

MMM006-340161 Web Analytics

Programme: Data Engineering



Fall Semester 2018

Lecture 7: Web Analytics Process

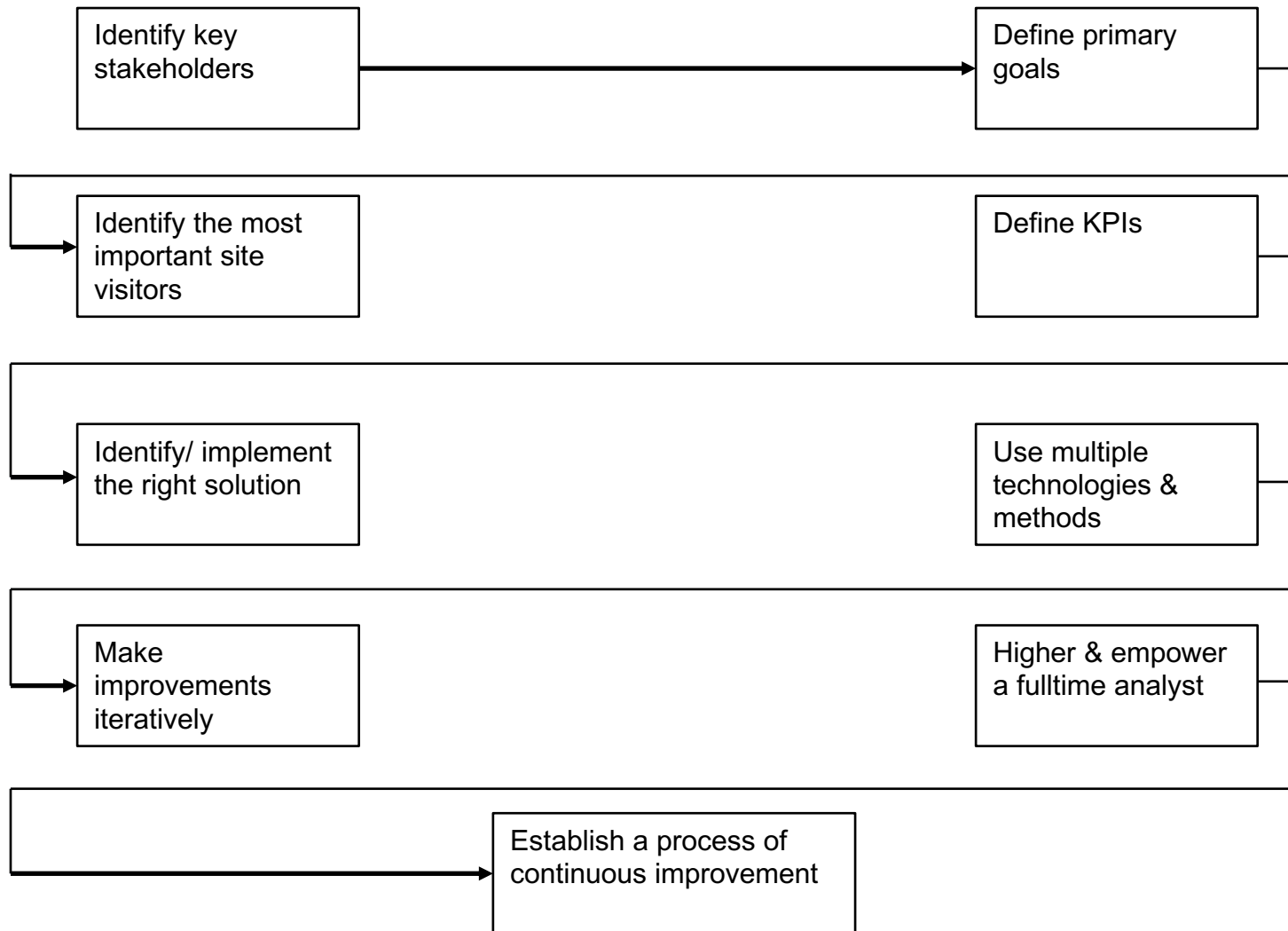
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Objectives

- Review the Web Analytics process

Introduction – best practice



Step 1: identify stakeholders

Stakeholders include the following:

- management,
- site developers,
- visitors,
- anyone who maintains, uses or is affected by the site

Step 2: define primary goals for site

Examples:

- increase revenue
- cutting expenses
- increase customer loyalty

Challenges:

- political interference
- stakeholder conflicts
- inaccurate assumptions

Step 3: identify the most important visitors

Identify critical group of visitors

How do you identify the most important visitors?

- visit site regularly
- stay longer on site
- view the most pages
- purchase the most goods or services
- purchase more frequently
- spent the most money

Step 3: identify the most important visitors

Continued ...

Three types of customers

- customers a company wants to keep who have a high current value & future potential
- customers a company wants to grow e.g., low current value, but high future potential
- customers a company wants to eliminate e.g., low current value, low future potential

Step 3: identify the most important visitors

Continued ...

The most important visitor to the website is the one who ultimately brings in most revenue

What improvements can be made to improve visitor browsing experience & grow more visitors & revenue?

Step 4: determine KPIs

Web Analytics tools monitor KPIs

- Pick the metrics that will be most beneficial in improving site & eliminating ones provide little/ no insights into goals

The type of website helps to determine KPIs to use

- commerce website
- Media content
- Support/ self service

Step 5: identify and implement solution

Identify the best Web Analytics solution to meet organization needs

Consider the following:

- budget
- software flexibility
- easy of use
- compatibility with existing technology
- metrics

Pilot test products of two top vendors

Step 6: use multiple technologies & methods

Use a combination of methods including:

- focus groups
- online surveys
- usability studies
- customer services contact analysis

Step 7: make improvements iteratively

Make gradual improvements

Carry out A/B tests and see how users respond

Implement the changes to improve the site

Step 8: hire and empower a fulltime analyst

Hire a specialist

- understands organizational needs
- good communicator with stakeholders
- s/he has understanding of technology & marketing
- has respect, credibility, authority and is already an employee

Step 9: press for continuous improvement

Carry out continuous evaluation

- review goals & metrics
- Monitor new changes & features as they are added to the site

How to select Web Analytics tools

1. Difference with free Web Analytics tools?
2. Software version exists?
3. Data capture methods?
4. Total cost of ownership?
 - cost per pageview
 - incremental costs
 - annual support costs
 - costs of additional hardware, admin costs, etc

How to select Web Analytics tools

5. Support offered?
6. Features to segment data?
7. Data export functionality?
8. Integrating data from other sources?
9. Features and development?
10. Why did you lose your last 2 clients? Who are they using now?

How to select KPIs

1. Motivate – are goals relevant to everyone involved?
2. Manage – encourage collaboration
3. Monitor – track KPIs
4. Measure
 - identify root causes

How to select KPIs

Select KPIs based on Web Site type. Each website belongs to one of four types

- commerce
- lead generation
- content/ media
- support/ self service

Commerce

- average order value
- average visit value
- bounce rate
- conversion rate
- customer loyalty

Content / media

- new visitor retention
- page depth
- returning visitor ratio
- visit depth

Lead generation

- bounce rate
- conversion rate
- cost per lead
- traffic concentration

Support

- bounce rate
- customer satisfaction
- page depth
- top search terms

