



Analytics and Measurement

分析与测量

- **Moderator: Frank Shan, Senior VP, HDT**
- **Panelist: Glenn Hanson, CEO, BPA Worldwide**
- **Panelist: Arics Poon, MD Greater China, Omniture Inc**
- **panelist: Vincent Yan, CEO/Co-Founder, Admaster**
- **panelist: Sail Ma, VP of Research and Products, CR**

Nielson

更加合理的互联网广告衡量指标

New Measurements For Digital Media

数据服务如何为广告优化做服务

Data Analysis & Campaign Optimization

如何使用数据监测和分析防范虚假
广告数据

**Prevent Data Fraud With
Research Tools**

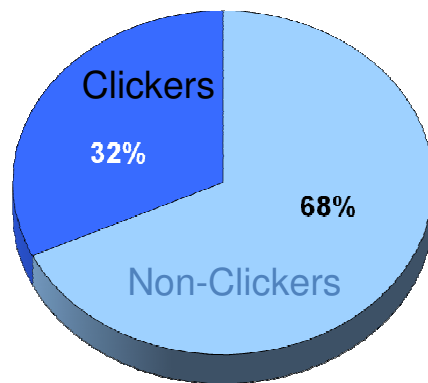
Measurement & Analytics

By Vincent Yan @ Admaster

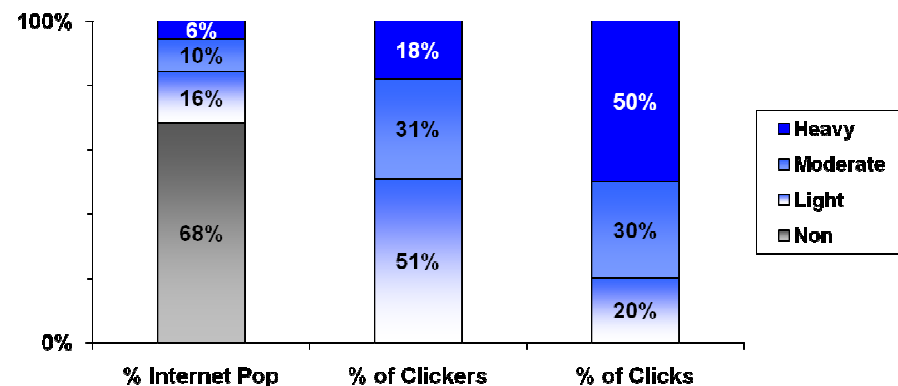
Key Challenges for Digital marketing M&A

- ▶ Is the “magic” click so important in our campaign?
 - ▶ Study shows 68% internet user never click ads*
 - ▶ heavy clickers represent just 6% of the online population yet account for 50% of all display ad clicks.
 - ▶ It’s believed the finding is applicable to China as well to some extent.
- ▶ What about “The Silent Majority” ? What can we learn beyond the clicks?

Clickers on Display Ads



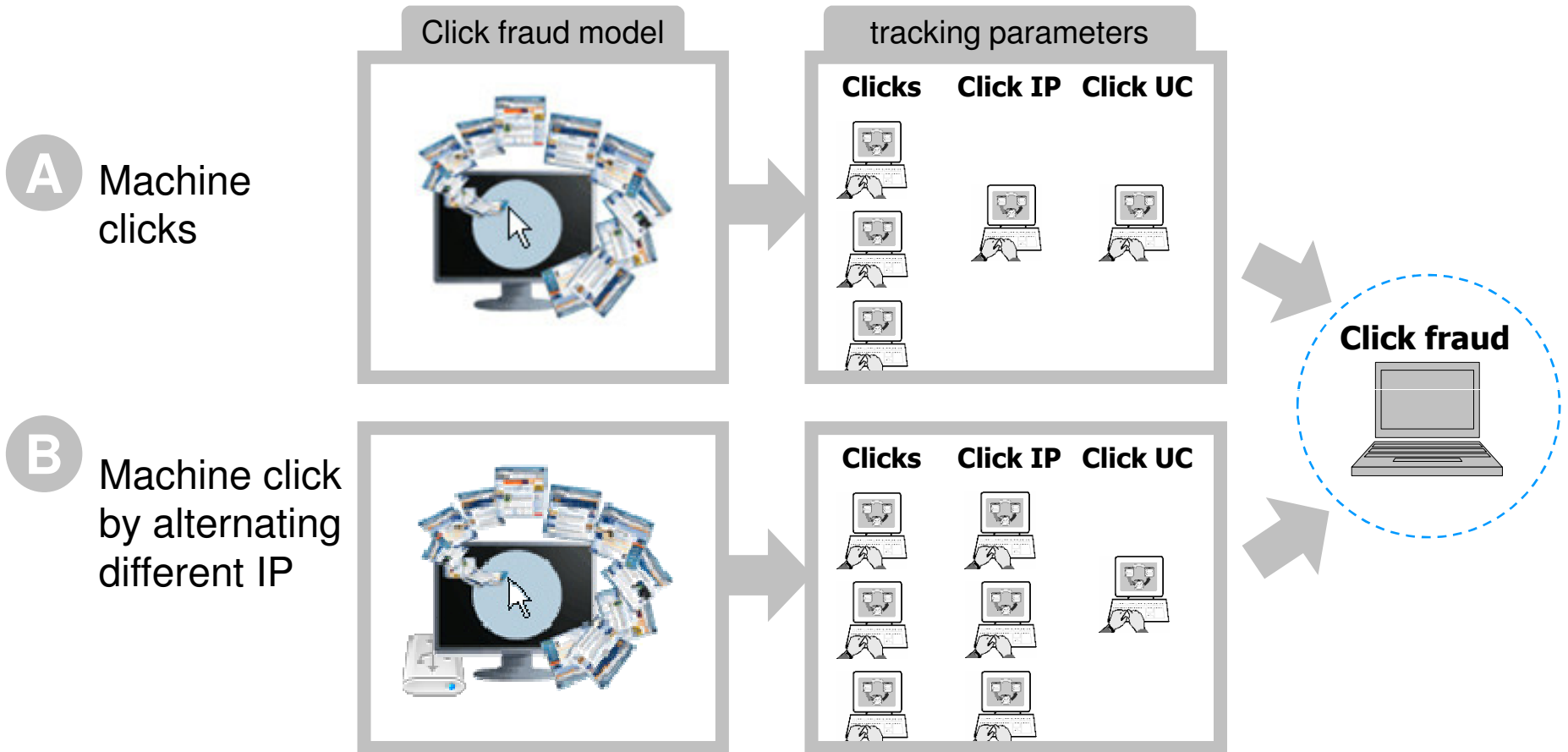
Difference level Clickers



*Data source: comScore, Total US Online Population, Dec 2008

Key Challenges for Digital marketing M&A

-Low quality Clicks



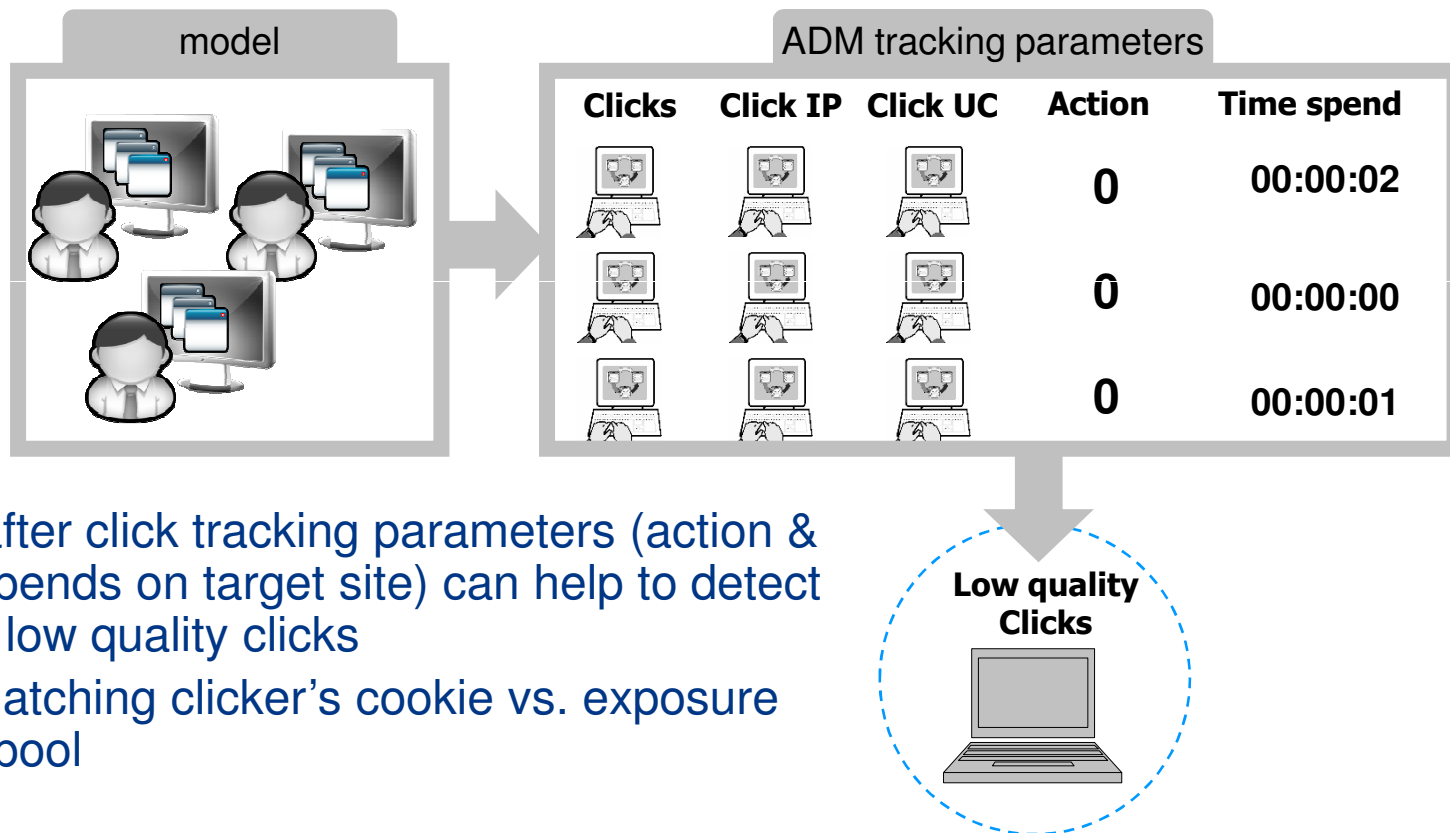
A & B are relatively easy to detect by triangulating above-listed 3 parameters

*Click IP: IP address covered (usually UV is 10% more of IP as offices LAN share the same IP)
Click UC: base on cookie of each unique computer

Key Challenges for Digital marketing M&A

-Low quality Clicks

- C Audiences do not actually see the brand ad, the click may trigger by misleading click behavior



1. The after click tracking parameters (action & times spends on target site) can help to detect Type C low quality clicks
2. By matching clicker's cookie vs. exposure cookie pool

The missed value of Ad exposure

- ▶ Clicks generated sales only contribute 25%, the rest 75% is contributed by ad exposure (reminding of loyal existing customers)

Items	Click generation				exposure generation			
	actions	sales (RMB)	unique user	conversion rate	actions	sales (RMB)	unique user	conversion rate
Registration	419	-	374	100.00%	398	-	345	100.00%
Complete registration	201	-	200	53.48%	199	-	199	57.68%
Check the cart	876	-	334	100.00%	1,209	-	417	100.00%
Comfirmed order	210	-	75	22.46%	553	-	204	48.92%
Fill the address	110	-	49	65.33%	313	-	151	74.02%
Choose payment chennal	25	-	18	36.73%	83	-	62	41.06%
Orders	33	15,567	29	161.11%	104	46,656	98	158.06%

*unique user : unique users who take actions

Conversion rate= (unique user /unique user of next step)*100%

The missed value of Ad exposure

- ▶ The average purchase decision making period generated by click is 87 seconds and 3.3 days by exposure.

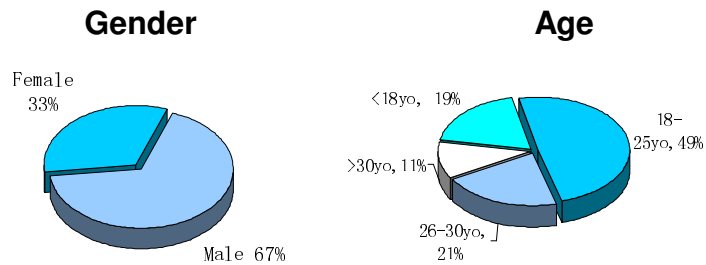
media	click generated visitors	exposure generated visitors	Total visiors	ordering sucessful	decision period (click generated/seconds)	decision period (exposure generated/day)
Media 1	781	82	863	0	-	-
Media 2	130	283	413	6	63	4.0
Media 3	286	604	890	3	174	1.7
Media 4	7,952	8,367	16,319	76	122	2.1
Media 5	2,130	1,098	3,228	13	36	4.8
Media 6	45	372	417	3	41	3.7
Media 7	4,744	695	5,439	4	78	1.3
Media 8	37	22	59	1	130	2.9
Media 9	89	82	171	0	-	-
Media 10	168	309	477	4	11	1.8
Media 11	7,449	825	8,274	3	124	4.4
Media 12	544	174	718	0	-	-
Media 13	4,894	2,422	7,316	8	61	1.9
Media 14	2,479	1,259	3,738	6	49	5.4
Media 15	4,475	208	4,683	0	-	-
Media 16	760	2,286	3,046	3	109	2.5
Total	36,963	19,088	56,051	130	87	3.3

*Decision period=time spent calculated from click ads/ads exposure to ordering

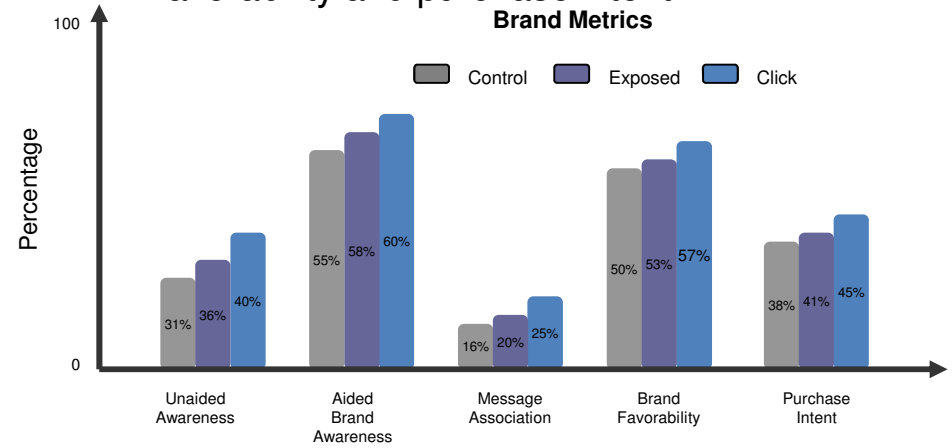
M&A beyond CPM/CPC/CPA

- impact on online consumers

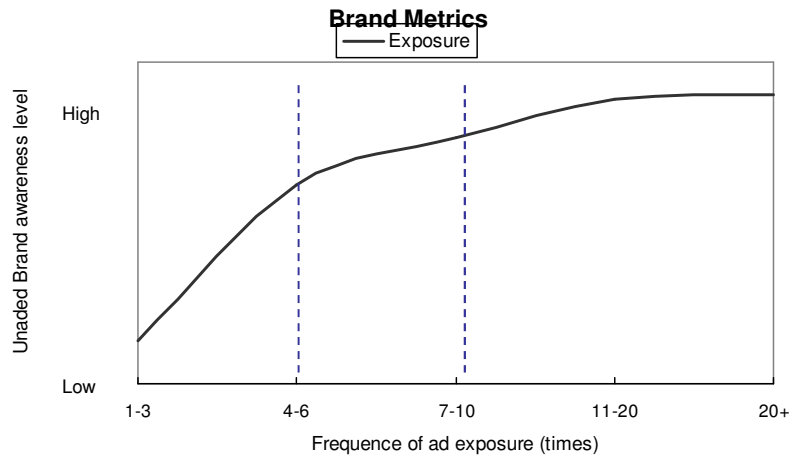
Consumer demographics



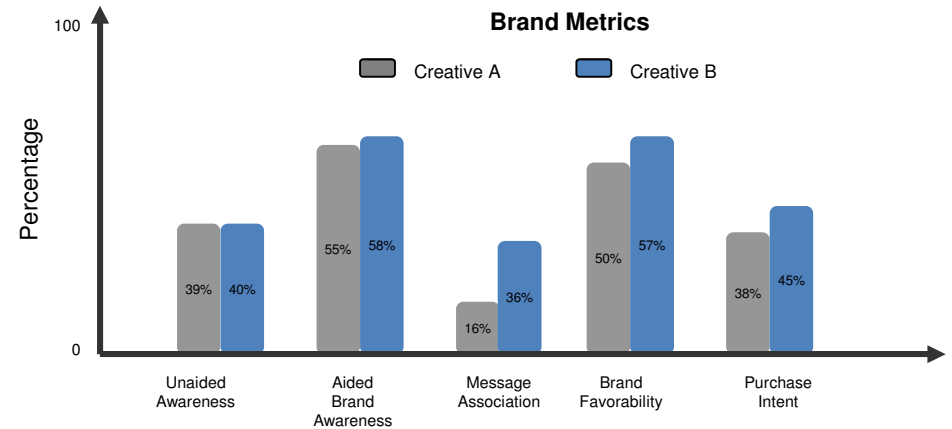
How ad exposure & clicks impact brand favorability and purchase intent



Most optimum ad exposure frequency to influence brand metrics



How different creative impact brand favorability and purchase intent



Measurement & Analytics

By Glenn Hansen, BPA Worldwide

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Six key metrics to consider

- **Loyalty:** how often visitors return to a site over a long period of time.
- **Recency:** how frequently visitors come to a site within a narrow time period.
- **Duration:** how long visitors remain on the site.
- **Click Depth:** the degree to which visitors view site content.
- **Interactivity:** the kinds of actions visitors take with content (downloading content, viewing videos, attending webinars, posting content, etc.).
- **Subscription:** the extent to which visitors register for services or content.

Web Audits

- Advertiser Demand is Shifting
 - From volume only, to clicks, to who is using the site
- Demographic quality is imperative.
- Next generation audit solutions must provide the **WHO** to the **WHAT**.
- It must do so by market sector in a comparable way.

Quality Assurance procedures

- Multiple fraud traffic detection algorithms must be in place
 - User agent (Spider & Robots list such as GoogleBot) must be automatically excluded
 - Algorithms must be run to identify and discard non-human traffic that is generated by forging fake packets (fake IE or Mozilla UA)
 - As a result the reported page impressions are legitimate pages viewed from a real user

Web Audits

- Site centric measurement
- Visits, Pages, Uniques
- Time with site (duration)
- Content viewed
- Geographic, where are the users?

Web Audits

- Software must be “system certified” and compliant with its claims.
- Site tags must be correct in number and location.
- Non-human activity must be removed.
- Usage by the publisher’s staff must be removed.

Reasons Analytics Fail

- Goals of analytics programs are ill or undefined
- Information generated from analytics projects are ineffectively shared
- Companies don't take action