

# LESSON 1:

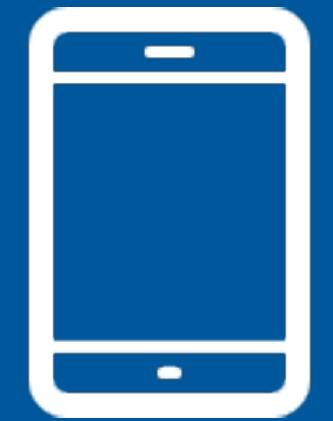
## “The Day the Geeks Took Over”

4

Digital Epochs  
have occurred  
since 1994



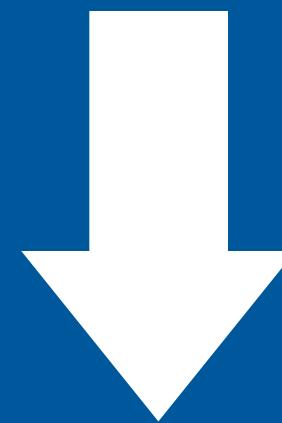
Data availability  
and access have  
changed shopping



Computing power  
has grown while  
devices got smaller



Growth of web  
analytics services  
has been dramatic

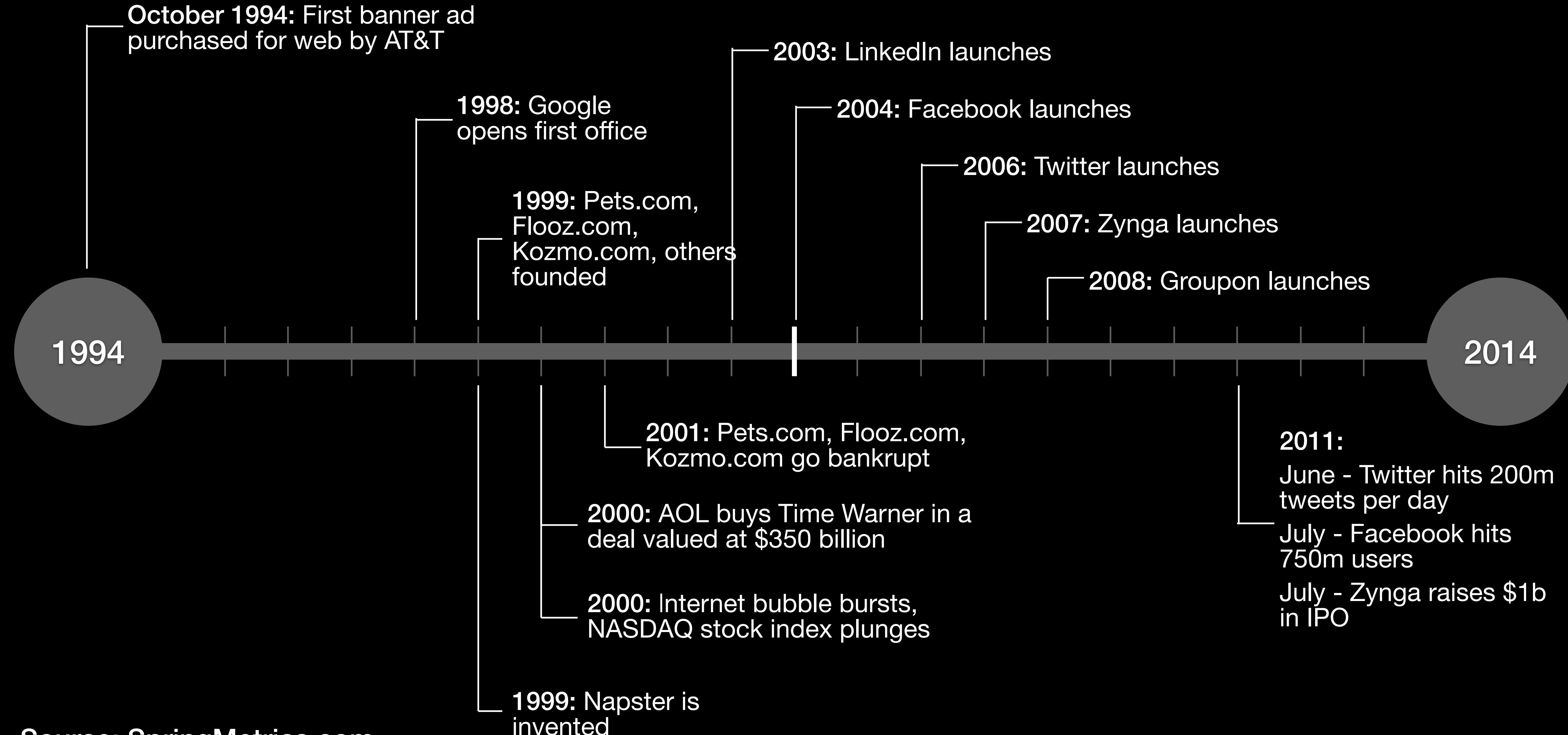


Digital's impact is  
seen in investment  
in other channels

**G**Over the next few years Geeks in Marketing will become one of the most disruptive forces in a discipline that traditionally was driven by big creative personalities.

Michael Fassnacht, President FCB Chicago (2006)

# Four Digital Epochs Mark the Internet Age



October 1994:  
First banner ad purchased  
for web by AT&T

1998:  
Google opens  
first office

1999:  
Napster is invented

1999:  
Pets.com, Flooz.com,  
Kozmo.com, others founded

## Digital Epoch I: When Anything Was Possible (1994-1999)



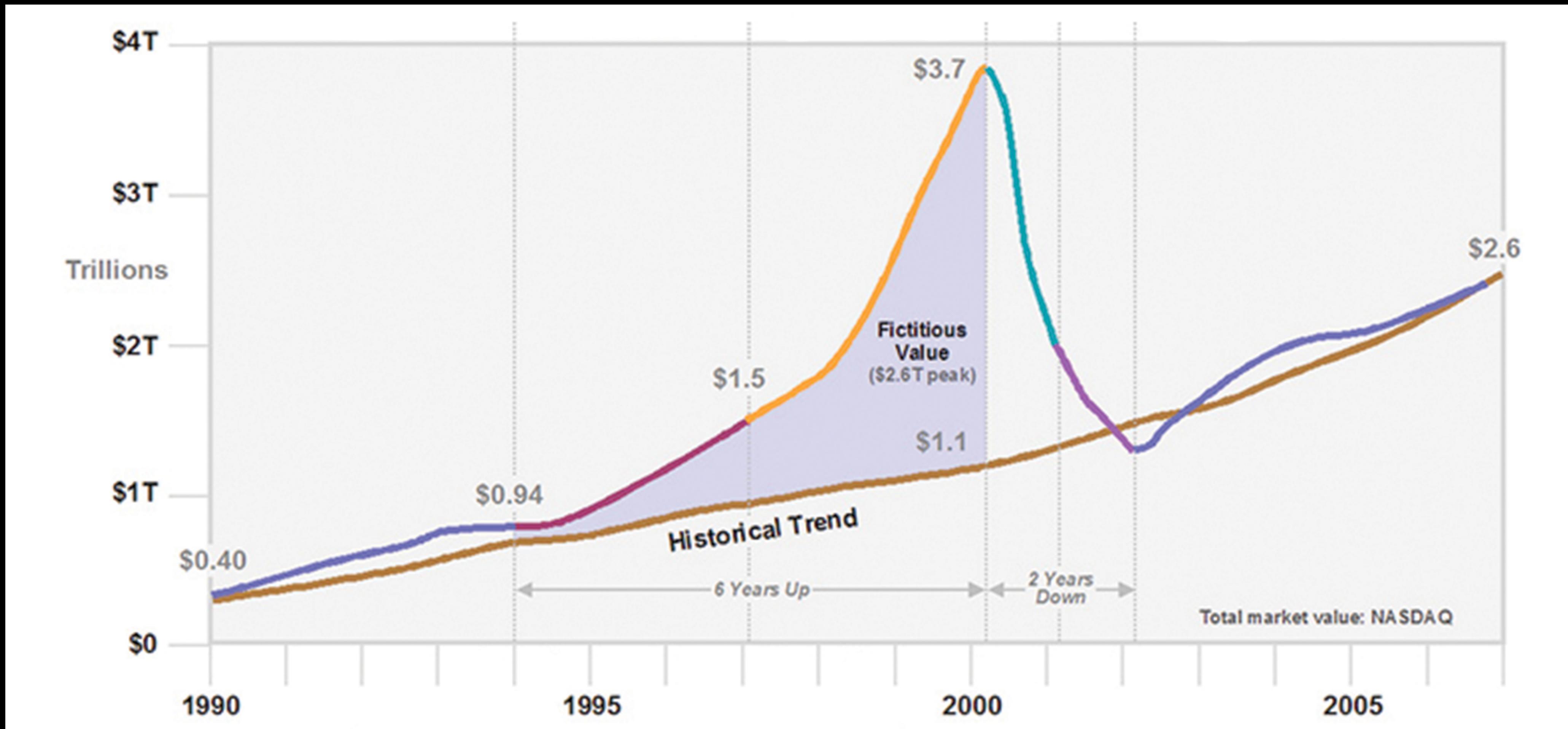
Page and Brin in 1999 in their Menlo Park, photo by William Hercer Moleod,  
Retrieved from <http://archive.fortune.com/galleries/2012/news/companies/1203/gallery.greatest-entrepreneurs.fortune/6.html>

## Digital Epoch II: The Bubble and The Burst (2000-2002)

2000: AOL buys Time Warner in a deal valued at \$350 billion

2000: Internet bubble bursts, NASDAQ stock index plunges

2001: Pets.com, Flooz.com, Kozmo.com go bankrupt



2003: LinkedIn launches

2006: Twitter  
launches

2004: Facebook launches

2008: Groupon launches

2007: Zynga launches

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



2011 (June): Twitter hits  
200m tweets per day

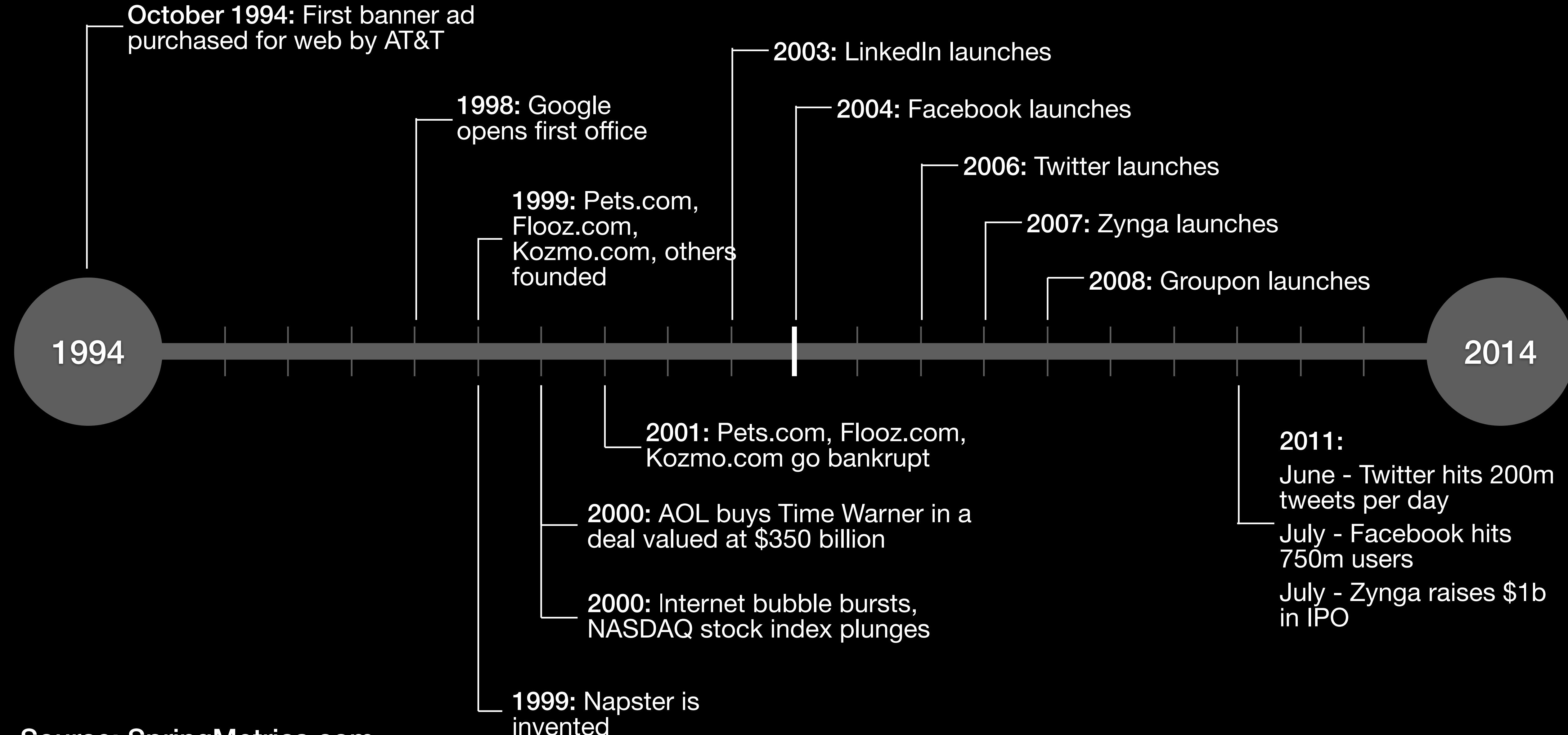
2011 (July):  
Facebook hits  
750m users

2011 (July): Zynga  
raises \$1b in IPO

## Digital Epoch IV: The Age of Unicorns (2011-2015)



# Four Digital Epochs Mark the Internet Age





According to Procter & Gamble, shoppers **make up their minds about a product** in three to seven seconds, just the time it takes to note a product on a store shelf.

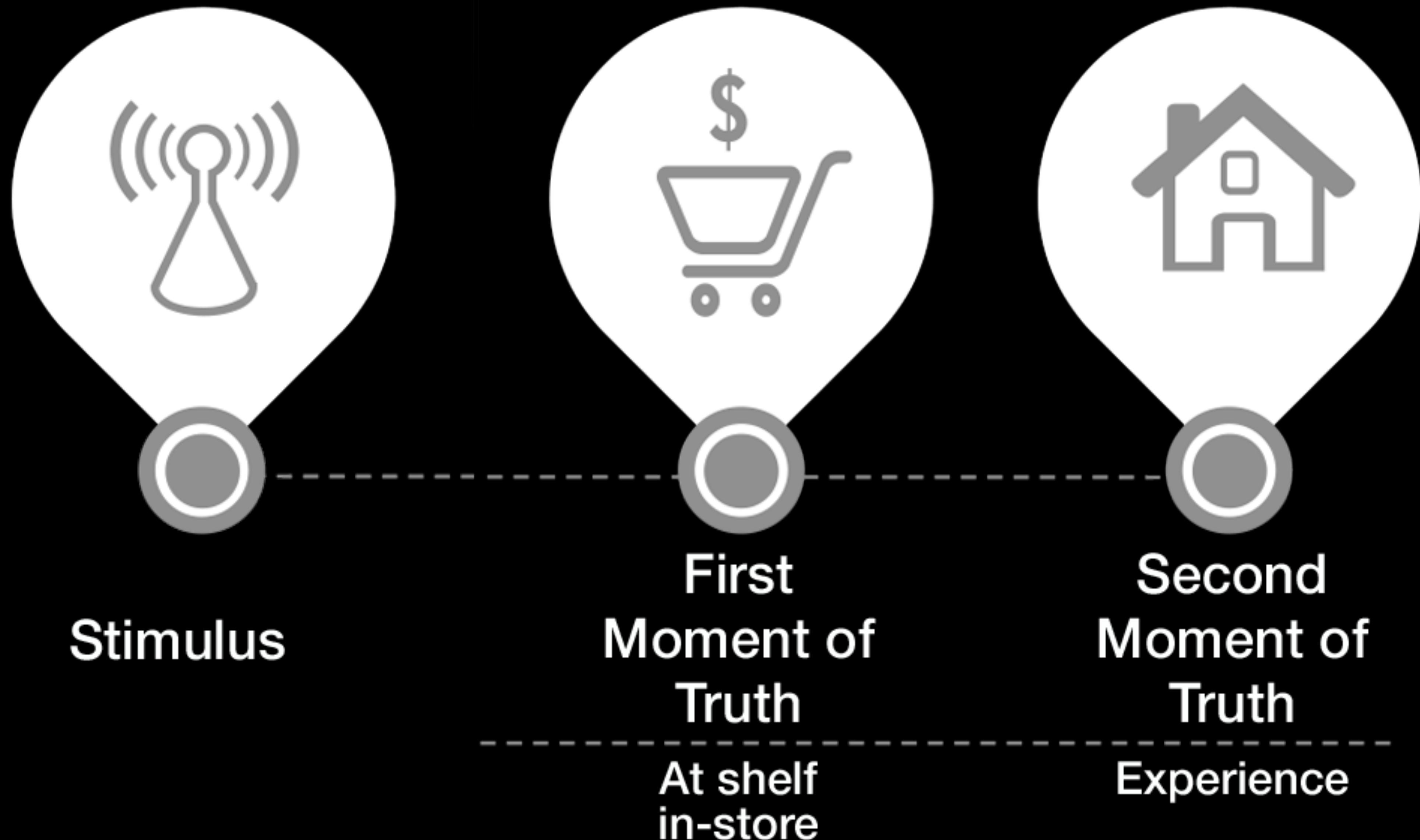
This time lapse is called (by P&G) the "**First Moment of Truth**," and it's considered the most important marketing opportunity for a brand."

- Wall Street Journal, 2005



Determined Shoppers by Amy Jeffries is licensed under a Creative Commons Attribution 4.0 International License,

# The 3-step model of marketing



2005

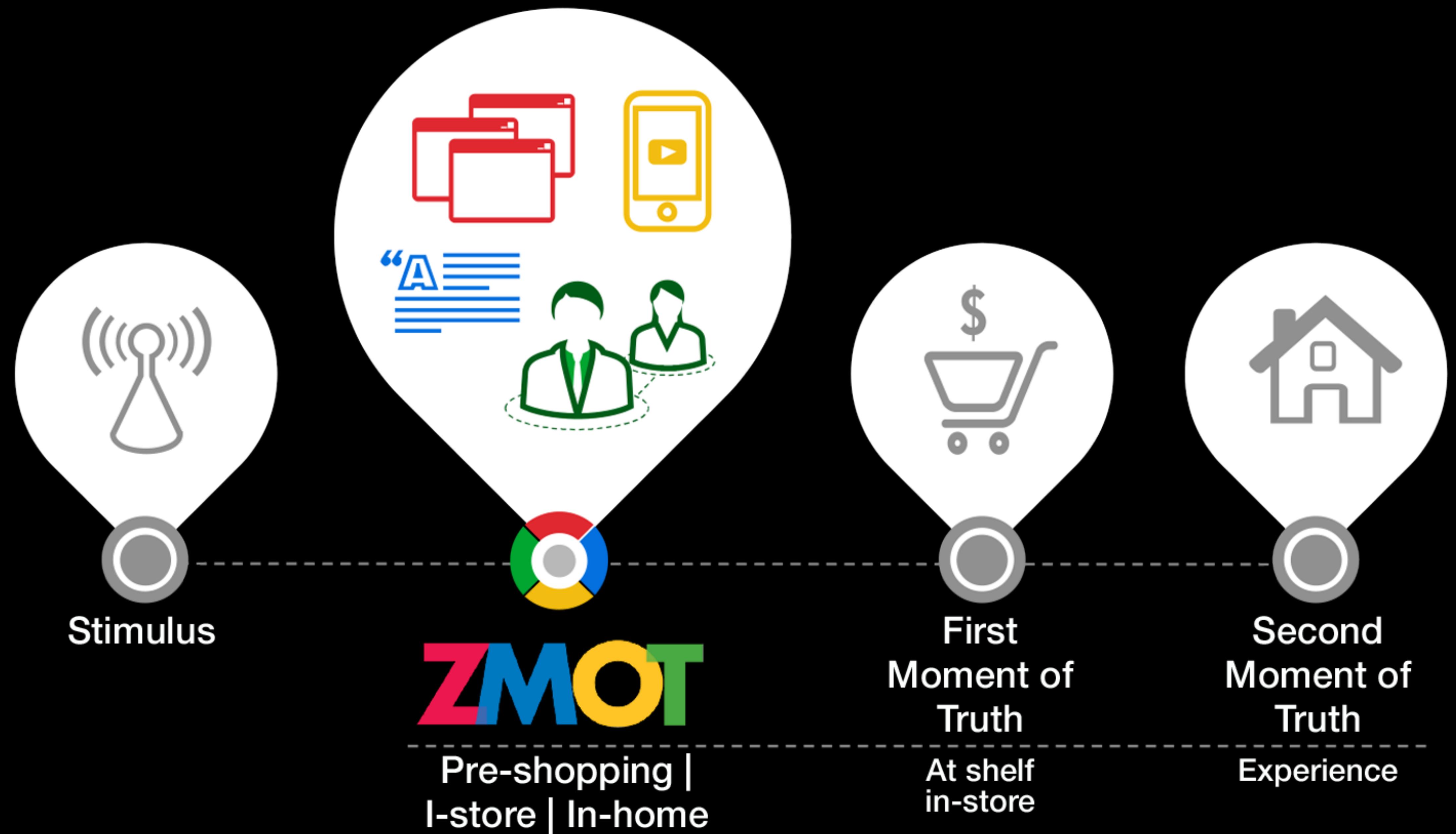


By Luca Bruno / AP(2005), Retrieved from  
<http://chrisonderstall.com/2013/03/16/proof-the-world-is-changing/>

2013



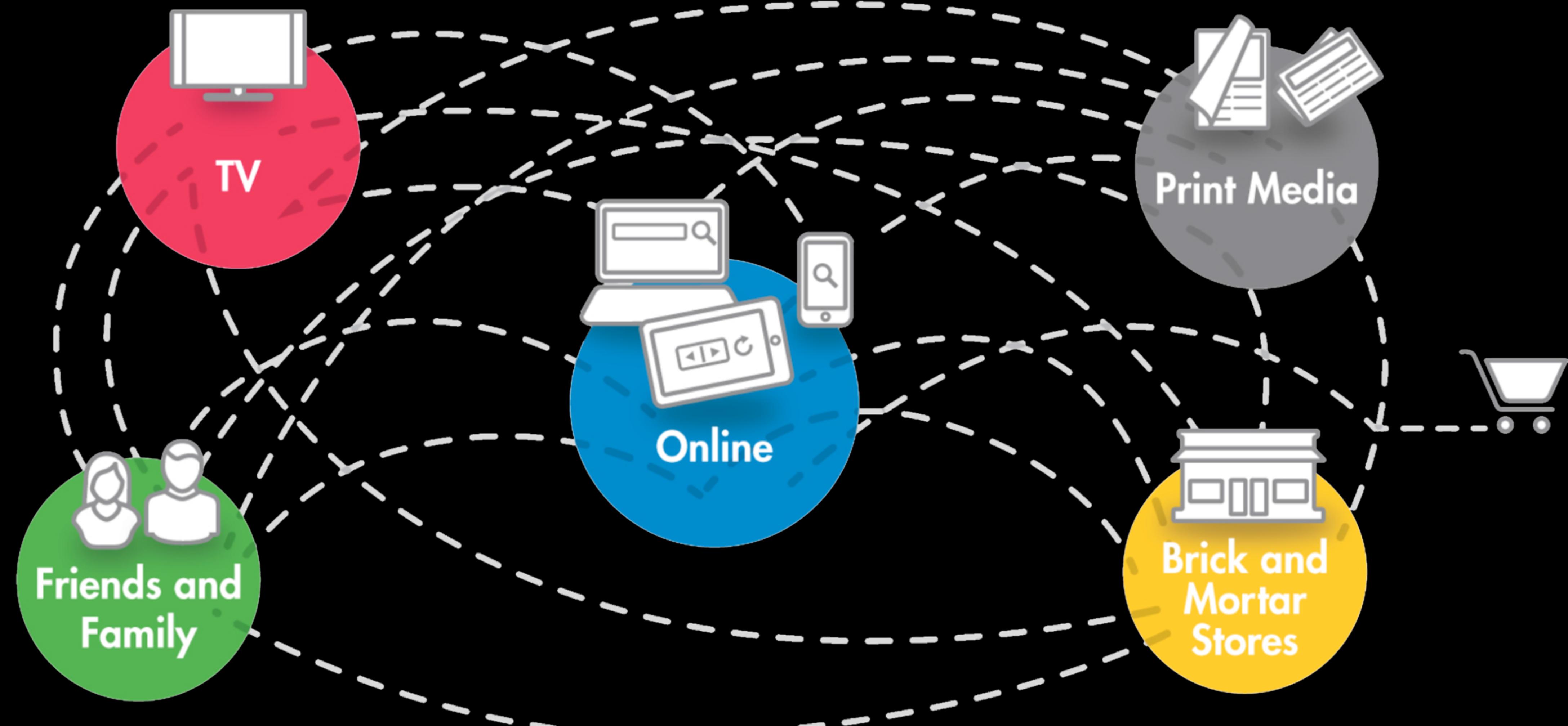
By Michael Sohn / AP St. Peter's Basilica at the Vatican (2013), Retrieved from  
[http://photoblog.nbcnews.com/\\_news/2013/03/14/17312316-witnessing-papal-history-changes-with-digital-age](http://photoblog.nbcnews.com/_news/2013/03/14/17312316-witnessing-papal-history-changes-with-digital-age)



Google/Shopper Sciences, Zero Moment of Truth Study – Tech (2011),

Retrieved from <https://www.thinkwithgoogle.com/research-studies/zmot-consumer-electronics.html>

# ZMOT in action is messy



ZMOT Handbook, Ways to Win Shoppers at Zero Moment of Truth (2012),  
Retrieved from [https://ssl.gstatic.com/think/docs/2012-zmot-handbook\\_research-studies.pdf](https://ssl.gstatic.com/think/docs/2012-zmot-handbook_research-studies.pdf)

# Brinker's snapshots show web analytics maturity from 2011

# August 2011



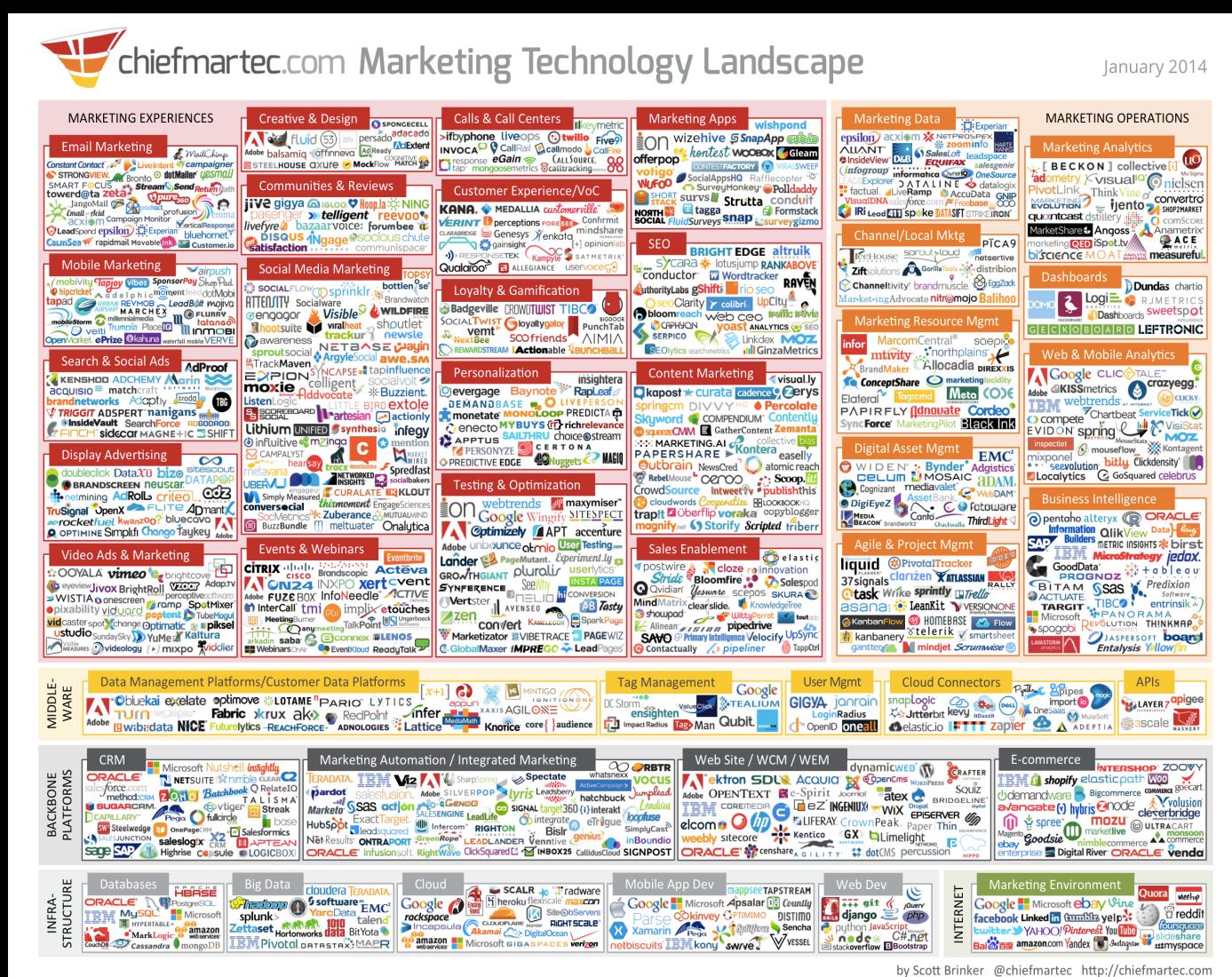
**~100 companies**

# September 2012



**~350 companies**

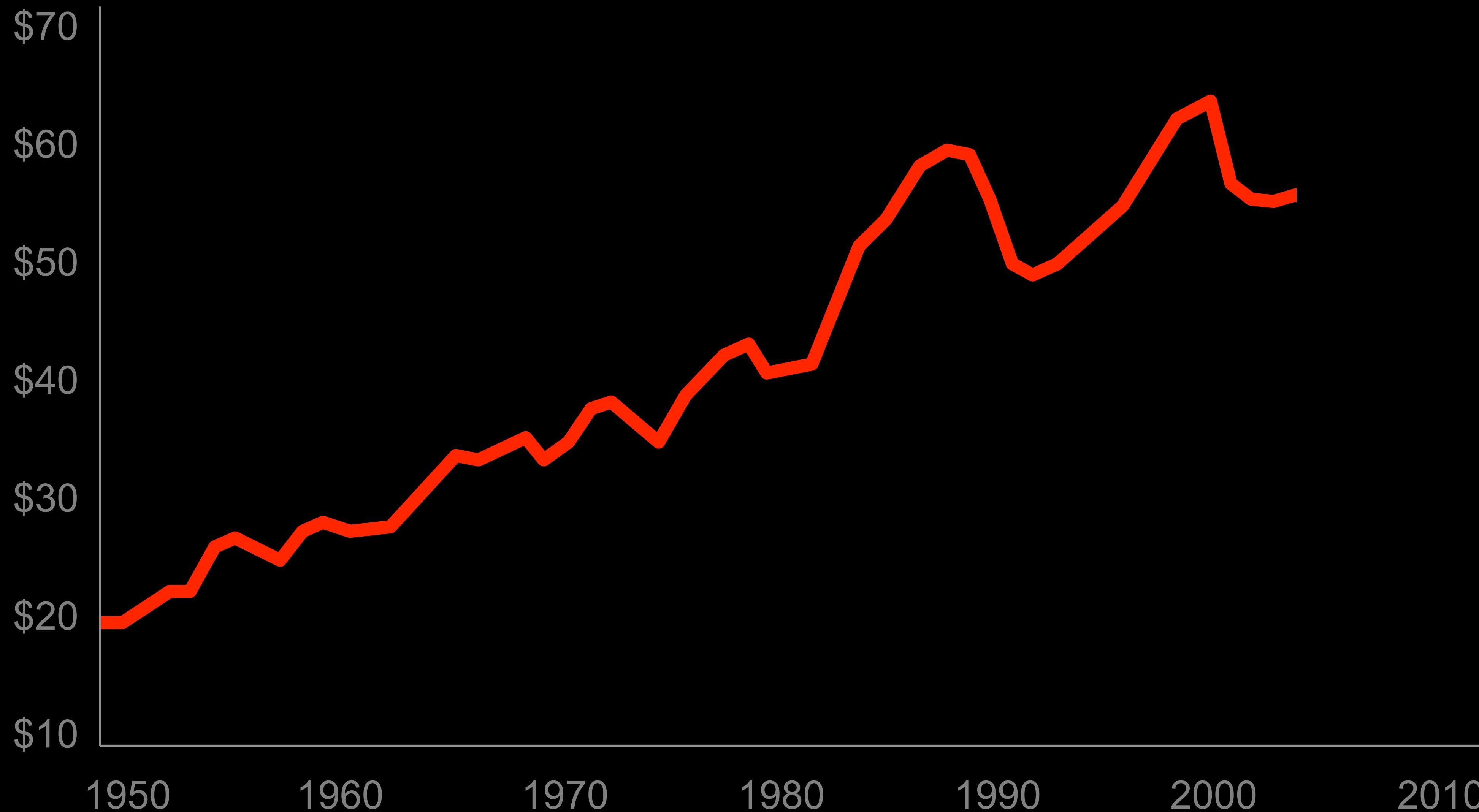
# January 2014



**~950 companies**

# US Print Newspaper Advertising Revenue

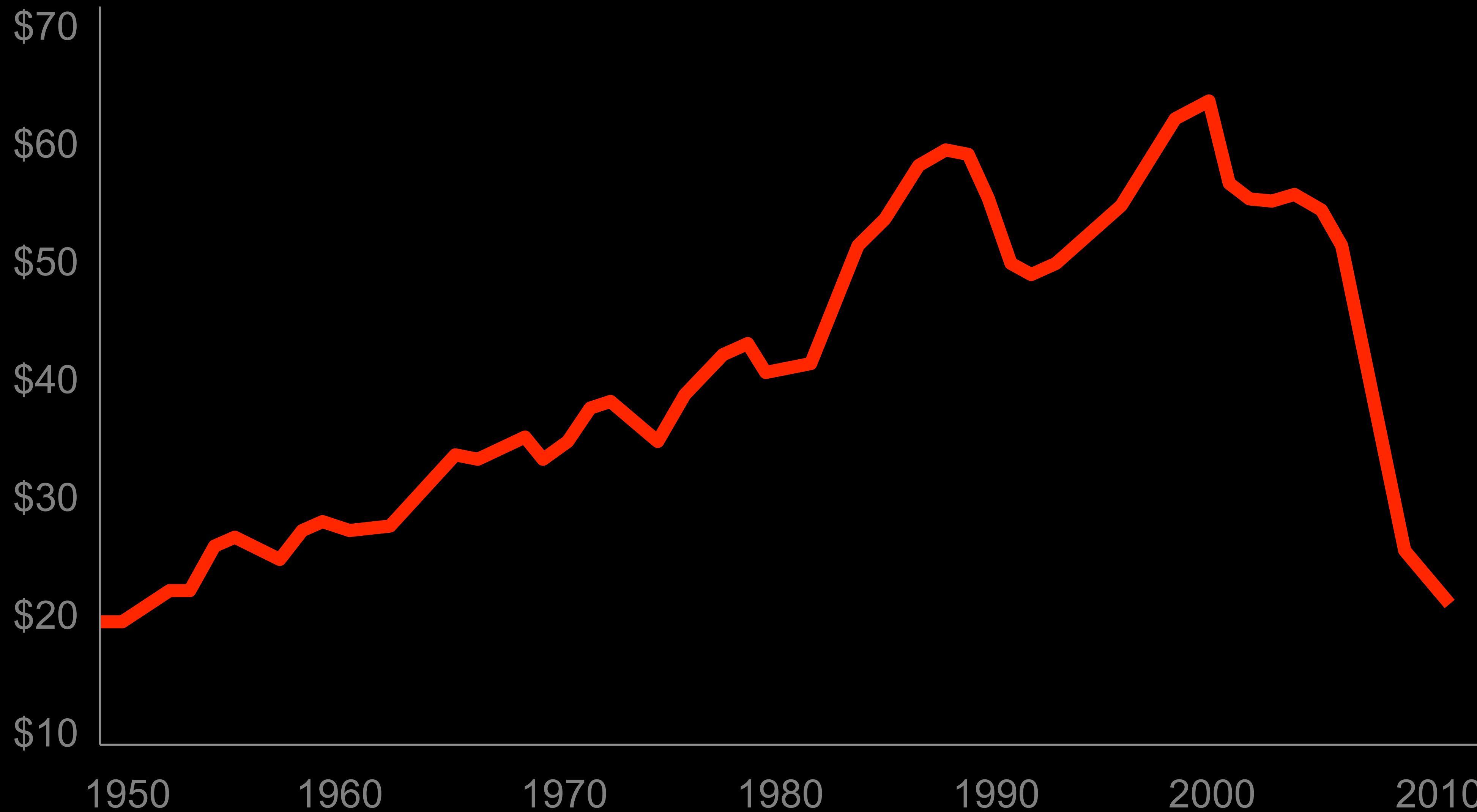
\$Billions (Adjusted for Inflation) 1950-2011



Source: Newspaper Association of America, 2012

# US Print Newspaper Advertising Revenue

\$Billions (Adjusted for Inflation) 1950-2011



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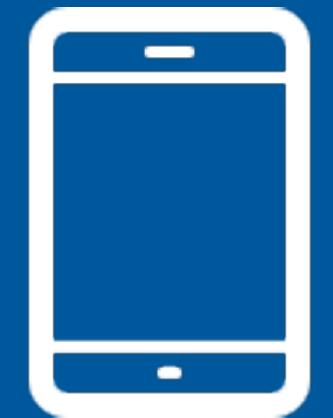
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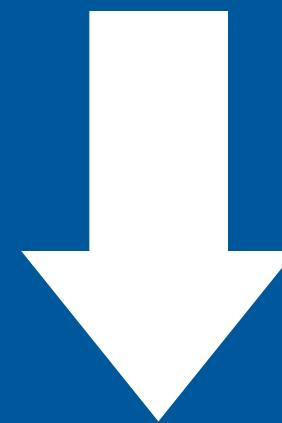
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# Supplemental reading for this lesson

- **A word from a Founding Father of web analytics:**  
<http://marketinggeek.blogspot.com/2006/02/geeks-in-marketing.html>
- **The “Age of Unicorns” frolicking in the land of billion-dollar tech startups:**  
<http://fortune.com/2015/01/22/the-age-of-unicorns/>
- **A web analytics for marketers manifesto:**  
<http://www.kaushik.net/avinash/manifesto-web-marketers-analysts/>
- **More on ZMOT:**  
<https://www.youtube.com/user/zeromomentoftruth/videos>

# References

1. SpringMetrics. 2014. “Four Digital Epochs mark the Internet Age.” Retrieved from <http://www.springmetrics.com/>
2. William Mercer McLeod. 1998. “1998 Larry Page and Sergey Brin – Google Garage.” Retrieved from <http://archive.fortune.com/galleries/2012/news/companies/1203/gallery.greatest-entrepreneurs.fortune/6.html>
3. Kampus Research. “Visual Case Study A -- The 1994-2002 Dot.com Bubble.” Retrieved from <http://www.kampusresearch.com/Bubbles.html>

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4. Facebook. 2006. Retrieved from <http://commons.wikimedia.org/wiki/File:Facebook.svg>
5. Brian Solis. 2008. “Mark Zuckerberg f8 Keynote.” Retrieved from <https://www.flickr.com/photos/briansolis/2696190509/>
6. Bfishadow. 2007. “Nasdaq Take 1.” Retrieved from <https://secure.flickr.com/photos/bfishadow/3100369536/>

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7. Amy Jeffries. 2009. “Determined shoppers.” <https://www.flickr.com/photos/67998313@N00/3488114119/in/photolist-6jeuNB-bU9Zbe-9V93Zt-9V92EF-69GYmS-nFFxkE-9VbEBN-9V936P-mqx9yH-99qCDg-mqx7Vx-jDHfXw-mqx8J6-mqz1wL-hCfPrg-mqxbjM-3atq8S-jsNHnG-jsL3pg-nrZL4e-jsMfdK-9VbEph-c5vgtY-c5vkiJ-9V8QbF-9V92ux-c5vdeW-7xms4f-bcwHPn-9VbTMb-9yEuV1-9VbSnQ-8KTELZ-6yH8xd-mqxeu4-4TZczj-mqz6hN-mqz5j5-mqz3Xh-7wyebG-6Ys8XX-8Kv8vU-mqz71b-mqz4ys-mqxV1r-mqz8vL-mqyXkW-2VPTcg-bvFxzL-5sUEWD>

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9. Luca Bruno / AP. 2005. Retrieved from <http://chrisonderstall.com/2013/03/16/proof-the-world-is-changing/>
10. Michael Sohn / AP. 2013. Retrieved from [http://photoblog.nbcnews.com/\\_news/2013/03/14/17312316-witnessing-papal-history-changes-with-digital-age](http://photoblog.nbcnews.com/_news/2013/03/14/17312316-witnessing-papal-history-changes-with-digital-age)

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11. Scott Brinker. 2011. “Marketing Technology Landscape Supergraphic.” Retrieved from <http://chiefmartec.com/2011/08/marketing-technology-landscape-infographic/>
12. ZMOT Handbook, Ways to Win Shoppers at Zero Moment of Truth (2012), Retrieved from [https://ssl.gstatic.com/think/docs/2012-zmot-handbook\\_research-studies.pdf](https://ssl.gstatic.com/think/docs/2012-zmot-handbook_research-studies.pdf)
13. Newspaper Association of American. 2012. Retrieved from <http://www.naa.org/>