Making Business Decisions Based on Web Analytics and Big Data

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THINKING BEYOND BORDERS

We support knowledge driven business decisions.com

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Is it worthwhile?

5% INCREASE IN PROFIT

The companies who have implemented advanced tools for analysing data noted a 5-6 % increase in profitability compared to similar businesses that operate in the traditional ways, i.e. not tapping into Big Data.

20% INCREASE BY **2015**

According to Gartner, companies developing state-of-the-art information management systems will outdistance the competitors in their segments by 20 per cent by 2015.
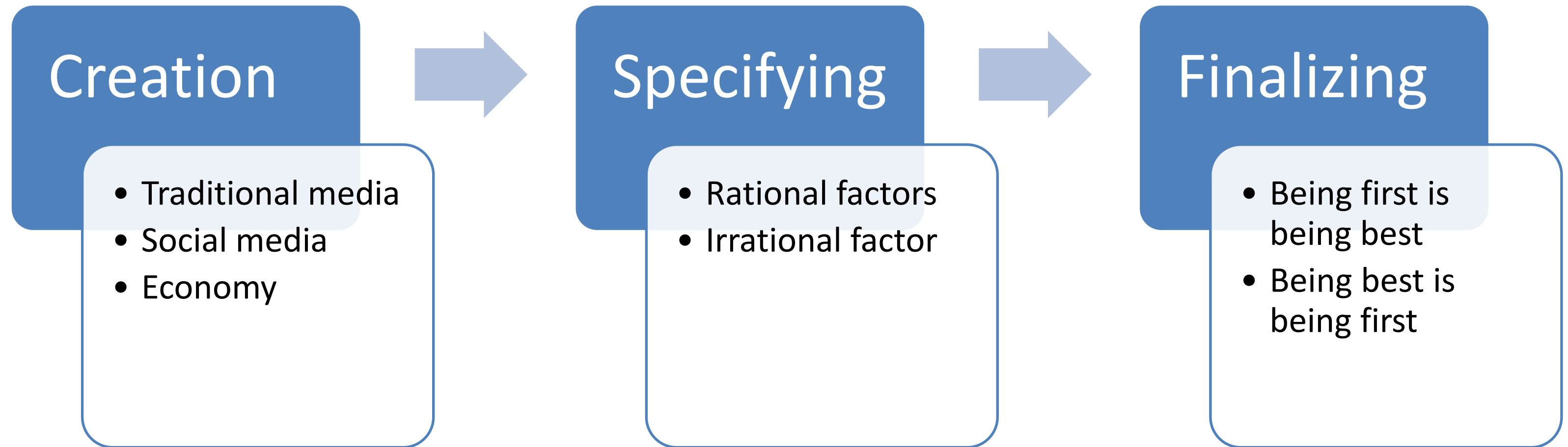
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Tracking individual footfall in an offline shop

HOW TO UNDERSTAND THE CUSTOMER'S DECISION MAKING PROCESS?

NEED

Creation

- Traditional media
- Social media
- Economy

Specifying

- Rational factors
- Irrational factor

Finalizing

- Being first is being best
- Being best is being first

Customer status

KNOWLEDGE ABOUT THE CUSTOMER = **BEHAVIOURAL ANALYSIS** + **INTERNAL DATA**

NEED

Creation	Specifying	Finalizing
• Traditional media • Social media • Economy	• Rational factors • Irrational factor	• Being first is being best • Being best is being first

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Social media – can the impact be quantified?

OR

BIG VALUE

BIG UNKNOWN

CLIENT: global e-commerce (clothes)
GOAL: how exactly social media attract sales
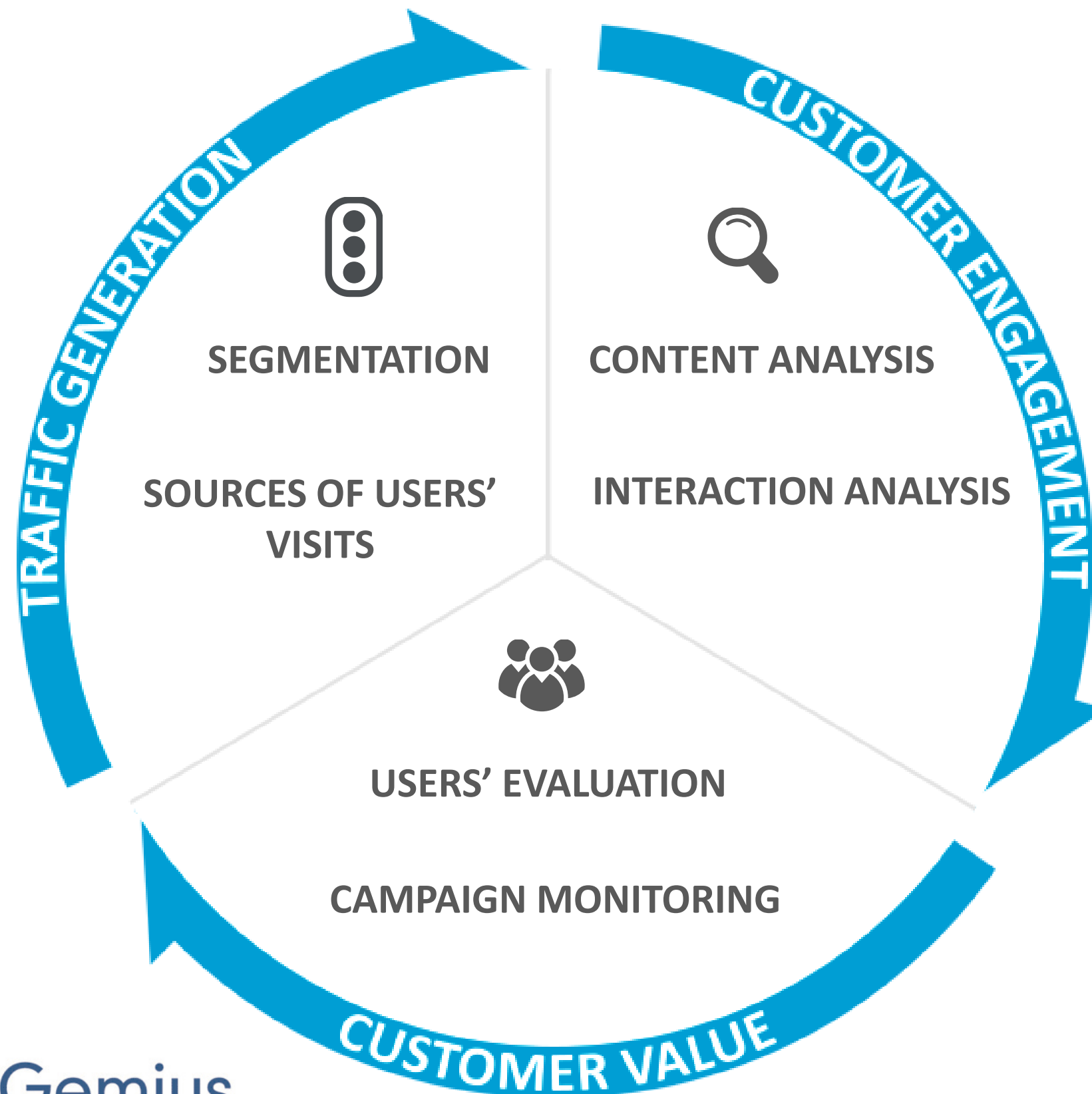
Performance
marketing

SEM

Social
marketing

Deliverables:

➜ Using hourly based analysis to identify the activity that performs best in social media

➜ Measuring the social media impact for other sources of traffic

➜ Reorganizing strategy in terms of 'organic' social marketing

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Know your customer better = get into their shoes

TRAFFIC GENERATION

SEGMENTATION

SOURCES OF USERS' VISITS

CUSTOMER ENGAGEMENT

CONTENT ANALYSIS

INTERACTION ANALYSIS

USERS' EVALUATION

CAMPAIGN MONITORING

CUSTOMER VALUE

➔ Actions performed by a visitor build an overall image of such user's interests and behaviour

➔ Flexible data mining functionalities offer the opportunity to understand and evaluate a visitor better

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Case study: who we are actually interacting with?

CLIENT: big Central European bank

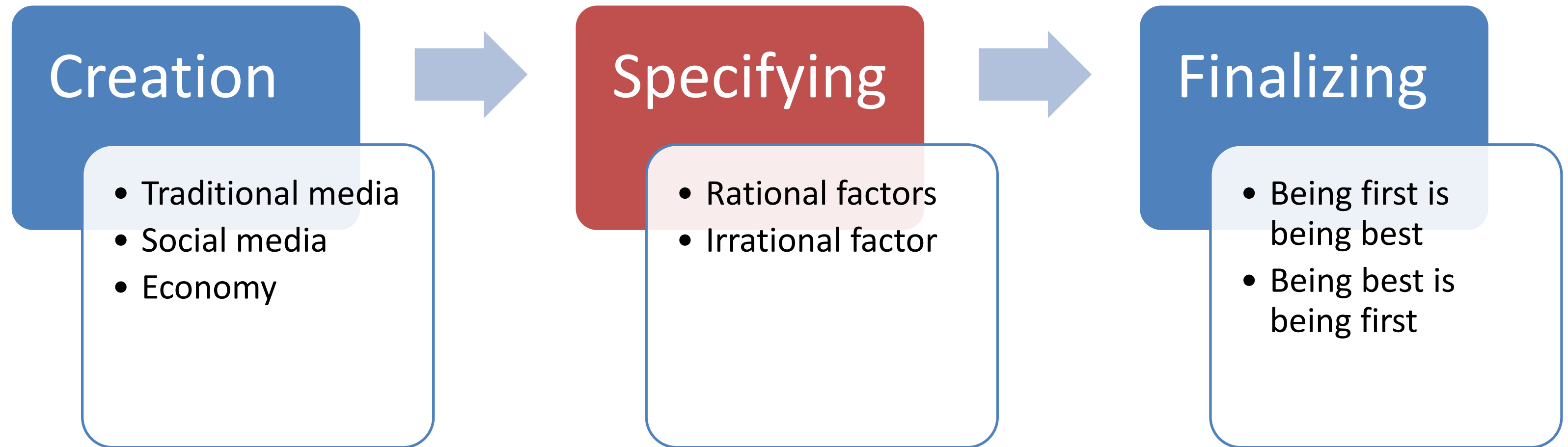**GOAL:** to indentify the most effective marketing touchpoints on the website

25%
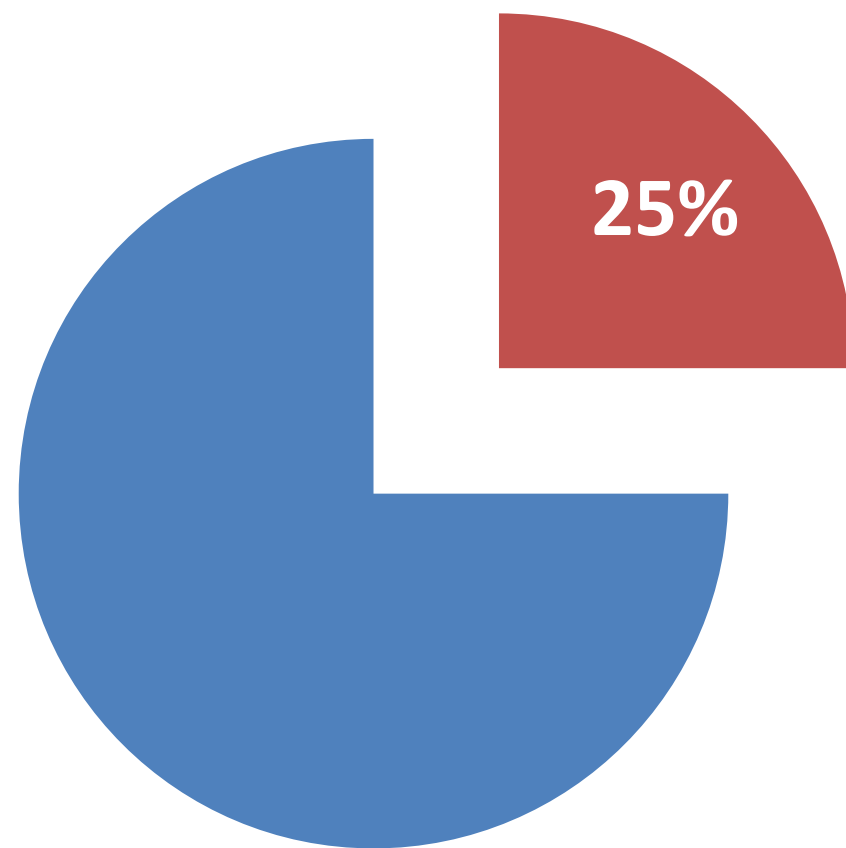
■ Current clients
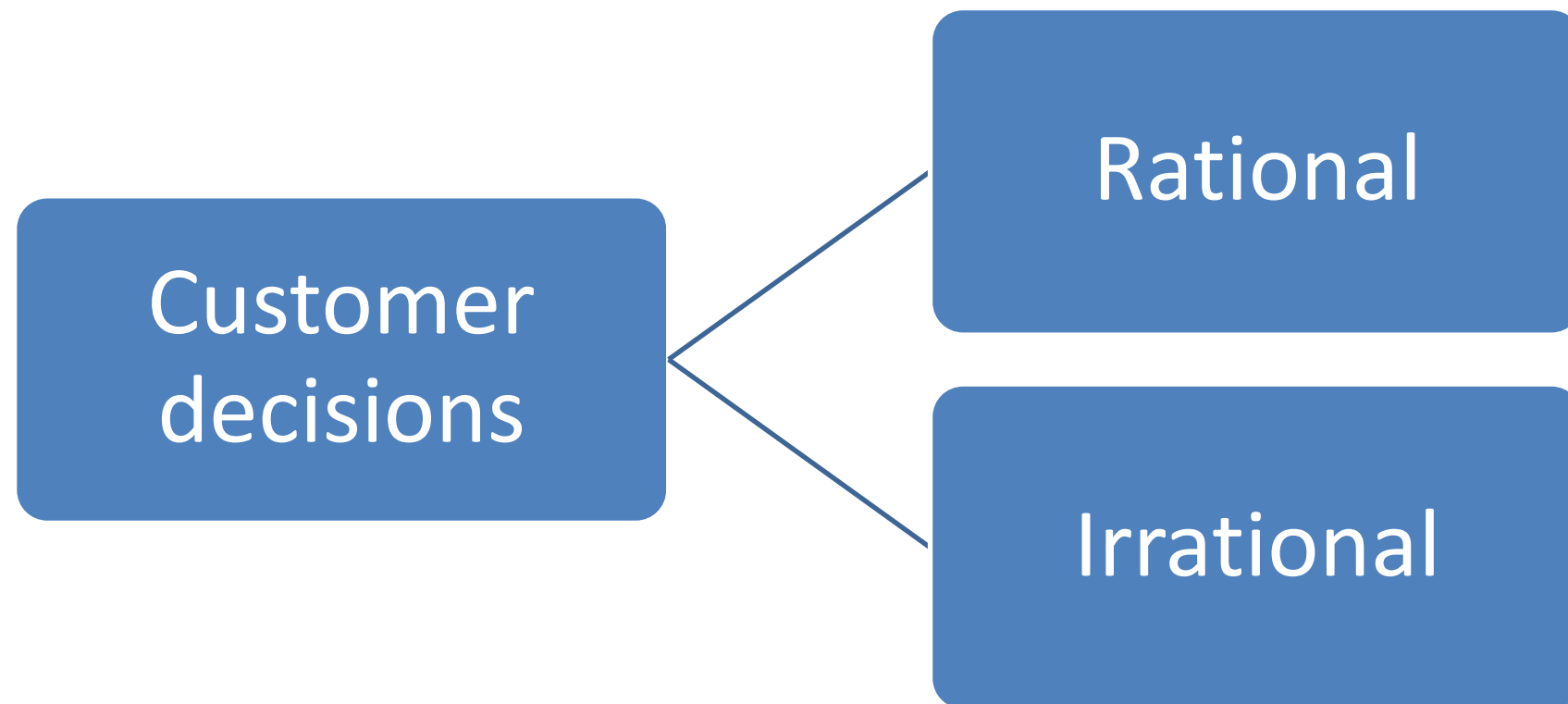■ Potential clients

Deliverables of the analysis:

➔ Only 25% of the website's users are potential customers

➔ Only 1/3 of potential customers had some interaction with internal marketing

➔ User paths analysis identified the products that shared a high level of interest without any support from marketing actions (good driver for upsale and cross sale)

NEED

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How rational are customer decisions?

Customer decisions
→ Rational
→ Irrational

Rationality of actions

➜ User behaviour on the website of the advertiser

➜ User' s reaction to a marketing message

➜ The actual whereabouts of a user's interaction with the campaign

➜ Analysis of historical decisions over the entire lifecycle of a customer

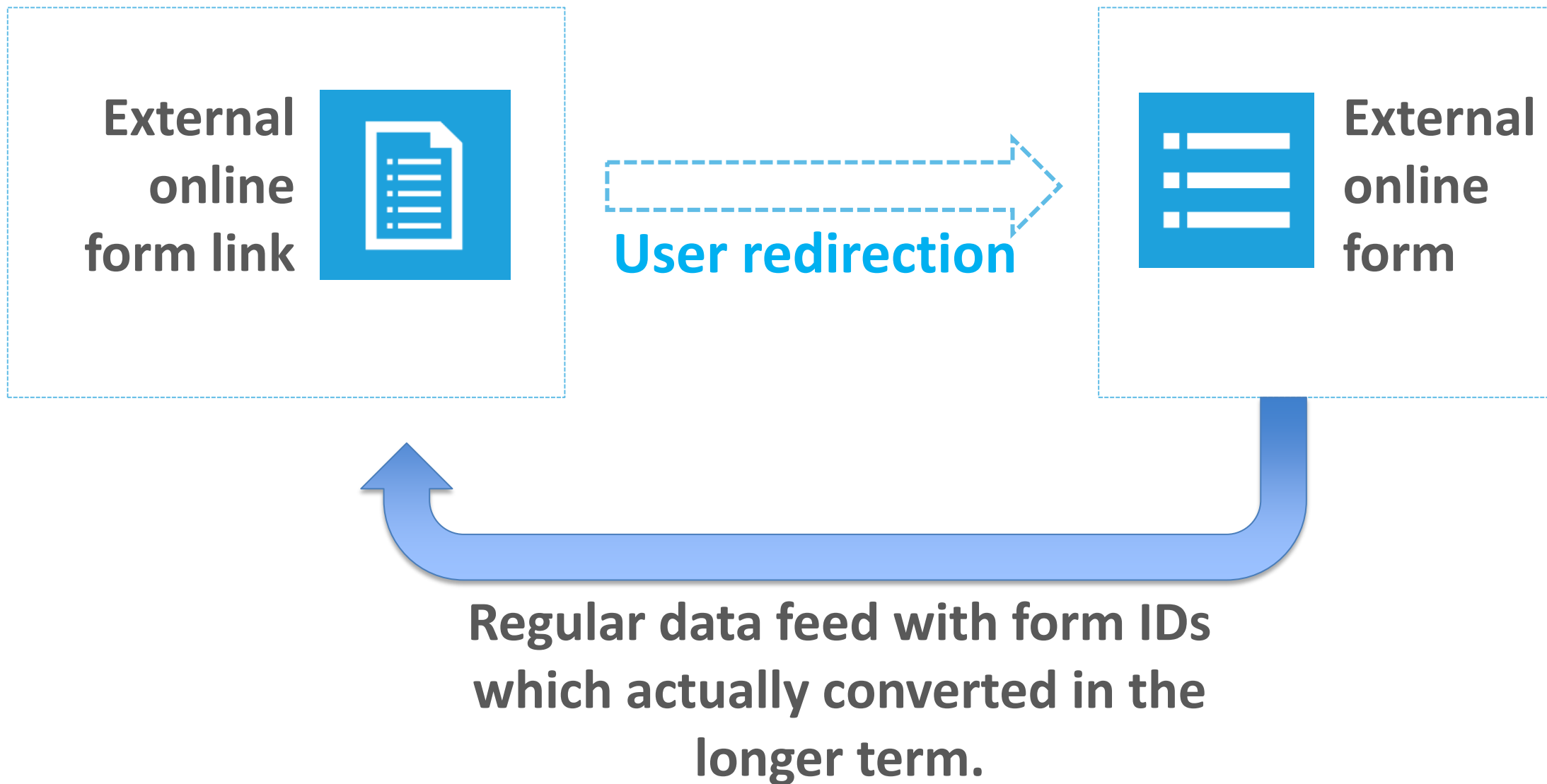➜ Tracking the most effective points of contact for a given customer

Case study: converting users analysis

CLIENT: publisher focused on serving financial and economical information

**GOAL:** understand what draws users to conversion

Publisher domain

External online form link

User redirection

External domain

External online form

Regular data feed with form IDs which actually converted in the longer term.

Results:

➡ Most important finding: engagement is key

➡ Ability to build scoring model based on behaviour and choices of the user (level of rationality)

Is the customer aware of the offer?

Awareness
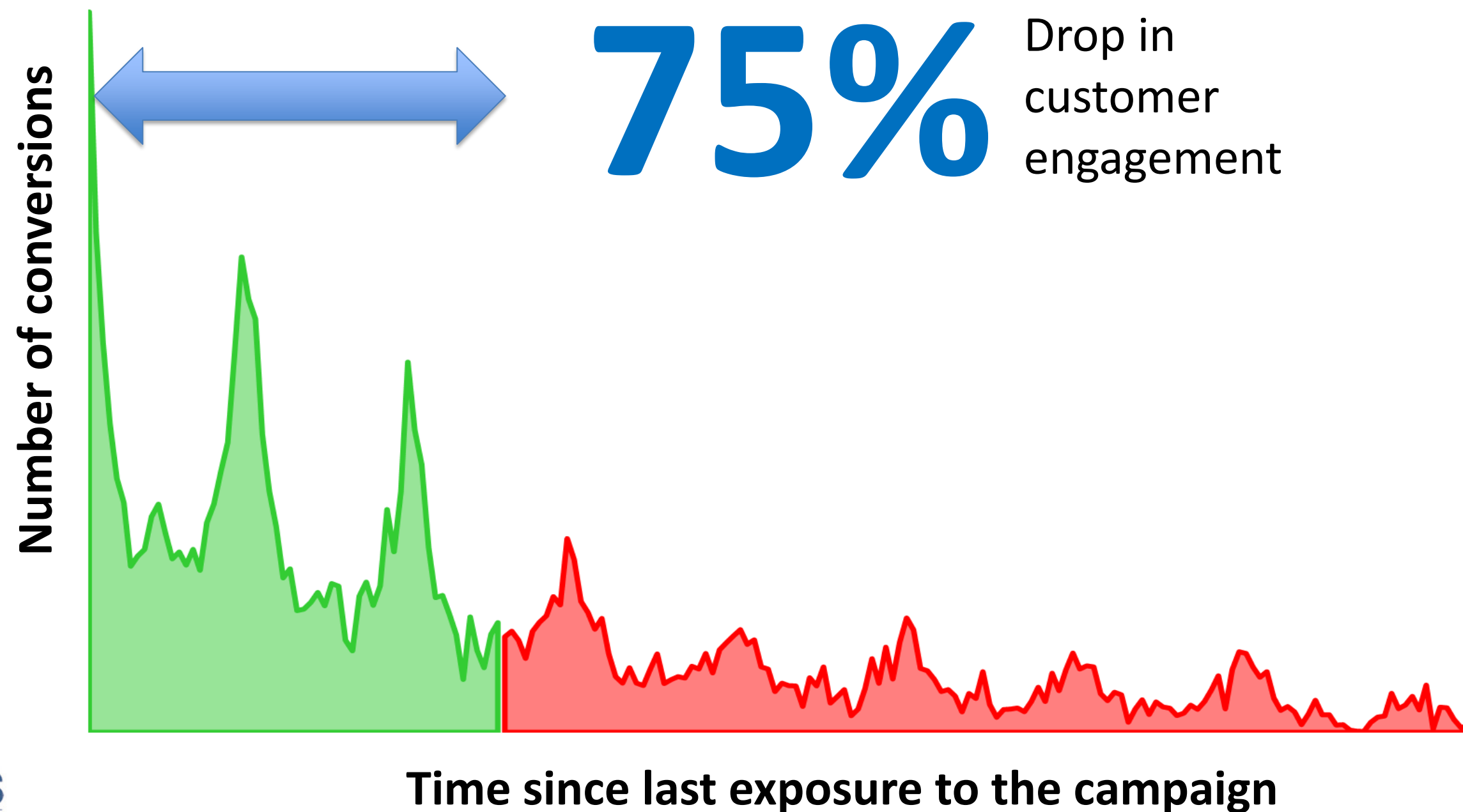- Acquainted
- Not acquainted
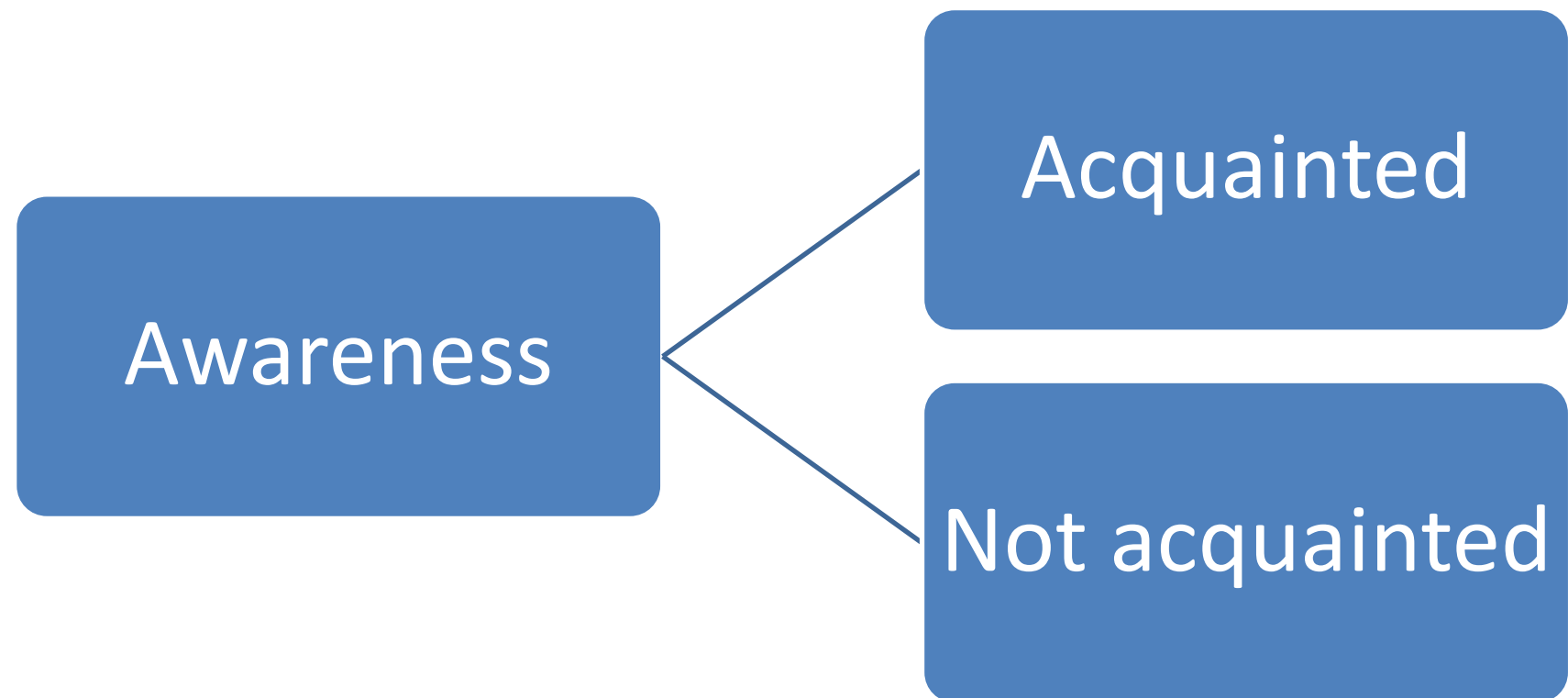
Customer awareness

→ What information about the offer does a customer actually have?

→ What information has he gathered alone and what was he given through the campaign?

→ What draws the customer's attention most?

→ What are the prefered channels of communication?
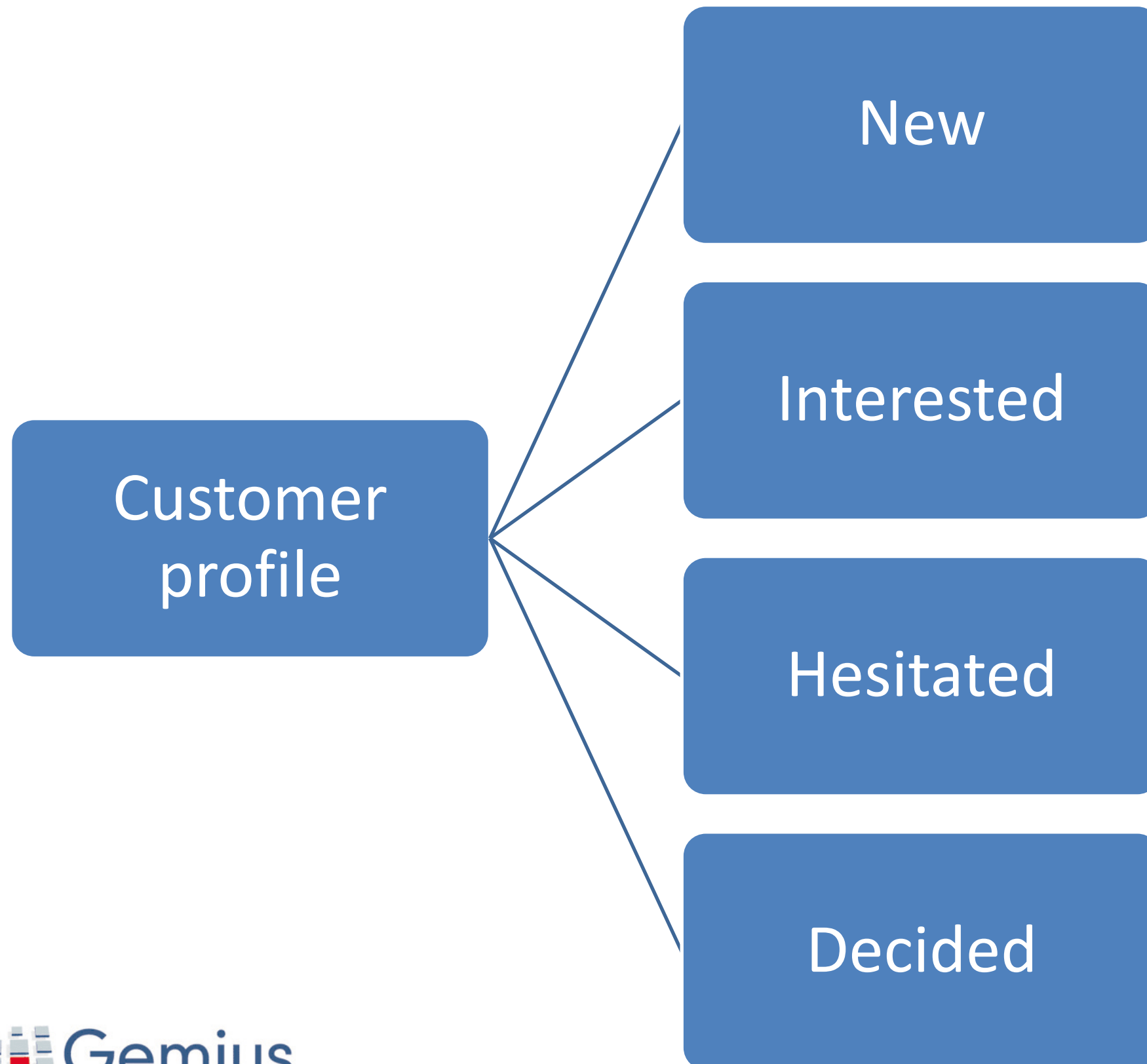
→ How long does he remember the marketing message?

Case study: customer journey analysis

CLIENT: European flight operator

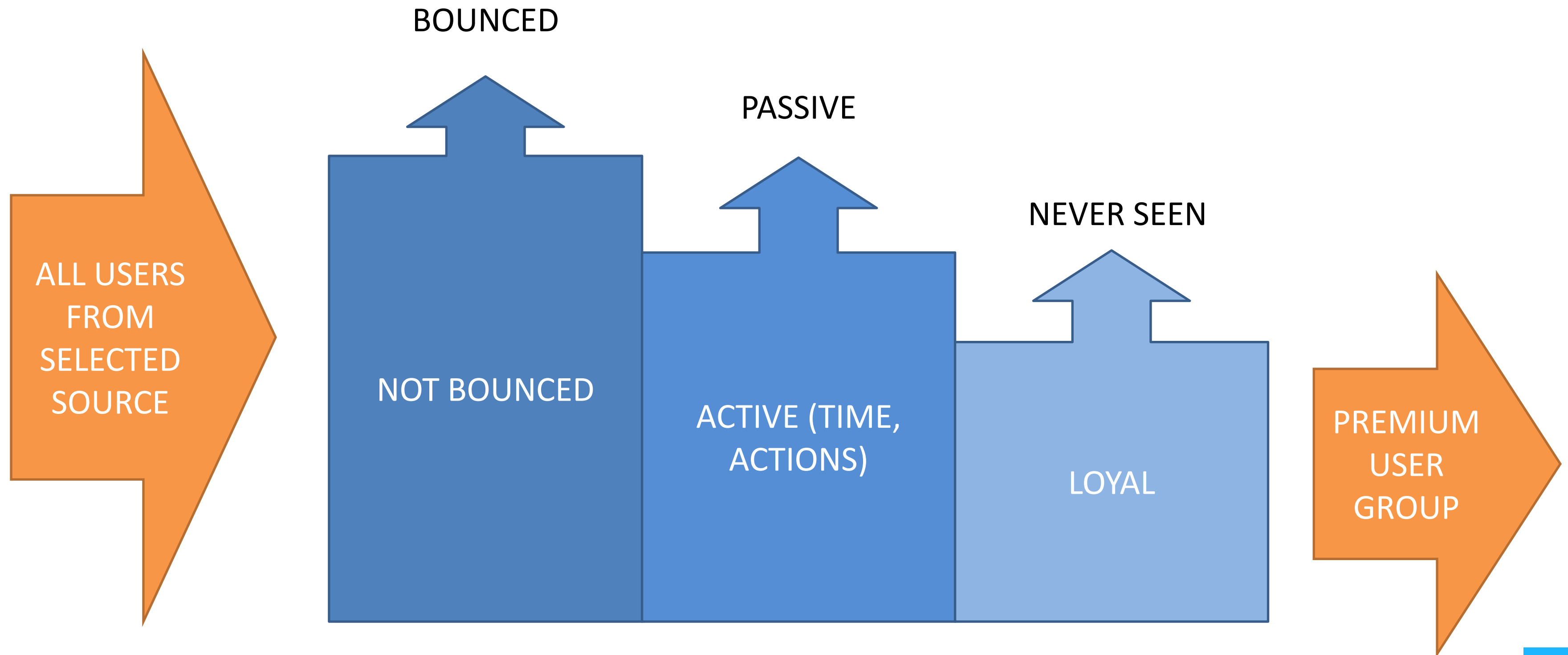**GOAL:** measurement of the campaign's long term effects

75% Drop in customer engagement

Number of conversions

Time since last exposure to the campaign

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Customer profile

Customer profile

- New
- Interested
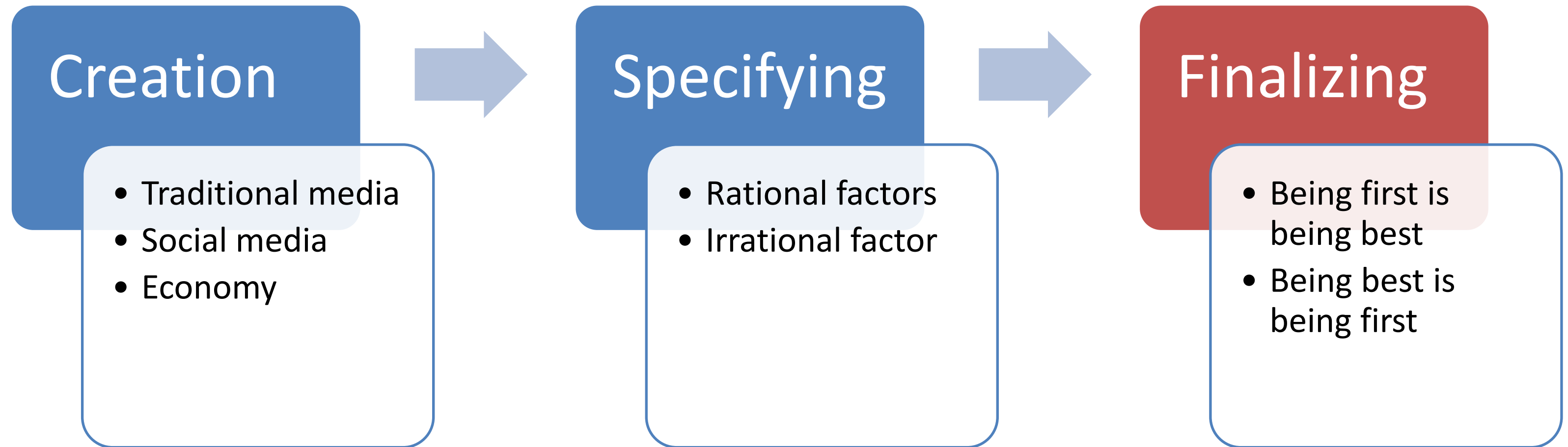- Hesitated
- Decided

Current customer profile

➔ Multisource data analysis (CRM + web analytics + …)

➔ Measuring the level of interest in a chosen product

➔ Determining the customer lifecycle

➔ Identifying the customers displaying the highest probability of abandonment

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Campaign evaluation based on quality of the traffic

ALL USERS FROM SELECTED SOURCE

BOUNCED

NOT BOUNCED

PASSIVE

ACTIVE (TIME, ACTIONS)

NEVER SEEN

LOYAL

PREMIUM USER GROUP

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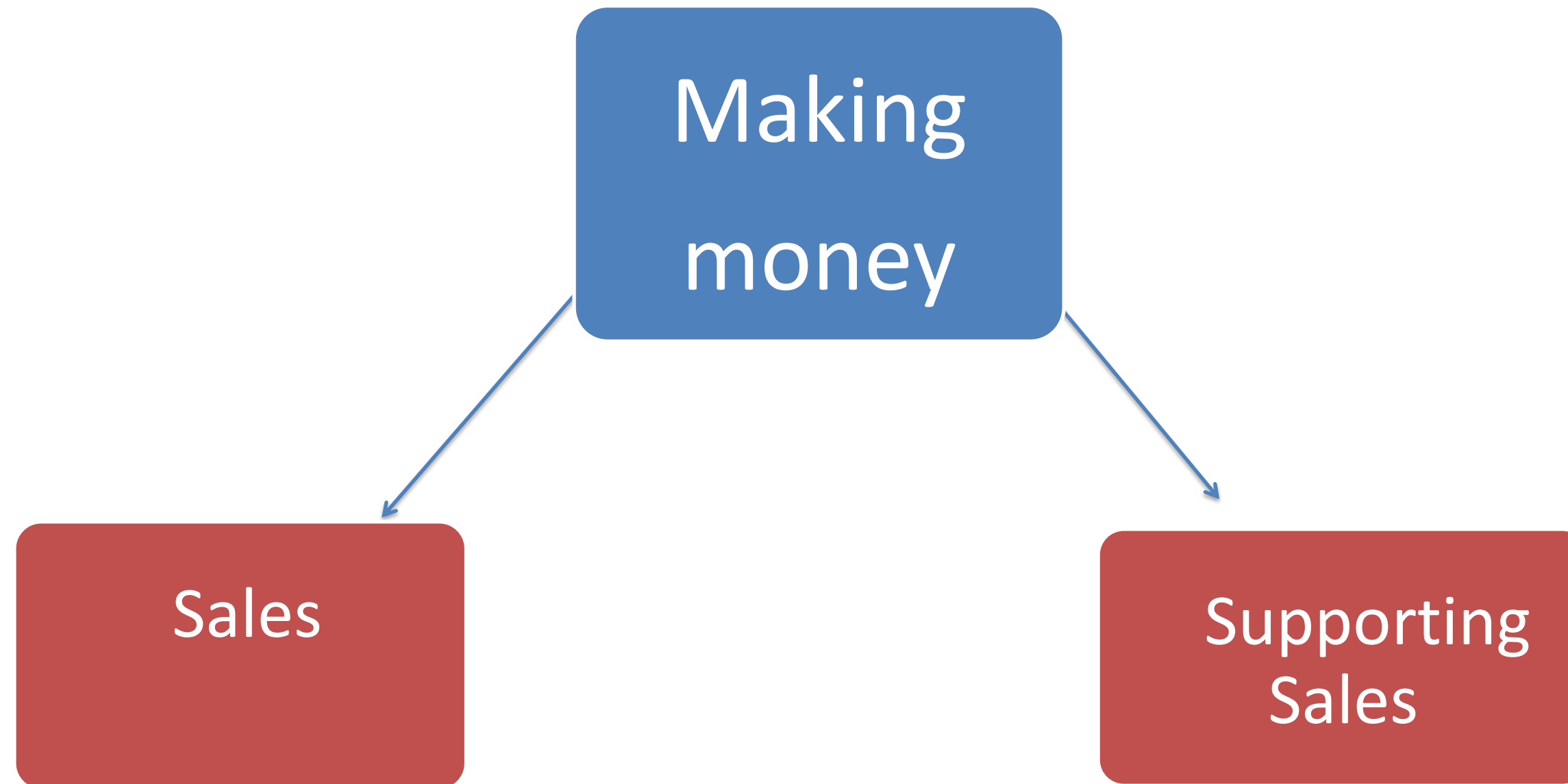
Information gathered about the user on every single touchpoint could be used to support the customer on his journey towards conversion.

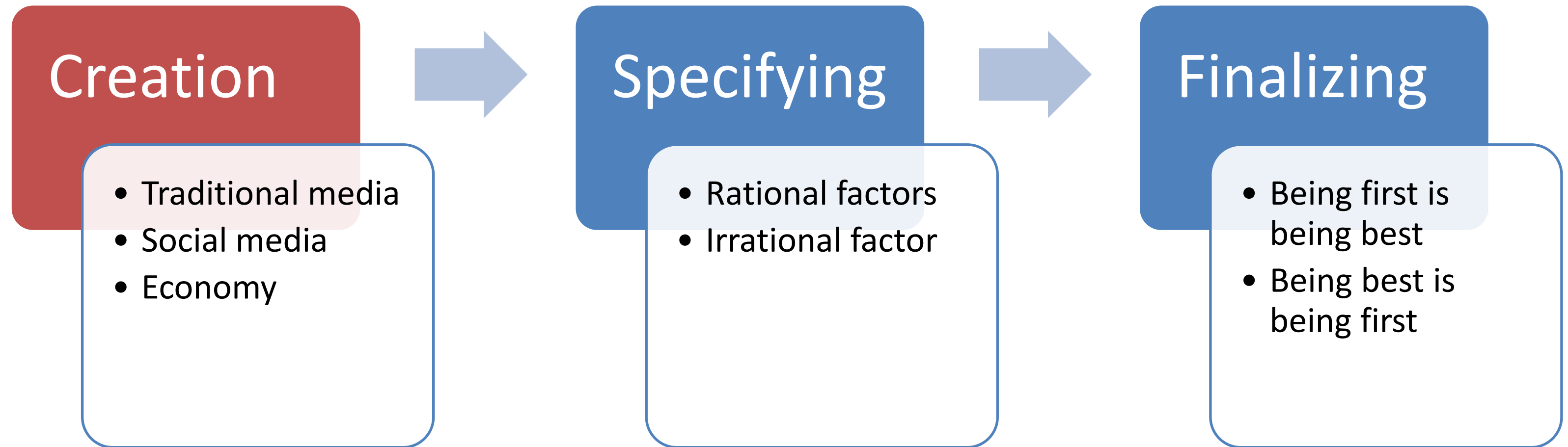Knowledge gathered about the customer online could support offline sales channels.
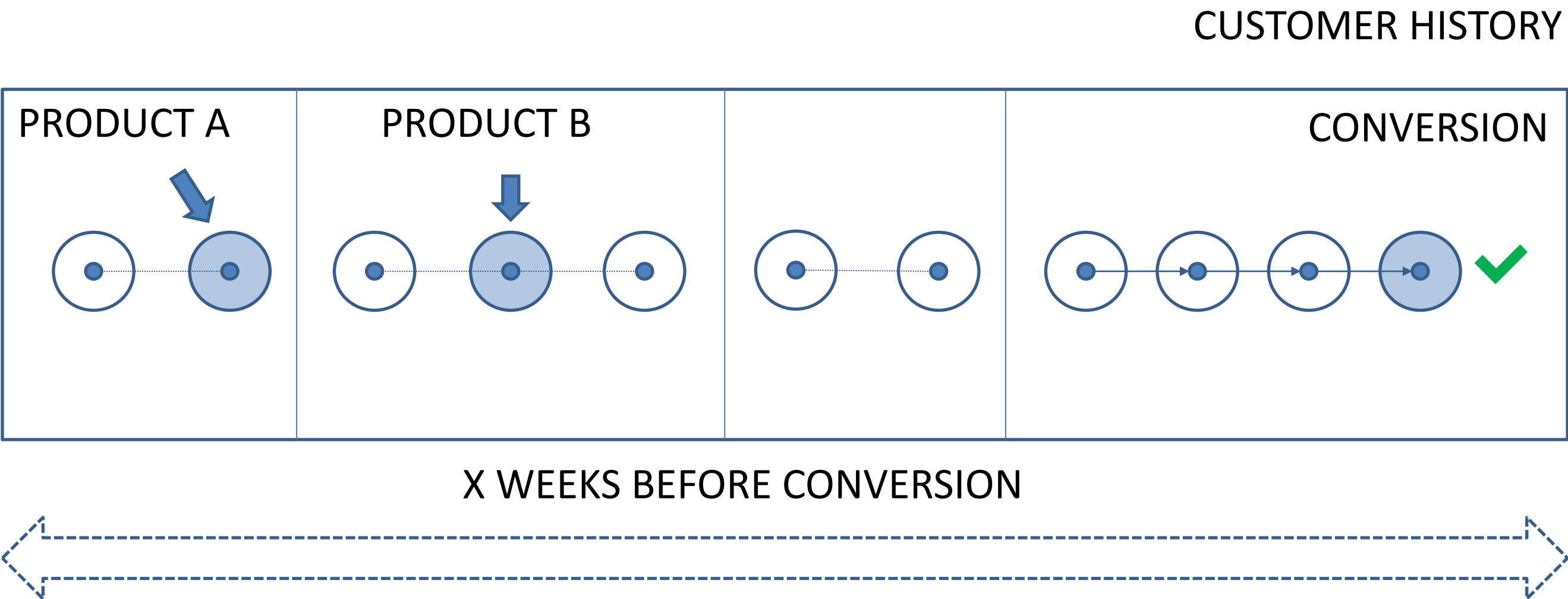
CUSTOMER HISTORY

PRODUCT A   PRODUCT B   CONVERSION

X WEEKS BEFORE CONVERSION

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How much of this happens on the internet?

Creation

- Traditional media
- Social media
- Economy

The internet, compared with the traditional media, is now less efficient in creating needs, but it's far better when it comes to supporting the need and finding the right people at the right stage of need creation.

The opportunities:

- Building engagement
- Behavioural profiling
- Interest profiling

Case study: profile targeting

CLIENT: car producer

GOAL: targeting the right audience focused on interest profile

Target group:

➜ Users interested in 'premium' sports (tennis, golf)

➜ Business related users, regular consumers of economy

related information

➜ Users seeking expensive cars

➜ Wealthy users (based on e-commerce data)

DELFI

CALL TO ACTION!

40% ⬆ CTR

88% ⬆ FRQ

30% ⬇ TTA

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Contact us!

Vesna Zakaric

Board of Directors,

Sales and Marketing Director

vesna.zakaric@gemius.com

www.gemius.com