

## Building stronger digital teams

## Counting what counts

## Helping web publishers focus on data that counts

### Digital Analytics Academy

Many publishers constantly wrestle with the challenges of counting online metrics. In this Analytics Academy we review some of the common metrics and look at which matter most and why. We look at the ways they can be counted and why the metrics need to be grounded in business process. There are tips for key metrics and ways to find out more from the Digital Analytics Academy online classroom.



**DIGITAL  
TRAINING  
ACADEMY**

The knowledge transfer business

# Making sense of a digital world

## The Digital Training Academy

Academy | 10 Years | 20 Countries | 40,000 People

# Drowning in data; a drought of knowledge

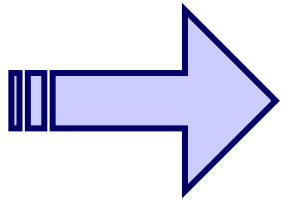
Digital Analytics Academy

# ***The challenge***

Many publishers constantly wrestle with the challenges of counting online metrics. In this Analytics Academy we review some of the common metrics and look at which matter most and why. We look at the ways they can be counted and why the metrics need to be grounded in business process. There are tips for key metrics and ways to find out more from the Digital Analytics Academy online classroom.

# ***What could you count?***

Hits  
Emails Registrations Logins Pimps  
Bouncebacks Frequency Posts  
Click-throughs Ad plays Emails Minutes  
Reach Responses Searches  
Open rates Plays Visits Clicks  
Unsubscribes Impressions  
Conversions Cookies Uniques  
Gone-aways Streams Views IPs  
Brochure requests Streams Views Megs  
Pass-on rates CVs delivered Streaming Audio  
Leads  
Mouseover events Customers  
RSS subscriptions Uptime  
SMSs sent



# ***What counts for website media publishers?***

# ***Publisher*** ***What's the business model?***

**Audiences**

**>**

**Advertising**

# ***Publisher***

## ***What drives revenue?***

### **Simple model**

- 1 page = 'A' ad impressions per page
- 1 visit = 'B' page impressions per visit
- 1 person = 'C' visits per person per month
- Number of months = 'D' of involvement

**Volume of ad impressions in the lifetime of a visitor (potential AdViews) =**

$$A \times B \times C \times D$$

### **Simple example**

- 1 page = '2.5' ad impressions per page
- 1 visit = '6' page impressions per visit
- 1 person = '11' visits per person per month
- Number of months = '14' of involvement

**Volume of ad impressions in the lifetime of a visitor =**

$$2.5 \times 6 \times 11 \times 14 = 2310 \text{ potential ad impressions}$$



# ***Publisher***

## ***What are the key determinants?***

**To boost revenues look for:**

- **More people on the website**
- **More regular visits to the site**
- **More pages or a longer duration per visit**

# ***Publisher***

## ***What are the key metrics?***

**Digital Strategy's 5 Ps of traffic...**

- **People (unique users)**
- **Pages (impressions)**
- **Persistence (stickiness / duration of visit)**
- **Pulling power (repeat visits)**
- **Passion (intensity of their activity)**



**Log on to your Digital Classroom**

# Digital Strategy's 5 Ps of traffic...

Examples of how each metric can be applied and used as a KPI

- **People**
  - Unique users
  - Unique people (registration methodologies)
  - Unique people (panel methodologies)
- **Pages**
  - Total daily / weekly / monthly impressions
  - Impressions by hour (weekday or weekend)
- **Persistence / stickiness**
  - Bounce rates
  - Page impressions per person per visit
  - The distribution of page impressions per person per visit
  - Flights through the site
  - Duration of visit (minutes)
- **Pulling power**
  - Repeat visitors
  - Repeat visit rates
  - Share of page impressions by quintile
  - Cookie churn and deletion rates
- **Passion (intensity of their activity)**
  - Number of blog posts
  - Number of ratings made
  - Number of conversation threads
  - Number of emails passed on



**Log on to your Digital Classroom**



Digital Analytics Academy

**Exercise**  
**Selecting the right terms**

# Exercise: Which metrics are most useful for you?

## People

- Unique users
- Unique people (registration methodologies)
- Unique people (panel methodologies)

## Pages

- Total daily / weekly / monthly impressions
- Impressions by hour (weekday or weekend)

## Persistence / stickiness

- Bounce rates
- Page impressions per person per visit
- The distribution of page impressions per person per visit
- Flights through the site
- Duration of visit (minutes)

## Pulling power

- Repeat visitors
- Repeat visit rates
- Share of page impressions by quintile
- Cookie churn and deletion rates

## Passion (intensity of their activity)

- Number of blog posts
- Number of ratings made
- Number of conversation threads
- Number of emails passed on

“Let the analytics grow  
from business process and  
you’ll analyze what counts”

Navigating the knowledge drought, while drowning in data.

# ***Need more?***

**[www.DigitalTrainingAcademy.com/analytics](http://www.DigitalTrainingAcademy.com/analytics)**

## Building stronger digital teams

## Counting what counts

## Helping web publishers focus on data that counts

## Digital Analytics Academy

Many publishers constantly wrestle with the challenges of counting online metrics. In this Analytics Academy we review some of the common metrics and look at which matter most and why. We look at the ways they can be counted and why the metrics need to be grounded in business process. There are tips for key metrics and ways to find out more from the Digital Analytics Academy online classroom.