

LESSON 3:

“An Introduction to Web Analytics Tools”

3

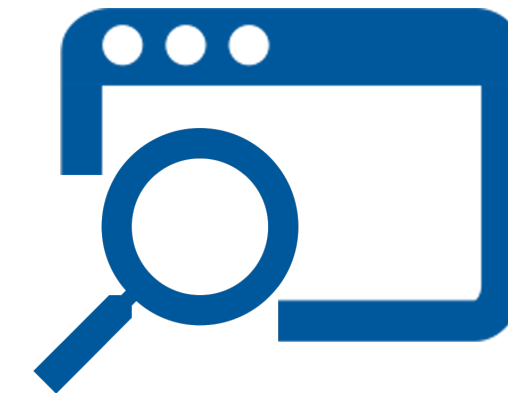
Main categories of
marketing analytics
tools exist today



The “right” tool
depends on the
resources, needs



Enough free tools
exist to make any
analyst formidable

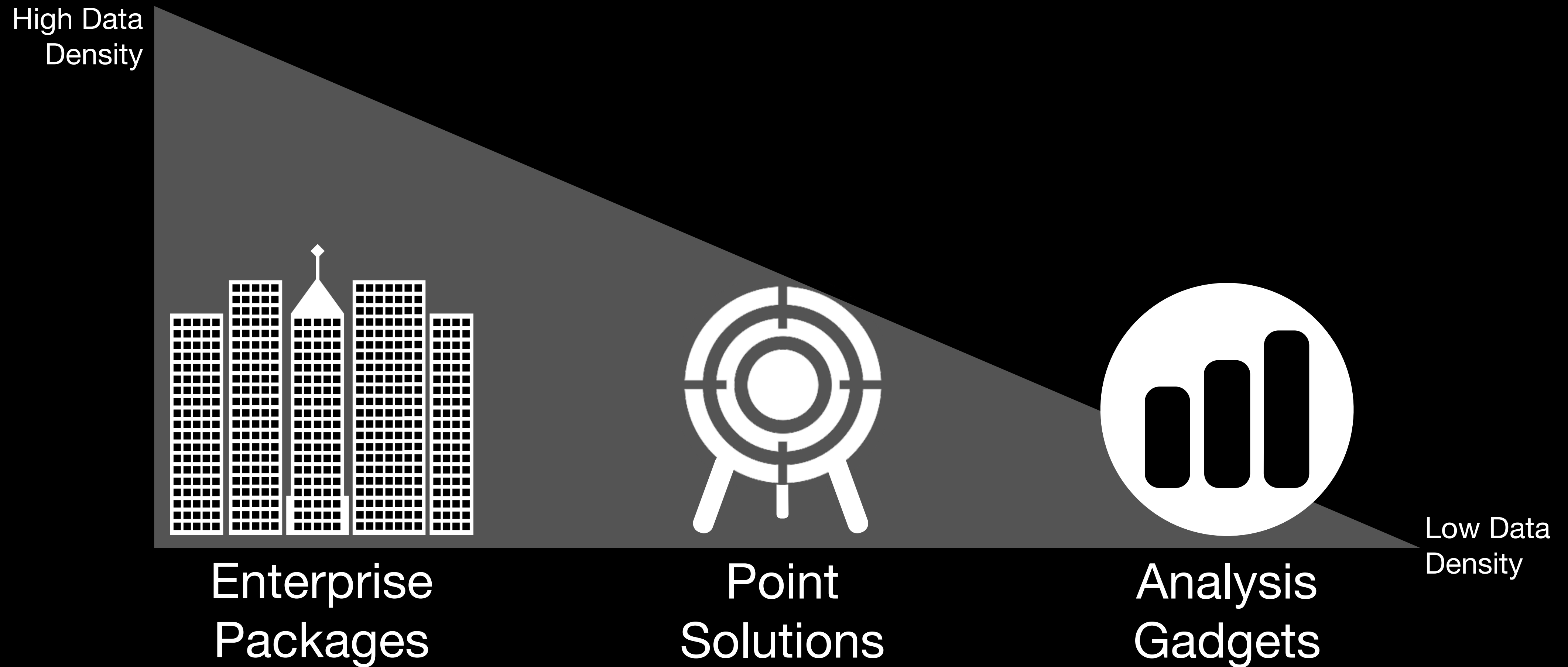


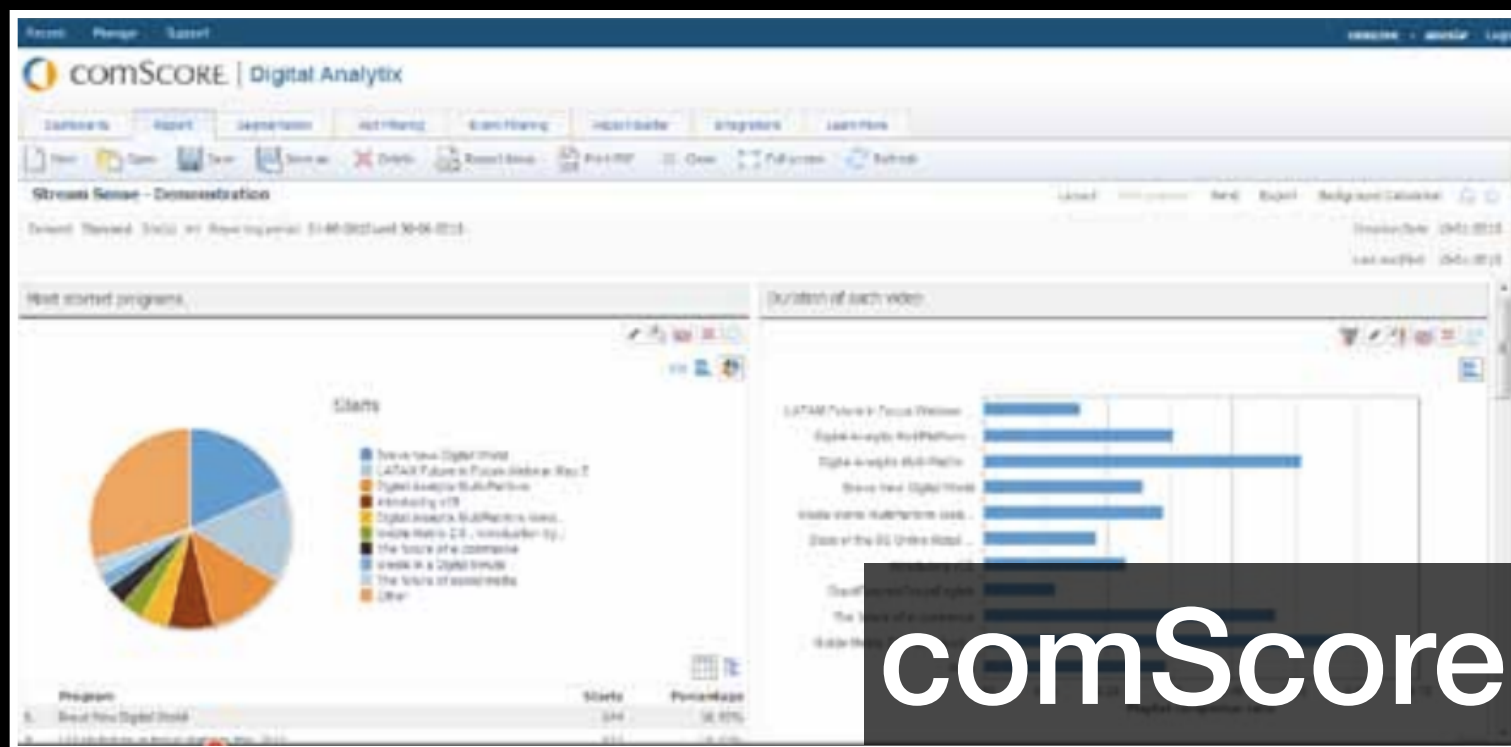
New tools are
always just a
search away



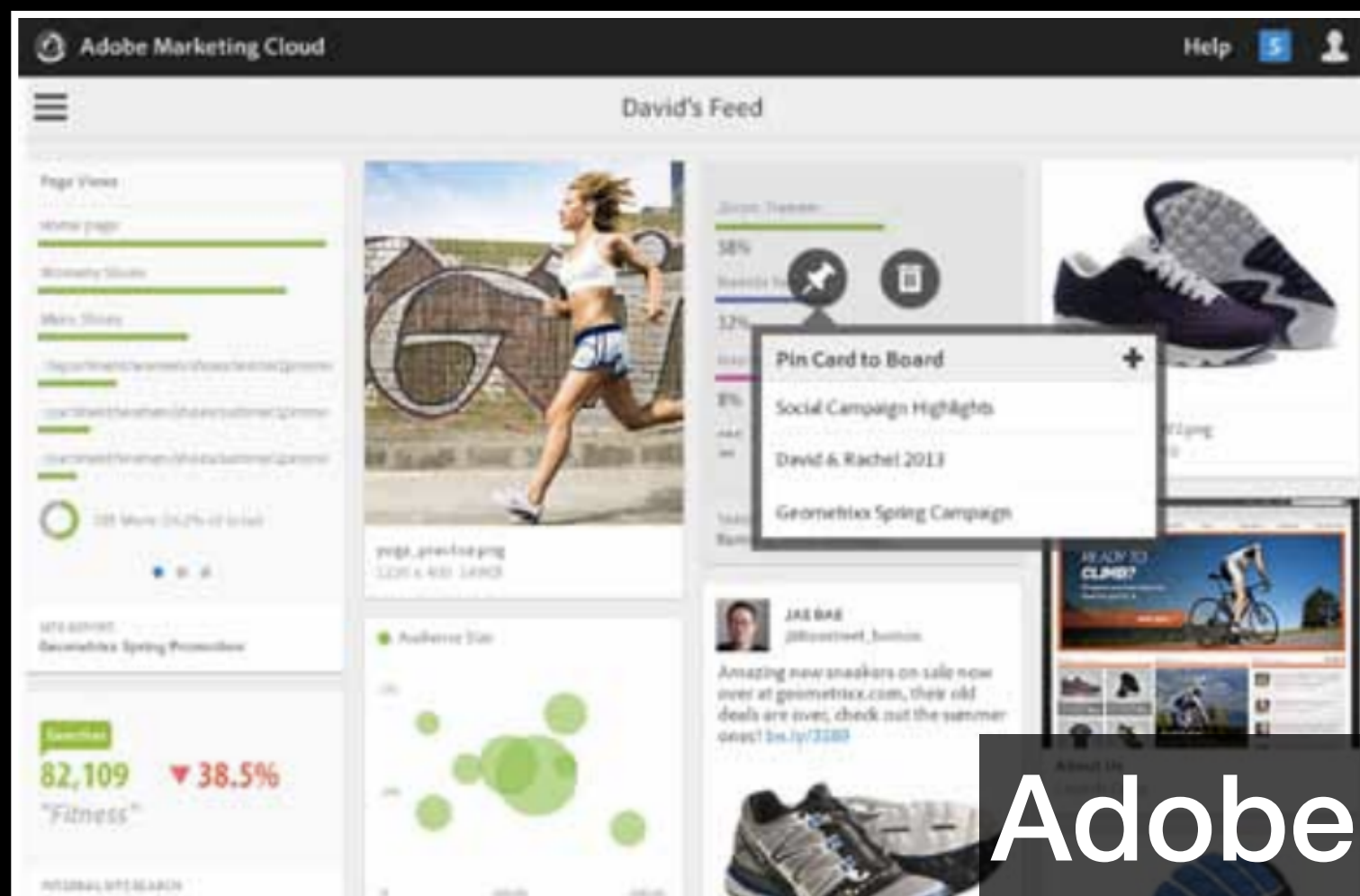
No tool is ever
as a as
the analyst

There is an analytics tool for any need and data situation





comScore



Adobe



IBM



WebTrends

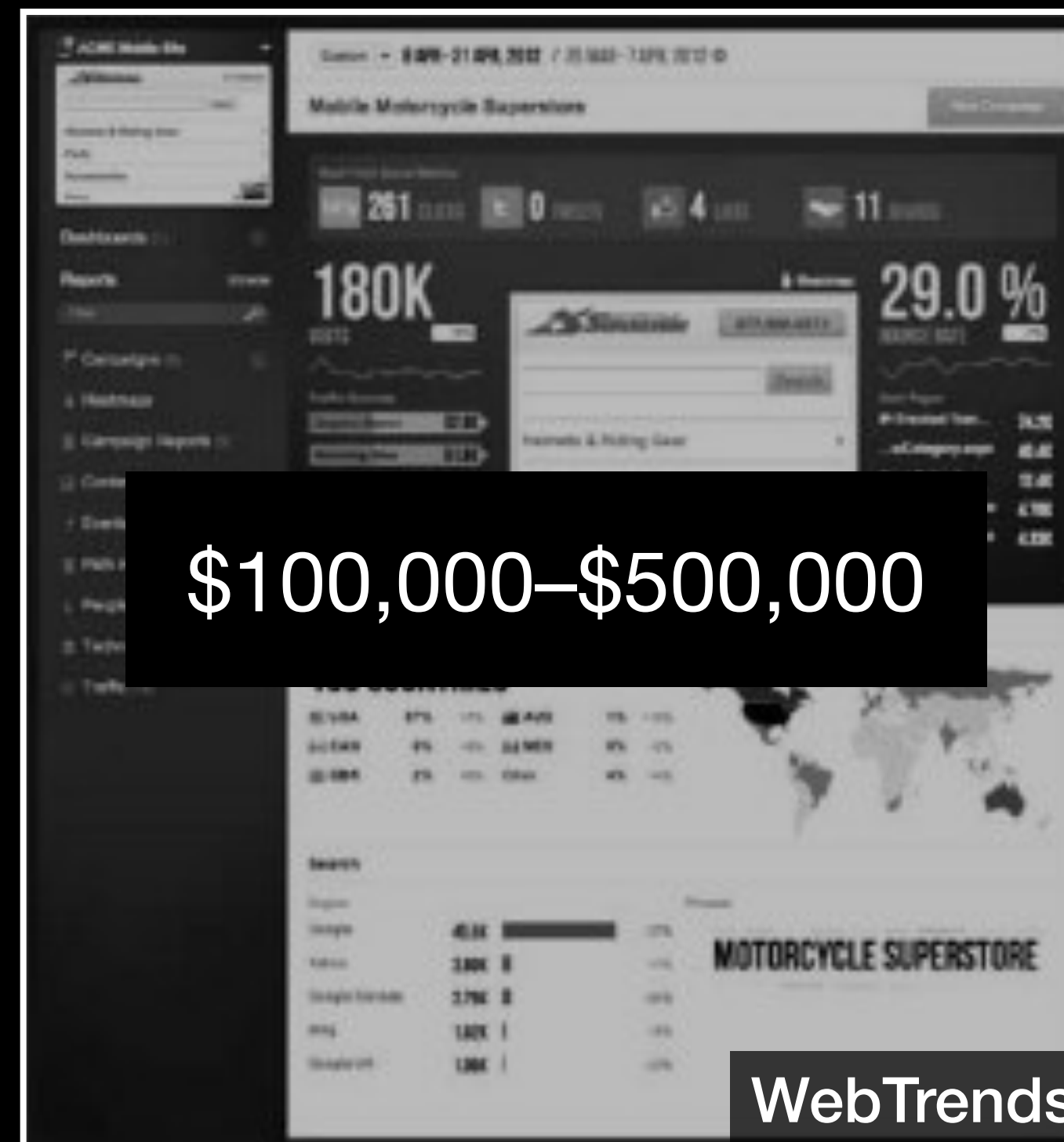
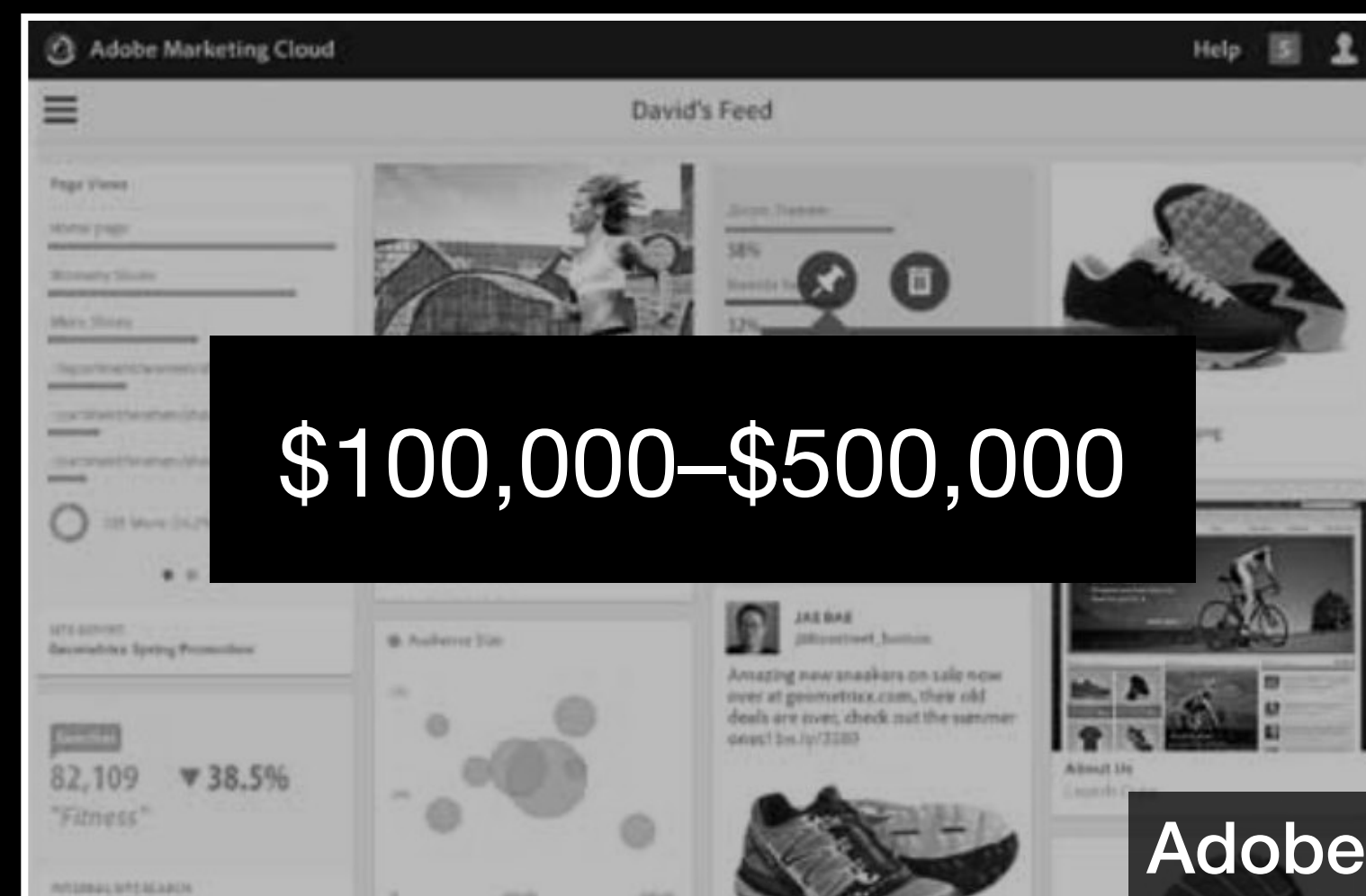
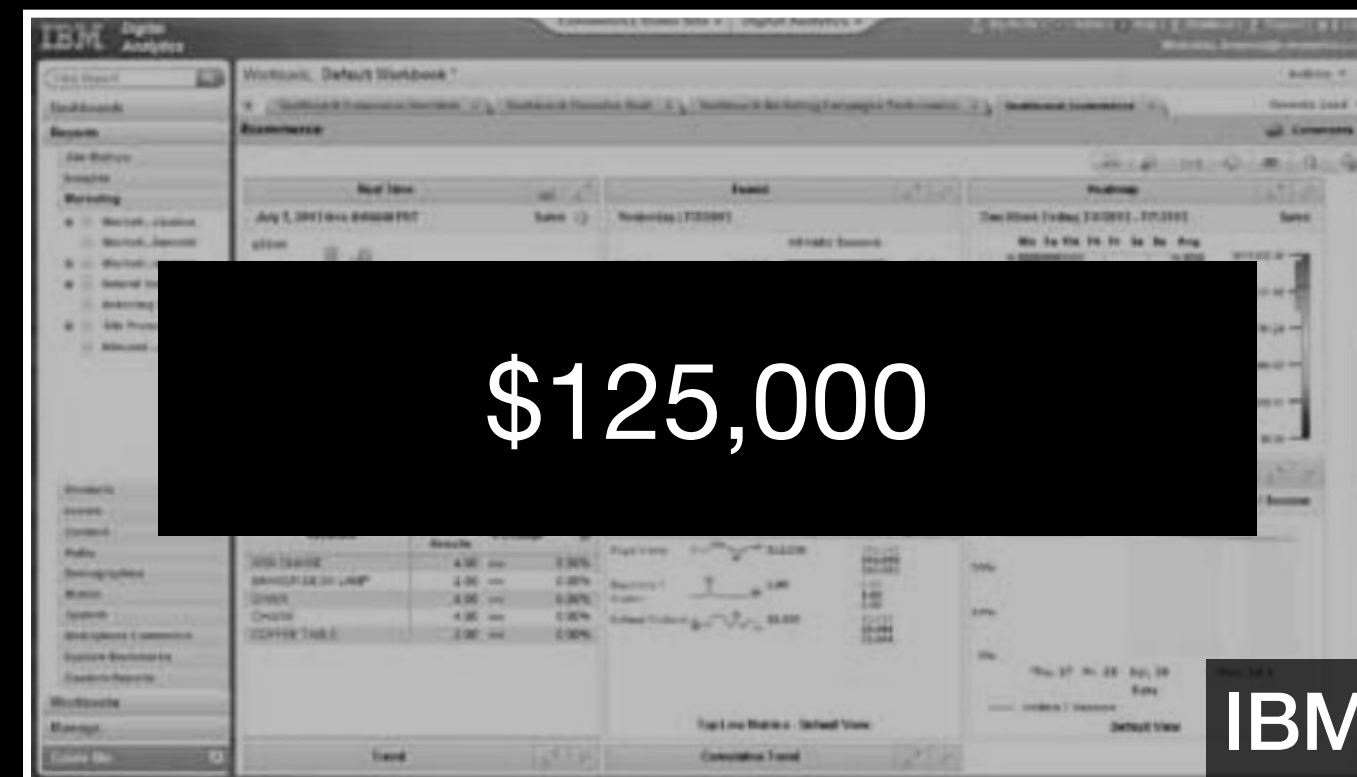
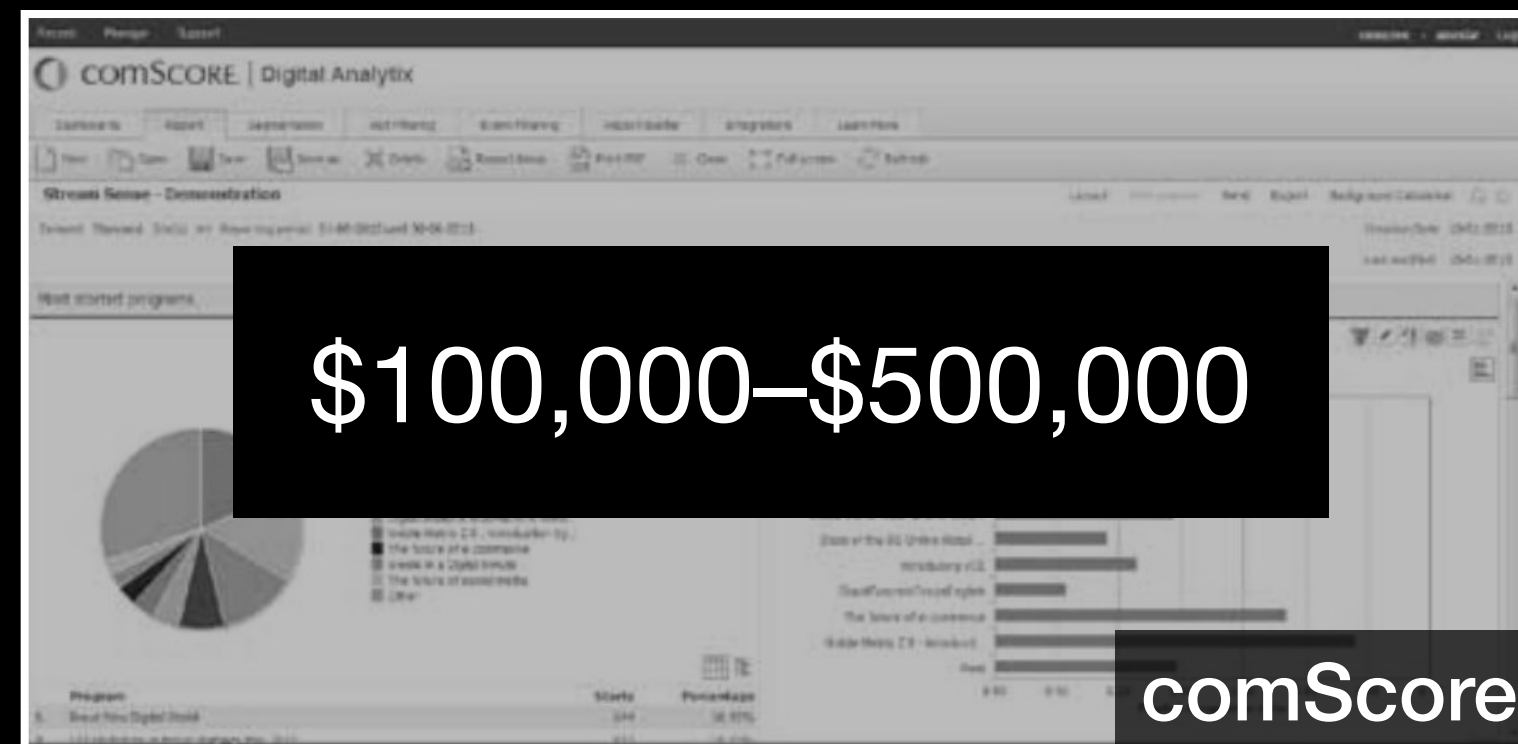


AT Internet



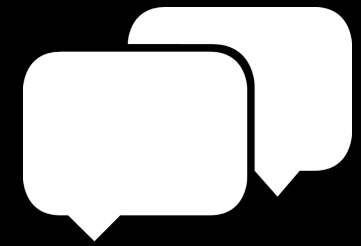
Google Analytics

Enterprise Analysis Tools 2013: The Marketer's Guide(2013),
http://downloads.digitalmarketingdepot.com/rs/thirddoormedia/images/mir_1307_wbanlytc13.pdf

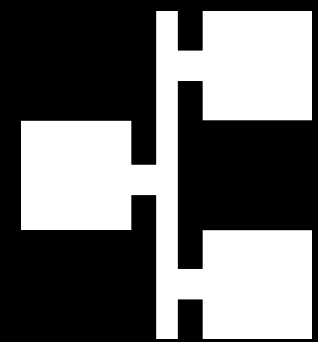


Enterprise Analysis Tools 2013: The Marketer's Guide(2013),
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Analytics can be used to tackle specific marketing problems



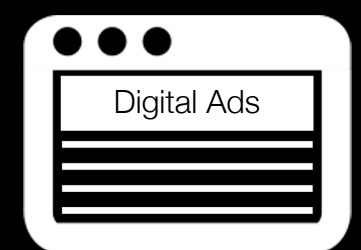
“Multivariate & A/B Testing”: Trying two (or more) creative executions and monitoring response



“Attribution Modeling”: Collecting all interactions for all channels and determining relative impact



“Site Optimization”: Tracking site flow and information architecture to improve the consumer experience

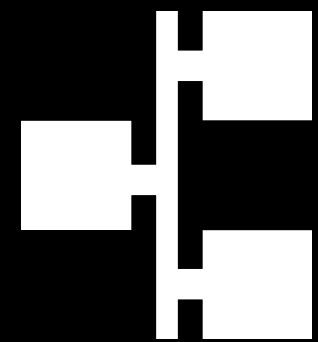


“Media Optimization”: Determining what media works and what does not

Several companies offer specialized Point Solutions



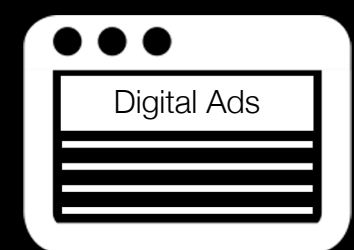
“Multivariate & A/B Testing”: AdWords Campaign Experiments, Maxymiser, Optimizely, Site Spect, Wingify



“Attribution Modeling”: Adometry, C3 Metrics, ClearSaleing (GSI Commerce), Convertro, Visual IQ



“Site Optimization”: Bing Webmaster Tools, Google Webmaster Tools, Piwik, Site Meter, StatCounter, Feedburner



“Media Optimization”: BrightTag, Ensignten, Site Tagger, TagMan, Tealium

Kaushik identifies several categories of marketing analytics

Clickstream Analysis

Analysis of the parts of the screen a computer user clicks on while web browsing or using another software application; clickstream analysis is useful for web activity analysis, software testing, market research, and for analyzing employee productivity

Outcomes Analysis

Analysis of the factors and experiences associated with some business outcome

Voice of Customer

Market research technique that produces a detailed set of customer wants and needs, organized into a hierarchical structure, and then prioritized in terms of relative importance and satisfaction with current alternatives

Experimentation / Testing

Orderly procedure carried out with the goal of verifying, refuting, or establishing the validity of a hypothesis

Competitive Intelligence

Action of defining, gathering, analyzing, and distributing intelligence about products, customers, competitors, and any aspect of the environment needed to support executives and managers making strategic decisions for an organization

... and 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)

... and 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*

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Tools can be prioritized by business size

Business Size	Clickstream Analysis	Outcomes Analysis	Voice of Customer	Experimentation / Testing	Competitive Intelligence
Small	1	2	3		
Medium	2	1	3	4	
Large	3	2	1	4	5

Kaushik offers a comprehensive set of affordable gadgets

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Several free tools help marketers collect valuable data



google.com/trends

Comparative search share, consumer behavior patterns



google.com/trends/correlate

Identify search patterns that statistically correlate with your brand / category based on time or location



google.com/think

One stop shop for consumer insights, marketing trends, and industry data



g.co/consumersurveys

Quick responses to questions on consumer attitudes, brand perception, and purchase intent

Web

Images

News

Videos

Shopping

More ▾

Search tools



About 46,100,000 results (0.52 seconds)

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by Ruxandra Mindruta - in 35 Google+ circles

Aug 9, 2013 - Klout is probably one of the most controversial **social media analytics tools**. There are those who hate it and claim that its scoring system is ...**7 Multi-Platform Social Media Analytics Tools - RazorSocial**www.razorsocial.com/social-media-analytics-tools/ ▾

by Ian Cleary - in 3,293 Google+ circles

Here are 7 **Social media analytics tools** for multiple platforms to help you analyze ... To give you a taste for the platform you can start off using the **free** reports, ...**Ads** ⓘ**Social Media Analytics**www.zoomph.com/ ▾

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Social Media Monitoringwww.laughlin.com/SocialMonitoring ▾

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We help monitor the conversations.

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(312) 422-5900**Social Media Monitoring**www.attensity.com/ ▾Analyze **social media** conversations for real-time customer feedback.

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“[No tool] would be useful unless you had a Michelle or an Amir or Enrique or Sasha who understands your business and has the drive to use the right tool intelligently to deliver actionable insights.”

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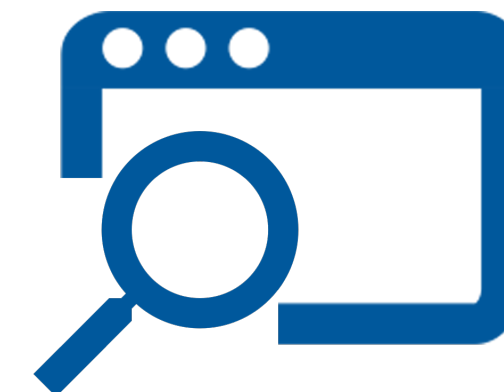
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Enough free tools
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New tools are
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No tool is ever
as a as
the analyst

Supplemental reading for this lesson

- **Tools, tools, for every occasion:**
Peterson, Chapters 5-9
- **An assessment of the most significant web analytics tools:**
<http://www.kaushik.net/avinash/best-web-analytics-tools-quantitative-qualitative/>
- **10 Fundamental Truths About Web Analytics:**
<http://www.kaushik.net/avinash/ten-fundamental-web-analytics-truths/>

References

1. The Third Door Media. Enterprise Analysis Tools 2013: The Marketer's Guide (2013), Retrieved from http://downloads.digitalmarketingdepot.com/rs/thirddoormedia/images/mir_1307_wbanlytc13.pdf
2. iCrossing. Retrieved from <http://www.icrossing.com/>
3. Avinash Kaushik. 2010. "Best Web Analytic Tools." Retrieved from <http://www.inc.com/guides/12/2010/11-best-web-analytics-tools.html>
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