



大數據趨勢論壇暨 IBM產業專題高峰會

打造數據價值新藍海



Using

Analytics As A Competitive Weapon

to Better Understand The Customer

and Realize Business Optimization

**大數據趨勢論壇暨IBM產業專題高峰會
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Agenda

- Introduction
- Track visits or visitors?
- Web Analytics: measurement or optimisation?
- Knowing where to spend your marketing budget
- How do you know how customers experience your web site?
- How does your online marketing compare with the best?
- Summary

What are customers telling you online?

- Every Click
- Every Form
- Every email response
- Every non-click
- Every non response
- Time taken
- Path Taken
- Marketing responses
- Marketing non responses



What are customers telling
you online?

Are
You
Listening?

Do you track Visits
.....or Visitors?



Listening Online



- Cookies
 - Session
 - Persistent
 - Standard Tags
 - Page View
 - Elements
 - Conversion Events
 - Technical Properties
 - Registration
 - Etc
- ~3%



Listening Online



Listening Online

VT Living

HOME | SHOPPING CART | SIGN IN | GET EMAIL

SEARCH

Cart: 0 item(s) subtotal: \$0.0

Registration

* required fields

* Logon ID:

* Password:

* Verify password:

* Zip/Postal Code:

Phone number:

E-mail:

Title:

First name:

* Last name:

* Street address:

* City:

* State/Province:

* Country/Region:

Preferred language:

Preferred currency:

Age:

Gender:

China

Chinese Yuan

40-49

Male

Privacy Policy

CUSTOMER SERVICE: Credit Application, My Account, Shopping Cart, Track Order, Video

CORPORATE PAGES: About Us, Store Locator, Terms of Use, Contact Us, FAQ

SHARE THIS SITE: Facebook, Twitter, LinkedIn

- Basic Details: Identification
 - Name
 - Address
 - Country
- Additional demographics
 - eMail address
 - Phone number
 - Sex
 - Age
 - Income
 - Language
 - Preferences
 - Twitter ID
 - Loyalty ID code



Tracking Marketing Campaigns



Marketing Programs | By Vendor

Period A: 6/1/2011 - 6/30/2011
Segment: All Visitors

Find in Table

Vendor / Category / Placement / Item	Unique Visitors	Buyer / Visitor	Sales	Bounce Rate	New Visitor %	Average Order Value
Total	95,557	1.23%	\$1,183,580.77	0.69%	59.55%	\$982.22
google PPC	28,684	1.22%	\$357,369.41	0.69%	60.82%	\$971.11
facebook	17,151	1.06%	\$180,956.21	0.69%	59.87%	\$972.88
dotomi	8,680	1.50%	\$140,609.25	0.50%	59.26%	\$1,081.61
X 1	5,972	1.29%	\$74,536.58	0.63%	59.18%	\$955.60
Exact Target	5,887	1.29%	\$87,612.83	0.67%	57.14%	\$1,123.24
Responsys	5,668	1.08%	\$63,547.15	0.51%	58.72%	\$1,041.76
Microsoft PPC	2,998	1.17%	\$31,427.87	0.63%	60.27%	\$849.40
yahoo PPC	2,998	1.20%	\$27,361.92	0.70%	57.81%	\$760.05
Google Content Network	2,977	1.41%	\$45,853.27	0.57%	58.05%	\$1,091.74
Commission Junction	2,975	1.04%	\$24,985.73	0.64%	59.78%	\$805.99
LinkShare	2,928	1.50%	\$44,409.01	0.75%	59.09%	\$1,009.30



SEM



Social Media



eMail Campaigns



Shopping Comparison



Banner Ads

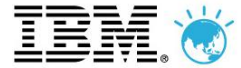
MMC Parameters:

http://www.domain.com?cm_ven=SEM&cm_cat=Google&cm_pla=AdGroup&cm_ite=Keyword



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Tracking Social Campaigns



Impressions

Generation C: The Connected Customer

Content/Comment

ClickThrough

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Let's Recap: now We Know:

Who you are

- New Visitor
- Frequent Visitor
- High Value Visitor
- The person who is trashing us on Twitter?

**Awesome
Marketing
Power!**

ou to us
customer



Review Questions:



- Are you counting visits or visitors?



What to do with all this power?



- **Improved decisioning**
 - Know your customers
 - Know how they interact
 - Better understand which campaigns are working
 - Tighter, defined KPIs
 - Continuously improve the marketing interactions
- **Automate Marketing Processes**
 - Personalise marketing communications
 - Closed loop email marketing
 - Increase cross sell / up sell opportunities



Remarketing: Please Come Back!

- When you know the visitor
- When you don't know the visitor



When you know the Visitor: Targeted Email

- Option 1: email
- Option 2: personal message
- Click on email
- Browse website

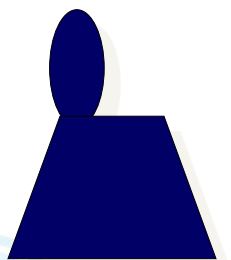
Typical Email Programs

- New Customer Welcome
- Dormant Customer
- Thank you
- Cart Abandonment
- Cross Sell / Up Sell
- Special Offer (targeted)

Email template
Behavioural data



- Targeted email
- Tracking codes



Targeted Email

- Option 1: email blast – same message to everyone
- Option 2: personalised, timely, behaviourally targeted message automatically crafted for each visitor

L'OCCITANE
EN PROVENCE

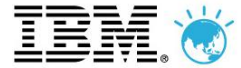


	Option 1	Option 2
Open Rate	26.1%	43.1%
Unique click rate	3.0%	19.5%
Conversion rate	0.14%	2.43%
Revenue per email message	\$0.11	\$2.84

What if you don't know the Visitor: Behavioural Targeting



Behavioural Targeting

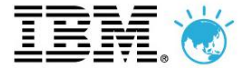


The screenshot shows the VT Living website interface. At the top, there is a navigation bar with links for HOME, SHOPPING CART, SIGN IN, and GET EMAIL. Below this is a secondary navigation bar with categories: LOUNGE CHAIRS, OFFICE CHAIRS, DESKS, COFFEE TABLES, TABLE LAMPS, DESK LAMPS, and ACCESSORIES. A search bar is located on the left, and a shopping cart icon on the right shows 'Cart: 0 item(s) subtotal: \$0.00'. The main content area features a large banner for 'Order Discount' stating 'Registered Customers save 5% on their next order'. To the left of the banner is a sidebar with a 'Furniture' menu listing various categories. Below the banner is a 'ONE DAY SALE!' promotion for '10% off Entire Order' with a 'LOWER PRICES!' badge. The bottom section displays product thumbnails for Lounge Chairs, Office Chairs, Desks, Coffee Tables, Table Lamps, and Desk Lamps. A green arrow points from a user icon to the 'Table Lamps' category.

A visitor to your site searches for a product or information



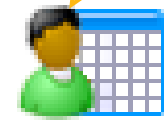
Behavioural Targeting



The screenshot shows the VT Living website's 'Table Lamps' category page. The navigation bar includes 'HOME', 'SHOPPING CART', 'SIGN IN', and 'GET EMAIL'. Below the navigation, there are links for 'LOUNGE CHAIRS', 'OFFICE CHAIRS', 'DESKS', 'COFFEE TABLES', 'TABLE LAMPS', 'DESK LAMPS', and 'ACCESSORIES'. A search bar and a shopping cart icon with '0 item(s) subtotal: \$0.00' are also visible. The main content area features a large image of a lamp on a sofa, a 'How to clean' video player, and a section titled 'Lamps to add spotlighting' with an image of a lamp in a store. Below this, there are three columns of lamp products, each with a small image, a title, a price, and an 'Order' button. The products are: 'Mocha Linen Table Lamp' (\$149.99), 'Beige Linen Table Lamp' (\$179.99), and 'Trice Black Table Lamp' (\$29.99). A green arrow points from a user icon to the 'Beige Linen Table Lamp' product.

Product Name	Price
Mocha Linen Table Lamp	\$149.99
Beige Linen Table Lamp	\$179.99
Trice Black Table Lamp	\$29.99

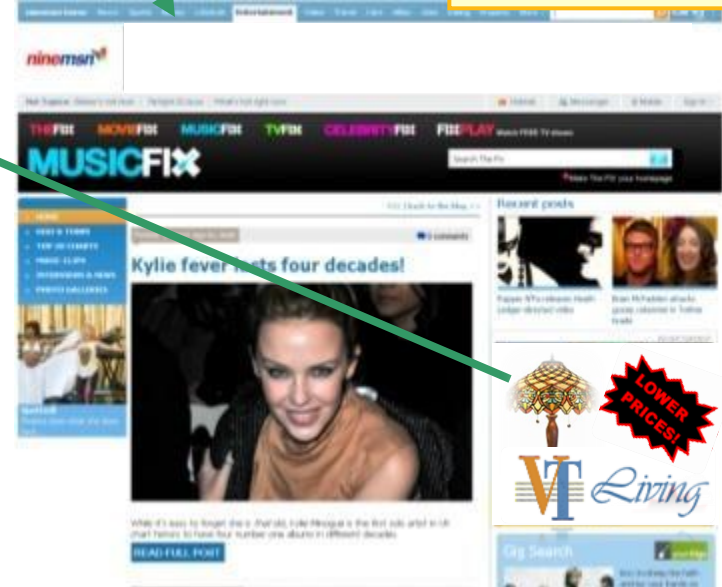
They view a specific item of interest, then depart without converting



Behavioural Targeting

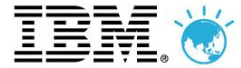


Visitor goes to an unrelated site where ads are being served



Contextually relevant and targeted ads drive drastically higher conversion rates

Behavioral Targeting: How it Works



Cookies: Persistent

Some time later.....
Cookies: Persist



Ad Targeting Network

Akamai Audience Science OpenX
struq Veruta dotomi
choice stream ValueClick media criteo



Personalised Recommendations



Visitors Intent



Sales Conversation

- Other customers also viewed
- Other customers also bought
- Other customers went on to purchase
- Recommendations based on the last item added to your cart
- Recommendations based on the last item you've purchased
- Top Sellers overall
- Top Sellers by category
- Top Sellers in a category of your interest
- Many more...

Sales Person



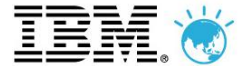
Typical total site sales driven by product recommendations



Measured by visitors who click on and purchase the recommended product from each recommendation zone



Intelligent Offers



Personalised Product Recommendations

Leverages:

- Click stream and order data
- Individual Visitor Profiles
- Advanced algorithms
- Merchandiser Controls
- → Site recommendations
- → Email recommendations
- → POS recommendations
- → Call Centre recommendations



"It's easy to pick the low-hanging fruit with Coremetrics. We're making decisions quicker than ever before, and we're making them based on data we can rely on."

—BeallsFlorida.com Manager of eCommerce for Merchandising and Analytics



Review Questions:

- Are you counting visits or visitors?
- Are you using web analytics just to measure.....
or as a marketing optimisation toolkit?



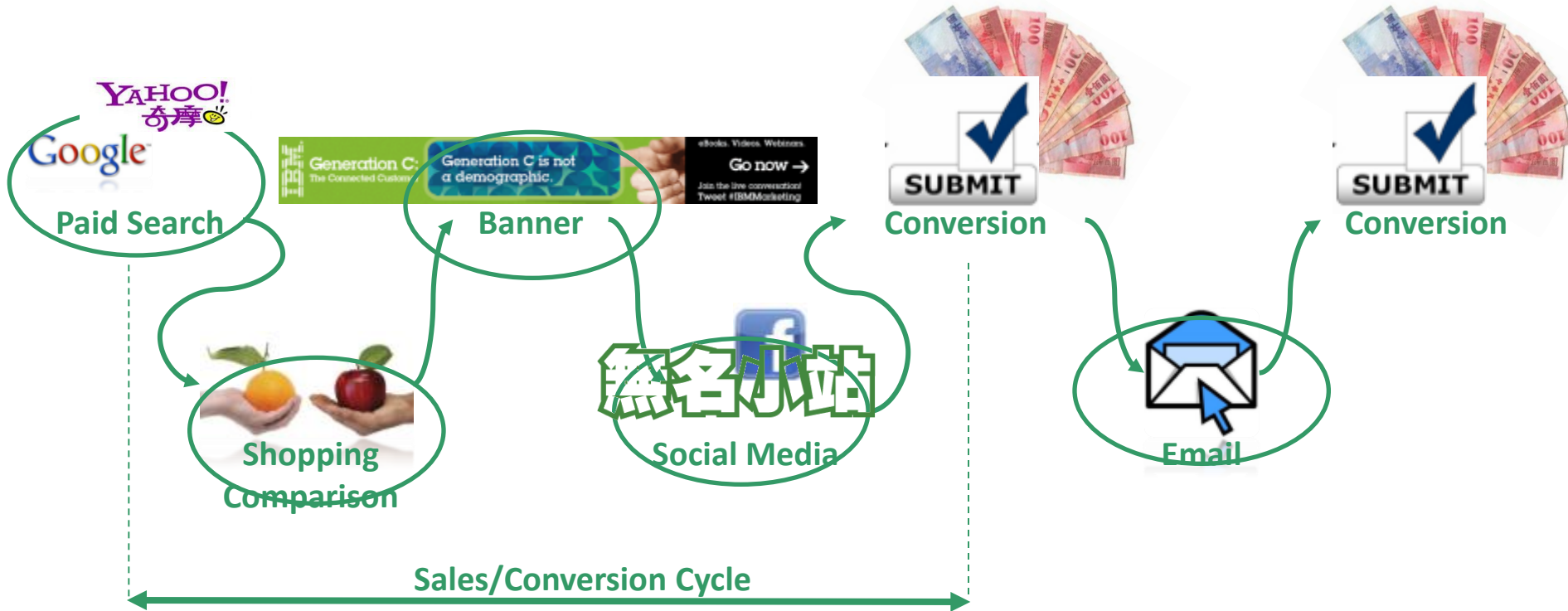
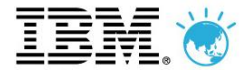
Marketing Channel Attribution



How do you decide where to spend your marketing budget?



Marketing channel attribution



- **First Click:** good for measuring acquisition
- **Middle Clicks:** good for measuring influence
- **Last Click:** good for measuring conversion triggers

Revenue attribution by marketing channel report

► Chart
▼ Table

Find in Table

Vendor / Category / Placement / Item	Sales	Sales	Sales	Sales	Page Views / Session	Bounce Rate	New
<input type="checkbox"/> Total	\$107,255.81	\$49,757.72	\$107,255.81	\$57,551.06	12.60	0.69%	
<input checked="" type="checkbox"/> Bing PPC	\$401.98	\$12,318.75	\$401.98	\$15,878.03	12.28	0.00%	
<input checked="" type="checkbox"/> Commission Junction	\$1,363.08	\$7,214.24	\$1,363.08	\$16,687.71	12.89	1.67%	
<input checked="" type="checkbox"/> Dotomi	\$11,123.58	\$5,490.18	\$11,123.58	\$5,633.40	12.80	1.11%	
<input checked="" type="checkbox"/> Exact Target	\$6,229.12	\$3,837.81	\$6,229.12	\$3,713.48	12.52	0.00%	
<input checked="" type="checkbox"/> Facebook	\$23,901.95	\$3,064.79	\$23,901.95	\$2,391.31	12.50	0.73%	
<input type="checkbox"/> Google Content Network	\$221.14	\$1,260.43	\$221.14	\$1,764.51	12.11	3.57%	
<input type="checkbox"/> Google PPC	\$28,196.78	\$2,410.94	\$28,196.78	\$17.99	12.61	0.63%	
<input type="checkbox"/> In House Email	\$5,703.73	\$4,069.92	\$5,703.73	\$1,633.81	12.21	0.76%	
<input type="checkbox"/> LinkShare	\$3,639.25	\$28.79	\$3,639.25	\$1,387.26	11.89	0.00%	
<input type="checkbox"/> Microsoft PPC	\$107.03	\$7.19	\$107.03	\$107.03	12.47	0.00%	
<input type="checkbox"/> Responsys	\$3,024.94	\$383.99	\$3,024.94	\$6,041.38	13.02	1.03%	
<input type="checkbox"/> X+1	\$6,778.27	\$5,637.76	\$6,778.27	\$852.89	12.25	0.00%	
<input type="checkbox"/> Yahoo PPC	\$6,490.65	\$0.00	\$6,490.65	\$213.95	13.35	0.91%	
<input type="checkbox"/> YouTube	\$10,074.31	\$4,032.93	\$10,074.31	\$1,228.31	13.74	0.00%	



Attribution Summary

- **Step 1:** Find out which attribution model you are currently using.
- **Step 2:** Re-assess your current marketing program now that you know what you are really measuring.
- **Step 3:** Implement a First, Last and Average Click attribution model for your business.
- **Step 4:** Reconsider your mix strategy for acquisition, influence and conversion.
- **Step 5:** Make more informed and effective investment decisions.
- **Step 6:** Bask in the glory of knowing you have improved your marketing effectiveness.



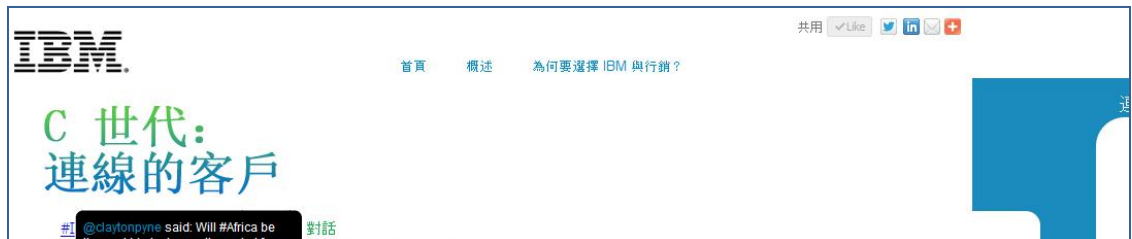
Review Questions:

- Are you counting visits or visitors?
- Are you using web analytics just to measure.....
or as a marketing optimisation toolkit?
- Are you measuring your online marketing properly?



Customer Experience Management

- Professionally designed
- Agency Creative



How do you know how customers experience your web site?

- Focus groups
- Ongoing reviews



What if.....

- All Customers
- All the time



Customer Experience Management



Typical Outcomes

- Increased Conversions and Revenue
- Improved Site Useability
- Optimised Channels
- Resolve Application Problems
- Reduce Call Handle Times
- Manage Customer Disputes
- Better User Experience

- Capture
- Analyse
- Replay

} Audit trail of each user experience



Review Questions:

- Are you counting visits or visitors?
- Are you using web analytics just to measure..... or as a marketing optimisation toolkit?
- Are you measuring your online marketing properly?
- How do you know how customers experience your web site?



Marketing Metrics Context

Your Facebook conversion rate has increased from 43% to 61.27%.

Is that good or bad?

Social Sites Conversion Rate

Compare	Your Site		Δ %	Percentile
Facebook	61.27%	61.27%	0.00%	99%
MySpace	92.96%	92.96%	0.00%	99%
Twitter	92.83%	92.83%	0.00%	99%
Orkut	92.95%	92.95%	0.00%	99%
LinkedIn	100.00%	100.00%	0.00%	99%
YouTube	83.06%	83.06%	0.00%	99%
WordPress	0.00%	0.00%	-	99%
Blogger	0.00%	0.00%	-	99%
Digg	48.69%	48.69%	0.00%	99%
StumbleUpon	49.64%	49.64%	0.00%	99%

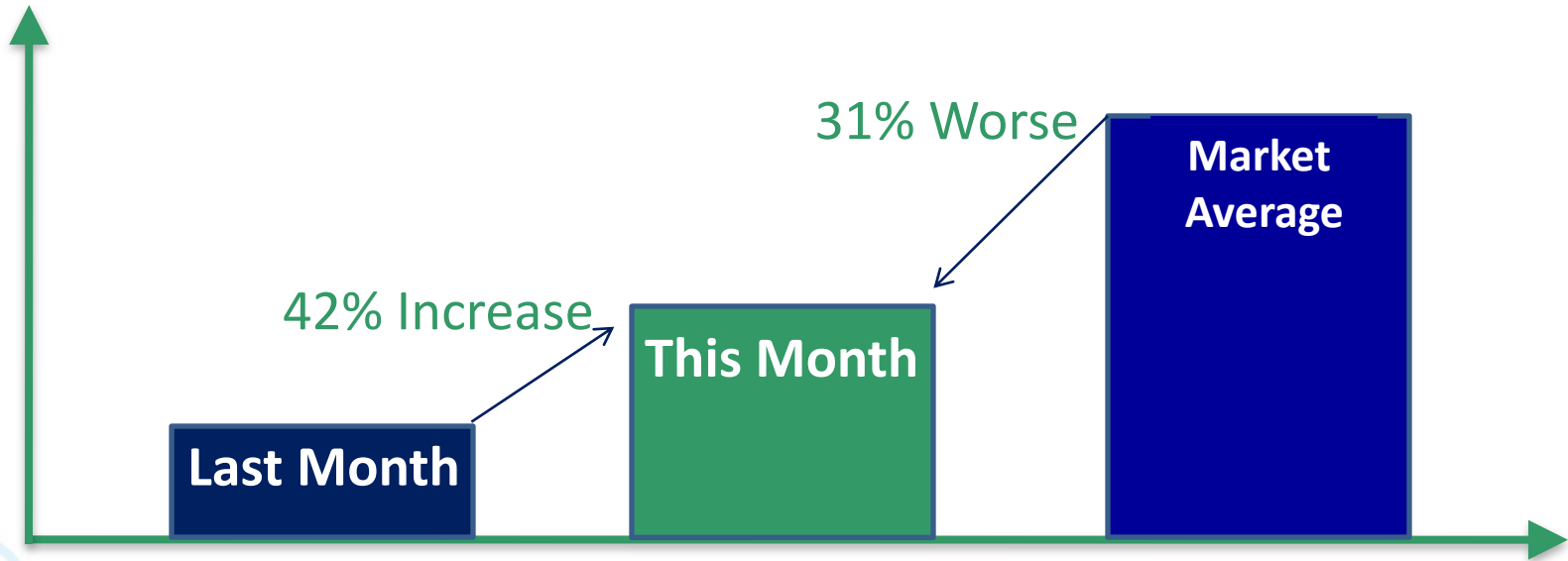
Google+	18.00%	18.00%	0.00%	99%
Dribbble	18.00%	18.00%	0.00%	99%
Delicious	0.00%	0.00%	-	99%
Diigo	0.00%	0.00%	-	99%



Marketing Metrics Context

Your Facebook conversion rate has increased from 43% to 61.27%.

Is that good or bad?

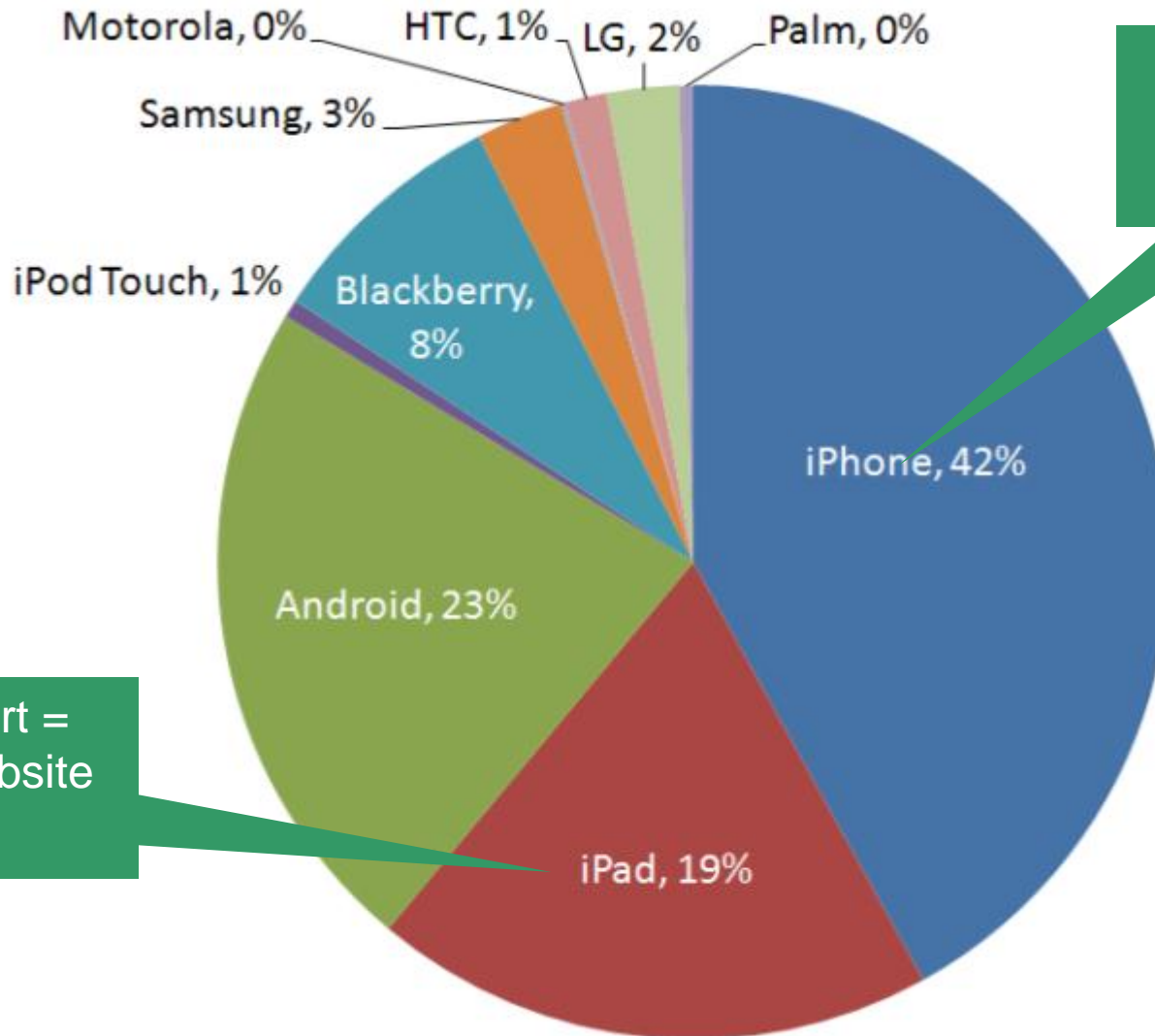
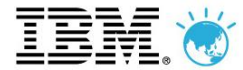


US Apparel Benchmarks

	Apparel Q2 2012	Apparel Q2 2013
Average Order Value	\$137.73	\$130.27
Average Session Length	5:44	5:51
Bounce (One Page) Rate	35.93%	33.53%
Items Per Order	2.68	2.49
New Visitor Conversion Percent	6.08%	1.59%
On-site Searches / Session	10.59%	9.72%
Page Views per Session	7.56	7.1
Product Views Per Session	2.00	1.71
Shopping Cart Abandonment Rate	73.64%	71.31%
Mobile: % of Sales	14.97%	21.92%
Social: % of Sales	1.69%	3.12%



Referral from Mobile Device



Convert =
website 2

Convert =
2 X website



Review Questions:

- Are you counting visits or visitors?
- Are you using web analytics just to measure..... or as a marketing optimisation toolkit?
- Are you measuring your online marketing properly?
- How do you know how customers experience your web site?
- How does your online marketing stack up to world's best?



Don't take my word for it



*

IBM is the Leader in the Fashion



Lucky Brand

Recommendation-influenced sales now account for over 16% of digital site sales



LANDS' END

Transformed marketing campaigns, boosted response rates and revitalized sales by capturing and consolidating data from 40 million+ customers across channels.



Limitedbrands

Executes highly targeted campaigns and sophisticated offers across channels including digital and in-store



Neiman Marcus

Highly targeted multi-channel marketing system improves execution, decisioning, and personalized marketing



ELI TAHARI

Advanced predictive analytics improve forecasting and trend analysis



Challenge

- Needed increased visibility into traffic from PPC ads
- Wanted to understand how people use search, in order to better allocate marketing spend

Solution

- Selected Coremetrics Digital Agency Services to manage PPC Advertising
- Combined search with Coremetrics data for insight into customer behavior
- Leveraged attribution windows to understand how diverse channels move through the purchase cycle

Results

- Identified search terms that drive visits and conversions
- Used data to drive natural and onsite search, and to optimize consumer experience
- Gained new insight into ROAS by considering diverse attribution windows

speedo® 



Customer Profile

Born on Bondi Beach near Sydney, Australia in 1928, Speedo is the world's top-selling swimwear brand. Now sold in more than 170 countries around the world, Speedo's product line includes women's fashion and fitness swimwear, men's water shorts, kid's swimwear, footwear, and a comprehensive collection of aquatic fitness equipment.

“Data from online shopping interactions is no longer just a static snapshot; it’s dynamic, actionable intelligence for improving our customers’ shopping experience and facilitating personalized promotional tactics.”

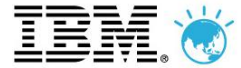
— Li Ning Sports Goods



Customer Profile

Li Ning Company Limited is one of the leading sports brand companies in China, mainly providing sporting goods including footwear, apparel, equipment and accessories for professional and leisure purposes primarily under the LI-NING brand

Real results reported by IBM Marketing Solutions users



More effective marketing:

Response rates: **up 10-50%**
Campaign ROI: **up 15-30%**
Online marketing ROI: **up 15-25x**

Improved transactional results:

Sales volume: **up 0.5-1%**
Average order value: **up 15-20%**
Trade ROI: **up 15-20%**

Better customer relationships:

Customer value: **up 5-10%**
Loyalty and retention: **up 10-15%**
Acquisition cost: **down 25%-75%**

More efficient marketing:

Cycle times: **down 40-80%**
Marketing costs: **down 20-40%**
Campaign volume: **up 2-5x**

Better top- & bottom-line results:

Revenue: **up 1-3%**
Margin: **up 2-5%**



Review Questions:

- Are you counting visits or visitors?
- Are you using web analytics just to measure..... or as a marketing optimisation toolkit?
- Are you measuring your online marketing properly?
- How does your site stack up to world's best?
- How do you know how customers experience your web site?
- Do you combine online and offline data to take advantage of multichannel opportunities?
- Do you want to measure Social sentiment, ROI or both?
- **Did you know that IBM was a leader in world class marketing solutions?**



For more information:

- www.ibm.com/software/marketing-solutions
- www.rethinkyourcustomer.com

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Questions



Bringing **Science** to the Art of **Marketing**

