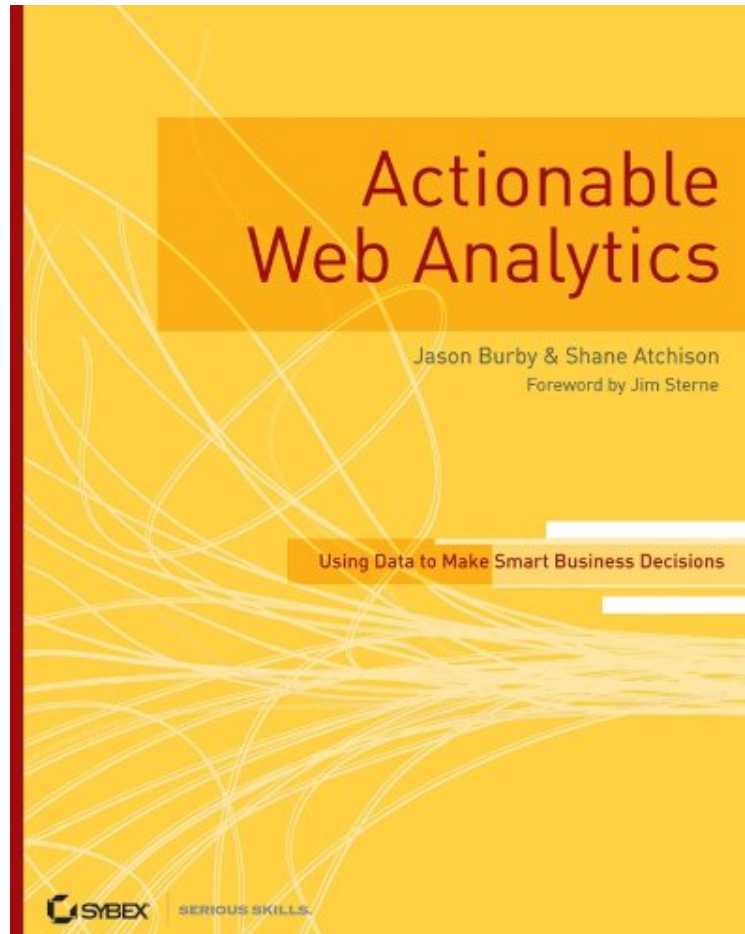


Actionable Web Analytics: Using Data to Make Smart Business Decisions

Jason Burby, Shane Atchison

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Jason Burby, Shane Atchison : Actionable Web Analytics: Using Data to Make Smart Business Decisions
before purchasing it in order to gauge whether or not it would be worth my time, and all praised Actionable Web Analytics: Using Data to Make Smart Business Decisions:

2 of 2 people found the following review helpful. The chapter "Monetizing Site Behaviors" alone is worth the price. By Charles Thrasher Actionable Web Analytics is one of the most useful books I own about web analytics, and I own quite a few. It isn't an introduction to web analytics -- for that I recommend Avinash Kaushik's Web Analytics: An Hour a Day -- but for practical application in a business environment large or small, this is a book you need to own. I may be needier than most; I own two copies. I've worked for small companies most of my life, some vanishingly small. Now I work for Microsoft. I'm more impressed by the similarities between companies large and small than their differences. Whatever their size, most companies have yet to fully exploit one of the most significant advantages offered by web analytics -- prioritizing their development projects. Monetization is simply assigning a dollar value to desirable site

behaviors -- the things you want people to do on your site. It doesn't mean you'll earn that amount if someone does what you want them to do; it's an approximation of that behavior's value in achieving your goal. How you assign a value to a behavior is less important than consistency in your method. (Burby and Atkinson do provide details even if I don't.) The ultimate value of a monetization strategy is guidance where to invest your development resources. Everybody's hard pressed to choose what to prioritize for their next web development project. Investment is risk. Usually it comes down to the HiPPO's decision -- the Highest Paid Person in the Organization. Monetization is a method of managing risk by determining which projects are likely to pay higher returns on investment. It takes the decision out of the hands of the HiPPO and bases it upon data. Making data-driven decision is what web analytics is about. And, obviously, actionable web analytics is what this book is about.

1 of 1 people found the following review helpful. Excellent Overview
By Joshua K. Briley
This book presents an easy to understand overview of analytics as a whole. It is not a "how to" book on the latest analytics software. The authors forgo the typical pretense associated with this kind of "technical" material, presenting the information in a tone that makes analytics quite fun.

3 of 4 people found the following review helpful. Right to the point
By Secara Bogdan
Along with other classics (J. Sterne, E. Peterson) this is definitely a must have book in any web analytics collection. Straight to the point, it provides the reader not only with a better understanding of the web metrics, but also gives the reader multiple "sell"able insights of these numbers. This last point is especially important for every web analyst practitioner, in positioning himself/herself as a business intelligence provider, rather than a computer "geek".

Knowing everything you can about each click to your Web site can help you make strategic decisions regarding your business. This book is about the why, not just the how, of web analytics and the rules for developing a "culture of analysis" inside your organization. Why you should collect various types of data. Why you need a strategy. Why it must remain flexible. Why your data must generate meaningful action. The authors answer these critical questions and many more using their decade of experience in Web analytics.

"Relationship marketing continues to evolve in new and exciting ways, and Actionable Web Analytics provides a clear and concise guidebook for the marketing executive. Shane and Jason have captured the essence of creating relationships online, which lead to meaningful customer dialogues, and then measuring the success of those efforts."

—Lester Wunderman, Founder and Chairman Emeritus, Wunderman "We have been fortunate enough during the past decade to see our business grow in parallel with and in partnership with the team at ZAAZ. As true thought leaders in the web analytics and marketing space, Jason and Shane have captured the important issues facing marketers and business people every day and explained them eloquently in Actionable Web Analytics."

—Josh James, CEO Co-Founder, Omniture "Some people build web analytics tools. Some work tirelessly, deep in the hearts of their organizations drawing the rich value out of those tools. And then, there are those like Shane and Jason who have spent close to a decade helping a wide variety of companies optimize their advertising spend, supersize their website value, and maximize their online marketing ROI. These guys are in an amazing position to help you figure out all of the above. But that's just the half of it. While their position is nice, their scary IQ, their awesome curiosity, and their uncanny ability to drill down to bona fide business value make this book a must read."

—Jim Sterne, President, Web Analytics Association and Producer, Emetrics Summit "The real money is made when the initial click leads to a customer journey filled with meaningful, relevant dialogues that motivate action. Actionable Web Analytics helps marketers take customers on that journey and generate a good ROI doing it."

—Daniel Morel, Chairman CEO, Wunderman "These guys have forgotten more about analytics than we mortals will likely ever understand. Most analytics folks revel in the complexity of their work. Jason and Shane know how to simplify and communicate how analytics can really change marketing, and it is incredibly effective."

—Matthew Roche, CEO, Offermatica "If you're one of the many people who view web analytics as a necessary evil, this book will spin your perception 180 degrees. That Jason and Shane know web analytics backward and forward (not to mention upside-down and inside-out) is a well-known fact. But these two possess another singular talent: the ability to make analytics palatable, understandable, even digestible for even the most data- and math-adverse right-brain thinker you know (perhaps you're that person?). These two go way beyond the numbers. They can explain with crystal clarity how to use data to improve processes, businesses, and their bottom lines."

—Rebecca Lieb, Editor-in-Chief, The ClickZ Network "Digital Marketing excellence is paramount for today's marketers. In this book, Jason and Shane provide straightforward web analytics insight and instruction to help marketers achieve greater performance and profit from their communications activities."

—Scott Lennard, Advertising Director, Central Marketing Group, Microsoft Corporation "Jason and Shane have been sharing their extensive experience and insight with clients and through conferences for a while, so it's about time they committed it to print."

—Laurent Burman, VP Web, Helio "Jason Burby and Shane Atchison are two guys in the web analytics world that truly understand what success looks like. They wisely took much of what I wrote about in The Big Book of Key Performance Indicators and attached a dollar-sign to it, dramatically improving their client's desire to understand and deploy KPIs. I have little doubt that Actionable Web Analytics: Using Data to Make Smart Business Decisions will long be considered a critical work in

the web analytics body of knowledge." —Eric T. Peterson, author, *Web Analytics Demystified*, *Web Site Measurement Hacks* and *The Big Book of Key Performance Indicators*. "I have been waiting for a book like this. They've helped me understand some of the finer points in web analytics and taught me how I can put those concepts into action with my team. What I like best about working with them is that their knowledge goes beyond finding the data and pulling the numbers—they know how important it is to tell the story behind that data."

—Kristen Findley, Manager, Website Analytics Interactive Marketing, Ameriprise Financial "Shane, Jason, and the rest of ZAAZ are the preeminent leaders in outsourced professional services and analysis in the web analytics space. They have helped propel the industry forward in both the high end and the mainstream through client engagements, thought-leading articles, and presentations for the past 10 years. Their presence is only growing, so watch closely as they impact the industry over the next 10-plus years."

—Brett Crosby, Senior Manager, Google Analytics "Jason and Shane have been at the forefront of helping organizations drive actions based on data; it is indeed a privilege to have all their wisdom gelled into a book for the rest of us to benefit from!"

—Avinash Kaushik, Web Analytics Thought Leader/Blogger "Burby and Atchison bring to web analytics the kind of practical expertise every online marketing manager should have access to. Finally, a book on web analytics that cuts through the clutter and delivers the kind of actionable insights online marketing managers need."

—Tom Taylor, ExpediaFrom the Back CoverGetting ROI from the Web Is Everyone's Job Right now someone is clicking on your website, and knowing everything you can about those clicks and the people that make them is a business imperative. That's the first of a set of compelling business lessons distilled from the authors' decade of experience with the world's most powerful online brands. These lessons help executives, marketers, web managers, designers, and developers take action based on the actual behavior of site visitors. This book is about the why, not just the how, of web analytics and the rules for developing a "culture of analysis" inside your organization. Why you should collect various types of data. Why you need a strategy. Why it must remain flexible. Why your data must generate meaningful action. Inside you'll learn to demonstrate real ROI from your website. Learn to use web analytics data to help make strategic decisions and set corporate goals Ask the right questions when planning your website Recognize how your data reflects the perceptions of your customers, information on your competitors, and your marketing costs Develop criteria for choosing an agency to help you interpret your data Discover how successful your marketing efforts have been Create a culture of analysis within your organization "Relationship marketing continues to evolve in new and exciting ways, and Actionable Web Analytics provides a clear and concise guidebook for the marketing executive. Burby and Atchison have captured the essence of creating relationships online, which lead to meaningful customer dialogues, and then measuring the success of those efforts."

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—Jim Sterne, President of the Web Analytics Association and Producer of Emetrics SummitAbout the AuthorJason Burby is Chief Analytics and Optimization Officer for ZAAZ, Inc., a web design and analytics consulting firm. His clients have included eTrade, Ford, Sony, PayPal/eBay, Washington Mutual, Reuters, T-Mobile, Levi Strauss, and Microsoft. Shane Atchison, co-founder and CEO of ZAAZ, Inc., leads its long-term strategic vision of helping companies realize the potential of the Internet and its impact on their business. Among his client list have been Converse, Sony, Ford, Microsoft, and National Geographic.