

Using Web Analytics to Tune your Digital Marketing and Drive your Online Business

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drive your online business

[drive]

v. drove, driven, driving

To move along or advance quickly as if pushed by an impelling force

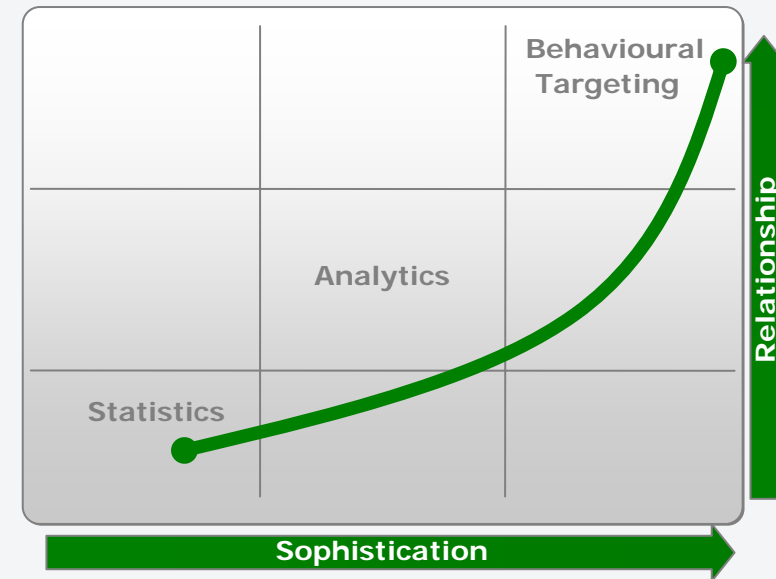
agenda

- What is Web Analytics?
 - Data Models
 - Available Information
 - Visitor Identification
- Campaign Optimisation
 - The Ad Vendor's View
 - The Site Manager's View
- Behavioural Targeting
 - Integration
 - Email
 - Direct Mail



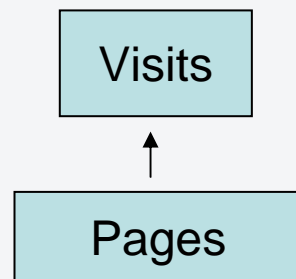
what is web analytics?

- Page Statistics (Reporting)
 - Page Views & Visits
 - Volumes & Dashboards
- Enterprise Analytics
 - Wisdom of the Crowd
 - Individual Visitors
 - Browsers
 - Prospects
 - Customers / Donors
 - Profiling & segmentation
 - System integration

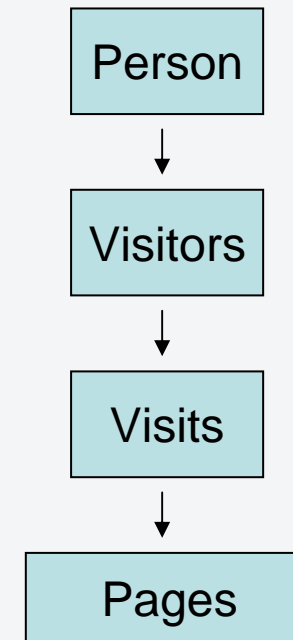


web analytics data models

Page View Centric



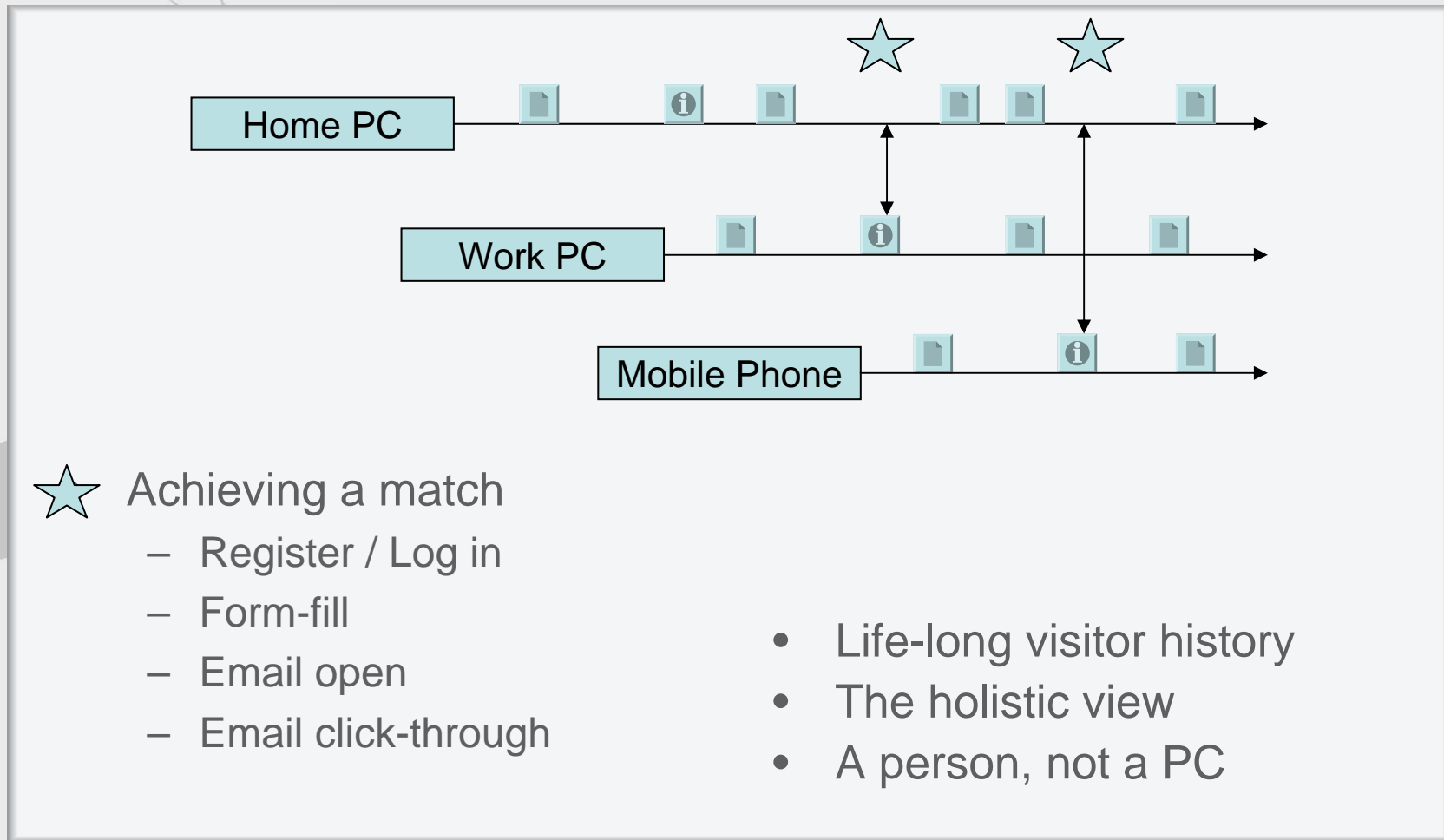
Visitor Centric



available information

- Geography - Country / Region (Town)
- Campaigns – Email / Promotions / Affiliates / Banners / Links / Offline
- Search Terms - Search Engine / PPC
- Forms – Business data (Site Search / Interest / Demographics)
- Content – Pages / Channels
- Calendar – Dates / Times / New / Repeat / Frequency / Recency
- Technical – Browser / Operating System / ISP / Organisation
- Commerce - Products / Values / Currency
- Inference:
 - Needs, Wants, Desires, Preferences, Affinity, Attitudes etc.

visitor identification



agenda

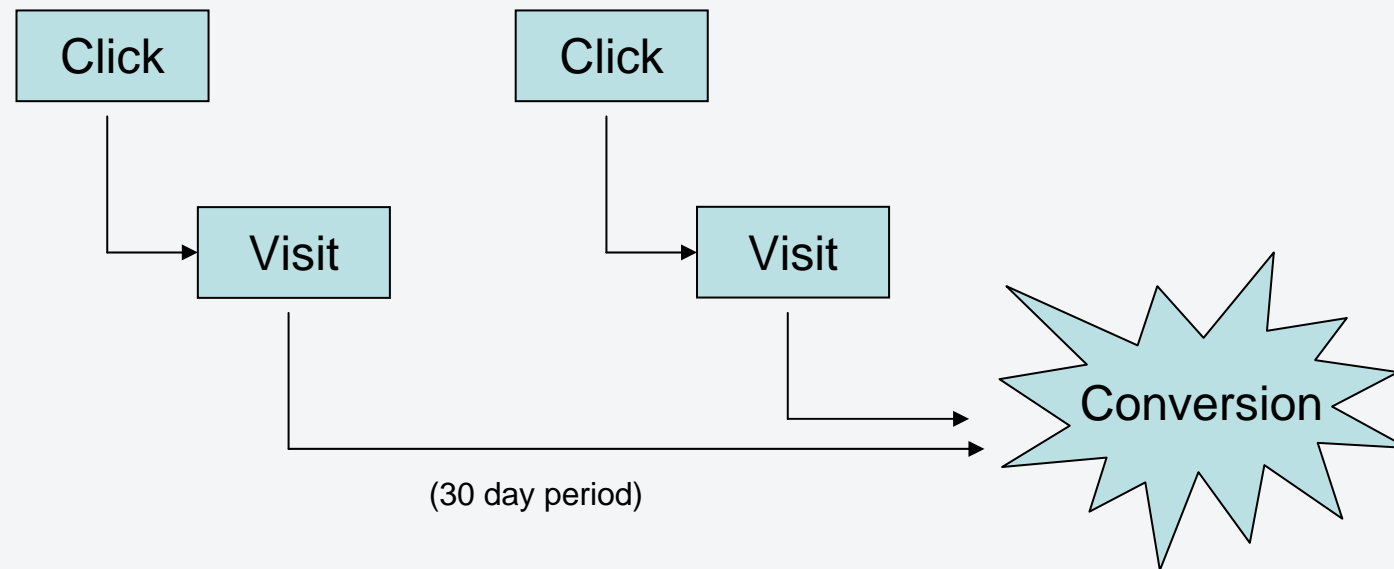
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campaign optimisation

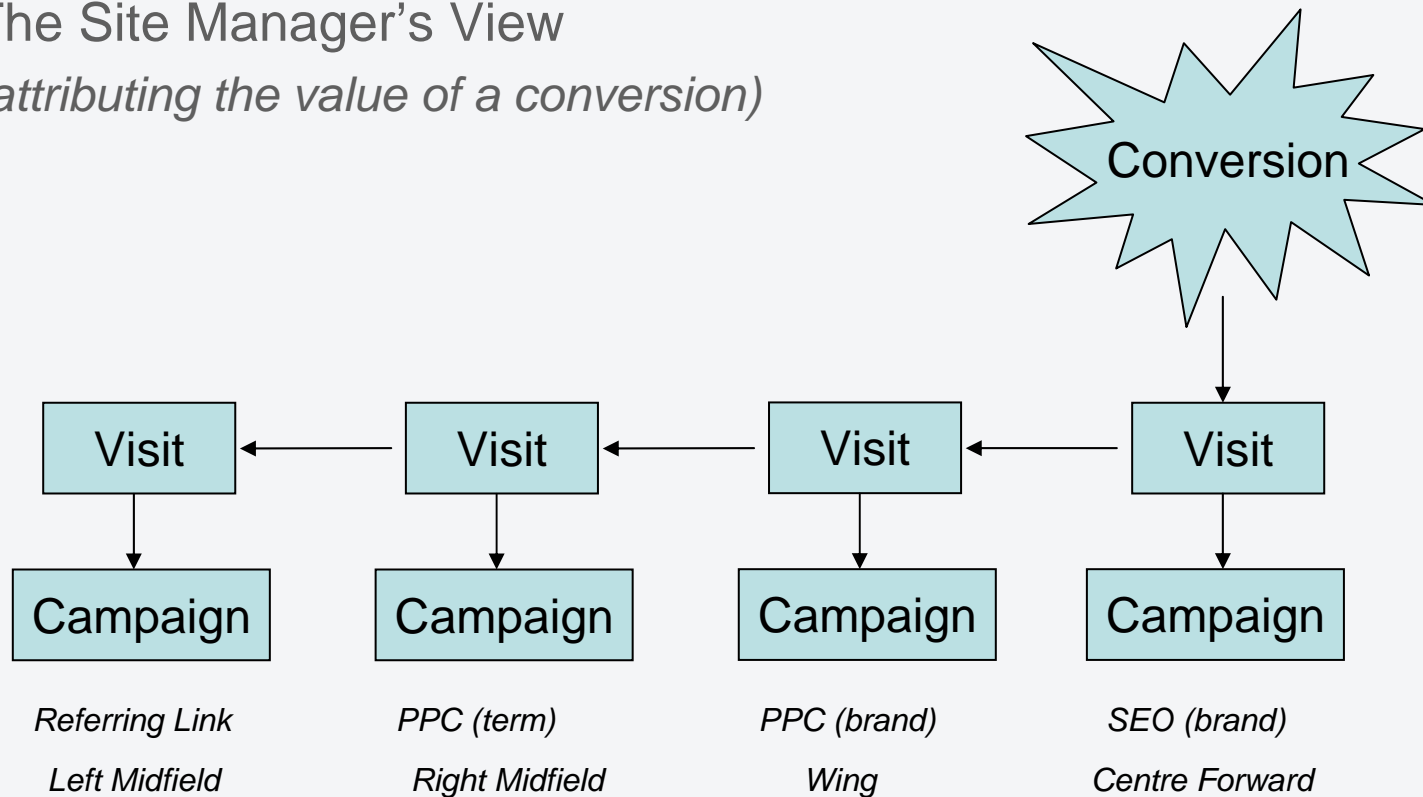
The Ad Vendor's Model
(justifying the cost of a click-through)

- *Event centric*
- *Double counting*



campaign optimisation

The Site Manager's View
(attributing the value of a conversion)

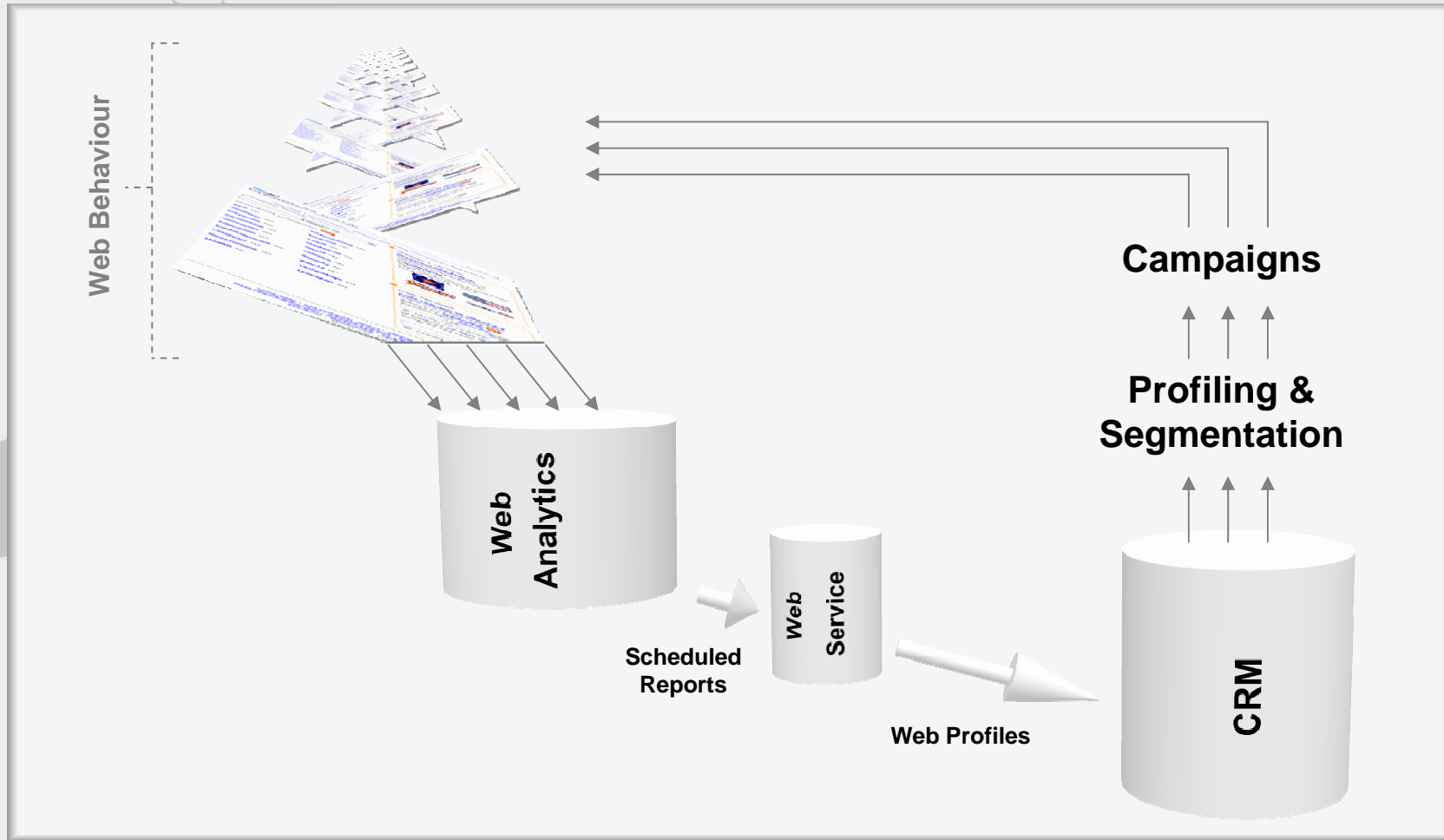


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integration



behavioural targeting – email

- Responsible holidays & travel
- PPC / SEO / Email / Affiliates / Links
- Regular Email Newsletter
 - Special promotions
 - New destinations
- Infrequent purchase
- Declining open rates
 - Send more?
 - Improve targeting
 - Personalise



behavioural targeting - email

Standard Personalisation

Behaviourally Targeted Promotions

- Search terms used
- Pages visited

Standard Promotions

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See an [online ezine here](#). To stop these emails unsubscribe [here](#).

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Dear [\[Name\]](#),

This week we've chosen some of our favourite adventures, from seeing orangutans in Borneo to exploring the Australian Outback, as well as ways to challenge yourself and a few holidays closer to home.

Justin and the responsibletravel.com team


Get ceNTred - Australia's Outback Northern Territory

Interested in beach holidays? >>


				
Sardinia beach hotel in Bari Sardo, Italy From €55 - €120 per double room per night more >>	Beach holiday in Cirali, Turkey From €690 per chalet per week more >>	Ilha Grande ecolodge accommodation, Brazil From approx £35 - £54 per room per night more >>	Lesvos beach resort, Greece €665 - €1805 (7-14 nights) inc UK flights more >>	Zanzibar beach holiday accommodation From US \$60 - US \$135 per person per night more >>

>> More holiday selections

Discover the Northern Territory >>

	Uluru tour in the Northern Territories more >> Adventure in Australia's Red Centre from AU \$725 (3 days) ex flights
	Kakadu National Park tours more >> Discover this world heritage site from AU \$1890 (5 days) ex flights
	Australian outback tours from Alice Springs more >> Explore the Australian outback from AU \$992 (4 days) ex flights
	West MacDonnell Ranges tours more >> The best of the Alice Springs region from AU \$512 (4 days) ex flights
	Arnhem Land cultural tours more >> Culture and wildlife in Arnhem Land from AU \$1960 (5 days) ex flights

FREE
Rough Guide or £10 cash*
when you book a holiday.
Plus enter into our 'Win a holiday' prize draw.


(* or equivalent €/\$)
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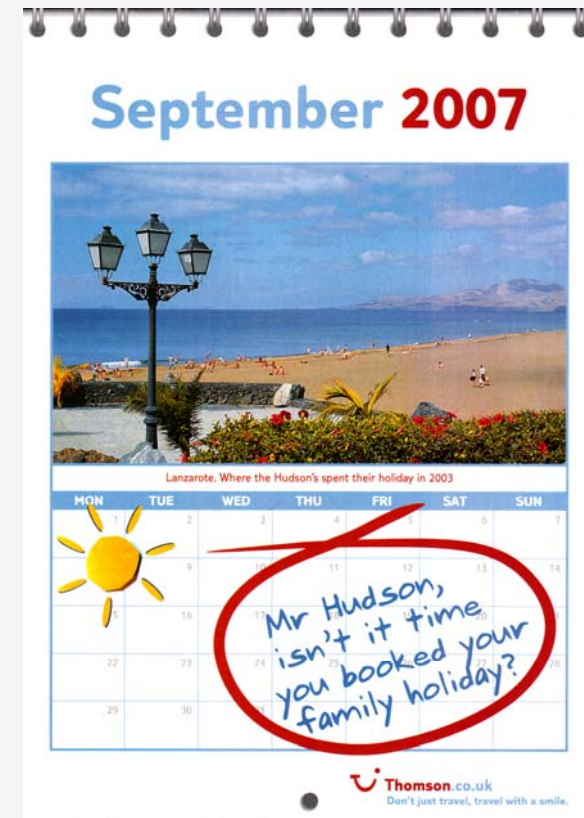
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behavioural targeting – direct mail

- Direct Mail
 - Personal
 - Actual dates / places
 - Call to action
 - Matched to preferences



behavioural targeting – direct mail

The Hudson's Holiday Calendar

Where will you be spending your holiday in 2007?



Fly away to Turkey

Thomson Skytours gives you the flexibility to create a fantastic beach holiday. Our breaks to Turkey give you the pick of hotels and apartments in one of the Mediterranean's most stunning countries.

The Hudson's Holiday Calendar

Where will you be spending your holiday in 2007?



A private villa in Portugal

What better place to enjoy endless sunshine than in your very own private villa with a pool. Whether you're staying on the Algarve, near the beach, or in the Madeira countryside, making yourself at home has never been more enjoyable.

thank you

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David Hudson – Director of Sales & Marketing


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