



9) Measurement and ROI



Web Analytics: the old metrics no longer apply

- In the world of Web 1.0 marketing everything is clearly measurable via websites tracking
- In the new world of Web 2.0 we are going beyond the website and even the browser
- Traffic and page views, click-throughs, time spent on the Website and conversion ratios no longer quantify the activity on Web 2.0
- Users are spending time reading, downloading, viewing and listening to content and media.
- The technology itself used to develop many Web 2.0 applications such as AJAX no longer require the page to refresh, depriving us of valuable log file statistics.
- Social relationships are being created dynamically



Web Analytics: Shift from “Call to Action” to “Interaction”

- There has been a shift from “Call to Action” to ‘Interaction”
- What are the metrics and Key Performance Indicators?
- Calculate ROI on an investment in community instead of action?
- How does one measure the success of activities such as blogging or podcasting?
- Measure the reach of ones message in a viral network



What is important to measure?

ENGAGEMENT METRICS

- The measure of interaction within the Web 2.0 medium expresses as LEVELS
- At the lowest level a simple counts still apply:
 - visitors interacting or consuming content: measured by means of simple techniques such as:
 - counting the number of users who click to "read more"
 - Expand/collapse window or short description of a post
 - download a podcasts
 - views a video



What is important to measure?

ENGAGEMENT METRICS

- The next level of engagement would be:
 - A subscriber
 - Tagger
 - Bookmarker
- The third or highest level of engagement:
 - a user contributing content
 - posting to an existing thread,
 - creating a new thread or
 - submitting media such as an audio, video or image upload



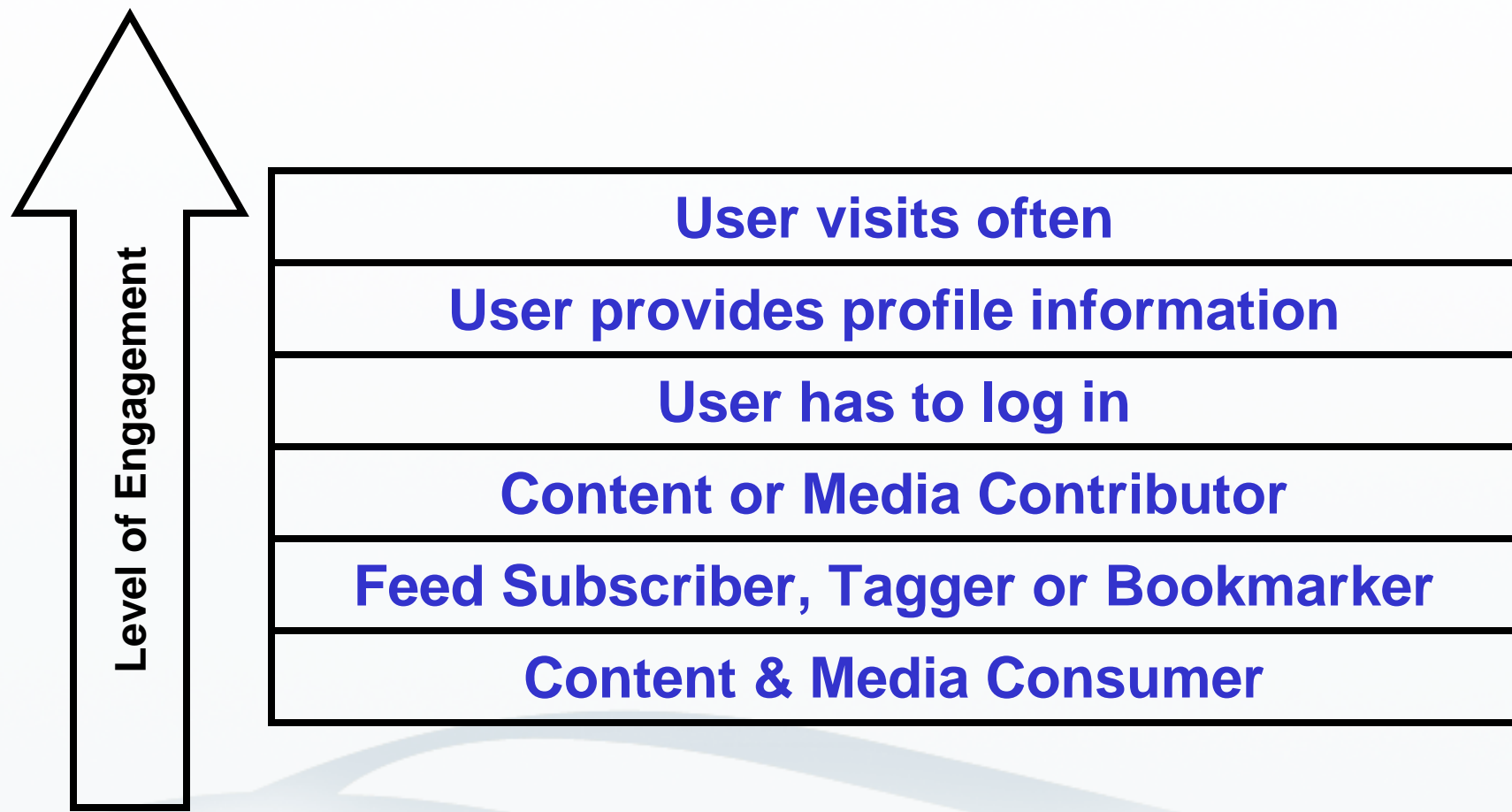
What is important to measure?

ENGAGEMENT METRICS

- Another valuable measurement can be overlaid on top of these tiers to measure further engagement
 - requiring the creation of a profile at any of the levels.
 - Within this spectrum is the option to provide additional optional information
 - Demographics
 - location
 - Interests
 - This can also provide valuable intelligence on your consumer



A framework for evaluating success





A framework for evaluating success

LEVEL 1	Content/Media Consumer	*	Created Profile	add *	Provided Additional Profile Information	add *
LEVEL 2	Feed Subscriber	**				
LEVEL 3	Content Media Contributor	***				

Engagement level measurement framework



Map Engagement Metrics to Objectives

- Referring back to the objectives detailed earlier
- Engagement Metrics can measure all the items relating to
 - Consumer Engagement
 - Interaction
 - Servicing
 - Profiling
 - Brand building



Map Engagement Metrics to Objectives

- For measurement of Consumer Acquisition more traditional measurement of incoming link traffic can suffice.
- Also in the case of having leveraged Web 2.0 Websites to promote your company's brand message in the form of paid placement, click through data is again important.

Relevance

- Not to be overlooked is impression relevance information.
- In addition to the statistics provided to quantify the number of impressions and click-throughs on your ad, it is important to request relevance information.
- Relevance information should allow you to understand where your ad was displayed and in what context.



ROI

- If the overall objective is not a quantifiable conversion expressible in terms of a sale or transaction
- Assign a monetary value to each level of Engagement



A framework for evaluating success

- Ensure you establish the measurement before you implement the strategy
 - What was the desired outcome:
 - Page visits and repeat visits
 - Click throughs
 - Video downloads
 - Log-ins
 - Posts
 - Feed subscriptions, tags and bookmarks



Measurement and ROI

- Citizen M results