

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

David Hudson  
Director of Sales & Marketing  
Intellitracker Ltd

[www.intellitracker.com](http://www.intellitracker.com)

## drive your online business

### **[drive]**

*v.* drove, driven, driving

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

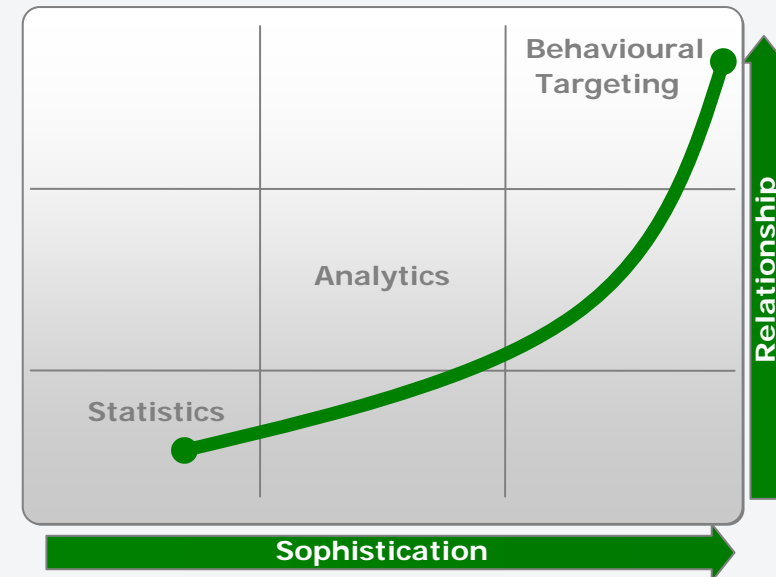
## agenda

- 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



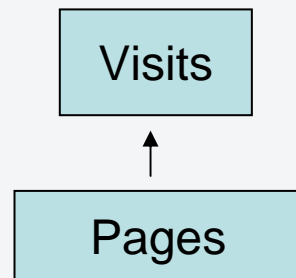
## what is web analytics?

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

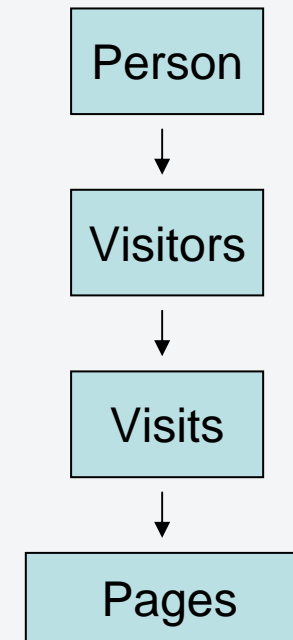


## web analytics data models

### Page View Centric



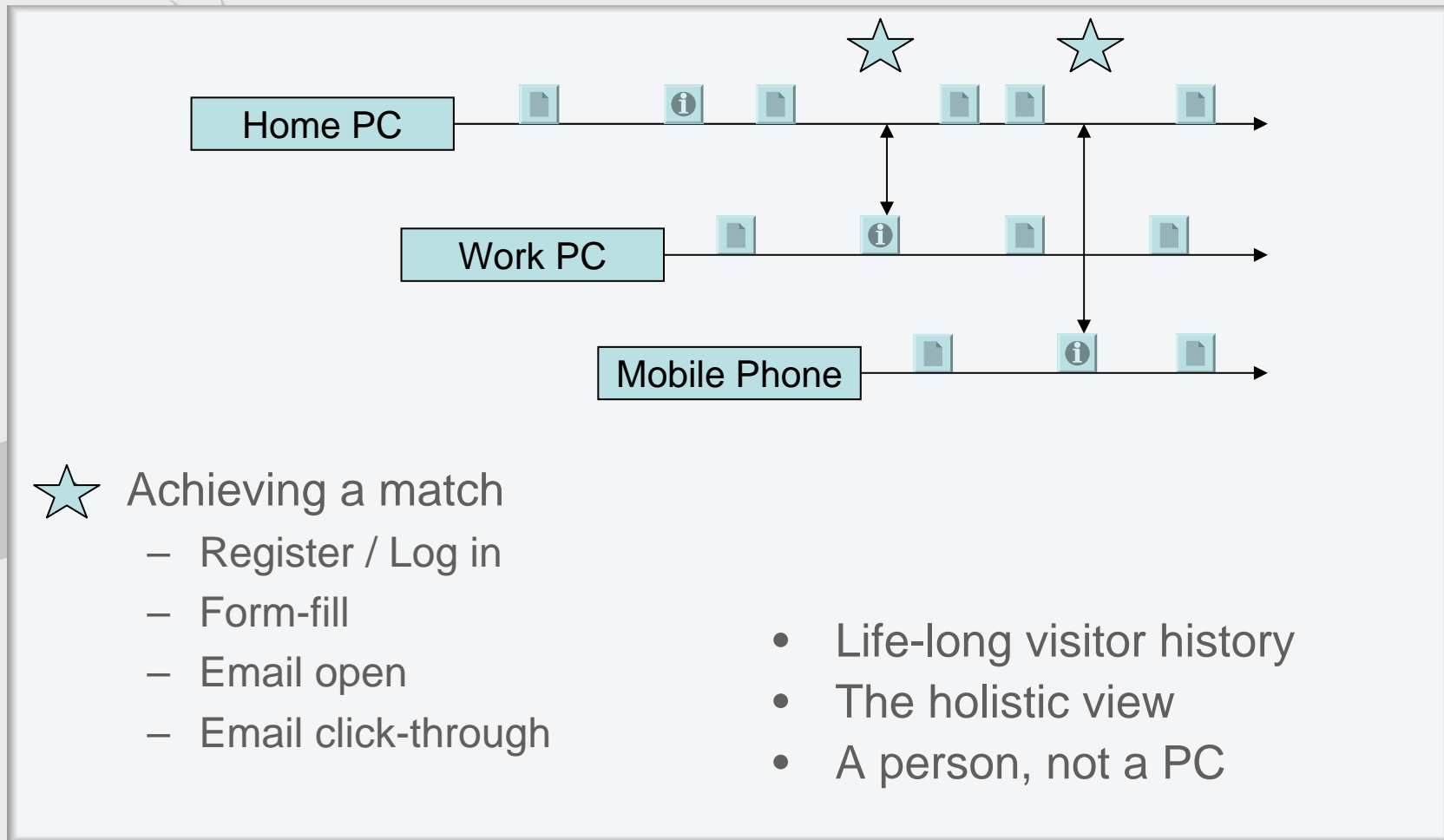
### Visitor Centric



## 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

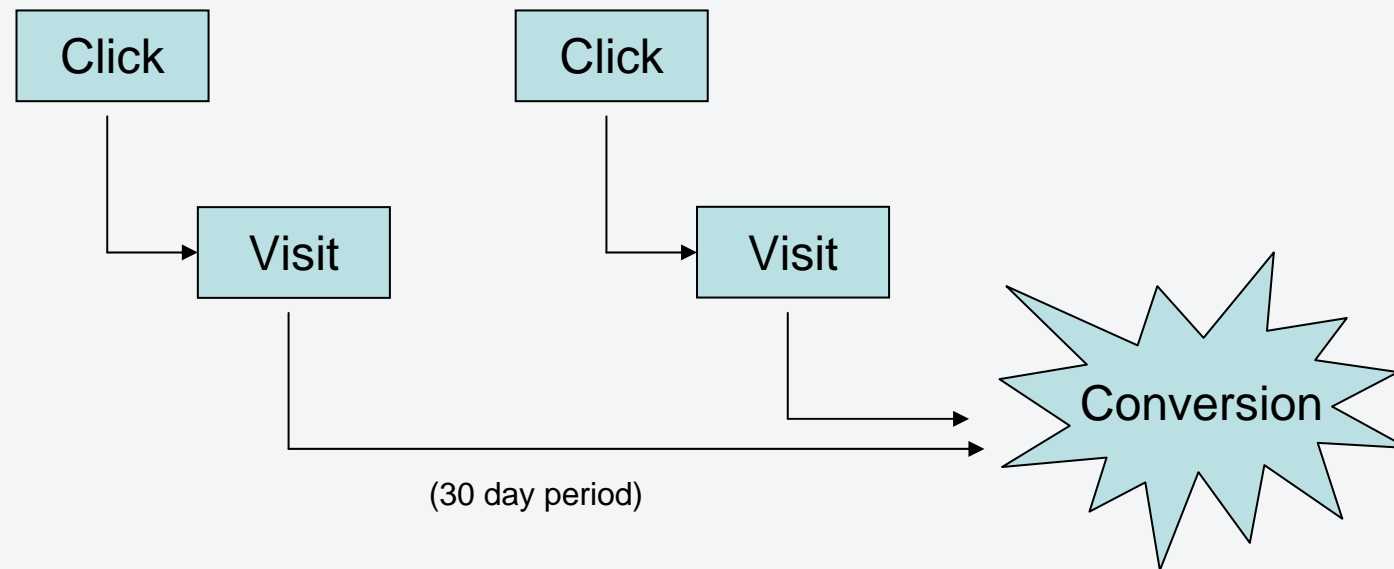
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## campaign optimisation

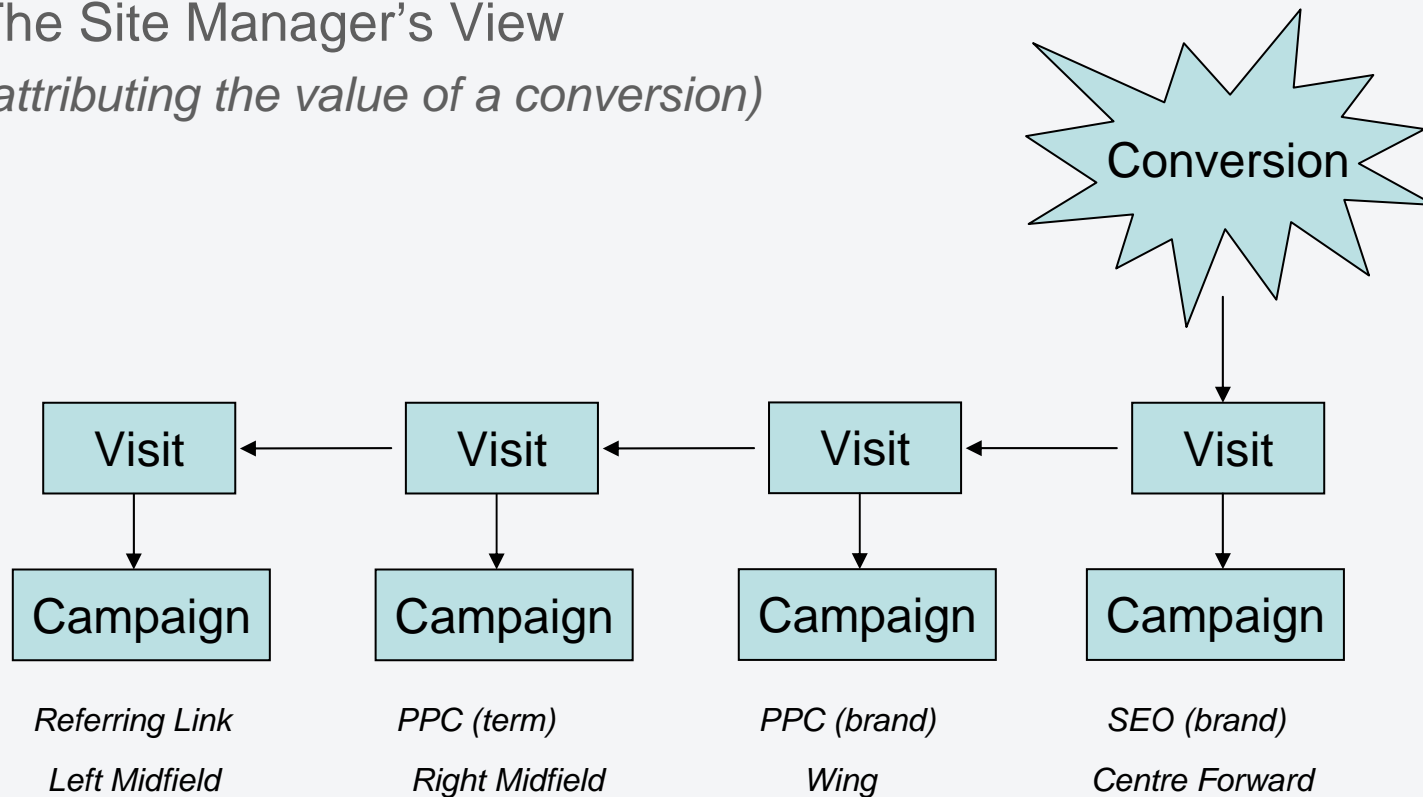
The Ad Vendor's Model  
*(justifying the cost of a click-through)*

- *Event centric*
- *Double counting*



## campaign optimisation

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

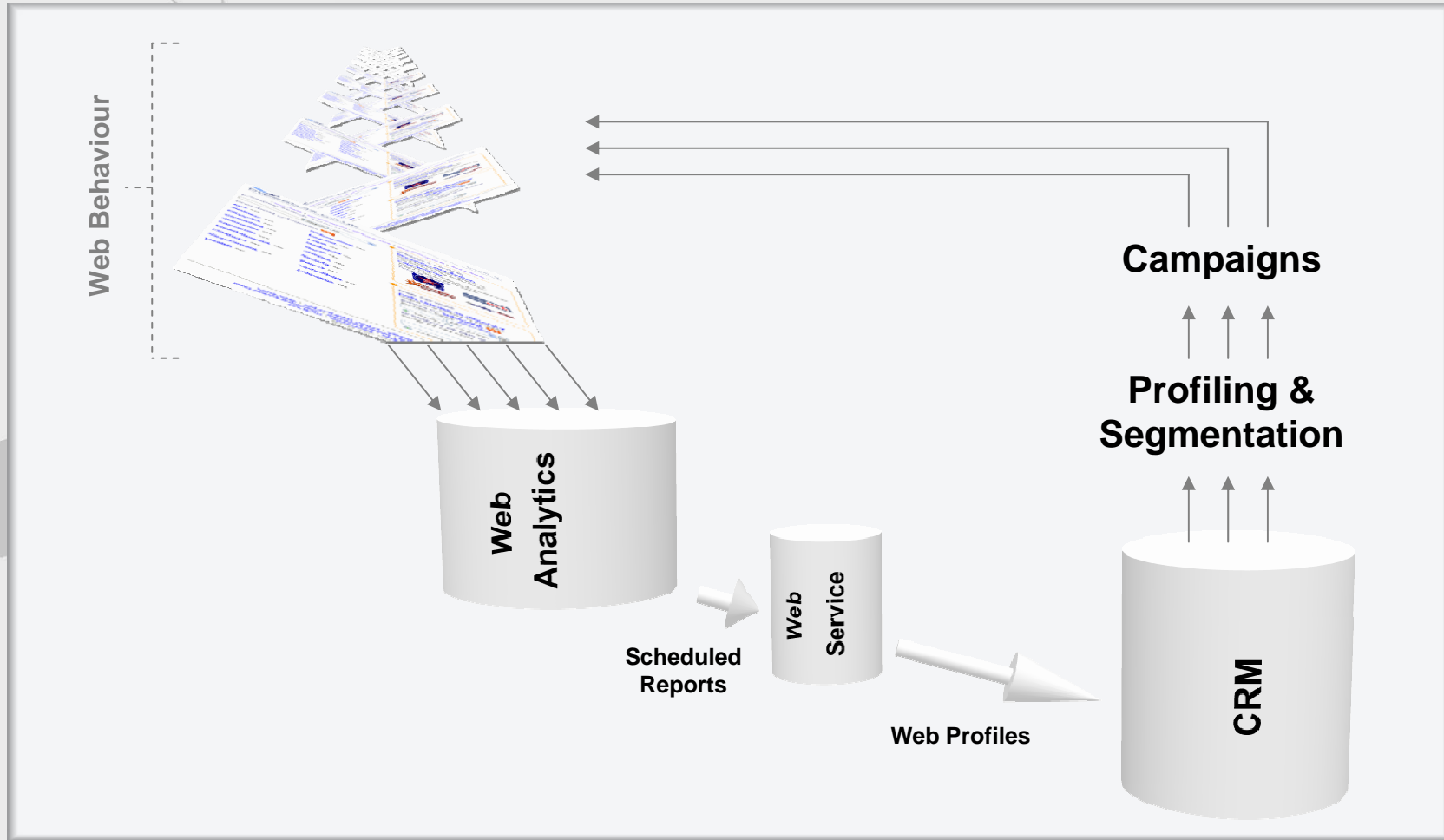


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# integration



## 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

Replies to this email can't be read - try our [holiday match service](#) instead.  
See an [online ezine here](#). To stop these emails unsubscribe [here](#).

**theresponsibletraveller**  
a better way to see the world

[responsibletravel.com](#)






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? >>**


 <p><b>Sardinia beach hotel in Bari Sardo, Italy</b> From €55 - €120 per double room per night <a href="#">more &gt;&gt;</a></p>	 <p><b>Beach holiday in Cirali, Turkey</b> From €690 per chalet per week <a href="#">more &gt;&gt;</a></p>	 <p><b>Ilha Grande ecolodge accommodation, Brazil</b> From approx £35 - £54 per room per night <a href="#">more &gt;&gt;</a></p>	 <p><b>Lesvos beach resort, Greece</b> €665 - €1805 (7-14 nights) inc UK flights <a href="#">more &gt;&gt;</a></p>	 <p><b>Zanzibar beach holiday accommodation</b> From US \$60 - US \$135 per person per night <a href="#">more &gt;&gt;</a></p>
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**>> More holiday selections**

**Discover the Northern Territory >>**

 <p><b>Uluru tour in the Northern Territories</b> <a href="#">more &gt;&gt;</a> Adventure in Australia's Red Centre from AU \$725 (3 days) ex flights</p>	<p><b>Kakadu National Park tours</b> <a href="#">more &gt;&gt;</a> Discover this world heritage site from AU \$1890 (5 days) ex flights</p>	<p><b>Australian outback tours from Alice Springs</b> <a href="#">more &gt;&gt;</a> Explore the Australian outback from AU \$992 (4 days) ex flights</p>	<p><b>West MacDonnell Ranges tours</b> <a href="#">more &gt;&gt;</a> The best of the Alice Springs region from AU \$512 (4 days) ex flights</p>	<p><b>Arnhem Land cultural tours</b> <a href="#">more &gt;&gt;</a> Culture and wildlife in Arnhem Land from AU \$1960 (5 days) ex flights</p>
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**FREE**  
Rough Guide or £10 cash\*  
when you book a holiday.  
Plus enter into our 'Win a holiday' prize draw.

  
(\* or equivalent €/\$)  
[claim here >>](#)

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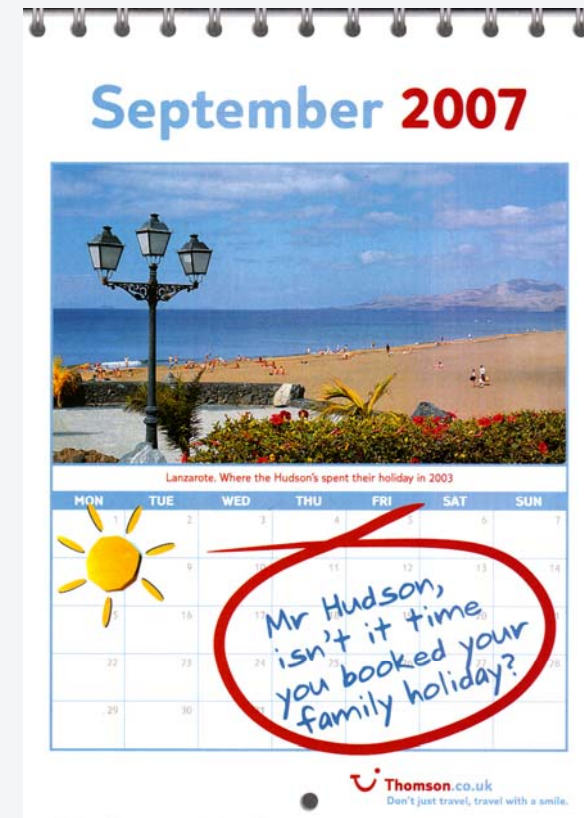
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## behavioural targeting – direct mail

- 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

[www.intellitracker.com](http://www.intellitracker.com)  
0845 680 1920  
[dhudson@intellitracker.com](mailto:dhudson@intellitracker.com)

David Hudson – Director of Sales & Marketing

  
Institute of  
Fundraising  
ANALYSIS IN  
FUNDRAISING  
*Delivering Insight*