

**WebTrends**

851 SW 6th Ave., Suite 700  
Portland, OR 97204  
1.503.294.7025  
1.503.294.7130 fax

**US Toll Free**

1-877-WebTrends  
(1-877-932-8736)

**WebTrends Sales**

1.888.932.8736  
sales@WebTrends.com

**Europe, Middle East, Africa**

+44 (0) 1784 415 700  
emea@WebTrends.com

For offices worldwide, visit  
[www.WebTrends.com](http://www.WebTrends.com)

# MEASURING WEB 2.0 TECHNOLOGIES WITH WEBTRENDS MARKETING LAB

## OVERVIEW

Web 2.0 is an industry term that has received a lot of attention. There has been a lot of debate around how to define it because it encapsulates a host of new (and some not so new) technologies. In this document we will help define how companies are using Web 2.0, the advantages it can provide to your organization and most importantly, how customers measure and optimize it with WebTrends.

The term was coined by O'Reilly Media to describe second-generation internet-based services. Wikipedia goes on to say that Web 2.0 is about using the web as a “platform” to provide an enhanced user experience via Rich Internet Applications (RIA), and extending the reach of your web content through syndication technologies such as Really Simple Syndication (RSS).

As appealing as these technologies may sound, simply adopting them doesn't guarantee an improved visitor experience or more effective channels for reaching your customers.

## BUSINESS CHALLENGES

Today, consumers have more media to choose from, and they expect to have more control over their online experience. Companies are investing in Web 2.0 technologies to meet this need; however they are challenged with developing an accurate reporting framework and Key Performance Indicators (KPIs) to measure the impact their investment has on improving the visitor experience. Because these technologies are only part of the web site experience, it's also critical to understand how visitors move in and out of these applications—and the role they play in driving conversion, as well.

## MEASURING AND OPTIMIZING RIA

Rich Internet Applications are popular because they create interactive and engaging experiences by extending the browser's capabilities beyond the familiar page-after-page navigation. Whether it's through AJAX or Flash, RIA provides an immersive environment that can result in an improved online experience so visitors visit more often, stay longer and remain loyal. This improved visitor interactivity doesn't come without its challenges though. With RIA, key visitor events are no longer tied to a page view, necessitating a change in the way we think about how we collect data and what we collect. Success in analyzing RIA requires a consistent reporting methodology that begins with defining your measurement goals while you design your content. Common questions that designers ask are:

- What are the goals of the content?
- What are the significant visitor interaction events?
- Which reports and KPIs will track how effective the content is at driving conversion?
- What data should we collect to enable this reporting?

When choosing an analytics solution for your organization it's important to have flexible data collection and reporting facilities that will enable you to meet your reporting needs. Whether you are using AJAX or Flash, WebTrends SmartSource Data Collection offers a unified and flexible event model that provides a consistent reporting framework for collecting visitor data, using the WebTrends cross-domain first-party cookie approach. WebTrends highly recommends organizations use a consistent data collection approach to maintain the integrity and accuracy of their report.

WebTrends SmartSource also lets you collect what you need, when you need it. This is important because measuring RIA requires varying levels of granularity. So while visitor level detail is needed for events such as content views and navigation through the application, organizations also need an aggregate understanding of how visitors are interacting with specific application features like selection boxes, clickable elements, and other dynamically driven content.

WebTrends SmartSource provides consistent reporting across your entire site, for both your RIA applications and standard web pages. This ensures you're not only measuring the effectiveness of your RIA applications, but more importantly how they impact the visitor experience across your sites.

## MEASURING AND OPTIMIZING RSS

Really Simple Syndication is increasingly used by businesses to communicate with their customers. And in fact, many times consumers are making use of RSS technologies without realizing it, thanks to sites like My Yahoo! and Windows Live. From a marketing perspective, RSS is exciting because it can often provide deeper insight into a customer's true interests because of its subscription-based or opt-in nature. RSS is used across many industries, from media sites syndicating

content, to travel sites providing promotional offer feeds, to online retailers offering the ability to subscribe to search results.

When analyzing RSS effectiveness, all organizations should ask some basic questions:

- How many readers are subscribing to feeds?
- How is RSS performing as a promotional or loyalty channel?
- Which aggregators are being used to access feeds?

Advanced users of RSS will have even more probing questions like:

- Which articles are read most often?
- Which customer segments favor RSS?
- Are we adding new subscribers and maintaining loyal subscribers?

When selecting an analytics solution make sure it provides flexible data collection options to track RSS and also allows you to measure RSS as a demand channel, in order to understand the impact it has on driving registrations and conversion on your site. Because many RSS users are considered early adopters, you also want to make sure you can segment on this visitor population to measure their loyalty, life time value and frequency of visit. You can identify and capitalize on RSS, while at the same time proving its worth to your marketing mix.

Whether you prefer a hosted or software solution, utilize client-side data collection or web server log files, WebTrends can help you to maximize the return on your RSS investment.

## WEBTRENDS SOLUTIONS FOR RIA

WebTrends provides a comprehensive and robust solution for measuring the effectiveness of RIA usage across all of your web properties. Through the use of SmartSource Data Collection, organizations can standardize the events and metrics that they track across all of their web sites, providing a common understanding of user behavior, regardless of what the visitors interact with on the site. Organizations can also feel confident in a common collection and analysis methodology that utilizes WebTrends' unique approach to produce accurate unique visitors results with cross-domain first-party tracking technology.

Both SmartSource Data Collection and the WebTrends patent-pending first-party cookie are technologies that are used to fuel reporting across the WebTrends Marketing Lab product family. WebTrends Analytics 8 provides visitor behavior and conversion analysis while WebTrends Marketing Lab allows you to mine customer data to drive targeted marketing campaigns.

## UNDERSTANDING PROCESS FLOW

RIA can have a dramatic impact on how visitors utilize site processes. Understanding the effect that RIA has on navigational behavior and how it influences site conversion is key to realizing its full benefit.

Page Variant	Registration Funnel	Visits	% of All Visits	% of Previous Step	Scenario Conversion Rate
1. Traditional Form Flow		581	0.33%		
	Begin Registration	581	0.33%	-	-
	Personal Info	169	0.11%	29.09%	29.09%
	Confirmation	62	0.04%	36.69%	10.67%
	Thank You	18	0.01%	29.03%	3.10%
2. AJAX Form Flow		436	0.25%		
	Begin Registration	436	0.25%	-	-
	Personal Info	147	0.10%	33.72%	33.72%
	Confirmation	64	0.04%	43.54%	14.66%
	Thank You	20	0.01%	31.25%	4.55%

WebTrends scenario analysis gives you the ability to compare the results of an A/B test for RIA vs. traditional form-driven processes in order to determine which drives higher conversion,

## MEASURING FEATURE USAGE

Since RIA introduces new ways of discovering and interacting with information, you may also want to identify which features are being used by visitors in order to make sure they're not frustrated or disoriented by the dynamic content.

Features	Visits	Events	Avg Visit Pvs	Visit Duration (Minutes)
1. Color Picker	47,078	443,352	9	12
2. Edit In-place	27,650	260,828	9	12
3. Search Suggestion	1,322	12,038	9	12
4. Date Slider	1,316	12,439	9	12
5. Drag to Cart	749	7,086	9	12
6. Roll Over Info	539	4,806	9	12
<b>Total</b>		<b>740,549</b>		

Understand which features users employ and the resulting success of those actions.

## SEND A TARGETED EMAIL CAMPAIGN TO INCREASE YOUR SWEEPSTAKE REGISTRATIONS

WebTrends Marketing Warehouse extends the visibility you have into your visitors. Leveraging the interactivity of dynamic content, you can understand what your visitors engage with and also leverage their behavior and preferences to drive targeted marketing campaigns.

The screenshot displays the Marketing Warehouse interface with several filters applied: Campaign (Last Minute Travel, 2% of Visitors), Campaign (Email Sweepstakes, 2% of Visitors), Campaign (Hot Deals, 1% of Visitors), Campaign (Top Packages, 1% of Visitors), Creative (Flash, 58% (1%) of Visitors), Creative (HTML, 40% (1%) of Visitors), Content Groups Viewed (What You Was, 43% (1%) of Visitors), Content Groups Viewed (Registration Details, 29% (1%) of Visitors), Content Groups (Hotel Tour, 17% (1%) of Visitors), Registered and Non-Registered (Non-Registered, 97% (1%) of Visitors), and Registered and Non-Registered (Registered, 3% (1%) of Visitors). A 'Visitor Export Results' window is open, showing a list of visitor records with columns for External Visitor ID and Email.

External Visitor ID	Email
Mathew Manuel	mathew_manuel@weety.com
Waldo Paul	waldo_paul@uhuae.com
Barb Fleming	barb_fleming@uhuae.com
James Zablo	james_zablo@spay.com
Lamont Malcolm	lamont_malcolm@andly.com
Jimmy McFarl	jimmy_mcfarl@andly.com
James Adam	james_adam@uhuae.com
Jed Lovbrock	jed_lovbrock@uhuae.com
Forrest Lingby	forrest_lingby@uhuae.com
Winston Heaveather	winston_heaveather@andly.com
Loren Xavier	loren_xavier@coopt.com
Winston Terence	winston_terence@eotek.com
Jed Louis	jed_louis@weety.com
Allen Bruce	allen_bruce@uhuae.com
Hal Francis	hal_francis@weite.com
Miford Earl	miford_earl@weety.com
Ellah Albert	ellah_albert@uhuae.com
Felix Jones	felix_jones@uhuae.com

Send a target email to opt-in visitors that interacted with an interactive sweepstakes campaign, and looked at the registration details, but did not register.

## KPIS FOR MEASURING RIA

- Visits
- Unique Visitors
- Content Views
- Feature Events
- Average Views per Visit
- Visit Duration
- Conversion Rate

## WEBTRENDS SOLUTIONS FOR RSS

WebTrends provides the ability to measure the popularity of your feeds, and enables you to compare RSS performance to the other channels in your overall marketing strategy. With flexible options for data collection and the ability to segment visitors across a number of demographic and behavioral attributes, WebTrends Analytics 8 is perfectly suited to help you understand which demographics are using your feeds, which feeds they are using, and how often. WebTrends Marketing Warehouse allows you to identify the preferences and behavior of your RSS visitors to drive relevant content and targeted marketing campaigns.

## MEASURING FEED POPULARITY

Most sites organize their feeds based on the category of information contained within them. Once you understand which content categories appeal to your visitors, you can determine feed popularity to help you prioritize further investment in specific feeds based on reader interest.

Feeds	Read Requests	Read Requests %
1. World News	408,505	54.97%
2. Politics	254,056	34.19%
3. Top Stories	48,859	6.57%
4. Small Business	12,080	1.63%
5. Health	7,697	1.04%
6. Local News	7,090	0.95%
7. Sports	4,823	0.65%
<b>Total</b>	<b>743,110</b>	<b>100.00%</b>

Measure which feeds are of most interests to your visitors.

## MEASURING RSS AS A DEMAND CHANNEL

Leading online retailers and travel sites are taking advantage of RSS to provide their readers with targeted promotions, but every organization can benefit from understanding how their feeds drive visitors back to the web site and contribute to overall site success.

Demand Channel	Visits	Page Views	Clickthroughs	Orders	Revenue
1. Email	23,278	207,864	13,610	421	\$134,199.09
2. Advertising Partner	16,245	161,937	9,512	118	\$31,330.19
3. Portal	13,296	131,895	7,889	82	\$22,440.62
4. SEM	11,259	112,012	6,456	91	\$21,943.29
5. RSS	4,085	42,222	2,314	43	\$9,913.67
6. Affiliate Network	985	8,768	508	11	\$2,246.74
7. Direct	14	110	9	0	\$0.00
<b>Total for campaigns</b>	-	<b>664,668</b>	<b>40,698</b>	<b>766</b>	<b>\$229,973.60</b>

Measure the impact your RSS channel has on conversion and how this compares to the rest of your marketing mix.

## UNDERSTANDING RSS DEMOGRAPHIC SEGMENTS

RSS is still in its infancy, and to some extent lives for the most part in the land of the early adopters. Even on sites that have been offering RSS for some time, it's possible that their RSS users populate very specific segments. Understanding the characteristics of these users will help maximize your relationships with them.

Geography (Drilldown)	Visits	Page Views
1. North America	115,213	77.41%
United States	111,996	75.25%
California	17,890	12.02%
Pasadena	4,779	3.21%
Los Angeles	4,730	3.18%
San Francisco	4,330	2.91%
San Jose	2,548	1.71%
Milpitas	655	0.44%
Palo Alto	268	0.18%
Ventura	240	0.16%
Santa Rosa	227	0.15%
Santa Clara	92	0.06%
Sacramento	21	0.01%
Washington	3,584	6.44%
Oregon	7,367	4.95%

WebTrends helps you gain a greater understanding of who your readers are.

## TARGET ADDITIONAL MEMBERSHIP OFFERS TO YOUR ACTIVE RSS SUBSCRIBERS

WebTrends Marketing Warehouse extends the visibility you have into your RSS subscribers. Supported by a relational database, WebTrends Marketing Warehouse builds customer profiles based on the preferences and behavior of your visitors. With this insight you can optimize your marketing spend by driving targeted marketing campaigns.

The screenshot displays the WebTrends Marketing Warehouse interface. The main area shows a hierarchical tree of visitor segments based on various criteria:

- All Visitors:** 80,343
- RSS Subscription:**
  - RSS Sub No: 77% of Visitors
  - RSS Sub Yes: 32% of Visitors
- Visit Frequency:**
  - Somewhat Frequent: 0% (0%) of Visitors
  - Moderately Frequent: 45% (14%) of Visitors
  - Highly Frequent: 21% (7%) of Visitors
- Content Groups Viewed:**
  - Sports: 37% (2%) of Visitors
  - Top Stories: 30% (2%) of Visitors
  - World News: 22% (2%) of Visitors
- Exclusive Member:**
  - Non-registered: 90% (2%) of Visitors
  - Registered: 2% (<1%) of Visitors

An **Visitor Export Results** window is open, showing a list of visitor records with columns for External Visitor ID and Email. The list includes names like Mathew Manuel, Waldo Paul, and others.

Send a targeted email to opt-in RSS subscribers that receive your Top Stories feed and visit the site frequently but have not yet subscribed to your Exclusive Membership program.

## KPIS FOR MEASURING RSS:

- Feed Requests
- Article Requests
- Circulation
- Feed Click-throughs
- Comparison of RSS to other marketing tactics
  - Unique visitors
  - Clickthroughs
  - Conversion rate

## SUMMARY

Web 2.0 promises a better user experience through innovative user interactivity and unparalleled information access. However, it's important to stay focused on the benefits Web 2.0 technologies provide to your visitors. Defining business objectives and KPIs upfront ensures you can build reporting into the design of your user experiences, whether rich or traditional, with the customer experience in mind.

WebTrends provides the flexible and accurate reporting framework you need to build measurement and KPIs into your development process. Through ongoing measurement and optimization, WebTrends helps you leverage Web 2.0 to:

- Improve the visitor experience
- Effectively reach your customers through new channels
- Leverage these technologies to increase conversion

These rapidly evolving technologies make it an exciting time to be in the business of measuring, testing and optimizing every online interaction, and WebTrends is your partner for Web 2.0 success.

## ABOUT WEBTRENDS:

As the acknowledged global web analytics market leader for more than 12 years, WebTrends is leading the way in Marketing Performance Management. With an uncompromising focus on delivering the most accurate and actionable metrics, WebTrends enables thousands of web-smart organizations to improve campaign performance, web site conversion, and customer relationships. More than half of the Fortune and Global 500 rely on WebTrends as their trusted standard for award-winning technology, consulting services and industry expertise across the broadest range of vertical markets. Through software and on-demand options and a full range of data collection methods, WebTrends is unmatched in its ability to meet any analysis objective with accuracy, privacy and security best practices.