



WIRED
FOR SUCCESS

atLargeinc.

Tourism University
Anand Pallegar
Thursday January 15th, 2009

About atLarge, Inc.

Who we are... We are an award-winning technology solutions innovator.

What we do... We leverage technology to create compelling online experiences that drive communication, community and conversion -- and bolster internal operations & communications for success.

Where we excel...

- Delivering results
- Building innovative digital strategies
- Creating leading digital, content management and creative planning and governance solutions

About atLarge, Inc.

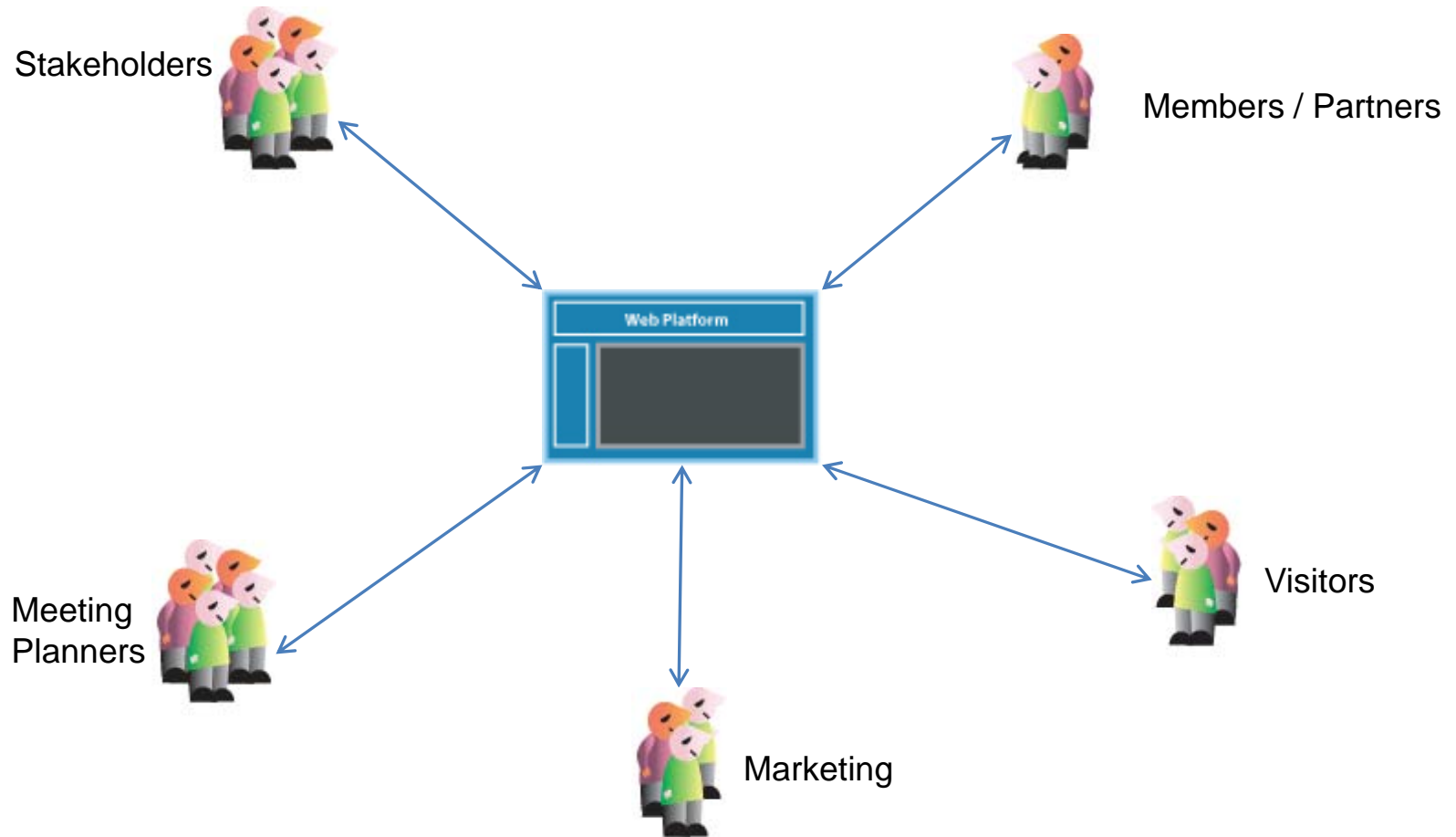
We focus on the online experience...

We find a balance between visual stimulation and ease of use to create **compelling user experiences** that drive communication, community and conversion

...to deliver end-to-end success across channels

- Innovative digital strategy
- Interactive marketing and design
- Best in class solution experience in ecommerce, digital content management and IT planning and governance
- With proven hosting solutions

atLarge, Inc. & the SCVB



Today's Takeaways

- Understanding the new media landscape
- Learning how to measure online success
- Tools to leverage
- Assigning values to success
- Integrating marketing initiatives

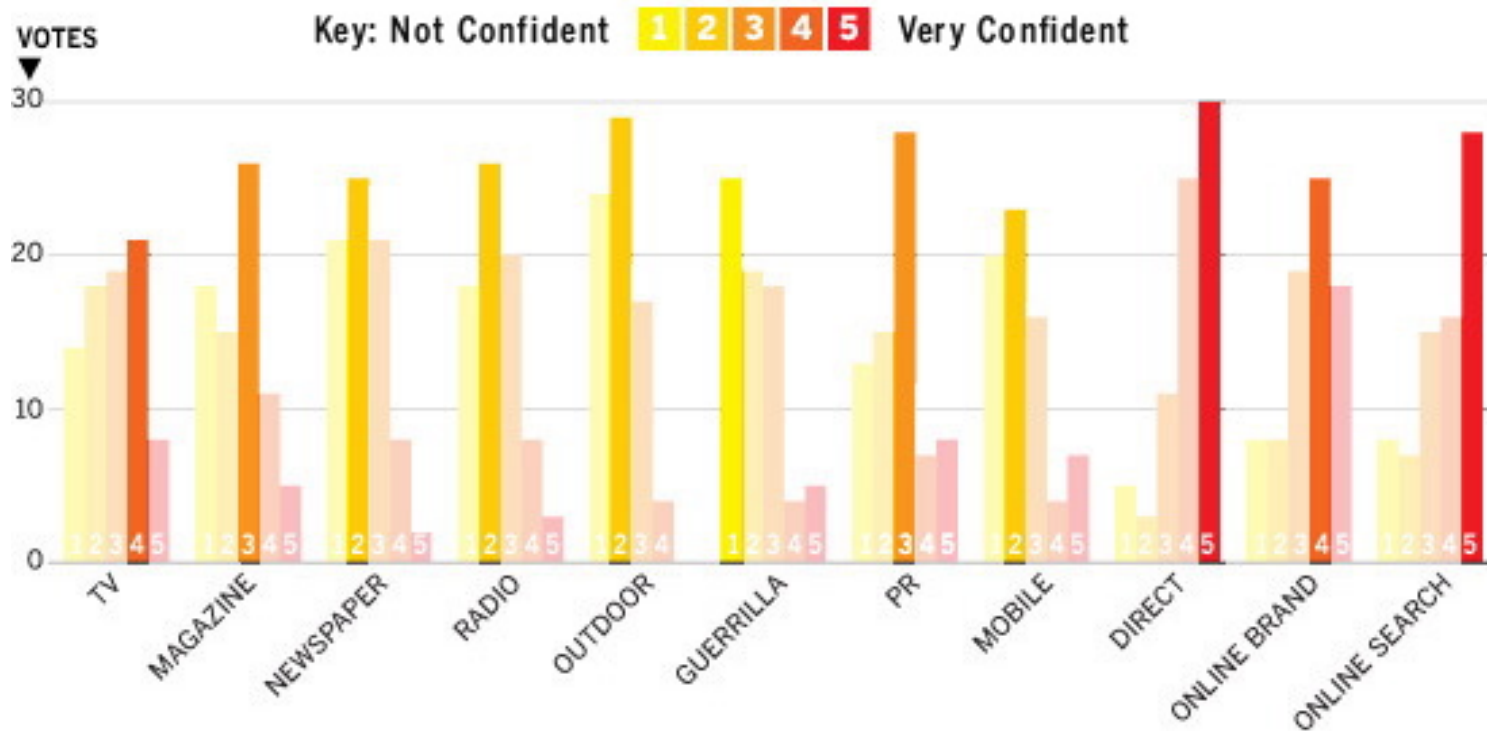
“Half of the money I spend on advertising is wasted.
The trouble is I don’t know which half.”

- John Wannamaker

The New Media Landscape

- RSS
- Blogs
- Podcasts
- Social Networking
- Video
- Tagging
- Search
- Social Bookmarking
- Wiki's
- Analytics

ROI Confidence Metric



Web Analytics

Web Analytics is the assessment of a variety of data, including Web traffic, Web-based transactions, Web server performance, usability studies, user submitted information and related sources to help create a **generalized understanding of the visitor experience.**

or

Web analytics is the study of the behavior of website visitors.

Google Analytics

Dashboard

- ▶ Saved Reports
- Visitors
- Traffic Sources
- Content
- Goals

Settings

- Email

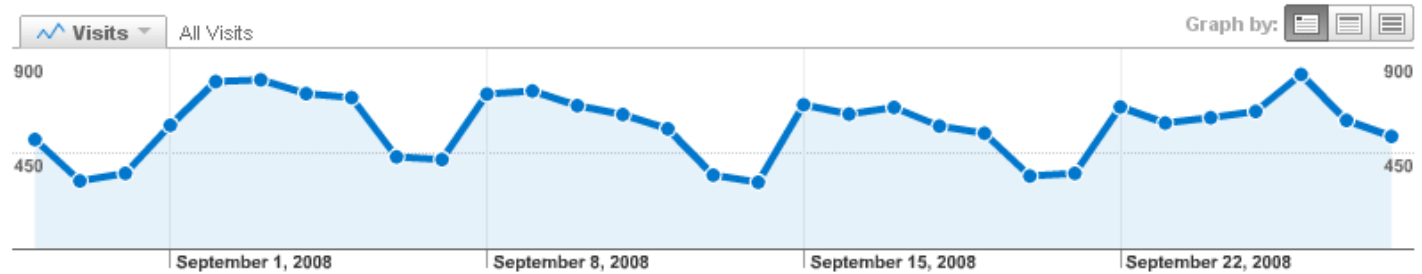
Help Resources

- About this Report
- Conversion University
- Common Questions

Export Email

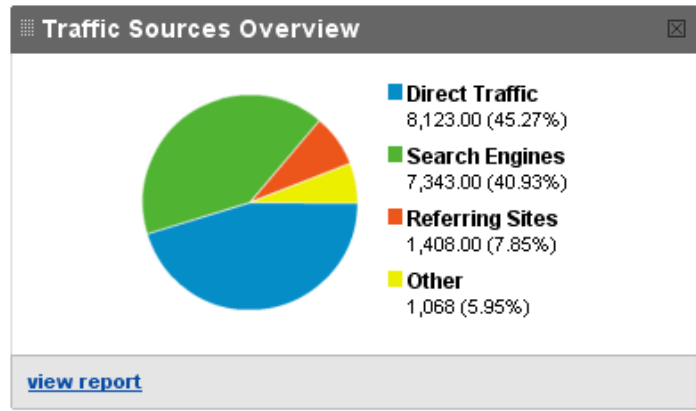
Dashboard

Aug 29, 2008 - Sep 28, 2008



Site Usage

- 17,942 [Visits](#)
- 91,412 [Pageviews](#)
- 5.09 [Pages/Visit](#)
- 30.24% [Bounce Rate](#)
- 00:04:05 [Avg. Time on Site](#)
- 73.99% [% New Visits](#)



New vs. Returning

Visitor Type	Visits	% visits
Returning Visitor	4,662	25.98%
New Visitor	13,280	74.02%

[view report](#)

Analytics How-to...

- Define Business Goals (KPI's)
- Determine what information should be gathered
- Research options
- Execute : Develop > Tag > Deploy
- Monitor > Evaluate > Improve

Business Goals

- Increase online revenue
- Up sell / cross sell / promotions
- Visitor reach
- Signing up new customers
- Lead generation
- Event signup
- Attract new partners
- Support existing customers online

Monetize Your Business Goals

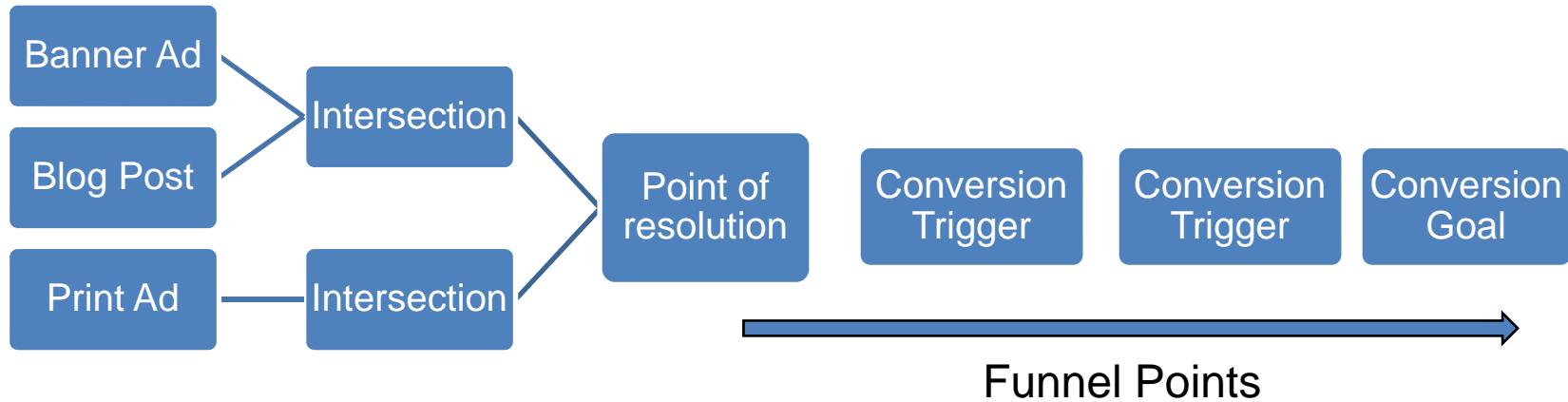
Process of assigning dollar values to different site behaviors to understand and quantify the value of the different segments of the digital channel.

- Determine a dollar value:
 - of each media mention
 - of each lead
 - of each signup
 - decreased telephone service

Eye Tracking



Persuasive Marketing Scenarios



- Establish & track scenarios with clear goals
- Measure results. Are the scenarios performing as planned?

The Hippo



Highest Paid Person's Opinion