



Infinite Analytics

CMIT Presentation – July 9, 2010

Enterprise Web Analytics: Keys to Success

Presented by Ken Harrop



- **Infinitive Analytics – Co-Founder & CEO**
 - Professional Services Company
 - Web Analytics Strategy & Assessment
 - Vendor Evaluations
 - Implementation & Governance Support
 - Executive Education
- **AOL – VP, Business Intelligence**
 - Implemented Centralized BI Function
 - Worlds Largest Implementation Omniture SiteCatalyst
 - Ad Delivery & Analytics Systems Development
- **Signet Bank - AVP, Commercial Banking**
 - Finance & MIS Commercial Banking
- **Continental Can Company – R&D Lab Tech**

Web Analytics Universe – My View

Online Marketing

Drive Traffic From Multiple Channels

- Search Engine Marketing (SEM) & Optimization (SEO)
- Display advertising
- Email Marketing
- Social Media Marketing

Define & Implement Web Strategies

- Track & Optimize Marketing Mix
- Attribution & Conversion Tracking
- Data-Driven Strategies & Tactics

Site Tracking & Analytics

Track & Optimize Your Site

- Track Visitor Behavior
- A/B & Multivariate Testing
- Conversion Analysis
- Visitor Segmentation

Provide Performance Reporting & Dashboards

- Monitor Key Performance Indicators
- Automate Reporting Processes
- Enable Data-Driven Design & Development

Online Advertising

Monetizing Your Sites Traffic

- Display, Search, Text Links, Sponsorships
- Targeted & Rich Media Ads
- Premium and/or Performance Inventory

Implement Effective Operational Processes

- Supply & Demand Forecasting
- Inventory Packaging & Yield Management
- Campaign Tracking & Optimization
- Visitor Contribution Analysis

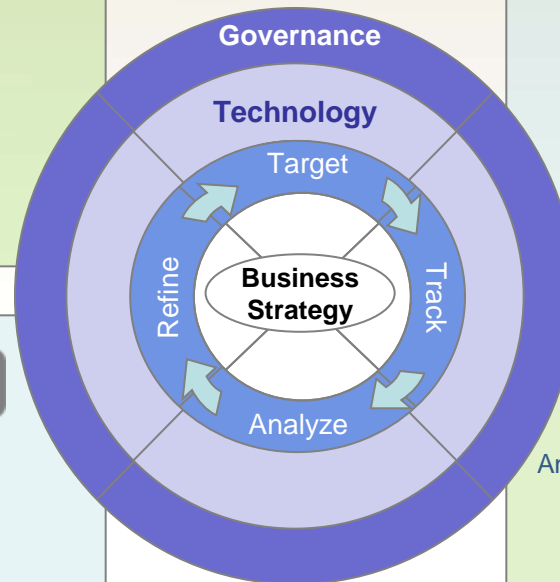
Competitive Analysis

Analyze Your Site & Benchmark

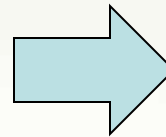
- Competitor Benchmarking
- Demographics
- Advertising Share

Analyze Site Data From Multiple Sources

- Panel-Based Research
- Direct Measurement
- 3rd Party Resources
- Data Overlays



The World Changes...



- Narrowband World
- Proprietary Publishing
- Custom Metrics & Analytics Tools

- Broadband World
- Industry Standard Publishing
- Industry Metrics & Analytics Tools

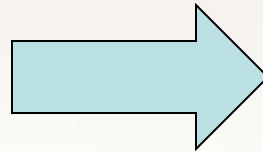
Implementation – Key Takeaways

Upfront planning is the key to effective implementation or reimplementation of Web Analytics.

Key Takeaways	What it means...
Develop Corporate Standards for Key Metrics & Tagging	<ul style="list-style-type: none">○ Standard Naming Conventions○ Segment Corporate Variable v. Custom Variable○ Standard for Tag Placement
Develop Corporate Standard for Implementation	<ul style="list-style-type: none">○ Develop Implementation Guides○ Support Customization○ Develop a Solid QA Process
Integrate with CMS & Publishing Workflow	<ul style="list-style-type: none">○ Ensure all Content Gets Minimum Tracking
Ensure Raw Data Accessibility & Integration	<ul style="list-style-type: none">○ You Must Have Access to the Raw Data○ Ensure You are Capturing Key ID/Linking Variables

Taking the time to develop standards ensures consistency and flexibility.

The World Changes Again...



- Content & Members Rule
- Governance Focus on Subscription Revenues
- Analytics Implementation Editorially Focused

- Advertising Takes Center Stage
- Governance Focus Shifts
- Analytics Implementation Expands

Governance & Support – Key Takeaways

Committing resources to the monitoring & maintenance of your web analytics implementation is critical!

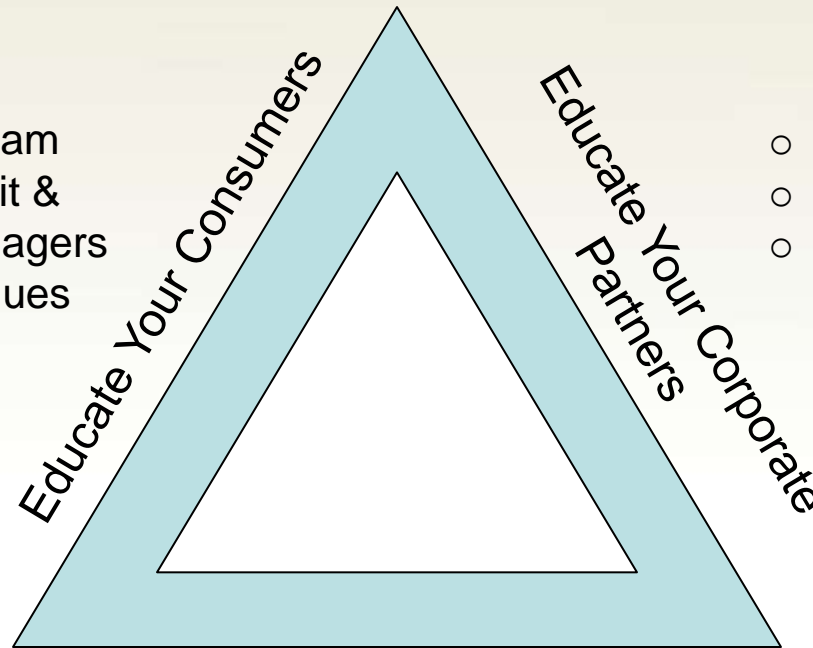
Key Takeaways	What it means...
Develop Expertise In-House	<ul style="list-style-type: none">○ Tagging Expertise○ Implementation Expertise○ Data Management Expertise
Develop Repeatable Compliance / Audit Review Process	<ul style="list-style-type: none">○ Regular Site Scans○ Setup Alerts○ Ensure Compliance with Privacy Policy & Access Rights○ Recruit Help from Corporate Audit Function
Develop a Change Management Process	<ul style="list-style-type: none">○ Establish Council with Key Stakeholders○ Review Changes to Corporate Standards
Develop an Intake Process	<ul style="list-style-type: none">○ Support new implementation requests○ Handle support requests

Assigning the resources & establishing governance ensures the integrity of the data generated by the tools and consumers' confidence in it.

Educate, Educate, Educate...

Committing the time to education always pays off...

- Executive Team
- Business Unit & Product Managers
- Your Colleagues



- Technology Team
- Finance Team
- Legal & Privacy Team

Educate Yourself

- Understand Your Analytics Tools
- Stay Close to the Industry for Trends

... by building confidence in the tools and the data as well as support in the form of investment of resources and technical support.

The Wrap-Up...

The keys to ensuring that web analytics is a trusted and valued function in an organization...

- **Implementation** – *Stay aligned with key business objectives / strategy. Take the time to ensure you are set up to provide the data you need and the flexibility to grow.*
- **Governance & Operational Support** – *Stability and integrity of your web analytics implementation is vital to timely analyses and confident decision making.*
- **Education** – *Things are evolving rapidly. This is still an emerging discipline.*

Thank You