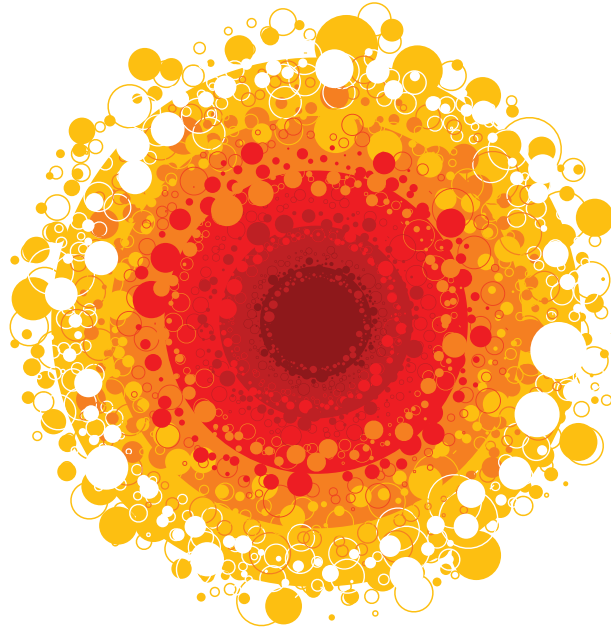


AVINASH KAUSHIK



Web Analytics 2.0

[THE ART OF ONLINE ACCOUNTABILITY
& SCIENCE OF CUSTOMER CENTRICITY]



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Praise for *Web Analytics 2.0*

When it comes to the digital marketing channels and understanding what and why people do things online, there is no one smarter than Avinash Kaushik. His first book, Web Analytics: An Hour a Day, should be on every marketer's desk. Now, with Web Analytics 2.0, there's a worthy accompaniment. When people ask, 'Who is the smartest guy in the room when it comes to online marketing?' only one name comes to mind: Avinash. I'd tell you to buy this book, but I would prefer if you didn't. I'd love to keep these concepts and theories all to myself and my clients. Yes, it's that powerful, awesome, and actionable.

—MITCH JOEL, president of Twist Image and author of *Six Pixels of Separation*

Analytics is vitally important, and no one (no one) explains it more elegantly, more simply, or more powerfully than Avinash Kaushik. Consider buying up all the copies of this book before your competition gets a copy.

—SETH GODIN, author, *Tribes*

Lots of companies have spent lots of time and money collecting data—and sadly do little with it. In Web Analytics 2.0, Avinash Kaushik helps us grasp the importance of this underused resource and shows us how to make the most of online data and experimentation.

—DAN ARIELY, professor of Behavioral Economics, Duke University and author of *Predictably Irrational*

Kaushik takes the witchcraft out of analytics. If venture capitalists read this book, they would fire half of the CEOs that they've funded.

—GUY KAWASAKI, co-founder of Alltop & Garage Technology Ventures

Web Analytics 2.0

Web Analytics 2.0

The Art of Online Accountability &
Science of Customer Centricity

Avinash Kaushik



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Copyright © 2010 by Wiley Publishing, Inc., Indianapolis, Indiana
Published simultaneously in Canada
ISBN: 978-0-470-52939-3

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Library of Congress Cataloging-in-Publication Data is available from the publisher.

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Dear Reader,

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Best regards,

A handwritten signature in black ink, appearing to read 'Neil Edde', with a stylized, flowing script.

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Vice President and Publisher
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To the wind beneath my wings, my inimitable wife Jennie.



Acknowledgments

Were it not for the love, patience, and support of my family, it would be impossible to write this book and hold down a few full-time jobs, advise three companies, write a blog, and travel the world evangelizing the awesomeness of data. I'm lucky. My wife Jennie is my biggest cheerleader and counsel, and for that I shall remain in debt to her for several lifetimes. My daughter Damini's courage and kindness is a constant source of inspiration. My son Chirag's intellect and energy reminds me to always be curious and strive for more.

I would like to express my deep appreciation to the readers of my blog, Occam's Razor. In approximately three and a half years I have written 411,725 words in my 204 blog posts, and the readers of my blog have written 615,192 words in comments! Their engagement means the world to me and motivates me to make each blog post better than the last. It is impossible to thank each person, so on their behalf let me thank three: Ned Kumar, Rick Curtis, and Joe Teixeira.

As the song goes, *I get by with a little help from my friends...* in the last few years I have benefited from the help of two dear friends in particular. Bryan Eisenberg, the author of *Always Be Testing*, has consistently shared life lessons about this business and helped a ton with my own journey. Mitch Joel, the author of *Six Pixels of Separation*, has helped me become a better public speaker and, as if that were not enough, connected me with anyone worth connecting to! Thanks, guys.

A huge motivation behind this book was the incredible work done by The Smile Train, Doctors Without Borders, and Ekal Vidyalaya. They make the world a better place, and I feel blessed that the money raised by my books helps me be a small part of their mission.

Last, but not least, my fantastic team at Wiley. This book was written and published at a pace that would drive mere mortals crazy, but not them. They worked harder than I did, they pushed deadlines (and me!), and they made the impossible happen. Stephanie Barton, Kim Wimpsett, Liz Britten, and Willem Knibbe, you rock!

About the Author



Avinash Kaushik is author of the best-selling book *Web Analytics: An Hour a Day* (<http://www.snipurl.com/wahour>). He is also the analytics evangelist for Google and the cofounder of Market Motive, Inc.

As a thought leader, Avinash puts a commonsense framework around the often frenetic world of web analytics and combines that framework with the philosophy that investing in talented analysts is the key to long-term success. He is also a staunch advocate of listening to the consumer and is committed to helping organizations unlock the value of web data.

Avinash works with some of the largest companies in the world to help them evolve their online marketing and analytics strategies to become data-driven and customer-centric organizations. He recently received the 2009 Statistical Advocate of the Year award from the American Statistical Association.

He is also a frequent speaker at industry conferences in the United States and Europe, such as Ad-Tech, Monaco Media Forum, iCitizen, and JMP Innovators' Summit, as well as at major universities, such as Stanford University, University of Virginia, and University of Utah.

You'll find Avinash's web analytics blog, Occam's Razor, at www.kaushik.net/avinash.

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