

ANALYTICS IN SCHIMBARE

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*In God we trust; all others
must bring data* ●●

Trevor Hastie, Robert Tibshirani & Jerome Friedman
The Elements of Statistical Learning

web-analytics.ro



MB Dragan



mec:
Active Engagement

conversion
PERFORMANCE MARKETING

2008



2014



L'ORÉAL



AUTOVIT.RO



DONCAFÉ

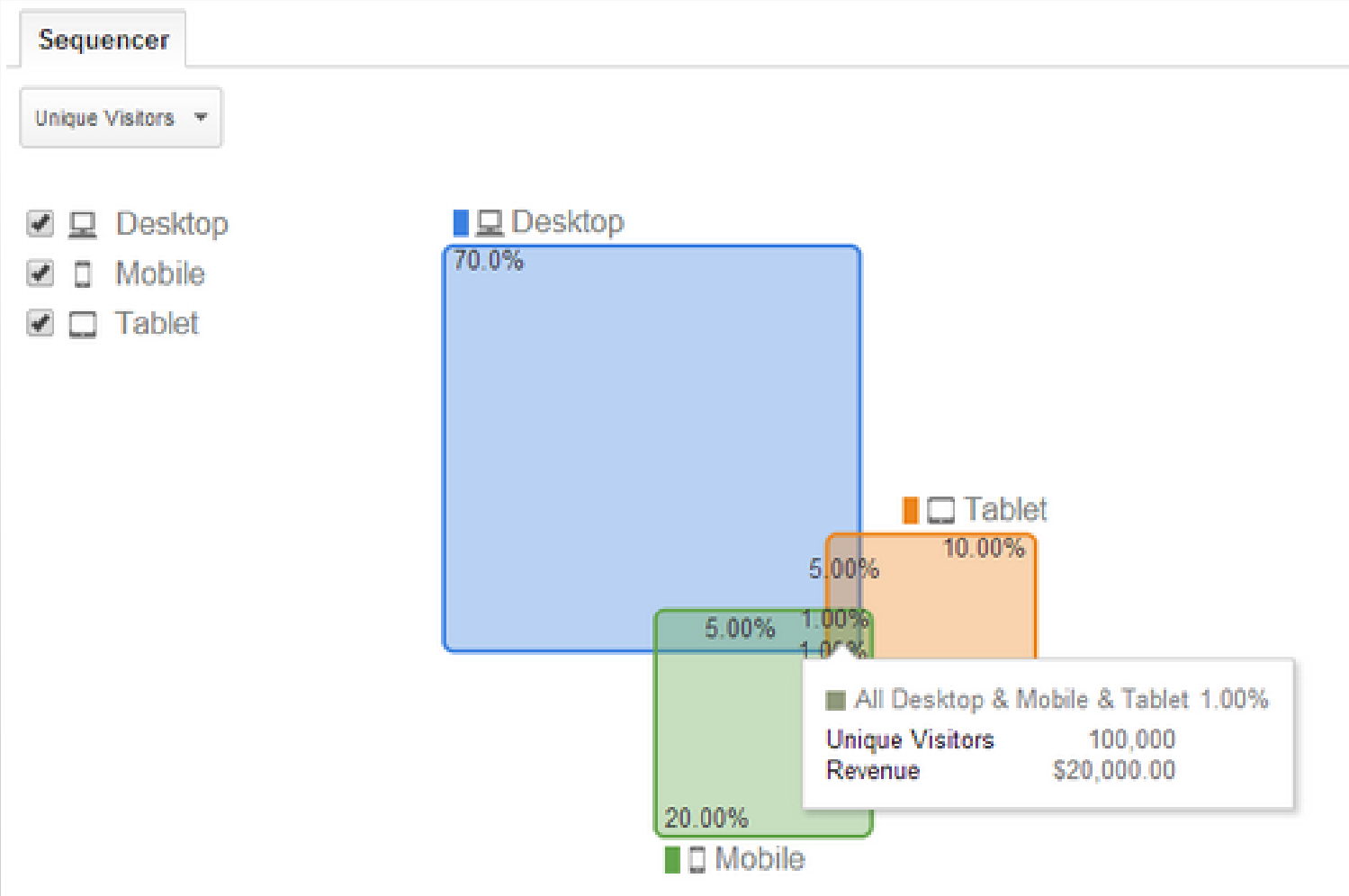


In marketing online, mereu avem ceva de invatat!

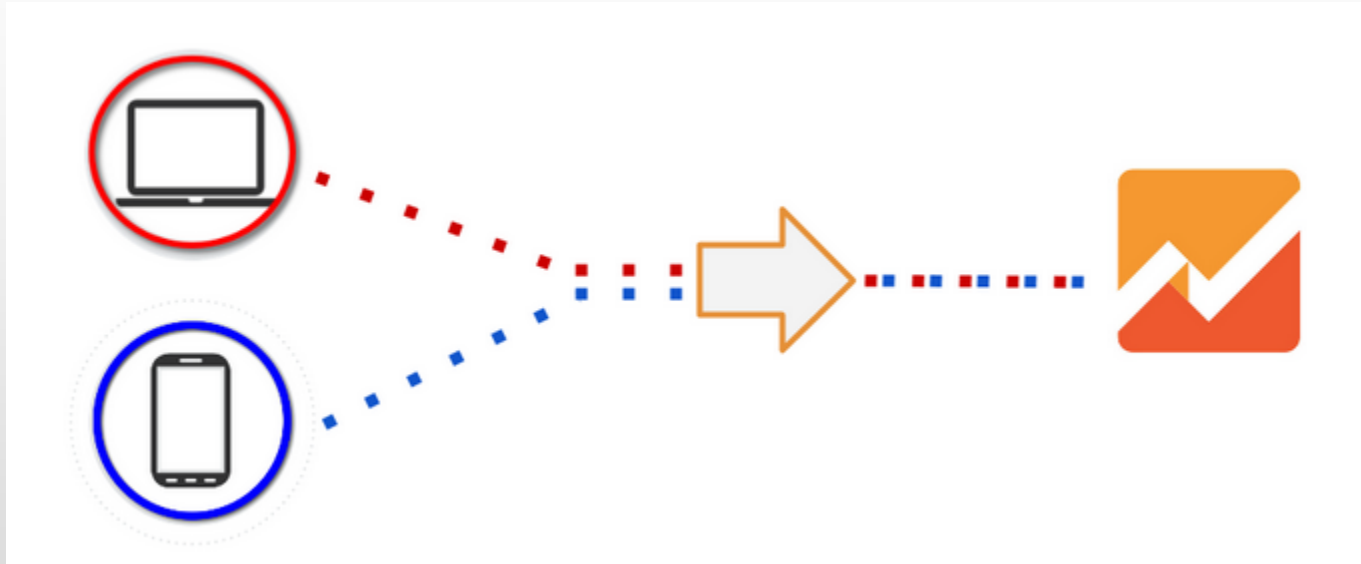


UNIVERSAL ANALYTICS

RAPOARTE CROSS DEVICE IN GOOGLE ANALYTICS



WEB + MOBILE APPS IN GOOGLE ANALYTICS



Metrici si dimensiuni comune pentru site-uri web si aplicatii mobile

CUSTOMIZARI IN GOOGLE ANALYTICS

Tracking Code

User-ID

Session Settings

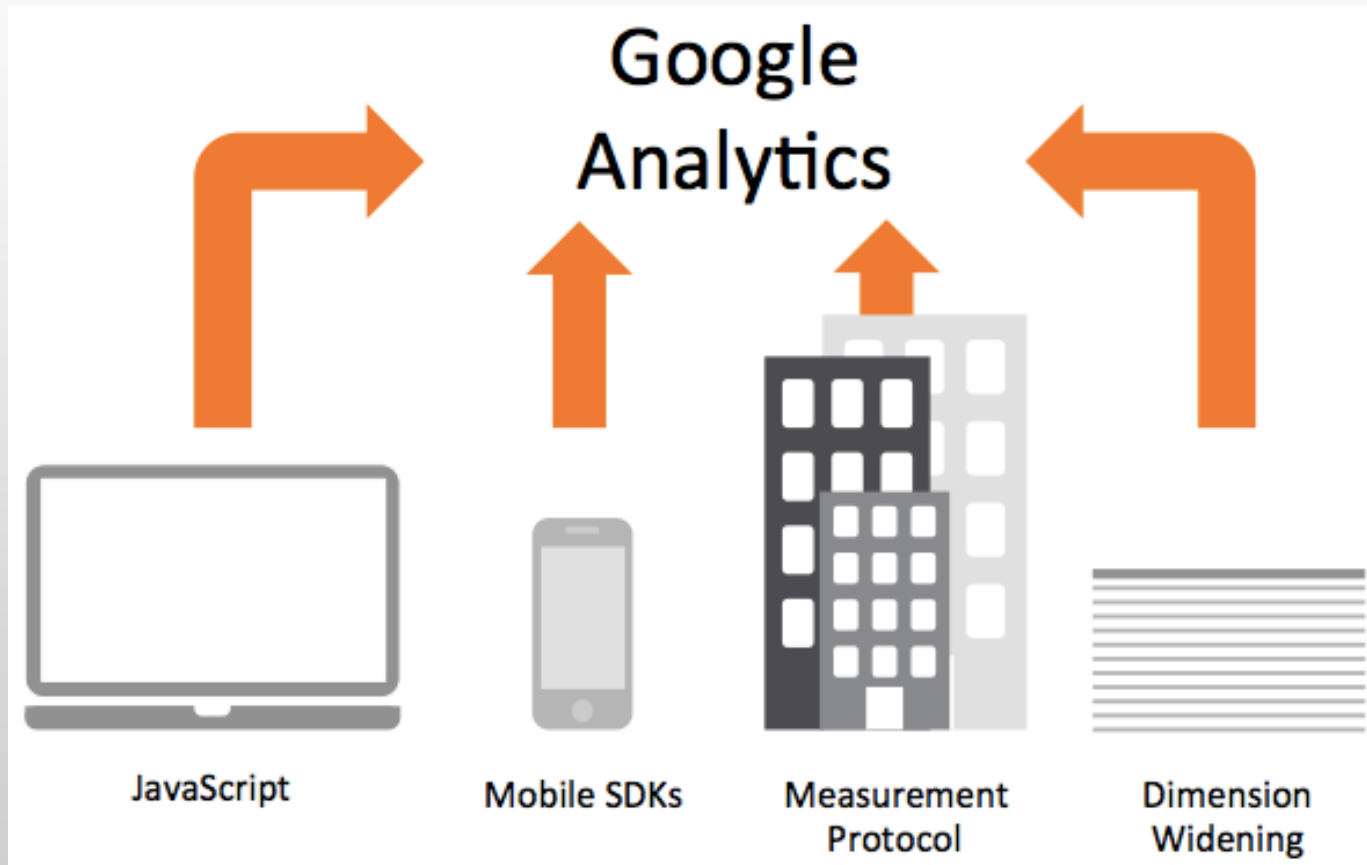
Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

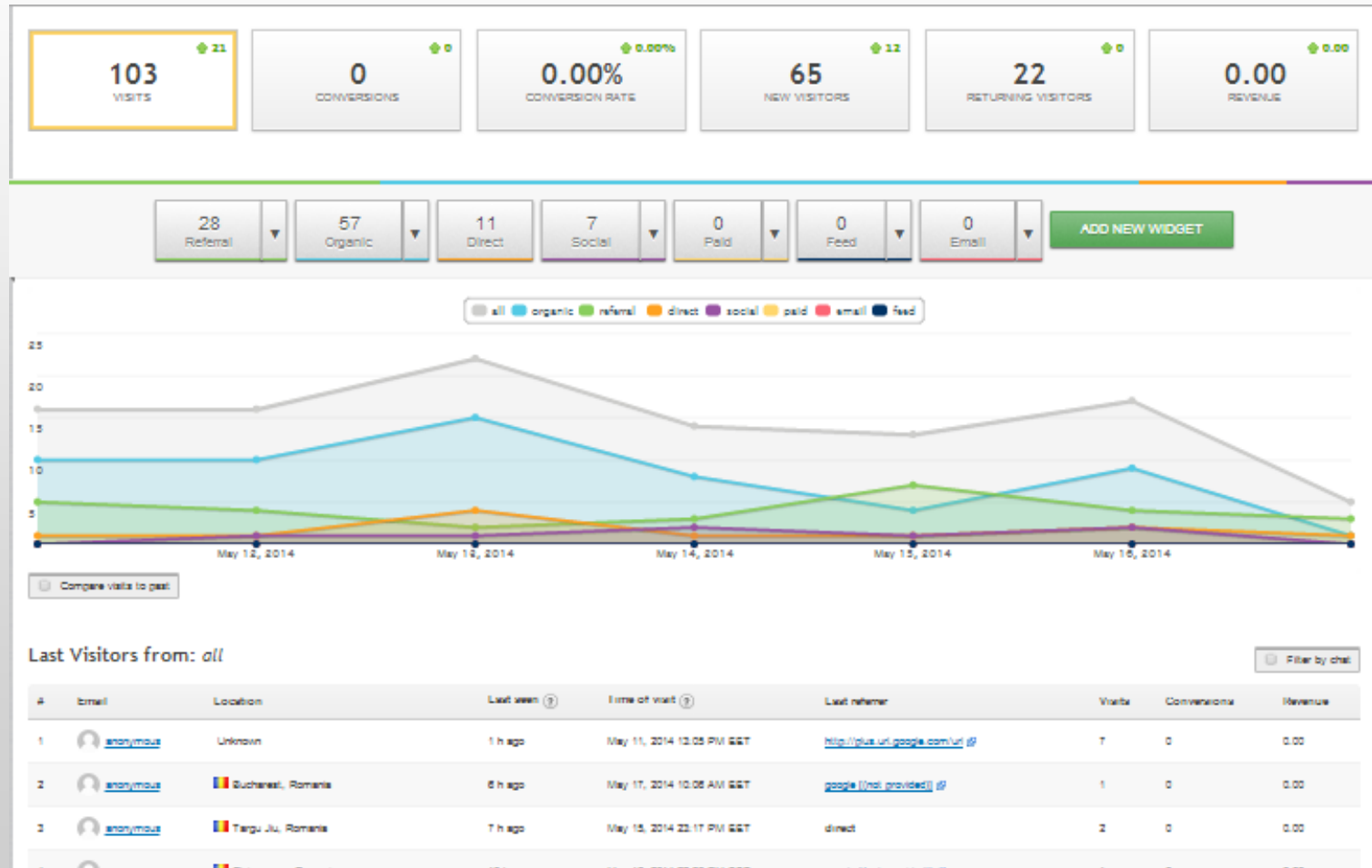
Flexibilitate prin setari server-side

IMPORT DE DATE IN GOOGLE ANALYTICS



MARKETINGUL DIGITAL SE SCHIMBA.
UN SINGUR INSTRUMENT DE ANALYTICS NU LE
POATE FACE PE TOATE

LEAD CONVERTER



PERSONALIZARE LANDING PAGE CU POP-UPS

Sign up for our Newsletter!

- ✓ Get our weekly updates
- ✓ Be the first to know about our special offers
- ✓ Keep up-to-date with our newest articles

Your first name

Your last name

Your email address

SUBSCRIBE

Pop-up creat cu **Lead-Convrtter.com**

PERSONALIZARE LANDING PAGE CU POP-UPS

Who will see this widget? ×

Include Exclude

- People coming from other websites
- People that view certain pages on your website
- People that exited a certain page or funnel
- People that have already converted
- People that are visitors to your website

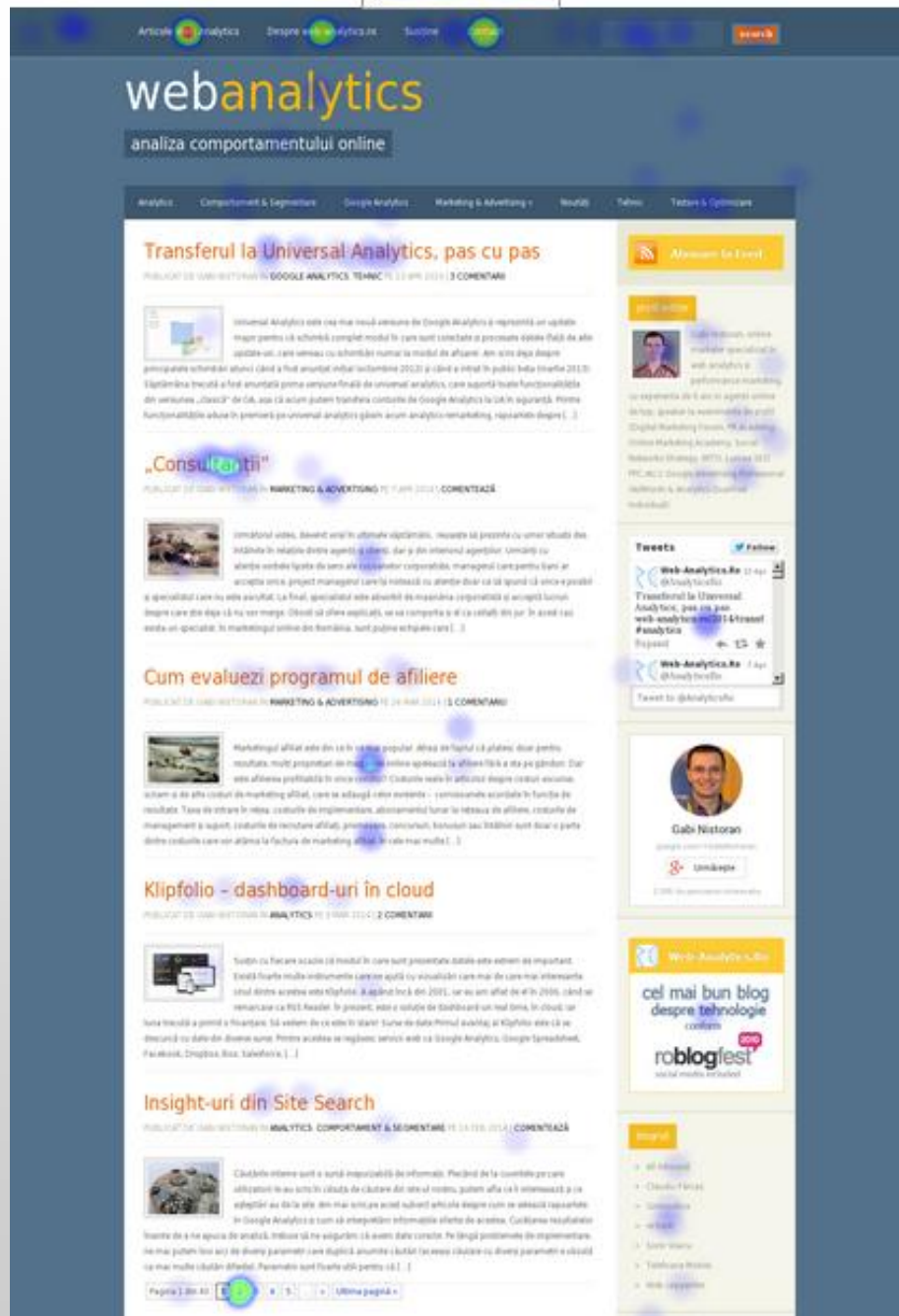
Show more

Pop-up creat cu **Lead-Convrtter.com**

HEATMAPS

PREZINTA VIZUAL CUM ESTE FOLOSIT SITE-UL DE CATRE VIZITATORI

Tools:
Lead-Converter.com
CrazyEgg.com
ClickTale.com
Inspectlet.com

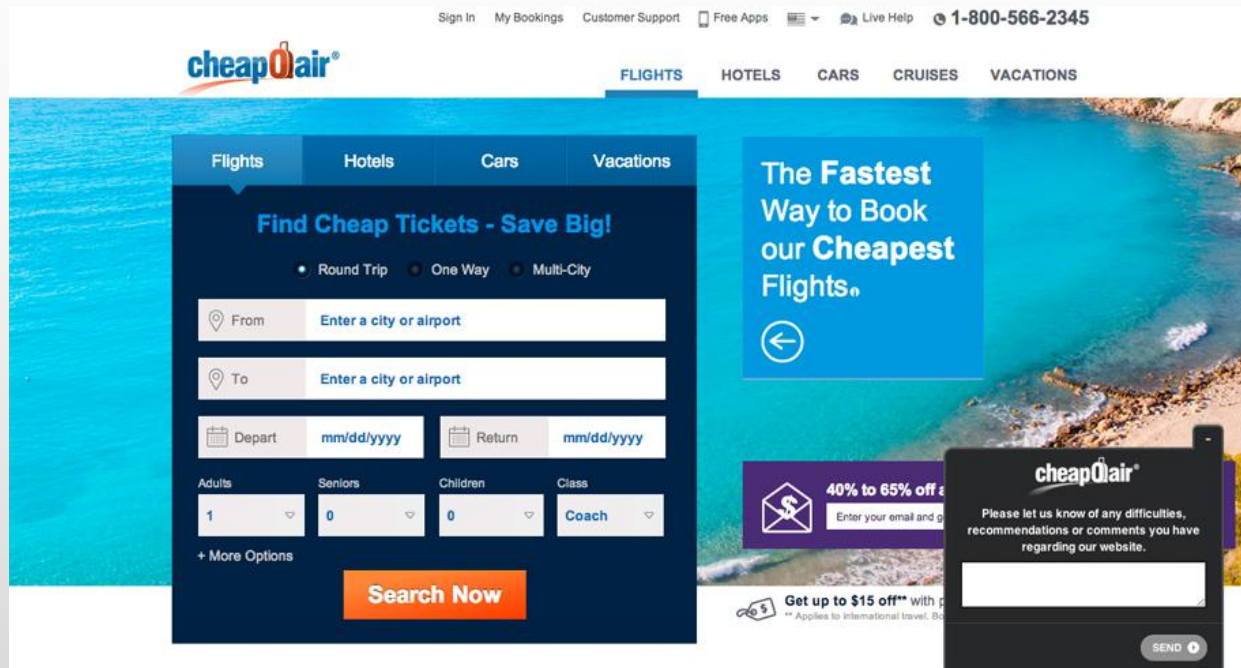


A/B TESTING



- STIINTA MARKETINGULUI
- NICIUN SITE NU ARE RATA DE CONVERSIE DE 100%, ASA CA ORICE SITE POATE FI IMBUNATATIT!
- ADUCE MAI MULTE CONVERSII FARA A INVESTI MAI MULT IN PUBLICITATE
- TESTEAZA IN CONDITII SIMILARE
- FORMULEAZA IPOTEZE SI APOI TESTEAZA-LE
- TOOLS: [OPTIMIZEZY.COM](https://www.optimizely.com), [VISUALWEBSITEOPTIMIZER.COM](https://www.visualwebsiteoptimizer.com), [CONVERT.COM](https://www.convert.com)

SONDAJE IN SITE



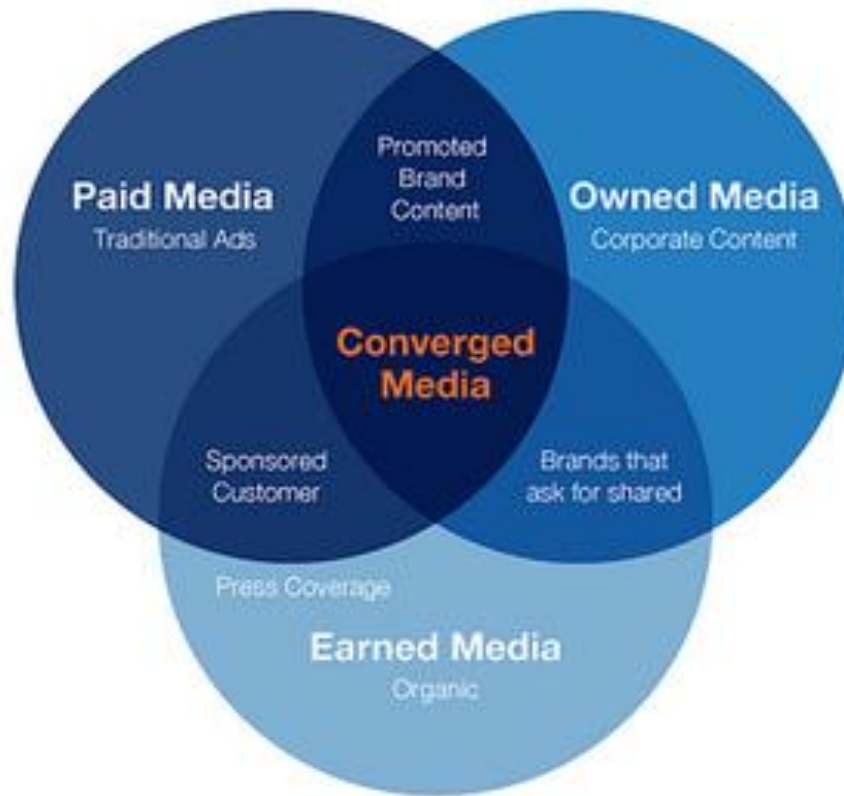
- PRIMESTI FEEDBACK INSTANT
- VIZITATORII ITI SPUN CE VOR SA IMBUNATATESTI
- ESTE FOARTE RAPID
- AJUTA INCLUSIVE LA SEGMENTAREA VIZITATORILOR
- NET PROMOTER SCORE
- TOOLS: QUALAROO.COM, SURVEYMONKEY.COM

MIJLOACE ONLINE



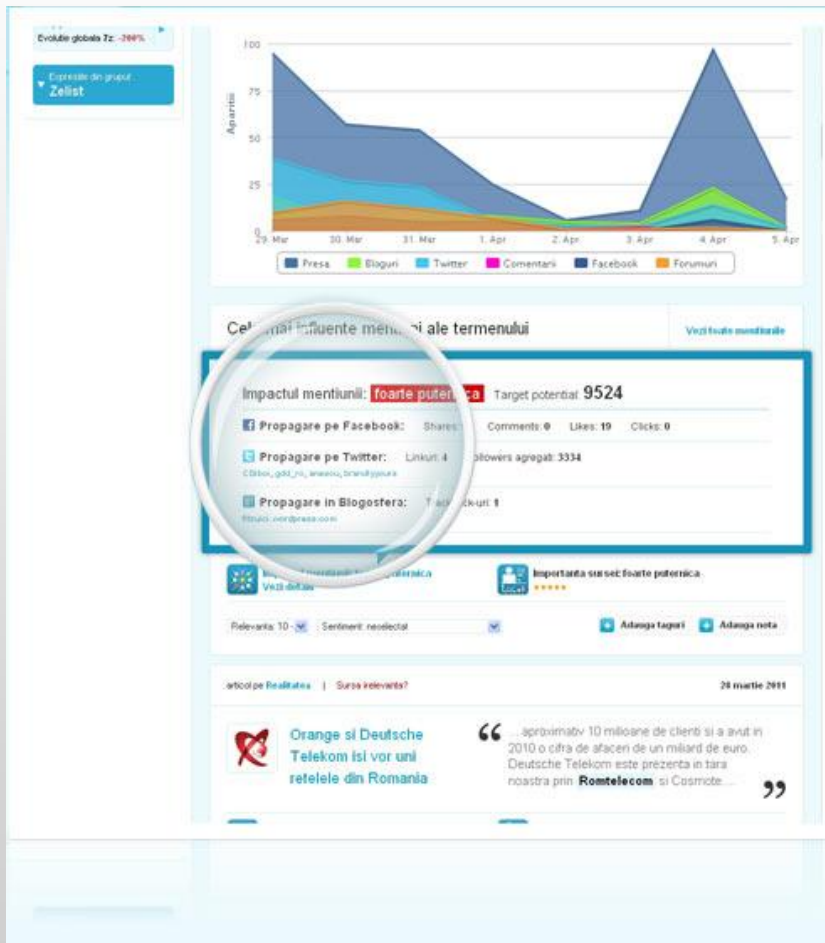
CLASIFICARE MEDIA ONLINE

Figure I: The Convergence of Paid, Owned & Earned Media



Source: "The Converged Media Imperative: How Brands Must Combine Paid, Owned & Earned Media" Altimeter Group (July 19, 2012)

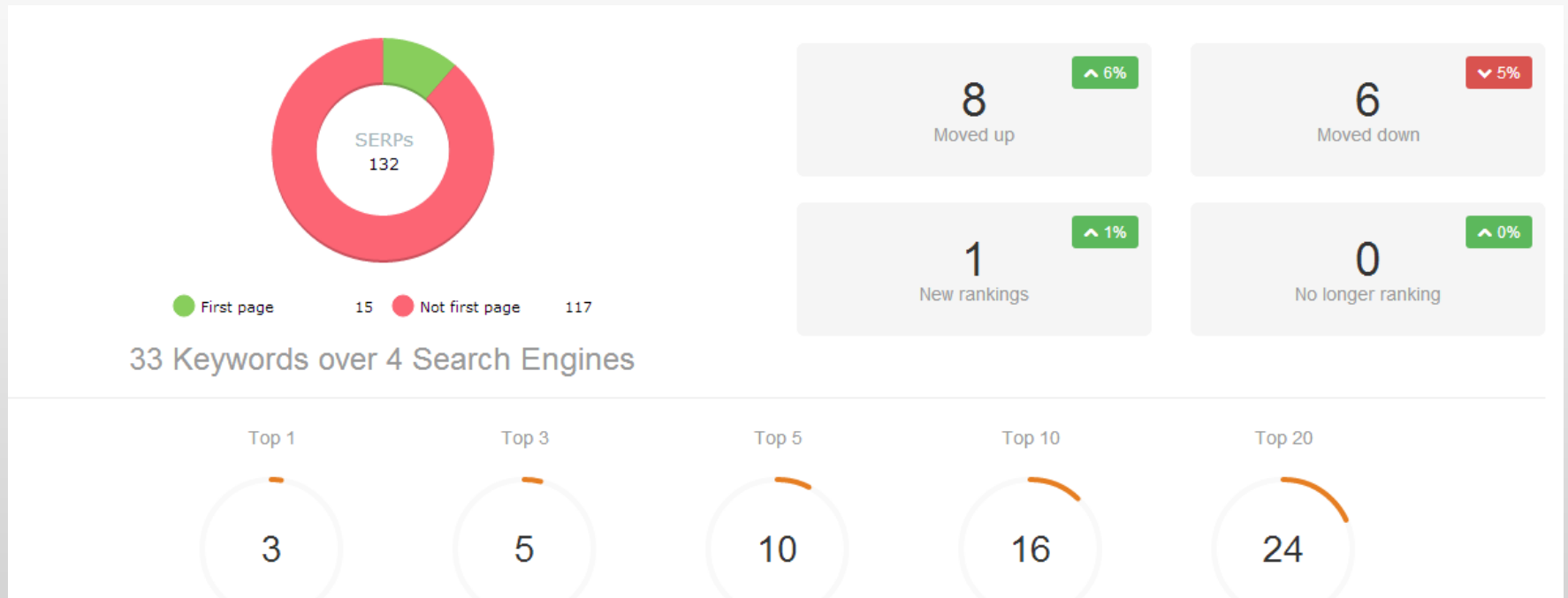
ANALIZA SOCIAL MEDIA










































SEO: ANALIZA LINK-URI

Select sites to compare 	flanco.ro	altex.ro	domo.ro
cognitiveSEO Link Rank™ 	36	40	37
Referring Domains	735	1231	908
Latest Links	20	4	17
Link Analyzed	3286	5505	3909
Referring IPs	637	1052	778
Common Referring Domains	199	293	238
Common Links	469	521	340
Total Referring Domains	785	1517	1239
Total Links	141360	238523	497692
Pages	623	1270	856
Common Anchor Texts	71	71	71
Total Anchor Texts	560	1224	827
MajesticSEO Domain Trust	48	51	23
MajesticSEO Page Trust	15	12	18

SEO: ANALIZA REZULTATE (RANKINGS)



SEO: ANALIZA REZULTATE (RANKINGS)

web-analytics.ro				conversion.ro ▾		
Keyword 	 Yahoo Romania 	 Bing Romania 	 Google 	 Yahoo Romania 	 Bing Romania 	 Google  ▲
 gabi nistoran	3 	-	1 	-	-	15 
 insight-uri	-	-	16 	-	-	22 
 web analytics	11 	-	4 	-	-	-
 analytics	-	-	8 	-	-	-
 comportament online	6 	-	6 	-	-	-
 masurare web	-	-	9   1	-	-	-
 analiza web	-	-	3 	-	-	-
 kpi	-	-	-	-	-	-
 optimizare web	-	-	45 	-	-	-
 afiliere	-	-	43   1	-	-	-

SEO: ANALIZA SITE

The screenshot shows the Website Auditor interface for a site named 'WA Blog'. The top navigation bar includes a cloud icon, the site name 'WA Blog', and user profile icons. The main header area contains the title 'Website Auditor', a 'Priorities' dropdown menu, a settings gear icon, and a status box indicating 'PAGES CRAWLED TODAY: 0/10,000' with a green 'Start Crawl' button.

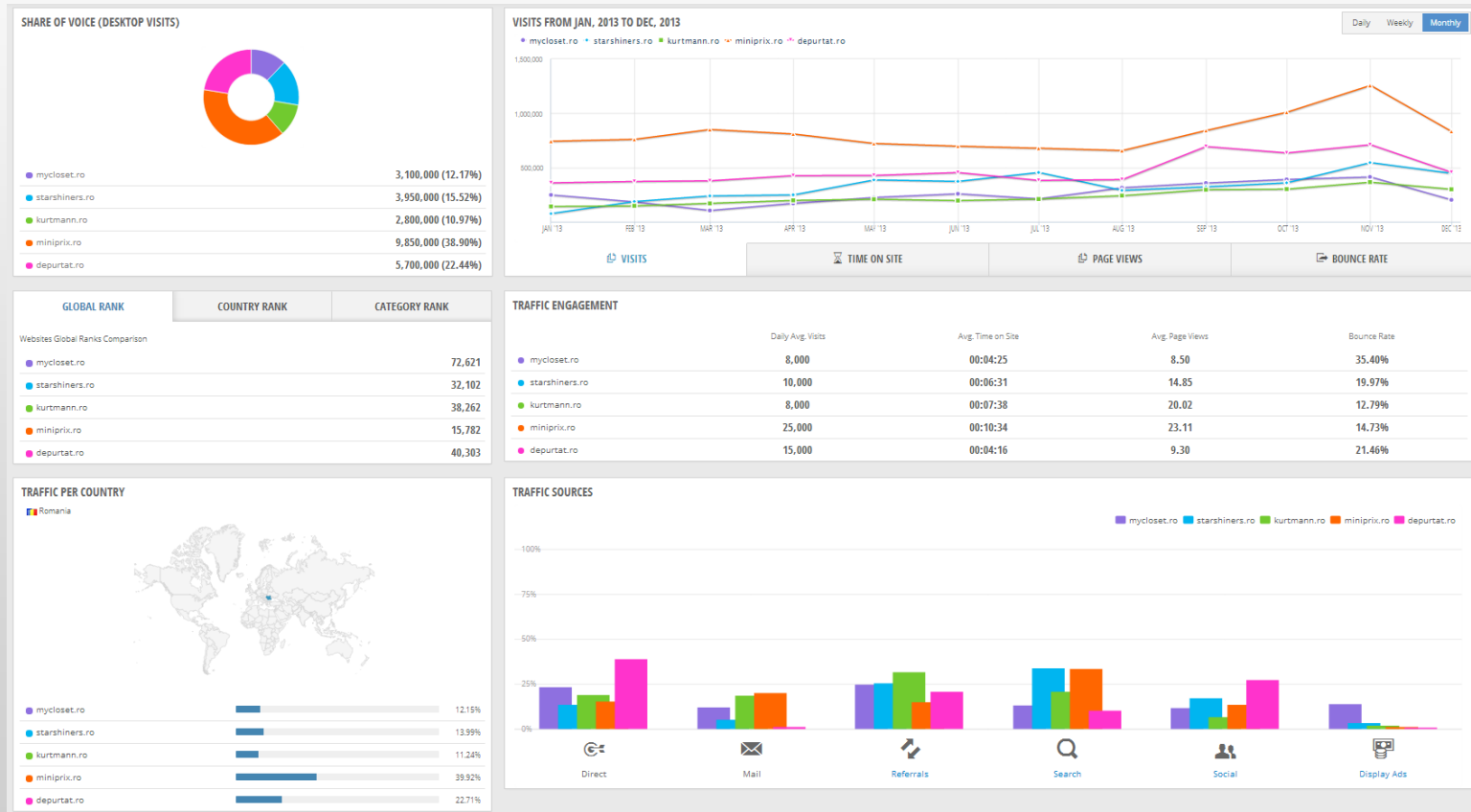
The central dashboard displays the last crawl date as 'April 28, 2014 07:45 PM'. Below this, three large summary cards are shown: '3 ERRORS' in red, '308 WARNINGS' in orange, and '100 PAGES CRAWLED' in grey. Each card has a minus sign icon in the top right corner.

Below the summary cards, there are three tabs: 'Errors 3' (active), 'Warnings 308', and 'All crawled pages 100'. The 'Errors' tab is expanded, showing a list of three items:

- 1 External links missing ALT
- 2 External links missing anchor

The left sidebar contains navigation options: Dashboard, Rankings, Reports, Research, and Settings. At the bottom of the sidebar, there is a progress indicator with a green bar.

COMPETITIVE INTELLIGENCE





INSTRUMENTELE NU AU NICIO VALOARE FARA
PERSOANE BINE PREGATITE CARE SA LE
FOLOSEASCA!

Multumesc!

web-analytics.ro