

Social Media Analytics

**Turning the Buzz into an Impactful Part
of Your Marketing Mix**



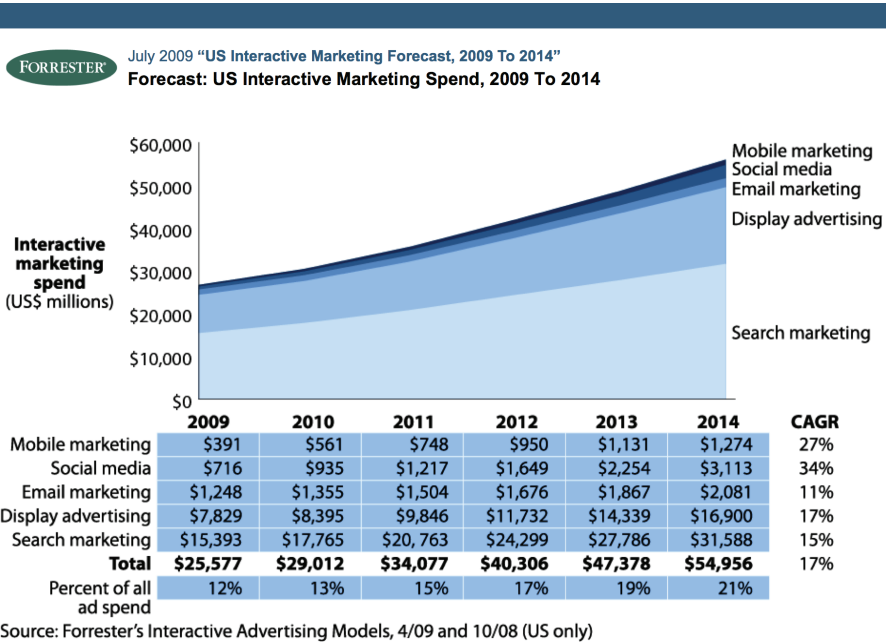
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Social Media: Introduction

Spend on interactive marketing techniques continues to accelerate as more marketers abandon traditional media in favor of search advertising, display advertising, social media, email marketing, and mobile marketing. Expecting this trend to continue, Forrester Research, Inc. forecasts interactive marketing to garner 21 percent of all ad spend by 2014, up from 12 percent in 2007. Social media, which includes social networking, user reviews, syndicated videos, and blogs, is expected to grow the fastest and become the third-largest interactive marketing spend category in five years.¹ Product segments that cater to younger audiences will grow even faster. The figure below depicts Forrester's interactive marketing spend forecast.



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Despite the excitement around social media, marketing executives and practitioners struggle to determine the effectiveness of this new marketing channel, and how well social media stacks up against other online marketing initiatives. In particular, marketers do not know how to measure social media reach and exposure, or how to demonstrate the impact that social media marketing has on key business metrics, such as sales, bookings, conversion events, and so on. It's no surprise that marketers often fail to allocate their budgets effectively across channels, and to secure adequate funds for social media consistently. Instead, they rely on gut-feel decision making, which often leads to sub-optimal budget allocation and an inefficient marketing mix.

¹ Forrester, "US Marketing Forecast 2009 to 2014," by Shar VanBoskirk, July 7, 2009.

This paper discusses how marketers currently use social media to achieve business objectives; the specific challenges they face in obtaining clear performance measures; and how Coremetrics can help companies uncover social media return on investment (ROI), make informed budget allocation decisions, and optimize online marketing initiatives by putting the analytics data into action.

Social Media Success Inhibitors

The ability to secure budget and effectively allocate it across online marketing initiatives – especially when those initiatives include investments in emerging social media technologies – is a critical success factor for marketers. To obtain budgets and allocate them effectively, marketers must justify their spend and demonstrate the wisdom of their decisions. Analytics data is the single most effective way to measure and demonstrate return on marketing investment.

Getting reliable data and being able to identify relative contribution of individual marketing campaigns are the chief success inhibitors in justifying spend and demonstrating ROI. By its very nature, social media marketing makes these inhibitors even more formidable. Only businesses that invest the appropriate time and resources to develop reliable analytics practices can successfully and effectively measure and demonstrate the returns on their online marketing investments. For those businesses, successful social media measurement looks like the image below.

Marketing Program	Events (IMP 90 Avg)	Sales (IMP 90 Avg)	Page Views (IMP 90 Avg)	Sessions (IMP 90 Avg)
<input type="checkbox"/> Total	1,392.00	\$39,672.00	185,964.00	31,299.00
<input checked="" type="checkbox"/> Metacafe > Video > P39 > I12	84.50	\$2,226.21	5,493.82	916.12
<input checked="" type="checkbox"/> Facebook > Display Ad > P26 > I4	68.54	\$1,493.29	4,930.22	1,029.32
<input checked="" type="checkbox"/> My Space > Display Ad > P24 > I19	61.20	\$2,409.55	3,928.25	549.32
<input checked="" type="checkbox"/> My Space > Display Ad > P12 > I19	48.72	\$1,329.00	3,829.75	982.22
<input checked="" type="checkbox"/> Affiliate 26 > Lead Form > P7 > I98	42.85	\$867.00	3,092.24	754.95
<input checked="" type="checkbox"/> Sportsline > Display Ad > P5 > I2	39.58	\$621.35	2,589.30	603.35
<input checked="" type="checkbox"/> Affiliate 48 > Lead Form > P9 > I2	32.05	\$554.05	2,193.39	1,029.33
<input checked="" type="checkbox"/> Affiliate 26 > Lead Form > P5 > I4	26.52	\$832.39	2,538.47	890.20
<input checked="" type="checkbox"/> Washington Post > Display Ad > P4 > I9	19.88	\$411.00	1,493.96	329.35
<input checked="" type="checkbox"/> My Space > Display Ad > P5 > I6	16.33	\$322.00	987.39	230.25

Marketers stack their various online initiatives – such as syndicated videos, display ads, lead-gen forms and more – and measure them consistently using business-impacting metrics, such as conversion events, sales amounts and page view counts. Thus, they can effectively identify poor performers and top performers, and reallocate their budgets accordingly.

The factors listed below act as success inhibitors for effective social media marketing. Often, these inhibitors also appear in other online marketing initiatives, such as search advertising, display advertising, and email marketing:

- **Lack of clear marketing objectives.** Marketers often deploy campaigns and initiatives with only a vague understanding of what those initiatives can and should achieve for their business. Lacking clear objectives, marketers cannot effectively measure the success of those initiatives.
- **Singular focus on conversions to the exclusions of all other objectives.** Aside from low-consideration items and products that trigger impulsive buying, the typical purchase or visitor conversion must be preceded by exposure to multiple touch points; be it via display, search, email, or social media. Each touch point plays a specific role in moving the customer from a general awareness of the product to an immediate intent to buy. Therefore, each touch point serves a different acquisition, persuasion, or conversion objective. Yet, most marketers still limit their attention to conversion-oriented initiatives and under-invest in acquisition- and persuasion-oriented initiatives.
- **Lack of robust website analytics.** Although the majority of websites today include some form of analytics, most marketers still analyze the performance of their website superficially. They gather analytics either at a high-level via finger-on-the-pulse metrics like number of unique visitors, average time spent on the website, and bounce rate, or too narrowly by looking at a single session, single channel data. Such analysis cannot drive decision making, as the data is neither granular enough nor conclusive enough to act upon with confidence.
- **Lack of any social media analytics.** New social media technologies grow in popularity and use well before marketers have had the opportunity to implement analytics for them. The challenge intensifies when social media is deployed on third-party websites over which businesses have no control. When visitors and customers interact with such media without directly clicking to the marketers' websites, marketers cannot adequately measure the impact these initiatives have on brand awareness and customers' intent to transact.
- **Multiple vendor reporting and overhead.** Businesses employing multiple vendors must deploy vendor tags on their websites and must consolidate disparate reports from multiple sources. The process of merging independent reports and attributing relative credit to vendors who, unaware of each other, each claim sole ownership of every conversion, is laborious, time consuming and understandably frustrating. The overflow of incongruent data often leads to "analysis paralysis," leaving marketers unable to act on the data reported.

To overcome social media success inhibitors, define and implement enduring processes around the following methodology:

1. **Establish a reliable analytics practice.** Tag your website once with a robust web analytics solution. Key solution requirements:
 - a. Provides access to granular, accurate, reliable analytics data. Obtain a service-level agreement from the vendor.
 - b. Deploys analytics tags pervasively across the website to capture diverse visitor behaviors. Do not limit your analysis to only conversion events.
 - c. Provides a data warehouse with the standard solution so that you can capture every action, by every visitor, through every channel, in every session. This will help you avoid making costly website tag modifications as your reporting needs change.
 - d. Offers unlimited business and technical training and support to overcome deployment and use issues, and to help you quickly recognize value from the investment.
 - e. Offers a robust attribution system out-of-the-box so that you can effectively attribute credit to individual initiatives.

2. **Define how you will track and act on the analytics data from your new social media initiatives.** Specifically, spell out the following components:
 - a. Business goals: which business-impacting objectives will the social media initiative attempt to accomplish? These include objectives such as increased sales, increased website traffic, and increased brand awareness.
 - b. Key performance indicators (KPIs): which metrics will you use to measure the performance of the new social media initiative? These include KPIs such as total sales, average order value, sessions per visitor, and percentage of incoming traffic from Twitter.
 - c. Performance targets: what performance levels will the new social media initiative need to meet or exceed? These include targets such as performance of previous initiatives, industry averages, competitive benchmarking, and forecasts.
 - d. Analytics reports and dashboards: how will stakeholders consume the analytics data from the new social media initiative? This includes considerations of display columns, metrics, filters, segments, time spans, reoccurrence, and report distribution.
 - e. Follow-up actions: what marketing mix, budget allocation, or channel and content modifications will you pursue based on the analysis? For example, will you continue to fund the new social media initiative, revise its content, and/or replace vendors?

3. **Attach an analytics tag to the social media asset.** For the analytics solution to successfully match users who interact with your social media asset on third-party websites against visitors to your website, the social media analytics tag must deploy a third-party cookie on the user's machine. Note that you should not make any changes to the analytics tags on your website while tagging your media assets.

4. **Launch your social media initiative.** Deploy the new asset on the web and avail it to your target audience.

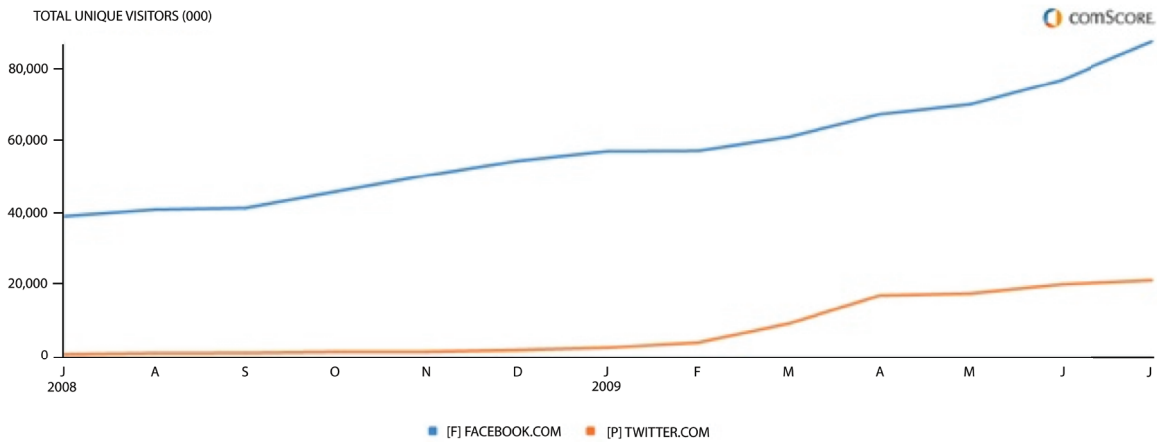
5. **Analyze performance results, optimize performance, and repeat.** Continuously analyze your dashboards and reports. Compare performance KPIs to targets. Measure the initiative's impact on business results. Optimize the campaign based on the actions you've specified above. Then, repeat the process.

Following the methodology outlined on the previous page will help you set the analytics foundations in place. In the next section, the paper will discuss the ways in which marketers employ different social media technologies, the specific implementation challenges they face, and how you can and should customize the methodology. Social media technologies covered include:

- Social networking
- Syndicated videos
- Blogs
- User reviews

Social Networking

The figure below shows the explosive growth that Twitter and Facebook have enjoyed over the past twelve months. The popularity of these networks makes them an attractive advertising channel for marketers.



comScore report on the total unique visitors on Twitter and Facebook over the past twelve months

Marketers today actively use Twitter, the micro-blogging website, to communicate directly with their target audience, bypassing traditional public relations vehicles. The immediacy and informality of Twitter allow marketers to come across as real people, as opposed to faceless companies. More importantly, however, Twitter allows marketers to listen better to their customers. They can search for their branded terms and hash-tags, and get a first-hand feel for how consumers view their products, brands, and companies. Large companies such as Comcast, Dell, General Motors, H&R Block, and Whole Foods Market, as well as thousands of mid-size and small companies, use Twitter as a secondary customer care channel. The mainstream attention that Twitter garners reflects the power of social media technologies to shape public discussion about, and the perception of, brands.

Similarly, Facebook has become the one-stop shop for large audience segments that wish to socialize online. Facebook, and other social networks, offer marketers access to highly segmented customers and a natural stage to launch viral campaigns and new forms of interactive advertising. Companies actively engage their customers on these networks, via corporate pages, branded applications, and more.

The proliferation of social networks, however, creates operational challenges for marketing executives and practitioners. With the vast amount of online conversations taking place every day, and the tendency of news – particularly negative news – to spread quickly, companies must vigilantly monitor their branded terms, and continuously address the following questions:

- How often do users tweet about our brands?
- Which of our brands is most often discussed?
- Is the tone of the tweets positive or negative?
- Do users discuss our brands with particular keywords that we should be buying for our paid search program?
- How do Facebook and other social networks affect our website traffic and transactions?
- Do people who use our social network applications convert faster and at a higher rate?

With limited or no access to hard data that relates social networking activities to subsequent behaviors and conversions on the company's website, marketers often leave the questions above unanswered. Lacking robust analytics for social networks, these marketers rely on two primary means of understanding how individuals use this new channel:

- Marketers receive alerts, such as Google alerts, or RSS feeds whenever their branded terms appear in Twitter conversations.
- Marketers set up simple analytics reports that count the amount of website visitor traffic arriving from Twitter or Facebook.

Later on, this paper will outline innovative ways in which Coremetrics clients obtain granular understanding of their brands' involvement in social networking, and how this new channel drives website behaviors and conversions.

Syndicated Videos

Online video syndication is quickly becoming a popular social media medium, as video creation and consumption continue to grow. Online video spend totaled \$2.12 billion in 2008 (up 36 percent from 2007) and is expected to enjoy a double-digit growth through 2010, according to an industry-wide analytics report from AccuStream iMedia Research.² Moreover, eMarketer found that by 2012 approximately 62 percent of the U.S population and 88 percent of the global internet audience will view an online video at least once a month.³

Syndicated video enables advertisers to reach a large targeted audience with a richer and more interactive medium. Popular websites like YouTube allow both individuals and businesses to share interactive content easily and freely. YouTube, as well as other websites, now offers video owners the ability to monetize videos via advertising and share some of the revenue. Another popular model is paid video syndication, where content providers syndicate videos to select websites (including many social media networks), compensating the publisher on a CPM basis. Publishers work with either a video ad network or directly with an advertiser to place relevant videos in appropriate sections of their websites.

² AccuStream iMedia Research, "Online Video Media Spend: 2003-2010."

³ eMarketer, US Online Video Viewers* and Online Video Advertising Viewers, 2007-2012

The key challenge for marketers seeking to leverage video syndication is correctly calculating the return on their investment in this new medium. While video ad networks provide some analytics data on video impressions and user clicks, marketers cannot link video consumption to behaviors and conversions that occur subsequently on their websites. Specifically, these marketers wish to know:

- How does video syndication affect website traffic, sales, and other conversion events?
- Do people who watch videos have different needs and wants from the remaining population of our website visitors?
- Which publisher websites or ad networks should we continue to work with, based on the quality and quantity of website traffic we receive from them?
- Should we continue to invest in syndicated videos, or can we get better returns from investments in other social media technologies or other online channels?

Blogs

Blogs have become a global phenomenon, enjoying massive growth over the past ten years. According to an August, 2008 study by comScore MediaMetrix,⁴ blogs attracted 77.7 million unique visitors in the U.S., compared to 41 million by Facebook. Universal McCann, in a March 2008 report,⁵ concluded that 77 percent of active internet users read blogs.

Marketers who continuously produce a stream of high-quality content typically enjoy a large and loyal readership. Blogs allow marketers to show the human side of a faceless corporation and engage in deep conversations with their audiences. Some blogs, such as techcrunch.com, have much longer user comment sections than actual blog posts, attesting to the relevancy of these blogs among their readers.

Since successful blogs enjoy a large, loyal, and highly segmented readership, they offer good opportunity for marketers to advertise their brands, products, and companies in an efficient way. Yet, most marketers struggle to draw a straight line between blog advertising investments and top-line or bottom-line business results. Specifically, marketers seek answers to the following questions:

- How does blog advertising affect our website traffic and conversions?
- Does blog advertising cannibalize other channels? Wouldn't we get the same traffic by, instead, improving our natural search ranking?
- Should we invest in 'brand advocacy' on the blogs (also known as advertorials)?
- Which blogs deliver the highest quantity and quality of website traffic?
- What types of blog ads best perform for us?

User Reviews

Many of today's leading websites encourage their visitors to rate and review products or content, ask and answer questions, and share personal experiences. These capabilities help marketers develop online communities, establish brand loyalty, and increase visitor confidence. According to Nielsen's recently released Global Online Consumer Survey,⁶ 70 percent of online consumers said they trusted opinions posted by other visitors. The survey results also demonstrated that negative reviews posted on the website had less negative impact on key business metrics than having no user reviews posted at all. A research by Practical Ecommerce found that reviews were six times more likely to impact a business positively than negatively.⁷

⁴ comScore MediaMetrix Report, August, 2008.

⁵ "Wave 3: Power to the People Social Media Tracker." Universal McCann, March, 2008.

⁶ "Nielsen Global Online Consumer Survey." The Nielsen Company, July, 2009.

⁷ "Data reinforces that customer reviews have an impact." practicalcommerce.com, August 6, 2009.

Given the tangible benefits of user ratings and reviews, marketers aggressively integrate them into the online user experience. Leading marketers go a step further and incorporate user reviews into their email campaigns as a way to boost confidence and increase conversions. Yet most marketers struggle to explain the exact cause-and-effect relationships between user reviews activities and key business metrics. Specifically, these marketers are asking:

- Have our KPIs improved since we launched user reviews?
- Do highly rated products or content items drive conversions and repeat visits?
- Should we promote items with a few low ratings?
- Do multiple reviews for the same item drive higher conversion rates?
- Do user reviews in email campaigns improve clicks, visits, and conversions rates?
- How do your influencers (those who write reviews) behave on our site?

Is Social Media Worth the Effort?

Ultimately, “is social media worth the effort?” is the bottom-line question that most marketers today cannot answer empirically. Social media is innovative, exciting and full of potential, but does it get the job done? Put another way, would a CFO get equally excited about social media as a CMO would? The existing complexities of applying accurate analytics to social media and reliably tying it to website analytics prevent marketers from accurately measuring and demonstrating return on social media investment. As a result, marketers continue to make budget allocation and marketing mix decisions around social media based on gut-level instincts rather than hard data – leading to either under- or over-investment in this media.

Coremetrics' Approach to Social Media

The Coremetrics Continuous Optimization Platform helps businesses optimize their marketing initiatives and make their best offer anywhere, anytime, automatically. Coremetrics delivers the most comprehensive view of visitor and customer behavior throughout their lifetime engagement with the business. Armed with such insights, clients can maximize the effectiveness of their marketing programs and optimize spend across channels.

Central to the platform is the Coremetrics Lifetime Individual Visitor Experience (LIVE) Profiles™ data warehouse. LIVE Profiles integrate data about customers and prospects as they interact with a business over multiple sessions and across channels, such as search advertising, display advertising, social media, email, affiliate sites, mobile platforms, offline channels, and more. The data flows back and forth between LIVE Profiles, Coremetrics' marketing optimization solutions and Coremetrics Connect™ – the company's network of certified partners. As the LIVE Profile of each visitor grows, the insights become stronger, enabling clients to continually refine offers and user experience.

Coremetrics offers clients a set of web analytics tags that can be embedded pervasively across the website. The tagging approach is highly intuitive, whereby each tag clearly exposes the type of data it captures (page views, product views, registration, conversion events, ecommerce, etc.). Clients can pass attributes into the tags that further describe the tagged elements (e.g. “color”, “size”, “style,” etc. for a product tag). Moreover, clients can append parameters to campaign links, which help classify the links in Coremetrics reports.

Since Coremetrics integrates the data warehouse to the standard solution at no extra charge, it can offer clients a powerful pre-click and post-click attribution system. The system allows clients to open multiple attribution views in a single report, and therefore, determine the effectiveness of each channel and campaign in meeting visitor acquisition, persuasion, and conversion goals. Clients look at data from first-click, last-click, average clicks, or custom attribution perspectives. Clients can open attribution windows at varying lengths (1 day, 7 days, 14 days, 30 days, etc.), as well as set their preferred attribution direction (backward and forward).

To support social media initiatives, as well as any other type of marketing initiative deployed on third-party properties, Coremetrics offers a unique impression tag. Clients append an impression tag to their media assets. As an end user interacts with the media assets across the web, the impression tag deploys a third-party cookie on the user's computer. When the user subsequently arrives at the client's website, Coremetrics Impression Attribution™ links all the impression cookies to the user's persistent client cookie and is, therefore, able to attribute exposure to the media asset (both for click-through and view-through) to specific behaviors and conversions occurring on the website.

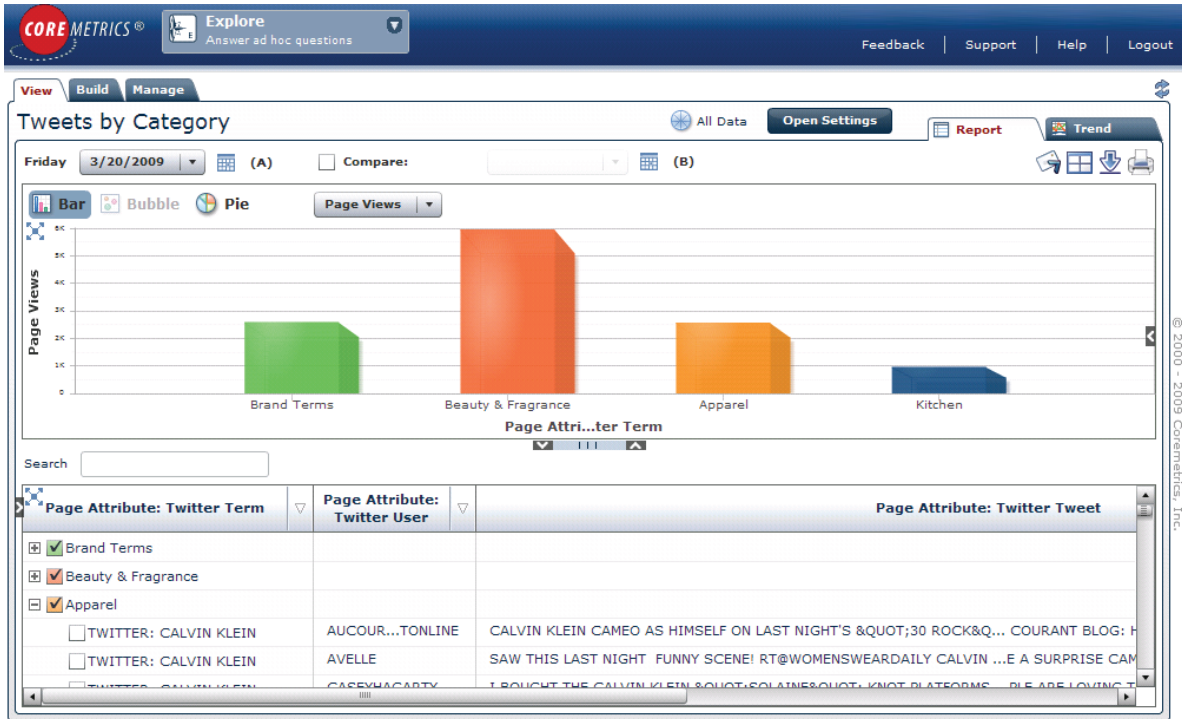
This practical approach eliminates the need to deploy tags from third-party vendors, such as ad networks or email service providers, on the website in order to attribute conversion credit to those vendors. The consistent use of Coremetrics tags on and off the website also means that clients can analyze campaign performance of the entire marketing program using consistent metrics for true apples-to-apples comparison. This sophisticated reporting allows clients to make effective decisions regarding budget allocation and marketing mix.

In the next sections, the paper discusses how Coremetrics leverages the capabilities mentioned above to provide clients with marketing insights to drive effective social media programs.

Twitter Analytics

Coremetrics helps clients gain deep insights from their marketing investments in Twitter. Clients identify lists of terms that define their products and brands. Coremetrics then constantly searches Twitter updates, using clients' terms. When it finds a match, Coremetrics incorporates information about the Twitter update in its reports. It retrieves any Twitter update only once, so clients do not experience any data duplication.

Twitter monitoring runs automatically, in nearly real-time (with no more than ten minutes' delay), within the analytics reporting solutions that clients already use. The image on the next page provides an example of a Twitter report.



Coremetrics report showing Twitter update frequency by client keyword

This continuous, intuitive access to Twitter analytics data enables clients to address key business challenges:

Challenge	Solution
How many Twitter updates address our products and brands every day?	Identify the frequency of updates containing key terms. Track updates in a trend view.
Which term categories are most popular?	View counts of term and category combinations across a desired time period. Compare popularity of updates by category, then drill to analyze specific category terms.
Who is most vocal about our products and brands?	Identify Twitter users who include your key terms in their updates, and how often they do so. Consider monitoring, nurturing and persuading influential users.
What do people say about us on Twitter?	Peruse relevant Twitter updates to gauge brand sentiment and to uncover campaign optimization opportunities, such as bidding on popular terms in your paid-search program.

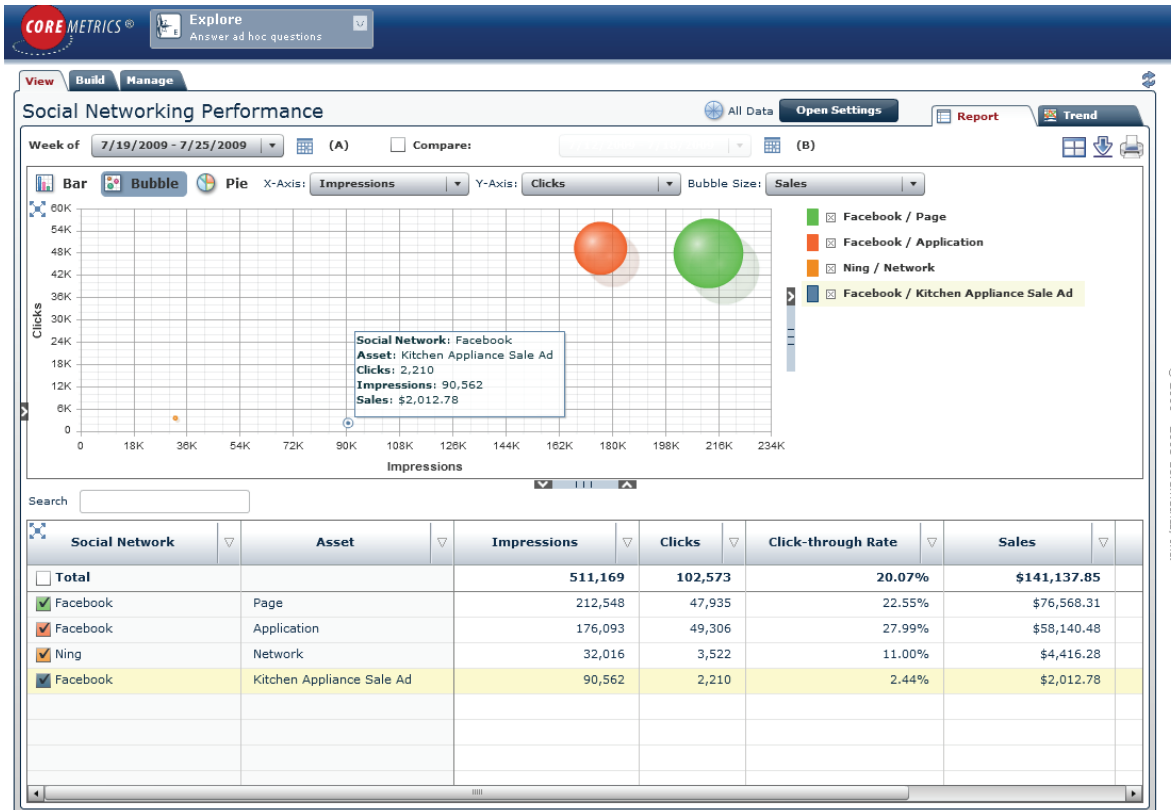
Follow Coremetrics on Twitter at: <http://twitter.com/coremetrics>

Social Networks Analytics

Coremetrics helps clients analyze the return on their social networking investments, beyond Twitter. As clients invest in social networking initiatives, such as social networking pages, applications, and ads, they can attribute appropriate credit to the impact these investments have on key business metrics, whether end users directly navigate from these assets to client websites, or visit the websites indirectly in subsequent visits.

Coremetrics clients have two ways to associate social networking media performance to website performance: they can append marketing parameters to inbound links, which will identify the source and asset that the visitor clicked on. Secondly, they can embed a Coremetrics impression tag alongside the media assets, which Coremetrics will use to associate un-clicked impressions to website behavior.

The image below shows a social networking performance report. The report analyzes impression performance for different assets (page, application, ad) displayed on different networks (Facebook and Ning). Together with the impression data, the report shows the clicks that occurred from the asset to the website, as well as subsequent website sales that those impressions influenced.



Coremetrics report showing social network and asset performance using consistent metrics for true apples-to-apples comparison.

Coremetrics Impression Attribution helps clients address key business challenges:

Challenge	Solution
How can we capture impression data for media assets deployed on web properties that we don't own?	Publishers and ad networks embed Coremetrics Impression tag that delivers impression data to Coremetrics.
How can we measure the return on un-clicked social networking assets?	Track both view-through and click-through via a single interface using KPIs such as sales, conversion events, order, repeat visits, and more.
How can we test different variations of media assets and identify best performers?	Append attributes to both links and impression tags that describe the asset tested, such as test version, color, size, location, and more.
How can we merge impression and click data into a single report?	Use consistent parameters in links and impression tag calls, and Coremetrics will join the data.

Video Analytics

Video deployments typically take two forms: marketers host videos on online properties of their companies (such as corporate websites or campaign-specific micro-sites), or they syndicate videos on third-party websites. Businesses syndicate video either by working directly with video publishers or through a video ad network.

Videos that marketers deploy on their own online properties can expose rich analytics data via the Coremetrics Element tag. Marketers can analyze the amount of video starts, pauses, completions, as well as how long into each video website visitors watched before stopping. They can then match the data to key performance indicators. For syndicated videos, marketers can have video publishers issue a Coremetrics Impression tag. The tag will help analyze view-through of visitors playing videos across the web and subsequently visiting the marketers' website.

Using Coremetrics solutions for video analysis enables marketers to address the challenges listed below.

Challenge	Solution
How can we capture impression data for syndicated videos on third-party websites?	Video publishers and ad networks embed Coremetrics Impression tag that delivers impression data to Coremetrics.
How can we identify the best websites to syndicate our videos on?	Use business-impacting metrics, such as conversion events, and website registrations, to determine the effectiveness of different websites. By using consistent metrics, you can achieve true apples-to-apples site comparison.
How can we identify which types of or videos best perform for our business and target audience?	Append attributes to both links and impression tags that describe the video, such as genre, language, topic, actor, and more.

Blog Analytics

Typically, marketers leverage blogs in one of three ways:

- By publishing content on a blog that they own and manage
- By publishing guest content on third-party blogs
- By advertising on third-party blog

Coremetrics clients can tag their blogs the same way they tag their corporate websites. For instance, they can attach a page view tag to each blog article. By passing page view attributes, clients can use Coremetrics Explore™ to perform ad-hoc analysis that provides deep insight on visitor behavior and preferences. For instance, clients can pass attributes such as article topic and author, and then analyze how each topic and author combinations drives KPIs such as sales and conversion events.

For posts and ads deployed on third-party blogs, clients can use Coremetrics Impression Attribution, which will match ad and content consumption to subsequent website behaviors and conversions.

Using Coremetrics solutions for blog analysis enables marketers to address the challenges listed below.

Challenge	Solution
How can we identify the best blogs on which we should advertise or to which we should contribute content?	Use business-impacting metrics, such as conversion events, and website registrations, to determine how different blogs help drive key business objectives.
How can we identify which type of blog content and ads best perform for our business and target audience?	Append attributes to both links and impression tags that describe the blog post or ad, such as topic, author, offer, products mentioned, and more.
How can we assess if our posts on third-party blogs help create awareness for our brands or products?	Coremetrics Impression Attribution determines view-through for blog readers who visit the website in subsequent sessions.

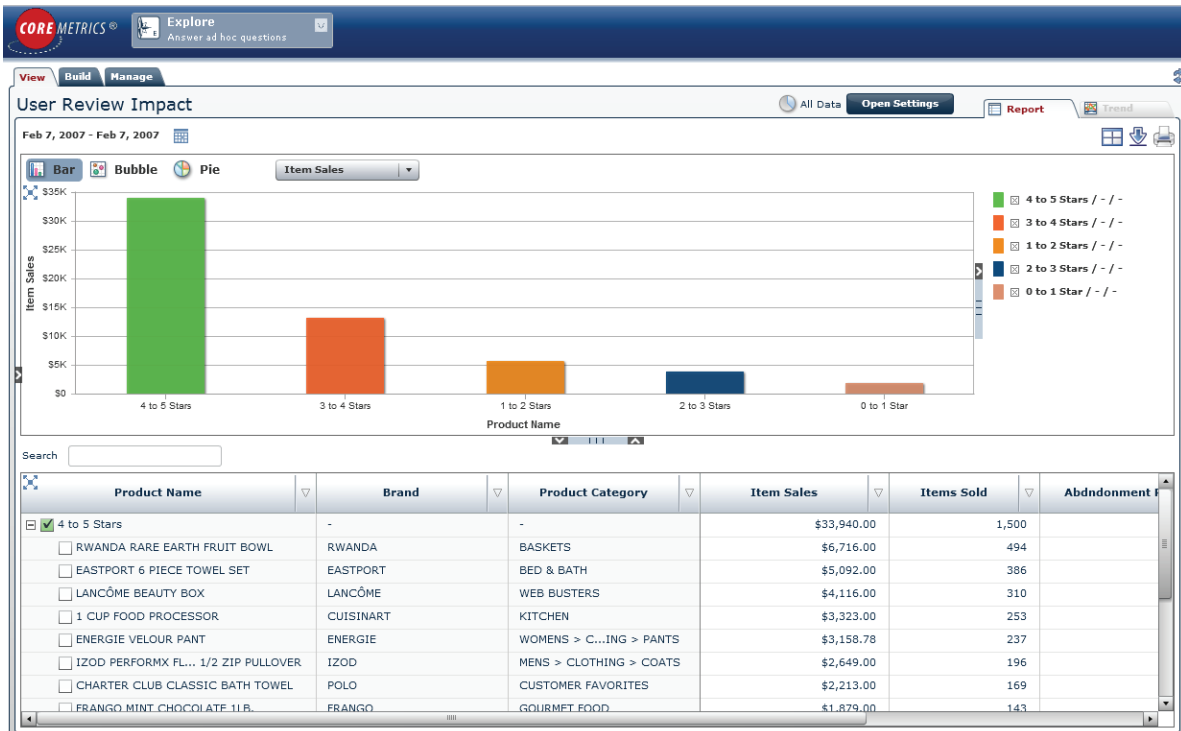
Read our blog at: <http://blog.coremetrics.com>

User Reviews

To provide adequate analytics solutions for user ratings and reviews implementations, Coremetrics has teamed up with Bazaarvoice, a software and service provider that allows online brands to enable, encourage, and monitor online customer ratings and reviews. Joint clients can analyze and make decisions on how visitors rate and review products and content items, as well as the effect that these ratings and reviews have on key business metrics, such as product sales, content consumption, visitor registration, and more.

Marketers pass rating and review information to Coremetrics via tag attributes. Coremetrics recommends that marketers collect and pass, at a minimum, review rating, number of reviews, and likelihood to recommend information. In addition, Coremetrics recommends that conversion event information such as 'Write a Review', 'Read All Reviews', 'Helpful, Unhelpful, Inappropriate Reviews' and Shared Review (Digg, Facebook, Delicious, etc.) actions be collected to provide complete context.

The report in the image below demonstrates the impact that different product ratings have on sales.



Graph showing relationship between revenue and product rating groups

By analyzing granular analytics data on user ratings and reviews, Coremetrics clients can assess the relative performance of different visitor segments, including those sharing reviews; reading all reviews, writing reviews; and those who find reviews to be helpful, unhelpful, or inappropriate. For instance, clients may learn that sharing a review happens infrequently, but those who share a review convert more often. More sophisticated analysis matches the impact of reviews on multi-session behavior. For instance, clients may discover that visitors who read all reviews are likely to convert within two to four days, and the conversion rate drops markedly after eight days. Clients can therefore create awareness campaigns to encourage visitors to read reviews, which can increase conversion rates.

In addition, Coremetrics clients address the key challenges listed below.

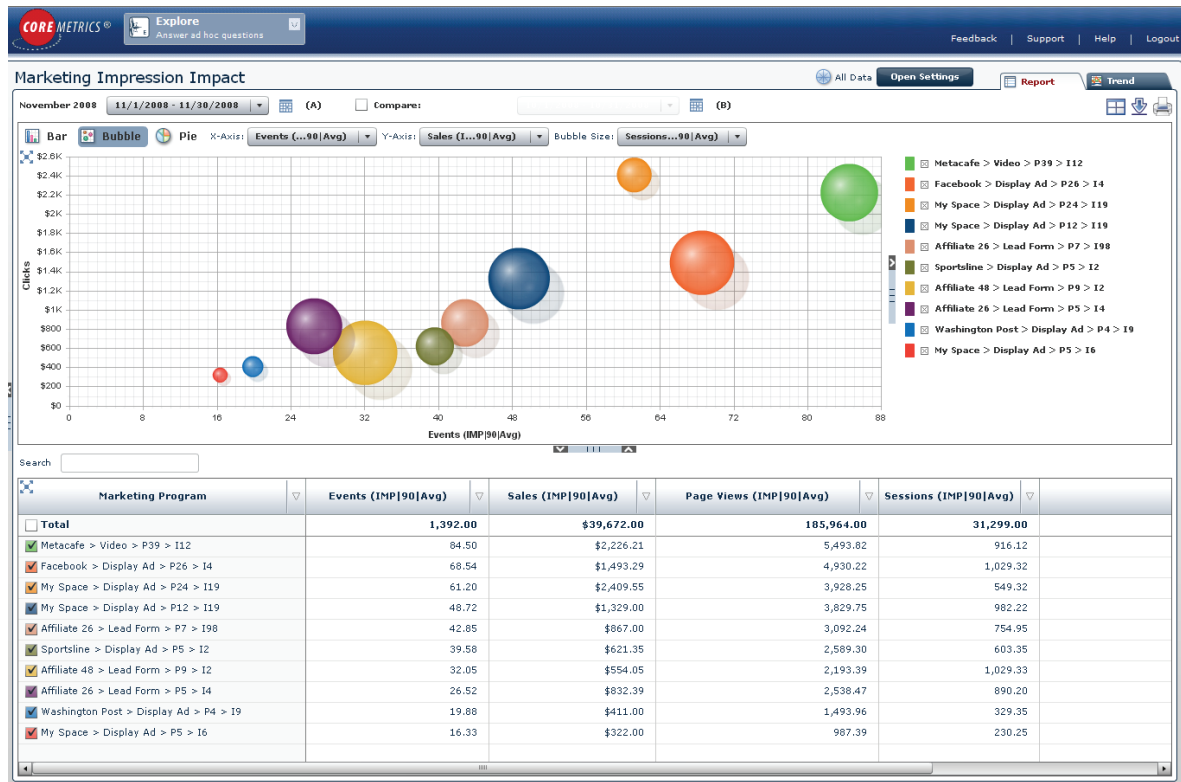
Challenge	Solution
Do my highly rated products drive more sales?	Leverage average ratings metrics to segment sales data into meaningful groups.
Should we motivate buyers to write reviews?	Analyze the impact on sales for products with small number of reviews.
Does a given 'likelihood to recommend' rating have an impact on abandonment rate?	Identify overexposed items with low recommendation rating and underexposed items with high recommendation ratings.

Putting It All Together

Social media offers businesses and marketers unique and innovative ways to develop meaningful interactions and conversations with their visitors and customers. Every day, it seems, new social technologies arrive on the scene, and marketers are eager to take full advantage of them.

Yet, before marketers embrace and implement social media campaigns, they must ensure that an adequate analytics practice is in place, so that they can determine the returns on these investments.

Coremetrics solutions offer marketers unparalleled insight into social media performance, as well as the ability to harness this insight to optimize their various initiatives. Coremetrics Impression Attribution allows marketers to perform apples-to-apples comparisons among all of their impression-based campaigns, including display ads, syndicated videos, social networks, blogs, micro-sites, and more. By using consistent, business-impacting metrics such as sales, conversion events, and more, clients can identify the best performing assets and the best performing channels. For instance, as the image below demonstrates, clients can consistently compare investments in videos, display ads, and micro sites.



With the right analytics practice in place, marketers can now truly assess and prove the impact their social media initiatives have on the business.

For More Information

- Download related papers at: http://www.coremetrics.com/resources/white_papers.php
- Read customer case studies at: http://www.coremetrics.com/clients/success_stories.php
- Subscribe to the Coremetrics blog at: <http://blog.coremetrics.com>
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Coremetrics®, an IBM Company, a leading provider of web analytics and marketing optimization solutions helps businesses relentlessly optimize their marketing programs to make the best offer, every time, anywhere, automatically. More than 2,100 online brands globally use Coremetrics Software as a Service (SaaS) to optimize their online marketing. Coremetrics integrated marketing optimization solutions include real-time personalized recommendations, email targeting, display ad targeting across leading ad networks, and search engine bid management. The company's solutions are delivered on the only online analytics platform designed to anticipate the needs of every customer, automate marketing decisions in real time, and syndicate information across all customer channels.

Find more information at www.coremetrics.com or 866-493-2673.

Coremetrics has strongly supported online privacy since its inception. To learn more, visit, <http://www.coremetrics.com/company/privacy.php>.

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