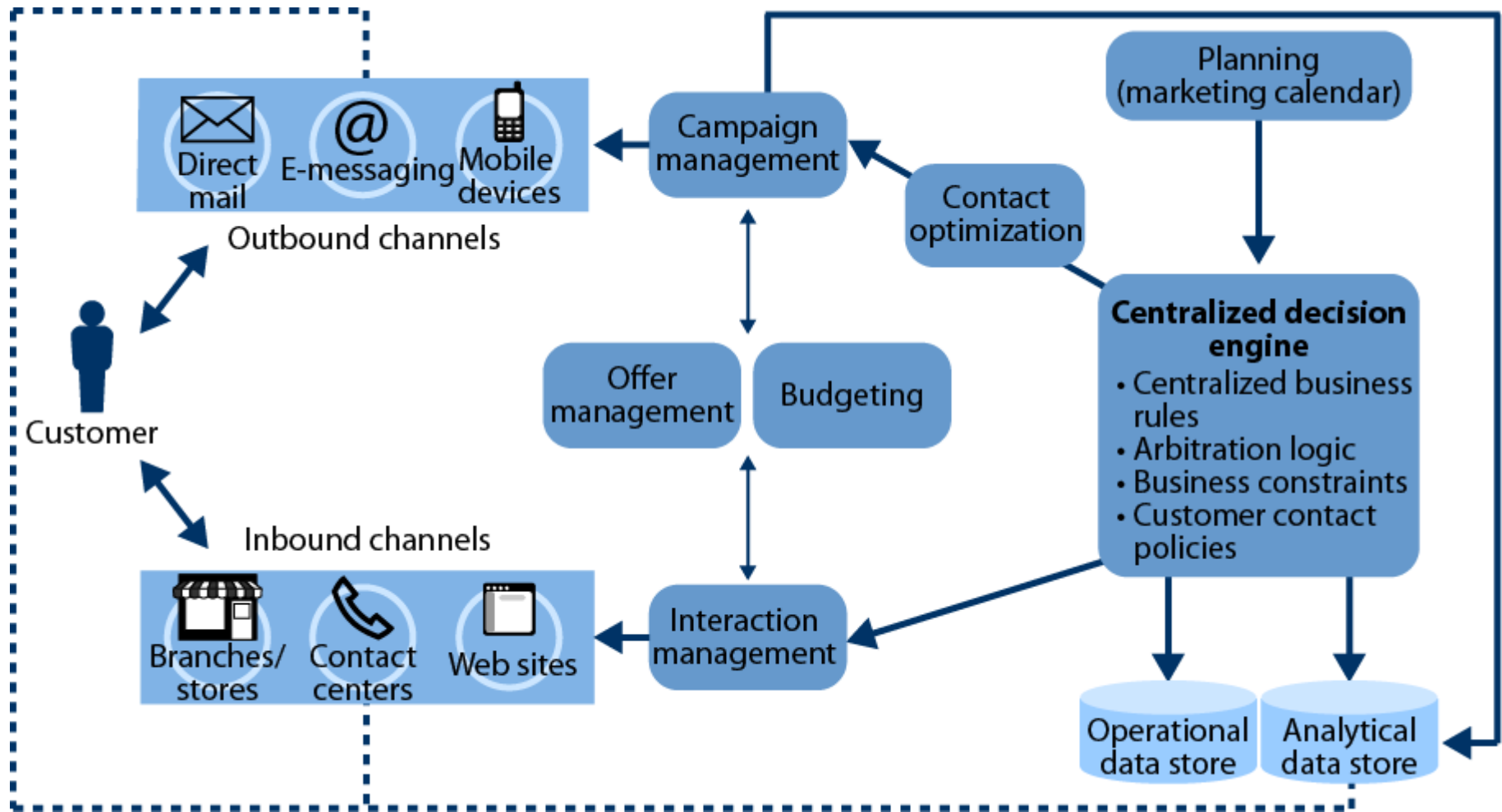


## Number of Sellers



## Popularity Trend





one more thing

**Web Analytics  
Wednesday**



thank you

Bob Mitchell

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