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CUTTING-EDGE WEB TOOLS

NEW APPLICATIONS PROMISE TO MAKE ANALYZING YOUR MARKETING INVESTMENTS EASIER

FIRST, THERE WAS the screwdriver; then the electric screwdriver. As the world changes, tools adapt.

That's certainly true for Web analytic tools. Marketers today must understand customer segmentation and how to identify optimal keywords, analyze social media engagement, track traffic in real time and more. Tools that simply tell you how many visitors a site has or how many people clicked on your ad aren't enough.

"It's about taking data and making decisions to create experiences that are most relevant to the end user," says Matt Langie, senior director of product marketing for analytic software company Omniture Inc. in Orem, Utah. "[New tools] enable marketers to understand what, how and why something is working or not working online."

Here are five ways marketers are using Web analytics, along with recommended tools for each job.



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Understand customer segments

Beyond the clicks, marketers must know where clicks are coming from and what demographics they belong to to deliver relevant marketing. Omniture's SiteCatalyst product (approximately \$16,080 for the first year, for a page receiving 3 million page views a month) determines who buys what on your site; from there, you can target customer segments with tailored messaging, Langie says. Chicago-based SPSS Inc. has offerings (\$299 to \$1,749 at business software seller CMC International's online store) that address segmentation analysis, suggests Jason Wadler, executive vice president and strategy officer for Leapfrog Online in Evanston, Ill. IBM recently bought SPSS, a sign it plans to increase its emphasis on offering analytical tools and services. Google Analytics is a big player (and is free for sites with up to 5 million page views a month), and is recommended by Mark Willson, vice president of enterprise solutions for content management software provider Ektron Inc. in



Web Wish List

Four areas that can benefit from innovative tools:

- **One-stop shop:** A tool that gives a holistic view of a brand across digital platforms such as Twitter and Facebook would be a boon to marketers. "If someone really wants to do that in a meaningful way, they're doing it on their own, combining different data. ... That is definitely an area ripe for innovation and improvement," says MarketingSavant's VanDen Heuvel.
- **Constant course correction:** Given constant price promotions in some industries, Leapfrog's Wadler wants an integrated analytics tool that can alter pricing messaging and geographic targeting on a more timely basis.
- **Inventory predictors:** Brand managers in the CPG space particularly are hungry for Web tools that give them accurate consumer demand estimates several months in advance, says Matt Symons, head of strategy and innovation for Accenture Interactive in San Francisco.
- **Combine offline with online:** Ektron's Willson says an analytics tool that shows what's going on in the enterprise offline and online can drive higher conversion rates and lead to more effective product and message delivery. Attempts to merge Web analytics with traditional business analytics tools have been unsuccessful, he says.



Nashua, N.H. "It is the absolute database of human intention," he says. "They have a leg up on everybody in terms of segmentation."

Analyze site activity in real time

Thanks to the Web, world communication is spinning faster. Tools such as Dallas-based iFusion Labs' Woopra (\$4.95 to \$99.95 a month) allow for real-time tracking of Web site interaction, says Dana VanDen Heuvel, president of MarketingSavant Group, a B-to-B consultancy in Green Bay, Wis., and presenter of the **American Marketing Association** seminar series "Technomarketing: Using the Tools and Technology of Tomorrow to Reach Your Customers Today."

"That live tracking element is really interesting to explore, especially if things on your site or company are happening very rapidly," he says.

Assess social media engagement

Omniture's SiteCatalyst product includes App Measurement for Facebook, which tracks user response to applications on the social network. SiteCatalyst also has a brand-tracking feature on Twitter. Free programs, such as Tel Aviv, Israel-based Twitter Analyzer and Orlando, Fla.-based Twitterholic, measure analytics for that social site's accounts, VanDen Heuvel says. Willson suggests the free online application Twendz to observe sentiment within Twitter conversations. Twendz is produced by Bellevue, Wash.-based public relations firm Waggener Edstrom Worldwide Inc.

Simplify the numbers

For marketers who aren't trained to look at spreadsheets all day, there are tools such as Crazy Egg (\$9 to \$99 monthly) that make data analysis easier. Produced by Crazy Egg Inc. in La Mirada, Calif., the online application allows you to view traffic through a more visually appealing, colorful heat map feature. Crazy Egg is recommended by Adam Boyden, president of San Mateo, Calif.-based Conduit Inc., an online distribution enhancement provider and sponsor of the AMA webcast "The New e-Marketing Toolkit: Social Media and Browser Technologies that Drive Revenue and Grow Brand Awareness."

Research keywords

Consider keywords your flares; you often need them to be found amid all the online content to attract people to your site. Google AdWords (\$5 activation, \$10 minimum pre-pay) can help you uncover distinctive search-friendly keywords for your Web material. But that makes the service exceptionally popular and diminishes the chances of standing out, says Richard Stokes, CEO of Chicago-based search technology provider AdGooroo. He also suggests the London-based program Wordtracker (\$59 a month or \$329 a year) for identifying relevant keywords for a business. AdGooroo's basic SEM Insight package (beginning at \$1.60 a keyword for 250 or less) takes a different approach, assessing keywords attached to online ads produced by a client's competitors, to determine where they appear. You can use such information to impede competitor outreach. **m**