



# Zen and the Art of Analytics: A practical guide to increasing your ROI

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Who are you?

What are your  
conversion metrics?

# HINT:

## Your conversions should MAKE YOU MONEY



E-Commerce: Sale

Lead-Gen: Lead or account

Publishing: Subscribers or  
Page views

B2B: Leads and sales

# First things First:

```
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</style>
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<tr>
<td align="center" valign="top" bgcolor="#FFFFFF"><table width="740" height="35" border="0" cellpadding="0" cellspacing="0" class="Verdana_9
<tr valign="top">
<td align="center" valign="middle" bgcolor="#ffffff" class="Verdana_10N style7">Copyright &copy; 2007 Forex Capital Markets. All right
Forex Capital Markets, Financial Square 32 Old Slip, 10th Floor, New York, NY 10005 USA.</font></td>
</tr>
</table></td>
</tr>
</table>
</div>
```

```
<script language="JavaScript" src="http://www.fxcm.com/tracking/s_code.js"></script>
<script language="JavaScript"><!--
/* You may give each page an identifying name, server, and channel on
the next lines. */
s.pageName=""
s.server=""
s.channel=""
s.pageType=""
s.prop1=""
s.prop2=""
s.prop3=""
s.prop4=""
s.prop5=""
/***** DO NOT ALTER ANYTHING BELOW THIS LINE ! *****/
var s_code=s.t();if(s_code)document.write(s_code)//--></script>
<script language="JavaScript"><!--
if(navigator.appVersion.indexOf('MSIE')>=0)document.write(unescape('%3C')+'!'+'+')
//--></script><!--DO NOT REMOVE!-->
<!-- End SiteCatalyst code version: H.14. -->
```

```
</body>
```

## Add all of your tracking

# Then . . . .

## Create metrics in your analytics tool

**Edit Report Suites**

Selected Report Suites  
1 of 22 selected

Select Report Suites

FXCM

Edit Settings

- General
- Traffic
- Conversion
  - Conversion Variables
- Traffic Management
  - Finding Methods
- Individual Report Suite Settings
  - Conversion Classifications
- Campaign
  - Unique Visitor Variable
  - Success Events
  - Classification Hierarchies
- Tracking Code

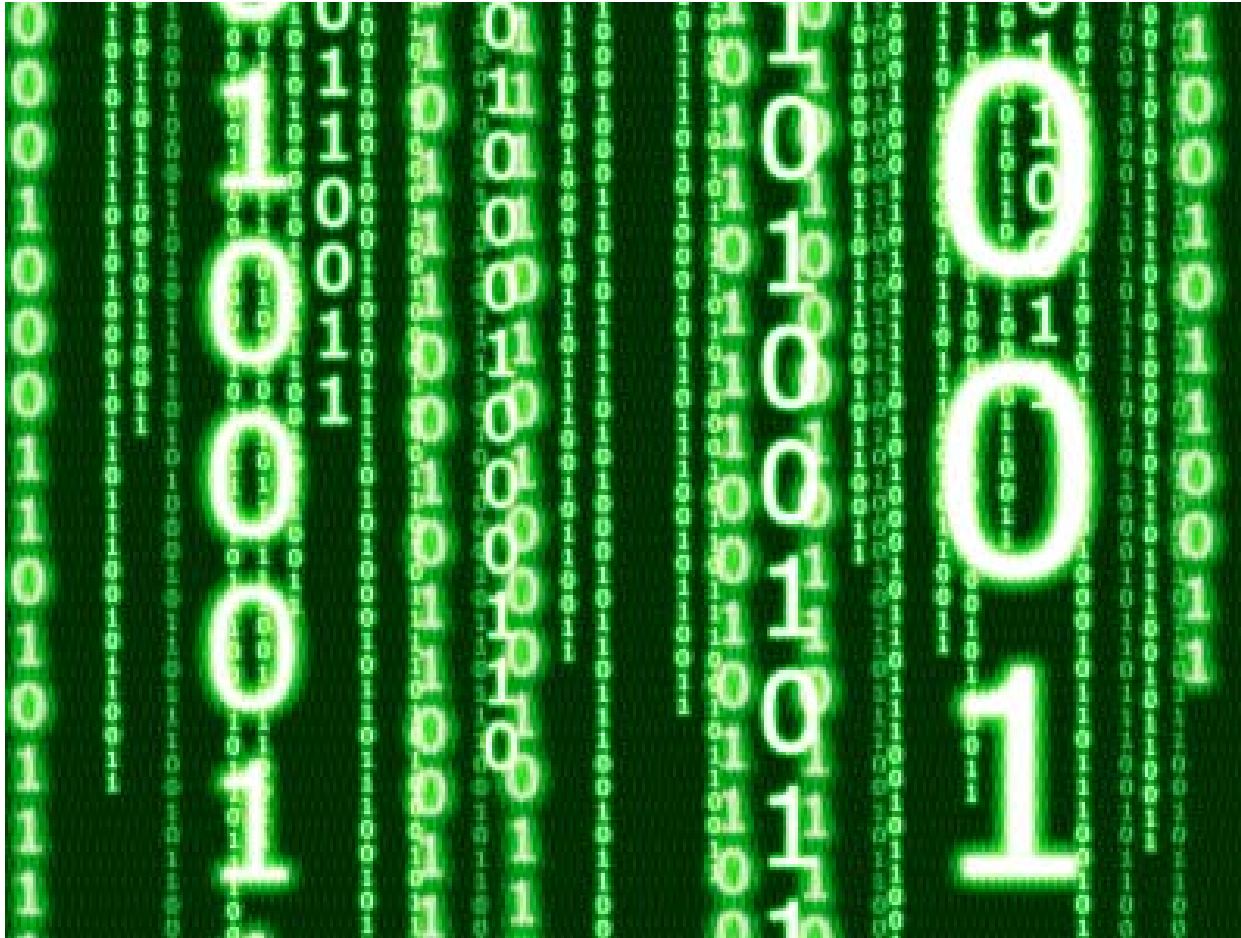
Evar #	Name	Allocation	Expire After	Type	Status
1	Onsite Search Terms	Most Recent (Last)	Visit	Text String	Basic Subrelations
2	Internal Campaigns	Most Recent (Last)	Visit	Text String	Basic Subrelations
3	First Campaign	Original Value (First)	Application Start (event 6)	Text String	Basic Subrelations
4	Tool	Most Recent (Last)	Visit	Text String	Basic Subrelations

# Then . . . .



## Build Dashboards

# Finally . . . Beware of data Overload!



# Relax . . . We have KPI's



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- Lead Gen
  - Quality Leads
- E-Commerce
  - Sales
- Publishing
  - Repeat visitors/multiple page views





# Lead- Gen Site: FXCM.com

The screenshot shows the FXCM website interface. At the top, there's a navigation bar with the FXCM logo and various language options (ESPAÑOL, FRANCAIS, 日本語, 中文, Русский, PORTUGUÊS, DEUTSCH, ITALIANO, عربي). Below this is a secondary navigation bar with categories like 'Products & Services', 'Spreads & Margin', 'Trading Platform', 'Charts & News', 'Mini Accounts', and 'Education'. A 'Live Chat' button is visible on the left. The main content area features a '24-Hour Online Currency Trading' section with a 'Free \$50,000 Practice Trading Account' button highlighted in a red box. Below this, there are sections for 'FXCM Trade with Confidence', 'Trading from Charts', and 'Online Seminars and Courses'. A second navigation bar is visible at the bottom of the screenshot.

Site designed to generate leads for forex trading

Filter out poor leads

Analytics used to optimize traffic to generate leads that will open trading accounts

**FX Trading Station**  
**Free Practice Trading Account**  
To receive a free Practice Account, Please complete the form below.

FXCM Practice Account Sign Up

First Name:  required

Last Name:  required

Street Address:

City:

State/Province:

Zip/Postal Code:

Country:  required

Email:  required

Phone:

Send me free trading resources & product information via email

**Why Register?**  
Register for a Live Practice Account

- The FXCM Practice Account provides unlimited Live Quotes and Real-Time Charts.
- You can test and evaluate trading strategies with no risk.
- You can access FXCM's Clients Services staff 24 hours a day, 7 days a week, 365 days a year.
- The free practice account is live for 30 days, then automatically expires.

← Register Now to experience the excitement of Currency Trading.

# Publishing Site: GoCurrency.com

GO CURRENCY.com Currencies by Country:  [Currency Forecasts](#) | [Contact Us](#) | [Advertise with Us](#)

**FXCM: No Dealing Desk Trading**

USD/JPY 14:42:20  
Low: 117.73 High: 118.23  
118.04 118.06  
Sell Buy

Spreads as low as 2 pips  
No Dealer Intervention  
No restrictions on order placement

**CLICK HERE**

**FXCM**  
WWW.FXCM.COM  
Currency trading involves significant risk of loss.

Multiple ad placements to generate revenue

Home Currency Trading International Investors Import, Export, and FX Traveler's Corner

**Currency Converter**

Please enter the amount you wish to convert. [Add to Site](#)

Amount:

From: Euro

To: US Dollar

**EXCHANGE RATES** [Add to Site](#)

	USD	EUR	GBP	JPY	CAD	AUD
1 USD =	1.000	0.651	0.497	102.290	0.988	1.079
1 EUR =	1.536	1.000	0.762	157.079	1.517	1.657
1 GBP =	2.014	1.312	1.000	206.022	1.990	2.174
1 JPY =	0.010	0.006	0.005	1.000	0.010	0.011
1 CAD =	1.012	0.659	0.503	103.543	1.000	1.093
1 AUD =	0.927	0.603	0.460	94.774	0.915	1.000

Data delayed at least 20 minutes.

**Make Your Money Go Further**

Our monthly reports tell you what countries and currencies offer the best deals. Travel and buy smart!

**Subscribe and enjoy!**

Name:

Email:

Analytics used to segment 'quality traffic' (repeat visitors with multiple page views)

**FX-words**

**GO BLOG** Discuss Currency Related Topics

- [Forex News](#)
- [International Investing](#)
- [International Travel](#)



**Practice Forex Trading**

Start Trading With A Free \$50,000 Demo Account. Play Before Pay!

[www.fxcm.com](#)

**No Dealing Desk Forex**

Forex Spreads As Low As 2 Pips  
Free \$50,000 Practice Account!

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**Learn Forex At Home**

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[www.fxpowercourse.com](#)

**Free Financial News**

Keep In Front With DailyFX News, Charts and Much More!

[www.DailyFX.com](#)

**2007 CURRENCY PAIR FORECASTS**

Please Select

**Family Vacations**

**Plan your next family trip!**

Find travel tips and vacationing ideas for the family that will take you to great destinations with your kids, from scuba diving to alternative summer vacations destinations to value travel ideas.

[Learn More.](#)

**Looking to exchange money before you travel?**

Buy foreign cash here and get it delivered to your door!

**Custom Web Tools**

**Increase Your Site's Visibility!**

GoCurrency.com web tools are easy-to-use conversion tools that you can add to your website for free! Add another dimension of usability to your site! [Learn More.](#)

**Currency Trading**

**NEW 2007 Currency Forecasts!**

Action taken to increase advertising that brings in top traffic

Site optimized to increase ad click through rate



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# E-Commerce Site: Amazon.com

The screenshot shows the Amazon.com homepage with a personalized greeting for Lauren Vaccarello. The main focus is the Amazon Prime membership sign-up offer, which includes a 3-month free trial and lists benefits such as free two-day shipping, \$3.99 overnight shipping, and no minimum order. Below the Prime offer, there are navigation links for 'Where's My Stuff?', 'Shipping & Returns', and 'Need Help?'. The footer contains the Amazon.com logo, international site links, and various utility links like 'Help', 'View Cart', and 'Your Account'.

amazon.com Hello, Lauren Vaccarello. We have recommendations for you (Not Lauren?)  
Lauren's Amazon.com Today's Deals Gifts & Wish Lists Gift Cards Your Account | Help  
Shop All Departments Search Amazon.com GO Cart Your Lists

Hi Lauren Vaccarello,  
**Don't wait for what you want. Get it fast.**  
Sign up today for your Free Trial of Amazon Prime.  
You can find just about anything you're looking for on Amazon.com. And now, you can get it shipped the way you want — fast and free — with Amazon Prime.  
Try Amazon Prime free for 3 months (new members only) and enjoy all the benefits that come with membership. There's no obligation — cancel anytime before your Free Trial is over and you will not be charged the \$79 annual fee. [Learn more](#)

**amazon.com Prime**  
Try Amazon Prime FREE for 3 months:  
✓ FREE Two-Day Shipping on over a million in-stock items  
✓ \$3.99 Overnight Shipping  
✓ No Minimum Order  
✓ Share Your Benefits  
Sign up now and start taking advantage of all these great benefits right away!  
[Continue to sign up](#)

**Try Amazon Prime and enjoy:**

- Unlimited Express Shipping**  
Free Two-Day shipping on over a million in-stock items sold by Amazon.com. \$3.99 overnight shipping if you order by 6:30PM ET.
- No Minimum Order**  
There's no need to group items to save on shipping. Order what you want, when you want.
- Share Your Benefits**  
Share one membership with up to four additional accounts in the same household and get even more value.

**Where's My Stuff?**  
• Track your recent orders.  
• View or change your orders in [Your Account](#).

**Shipping & Returns**  
• See our [shipping rates & policies](#).  
• [Return](#) an item (here's our [Returns Policy](#)).

**Need Help?**  
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• [Visit our Help department](#).

Search Amazon.com GO

amazon.com® [Amazon.com Home](#) | [Directory of All Stores](#)  
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Amazon.com does a great job of rewarding their best clients

# YOUR SITE:

Make sure your KPI's are known and agreed upon company wide – it will make your life **A LOT** easier!

# Make Analytics Actionable!



- Increase ROI by using segmentation and taking action

# 3 Case Studies

- **Veg-o-mania**

- Fictional E-Commerce
- Vegan healthfood
- Online Conversion
- No Sales team



*Veg-O-Mania*

- **FXCM**

- Financial Services
- Lead Gen
- Offline conversion
- Sales department



- **GoCurrency**

- Publishing
- Generates revenue from ad sales
- Some lead-gen





- Segment out your best performing traffic



- Integrate with your CRM
- Pass campaign data into your CRM

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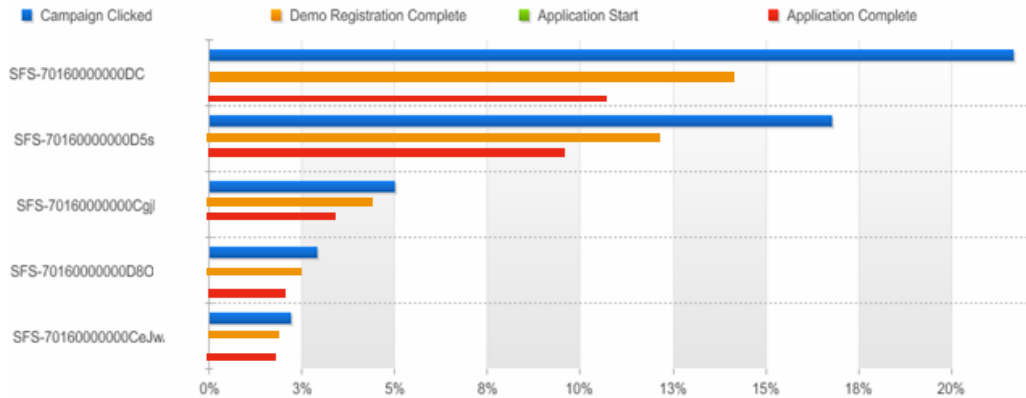


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## Tracking Code Report

February 2008



- Filter report by highest conversions to get best performing leads

	Tracking Code	Clicks	Demos	Application Start	Application Complete	Conversion %
5	SFS-701600000000C	13,908	695	376	235	33.8%
4	SFS-701600000000C	23,724	1,582	696	435	27.5%
31	SFS-701600000000C	2,062	103	37	23	22.3%
22	SFS-701600000000C	2,858	143	48	30	21.0%
7	SFS-7013000000003	8,331	417	139	87	20.9%
2	SFS-701600000000C	102,373	6,825	1,579	987	19.4%
6	SFS-701600000000C	10,518	526	160	100	19.0%
45	SFS-701600000000C	1,356	68	19	12	17.7%
44	SFS-7013000000003	1,401	70	19	12	17.1%
3	SFS-701600000000C	79,202	5,280	1,352	845	16.0%
43	SFS-7013000000003	1,423	71	16	10	14.1%
33	SFS-701600000000C	1,931	97	19	12	12.4%
9	SFS-701600000000C	5,474	274	53	33	12.1%
32	SFS-701600000000C	2,011	101	19	12	11.9%
39	SFS-701600000000C	1,572	79	14	9	11.5%
30	SFS-7013000000003	2,188	109	19	12	11.0%
29	SFS-701600000000C	2,212	111	19	12	10.8%
8	SFS-701600000000C	6,923	346	59	37	10.7%
38	SFS-7013000000003	1,590	80	13	8	10.1%
10	SFS-701600000000C	4,995	250	37	23	9.2%
37	SFS-7016000000009	1,608	80	11	7	8.7%
50	SFS-701600000000C	1,315	66	8	5	7.6%
49	SFS-701600000000C	1,348	67	8	5	7.4%

Step 6: Select your report criteria

Select criteria to determine which records display.

**Standard Filters**

View: All active campaigns | Select campaign:

**Advanced Filters**

Field	Operator	Value
1. Campaign Type	equals	Website Story
2. Created By	contains	Omniiture
3. Contact: Created Date	greater or equal	1/1/08
4. Contact: Created Date	less or equal	3/1/08
5. Campaign Name	contains	Top Campaigns

Advanced Filter Conditions: (1 OR 2) AND 3 AND 4 AND 5

Example: If you wanted to filter to key deals for your company, where key deals are deals over \$1,000,000 that are closing in the next 45 days, or deals owned by a VP, you would set up your filters as follows:

Field	Operator	Value
1. Amount	greater than	1000000
2. Closed Date	equals	NEXT 45 DAYS
3. Owner Role	starts with	VP

ALL OPPORTUNITIES

Amount > \$1M

Close Date = next 45 days

Deals owned by a VP

- Give this information to your sales team
- Let them close



- ROI goes up!
- Sales is happy because they are closing more leads
- Marketing is happy because it is their leads
- C suite happy because they are making more money
- You're happy because no one is pestering you

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- Use time to purchase reports to distinguish between informational leads and transactional leads
- Create segments of each type of lead





Veg-O-Mania

They don't look or act the same, so don't market to your all your leads the same



W

# Long lead time – Informational



- Often still information gathering
- ‘Awareness’ part of sales cycle
- Give them information
- Send them to pages comparing products
- Have optional form to fill out and offer them whitepaper, newsletter, more info



The screenshot shows the Veg-o-Mania website with a blue header and a navigation menu. The main content area features an article titled "Organic Vitamins: How to get the best nutrition". The article text discusses the benefits of a well-planned vegetarian diet and includes a "Vegetarian diet planning" section with a "Vegetarian Diet Pyramid" image. To the right of the article is a "Subscribe" form with fields for "First Name" (Paul Atreides) and "Email" (patreides@gmail.com), and a "Subscribe" button. Below the article text, there are two bullet points defining "Vegans" and "Lacto-vegetarians".

- Informational leads should be presented with information pertaining to their search
- Try to capture their details
- Don't try to close them now – they aren't there yet

# Now that we have captured their information . . .



- Integrate E-Mail with analytics
- If time to purchase is 5-7 days, on day 3 email them a coupon
- No purchase after 10 day market more aggressively

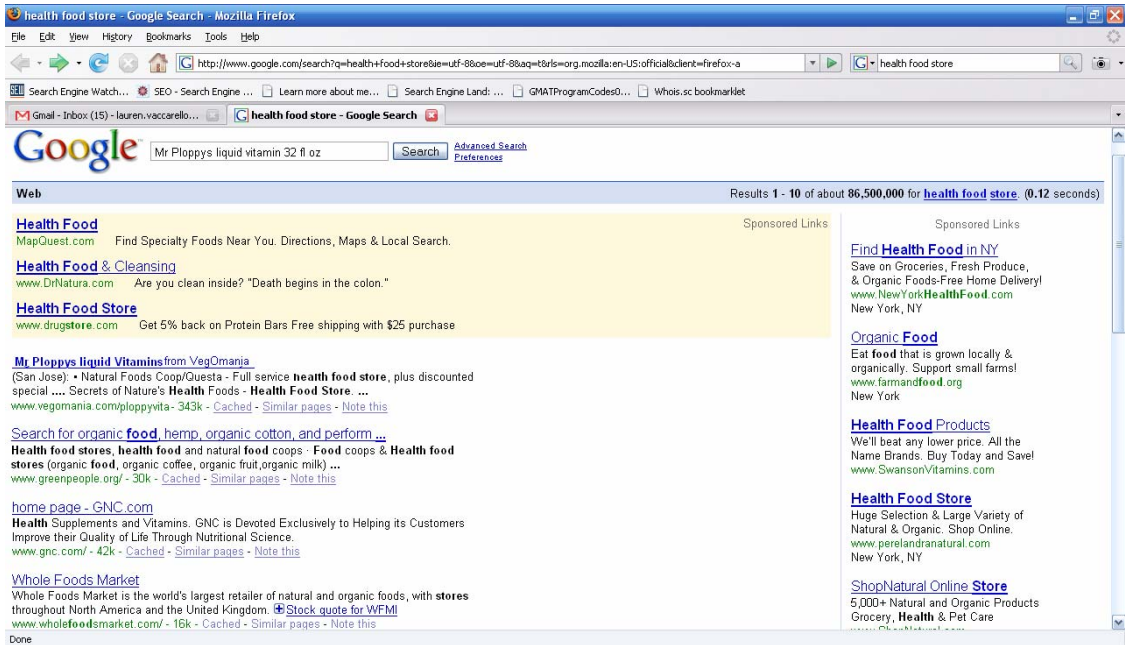
# Do Not SPAM Them!



# Short Lead Time - Transactional



- Purchase point in sales cycle
- Give them exactly what they are looking for and an easy to find BUY NOW option



• Come to the site on a transactional lead term

**VEG-O-MANIA**

Diseases & Conditions | Drugs & Supplements | Treatment Decisions | Healthy Living | Ask a Specialist | Health Tools | Slide Shows | Video | Blogs & Podcasts

» Home » Log in » Register now » RSS

### Mr. Ploppy's . Liquid Multi-Vitamins 32 oz



Item Code: VY0028

Usually ships within 48 hours, if product is available.

**Mr.Ploppy's Multi Vitamins Liquid**

Retail Price: \$29.95 **You Save: 32.09%**

List Price \$29.95  
**Sale Price \$17.49**  
**You Save \$12.46**

Quantity:

£ 8.92 † \* 1884.55 †

[More Multivitamins with Iron products](#)

[More products from Natural Vitality](#)  
[Read about Multivitamins with Iron in our Health Guides](#)

#### Mr.Ploppy's Vita-Liquid Product Description

**Supplement Facts**

**Liquid Vitamins**  
 Essential Vitamins, Minerals, Antioxidants, and Amino Acid Complex Needed for Life.

Peter Gillham has formulated a key nutritional step toward obtaining outstanding health and vitality

**The Liquid Advantage**  
 Liquids absorb better. Organic Life Vitamins has been designed for maximum absorption, thereby allowing your body to assimilate vital life-giving nutrients in just minutes!

- Present them with a Buy-Now option
- Make the purchase process as simple as possible



# Takeaways

- Always go back to agreed upon KPI's
- Generate Sales Lead Lists based on analytic data
- Segment out informational leads from transactional and Market to them accordingly





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