An Introduction to Web Metrics.

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Agenda

1. What are Web Metrics?

2. Business Aspects: How to Build a Metrics Strategy.

3. Technical Aspects: Web Analytics Tools.

4. A Few Examples of Web Metrics.

5. Challenges of what to do with the data.

Sun Microsystems
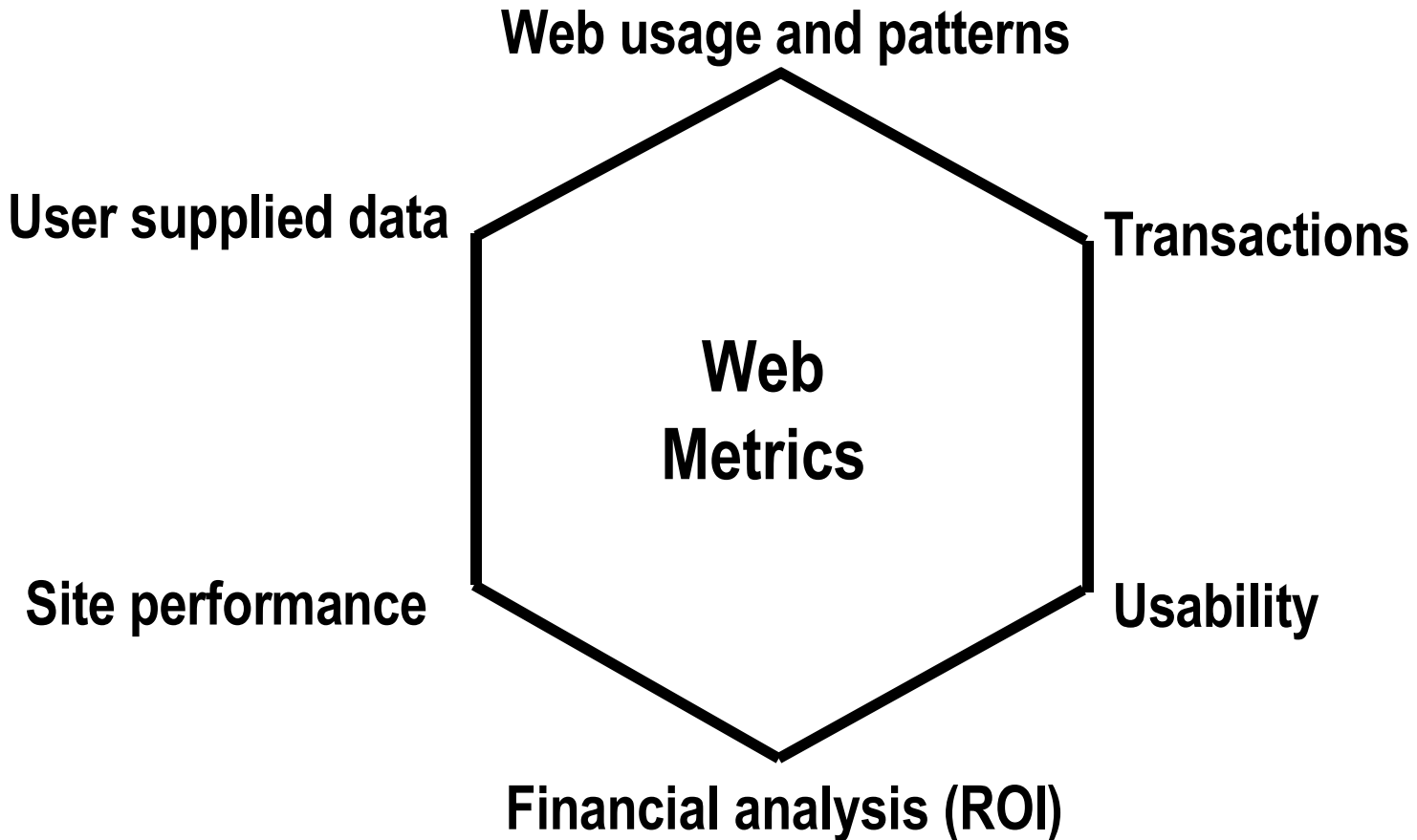
What are Web Metrics?

The Problem

How many million dollars are you investing in your Web Project?

You better have a data based approach to prioritize and guide your effort, and to justify your results.

How to Use Metrics to Manage and Understand Your Web Site

- **What should you measure?**

- **How do you measure it?**

- **What do you do with the data once you have it?**

Example: Web Sales

Possible Metrics

- Units Sold

- Revenue

- % Completing Sale

- Referring Web Sites

- Number of Prior Visits

- Exit Pages

Sensible things to measure.

But why are you measuring them?

A Metrics Framework

Possible Metrics

- Units Sold

- Revenue

- % Completing Sale

- Referring Web Sites

- Number of Prior Visits

- Exit Pages

Measure to Control
(Key Performance Indicators, KPIs)

Units Sold
Revenue
% Completing Sale

Measure to Analyze

Referring Web Sites
Number of Prior Visits
Exit Pages

A Metrics Framework

Measure to Control

Units Sold
Revenue
% Completing Sale

MTC Metrics (KPIs)
Used to monitor business or customer value.

Quantitative
("Goodness" direction & Trend charts.)

Answers "How much?",
"How Many?", "How Often"

Measure to Analyze

Referring Web Sites
Number of Prior Visits
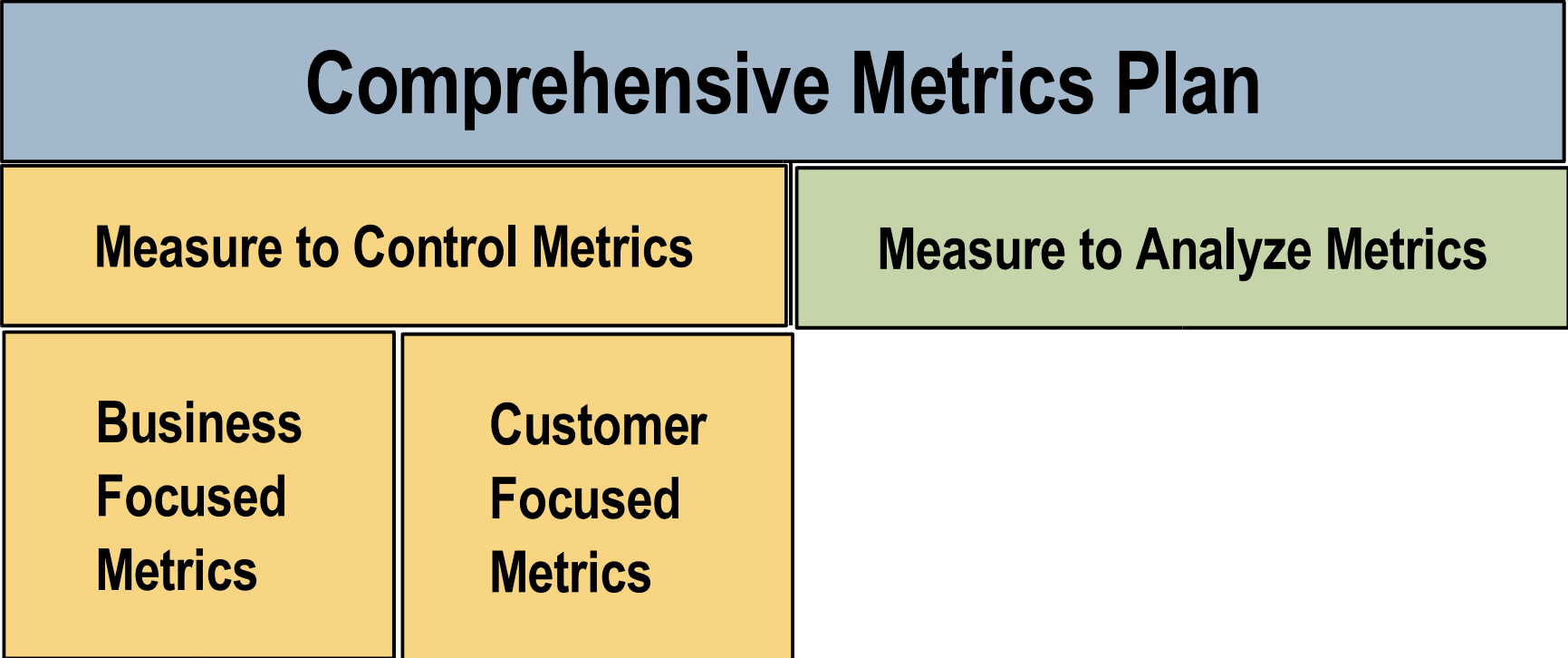**Exit Pages**

MTA Metrics
Used to understand web use, and trends or changes in MTC metrics.

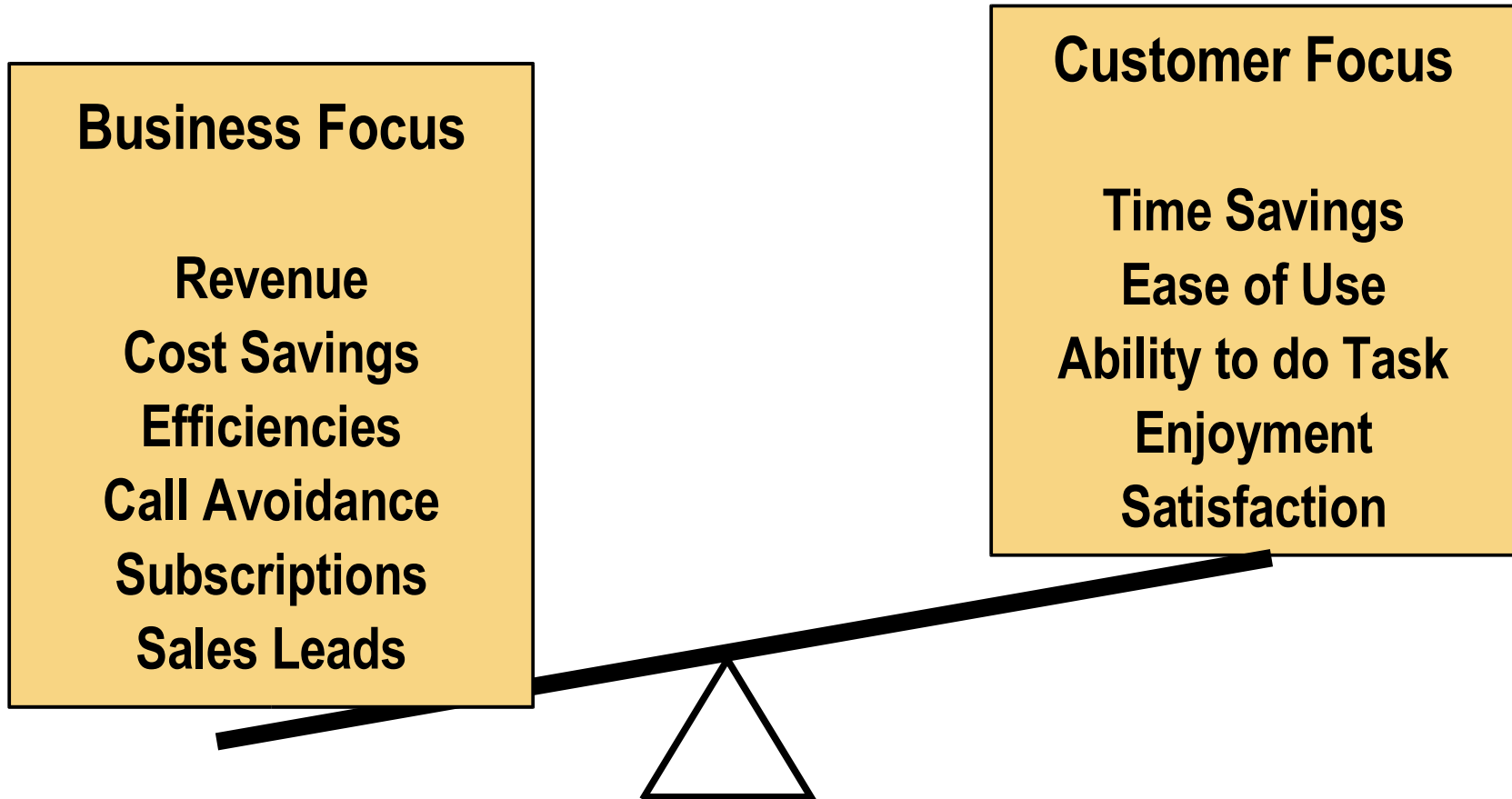**Qualitative or quantitative.**

Answers "Why?", "Who?",
"Where?", "How are users..?"

Creating a Metrics Plan

1. Use MTC and MTA metrics cooperatively.
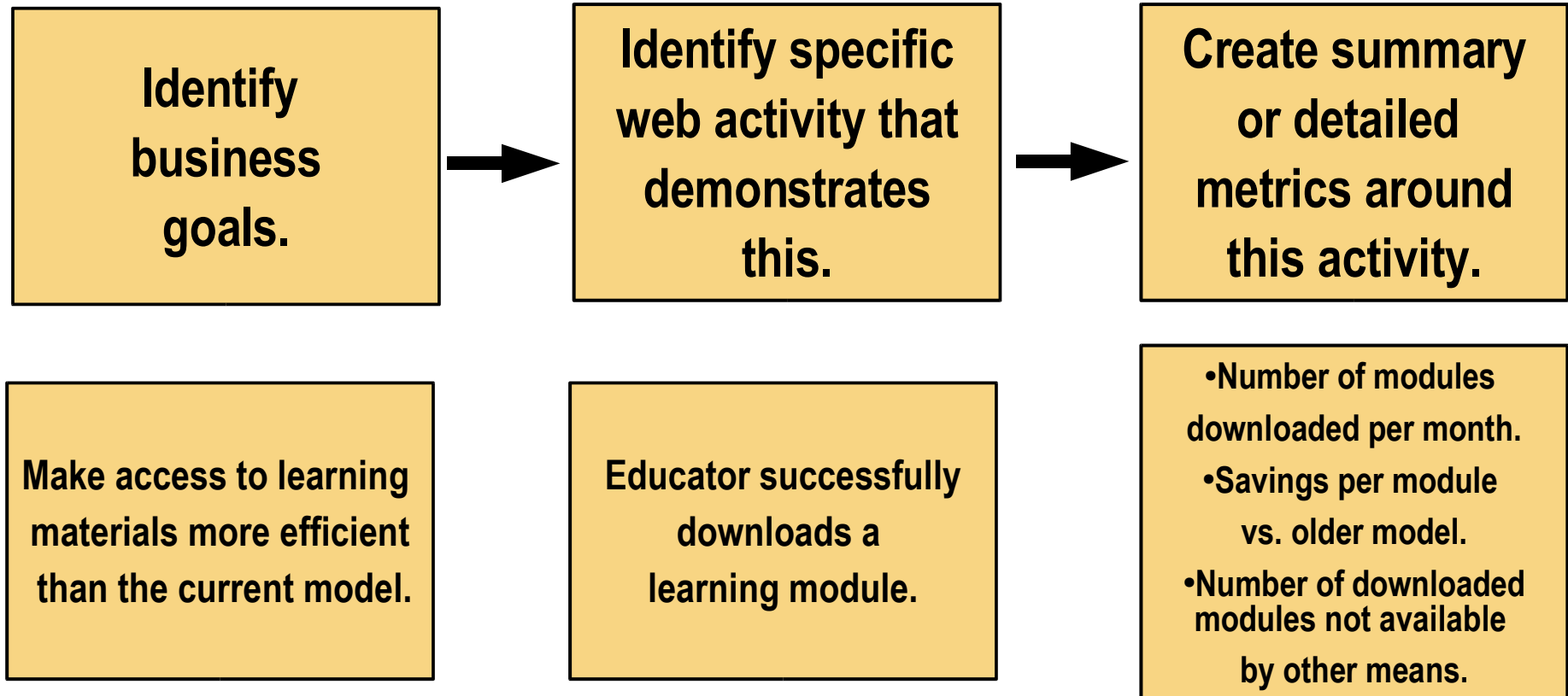2. Usually create list of MTC metrics first.
3. Use MTAs for insight into MTCs.

Comprehensive Metrics Plan	
Measure to Control Metrics	Measure to Analyze Metrics
Business Focused Metrics	Customer Focused Metrics

Business vs Customer Focus

Business Focus

Revenue
Cost Savings
Efficiencies
Call Avoidance
Subscriptions
Sales Leads

Customer Focus

Time Savings
Ease of Use
Ability to do Task
Enjoyment
Satisfaction

Don't want to optimize one at the expense of the other!

How to Create Business Focussed MTC Metrics

"Business Goal Mapping"

Identify business goals.	→	Identify specific web activity that demonstrates this.	→	Create summary or detailed metrics around this activity.

Make access to learning materials more efficient than the current model.	Educator successfully downloads a learning module.	• Number of modules downloaded per month. • Savings per module vs. older model. • Number of downloaded modules not available by other means.

How to Create Customer Focussed MTC Metrics

"Task Flow Charting"   (Moments of Truth)
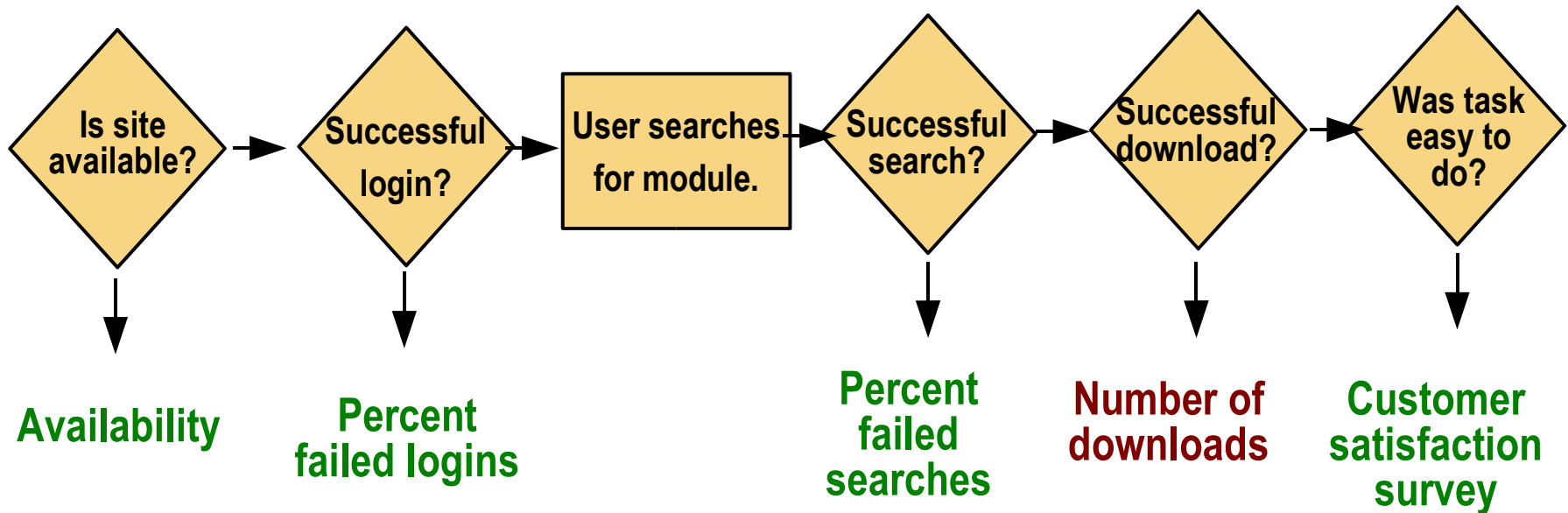
Creating a Metrics Plan

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Comprehensive Metrics Plan		
Measure to Control Metrics		**Measure to Analyze Metrics**
Business Focused Metrics	**Customer Focused Metrics**	**How do you create this part?**
Trend charts	**Trend charts**	Analysis explains trends and guides improvement.

How to do analysis

Ask "Why?" and "Why not?"

Ask "How do users actually do X compared to how we think they do?"

Ask "Who are my users and are they all the same?"

Examples of Measure to Analyze Metrics:

- Clickpaths from a page.
- Most popular links on a page.
- User segmentation (profiles, needs, habits, valuation...)
- Search term analysis.
- A/B studies & controlled experiments.
- User surveys.
- Usability studies.

Putting it All Together

1. Use MTC and MTA metrics cooperatively.
2. Usually create list of MTC metrics first.
3. Use MTAs for insight into MTCs.

Comprehensive Metrics Plan		
Measure to Control Metrics		**Measure to Analyze Metrics**
Business Focused Metrics	**Customer Focused Metrics**	Click paths Surveys Search term analysis User segmentation A/B studies & experiments
Trend charts	**Trend charts**	Analysis explains trends, guides improvement, shows opportunities.

Tool Considerations

Technology:

- **Page tags**

- **Server Log Files**

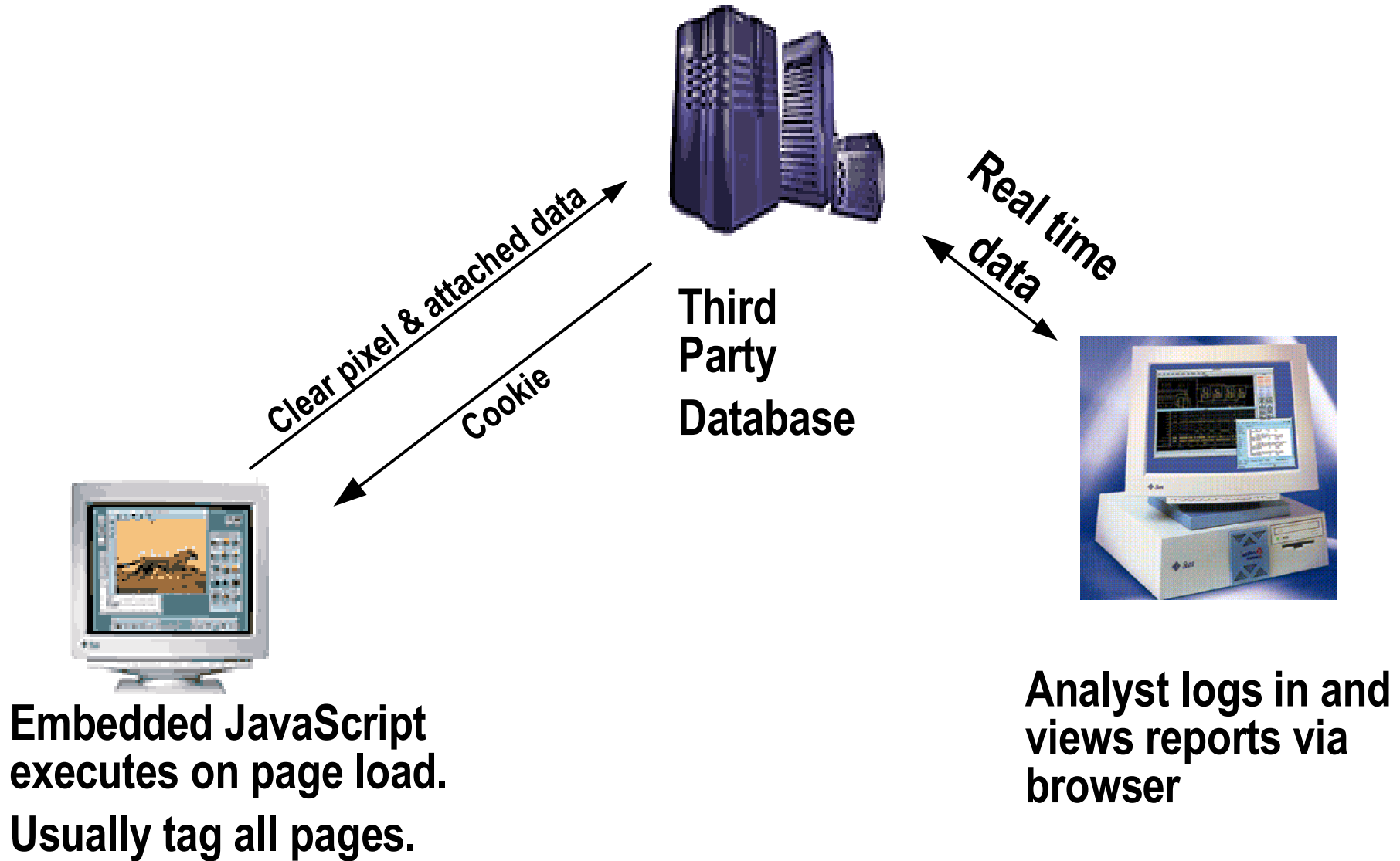- **Hybrid Solutions**
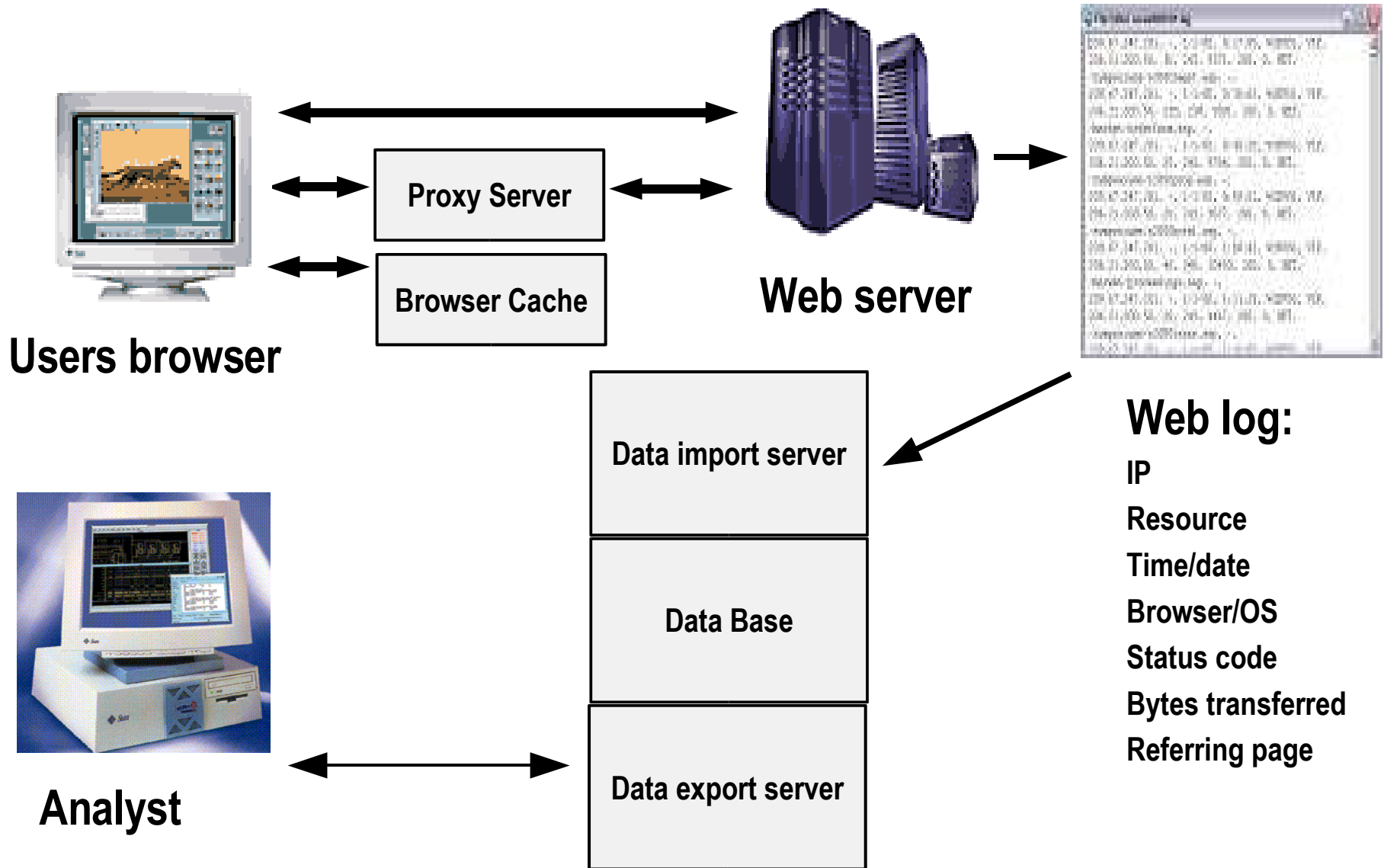
Business Models:

- **ASP**

- **In House**

Web Usage & Patterns
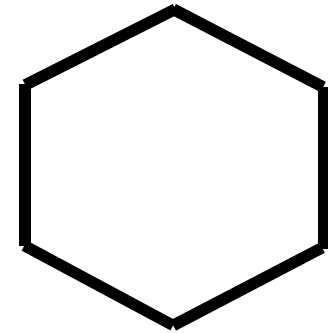
Mix and match technology and business models.

Need to pick right solution for your business!

Page Tags

Clear pixel & attached data

Cookie

Real time data

Third Party Database

Embedded JavaScript executes on page load.

Usually tag all pages.

Analyst logs in and views reports via browser

Server Logs

Users browser

Proxy Server

Browser Cache

Web server

Data import server

Data Base

Data export server

Analyst

Web log:

IP
Resource
Time/date
Browser/OS
Status code
Bytes transferred
Referring page

Comparison: Tags, Logs

Data originates at user's browser.

Data collection is programmable.

Business model is typically an application service provider.

More common.

Some privacy concerns.

Trouble with non html pages.

Pay by page view.

~10-20 cents/1000 page views

Data originates at web server.

Data is (usually) limited to what is in log file.
Business model is typically self-managed.

Less common.

Fewer privacy concerns.

Trouble with dynamic content.

Pay for infrastructure (fixed cost).
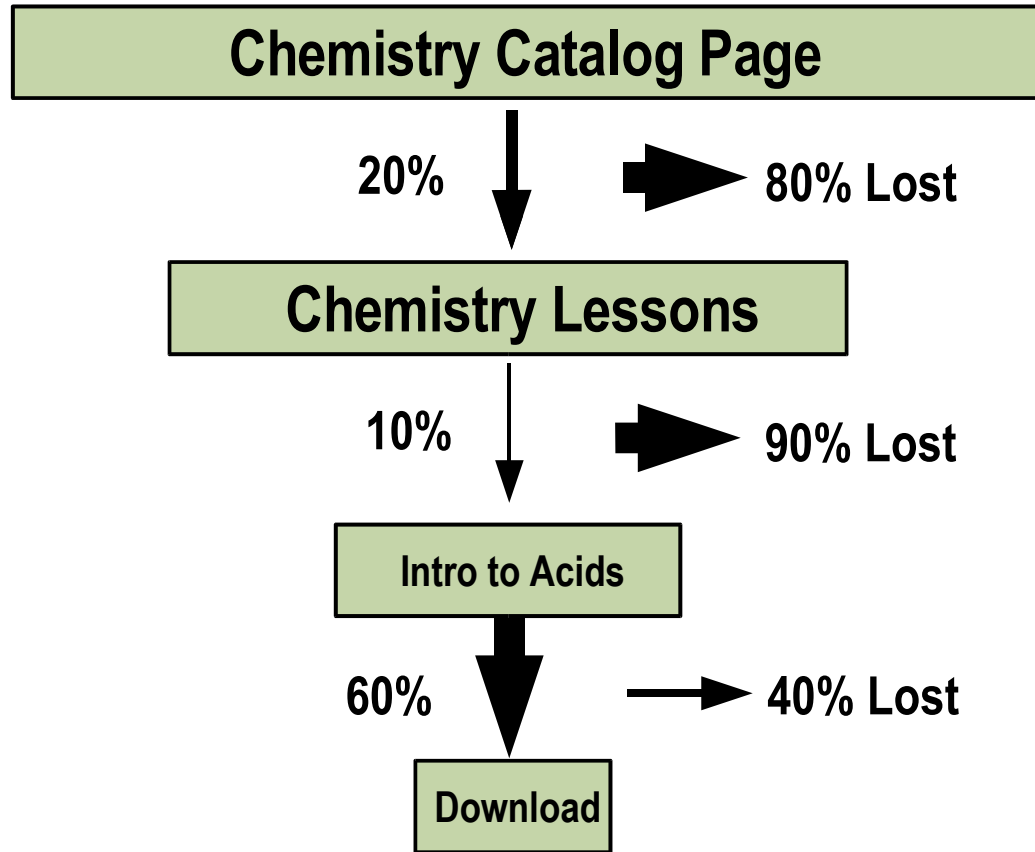
Basic Usage Levels

Traffic Volume
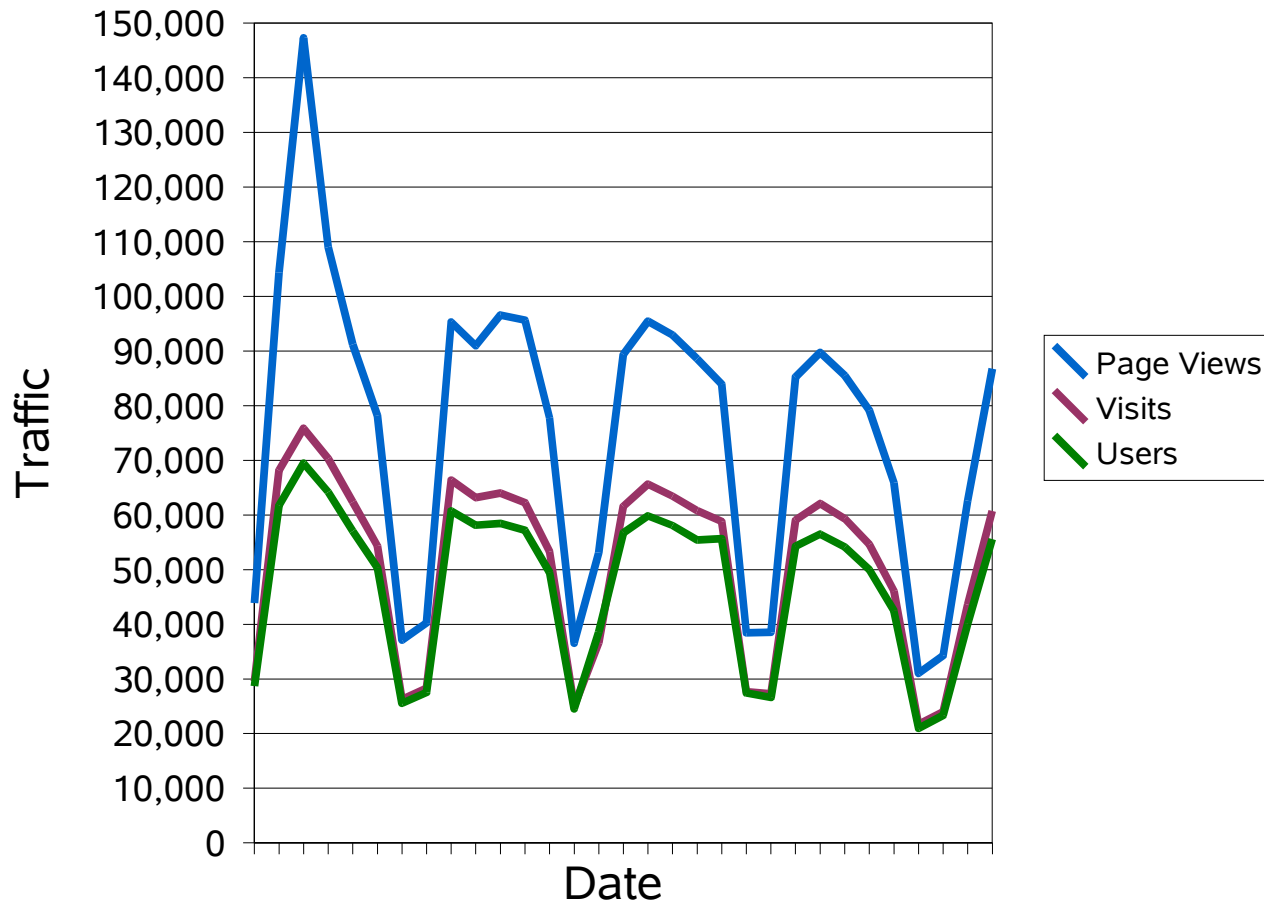
- Page views, visits, users are the most basic metrics.

- Shows "Reach" of site.

- Doesn't necessarily show value.

- A starting point, not an ending point.

- Don't get stuck here.

Click Path Report

Exit Site 20%

Homepage 22,305

Search 15%

Search

Exit Site

Homepage

Login

Products

Products 13%

Homepage

Servers

Search

Exit Site

Downloads

Login 10%

Exit Site

Login

Register

FAQs

Products

Other 42%
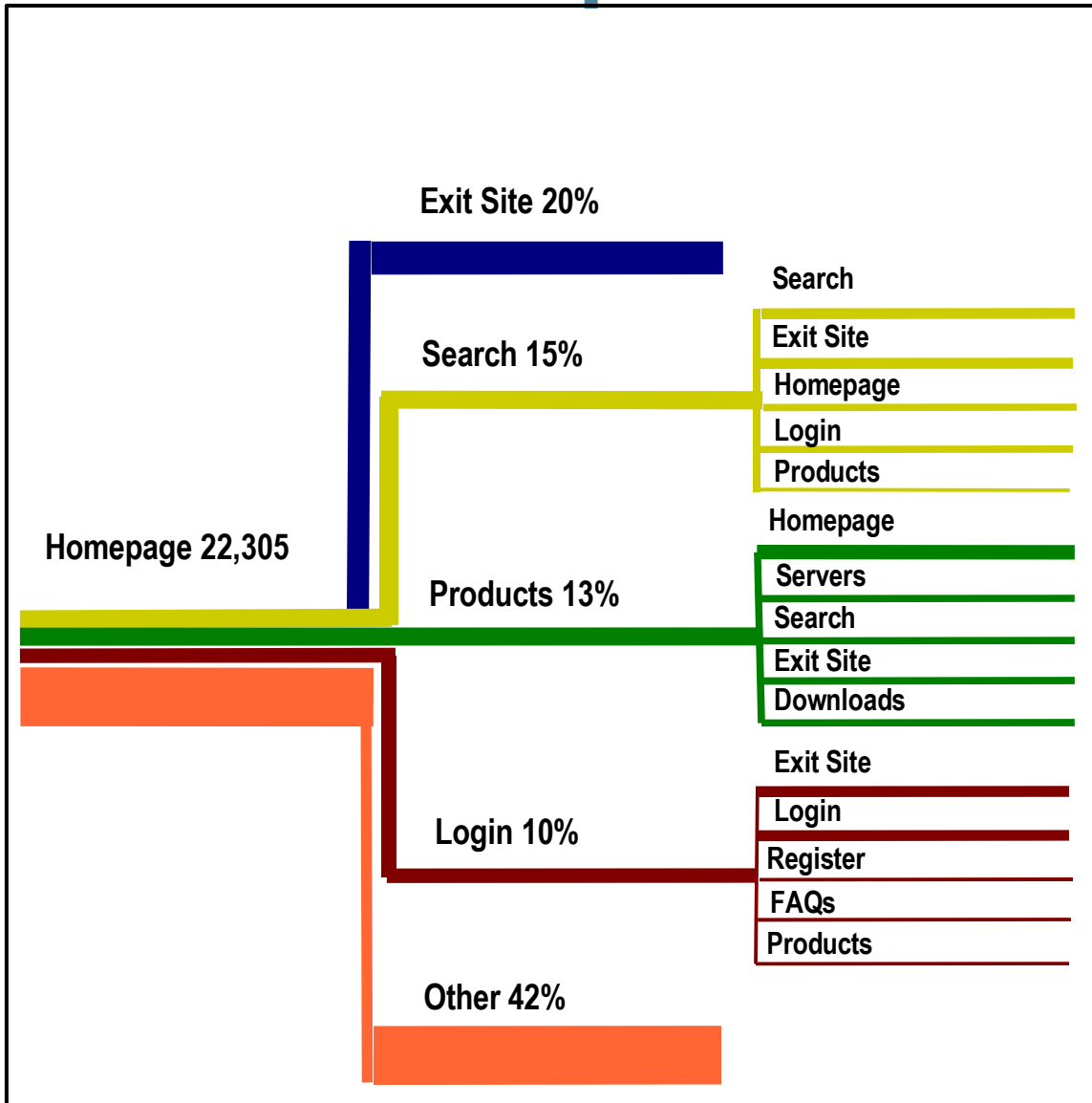
- Pick any starting page.

- Line thickness shows user flow.

- Can also show "previous page" flow.

- A great "Measure to Analyze" metric.

- Compare expected paths to actual paths.

Conversion Measurement

Chemistry Catalog Page

20% ➡ 80% Lost

Chemistry Lessons

10% ➡ 90% Lost

Intro to Acids

60% → 40% Lost

Download

- Define checkpoints to analyze conversion of key processes on your web site.

- Important analytical tool for optimization.

- Compare to expectations.

- Use in conjunction with click pathing report.

1,188 Clicks Rank #2

1,356 Clicks Rank #1

845 Clicks Rank #3

777 Clicks Rank #4

89 Clicks Rank #24

- Overlay Maps
- Easy and intuitive.
- Shows most used links on the page.
- Compare to expectations.
- Compare to most valuable "real estate".

Altered data.

Geosegmentation

- Uses IP locating.

- Some services as high as 99% accurate at the country level.

- Example: www.digitalenvoy.net

- Useful to show where customers come from.

- Influence your project funding agents.

Reports color code regions with most users for your site.

What do you do with the data once you have it?

Typical pitfalls and solutions.

What do you do with the data once you have it?

- **Establish a process for utilizing data to identify problems and recommend solutions.**

- **Be sure Control Metrics are tied to organizational goals.**

- **Focus on actionable data. Avoid data overload.**

Advice courtesy of...

www.zaaz.com

What do you do with the data once you have it?

- Prioritize initiatives based on impact.

- "Monetize" impact of all changes.

- Get the data in the hands of the right people.

- Pursue data integration via cross functional teams.

Advice courtesy of...

www.zaaz.com

What do you do with the data once you have it?

- Tie individual goals to improving metrics.

- Start small. Show success.

- Don't let data stifle creativity.

- Dedicate people to emetrics to keep it moving forward.

Advice courtesy of...

ZAAZ
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