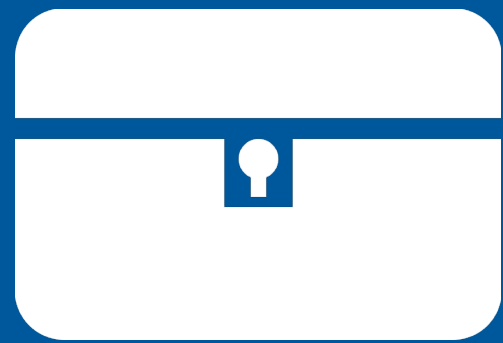


LESSON 7:

“New Media — New Data, New Opportunities, New Dangers”



Web has created
untold measurement
opportunities



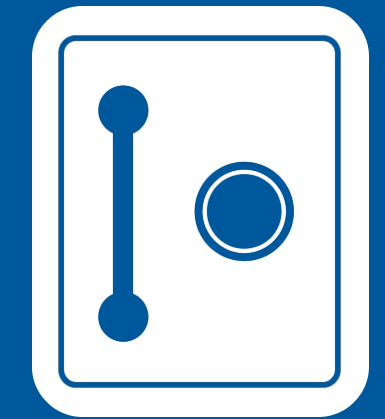
Brands can answer
critical questions
using data



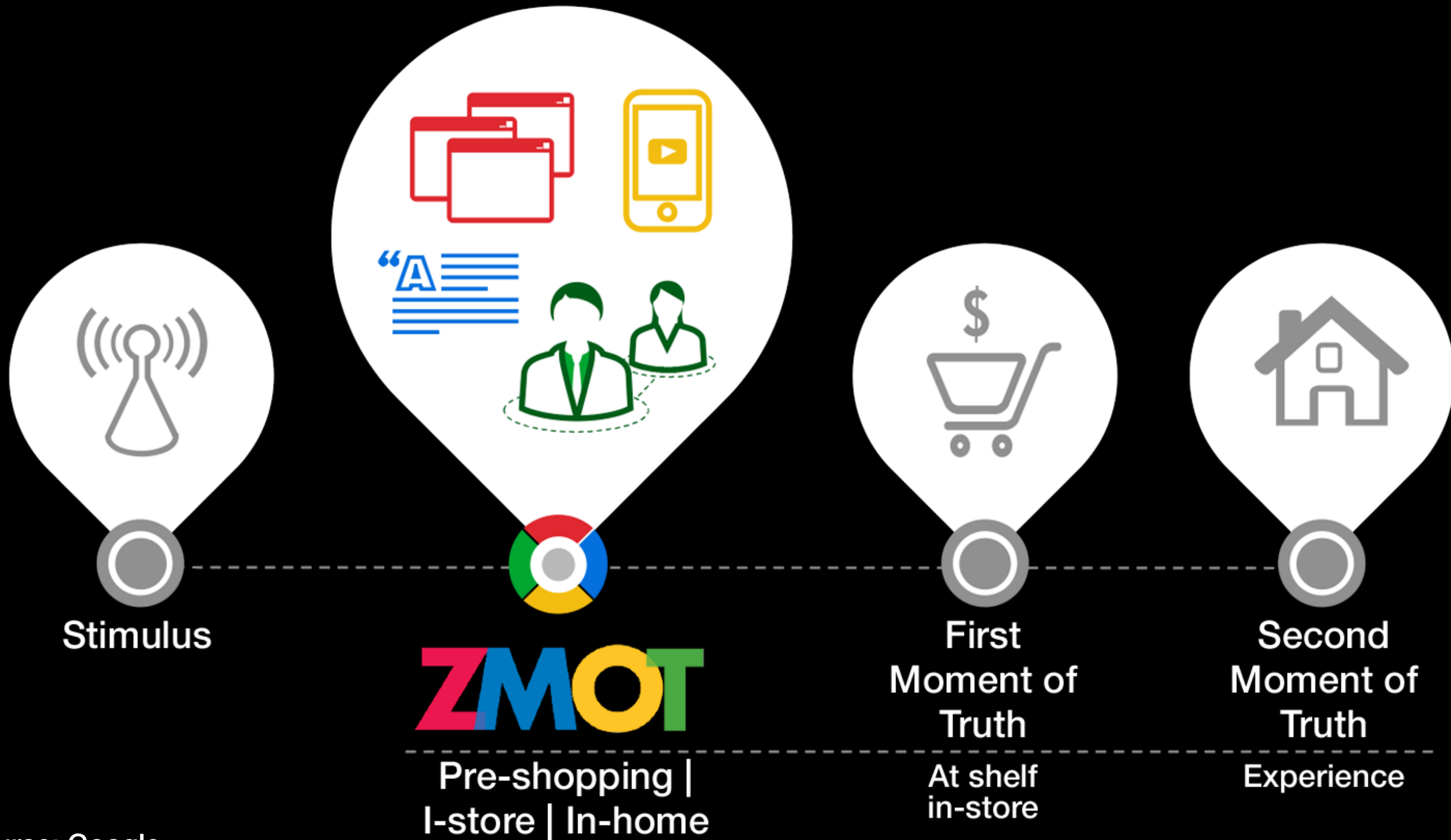
Data and tools
are accessible to
anyone, anywhere



Deceit, poor data
quality plagues
digital analytics



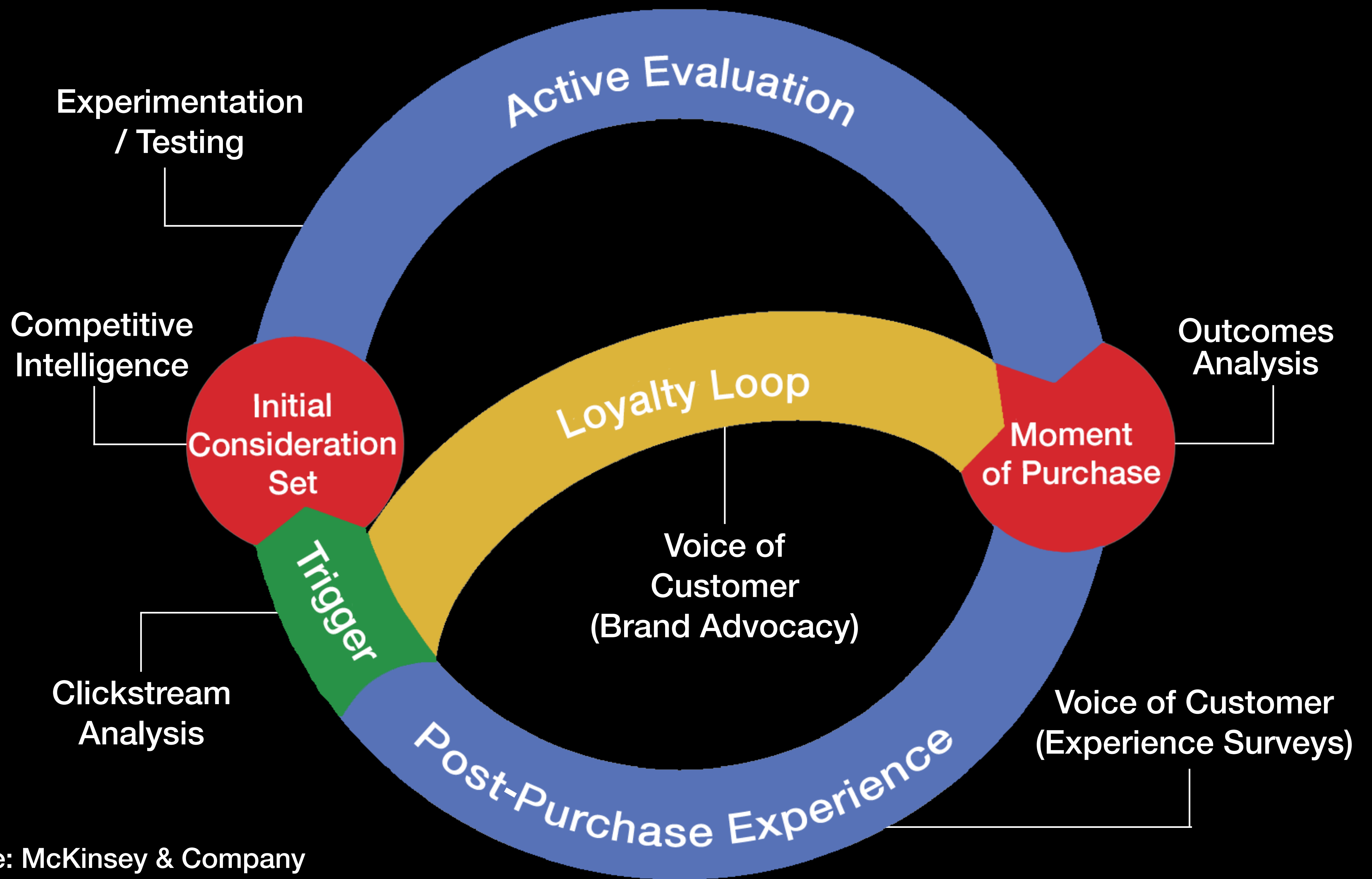
Focusing on what
is known is the
way forward



Web analytics data come from a variety of sources

- Web traffic data
- Web server performance data
- Web transactional data
- Usability studies
- User submitted information and related sources





Kaushik offers a comprehensive set of affordable gadgets

Clickstream Analysis

- Yahoo! Web Analytics
- Google Analytics
- Piwik
- Feedburner*
- Google Webmaster Tools*
- Bing Webmaster Tools*

Outcomes Analysis

- Mongoose Metrics
- ifbyphone
- LivePerson

Voice of Customer

- Qualaroo (formerly KissInsights)
- UserTesting.com
- Loop11.com
- Concept Feedback
- Bounce*
- Google Consumer Surveys*

Note: (*) Special recommendation

Source: Adapted from Kaushik, “Best Web Analytic Tools” (2010)

Kaushik offers a comprehensive set of affordable gadgets

Experimentation / Testing

- Google Website Optimizer
- Optimizely*
- AdWords Campaign Experiments*

Competitive Intelligence

- Compete
- AdWords Keyword Tool
- Google Trends*
- Google Correlate*

Misc Emerging Analytics

- Klout
- AnalyzeWords
- Topsy*
- TweetBinder*
- Think With Google*

Note: (*) Special recommendation

Source: Adapted from Kaushik, “Best Web Analytic Tools” (2010)

Best marketing analytics metrics vary by size of business

Small	Medium	Large
<ul style="list-style-type: none">▶ Cost per Acquisition▶ Click-Through Rate▶ Percent of New Visits	<ul style="list-style-type: none">▶ Bounce Rate▶ Page Depth▶ Loyalty▶ Events per Visit▶ Checkout Abandonment Rate	<ul style="list-style-type: none">▶ Macro-Conversion Rate▶ Micro-Conversion Rate▶ Per Visit Goal Value▶ Days To Conversion▶ Percent Assisted Conversions

Source: Avinash Kaushik,
“Best Web Metrics/KPIs for a Small, Medium or Large Sized Business” (2011)

Brands use four channels to develop consumer relationships



search



display



video



social

Note: "Mobile" is not a channel, but rather a digital capability that touches all channels

When sampling, bias must be avoided

Questionnaire Bias: Question or questionnaire that encourages respondents to answer one way rather than another

Sampling Bias: Sample is collected in such a way that some members of the intended population are less likely to be included than others

Interpretation Bias: Tendency to interpret ambiguous situations in a positive or negative fashion

100%
Satisfaction
Guaranteed



Real Views +OPEN: 24/7/365!
Higher Retention +60.0% - 90.0%!
As Low As \$0.80 Per 1,000 Views!

OVER 837325169 VIEWS DELIVERED



Regular Views:

(To expose your video & make it [VIRAL!](#))

Package:

- ✓ 5,000 YouTube Views \$4.00 USD
- 10,000 YouTube Views \$8.00 USD
- 20,000 YouTube Views \$16.00 USD
- 50,000 YouTube Views \$40.00 USD
- 100,000 YouTube Views (-\$5.00 OFF!) \$75.00 USD
- 200,000 YouTube Views (-\$10.00 OFF!) \$150.00 USD
- 300,000 YouTube Views (-\$15.00 OFF!) \$225.00 USD
- 400,000 YouTube Views (-\$20.00 OFF!) \$300.00 USD
- 500,000 YouTube Views (-\$25.00 OFF!) \$375.00 USD
- 1,000,000 YouTube Views (-\$150.00 OFF!) \$650.00 USD

Ret

(To expose your video, make it [VIRAL](#) & boost your [RANKING!](#))

Package:

5,000 YouTube Views \$5.00 USD

Video Url:

Buy Now

VEVO



UNIVERSAL MUSIC GROUP

SONY MUSIC



Future Music Festival Kuala Lumpur(2013) by Sulhan S,
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PAID



Mobile



Display



Video



Search

Google+

Google+
Page



Twitter
Account



Facebook
Page



Awards &
Recognition



"Likes"

OWNED



Public
Relations



YouTube
Channel



Pinterest
Page



Product



"Plus Ones"

EARNED



Endorsed
Content



Consumer
Comments



Word
of Mouth



Blogs



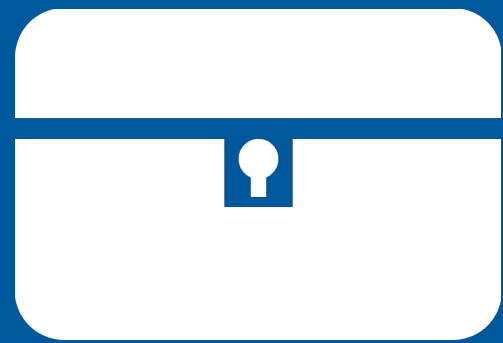
Retweets

“The greatest gift the web
gives you is the ability to
fail faster. At low cost.”

Kaushik, “Slay The Analytics Data Quality Dragon
& Win Your HiPPO's Love!” (2010)

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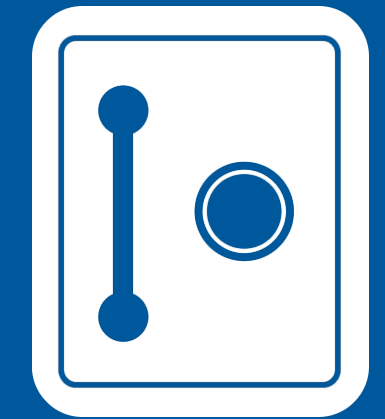
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digital analytics



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way forward

Supplemental reading for this lesson

- **Millions of Fake Instagram Users Disappear in Purge:**
<http://bits.blogs.nytimes.com/2014/12/18/millions-of-fake-instagram-users-disappear-in-purge/>
- **1 in 10 Twitter accounts are fake:**
search for title at <http://www.nbcnews.com/>
- **Buying fame at a price...the sad story of Rita Ora and Twitter:**
<http://popdust.com/2014/11/03/rita-ora-fake-twitter-followers/>

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2. Eric Peterson. 2014. “Web Analytics Demystified.” Retrieved from <http://www.webanalyticsdemystified.com/>
3. David Court, Dave Elzinga, Susan Mulder, and Ole Jørgen Vetvik. 2009. “The Consumer Decision Journey.” Retrieved from http://www.mckinsey.com/insights/marketing_sales/the_consumer_decision_journey

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4. Avinash Kaushik. 2010. "11 Best Web Analytic Tools." Retrieved from <http://www.inc.com/guides/12/2010/11-best-web-analytics-tools.html>
5. Avinash Kaushik. 2011. "Best Web Metrics / KPIs for a Small, Medium or Large Sized Business." Retrieved from <http://www.kaushik.net/avinash/best-web-metrics-kpis-small-medium-large-business/>
6. Timothy R. Graeff, 2005. "Response Bias," Encyclopedia of Social Measurement, Retrieved from <http://www.sciencedirect.com/science/article/pii/B0123693985000372?np=y>

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7. Screen shot From YTView.com <http://www.ytview.com/>
8. Sulhan S. 2013. “Future Music Festival Kuala Lumpur 2013: Rita Ora (B/W).” Retrieved from <https://www.flickr.com/photos/>
9. Avinash Kaushik. 2009. “Slay The Analytics Data Quality Dragon & Win Your HiPPO's Love!” Retrieved from <http://www.kaushik.net/>