

Web Analytics Association (WAA)

WAA Webcast: The Pulse of International Web Analytics

Sponsored by: eMetrics Marketing Optimization Summit
November 15, 2007

Moderated By:

**René Dechamps
Otamendi**

WAA International Committee
Events and Marketing Coordinator



Audio Instructions

Your audio is available through your computer speakers or Internet headset

Technical Support:

WebEx: 1-866-229-3239
(US & Canada toll-free),
+ 1-408-435-7088 (Int'l toll)

WAA Mission Statement

1. **To unite and foster the interests** of practitioners, vendors and consultants who use, sell, install, implement, consult, teach, train or benefit from the field of Web Analytics
2. **To promote an understanding of Web Analytics** by disseminating the industry's best practices, most up-to-date information, and key resources.
3. **To provide members with a forum** where they can share information and resources, and have access to the latest news, events, and special promotions.



Web Analytics Association Brings it all Together

- For Practitioners
 - Increase understanding and skill set
 - Better ROI for their organizations
 - Ability to volunteer and drive direction of industry
 - For Vendors
 - Participate in the development of standards
 - Deeper understanding of customer requirements
 - Increase visibility of category and grow the market
 - For Consultants
 - Business opportunities
 - Collaboration with a community of interest
- Join now: www.WebAnalyticsAssociation.org



2007-2008 Board of Directors

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Bryan pins Jim!

Executive Director: Brian Induni



Three Types of Memberships

WAA Professional

(Annual Membership - \$129)

- Listing in WAA Membership (opt-in) Directory
- Access to member-only webcasts and discussion lists
- Discount on publications and events
- Access to resources and white papers
- 15% discount on registration for eMetrics Marketing Optimization Summit
- Opportunities to join a committee and shape the industry

WAA Premier Corporation

- All benefits of the WAA Professional membership.
- Corporate Representative plus 9 individual memberships for employees, clients or associates.
- Two WAA Base Camp workshop tickets
- Enhanced profile on website and member directory.
- 10% booth and sponsor discount at the Emetrics Summit.

Annual Membership – 12 months:

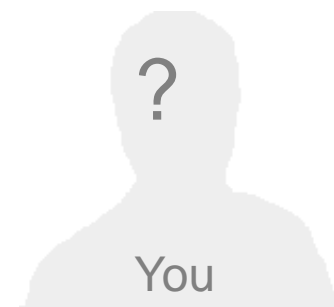
\$5,000 - Over 5 million sales

\$2,500 - Under 5 million sales

WAA Academic (Annual \$39)

- All benefits of the WAA Professional individual membership.

Designed for full-time students and professors



Today's Panelists

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Web Analytics in Finland

Presented By:

Steve Jackson

Senior Consultant (Satama)

Co-Chair WAA International

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Henry Fordin katu 6, Helsinki, Finland



Web Analytics In Finland

- Industry is led by a few key players (Satama, Nokia)
- Low vendor penetration (done through partners like Satama & Naviatech – discussed later)
- As with the whole industry it's tough to find qualified staff in the web analytics field
- WAA presence quite high (country manager Kalle Heinonen – Satama)
- Industry focus is on building process and culture



Vendors

1. Omniture/VS
2. WebTrends (What response?)
3. IndexTools
4. CoreMetrics
5. Snoobi (local vendor)
6. Google Analytics
7. Unica
8. Others (SAS)



Questions & Challenges

- **Challenges**
 - *Moving from reporting to analysis*
 - *Developing a web analytics culture – change management*
- **Dennis Mortensen asked:**
 - *Are US Web Analysts more advanced in their use of Web Analytics than European Web Analysts?*
 - *In a word no..... ;o)*



WAA Webinar

Controlling the performance

Presented By:

Alessandro Zanzini

Marketing Effectiveness Manager

Emea HP Customer Experience

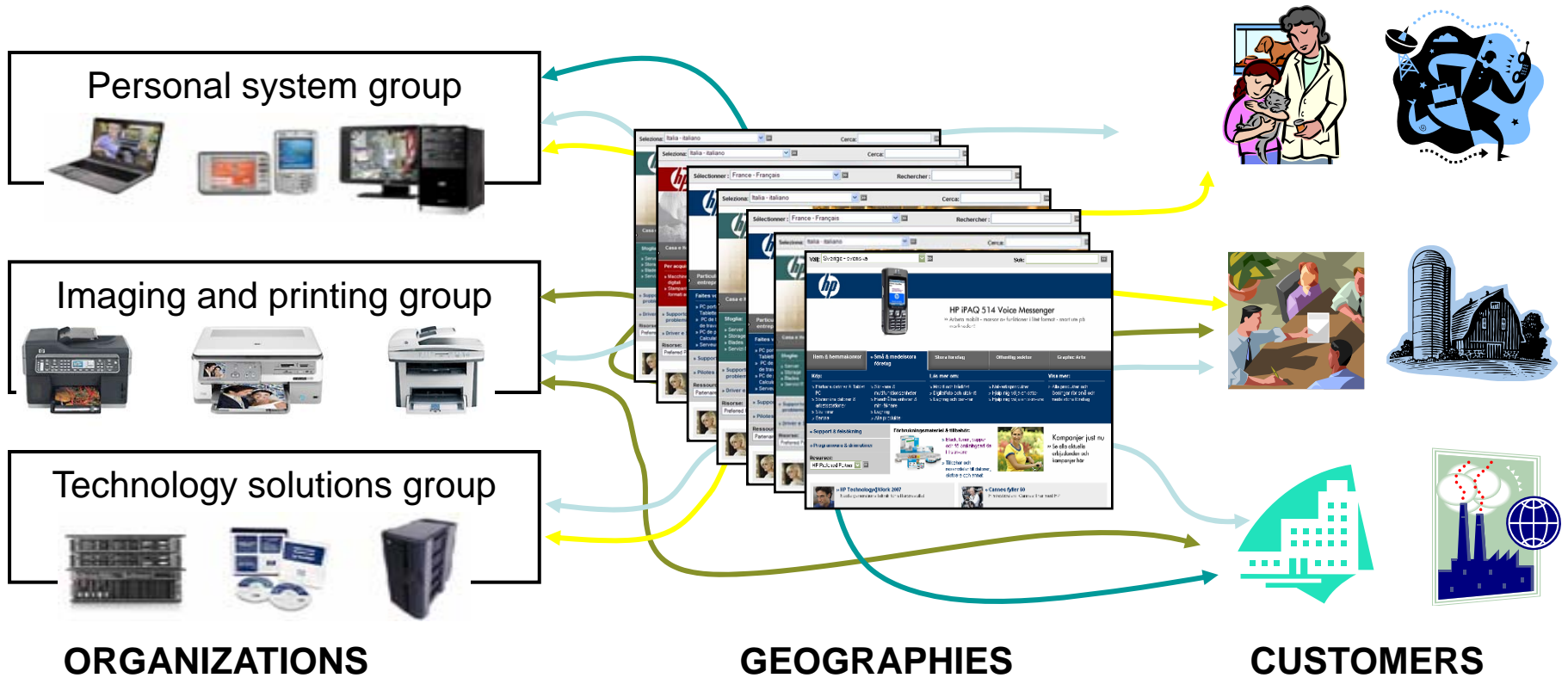


About Hewlett-Packard (HP)

- With a portfolio that spans printing, personal computing, software, solutions, services and IT infrastructure, HP is one of the world's largest IT companies
- HP focuses on simplifying technology experiences for all customers – from individual consumers to the largest businesses
- Revenue totaling \$94,1 billion for the four fiscal quarters ended January 31, 2007.
- HP serves more than one billion customers in more than 170 countries on six continents.
- HP has approximately 156 000 employees worldwide
 - Headquarters: Palo Alto, California
- More info: www.hp.com



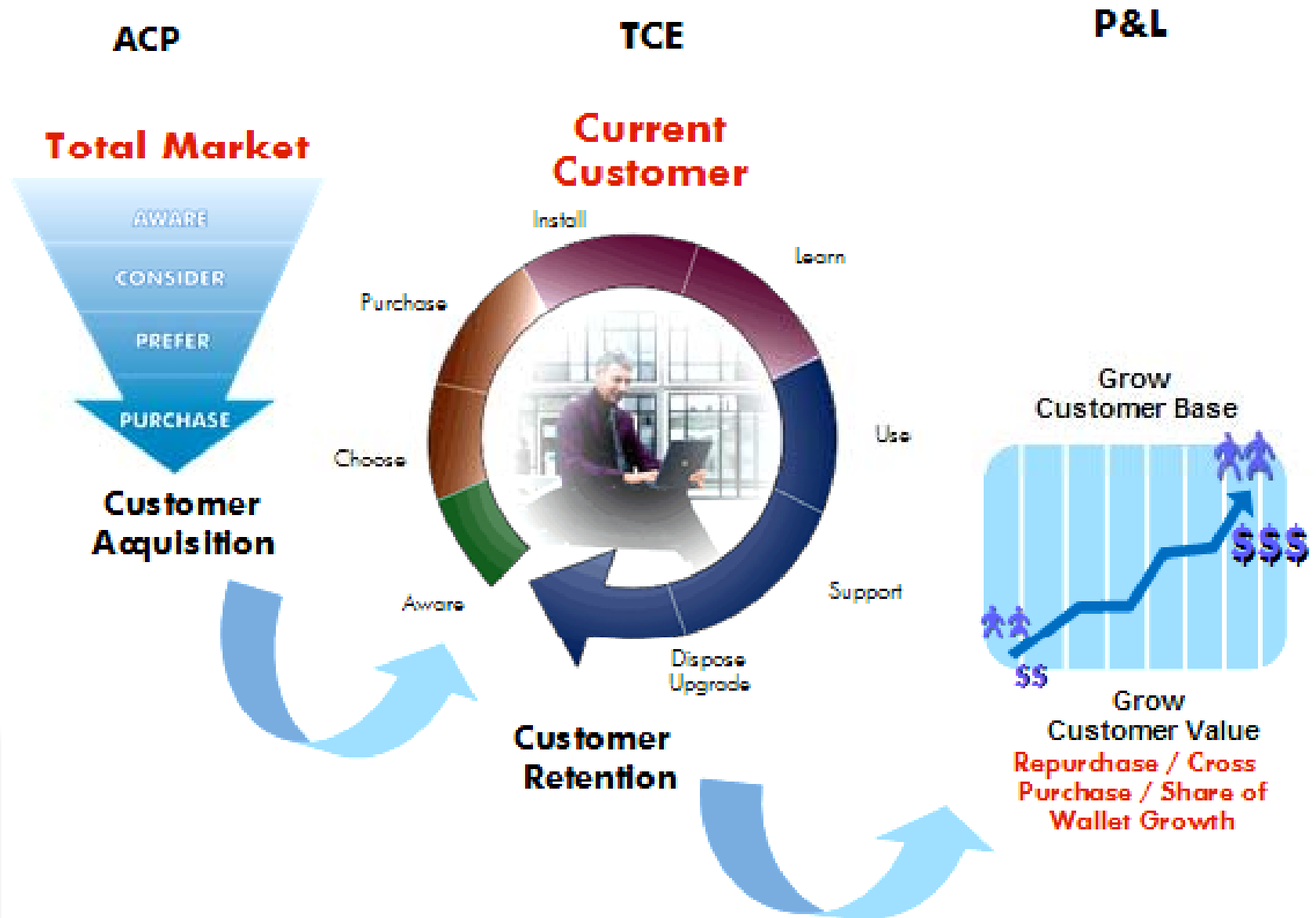
hp.com at a glance



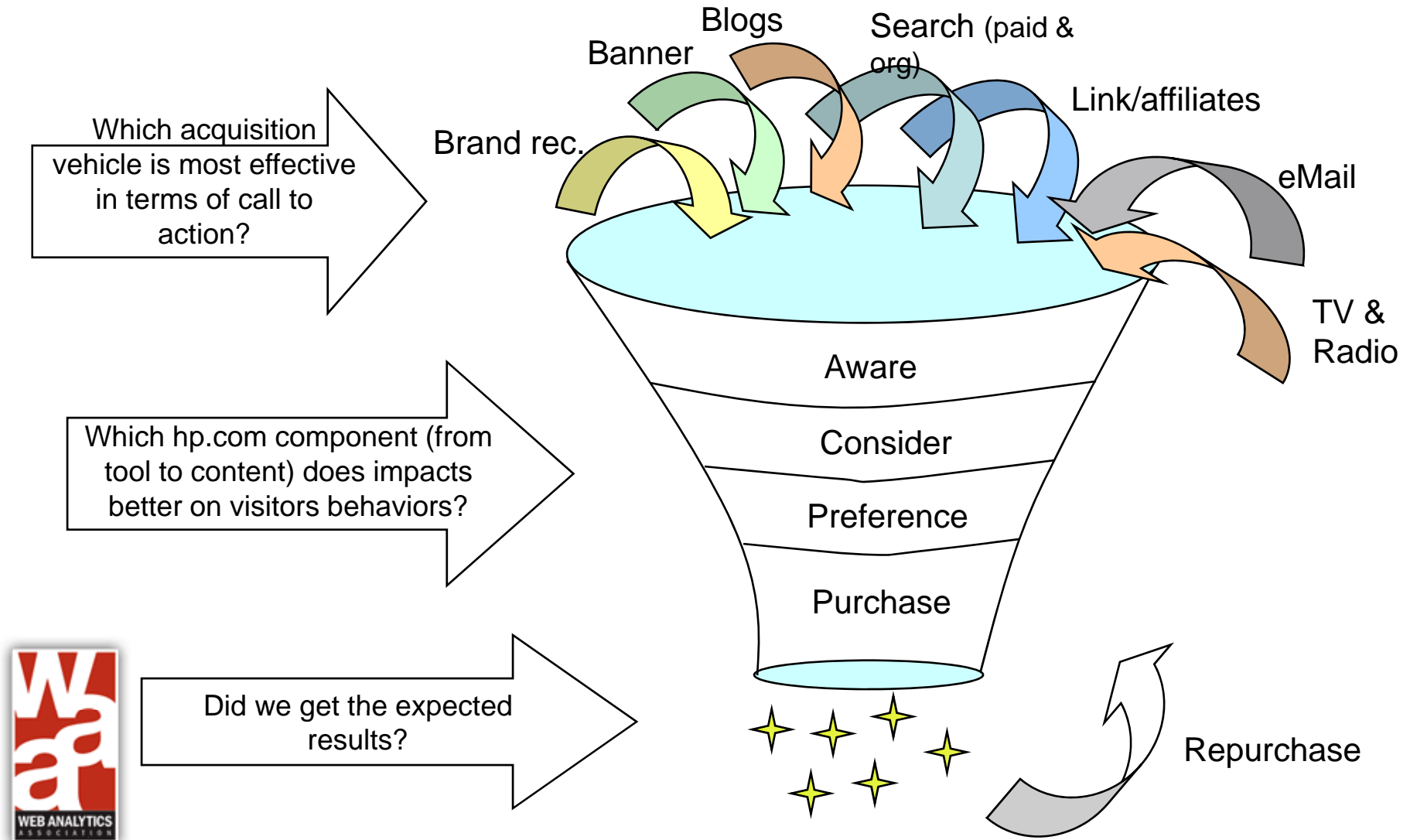
hp.com web is a very articulated environment because of its truly global essence serving +60 countries around the world (in local language), supporting the marketing needs of the three global business units and respective portfolio of products and services each targeting consumer, small and medium businesses, large enterprises and corporate clients.



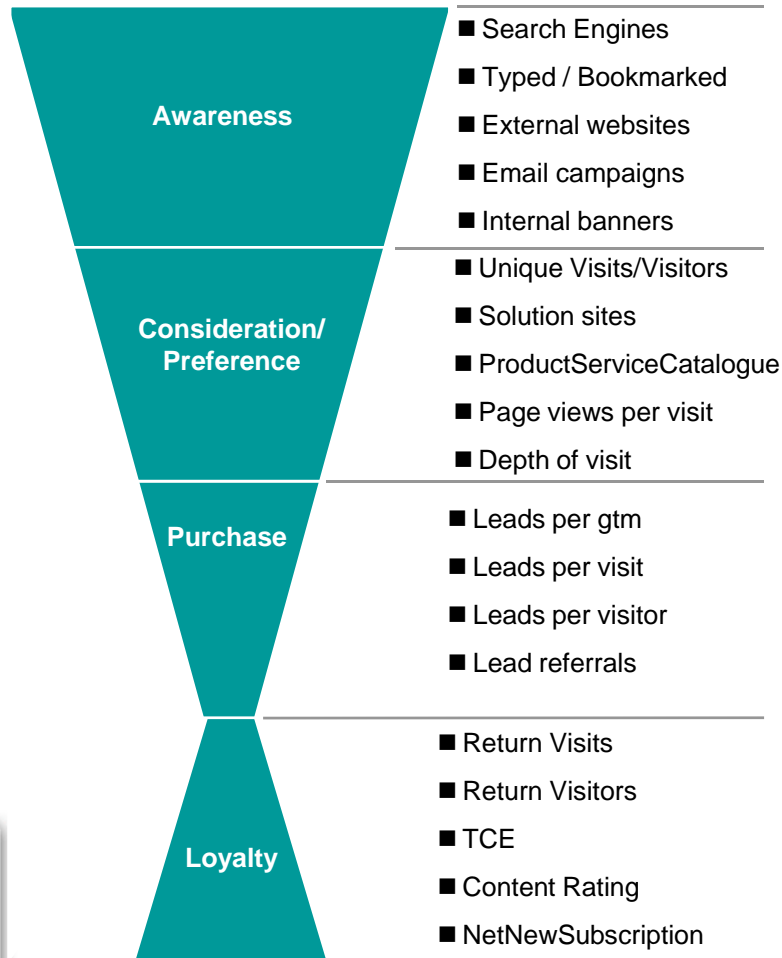
Measurement framework



The “conscious” funnel – vision



Business Fundamental Performance report



What's in it

- Country and BU/segment based report
- Each Country gets one
- XSL format, Produced Monthly
- Automated chart generation

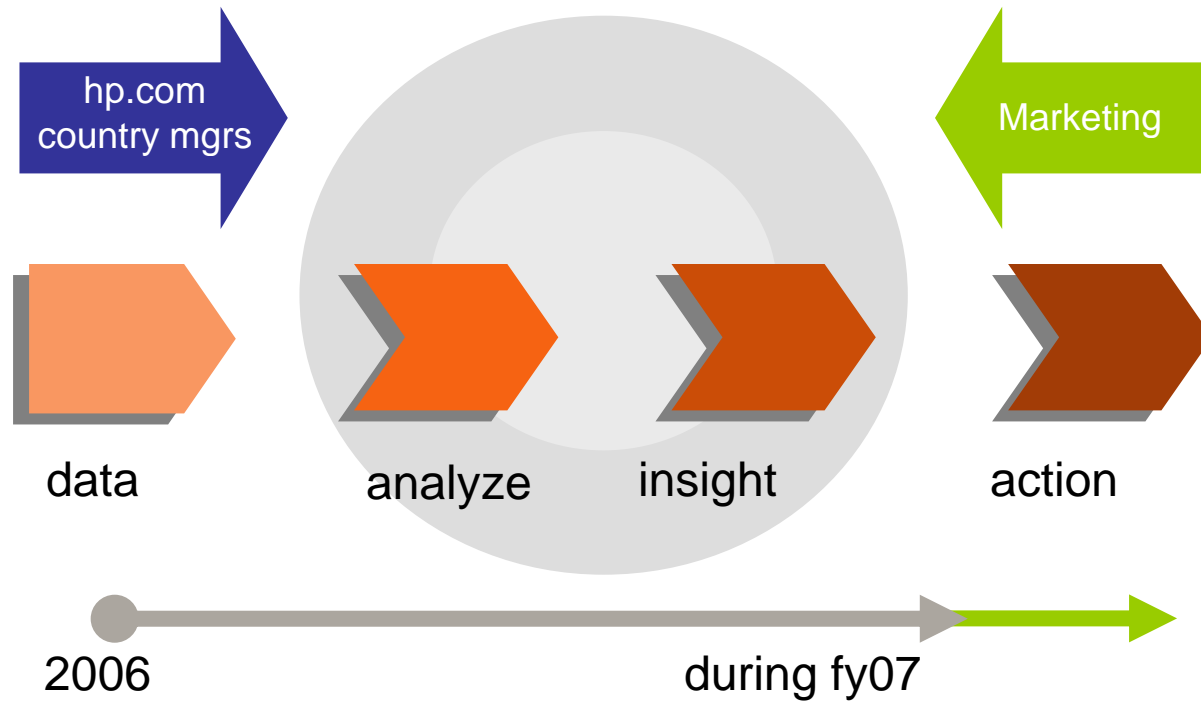
What it tells

- More than 70 metrics
- Around 15 KPIs

What it enables

- Holistic view of country website performance.
- Effectiveness of acquisition vehicles
- Balance the focus on ACP-TCE depending on local BU priorities

The process



Data, data
and more
data

KPIs (5-7)
per Business
Unit

Confront
Analytics with
business
priorities

Changes to marketing
mix,
promo pages
SEM, internal banner and
search.



Regional Web Analytics Level of Advancement

Presented By:

Dennis R. Mortensen

COO IndexTools, Inc.

Blog:

VisualRevenue.com/blog



Research Intro

- This is the first input in a series - about the factual (**quantitative** researched) state of the web analytics Industry.
- This is not to be compared with the WAA sponsored **qualitative** study **Global Use and Attitudes Towards Web Analytics - March 2007** by Eric Peterson.



Questions

- **Question 1**
“Are US Web Analysts more advanced in their use of Web Analytics than European Web Analysts?”
- **Question 2**
“How do the three supposedly most advanced regions of Europe compare in level of advancement?”



Basic definitions

- A “*Web Analyst*” is defined as an enterprise user who signs into the web analytics tool and request reports and analysis.
- “*Advanced*” is defined as in the web analysts use of a set of subjective chosen sophisticated reports versus a set of simpler reports



Dataset

Period: Q3 2007

Total Report requests: 1,911,913

Total Report requests by enterprise users: 470,320

- “*Enterprise user*” defined as users of the high-end (Enterprise) version of **IndexTools** and as one who built and/or requested a custom report in the session analyzed



Advanced/simple subset

Total Report requests by enterprise users: 470,320

Advanced Report requests by Enterprise users: 18,091 (**3.85%**)

Simple Report requests by Enterprise users: 15,864 (**3.37%**)

- “*Advanced Report requests*” segment defined as combined usage of *Custom Report Wizard* and the *Visitor Segmentation* reports
- “*Simple Report requests*” segment defined as combined usage of *Most Requested Pages*, *Referring Domains*, *Visits* and *Traffic Summary*



GEO segmented Advanced/simple subset

Advanced Report requests by Enterprise users (Europe): **4.04%**

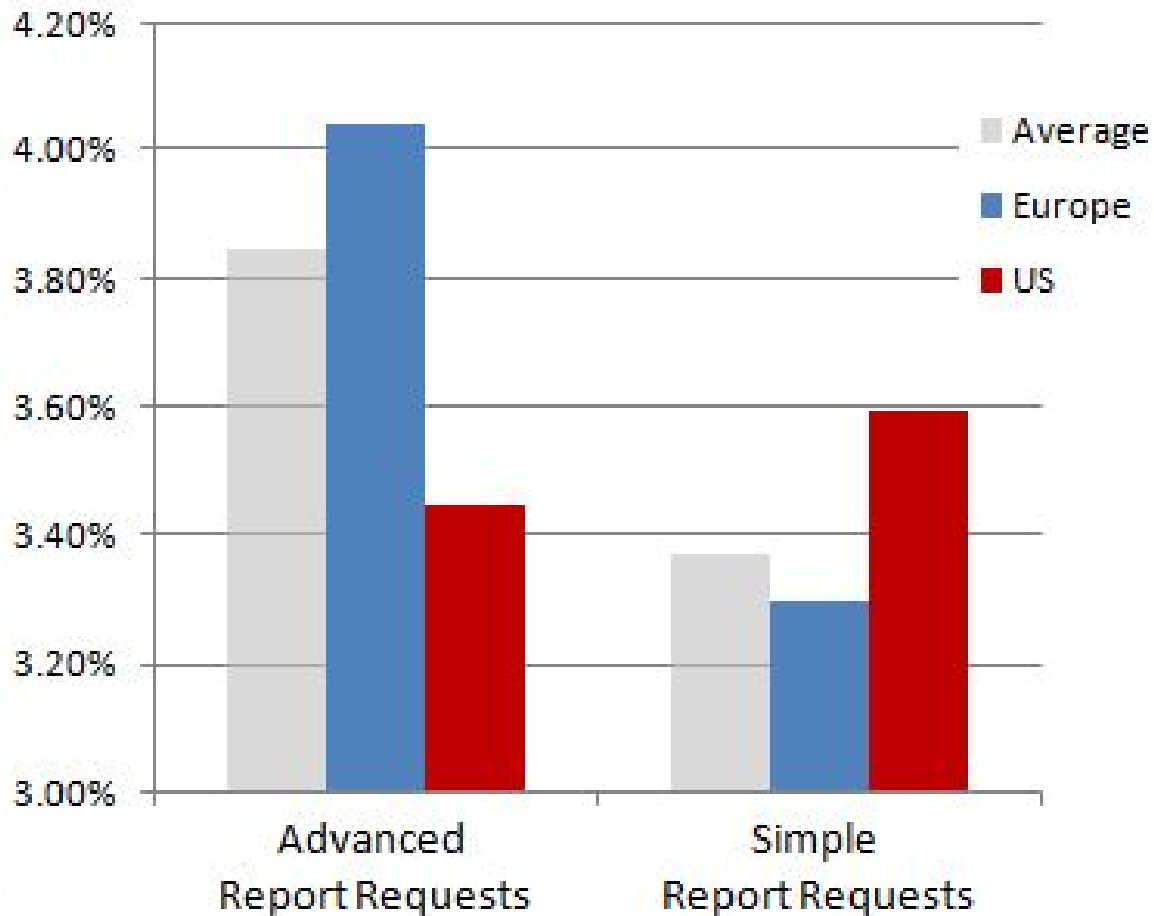
Advanced Report requests by Enterprise users (US): **3.45%**

Simple Report requests by Enterprise users (Europe): **3.30%**

Simple Report requests by Enterprise users (US): **3.59%**



Question: Are US Web Analysts more advanced in their use of Web Analytics than European Web Analysts? - Answer: **No**



Source: 1,911,913 reports requested by Web Analysts using IndexTools (Q3 2007)
(VisualRevenue.com/blog - Dennis R. Mortensen)



Conclusion

- In contrary to what is commonly understood, **European web analysts are on an average more advanced than US web analysts.** This fact is based on two fundamental conclusions, namely that European Analysts are requesting and creating more Enterprise level reporting and analysis and working less with simpler reports.



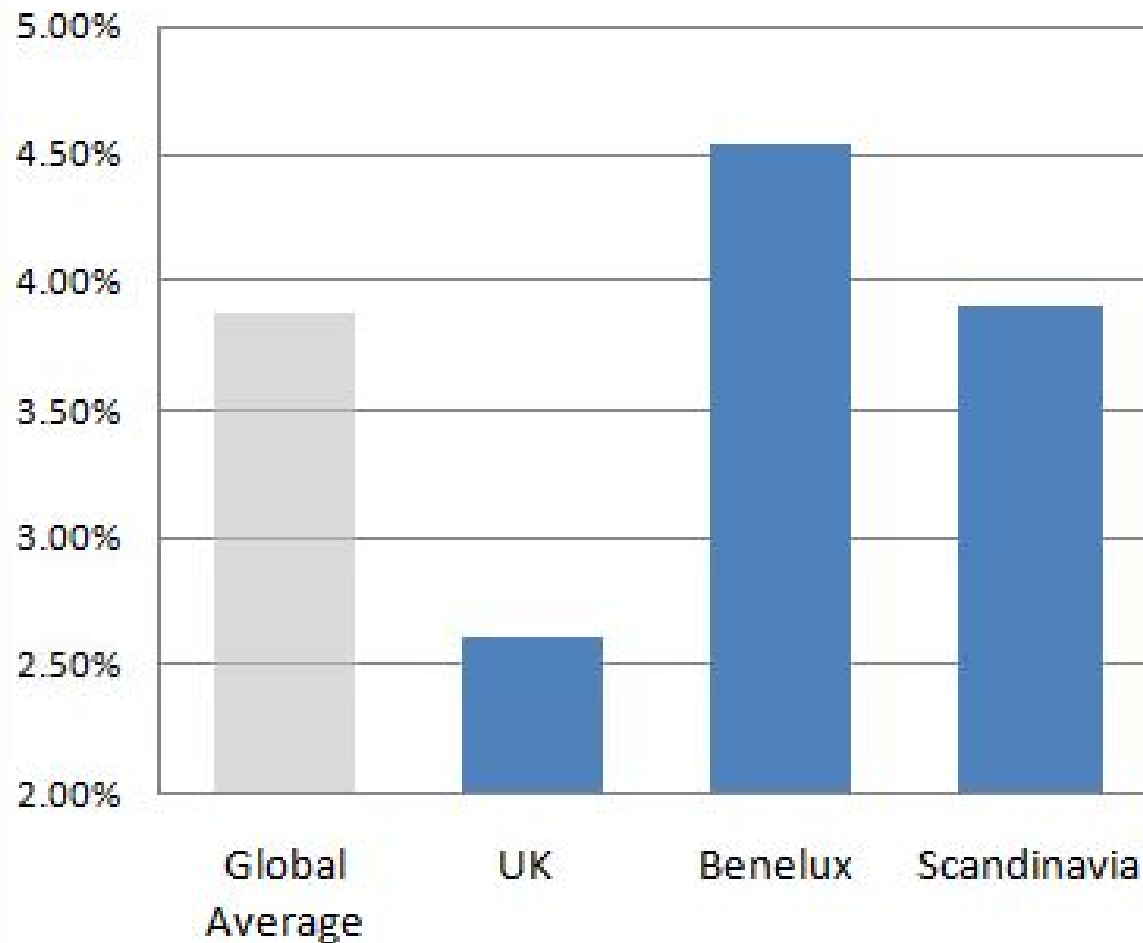
Source: <http://visualrevenue.com/blog/2007/10/web-analytics-industry-international.html>

European subsegments

- *How does the UK, Benelux and Scandinavia compare in level of advancement?*



Advanced Report Requests usage throughout 3 European regions compared to a global average



Source: 5,509,003 reports requested by Web Analysts using IndexTools (Q1-Q3 2007)
(VisualRevenue.com/blog - Dennis R. Mortensen)



Pan-European Web Analytics at Toyota Motor Europe

Presented By:

Michael Notté

Senior Analyst

Sales & Marketing Business Applications

Toyota Motor Europe



Agenda

- Toyota Motor Europe - Context
- Challenges and best practices
- International Analytics



Toyota Motor Europe - Context

- Toyota Motor Europe hosts & supports national sites for
 - Toyota & Lexus brands
 - In 25+ European countries
 - In more than 20 languages
- Provide infrastructure, tools & content to national companies so they can operate their marketing web sites & online activities
 - Hosting
 - Content Management framework (tools & content)
 - Web Analytics (tools & reporting)
 - Best Practices



Challenges...

- **Flexibility**
 - Reporting needs at global level vs. Local level
 - Context where global / local / external content co-exist
- **Education & communication**
 - How to move from reporting to actionable analysis
 - Spread insights & data across companies and departments
- **Data consistency & quality**
 - Make sure you « compare apples with apples »
 - accuracy and completeness
- **Country specific aspects**
 - How to measure and compare objectively 28 markets?



...and (best) practices

- **Standard** WA platform & KPI's
- Tagging **integration** in Content Management System
- **Compromise** between automation vs. flexibility vs. level of details
- Define tagging standards & **guidelines** for 3rd parties
- **Evangelize** and coach national companies
- Organize workshops and **communication** platforms
- **Educate** agencies!



Pan-European Analytics

28 markets with their own characteristics



How to compare different markets as objectively as possible?



Pan-European Analytics

Agreed **common set of goals** in our context...

... linked to a **common set of online KPI's**

Awareness

Online KPI

Knowledge

Online KPI

Liking

Online KPI

Consideration

Online KPI

Preference

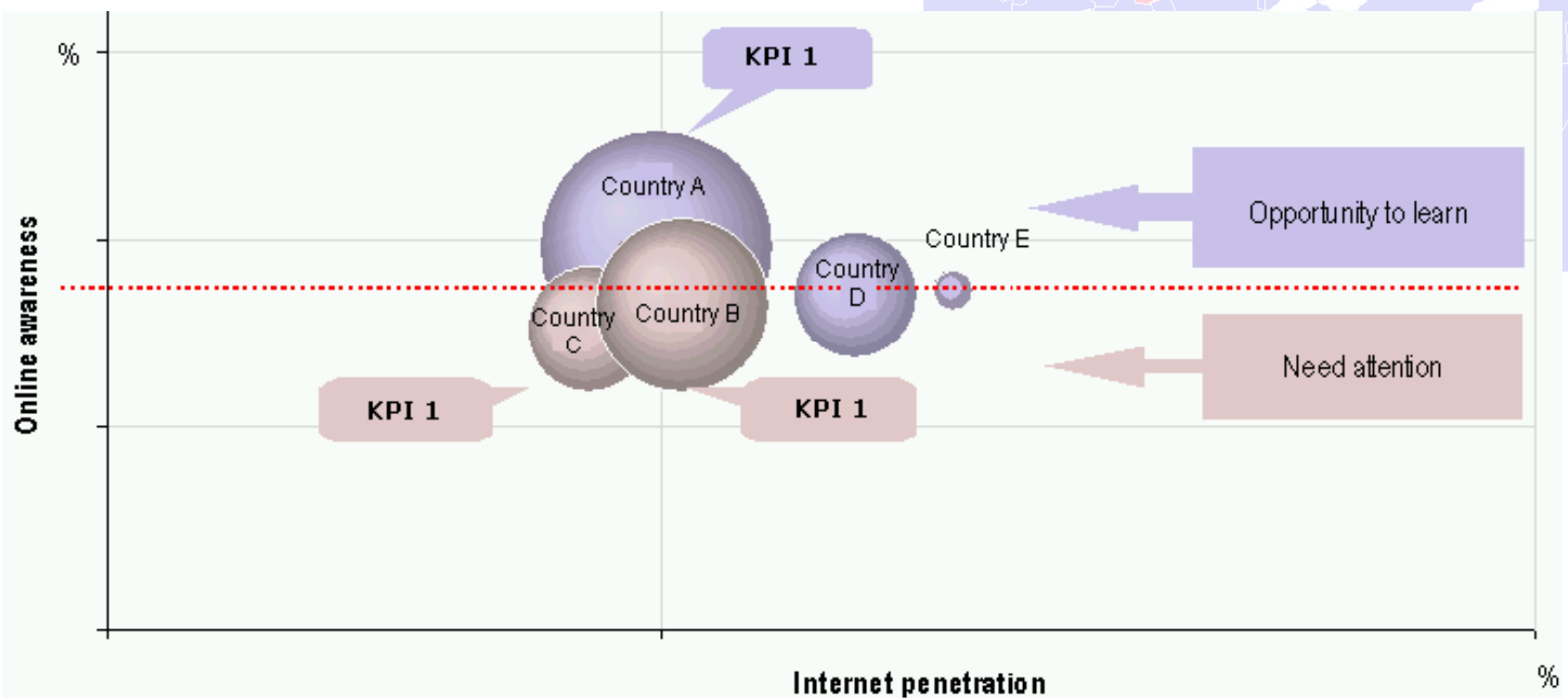
Online KPI

&



Pan-European Analytics

- Regroup similar countries in clusters
- Compare **KPI's**
- Set **objectives**
- **Learn** from « best of its class »



Questions

Submit your questions via Chat

Check back at:

www.webanalyticsassociation.org

**for answers to questions not addressed in
this session**



Follow up

Today's Webcast recording and presentation slides will be available at:
www.webanalyticsassociation.org

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