

Marketing Analytics

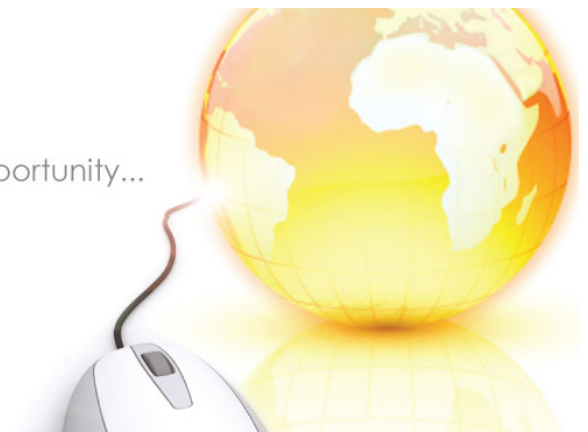
September 28, 2011



Agenda

- **Industry Statistics**
- Industry briefs
- Demo
- Summary

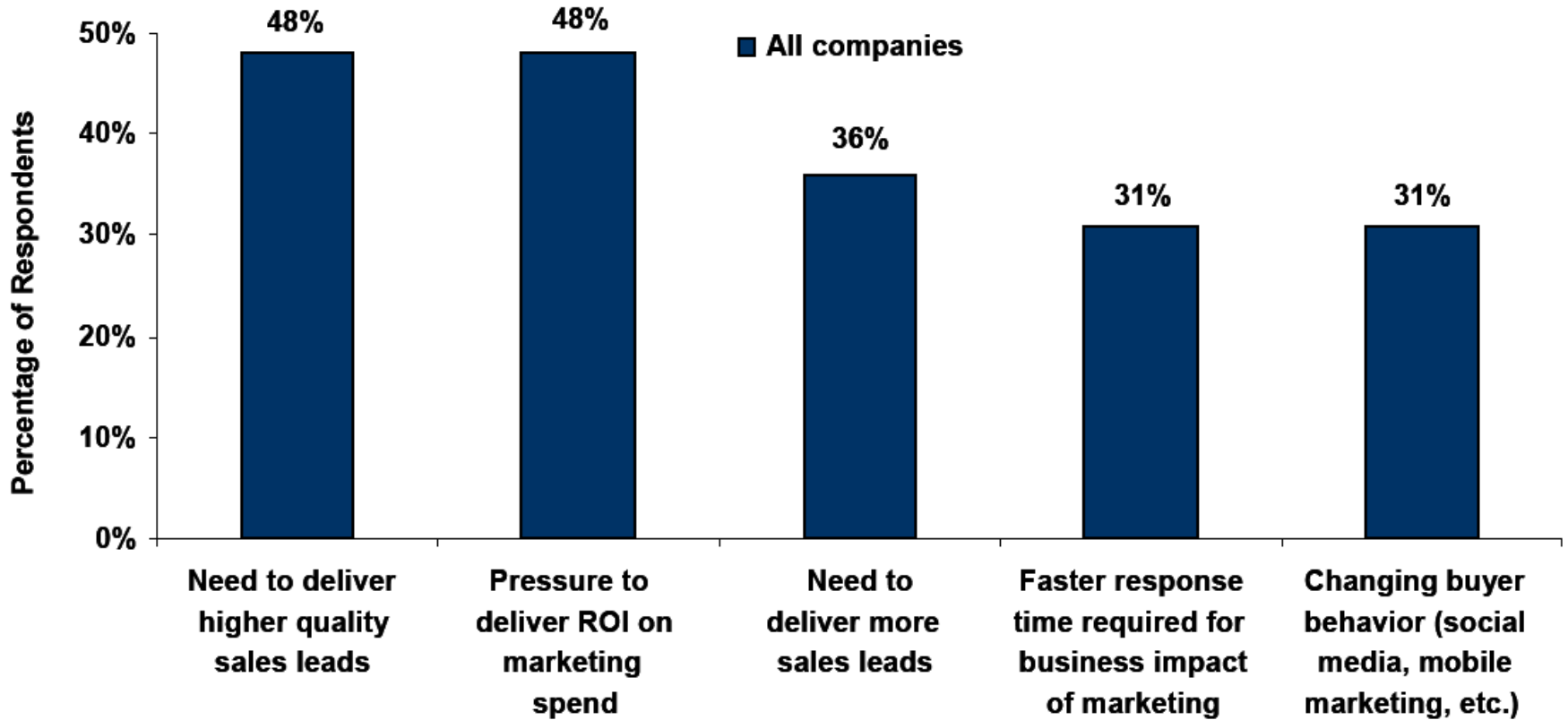
a world of opportunity...



Industry Stats

- **Gartner**
 - enterprise data . . . is expected to grow by 650% in the next five years
 - 80% of that the 650% growth will be unstructured data
- **Pricewaterhouse Coopers**
 - 75 to 100 million blogs and 10 to 20 million Internet discussion boards and forums in the English language alone
- **IDC study**
 - world's data is doubling every two years
 - businesses will manage 50 times more data
 - files will grow 75 times more in the next decade
- **McKinsey & Co**
 - estimates that an organization using the full potential of its data could increase its operating margin by more than 60 percent
- **Data sources**
 - RFID, wireless networks, social networks, POS, etc.
- **Forrester Research**
 - there is \$ in all the data

Industry Statistics



n = 160

Analytics Correlates to Performance



3x

Organizations that lead in analytics outperform those who are just beginning to adopt analytics



5.4x

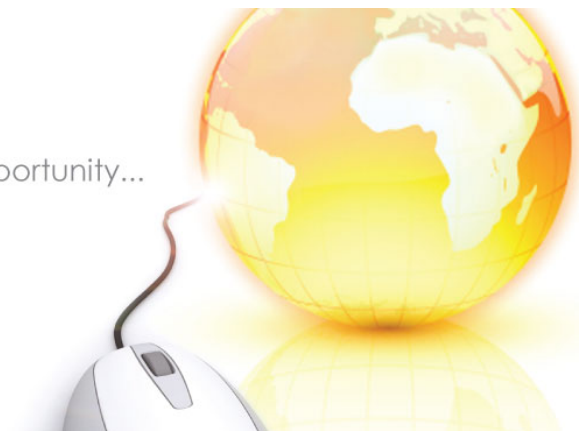
Top performers are more likely to use an analytics approach over intuition

Source: The New Path to Value, a joint MIT Sloan Management and IBM Institute of Business Value study

Agenda

- Industry Statistics
- **Industry briefs**
- Demo
- Summary

a world of opportunity...



Social Media Analysis



Challenges

- ❑ Global electronics firm, experiencing 86% growth year over year, reaching nearly \$1 billion in revenues
- ❑ No single version of truth or visibility into their social media strategy/data
- ❑ Investing heavily in social media with no ability to assess ROI from investment relative to online marketing mix
- ❑ Need for better understanding, targeting and engaging social media users

Solution

- ❑ Developed a consolidated marketing analytics database to organize and filter social media feeds
- ❑ Tracked the interest of buyers to predict warehouse inventory, using social media to predict demand
- ❑ Implemented Tableau Software, a powerful interactive data visualization tool that brought the social media data to life, enabling users to have a conversation with their data

Results

- ❑ Created a single version of truth across the enterprise
- ❑ Integrated data from disparate systems by creating a data mart for all social media data
- ❑ Enhanced online customer experience through user profiling
- ❑ Established a linkage between social media channels and campaign results allowing for more targeted marketing
- ❑ Increased client conversion rates and reduced abandoned carts by 32%
- ❑ Revenue grew 86%
- ❑ Online orders increased 40%

Customer Acquisition and Retention



Challenges

- ❑ Conglomerate in sports merchandising
- ❑ Visibility into the collective business units of retail outlets, direct sales to big box and department stores
- ❑ Real-time monitoring of stocking and distribution of merchandise, food and beverage operations and others right up to the owner's box
- ❑ Seeking increased customer acquisition, conversion and retention of users
- ❑ Needed a way to integrate customer and prospect data and use it for insights and drive segmentation

Solution

- ❑ Invested in a technology overhaul that included purchasing point-of-sale, manufacturing logistics, Web and financial systems with Microsoft Dynamics AX intended to be the font of information for unified reporting
- ❑ Teknion deployed a Proof of Concept using the Tableau visualization tool to extract production data from the organization's back-end systems into a data cube for analysis
- ❑ Automated data collection across channels for the utilization of fulfillment and promotional purposes

Results

- ❑ Built the actual data cubes for analysis by the Tableau front-end tool, providing consulting for requirements gathering, data quality, and data governance functions
- ❑ Developed a data mart with its own repository and structure to perform fast
- ❑ Teknion provided a BI solution that had ease of use and self-service allowing IT to move on to new projects and avoid time consuming work building reports
- ❑ Implemented an execution strategy that drives:
 - ✓ Efficiency and cost effectiveness across the enterprise
 - ✓ Maintains reliability and availability

Visualizing Marketing Analytics



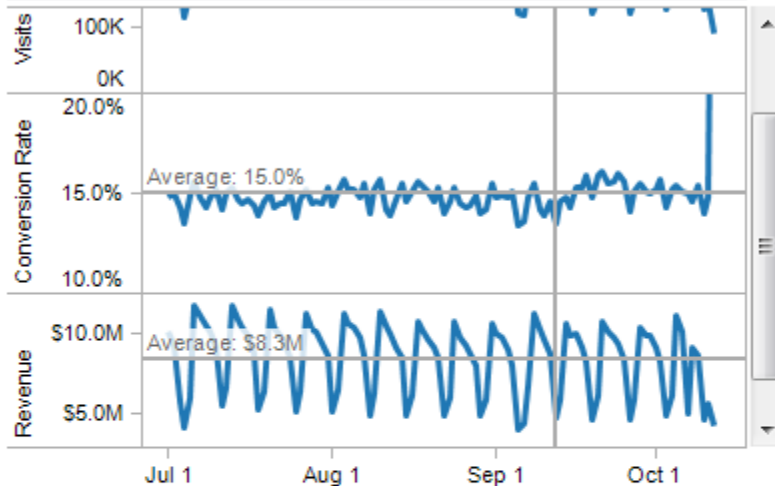
Overall Marketing Dashboard

| | Before L.. | After La.. | Variance | | Variance |
|------------------|------------|------------|----------|--------|----------|
| Visits | 208K | 274K | 66K | | 31.80% |
| Visit Conversion | 14.56% | 14.00% | -0.6% | -3.89% | |
| Revenue | \$8.6M | \$10.5M | \$1.9M | | 21.54% |

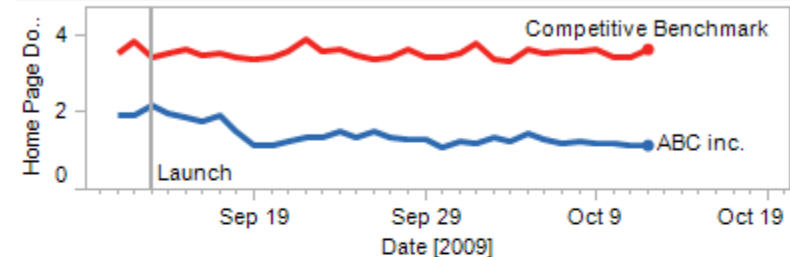
Navigation

[Click Here to Link to a Different Das..](#)

Traffic Measures Trending

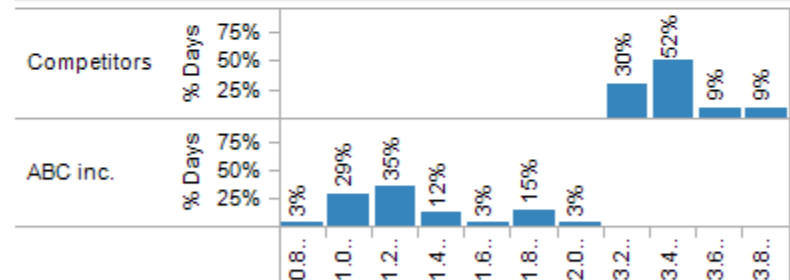


Home Page Download Time

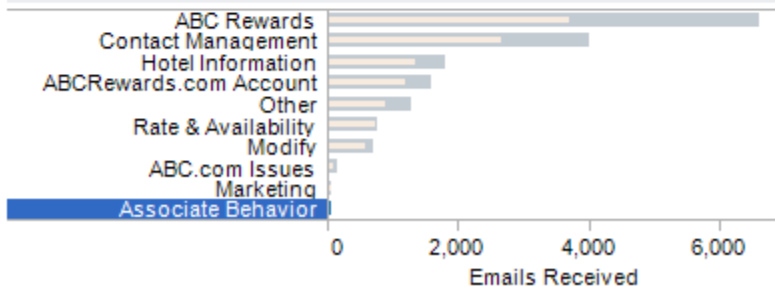


Color

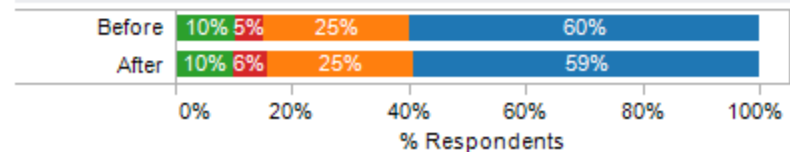
Home Page Download Times - Before vs After Launch



Internet Customer Care Emails by Subject



Customer Satisfaction - Before vs After Launch



After Launch

Before Launch

Indifferent

Dissatisfied

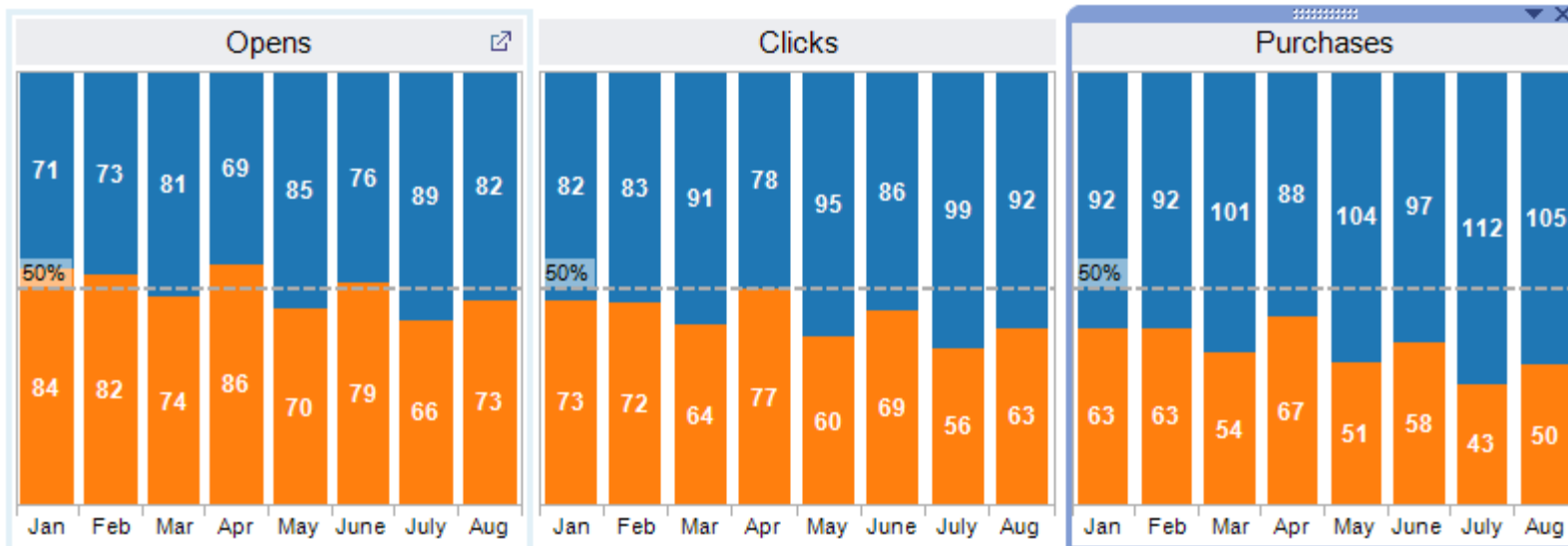
Borderline

Satis

Campaign Metrics Dashboard

Campaign Metrics Dashboard

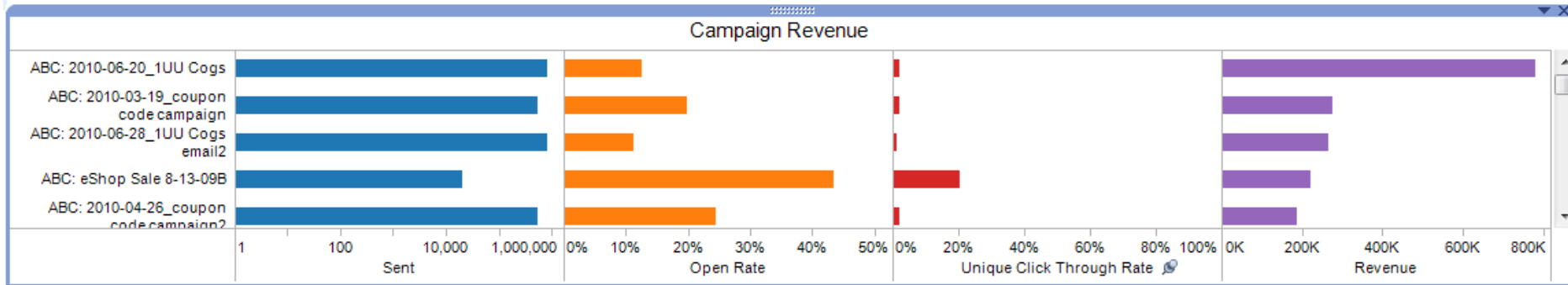
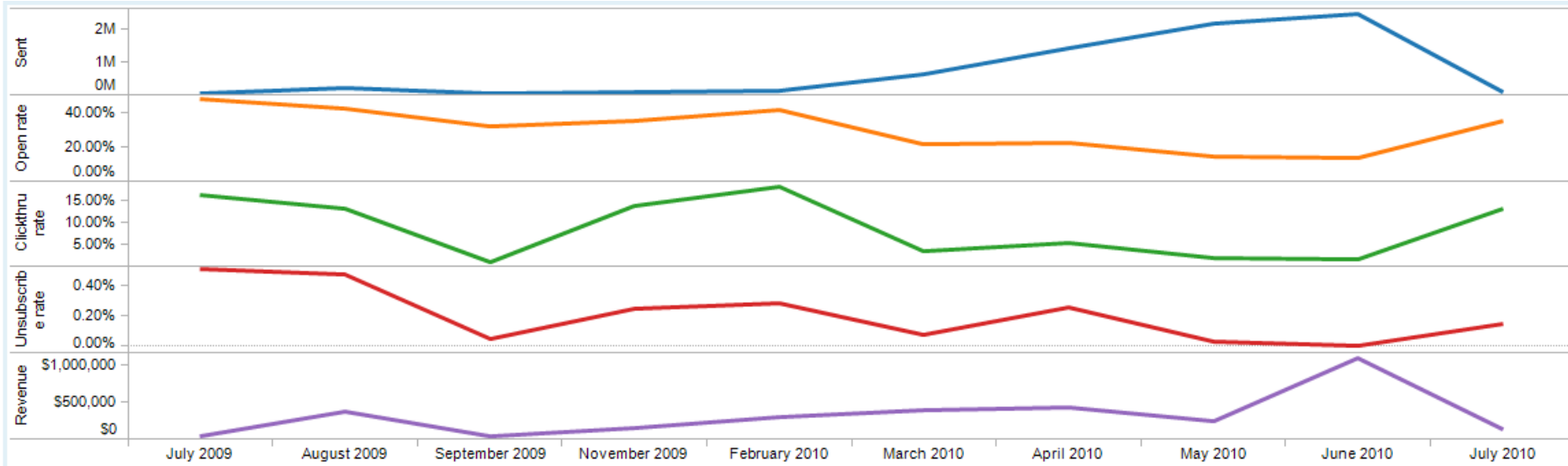
Territory
 (All)
■ No
■ Yes



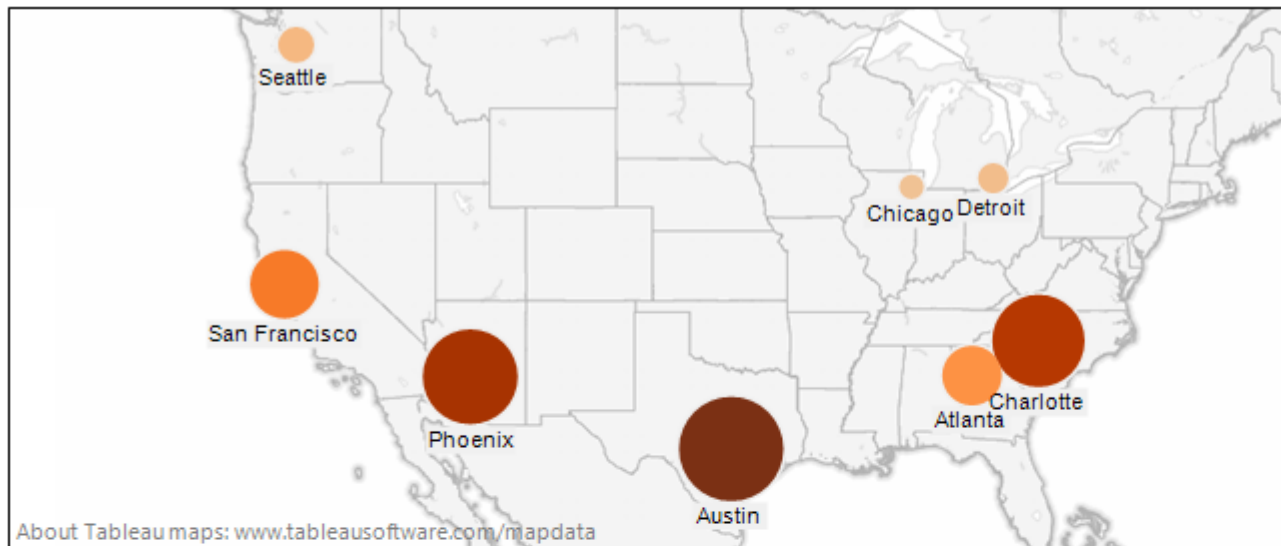
Campaign Results

| Purchased | Open | Click | Jan | | | Feb | | | Mar | | | Apr | | |
|-----------|------|-------|-----|----------|----------|-----|----------|----------|-----|----------|----------|-----|----------|----------|
| | | | % | Quantity | Revenue | % | Quantity | Revenue | % | Quantity | Revenue | % | Quantity | Revenue |
| No | No | No | 46% | | | 47% | | | 52% | | | 45% | | |
| | Yes | No | 7% | | | 6% | | | 6% | | | 6% | | |
| | | Yes | 6% | | | 6% | | | 6% | | | 6% | | |
| Yes | Yes | Yes | 41% | 3,220 | \$72,044 | 41% | 778 | \$27,181 | 35% | 804 | \$29,680 | 43% | 910 | \$32,000 |

Email Campaign Dashboard



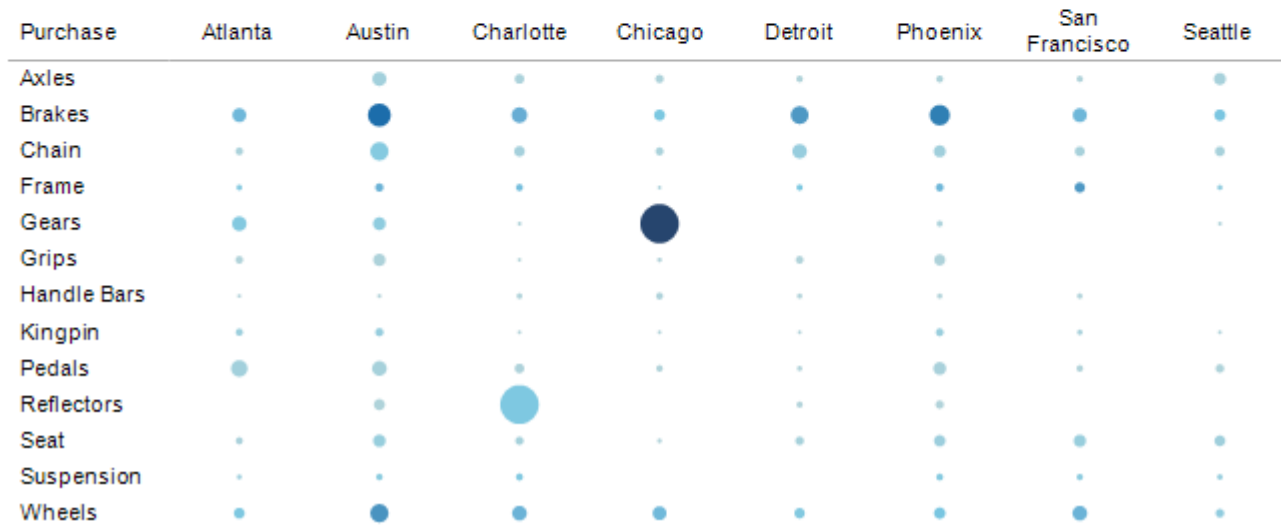
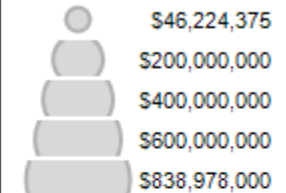
Email Campaign Effectiveness



Revenue by City



Revenue by City



E-mail

(All) ▾

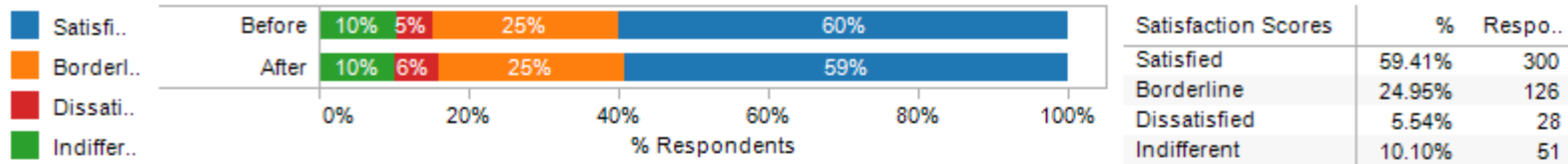
Revenue by Product



Quantity Purchased

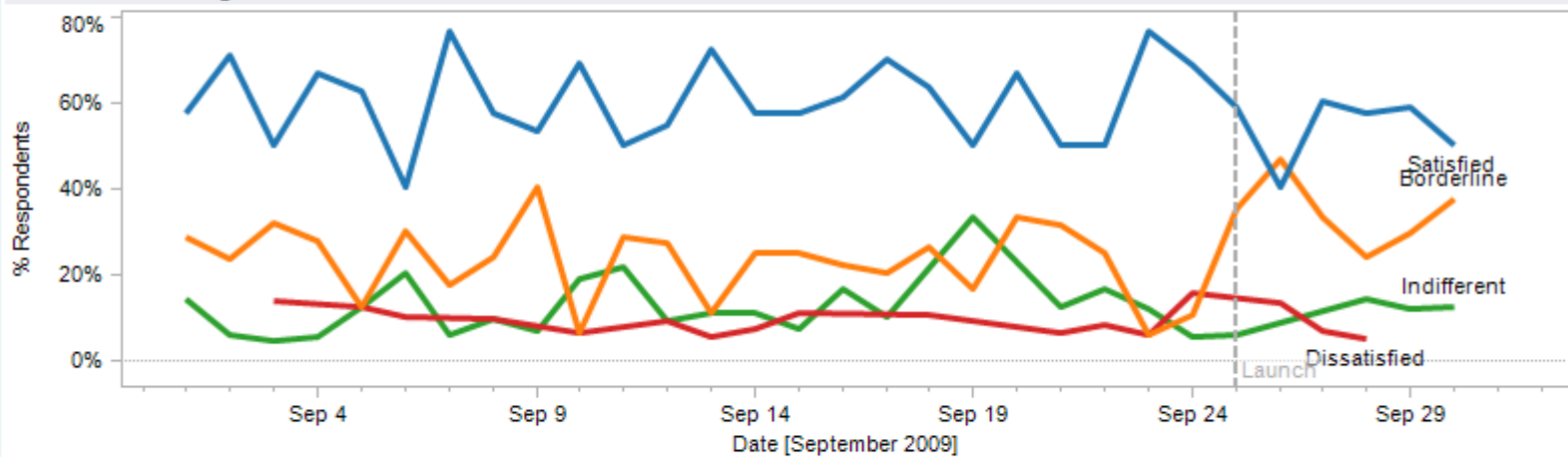


Customer Satisfaction Dashboard

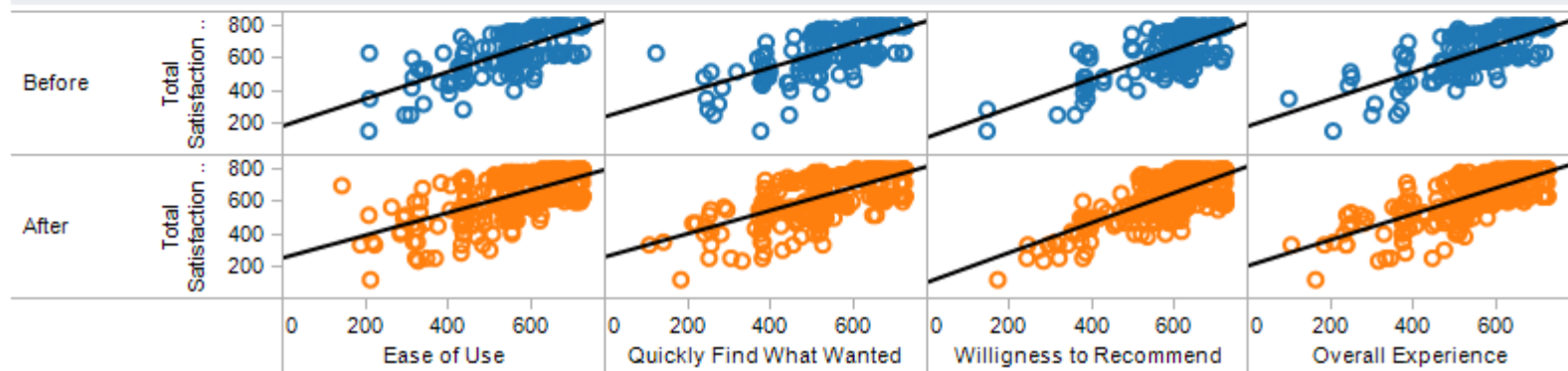


| Satisfaction Scores | % | Respo.. |
|---------------------|--------|---------|
| Satisfied | 59.41% | 300 |
| Borderline | 24.95% | 126 |
| Dissatisfied | 5.54% | 28 |
| Indifferent | 10.10% | 51 |

Satisfaction Trending



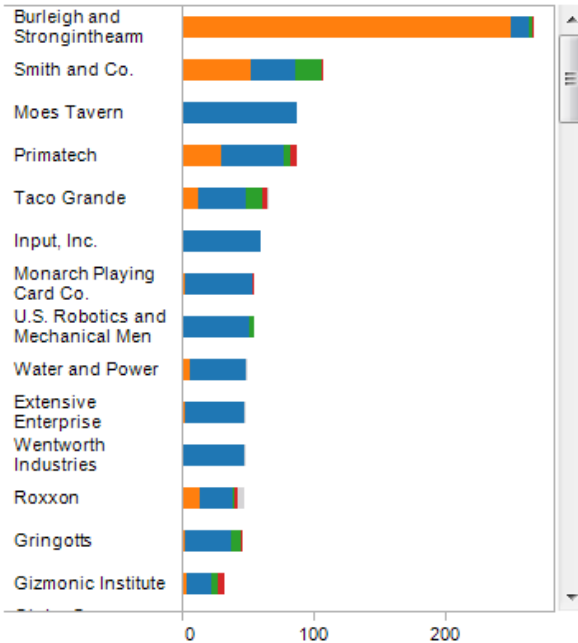
Satisfaction Correlation Matrices



Top Client Dashboard

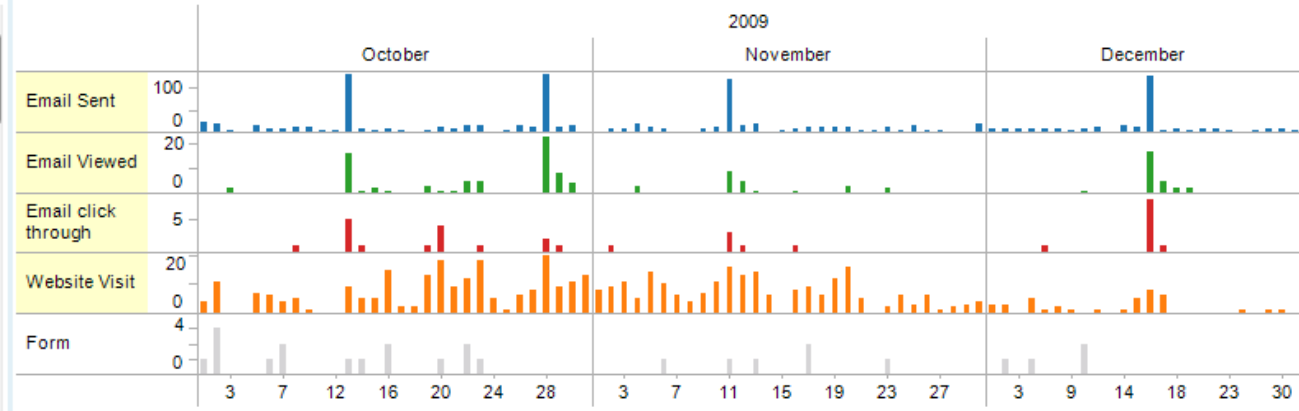
Top Account Activity | Current and Previous Quarter

Top Accounts

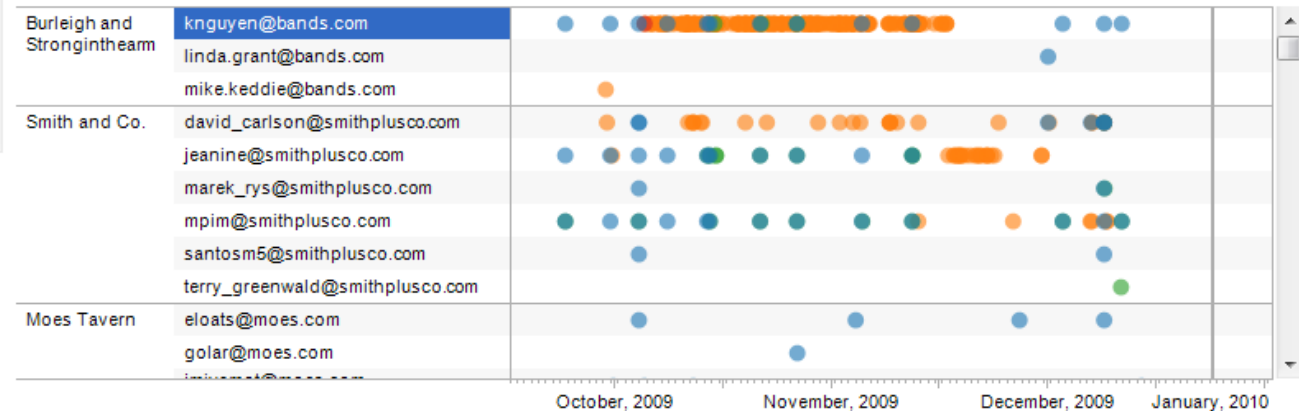


- Highlight activity:
- Email Sent
 - Email Viewed
 - Email click through
 - Website Visit
 - Form

Account Activity Timeline



Individual Activity Timeline

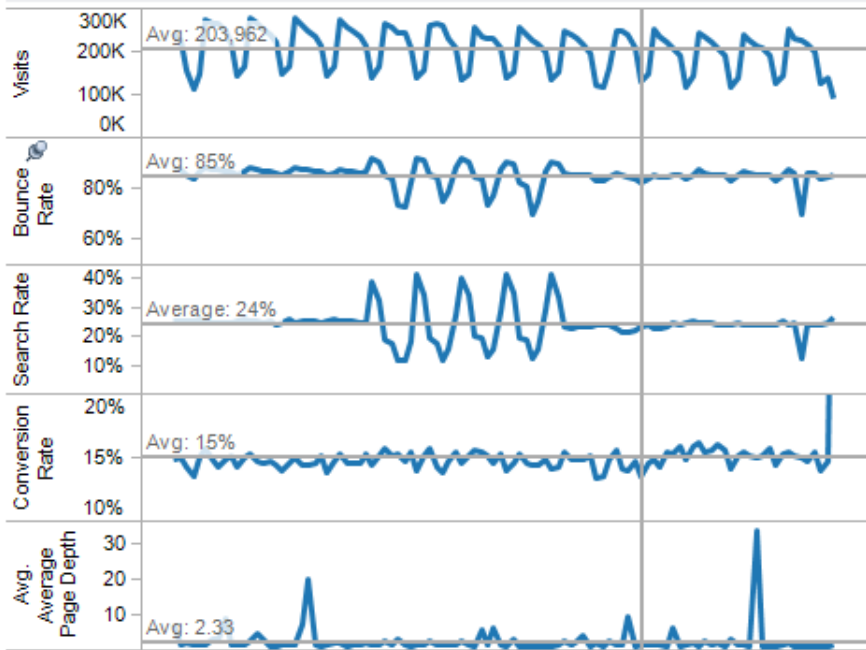


Web Traffic Dashboard

| | Before Lau.. | After Launch | Variance | Variance |
|------------------------|--------------|--------------|----------|----------|
| Visits | 445K | 528K | 83K | 18.71% |
| Inverse Page Bounce .. | 83.80% | 84.00% | 0.2% | 0.24% |
| Visit Search Rate | 21.51% | 22.83% | 1.3% | 6.15% |
| Visit Conversion | 14.18% | 14.35% | 0.2% | 1.16% |
| Page Retention Rate | 83.93% | 85.12% | 1.18% | 1.18% |
| Page Depth | 5.2 pgs | 1.1 pgs | -4.1 pgs | -78.47% |
| Bookings | 63,064 | 75,730 | 13K | 20.08% |
| Revenue | \$18.2M | \$21.1M | \$2.9M | 16.07% |

Page Depth is significantly down. However it could be a good sign that people are finding everything they need on the first page.

Traffic Measures Trending



Top Home Page Links

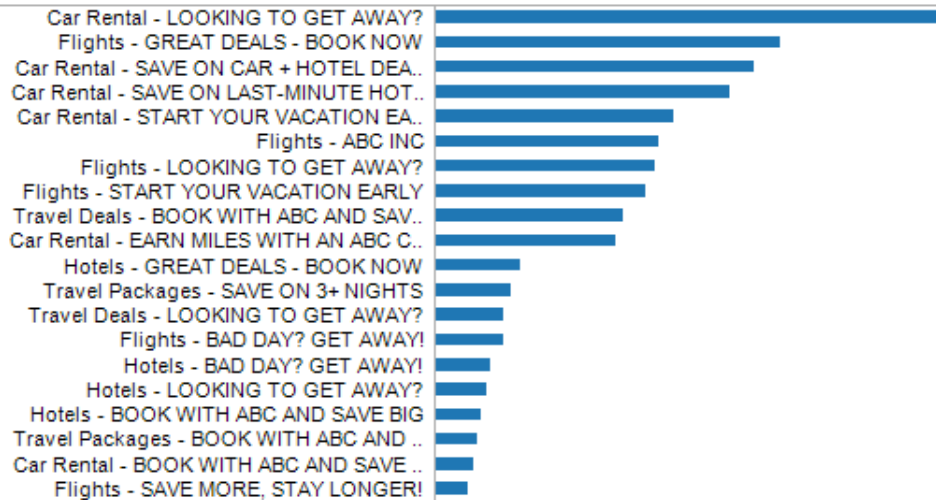
| Link Name | Count | Percentage | Revenue |
|--------------------------------|-------|------------|----------|
| deals_view-all-deals | 3,209 | 7.7% | \$99,583 |
| quick-deals_nickelodeon-pa. | 2,364 | 3.2% | \$23,685 |
| air-car-and-packages_ | 1,919 | 2.4% | \$20,048 |
| our-brands_discover-which.. | 1,891 | 1.8% | \$8,788 |
| quick-deals_baltimore-aquari.. | 818 | 3.7% | \$10,399 |
| timeshare-vacations_see-a.. | 803 | 1.9% | \$17,465 |
| ABC inc-business_header-link | 457 | 3.4% | \$14,539 |
| quick-deals_montreal-busine.. | 397 | 5.9% | \$5,908 |
| timeshare-vacations_header.. | 377 | 2.7% | \$8,831 |
| deals_weekend-deals-by-em.. | 361 | 7.9% | \$6,079 |
| deals_header-link | 359 | 6.4% | \$5,708 |
| quickgroup_book-up-to-25-r.. | 296 | 3.1% | \$5,628 |
| news-_save-the-rainforest | 279 | 3.8% | \$4,458 |

Web Advertising

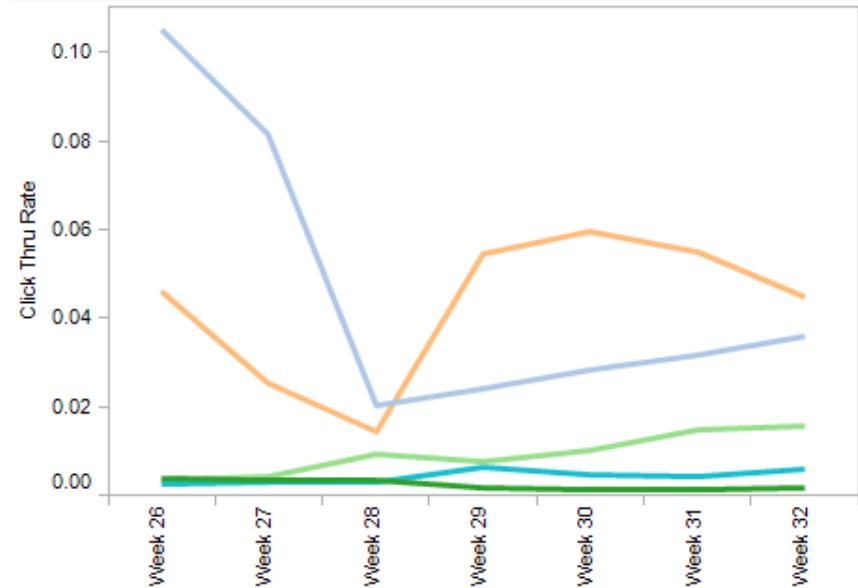
Click an Ad Group to highlight relevant data
Click the blue box in the corner to clear your selection

| | | Week .. | Week .. | Week .. | Week .. | Week .. | Week .. | Week .. |
|-----------------|-----------------|---------|---------|---------|---------|---------|---------|---------|
| Car Rental | Click Thru Rate | 0.105 | 0.081 | 0.020 | 0.024 | 0.028 | 0.031 | 0.036 |
| | Clicks | 1,480 | 11,166 | 728 | 755 | 3,280 | 6,113 | 648 |
| | Cost (\$) | 769 | 5,871 | 353 | 430 | 2,741 | 4,207 | 500 |
| Flights | Click Thru Rate | 0.046 | 0.025 | 0.014 | 0.054 | 0.060 | 0.055 | 0.045 |
| | Clicks | 2,696 | 25,796 | 29,725 | 25,917 | 25,863 | 26,308 | 2,361 |
| | Cost (\$) | 1,309 | 14,775 | 22,524 | 16,637 | 15,019 | 13,151 | 1,069 |
| Hotels | Click Thru Rate | 0.003 | 0.003 | 0.003 | 0.002 | 0.001 | 0.001 | 0.002 |
| | Clicks | 209 | 2,011 | 2,418 | 2,140 | 2,001 | 2,109 | 227 |
| | Cost (\$) | 635 | 6,368 | 7,914 | 6,931 | 6,536 | 6,296 | 636 |
| Travel Deals | Click Thru Rate | 0.002 | 0.003 | 0.003 | 0.006 | 0.004 | 0.004 | 0.006 |
| | Clicks | 65 | 556 | 649 | 821 | 762 | 584 | 74 |
| | Cost (\$) | 178 | 1,699 | 1,677 | 1,981 | 1,814 | 1,448 | 200 |
| Travel Packages | Click Thru Rate | 0.003 | 0.004 | 0.009 | 0.008 | 0.010 | 0.015 | 0.016 |
| | Clicks | 766 | 5,079 | 3,939 | 5,268 | 6,506 | 5,109 | 505 |
| | Cost (\$) | 3,028 | 19,320 | 15,090 | 23,375 | 30,526 | 22,639 | 2,261 |

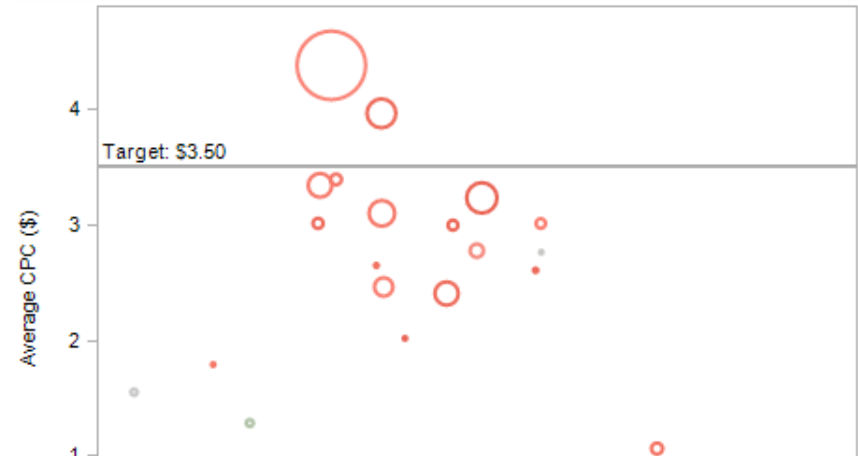
Creatives



Ad Group Time Trends



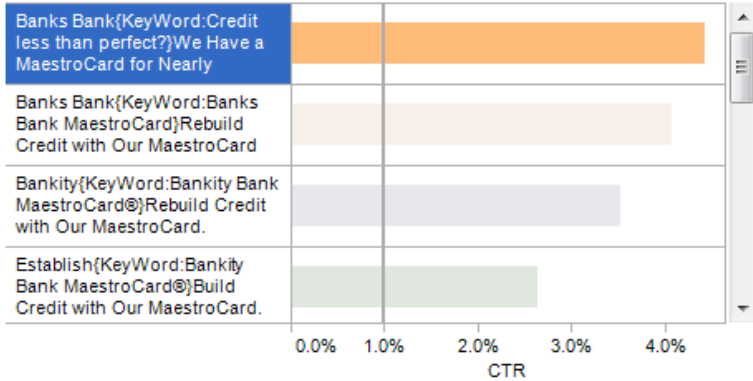
Size indicates number of Clicks. Color indicates the Click-thru-Rate.



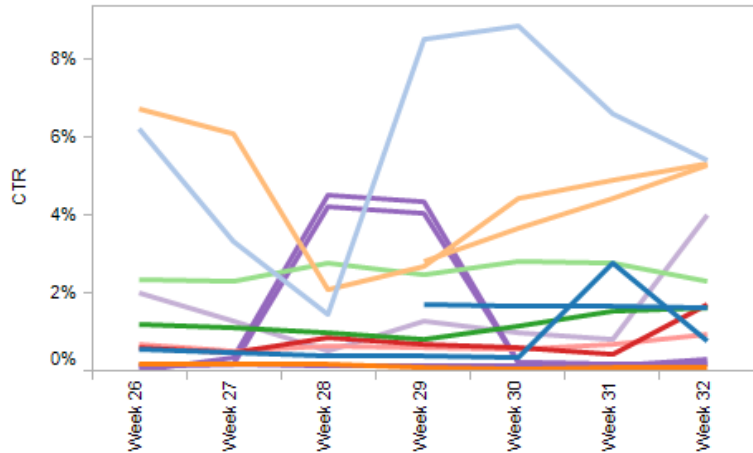
AdWords Analysis

Adwords Creative Analysis

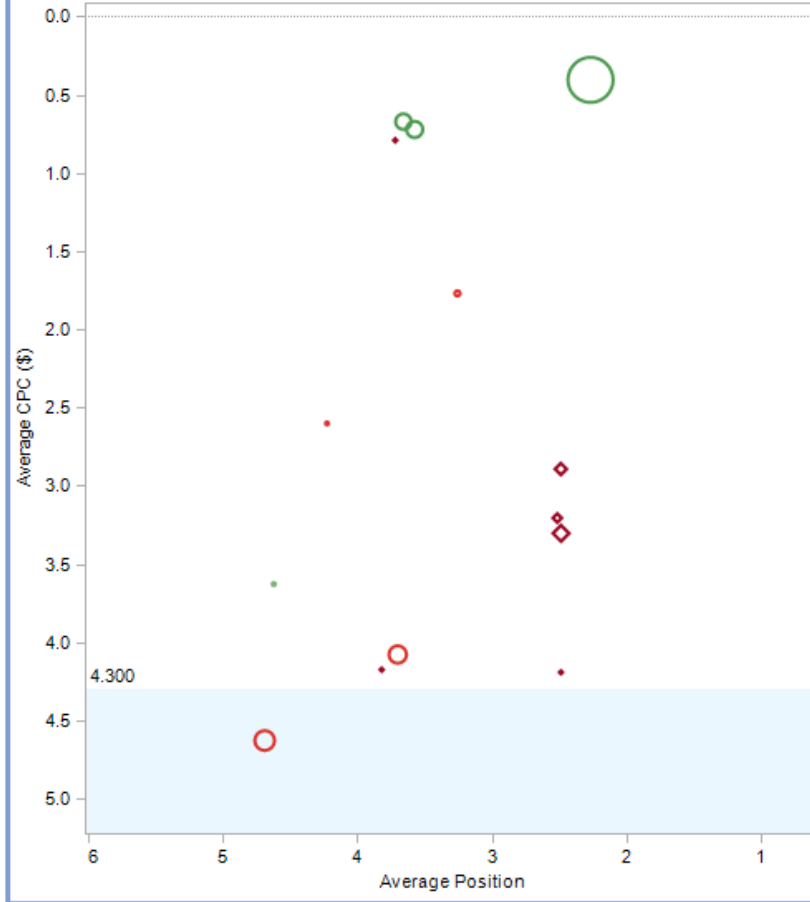
Creative/Adgroup



Creative/Adgroup Analysis



Cost vs Position over Time



Select week and year: 2006, Week 32

Target CPC \$: 4.3

Target CTR %: 1

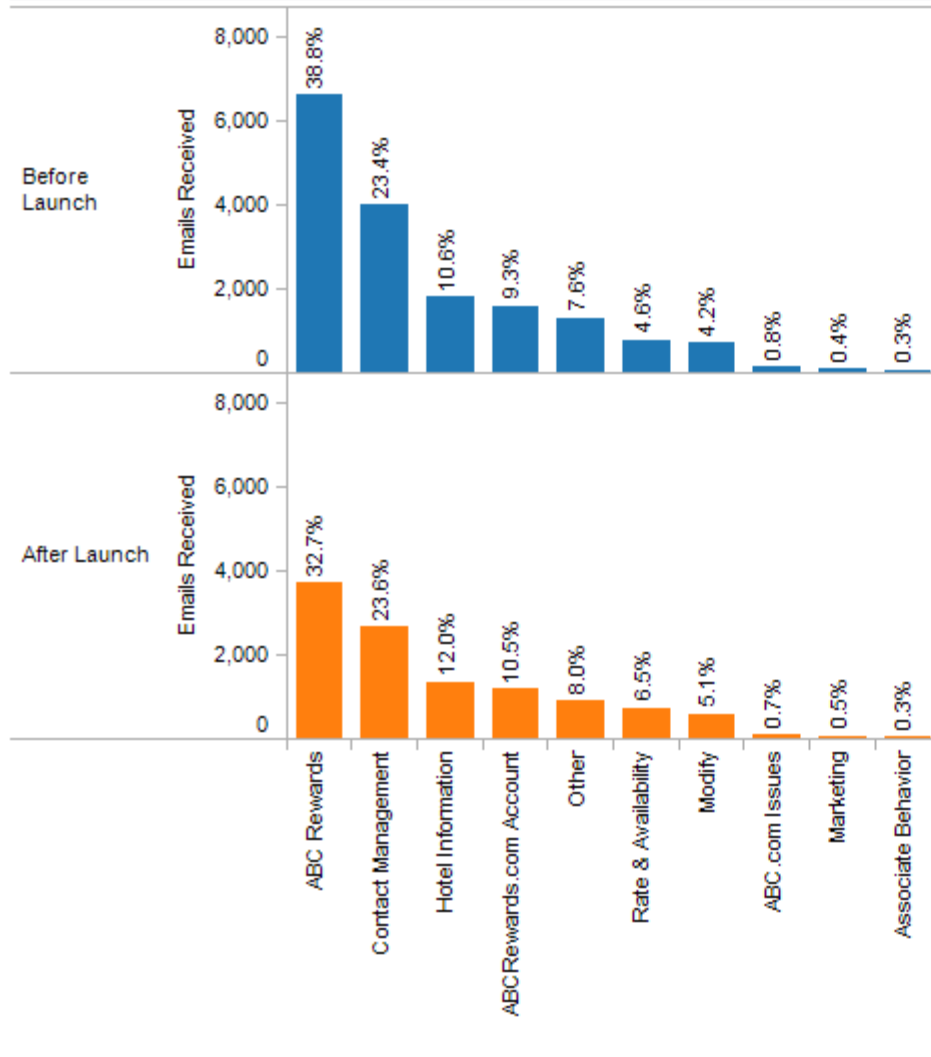
Clicks: 1

CTR: 0.0% - 9.9%

CTR On Target? True (Circle), False (Diamond)

Internet Customer Care

Internet Customer Care Emails by Subject



Change From Before to After Launch

| Category | Change |
|---------------------|-----------|
| ABC Rewards | Decrease |
| Contact Management | Increase |
| Hotel Information | Increase |
| Rate & Availability | Increase |
| Modify | Increase |
| ABC.com Issues | No Change |
| Marketing | Increase |
| Associate Behavior | Increase |

Category

- (All)
- ABC Rewards
- ABC.com Issu...
- ABCRewards...
- Associate Be...
- Contact Mana...
- Hotel Informati...
- Marketing
- Modify
- Other
- Rate & Availa...

Limit
Top 10 by SUM
([CountOftrackingi
d])

Change Before/A..

- Decrease
- Increase
- No Change

Summary

- Thank you for joining us to explore the world of marketing analytics
- You will receive the following helpful information:
 - Webinar Presentation
 - FREE complimentary marketing assessment
 - ENHANCED trial version of Tableau for evaluation purposes
 - Articles

a world of opportunity...



To request a personal demo please contact:

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