Web Marketing Metrics

With Daniel Egger



Web Marketing Metrics

"Revenue metrics"

"Dynamic"

Marketing

Deliberate, measureable process

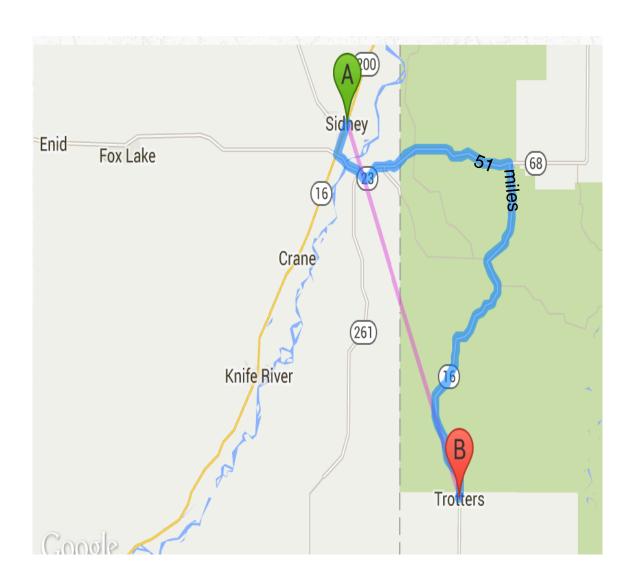
Offer services to target demographic

Target Demographic

Group with common characteristics

EGGER'S PIZZERIA



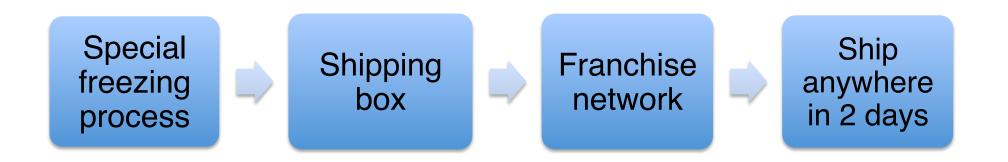


Web Marketing

Identify target demographic

Match market differentiation to target demographic

Points of Differentiation Vegetarian Pizza Only



Ideal Target Market

People who love pizza

Preference or need for vegetarian

No vegetarian pizza locally

Can afford luxury products

Live in remote geographic regions

Buy names and addresses

People who buy luxury meals for others

What do you think would be some other job titles that might be associated with ordering luxury pizzas for delivery in two days?

What are other creative ways you might be able to use to identify members of your ideal target market using demographic data?

Adwords

Offered by Google

Priced by auction

Google

Identifies ad words

Ad Words

Terms advertisers placed bids on

Match Topic

Emergency pet care

Key Words

Veterinary hospital and animal hospital

Maximum cost per click-through

"Max CPC"

Actual cost per click-through

"Actual CPC"

Most Expensive Words

\$54 – Insurance

\$47 – Attorney

\$47 – Mortgage

(CPC bid)(Quality Score)
= Ad Rank

Quality Score =
weighted combination of:
expected click-through rate
ad relevance and
landing page experience

Be yourself

Keep it organic

Bid on Adwords

Vegetarian Pizza Frozen Pizza

= good Quality Scores

Conversion rate

Actual CPC
Conversion rate

= acquisition cost

\$500 life time value

CPC

Conversion Rate

< LTV

$$\frac{$10}{2\%}$$
 = \$500