

Unit 3rd :-

- ① Explain common business objectives
- ② Explain various types of standard and Analytic metrics.
- ③ Compare metric v/s KPI
- ④ Explain measuring Macro & micro Conversion
- ⑤ Set KPI's target.
- ⑥ Explain HEART & PULSE metrics with suitable examples.
- ⑦ Benefits of Micro and Macro. Difference b/w Micro and Macro.
- ⑧ Diff types of web analytics.
- ⑨ Explain business goals that can be achieved with help of social media.
- ⑩ Define :-
 - (a) fostering Consumer dialogue.
 - (b) spawning innovation.
- ⑪ Elaborate PULSE metrics. what is the disadvantage? Explain how to overcome it.

① Common social business objectives:-

1) Gaining brand Exposure:-

Introducing an idea or a concept into the social media & wait for it to reach among the audience.

2) Fostering Consumer Dialogues:-

Creating a conversation or communication or dialogue b/w an organization and consumer.

3) Promoting consumer advocacy:-

Creating individual who are brand ambassadors can be involved.

4) Facilitating customer support:-

Issue resolution helps support, resolving complaint features.

5) Learning from the conversation:-

Tracking insights, dialogue & complaints.

6) Generating Interaction:-

visiting the website, downloading info etc.

7) Spurring Innovation:-

Customer centric innovation helps social marketing activity.

(5) KPI Targets and goals:-

- Achievement:- or exceed
Performance should reach the target
- Reduction:-
Performance should reach or be lower than the target
- Absolute:-
Performance should be equal to the target
- Min/Max:-
Performance should be within a range of values
- Zero:-
Performance should equal zero, which is the min. value possible

(2) Web Analytic types:-

- Server-side analytics:-
 - As the name suggests, server side analytics tools are s/w installed on a web server which provide site analysis by parsing logfiles.
 - They are commonly preinstalled & preconfigured by the host company.
 - eg:- webalizer, Awstats etc.
- Client side analytics:-
 - client side web analytics are analytics s/w installed on desktop. They are also called

desktop analytics tools

- Just like server side, the client-side offers site analytics by parsing logfiles.
- eg:- click Tracks, Sawmill etc.

• Hosted solutions:-

- Hosted web analytics is more unique in relation to client-side and server-side analytics.
- While other two get analysis of data through logfiles, hosted web analytics collects the data from client browser using JavaScripts codes tagged in the website pages.
- eg:- Google analytics and clicky analytics.

• Hybrid web analytics:-

- Other form of analytics is a mix of methodologies which collects data using both methods logfiles & page tagging.

④ Business goal achieved through social media are:-

1) Brand Awareness:-

- Aims at getting more people to have exposure & know about the brand and the company name owning the brand.

2) Lead Generation:-

- It is about getting more sales and revenue opportunities for the company.
- It is also about selling more

products or services.

3) customer Retention:-

This is keeping the existing customer on a proven brand.

→ The business goals should be SMART
i.e

S - Specific

M - measurable

A - Attainable

R - Relevant

T - Time

⑩ a) Fostering Consumer Dialogues:-

→ Creating a communication or dialogue b/w an Organisation and the customer

b) Sponsoring Innovation:-

Customer centric innovation helps social marketing activity

⑤ HEART and PULSE:-

H → Happiness:-

It is self reported measurement which means you have to ask people to rate their happiness rather than tracing their happiness

eg:- feedback & online surveys

E → Engagement:-

frequency, intensity or depth of interaction b/w user and product, features of service over a given period of time

eg:- how many shares a user has control
• how long he visited the product page

A → Adoption:-

Adopting to the changes.

It is the act of bringing something new

eg:- no. of new accounts created in last 10 days.

R → Retention:-

The metric traces how many of the user from the given period of time are still active.

eg:- no of users purchasing the particular product repeatedly.

T:- Task success:-

efficiency, effectiveness, error rate can be traced.

eg:- how easily a photo can be uploaded

PULSE:-

Page View:-

The no of unique user who used the

product atleast once in the last week
eg:-
if a unique user visit 3 Pages then
Page View is 3

U:- uptime:-

It is the % of time the applⁿ or website
accessible to client

L:- latency:-

it is the time required for Data to move
from one location to other

S:- Seven Day active user

E - Earnings

Drawback of pulse:-

- Indirect matrix of user experience.
- no insight into the users level of commitment to the product.
- no differentiation b/w new & returning users
- for tracing channels impact is not suitable.

(3) matrices

→ provide info that can
be digested

→ Matrix are extracted &
organized by process

→ Matrix can be viewed
historically, but donot
identify future actions

KPI

→ provide comparative
insights that guide future
actions

KPI are initiated by
high level decision maker

KPI incorporates goals
& objectives.

→ Metrics are static, and once extracted don't change | → KPI can be evaluated & reset over time using SMART technology

(4) Micro and Macro difference:-

Micro	Macro
<ul style="list-style-type: none"> • Actions, prospects takes the way to the ultimate actions you want them to take. 	<p>The ultimate action you want your prospects to take</p>
<ul style="list-style-type: none"> • watch videos, Read blogs, post, view products 	<ul style="list-style-type: none"> • Purchase online, submit online form, click to call or email
<ul style="list-style-type: none"> • navigation based Conversion 	<p>Revenue based Conversion</p>
<ul style="list-style-type: none"> • interaction based Conversion 	<p>Lead member based Conversion</p>
<ul style="list-style-type: none"> • Engagement based Conversion 	<p>Enquiry Conversion</p>
<ul style="list-style-type: none"> • Primary milestones secondary actions 	<p>One primary based of the right</p>
<p>eg:- amazon view, product spec, available offers</p>	<p>eg:- Placing the order</p>

Benefits:-

- Your focus will be broader than only your primary website goal.
- you can positively impact your primary goal if you satisfy all the needs of your website visitors.
- you can Develop a multi-channel strategy that involves both macro and micro goals.
- your focus will be broader than clickstream data and this makes your life and job more challenging & rewarding.