



*The Internet allows us to address our target audiences based on their behavior rather than on their socio-demographic data*



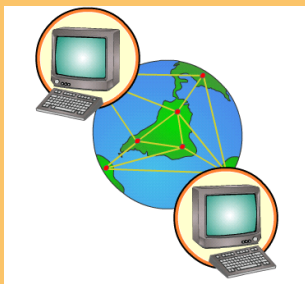
### Introduction

Any of you who knows the slightest thing about the wealth of data available on the internet, no doubt was wondering when were we going to talk about today's subject: data analysis on the web.

Well, that time has come. In a world where we have passed from talking about "the 25-year-old, upper-middle class male" to talking about "the person who behaves in a certain way and who responds in a unique way to a set of stimuli such as Advertising or Marketing", the information gathered on visitors to our website tends to be more complete and enriching (if one knows how to implement what these data tell us).

Variables such as statistical data about the pages visited by each user, the amount of time spent at each page, menus accessed, where users have clicked, or what videos they have seen, correlated with the interest shown in our products or even with the actual purchases. All of this will tell us if the consumers that bring greater benefits to the Company visited some specified web content, thus allowing us to learn from it in order to attract the most profitable customers to visit our website.

*External data vs. internal data*

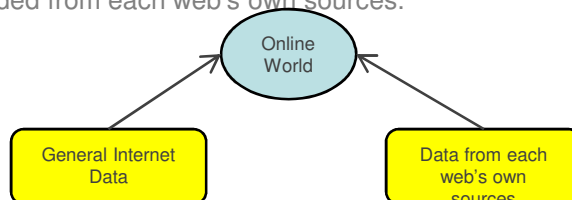


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### Web metrics vs. web analytics

- Using these two terms American researchers differentiate what is generally understood as measurement of any event taking place on the Internet.
- On the one hand, data such as how many people have access to a website, how many web pages exist, what are the most frequently visited pages, etc: WEB METRICS.
- As opposed to data from a specific Web Page (how many people visit it, how do they surf, for how much time, etc): WEB ANALYTICS.
- In the second case, which is the one considered here, the leading role will be played by the systems and programs capable of drawing conclusions from data provided from each web's own sources.



*It is necessary to quantify the Return that a web page can generate for a Company*



*Key points:*

*. Become the first search choice*

*- Develop a high quality web site*



### ROW (Return On the Web)

- To the question “why have a web page?” In today’s world, there is only one answer : “to enhance the profits of our company” (either tangible or intangible benefits).
- Our website has to be a business tool designed to:
  - Attract consumers.
  - Communicate with them.
  - Attract Internet surfers to our products.
  - Increase their purchasing propensity or their actual purchases.
- Therefore, to show that our web page is generating return we have to demonstrate:
  - That we are attracting more and more customers.
  - That we can, as we get to know how they surf and what they do, offer them the things they are more likely to want, and in this way motivate them to increase their time spent surfing our website and interacting more with our brand.
  - That, in fact, sales are going up.

### Attracting consumers

- The web is now the first place where people can better discover, compare and decide what they want to buy.
- Both through the off-line channel and through our own on-line channel, we should be leading the results of general searches for subjects related to our company products.
- Not forgetting the fact that, once on the page, whether customers choose to stay, return, or leave for good, will depend on a set of very specific parameters such as page load speed, ease of use in content management, functionality, innovation, internal search engines, etc.
- What are your goals for each type of visitor?:
  - Those who visit our web page frequently
  - Visitors who stay longer on our page
  - Those who visit a greater number of pages
  - Those who buy a greater variety of products
  - Those who buy more frequently
  - Those who spend more money

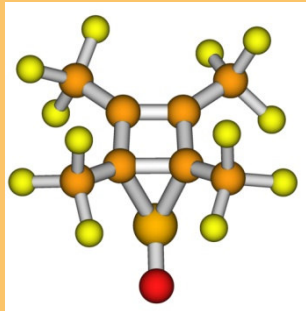
Only with Expert Systems, based on Behavioral Models, we will be able to have Just-In-Time strategies for every surfer



# Marketing Analytical Consulting

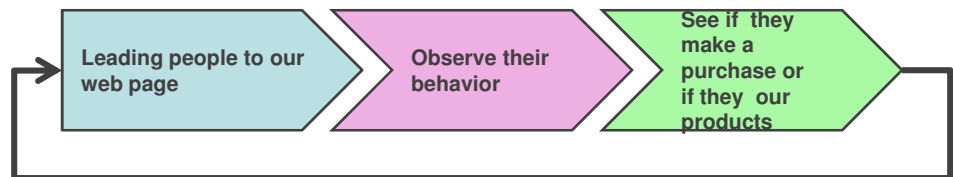
*Mathematics at the Service of Marketing*

*We can develop a system that learns on its own.*



## Communicating with our visitors

- It's not a question of engaging in a chat with your customers or emailing them, but, on the basis of behavioral modeling, being able to deliver the right message, to the right person, at the right time.
- The optimization scheme that we should implement in this case is the following:



Why did they buy?  
How can I sell more?

Possibility of automating the behavior of a web page

*We can evaluate and decide as we go along*



## Attract them to our products and manage to increase sales

- Using the right measurement tools, the time needed to evaluate the effectiveness of a specific action can be minimized on the Internet,.
- Immediately after the system decides to offer a specific content to a visitor, we will know what his reaction has been, and, therefore the effectiveness of our content.
- In this way, the manner in which we are going to attract consumers to our products will help assure continuous optimization: PERFORM – LEARN – PERFORM – LEARN...
- Besides, we can always use any opportunity to interact with your visitors. CARITAS, for instance, uses a simple system that can provide information quickly about the opinion of a customer regarding their products, services, and even about future actions they might want to test.
- We should not miss the chance to ask those who visit the site. It is up to them to answer or not.

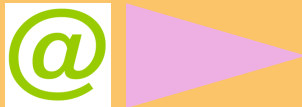
*On the fast track*

• Summing up what has been said so far, the following concepts should be kept in mind:



**Behavioral Targeting**

Targeting an audience who share in common, not the city they live in, not sex or age, but the way they behave in the online world.



**Click Analysis**

The process by which data are collected, analyzed and conclusions drawn from the data obtained from the pages visited by the Internet surfers. **HOW DO YOU OPTIMIZE IT?**



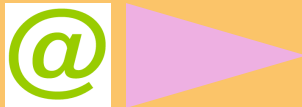
**Extrapolation of results**

A data fusion method based on learning from some consumers so as to make better offers to other consumers.



**Competition Analysis**

Analyzing the web pages of our competitors in order to know their strengths and weaknesses.



**Cost-per-click**

How much do advertisers pay for every click which gets consumers to their web page? **HOW DO YOU OPTIMIZE IT?**



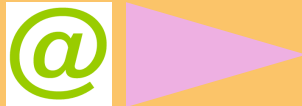
**Cost-per-sale**

How much does an advertiser have to pay to generate a sale? **HOW DO YOU OPTIMIZE IT?**



**Analysis of webpage searches**

Examine the data from webpage searches performed by your visitors.



**Pay-per-click**

Model according to which advertisers only pay for the clicks that interest them. **HOW DO YOU OPTIMIZE IT?**



**Web expert system**

Continuous learning process which analyzes the web page content and its results.



**Search Marketing**

Purchasing keywords linking consumer searches to your website **HOW DO YOU OPTIMIZE IT?**



# Marketing Analytical Consulting

*Mathematics at the Service of Marketing*

## Expert System Outline for Behavioral Models on the web

• We conclude our Newsletter with a summary showing how these types of tools take full advantage of your web metrics:

*Results should always be measured in this type of system: the system has to serve for the benefit of the company.*



Possibility to establish new variables

