**The day the Geeks took over**

4 digital epochs since 1994 :

Digital Epoch 1 : When Anything was possible (1994-1999)

Digital Epoch 2: The Bubble and the Burst (2000-2002)

Digital Epoch 3: The Seeds of Prosperity (2003-2010)

Digital Epoch 4 : The age of Unicorns –tech startups with evaluation of 1 billion dollars

In 2005 P&G proposed the three-step model of marketing

**P&G**- Stimulus –when the customer is first exposed to a brand via an add

The First Moment of Truth (At shelf in store ) (2005)

The Second Moment of Truth ( Experience )

**Google** introduced **ZMOT** (**Z**ero **M**oment **O**f **T**ruth ) -The time between a Stimulus and The First Moment of Truth . It is the phase when the customer is researching purchase options using various sources of information .

ZMOT and FMOT are two new [marketing](http://publicity.wpengine.com/advicetips/these-marketing-terms-will-make-your-strategy-emerge-from-the-fog/) concepts.

**ZMOT** stands for Zero Moment of Truth. This is when your potential customers are doing research about buying your product.

**FMOT** stands for First Moment of Truth. This is when consumers are standing in front of the product, actually looking at it.

Web Analytics is the assesement of a variaty of data to help create a generalized understanding of the visitor experience online-Eric Peterson

Sources:

-web traffic data reports

-web server performance data reports

-web transactional data reports

-usability studies

-user-submitted information

Pyramid model of web data

Bottom: Availability(web traffic data ,web server performance)

Top: User Submitted information and related sources

**Best Web Analytics metrics vary by size of business**

*Small:* Cost per Aquisition-cost associated with aquiring a new customer

Click through rate –the average number of click-throughs per hundred ad impressions

Percent of new visits –percent of total people who are visiting your website

*Medium* : Bounce Rate –percent of visits in wich the person left your site from the entrance page

Page depth-number of paged viewed in a session

Loyalty-number of visits over a period of time

Events per visit

Checkout abandonment rate

*Large* : Macro-conversion rate-number of sales divided by number of visitor session

Micro-conversion rate-no of predefined goals achieved divided by the number of visitor session

Per visit goal value –cumulative predefined value of goals achieved divided by the no of visitor session

Days to conversion-avg time between purchases made by consumers

Percent Assisted Conversion –conversion with more than one ad/media/marketing touch prior to converting

**3 types of tools:** enterprise packages,point solutions,analysis gadgets (clickstream analysis,voice of customers,competitive intelligence,outcomes analysis,experimention/testing

Free tools : google trends –comparative ,search share,customer behavior patterns

Google colerate-indentify search patterns that corelate with your brand based on time or location

Think Insights-consumer insights,marketing trends,industry data

Consumer Surveys

Four channels: Search,Display,Video,Social

**Search**

SEM-brands investing in paid search to reach consumers

SEO-organic result

Key search metrics measure paid campaign efficiency

-Click Through Rate: The average number of click-through per hundred ad impressions ,expressed as a percentage

-Macro conversion rate: number of sales divided by the number of visitor session

-Cost per Aquisition

**Display ads;**

All metrics about and engagement( events/visit)

**Video** metrics:

-Video views

-Play through rate

-Engagement rate

**Social** :

-Audience growth

-Amplification rate: followers take content and share

-Applause rate

-Micro conversion rate

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