Driving Bottom Line Impact with Engagement Analytics

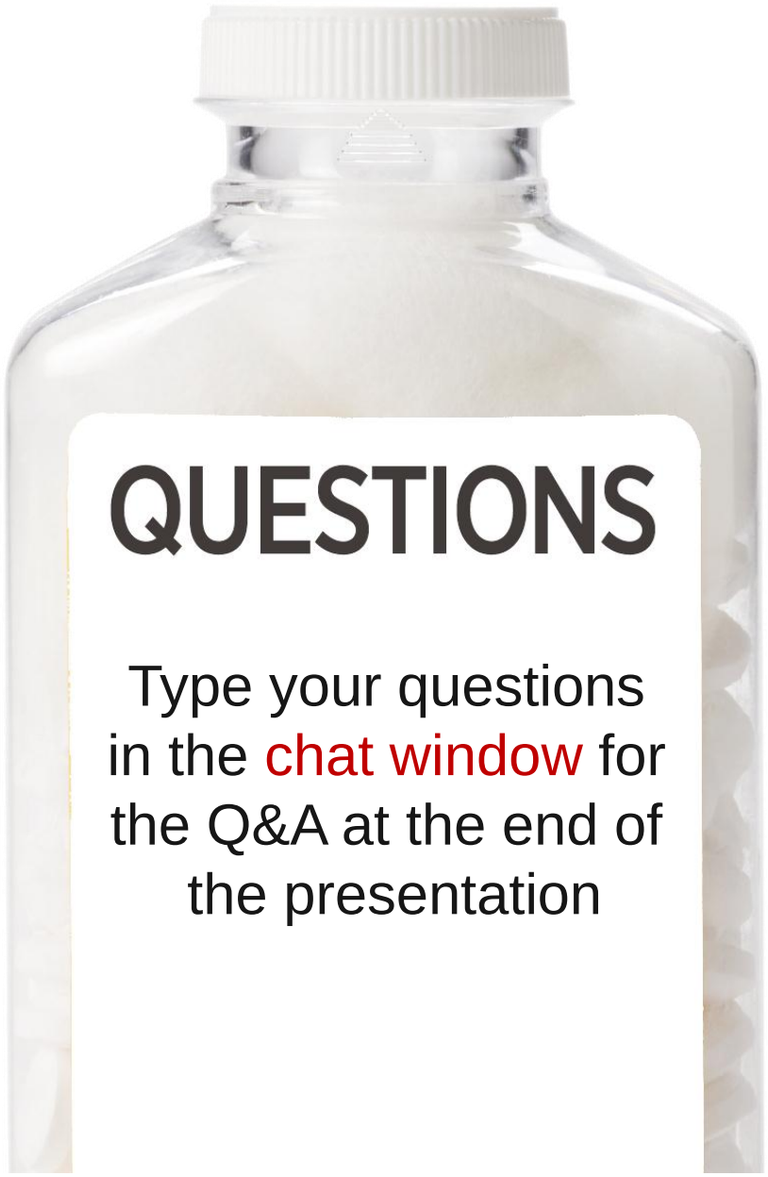
New Web Metrics for Fewer Headaches & More Insights!

Ron Person, Director of Analytics

rop@sitecore.net

Instructions for Today's Webinar

A recording & slides will be sent
to you within 48 hours after the event!



Featured Presenter

Ron Person

Director of Analytics
Sitecore

- Ron has written 26 books including four international best-sellers on performance improvement and business computing.
- His latest book, “Balanced Scorecards and Operational Dashboards with Microsoft Excel” has a 5-star rating on Amazon.
- Ron was on of Microsoft’s first 12 independent consultants
- He was an independent consultant in business and performance improvement for 25 years with a Six Sigma Black Belt in quality improvement and certified as a Balanced Scorecard consultant for strategic performance improvement.

About Sitecore

- Leading provider of enterprise-class .NET web content management and portal software for mid-to-large organizations

- Presence Worldwide
  - Amsterdam, Boston, Bremen, Brisbane, Copenhagen, London, Portland, San Francisco, Stockholm, Tokyo, Wellington

- Business Stability
  - Profitable since inception in 1999, same owners, same vision and same technology (.NET)

About Sitecore continued…

- Customers
  - Over 2,400 client installations
  - Over 25,000 web sites worldwide
- Recognized
  - Microsoft Gold Partner, Microsoft High Potential ISV 2010
  - Gartner “Cool Vendor in WCM” 2008, WCM Magic Quadrant 2010 Leader
  - Red Herring’s Top 100 European Innovative Tech Ventures for 2011
- Support
  - Over 600 Sitecore Certified Partners worldwide

Some of Sitecore's customers

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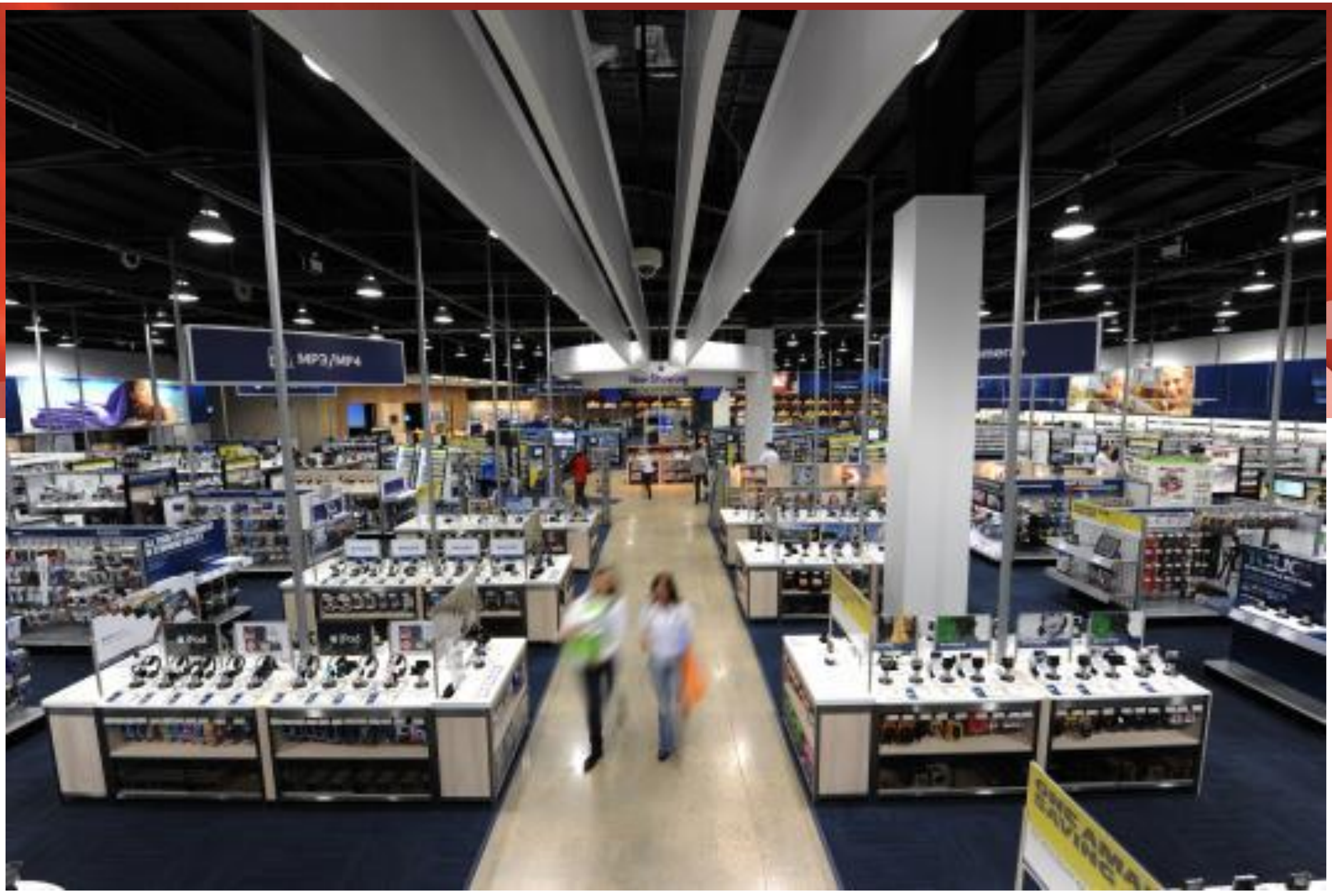

MP3/MP4

NORDSTROM

Jerry, I Love the Colors

Upsell, Cross-Sell , Down-Sell

STARBUCKS COFFEE

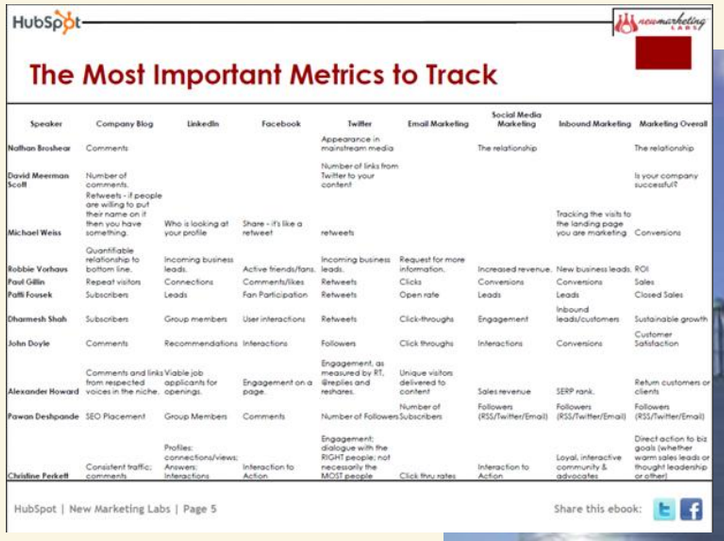
Measure and Improve Engagement

Web Analytics	Engagement Analytics
Quantity (High Traffic)	Quality (High Engagement)
Silo Marketing	Cross-Channel Marketing
No Leverage	Marketing Multiplier
Complex	Simple and Elegant

High Traffic

Highly Engaged Traffic

Silo Marketing



HubSpot — newmarketing LABS

The Most Important Metrics to Track

Speaker	Company Blog	LinkedIn	Facebook	Twitter	Email Marketing	Social Media Marketing	Inbound Marketing	Marketing Overall
Nathan Broshear	Comments			Appearance in mainstream media		The relationship		The relationship
David Meerman Scott	Number of comments.			Number of links from Twitter to your content				Is your company successful?
Michael Weiss	Retweets - if people are willing to put their name on it then you have something.	Who is looking at your profile	Share - it's like a retweet	retweets			Tracking the visits to the landing page you are marketing.	Conversions
Robbie Vorhaus	Quantifiable relationship to bottom line.	Incoming business leads.	Active friends/fans.	Incoming business leads.	Request for more information.	Increased revenue.	New business leads.	ROI
Paul Gillin	Repeat visitors	Connections	Comments/likes	Retweets	Clicks	Conversions	Conversions	Sales
Paffi Fousek	Subscribers	Leads	Fan Participation	Retweets	Open rate	Leads	Leads	Closed Sales
Dharmesh Shah	Subscribers	Group members	User interactions	Retweets	Click-throughs	Engagement	Inbound leads/customers	Sustainable growth
John Doyle	Comments	Recommendations	Interactions	Followers	Click throughs	Interactions	Conversions	Customer Satisfaction
Alexander Howard	Comments and links from respected voices in the niche.	Viable job applicants for openings.	Engagement on a page.	Engagement, as measured by RT, @replies and reshares.	Unique visitors delivered to content	Sales revenue	SERP rank.	Return customers or clients
Pawan Deshpande	SEO Placement	Group Members	Comments	Number of Followers	Number of Subscribers	Followers (RSS/Twitter/Email)	Followers (RSS/Twitter/Email)	Followers (RSS/Twitter/Email)
Christine Perkett	Consistent traffic; comments	Profiles: connections/views; Answers; Interactions	Interaction to Action	Engagement; dialogue with the RIGHT people; not necessarily the MOST people	Click thru rates	Interaction to Action	Loyal, interactive community & advocates	Direct action to biz goals (whether warm sales leads or thought leadership or other)

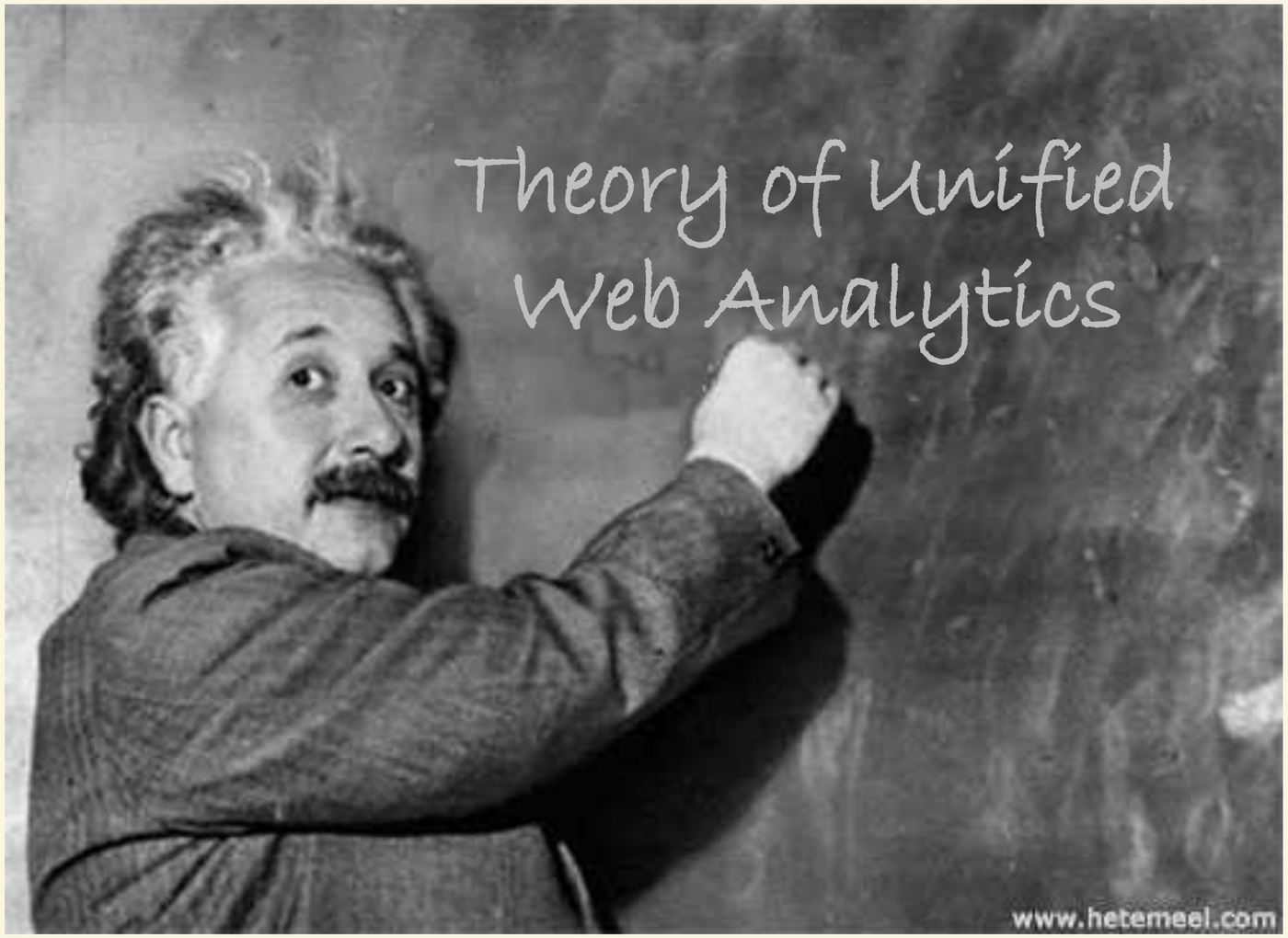
Share this ebook:

Integrated Cross-Channel Marketing

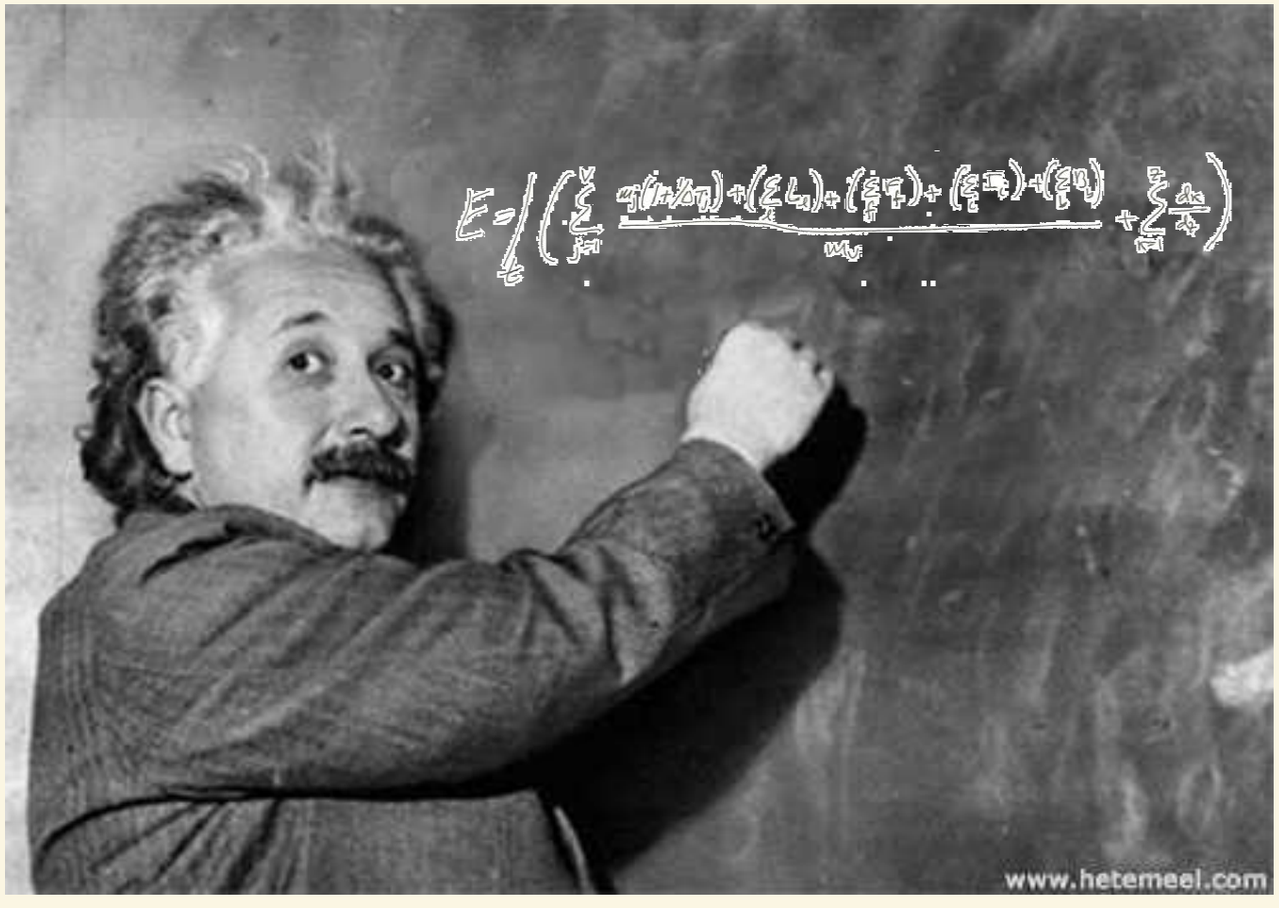
No Leverage

Marketing Multiplier

Complex

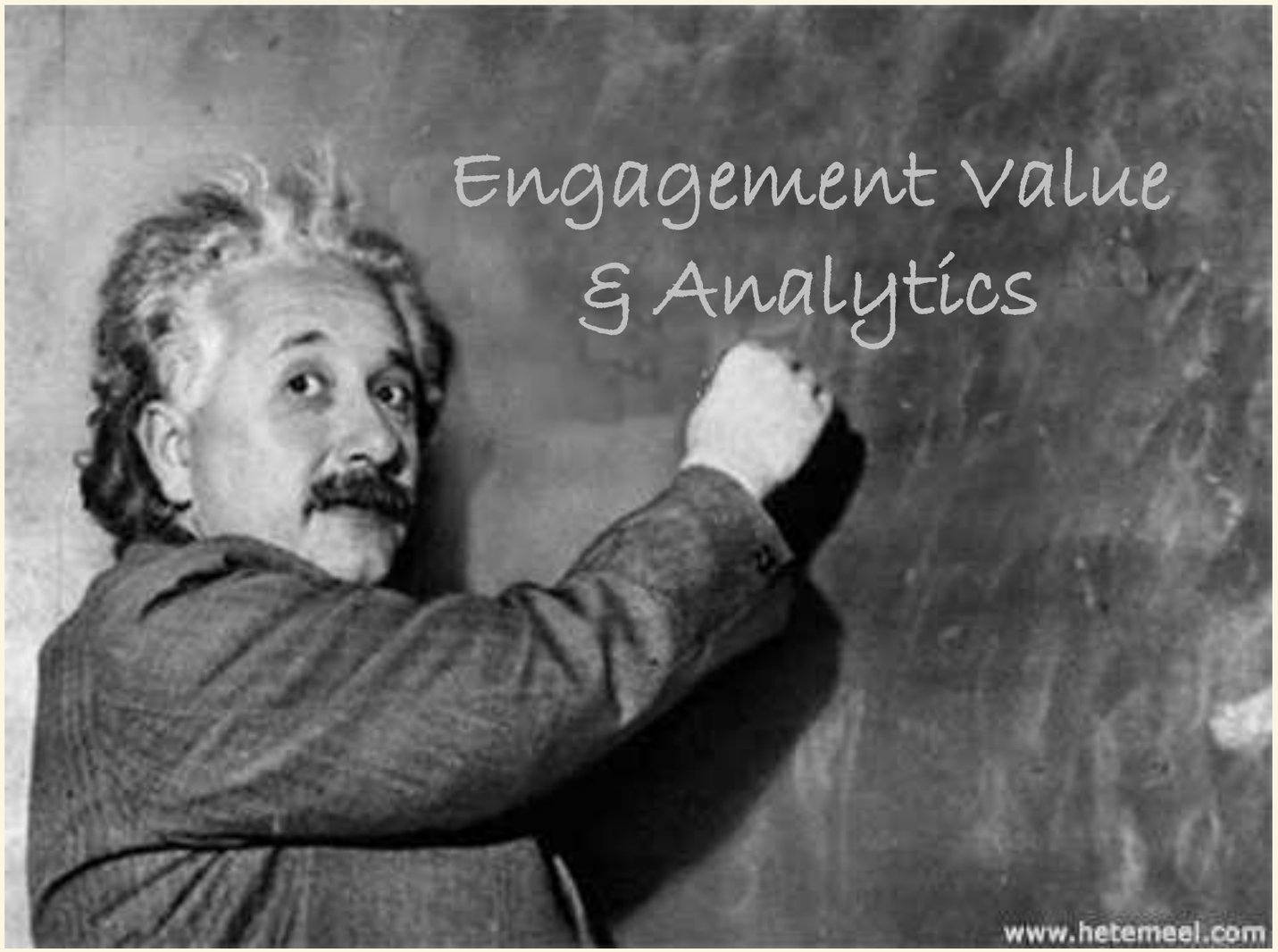


Complex



$$E = \frac{1}{t}\left(\sum_{j=1}^{v} \frac{m_j(1+\frac{1}{10}T_j) + \left(\sum_{l} L_l\right) + \left(\sum_{f} F_f\right) + \left(\sum_{i} I_i\right) + \left(\sum_{b} B_b\right)}{m_v} + \sum_{\kappa=1}^{z} \frac{d\kappa}{dt}\right)$$

Complex



Simple and Elegant

Engagement Value

- Communication
- Trust
- Commitment

Easy to Understand

- Points of Engagement
  - Registration 25 points
  - Request for Quote 50 points
  - Instant Demo 100 points
- Proportional to
  Communication, Trust and Commitment
- Track Points

Engagement Value Points Accumulate Only at Transaction Points

Organic Search

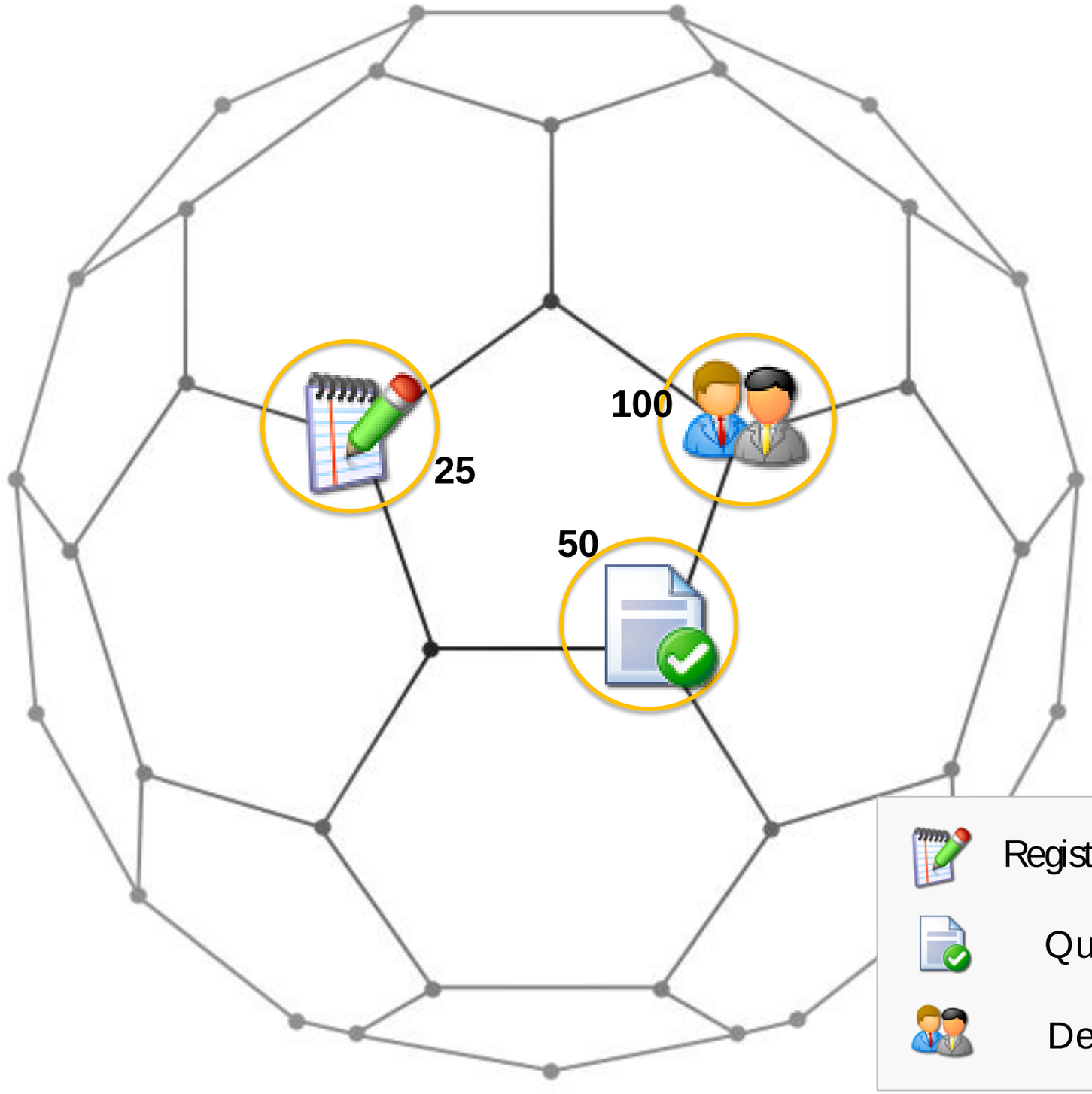
125

Email “Whitepaper”

25

Webinar “7 Habits”

250



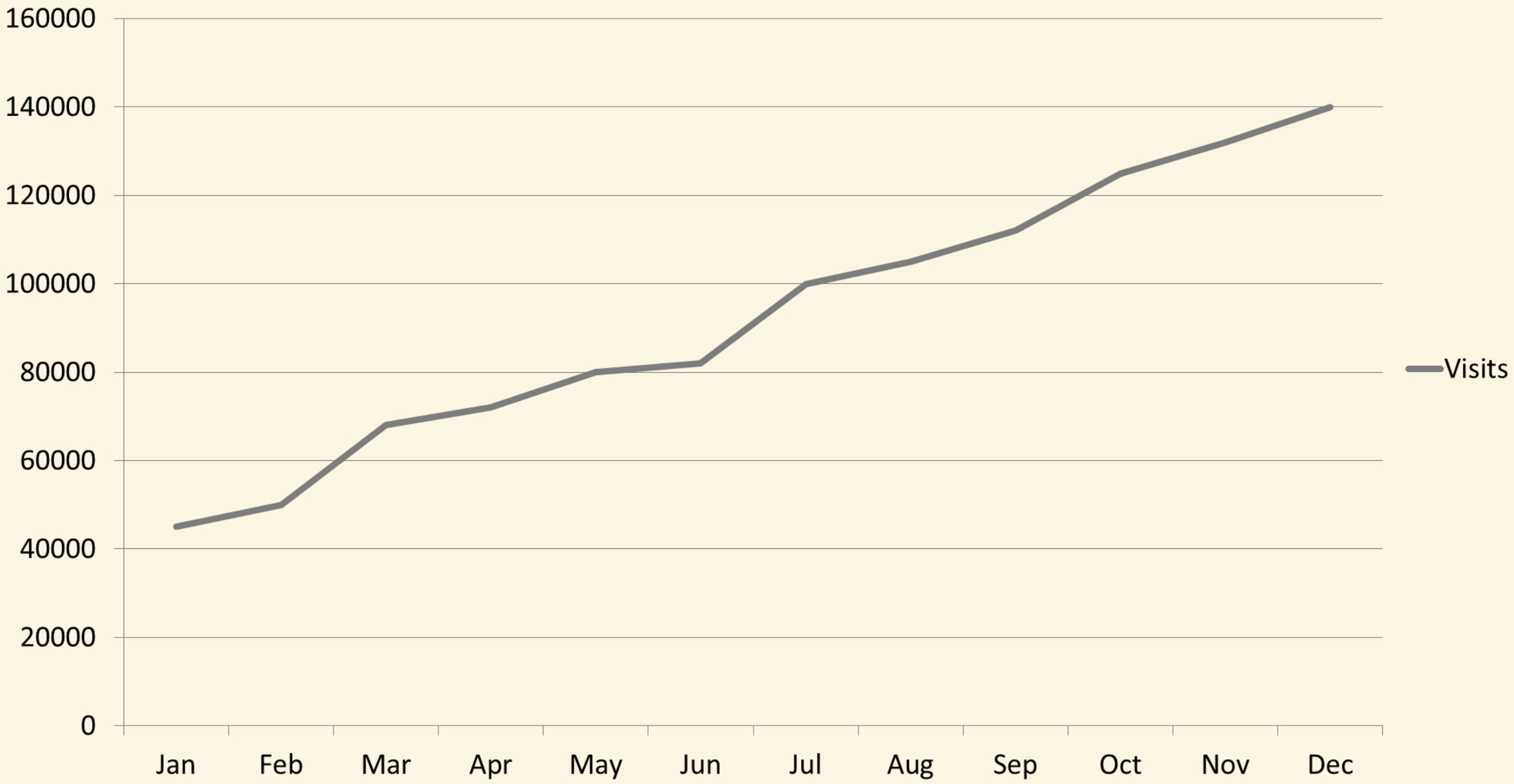
But Wait, There's More…

Once We Know Engagement Value…

- Relevance
  - Marketing effectiveness
  - Relevance to visitor's interests
  - Value per Visitor

- Potential
  - Does this page reach its potential?
  - Relevance (average page) - Relevance (page)

Overall Marketing Effectiveness



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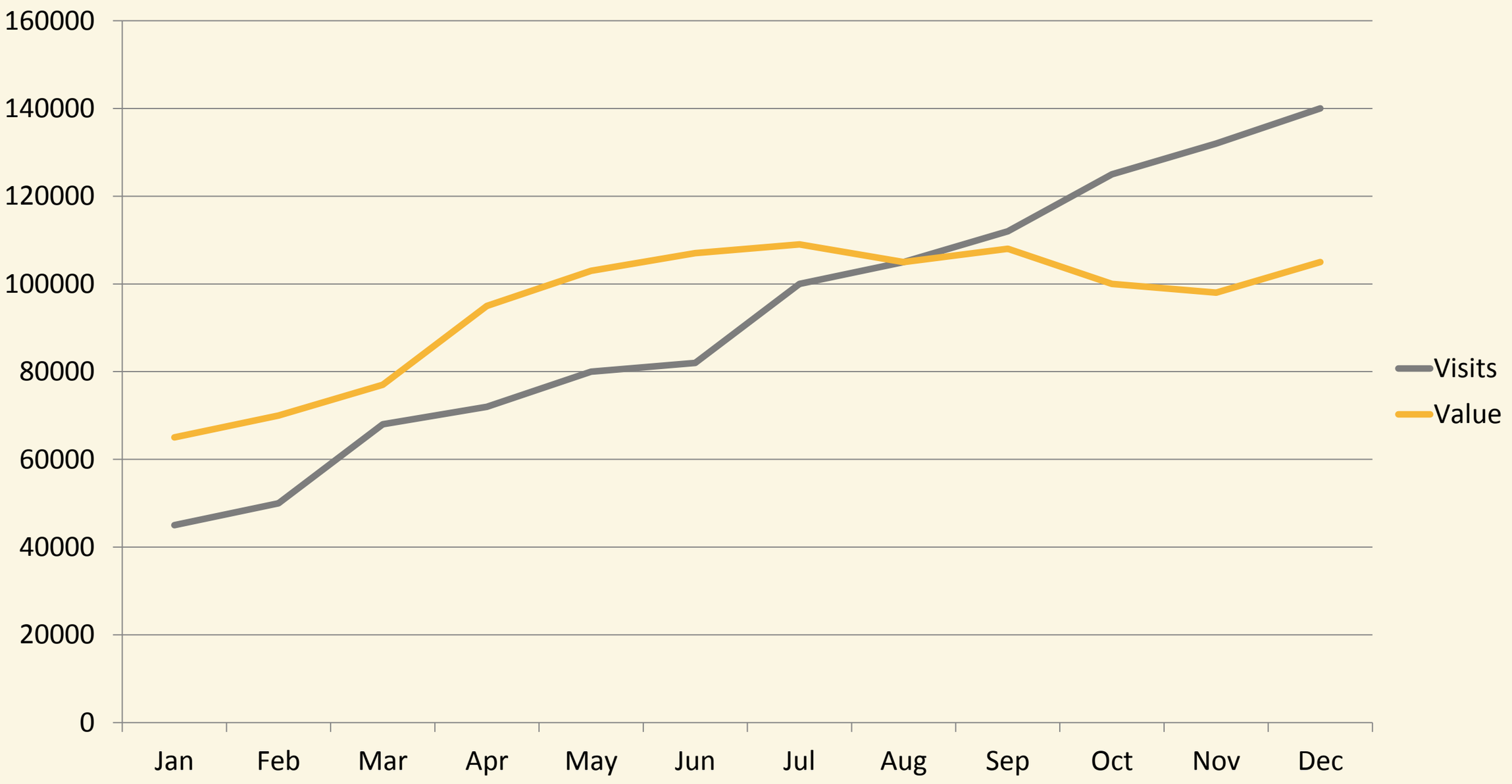
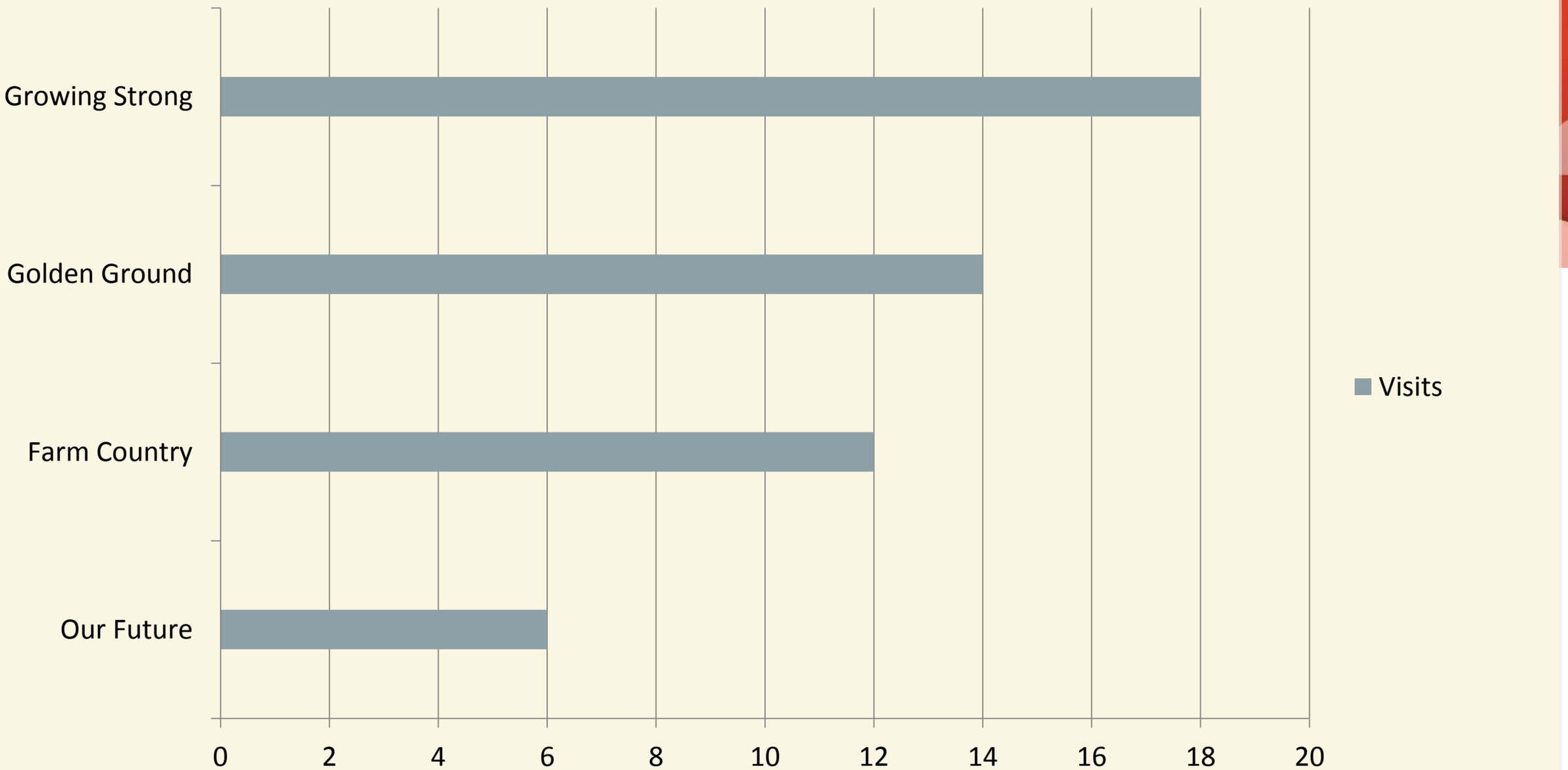


Which Campaigns are Most Effective?

Where and How Do We Spend Our Next Dollar?



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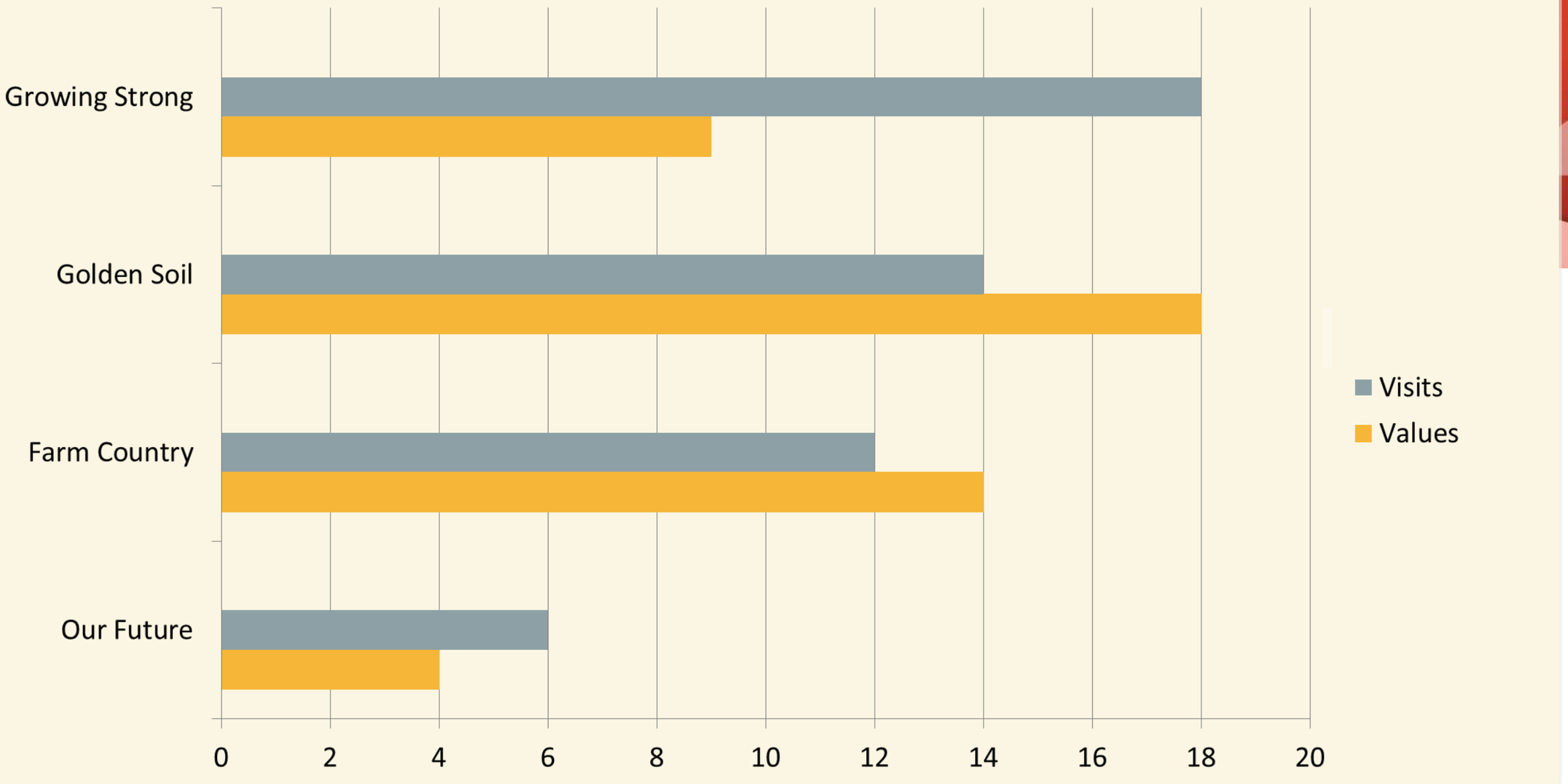

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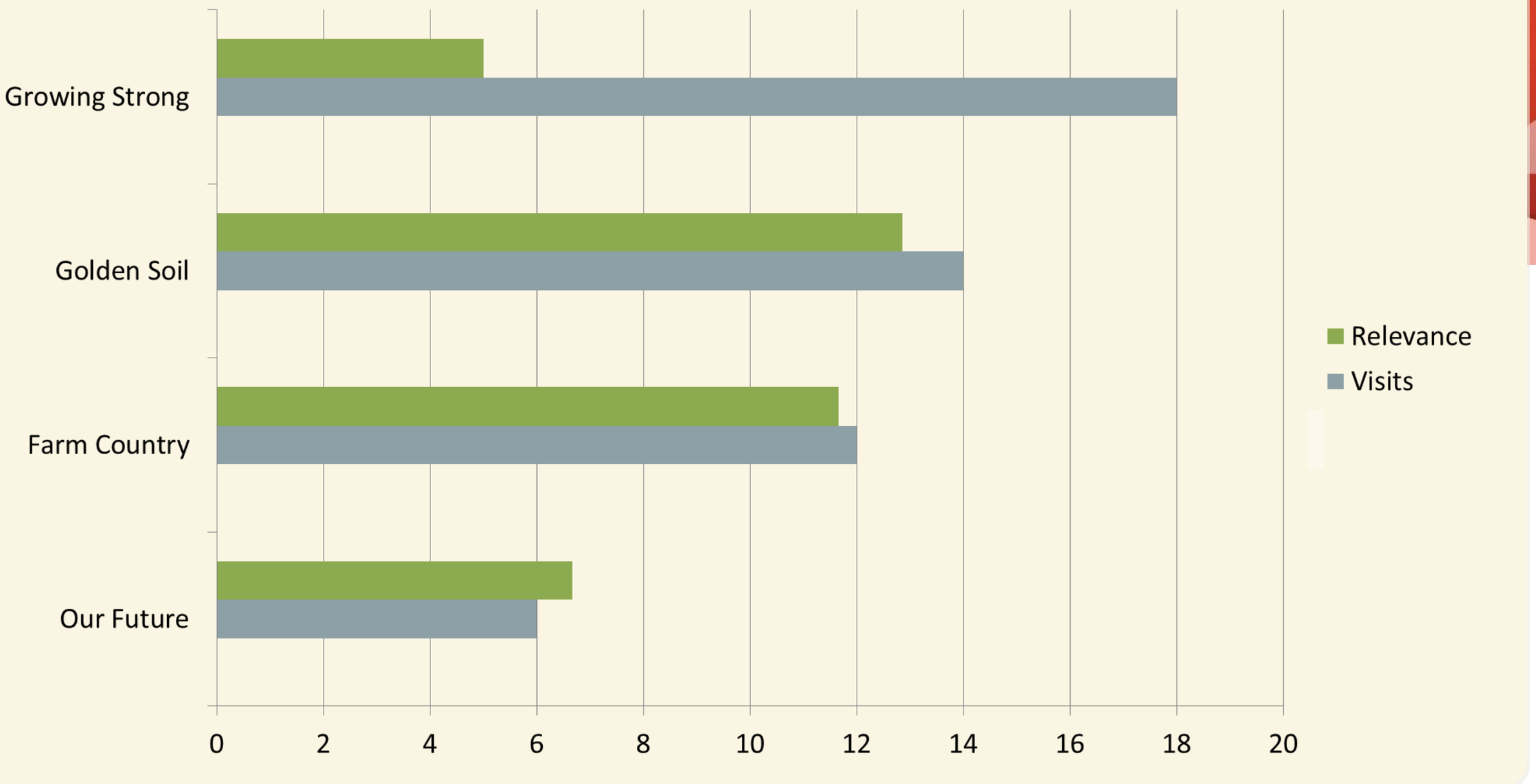
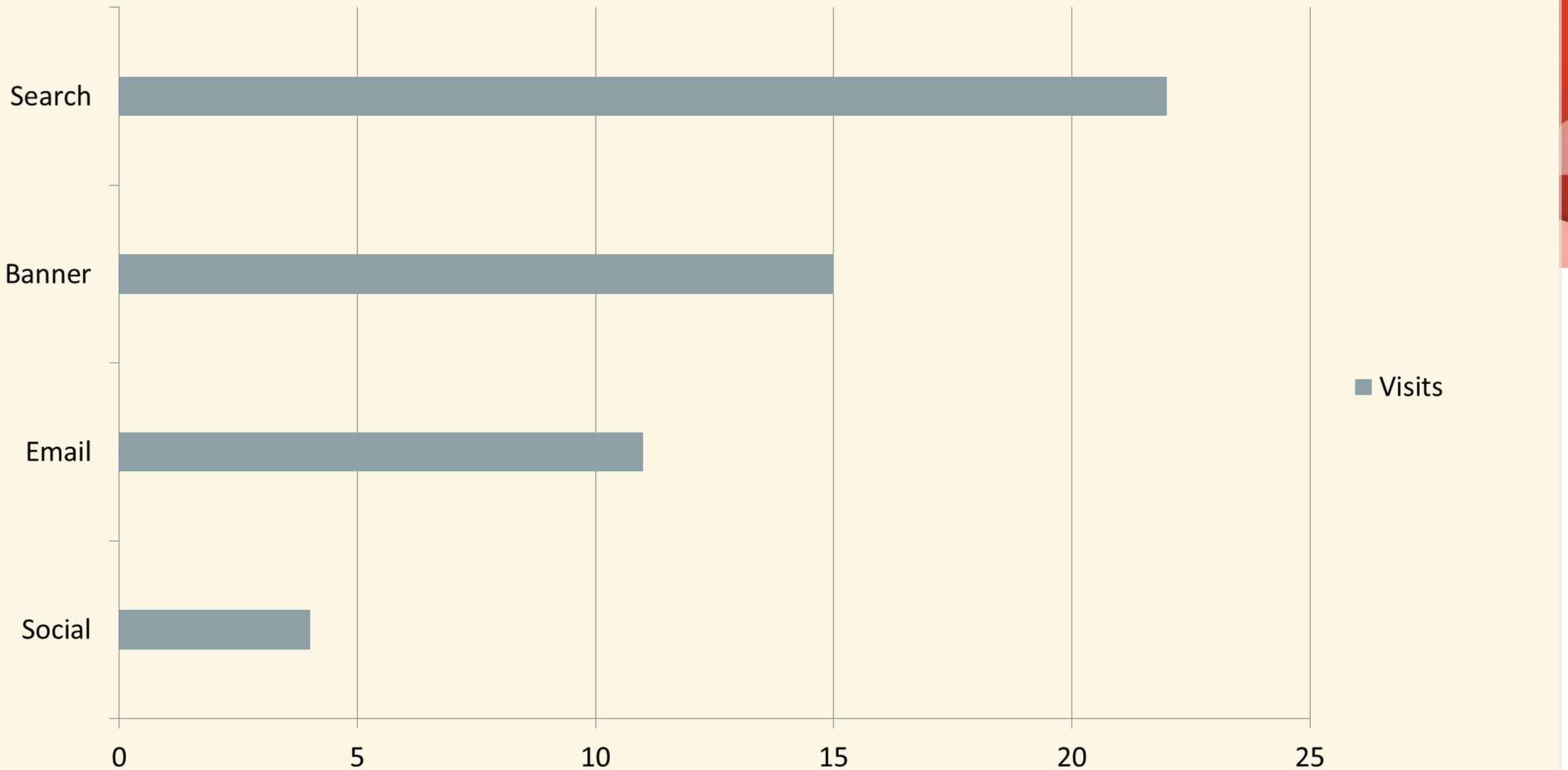


Which Channels are Most Effective?

Where Do We Focus Our Efforts?



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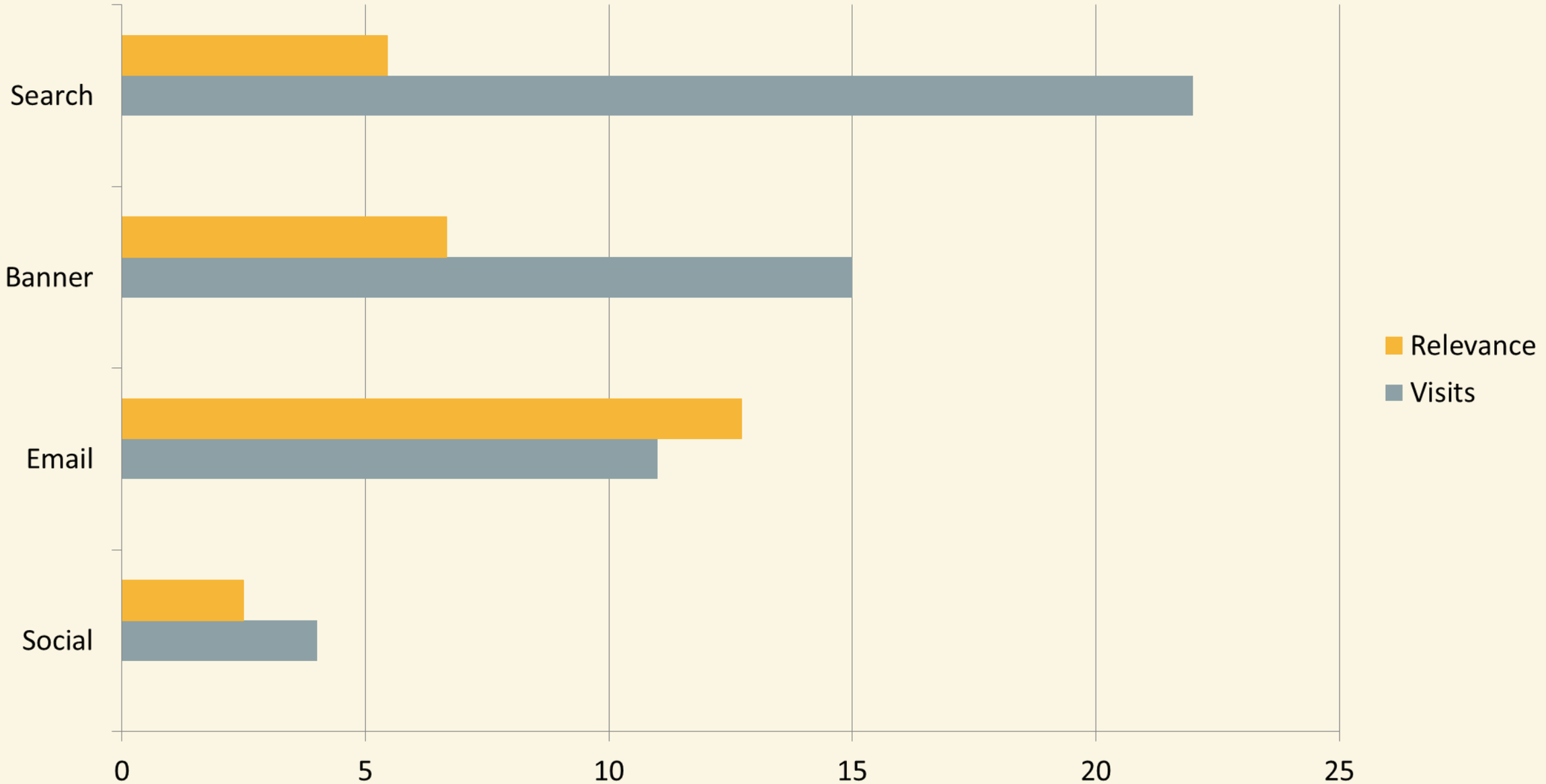


Coding Google Engagement Analytics

Tagging Engagement Events:

Javascript Coding on Each Event Page

Track "Weighted" Events

Macro Segmentation

Engaged Visitors

Bottom Line Impact

Insert Javascript with Tags and Values

Insert the “trackEvent” Javascript on each event’s page

Onclick=”javascript:_gaq.push(['_trackEvent','category', 'action', 'label', 'value'];”)

Category
Live Demonstration
Request for Quote
Registration

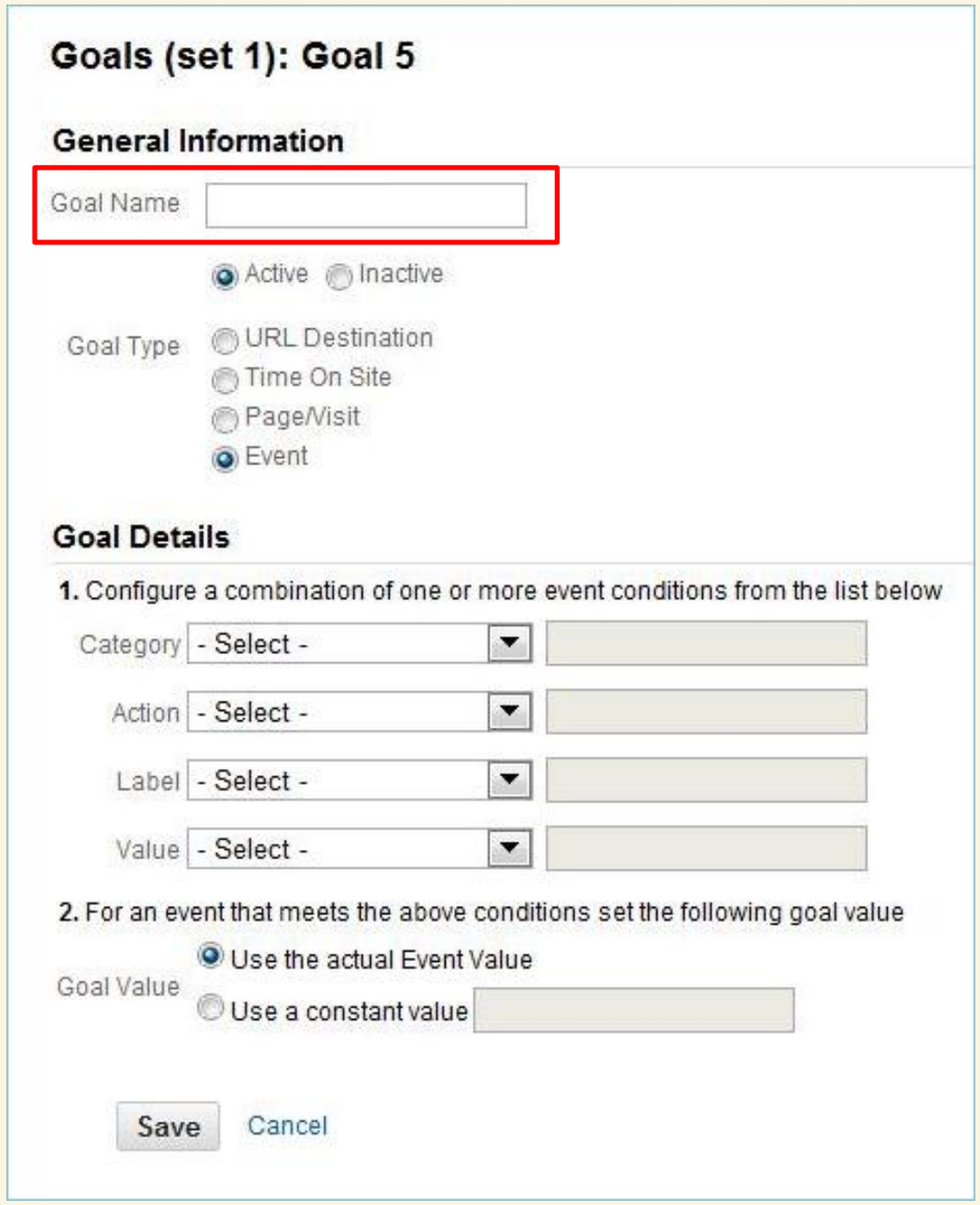
Label (Specific Item) (Optional)
Engagement Analytics Equals Bottom Line Impact
Personalize Your Marketing
Integrating Cross-Channel Marketing

Action (Sub-Categories)
Real World Event
Newsletter
White Paper
Case Study
Webinar

Value (Optional) (Provides a numerical value for event)
Numeric ratios are more important than numeric value
Registration = 25
Quotation = 50
Demonstration = 100

Select Goals in Google Analytics

Define Event Goals in GA



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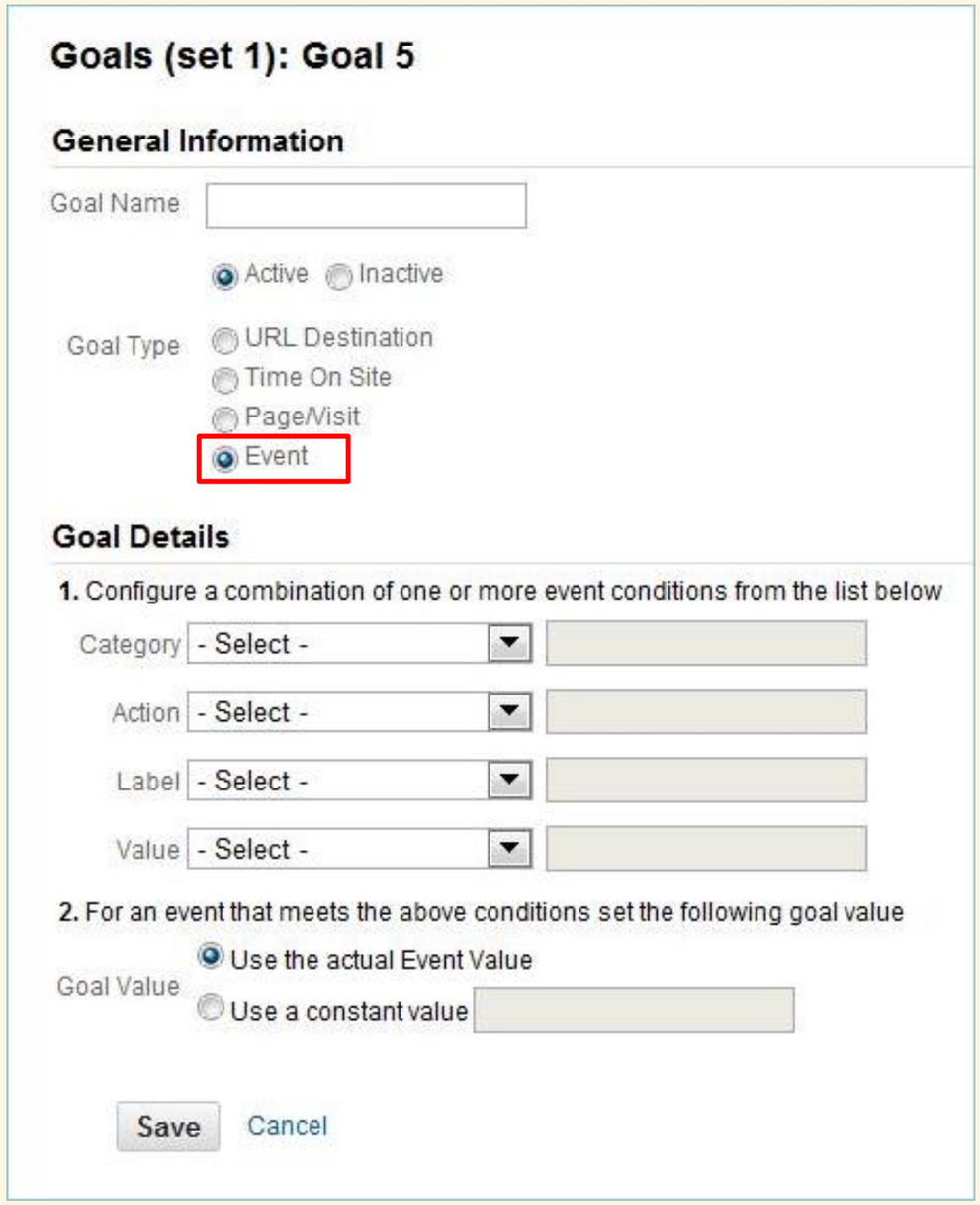

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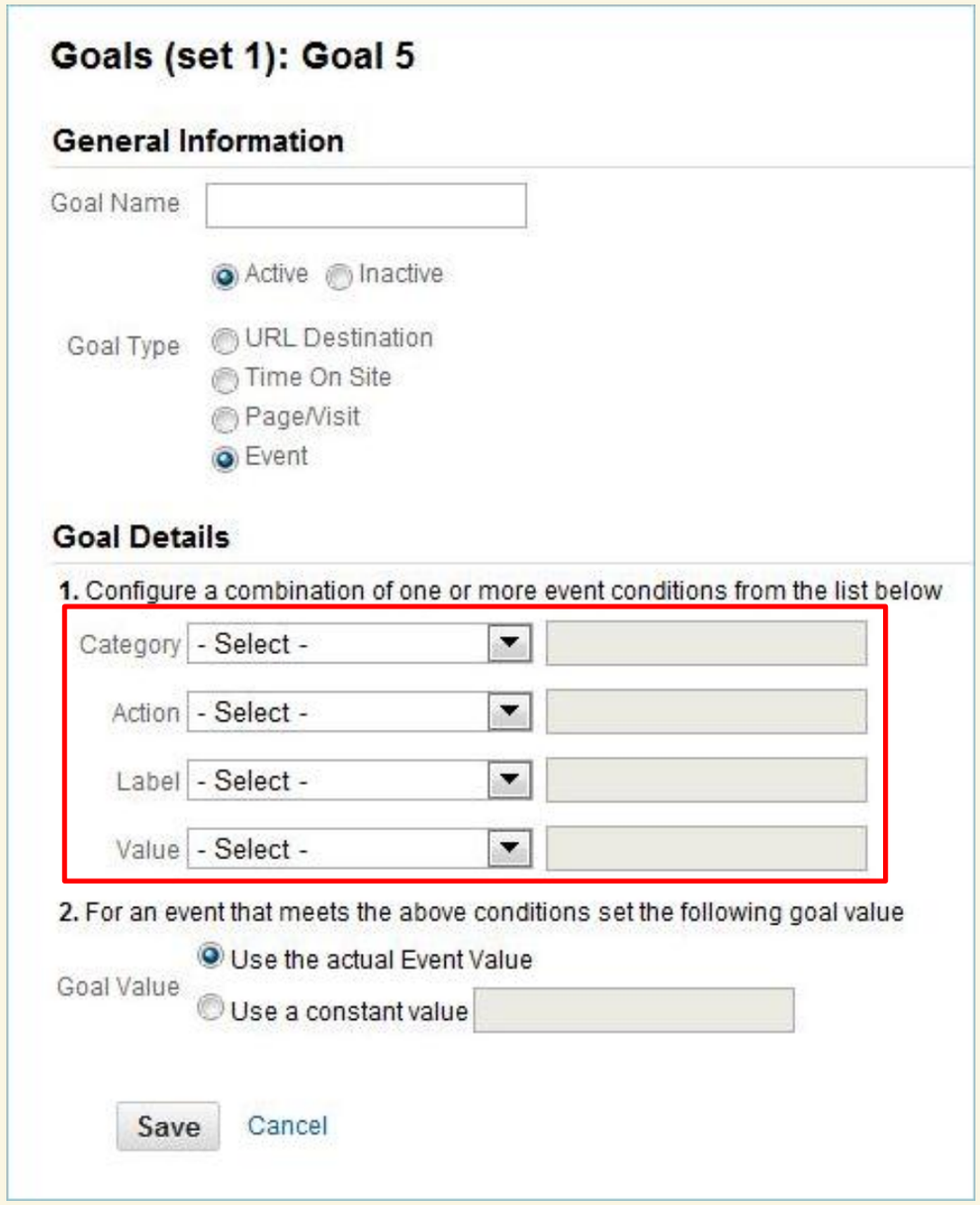

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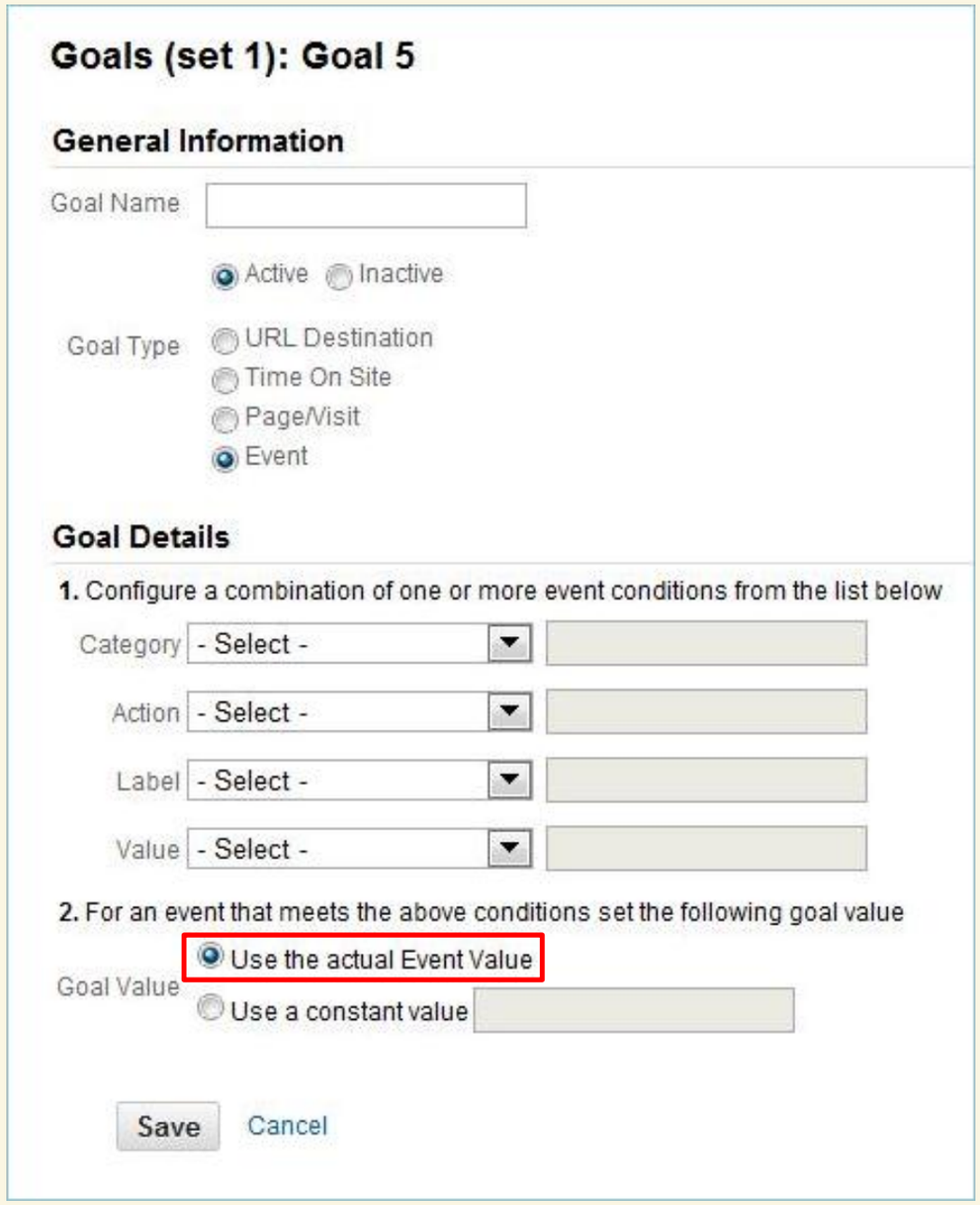
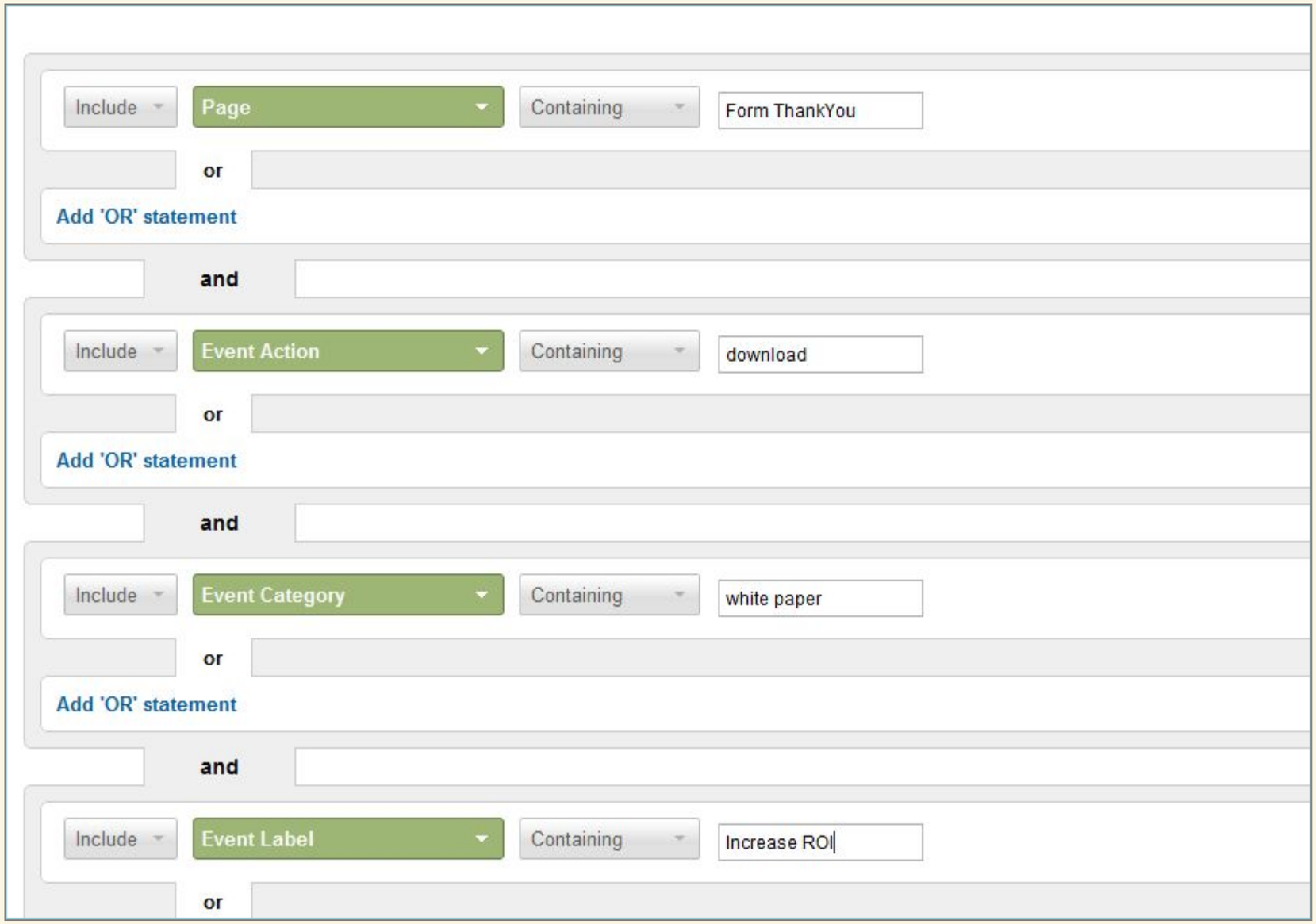
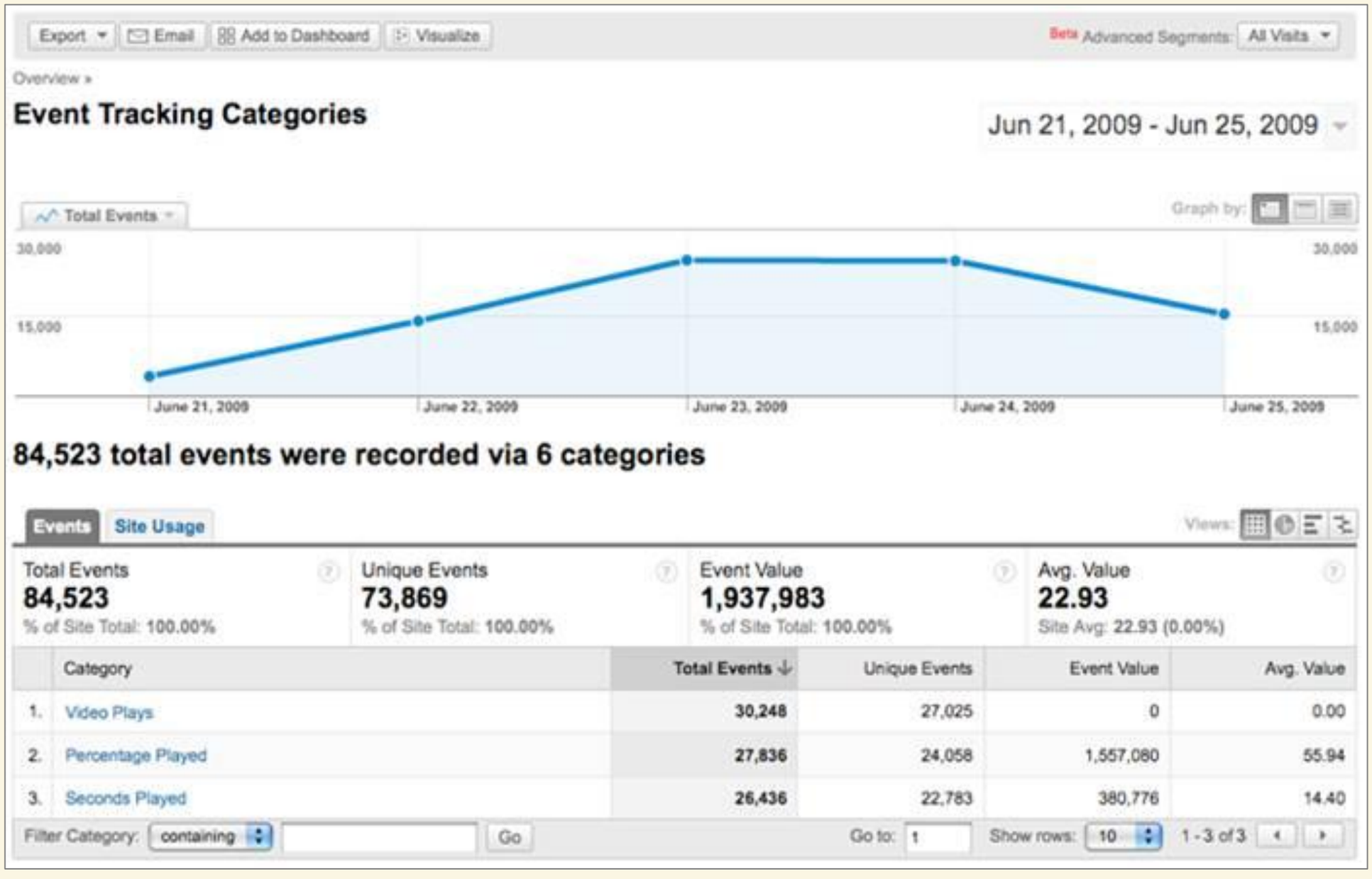


Define Segmentation for Reports



Track Engagement Value



Google Analytics

- Adequate for Smaller Sites
- Data Security
- Complexity Requires Analysts
- Segmentation but Not Individual Tracking

Sitecore Engagement Analytics

Every Marketer Makes an Impact:

Simple and Elegant

Cross-Channel Marketing

Marketing Multiplier

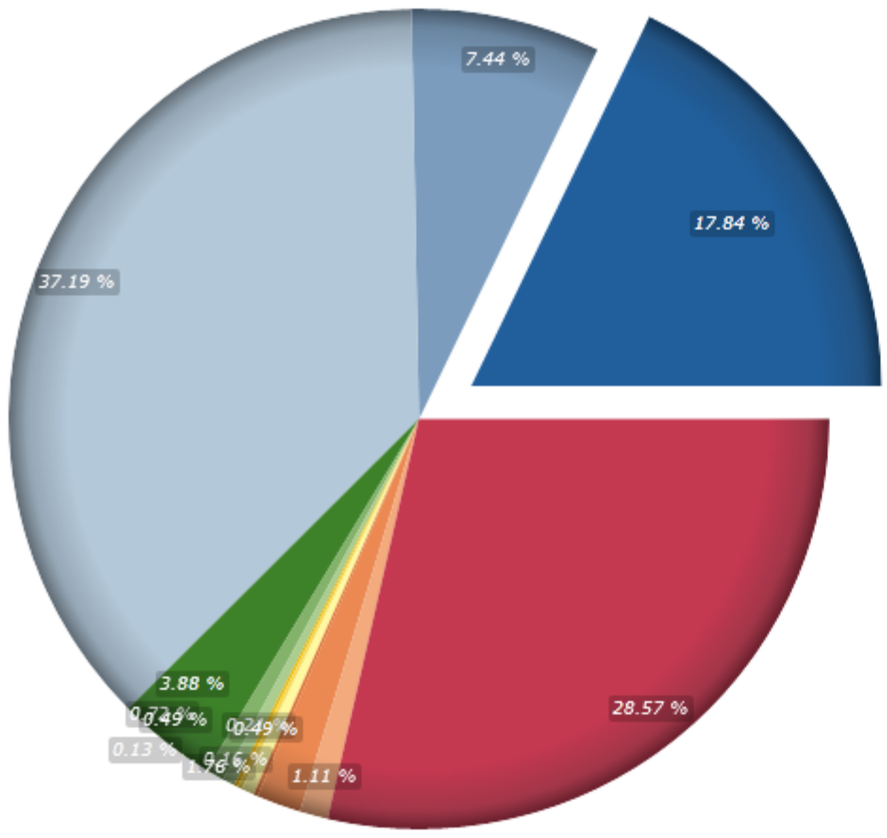
Highly Engaged Visitors

Bottom Line Impact

Executive Insight Dashboard

Traffic | All traffic types | Executive Overview

All traffic types - Value



Trend

	Q3 10 vs Q1 10	Q3 10 vs Q3 09
Organic SEO	17.6%	66.3%
Branded SEO	4.8%	63.1%
Direct	48.3%	58.1%
Referred - Other	1.8%	7.4%
Referred - Blog	300.0%	148.6%
Referred - News	-17.1%	-58.0%
Referred - Conversations	300.0%	9.1%
Referred - Community	72.7%	850.0%
Referred - Wiki	-36.6%	-64.3%
Referred - Analyst	288.9%	20.7%
RSS	-13.7%	180.0%
Email	536.8%	952.2%
Paid	51.3%	236.8%
Sum	37.9 %	85.9 %

Value | Visits | Value per Visits | Brand Awareness | Source Value | Source Value per

Resolution: Quarter

Time range **Q1 10 - Q3 10** (01 Jan 10 - 30 Sep 10)

Q1 09 | Q2 09 | Q3 09 | Q4 09 | Q1 10 | Q2 10 | Q3 10 | Q4 10

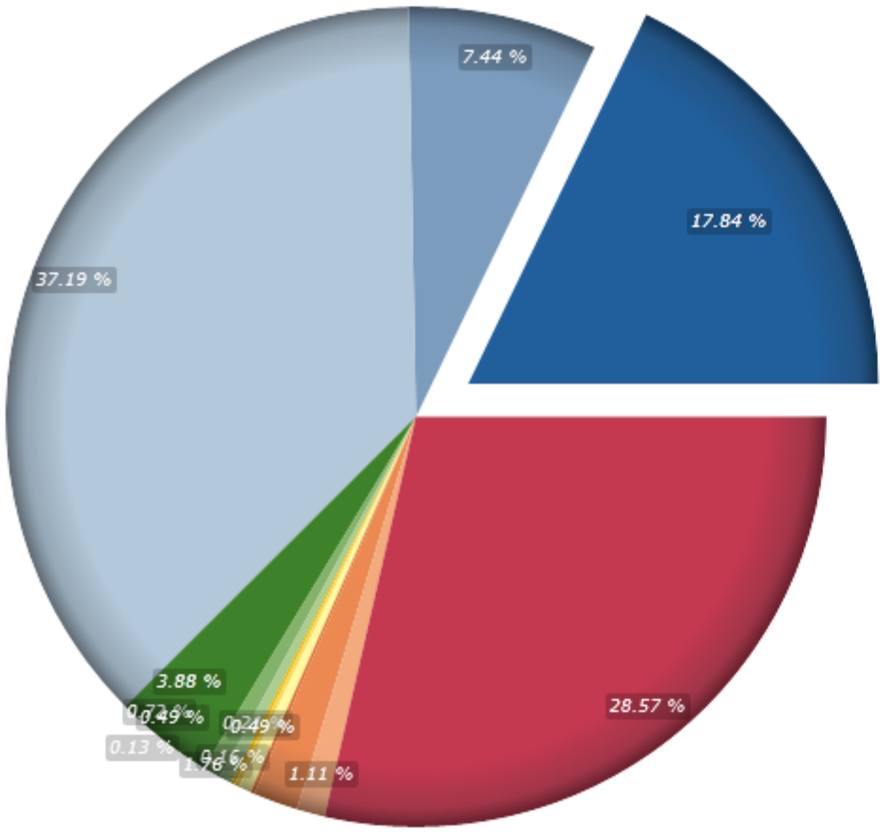
sitecore | Executive Insight Dashboard | 12:06 PM

Executive Insight Dashboard

Traffic | All traffic types | Executive Overview

Traffic
Campaign

All traffic types - Value



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- Branded SEO
- Direct
- Referred - Other
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sitecore | Executive Insight Dashboard | 12:09 PM

Executive Insight Dashboard

Traffic | All traffic types | Executive Overview

All traffic types - Value

All traffic types
Organic SEO
Branded SEO
Direct
Referred - Other
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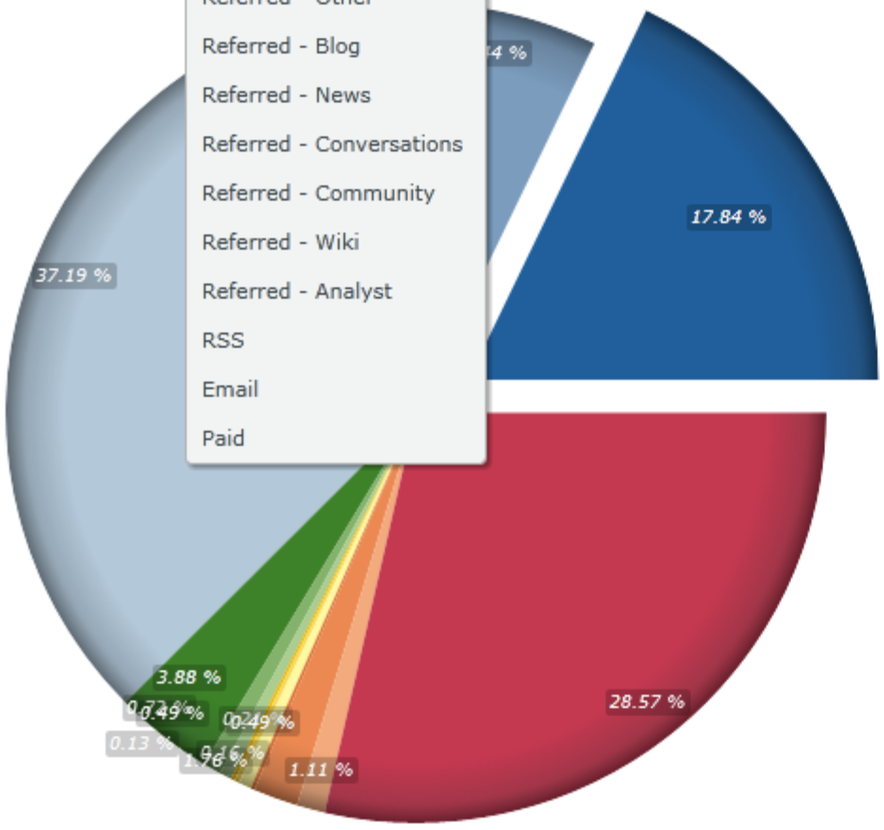

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Q1 09 Q2 09 Q3 09 Q4 09 Q1 10 Q2 10 Q3 10 Q4 10

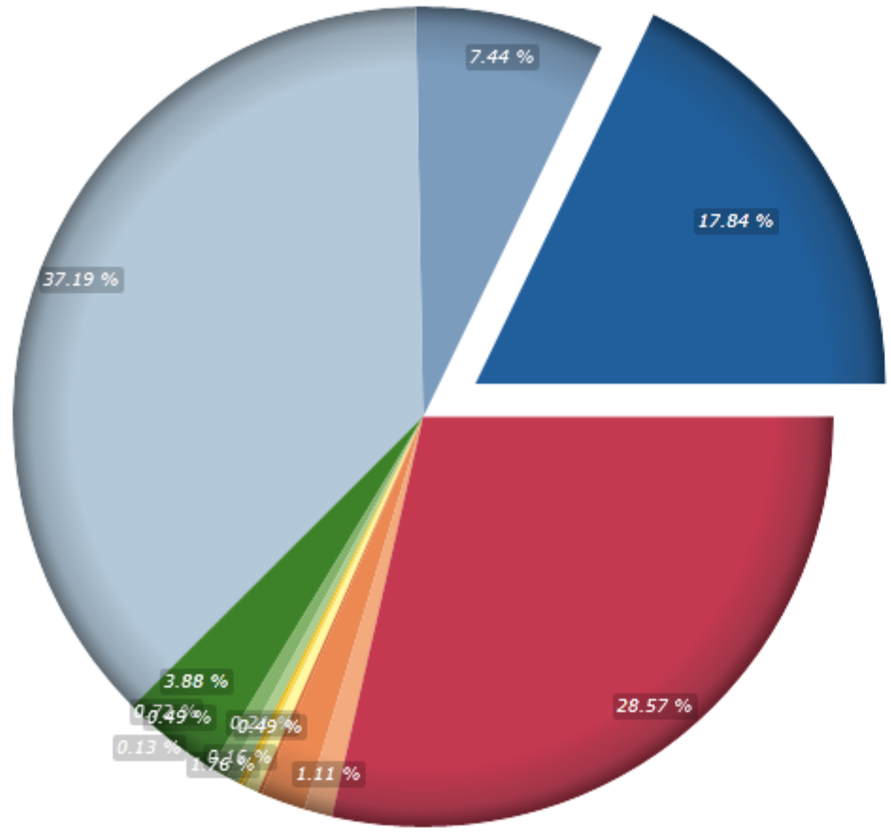
sitecore | Executive Insight Dashboard | 12:17 PM

Executive Insight Dashboard

Traffic | All traffic types

Executive Overview
- Executive Overview
- First Impression
- Engagement

All traffic types - Value



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Value

Visits

Value per Visits

Brand Awareness

Source Value

Resolution: Quarter

Time range **Q1 10 - Q3 10** (01 Jan 10 - 30 Sep 10)

Q1 09 | Q2 09 | Q3 09 | Q4 09 | Q1 10 | Q2 10 | Q3 10 | Q4 10

sitecore | Executive Insight Dashboard | 12:19 PM

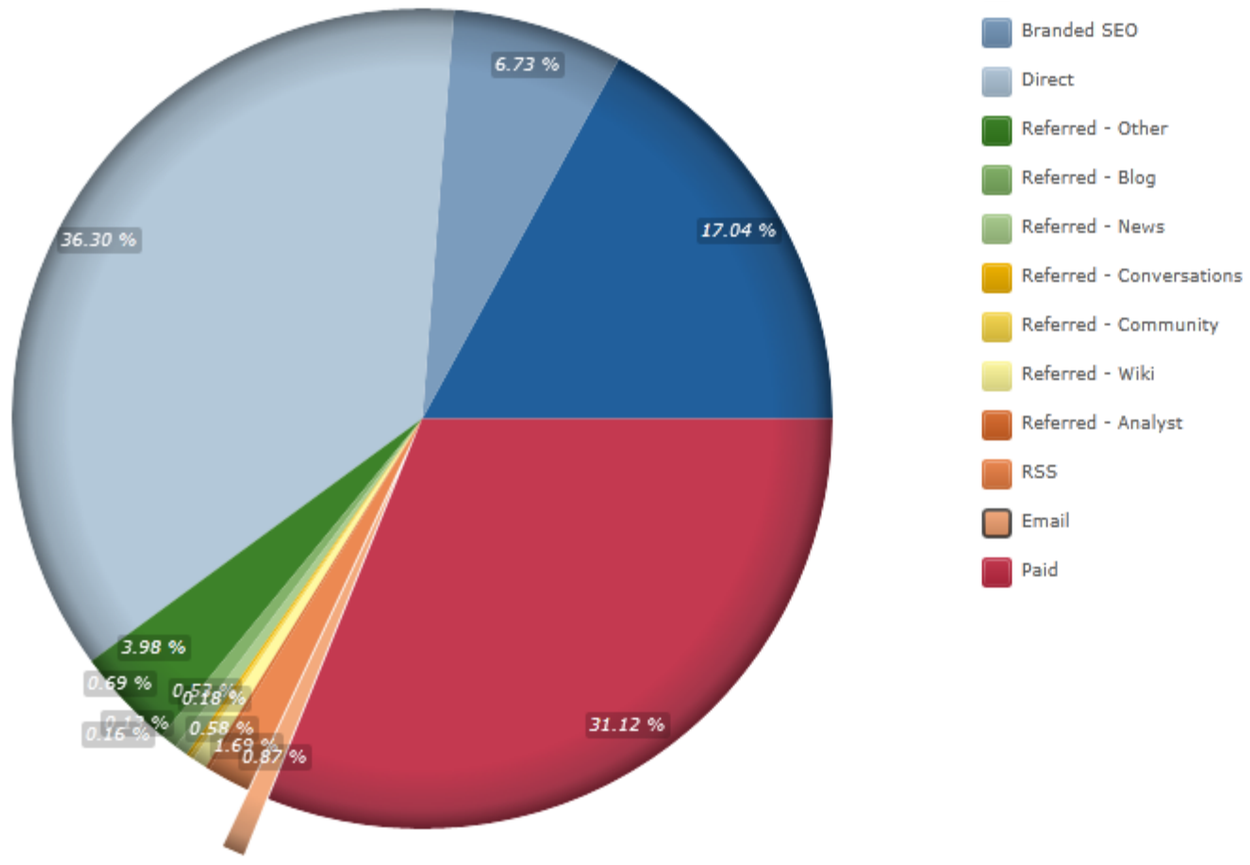
Executive Insight Dashboard

Channel (Traffic Type) Effectiveness

Executive Insight Dashboard

Traffic | All traffic types | Executive Overview

All traffic types - Value



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Value

Visits

Value per Visits

Brand Awareness

Source Value

Source Value per

Resolution: Quarter

Time range **Q4 09 - Q3 10** (01 Oct 09 - 30 Sep 10)

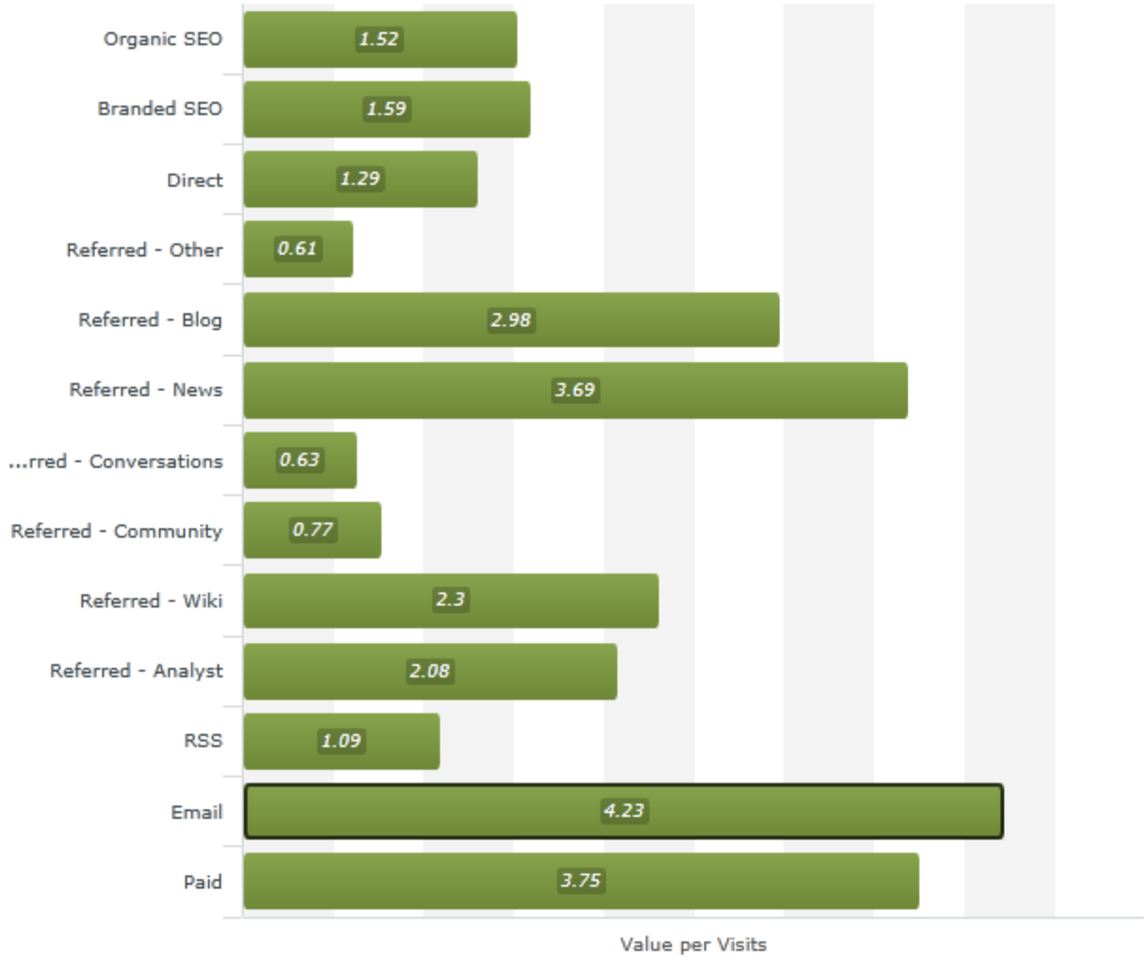
Q1 09 | Q2 09 | Q3 09 | Q4 09 | Q1 10 | Q2 10 | Q3 10 | Q4 10

sitecore | Executive Insight Dashboard | 12:40 PM

Executive Insight Dashboard

Traffic | All traffic types | Executive Overview

All traffic types - Source Value per Visits



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Referred - Blog	24.0%	123.5%
Referred - News	-22.5%	
Referred - Conversations	-94.2%	-90.5%
Referred - Community	11.3%	156.5%
Referred - Wiki	-2.1%	-30.2%
Referred - Analyst	78.5%	-20.8%
RSS	-20.7%	-13.2%
Email	80.1%	184.8%
Paid	-50.8%	10.7%
Sum	-17.3 %	7.0 %

Value | Visits | Value per Visits | Brand Awareness | Source Value | Source Value per Visits

Resolution: Quarter

Time range **Q4 09 - Q3 10** (01 Oct 09 - 30 Sep 10)

Q1 09 Q2 09 Q3 09 Q4 09 Q1 10 Q2 10 Q3 10 Q4 10

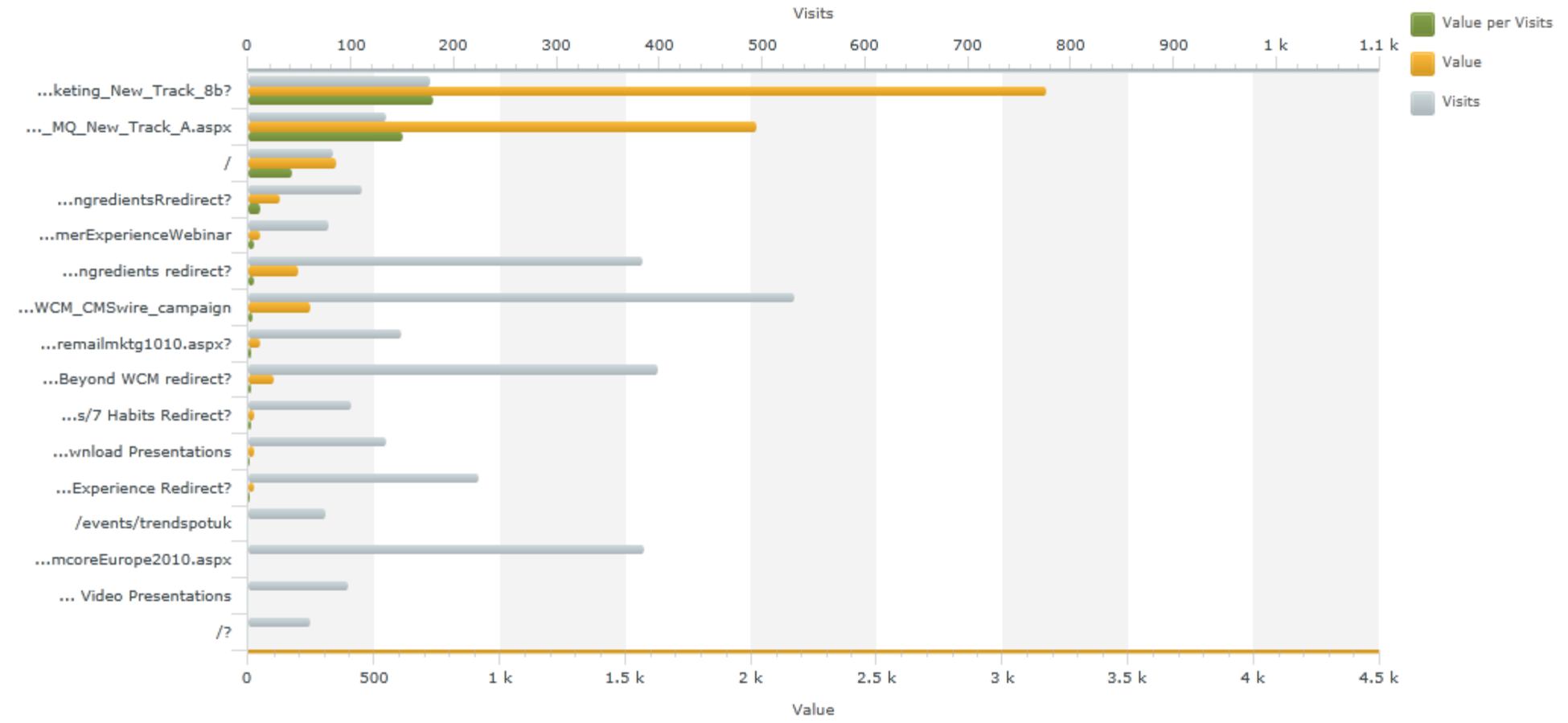
sitecore | Executive Insight Dashboard | 1:21 PM

Executive Insight Dashboard

Traffic | Email | First Impression

Email - Entry Pages

Order by Value per Visits



Entry Pages

Resolution: Quarter

Time range **Q4 09 - Q3 10** (01 Oct 09 - 30 Sep 10)

Q1 09 | Q2 09 | Q3 09 | Q4 09 | Q1 10 | Q2 10 | Q3 10 | Q4 10

sitecore | Executive Insight Dashboard | 1:26 PM

Executive Insight Dashboard

Traffic | Email | First Impression

Email - Entry Pages

Order by Value per Visits

Entry Pages

Visits

0 100 200 300 400 500 600 700 800 900 1 k 1.1 k

Value per Visits
Value
Visits

...keting_New_Track_8b?
..._MQ_New_Track_A.aspx
/
...ngredientsRredirect?
...merExperienceWebinar
...ngredients redirect?
...WCM_CMSwire_campaign
...remailmktg1010.aspx?
...Beyond WCM redirect?
...s/7 Habits Redirect?
...wnload Presentations
...Experience Redirect?
/events/trendspotuk
...mcoreEurope2010.aspx
... Video Presentations
/?

0 500 4 k 4.5 k

4 k 3.5 k 3 k 2.5 k 2 k 1.5 k 1 k 500 0

250 200 150 100 50 0

Visits

17.94

Q3 10

/Landing/Molding_Customer_Experience_June2_Marketing_New_Track_8b?

Potential	-34.61%
Potential Value Gain	-2,760
Value	3,175
Visits	177
Value per Visits	17.94

Resolution: Quarter

Time range **Q4 09 - Q3 10** (01 Oct 09 - 30 Sep 10)

Q1 09 Q2 09 Q3 09 Q4 09 Q1 10 Q2 10 Q3 10 Q4 10

sitecore | Executive Insight Dashboard | 1:33 PM

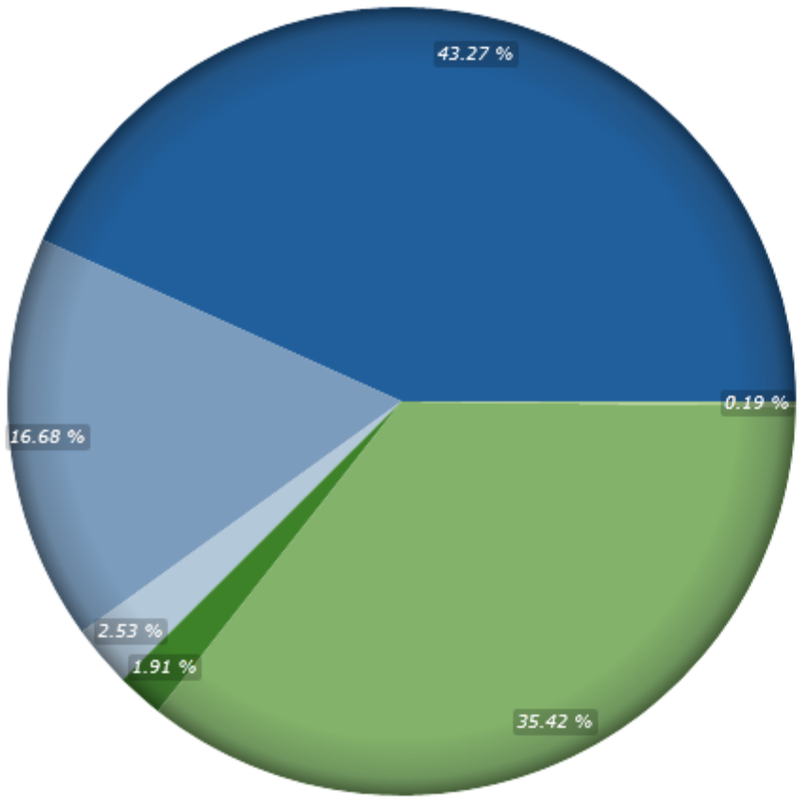
Executive Insight Dashboard

Campaign Effectiveness

Executive Insight Dashboard

Campaign | All campaigns | Executive Overview

All campaigns - Value



- Unknown
- Search
- Email
- Webinar
- Gartner
- Banner

Trend

	Q3 10 vs Q1 10	Q3 10 vs Q3 09
Unknown	19.8%	437.7%
Search	-30.3%	38.0%
Email	657.1%	1,123.1%
Webinar	227.6%	-
Gartner	264.4%	228.9%
Banner	-76.9%	-
Sum	60.4 %	254.9 %

Value

Visits

Value per Visits

Resolution: Quarter

Time range **Q1 10 - Q3 10** (01 Jan 10 - 30 Sep 10)

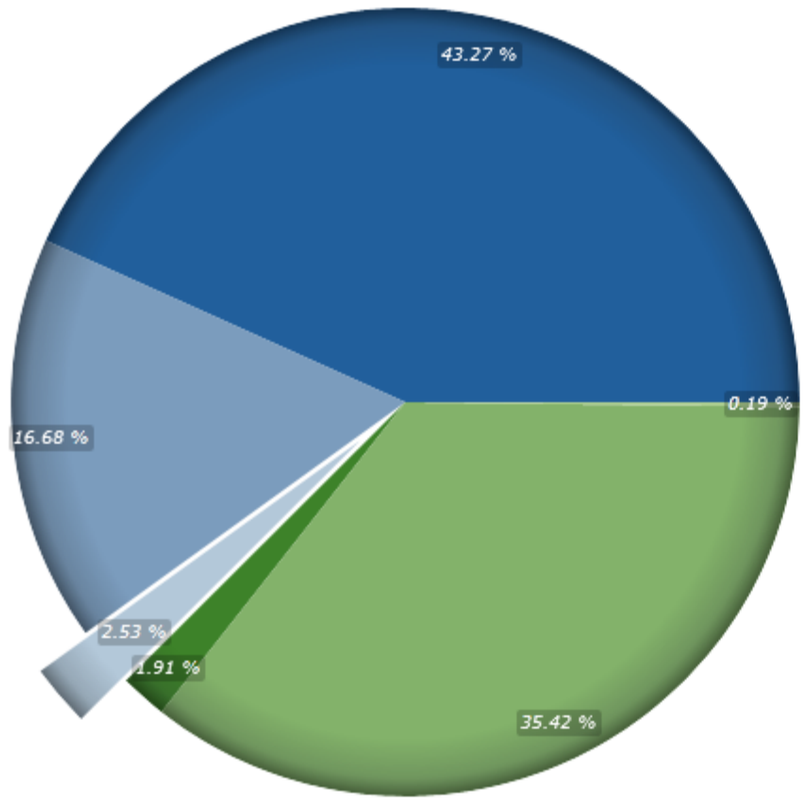
Q1 09 | Q2 09 | Q3 09 | Q4 09 | Q1 10 | Q2 10 | Q3 10 | Q4 10 | Q1 11

sitecore | Executive Insight Dashboard | 4:47 PM

Executive Insight Dashboard

Campaign | All campaigns | Executive Overview

All campaigns - Value



Unknown
Search
Email
Webinar
Gartner
Banner

Trend

	Q3 10 vs Q1 10	Q3 10 vs Q3 09
Unknown	19.8%	437.7%
Search	-30.3%	38.0%
Email	657.1%	1,123.1%
Webinar	227.6%	-
Gartner	264.4%	228.9%
Banner	-76.9%	-
Sum	60.4 %	254.9 %

Value

Visits

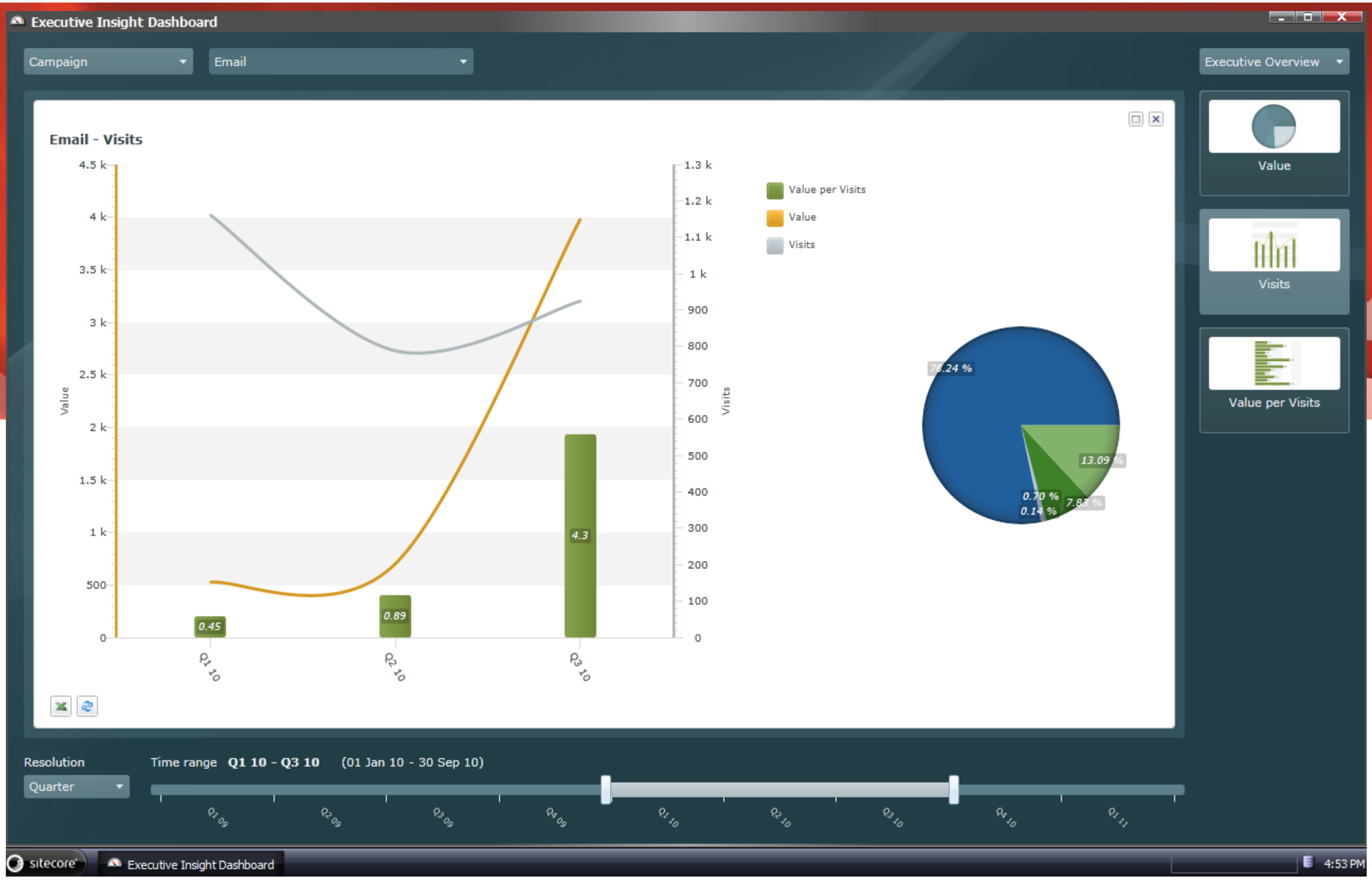
Value per Visits

Resolution: Quarter

Time range **Q1 10 - Q3 10** (01 Jan 10 - 30 Sep 10)

Q1 09 | Q2 09 | Q3 09 | Q4 09 | Q1 10 | Q2 10 | Q3 10 | Q4 10 | Q1 11

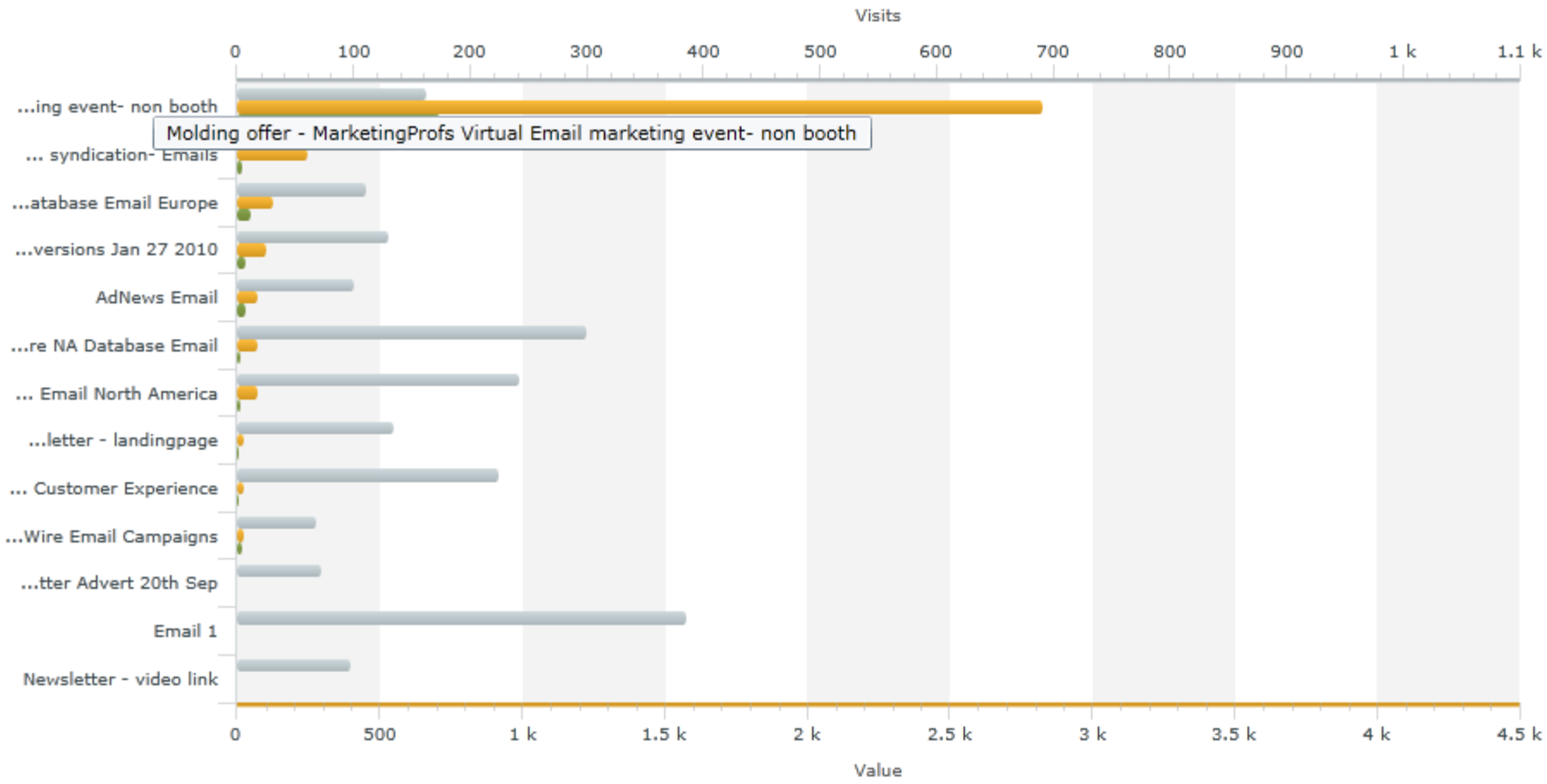
sitecore | Executive Insight Dashboard | 4:50 PM


Executive Insight Dashboard
Campaign
Email
Executive Overview
Email - Visits
4.5 k
4 k
3.5 k
3 k
2.5 k
2 k
1.5 k
1 k
500
0
Value
1.3 k
1.2 k
1.1 k
1 k
900
800
700
600
500
400
300
200
100
0
Visits
0.45
0.89
4.3
Q1 10
Q2 10
Q3 10
Value per Visits
Value
Visits
78.24 %
13.09 %
7.83 %
0.70 %
0.14 %
Value
Visits
Value per Visits
Resolution
Quarter
Time range Q1 10 - Q3 10 (01 Jan 10 - 30 Sep 10)
Q1 09
Q2 09
Q3 09
Q4 09
Q1 10
Q2 10
Q3 10
Q4 10
Q1 11
sitecore
Executive Insight Dashboard
4:53 PM

Campaign | Email | First Impression

Email - Campaigns

Order by Value



Referring Sites

Campaigns

Search Keywords

Entry Pages

Resolution

Quarter

Time range **Q1 10 - Q3 10** (01 Jan 10 - 30 Sep 10)

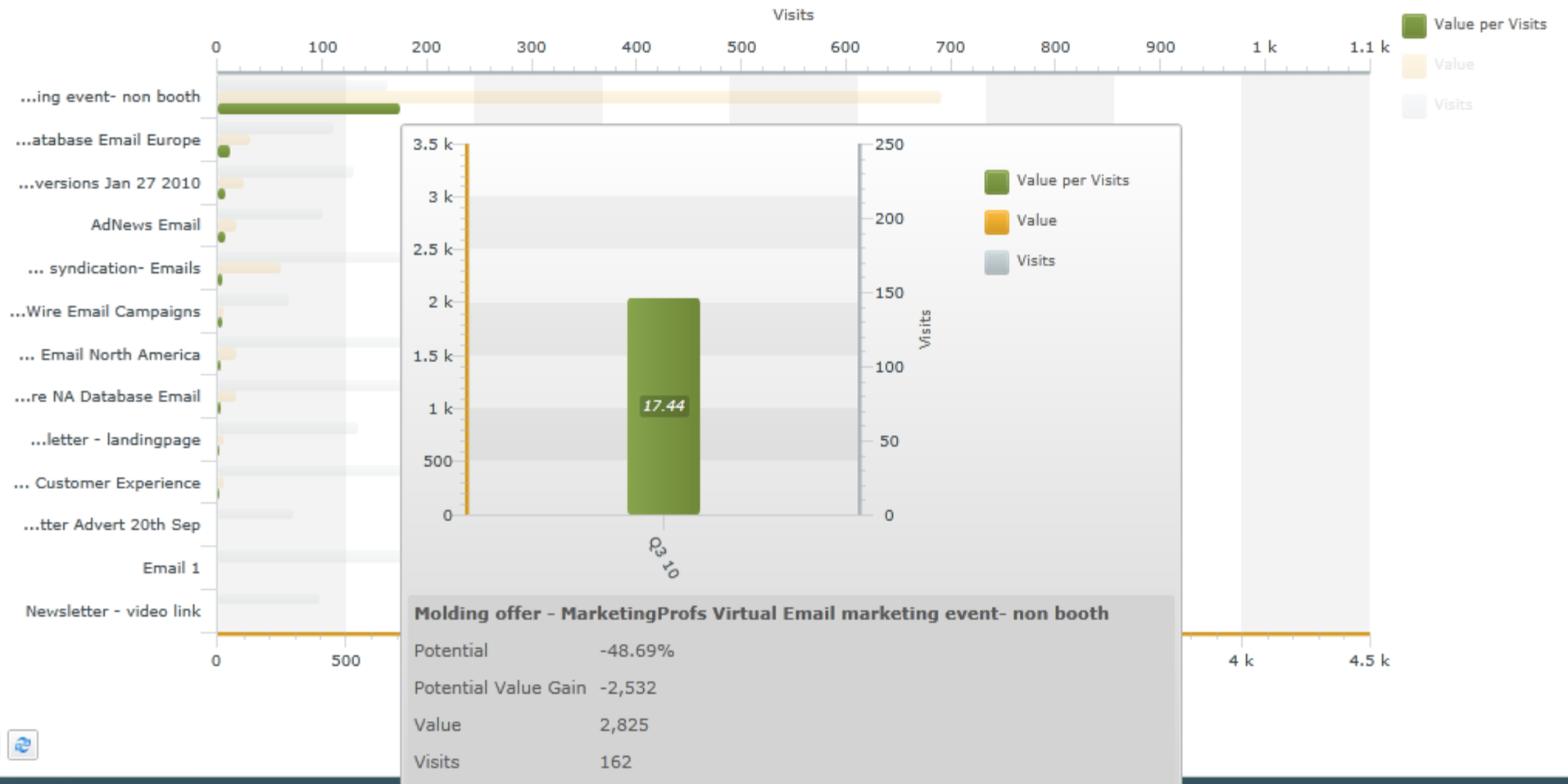
Q1 09 Q2 09 Q3 09 Q4 09 Q1 10 Q2 10 Q3 10 Q4 10 Q1 11

sitecore | Executive Insight Dashboard | 5:00 PM

Campaign | Email | First Impression

Email - Campaigns

Order by Value per Visits



Molding offer - MarketingProfs Virtual Email marketing event- non booth

Potential	-48.69%
Potential Value Gain	-2,532
Value	2,825
Visits	162
Value per Visits	17.44

Referring Sites

Campaigns

Search Keywords

Entry Pages

Resolution: Quarter

Time range **Q1 10 - Q3 10** (01 Jan 10 - 30 Sep 10)

Q1 09 | Q2 09 | Q3 09 | Q4 09 | Q1 10 | Q2 10 | Q3 10 | Q4 10 | Q1 11

sitecore | Executive Insight Dashboard | 5:05 PM

Sitecore Engagement Analytics

Every Marketer Makes an Impact:

Simple and Elegant

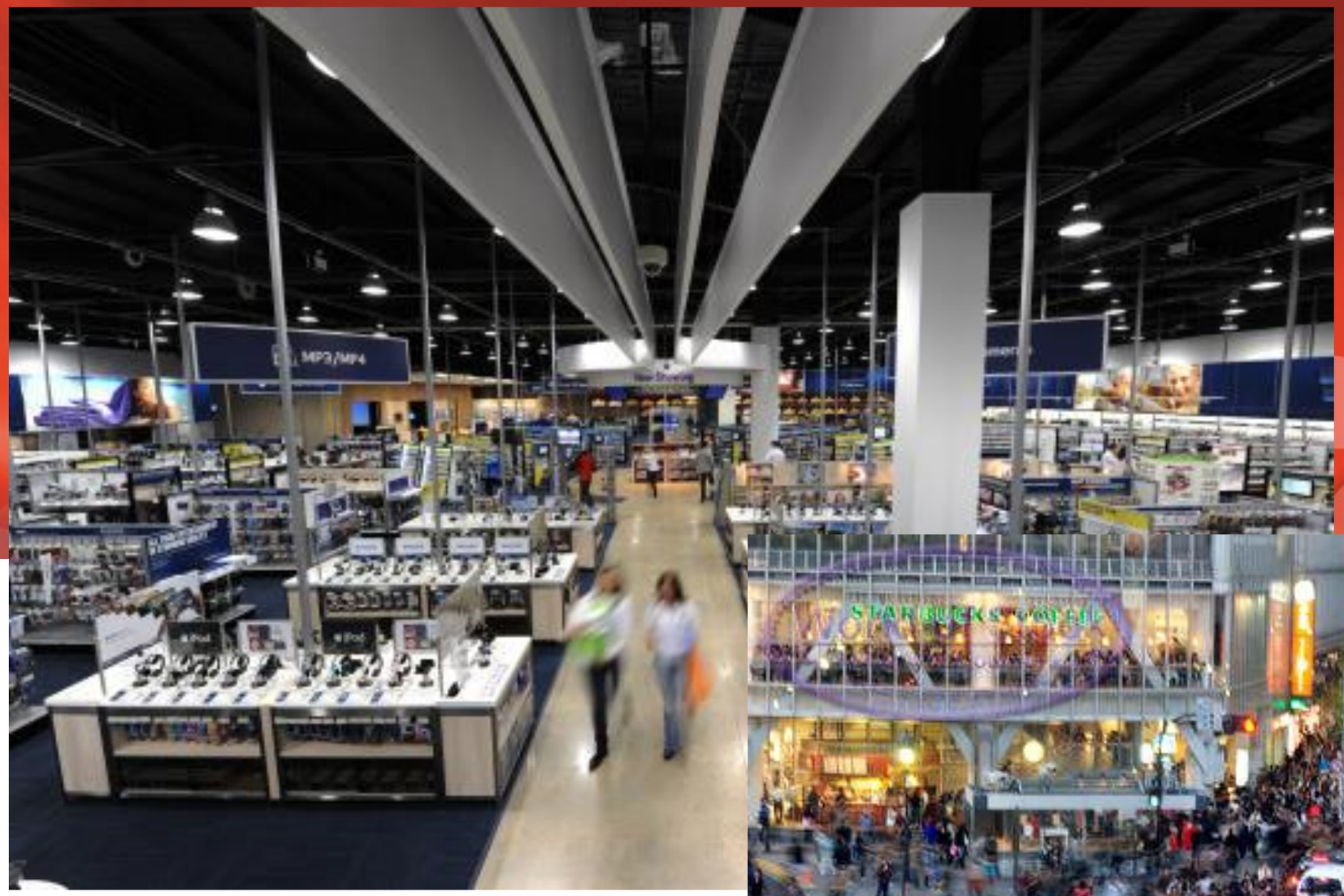
Cross-Channel Marketing

Marketing Multiplier

Highly Engaged Visitors

Bottom Line Impact

Web Analytics



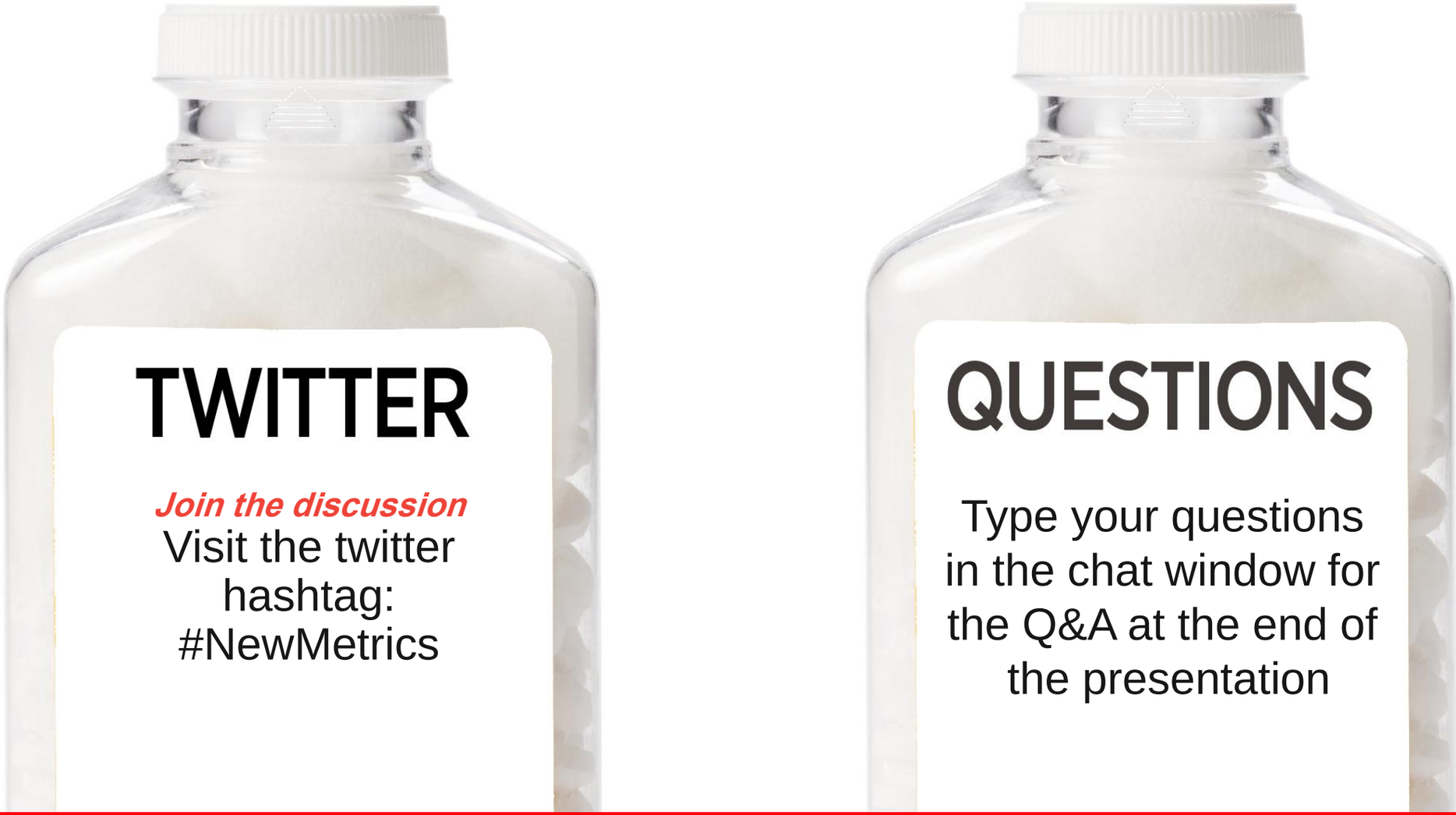
High Traffic Disengaged

Engagement Analytics

High Traffic
Highly Engaged

Questions & Answers

A recording & slides will be sent
to you within 48 hours after the event!



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