

## *Web Metrics Support*

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## *Web Metrics*

- Advertisers are requiring better metrics to support requests for advertising revenues
- Organizations need better metrics to assess site visits and customer patterns of behavior
- Historically, sites simply reported “hits” the number of times all pages were accessed
- Software has been developed that provides a better sense of unique sessions, users, click throughs, etc.

## *Web Metric Software*

- The following companies all provide software that focuses on one or another aspect of web data gathering and analysis
  - [www accrue.com](http://www accrue.com)
  - [www.ipro.com](http://www.ipro.com)
  - [www.netgenesis.com](http://www.netgenesis.com)
  - [www.webtrends live.com](http://www.webtrends live.com)
  - [www.broadbase.com](http://www.broadbase.com)

September 28, 2001

Metrics Support

3

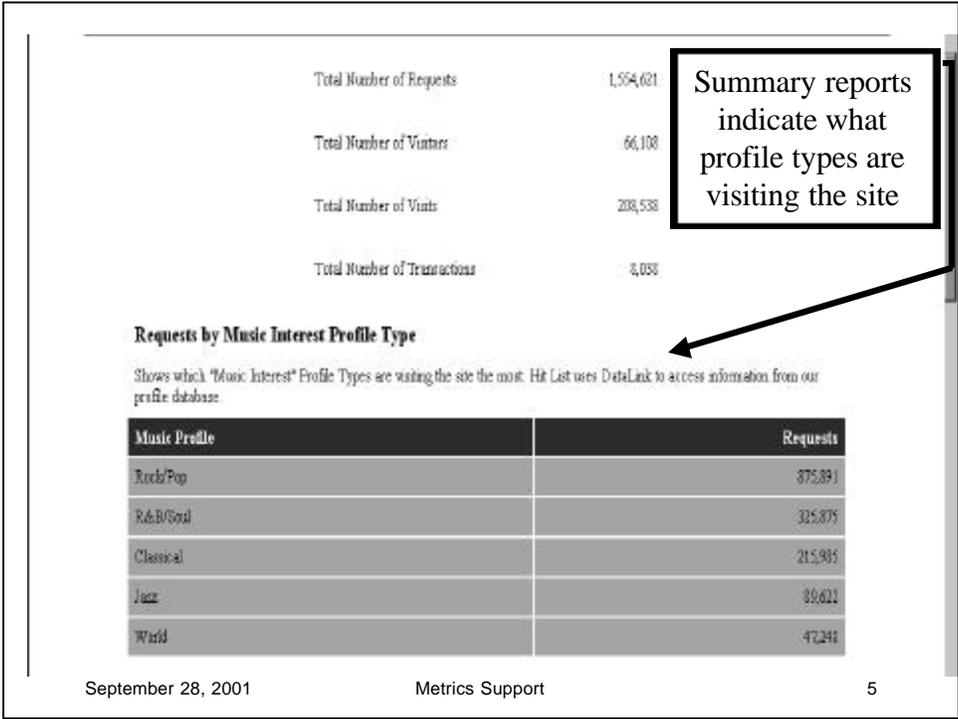
## *www accrue.com*

- Accrue focuses on:
  - Demographic data, behavioral and transaction information
  - Records reset and visit duration
  - Responds to changing conditions in “Web Time” and not calendar time

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4



*www.ipro.com*

- I/PRO focuses on :
  - Analyzing individual segments of your site to uncover their success or downfall
  - Analytic services for individual sites and networks

September 28, 2001      Metrics Support      6



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Course Descriptions:

**NetAnalysis Reporter [course details](#)**  
 With our NetAnalysis Reporter training, participants learn how to identify reports that provide the knowledge critical to optimizing their online businesses. Using the desktop client reporter, participants practice running standard and customized reports that answer questions regarding e-customer behavior. In this session users learn how to create files and run drill-down reports by analyzing a sample Web site in class.

**NetAnalysis Administration [course details](#)**  
 With our NetAnalysis Administration training, participants develop the skills needed to use the NetAnalysis Administration Console to set up NetAnalysis, configure log file imports and manage the NetAnalysis site and database. Participants work in a hands-on classroom environment to configure publishing groups, query strings, aggregates and data export options.

For additional information on custom or onsite training, please contact your sales representative at [sales@netgen.com](mailto:sales@netgen.com).

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September 28, 2001 Metrics Support 9

*www.webtrendslive.com*

- Webtrends focuses on:
  - Providing a unique combination of software and eService to maximize reporting flexibility

September 28, 2001 Metrics Support 10

## How It Works

Embedded JavaScript  
contacts Webtrend servers

WebTrends Live technology is based on a small JavaScript code which, when embedded on web pages, communicates back to a powerful analysis engine developed by WebTrends Corporation. Within seconds of placing the code on their pages, users will be able to see up-to-the-minute information about the traffic and eCommerce activity (patent pending) of their visitors.

### From site visitors to traffic reports



1. Visitors come to a site
2. The pages on the site containing our code contact our servers
3. Our servers process information from the visitors
4. Users log on at their convenience and view their reports

September 28, 2001

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11

*www.broadbase.com*

- Broadbase focuses on:
  - Customer life cycle across all channels
  - Site navigation by looking at entry and exit pages, drop-off points, and failed requests
  - Performance problems and usage patterns

September 28, 2001

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12

September 28, 2001 Metrics Support 13

<b>Web Traffic Analysis</b> <ul style="list-style-type: none"> <li>• Session time analysis</li> <li>• Visitor count analysis</li> <li>• Referral analysis</li> <li>• Network analysis</li> <li>• Exit analysis</li> </ul>	<b>Identify and solve critical web site trends to ensure your site smoothly handles customers.</b> <ul style="list-style-type: none"> <li>+ Refine site navigation and layout by understanding key entry and exit points, drop-off points, relevant sites, and its requests.</li> <li>+ Increase site "stickiness" by simplifying the navigation to the most important, most popular content.</li> <li>+ Design your site more effectively by identifying key performance problems and usage patterns.</li> </ul>
<b>Shopping Analysis</b> <ul style="list-style-type: none"> <li>• Look-to-Buy Conversion Rates</li> <li>• Shop-to-Buy Conversion Rates</li> <li>• Abandoned Shopping Carts</li> <li>• Store Performance</li> </ul>	<b>Identify opportunities to improve online marketing and product merchandising.</b> <ul style="list-style-type: none"> <li>• Understand where buyers are visiting and which content most effectively drives sales.</li> <li>+ Implement processes to discourage shoppers from abandoning shopping carts.</li> <li>+ Target promotions by understanding when stores are most often visited.</li> </ul>
<b>Sales Analysis</b> <ul style="list-style-type: none"> <li>• Purchase Analysis</li> <li>• Product Sales Analysis</li> <li>• Incentive Program Performance</li> <li>• Buyer Attributes</li> </ul>	<b>Improve sales by tracking product performance and price sensitivity.</b> <ul style="list-style-type: none"> <li>• Improve product call-through by identifying hot selling products and who is buying them.</li> <li>+ Measure price sensitivity and incentive effectiveness.</li> <li>+ Understand key buyer attributes such as income, education, occupation, and age.</li> </ul>
<b>Fulfillment Analysis</b> <ul style="list-style-type: none"> <li>• Order to Fill</li> <li>• Product Returns</li> </ul>	<b>Evaluate if guaranteed customer service levels are being met and where problems exist.</b> <ul style="list-style-type: none"> <li>• Improve customer service by tracking how long it takes to process and fill an order by shipment.</li> <li>+ Understand which products are being returned by community, geography, or specific product type.</li> </ul>

Applications give visibility of behaviors, purchasing and sales trends

