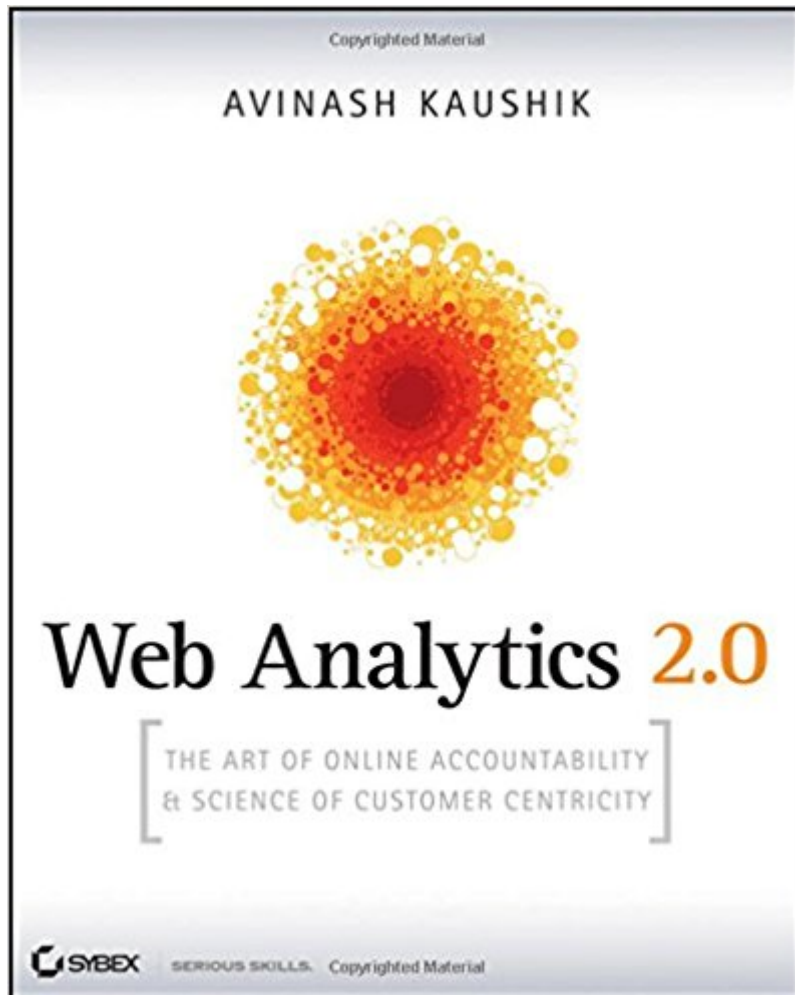


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# Web Analytics 2.0: The Art Of Online Accountability And Science Of Customer Centricity



## Synopsis

Adeptly address today's business challenges with this powerful new book from web analytics thought leader Avinash Kaushik. *Web Analytics 2.0* presents a new framework that will permanently change how you think about analytics. It provides specific recommendations for creating an actionable strategy, applying analytical techniques correctly, solving challenges such as measuring social media and multichannel campaigns, achieving optimal success by leveraging experimentation, and employing tactics for truly listening to your customers. The book will help your organization become more data driven while you become a super analysis ninja! Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

## Book Information

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## Customer Reviews

As with most books, I started by taking a look at a few sample pages of the book before getting deep into it. My first data point was page 248: where Avinash describes elegantly a case study on measuring offline applications using Google Analytics. Exquisite. Then, on page 279 he shows how to analyze video influence on revenues. Amazing. After leafing through the book for a while I went back to the beginning and I really enjoyed the way Avinash Kaushik links the content; bringing basic and important concepts and very advanced techniques side by side. The book has a friendly tone, i.e., it feels like walking down the street and talking to a friend. Avinash knows when to soothe the reader and let him know that this might be frustrating or difficult, he does not pretend to give all the answers. A central theme on Avinash philosophy also in his previous book (*Web Analytics: An Hour*

a Day) is that people will bring change, not tools. So, even though he proposes several techniques for choosing vendors, he puts in its place: if you don't have people, you better look for them, no tool will help you. For every \$100 you have, you should invest \$90 on people and \$10 on tools. This book describes a holistic approach of the Web Analytics field which he defines as "the analysis of qualitative and quantitative data from your website and the competition, to drive a continual improvement of the online experience that your customers, and potential customers have, which translates into your desired outcomes (online and offline).

Lots of good information, but there are no descriptions for any software or how to get the reports seen in the book. I am trying to recreate these reports using Google Analytics, Coremetrics and Omniture. It seems that most of the reports are the standard reports out of Google Analytics, but I am having a difficult time recreating some of these with other software. I think this was a great book, but I have a few things I disagree with: Page 85, he says if he could only have one report, it would be Outcomes by All Traffic Sources. This report shows Goal Conversion Rates, but he does not describe what these are. In Google Analytics, these are custom, so this could be anything. I am disappointed, he does say it is important to measure ROI, but does not talk about how to do this. The author says that you can do this by comparing the data from Google to your campaign data. It is not that easy. You have to know how much was spent, and you have to know how much incremental revenue came in from SEO/PPC efforts. It is not an easy task. Test and control or some other method should have been addressed. In calculating ROI for PPC in chapter 11, he assumes that all visits from PPC are ones you would not have without the ad. Not necessarily true. In Chapter 7, testing is finally addressed. I disagree with his method of testing the impact of PPC by turning it off and on completely; this does not take into account any seasonality that may occur naturally in web traffic. This is also a problem if there is a lot of variation in web visits and sales over time. Why not try test and control markets: turning it off in some regions and have it on in others? This method would allow you to compare the on and off markets and find incremental sales.

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