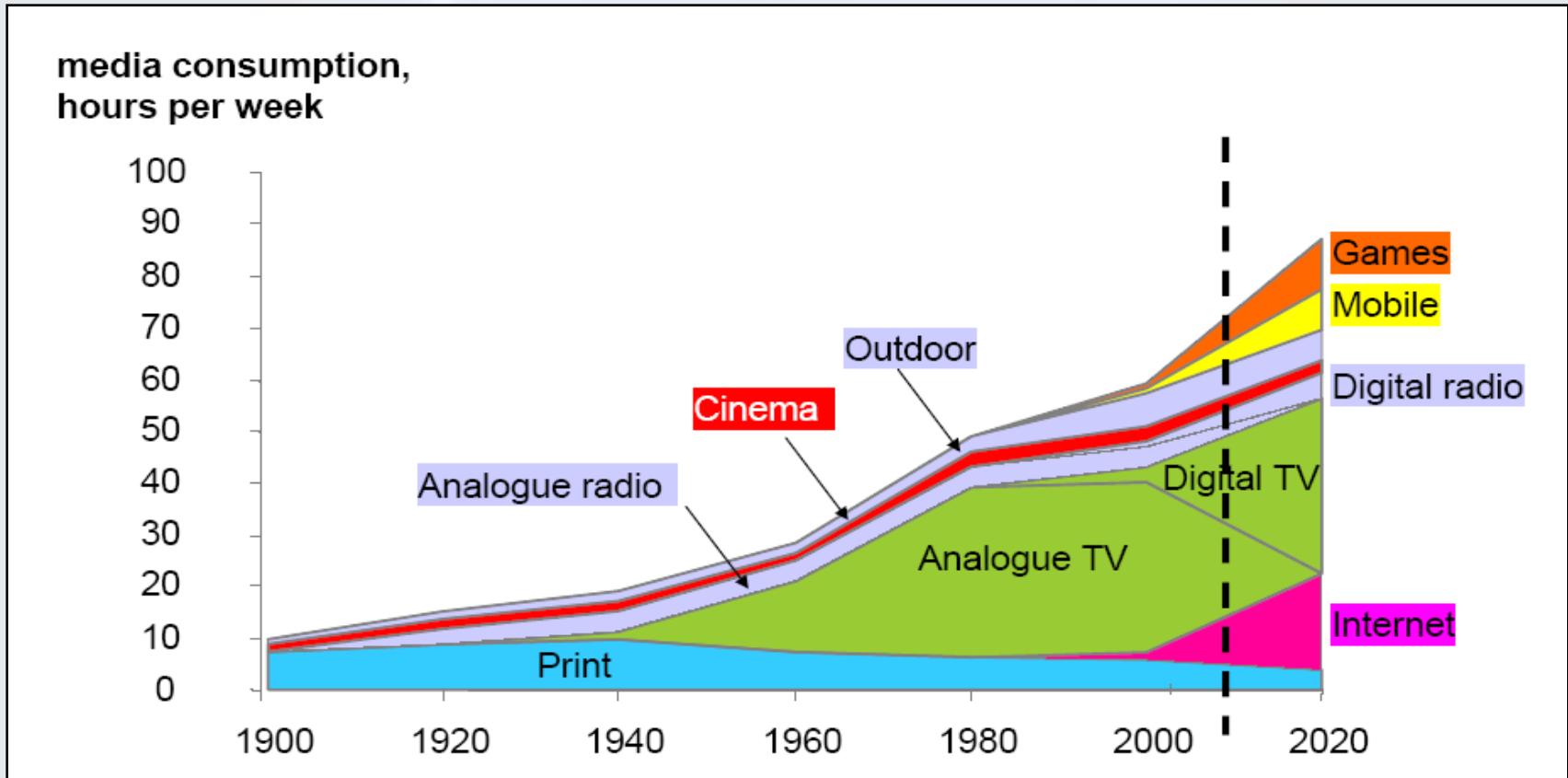


Kako postaviti sistem spremljanja marketinške/komunikacijske učinkovitosti na spletu?



INTERAKTIVNO!

Vse je interAKTIVNO



Source: Forrester, OMD

Nekaj začetnih nasvetov

- Zastavite si cilj
- Izberite najpomembnejše metrike
- Definirajte metrike in njihovo uspešnost
- Spremljajte rezultate
- Testirajte
- Vzpostavite svoje standarde
- Lovite trende
- Upoštevajte razlike med okolji



INCREASE OF
WEBSITE VISITS



USER
REGISTRATION



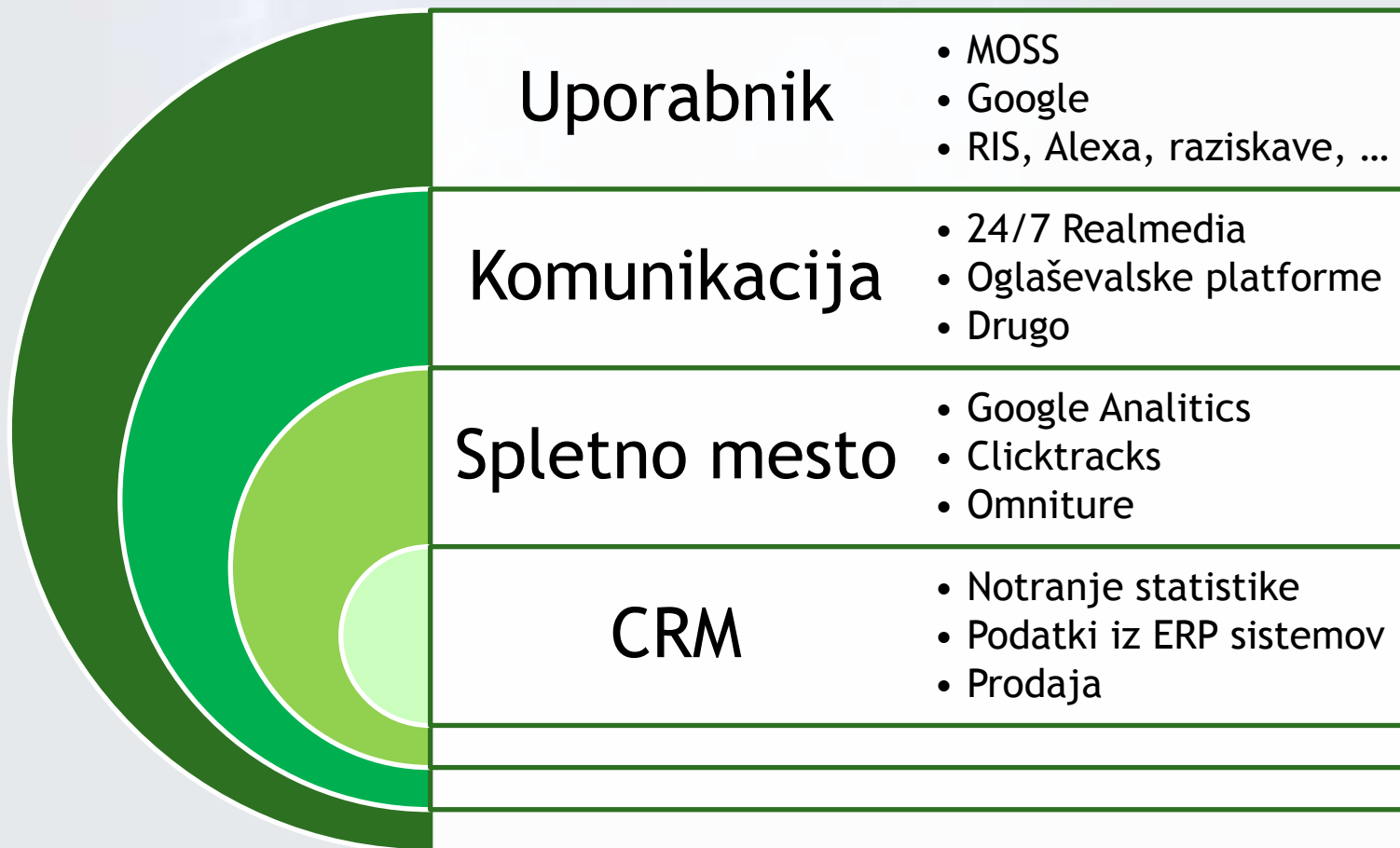
4

5

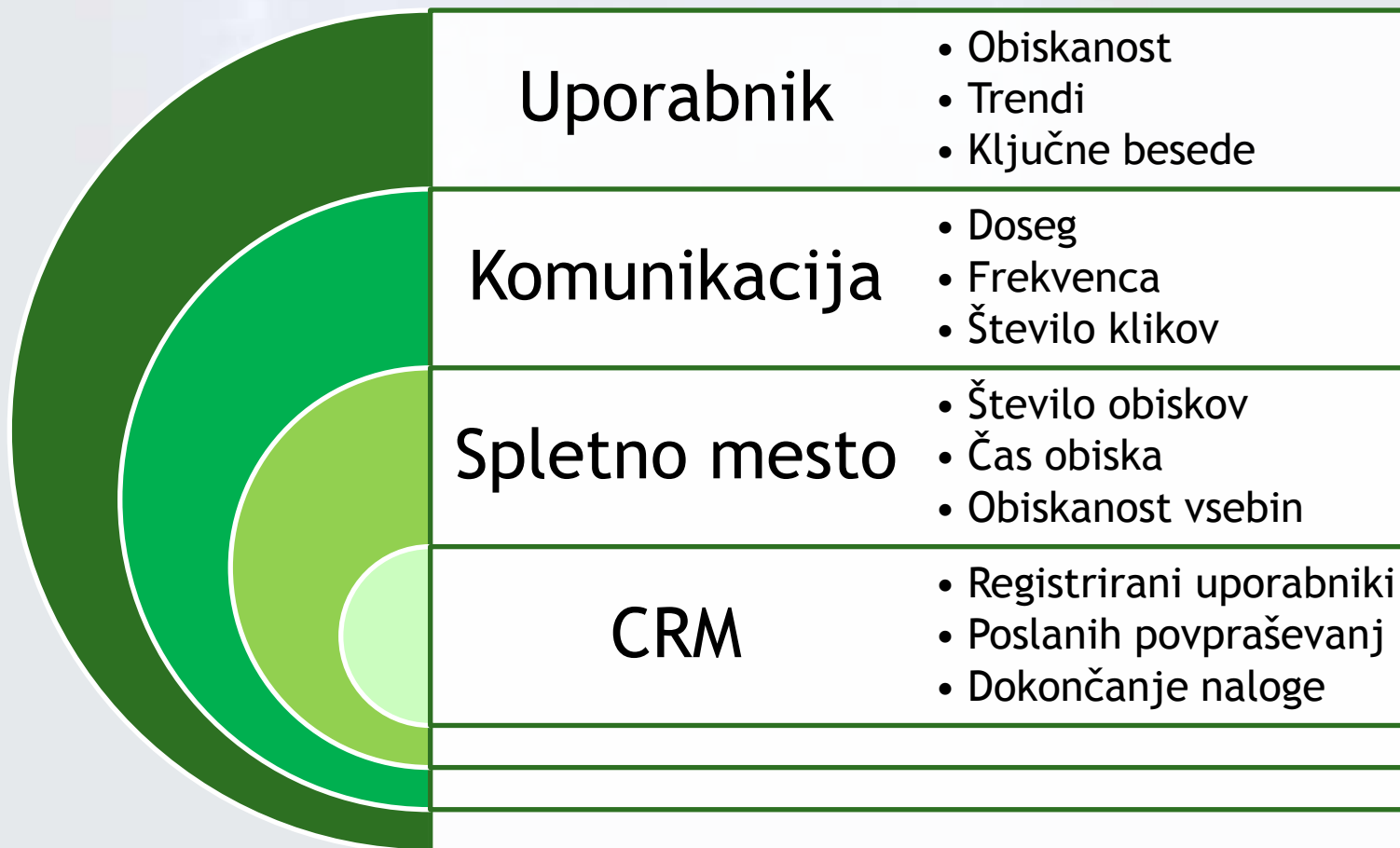
6

	Reach	Efficiency	Consumer	Cross-channel	Emergent
Type	Simple, reach-driven	Behavior- and cost-driven	Attitudinal and longer term	Multi- and cross-media influences	Perception and engagement
Example metrics	<ul style="list-style-type: none"> • Ad click-throughs • Email opens • Ad impressions • Unique visitors • Single access ratio • Registrations 	<ul style="list-style-type: none"> • Single Access Ratio • Cost per click • Cost per keyword • Cost per action 	<ul style="list-style-type: none"> • Brand perceptions • Purchase intent • Awareness • Recency • Frequency • Retention 	<ul style="list-style-type: none"> • Return on marketing investment (ROMO) • Marketing mix modeling ROI • Customer lifetime value 	<ul style="list-style-type: none"> • Sentiment on blogs, forums • Consumer attitudes • Word of mouth • Level of interaction
Insight	<ul style="list-style-type: none"> • Number of consumers reached • Very basic insight into actions driven by marketing 	Effectiveness of spend on direct action	<ul style="list-style-type: none"> • How consumers' opinions are influenced by marketing • Proxies for loyalty 	<ul style="list-style-type: none"> • Sales/awareness driven by specific channel investment • Influence of channels on each other and together 	Longer term, more all-around view of consumer

Merjenje



Merjenje



Kategorija lepotni izdelki - primer



[Za Odpornost in Zdravje](#) 
 BIO-kolostrum NaturaMedica daje 25%
 VEČ kot drugi kolostrumi - DOKAZANO
www.naturamedica.si

Vir	Ogledov	Klikov	CTR	Doseg	Obiskov	Pridobljenih kontaktov	
Slikovni	216.746	2.090	0,96%	43.913	1.633	718	43,97%
Tekstovni	1.382.197	1.979	0,14%		1.703	1.525	89,55%
Skupaj		4.069			3.336	2.243	
							67,24%

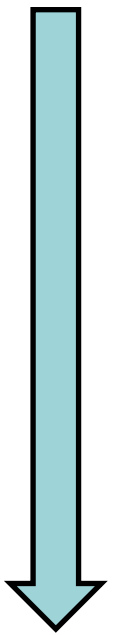
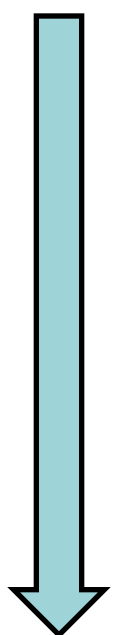
Nova pozicija

Novo spletno mesto

Testna akcija

Beleženje odzivov

Optimizacija



Proces nakupa

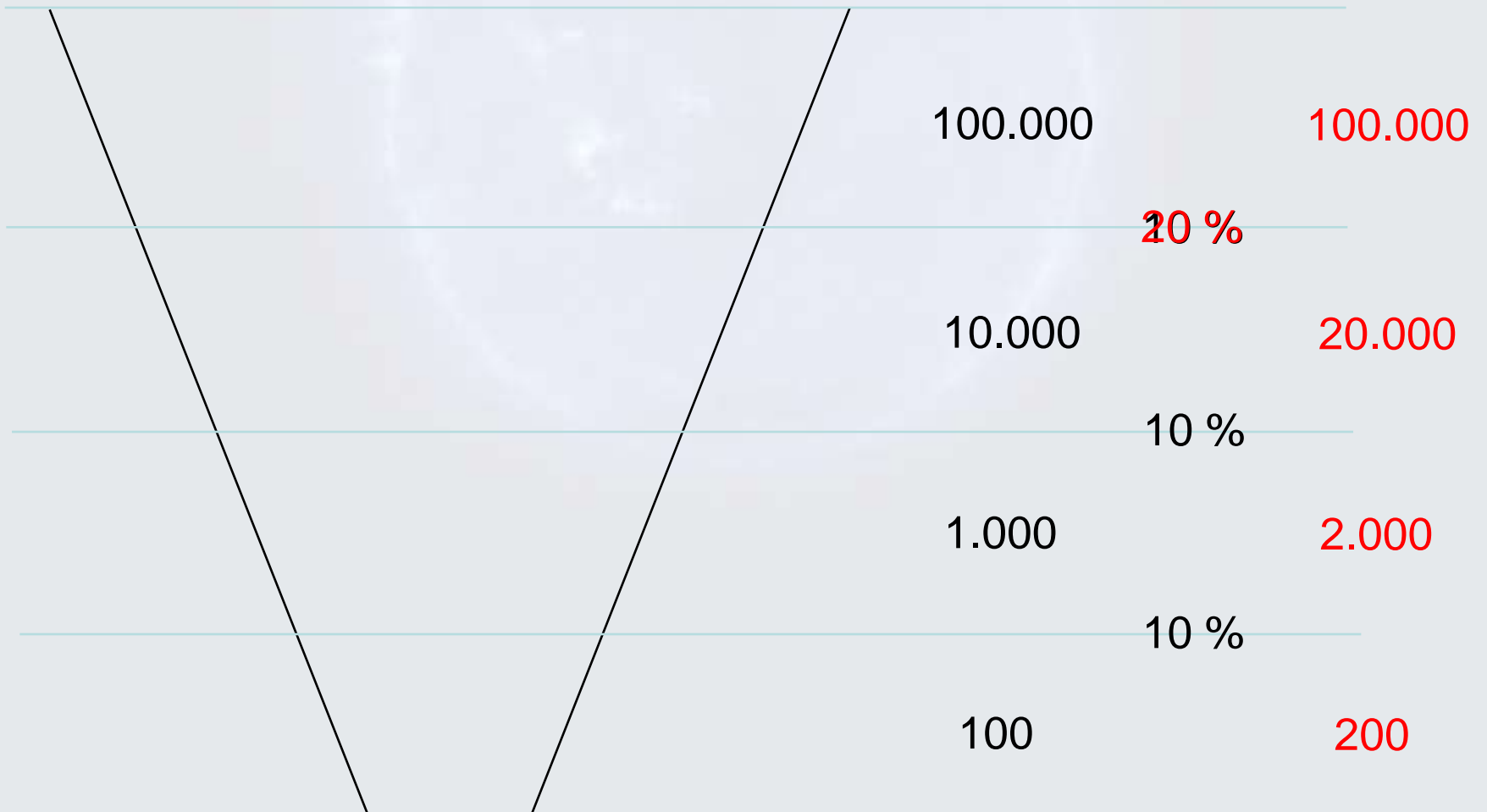
	Od	Do	Stopnja konverzije (št. obiska vs. št. ogleda obrazca)	Stopnja konverzije (št. obiska vs. št. naročil)
Prvo obdobje	15.jul	26.jul	11,18%	2,94%
Brez oglaševanja	27.jul	2.avg	14,37%	2,87%
Drugo obdobje	3.avg	12.avg	11,64%	1,36%
Brez oglaševanja*	13.avg	31.avg	10,62%	1,32%
Tretje obdobje	1.sep	30.sep	16,91%	2,05%

10%

80%

Iskalniki, forumi, drugi zapisi

Konverzijska stopnja



Primer pregleda nad metrikami

	2010	2011	2012	...
Število obiskovalcev (MOSS) - mesečno	2.000	1.000		
Število obiskovalcev (MOSS) - letno	150.000		
Število aktivnih obiskovalcev - KS	35%			
Število aktivnih obiskovalcev	52.500			
Število kontaktov - KS	10%			
Število kontaktov	5.250			
Število Povpraševanj - KS	30%			
Število Povpraševanj	1.575			
Število Prodanih produktov - KS	30%			
Število prodanih produktov	473			

Investicije v SEM, SEO	30.000			
Investicije v produkcijo	5.000			
Investicije v zakup medijskega prostora na spletu	330.000			
Investicije v vsebine	20.000			
Investicije v community management	15.000			
Investicije v mobilni marketing - servis	0			
Investicije v komunikacijo	400000			

ISKALNI MARKETING

GOO

Web

Images

Groups

what is the meaning of life?

Google

Products & Services

Finding statistics

News & Press

About Statistics Sweden

The image shows a screenshot of the Statistics Sweden website. Four orange arrows point from text labels above to specific elements on the page:

- An arrow from "Finding statistics" points to the "Statistik" menu item in the top navigation bar.
- An arrow from "Products & Services" points to the "Produkter & tjänster" menu item.
- An arrow from "News & Press" points to the "Nyheter & press" menu item.
- An arrow from "About Statistics Sweden" points to the "Om oss" menu item.

The website content includes:

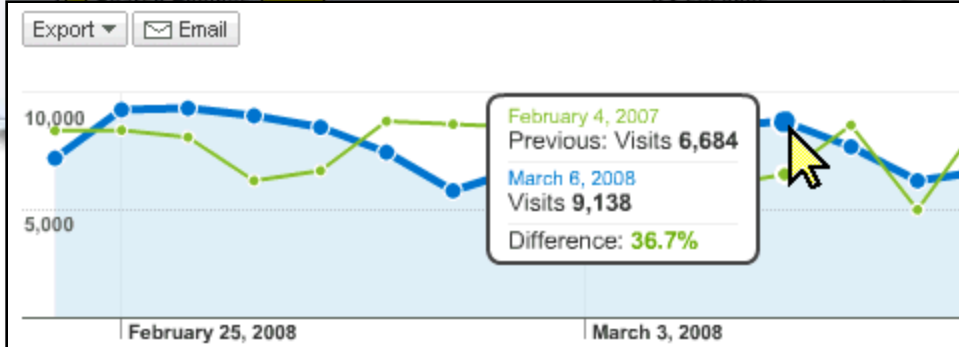
- A header with the logo "Statistikcentralen" and a search bar.
- A main banner featuring two women and the text "Welcome to the new website" and "We have the statistics".
- A section titled "Learn how to publish your own statistics" with a sub-heading "What do we do".
- A sidebar on the right with a "Quick facts" section listing statistics such as "Population 9,023,675" and "GDP per capita 42,171 SEK".
- A footer with contact information and a logo for "Statistikcentralen".

Number of Visitors

All visitors	116503
Search Engines	51398
Product Pages	5288
Converted	2662

Average Time On Site

All visitors	64 seconds
Search Engines	47 seconds



Site Usage

249,887 Visits	Previous: 246,729 (+1.28%)
361,123 Pageviews	Previous: 360,370 (+0.21%)
1.45 Pages/Visit	Previous: 1.46 (-1.06%)

Top Search Keywords

Keyword	Count
All visitors	-
persimmon	861
fresh fruits	709
durian	661
fresh fruit	598
pomegranate	526
Buyer	-
persimmon	61

This page was viewed 27 times

[Visit this page](#) Analyze: **Content Detail** Content: [tools.ubiquity/sphinn/sphinn](#)

- 27 Pageviews
- 24 Unique Views
- 00:00:38 Time on Page
- 80.00% Bounce Rate
- 74.07% % Exit
- \$0.00 \$ Index

- 0 Total Digg(s)
- 0 Total Sphinn(s)
- 0 Total Vote(s)
- 1 Total Point(s)
- 1 Total Save(s)
- 1 Total Review(s)
- 62 Total Inlink(s)



Charlie & Lola
Mr Bean
Teletubbies
The Secret Show

I acted as lead designer on the official Charlie & Lola website. I also produced nine games and several banners for this charming property.

Original site // Charlie & Lola on the CBeebies site

Client: Tiger Aspect // Studio: Complete Control // Role: Design

1.39	0.9177	1.89	0.9706	2.39	0.9916	3.28
1.40	0.9192	1.90	0.9713	2.40	0.9918	3.3
1.41	0.9207	1.91	0.9719	2.41	0.9920	3.3
1.42	0.9222	1.92	0.9726	2.42	0.9922	3.3
1.43	0.9236	1.93	0.9732	2.43	0.9925	
1.44	0.9251	1.94	0.9738	2.44	0.9927	
1.45	0.9265	1.95	0.9744	2.45	0.9929	
1.46	0.9279	1.96	0.9750	2.46	0.9931	
1.47	0.9292	1.97	0.9756	2.47	0.9933	
1.48	0.9306	1.98	0.9761	2.48	0.9935	



56%



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