Index

Note to the reader: Throughout this index **boldfaced** page numbers indicate primary discussions of a topic. *Italicized* page numbers indicate illustrations.

**Numbers**

2nd Byte, 226
“360-degree views of customers”, 191

**A**

A/B analysis, for segmentation, 42
A/B testing, 102
Aaronson, Jack, 20
abandoned shopping cart programs, 243
AC Nielsen, 168
Apollo research project, 216
accountability, 201
acquisition campaign cost per, 65
in customer life cycle, 74
Actionable Web Analytics (Burby and Atchison), 43
ad channels. See channels
ad-hoc tests, of marketing campaigns, 85–86
addressable channels, 4
advertiser, ads served by, 54
advertising
analysis and prediction of opportunities, 122–130
difficulty in measuring, 121
display and rich media, tracking codes for, 50
impact of one ad on others, 208–211
measuring success, 234
offline exposure, 215
online exposure and survey collection, 214
outbound, 80
paid search, tracking codes for, 49–50
studies on frequency, 204–208
tags for, 53
value of single exposure, 206–207
Advertising Adstock
curve of diminishing returns, 205
models, 128–129, 156

The Advertising Business (Jones), 205
advertising dollars, allocating, 227–231
advertising strategy, and brand equity, 121
AIRMILES Travel Promotions Ltd., 227
case study, 259
Alexa, 135
allowable, for marketing, 116
Amazon, and social intelligence, 22
Ambler, Tim, 118
Aprimo, 190
Arbitron, 131
single-source research, with portable people meter, 216–217
Atchison, Shane, Actionable Web Analytics, 43
Atlas Institute, 206
Atlas Search, 49, 50
attribution, inferred response, 52
attrition rates, 110
attrition risk detection, 265–267
audience measurement, 135, 216
for reporting media exposure, 131–132
authority metric, 61
Auto Trader, 226
automated customer relevancy, 265
automobile manufacturer
cross-channel measurement, 162
determining market preferences, 226
Avenue A | Razorfish, 208–211
visualization of frequency of conversions, 210
averages, reliance on, 91
awareness, and advertising, 125
balanced scorecard metrics, 68

bank
cross-sell customer after deposit, 251, 252
online, event-driven remarketing at, 243–244, 244

Bank Administration Institute (BAI), 255

bar code
on printout, 166
scanning software in mobile phones, 179–180

baseline
metrics for, 38–39, 130
model prediction of sales, 126

batch-oriented execution, of campaign, 100

behavior
by segment, 175
unique for measuring viral campaign, 60

behavioral data, 269
for predictive analysis, 89
scores and metrics, 110
behavioral flags, 109–110

Best Buy, 254
customer loyalty marketing case study, 144–146
customer panels, 156
best match attribution, 221
Bialik, Carl, 131
bid management solutions, 49
Biz360, 120
blog responses, 177
blogs, 61
bottleneck, funnel report to indicate, 239
brand advertising, 4, 51
consistency of message, 17
effects and cost efficiency, 215
on Internet, 73
reputation, 234
success metrics for, 135–139
uncertainty principle, 139

Brand Development Index (BDI), 125
brand equity, 118
building, 120–121
detecting, 118–119
brand marketers, 117, 228
communications with other marketers, 269
goals and challenges, 118–121
brand perception, 119

Brand Price Trade-Off (BPTO) method, 133
Brandsma, Cretièn, 268
Breeland, Angenique, 98
Briggs, Rex, 215
Brooke-Smith, Laura, 16
Bruhn, Manfred, 18

Guide to Integrated Communication, 6, 28
Burby, Jason, Actionable Web Analytics, 43
business goals, achievable without multi-touch conversions, 199–201
business rules, as campaign basis, 86
buyers. See customers
buying cycle, charting path, 8
buying offline, online research for, 10
buzz, measuring, 61, 151–152, 200
buzzwords, in Google or Yahoo! search, 152

calibrating modeling, 94
call center calls, measuring impact, 235
caller ID, 6
Campaign Average Order Value, 65
Campaign Bounce Rate, 63
campaign-centric success metrics, 111–116
Campaign Click-Throughs, 63
Campaign Conversion Rate, 64
Campaign Cost Metrics, 65
Campaign impressions metric, 63
Campaign Lifetime Revenue, 65
campaign management solutions, for
remarketing programs, 245
Campaign Revenue metric, 64
campaign timing, correlating trends and, 147–148
Campaign View-Throughs, 63
cannibalization, 5, 157–158
between channels, 160
estimating degree of, 170
historical behavior to identify degree, 159
one-to-one level for understanding, 174
case study. See studies
catalogs, and sales, 197
Category Development Index (CDI), 125
causal relationship, vs. correlation, 54–56
case studies. See studies
two for online lift from offline activity, 157–158
Cavanaugh, Kevin, 27
cell phones. See mobile phones
Champion - Challenger approach to testing, 102
channels
  addressable, 4
  in buying cycle stages, 9
  cannibalization, 159
  combining transaction history from all,
    for cross-sales offers, 249
  consumer use of, 198
  cost efficiency of, 215
  experimenting with different online, 79
  impact of marketing on multiple,
    213–217
  incremental contributions, 126, 216
  integrating for extending offers, 250–251
  marketing in one impacting on other,
    211–213
  selection, 262
churn rates, 261
  monitoring, 258–259
Circuit City, 22
Clarabridge, 121
click-through, 6, 46–51, 113
  campaign cost per, 65
  and display ads, 213
  study of ad frequency and, 207
  tracking codes for, 43
click-to-call technology, 233
ClickPath, 165
clickstream analysis, 41
ClickTracks, 36
clustering, 92
CMO Council website, 220
CMS Watch, 36
  collaborative filtering, 22
Collins, Kimberly L., 191
consumers
  content generated by, 118, 120
  as interpreters of marketing messages, 13
  value of multichannel, 12–13
  contact fatigue, avoiding, 108
  content analysis, 41
Continental Airlines, DoubleClick study for,
  56
continuous tracking, 215
control groups, 104, 105, 169, 182–183
  improving selection, 174
  for postcard campaign, 148
controlled experimentation, 134–135
  channel suitability for, 203
  convenience URLs, 152–153
conversion rate, 113
 conversions
  in online customer life cycle, 74
  statistics, 64, 113
cookies, 37–38
  first-party vs. third-party, 55
  to infer ad view-throughs, 51–56
  for linking unauthenticated visit to
    previous visits, 182
  and online registrations, 187
  for testing ad viewing, 214
cooperation, between marketers, 28
Coremetrics, 36
CorporatePress, 179
correlation
  vs. causal relationship, 54–56
  control groups to separate, 158
  for e-mail viewthrough, 57
  for online lift from offline activity,
    157–158
  for segmentation, 42
cost efficiency of channel, 215
cost metrics, 114, 136
cost per OTS, 136
cost per rating point, 136
Cost per Thousand (CPM), 136
costs
  of cross-channel measurement, 171
  of incremental sales, 171
  vs. short-term revenue, 260–261
costs per response metric, 114
Covario, study by, 212–213
CPM (Cost per Thousand), 136
credit cards, for customer identification, 184
CRM. See Customer Relationship Management (CRM)
CRM at the Speed of Light (Greenberg), 19
cross-channel behavior, 7–10
measurement costs, 171
referrals, 169
responses, 169
cross-channel lift, measuring, 144
cross-channel sales, website actions to fuel, 183
cross-channel shoppers, retailers used by, 11
cross media optimization studies, 213–216
cross-sales offers, 237, 247–251
integrating channels for extending, 250–251
in multichannel world, 249
and social intelligence, 248–249
CrossMedia Research, 214
custom weights, for attribution, 220
customer-centric marketing, 19–21
first generation, 264
metrics
for direct marketing, 108–111
online marketers views of, 111
success, 68–69
retention marketing, 267–268
customer decisioning, event-based marketing campaign execution with, 101–102
customer experience management, 120
Customer Experience Management (Thompson), 20
customer life cycle, 74–76
core period, 263
stages for offline marketer, 75
customer lifetime value. See lifetime value
customer loyalty marketing case study, at Best Buy, 144–146
Customer Relationship Management (CRM), 38
linking online registrations with, 186–191
cause vs. correlation, 190–191
earning accuracy in registration, 187
feeding system registration and interaction history, 187–188
leads prioritized for sales follow-up, 189–190
offline interactions and transactions inclusion, 189
customer relationships
monitoring for missing events, 257–258
of online and offline marketer, 27
protecting current, 267
customer valuation, lift in, 116, 138
customers
automating relevancy, 263–265
behavior pattern changes, 266–267
connecting purchases from multiple channels, 249
contact optimization case study at Wachovia, 98–99, 100
decision process, 7
events indicating dissatisfaction, 266
identifying online, 184
initial acquisition cost of, 81
integrating online profiles with offline transaction history, 249
leveraging voice of, 21–23
measuring usage levels, 257
monitoring satisfaction, lifetime values and church rates, 258–259
multichannel marketing profile, 191–196
building, 194–195
elements of, 192, 192–193
on-boarding new, 255–259
online reviews by, 156
personalizing communication, 175–176
predicting individual response, to direct marketing, 88–99
programs to introduce products to new, 255–259
retention as focus, 81
retention package creation by, 268
right-channeling, 259–263
execution plan, 262–263
scarcity of, 254
treatment, and lifetime value, 254
unsuccessful use of website search engine, 257
CustomerThink, 19
Cutler, Matt, E-Metrics, 74
Cymfony, 121

D
Daly, Kevin, 99, 111
Danuloff, Craig, 67
DART Search, 49
dashboards, 40–41
data collection methods, logs or page tags, 37
data mart, location of, 195
data-mining software, 94
data overlay, 40
data visualization, 91
  frequency of conversions, 210
date comparison analysis, for segmentation, 42
David Shephard Associates, The New Direct Marketing, 94
De Pelsmacker, Patrick, Integrated Marketing Communication: A Primer, 16
decay, 130
delayed conversions, 38
Deleersnyder, Barbara, 226–227
demographic data, for predictive analysis, 89
descriptive analytics, 103
design and production stage, for offline marketing cycle, 76
destination URLs, with tracking codes, 47–48
Didit, 49
Digital Envoy, 149
digital video recorders, and audience measurement, 132
DigitalAdvisor, 29, 32–33
diminishing returns, 128, 130
  correcting for, 128–129
direct mail, 9
cross-sell after browsing online, 251
  measuring impact, 235
  offer expiration, 246
direct marketers, 228
  analysis by, 14
  blind spot of offline, 106–107
  campaign execution, 100–102
  cause vs. correlation, 104–106
  communications with other marketers, 269
event-based campaigns for on-boarding, 256–259
goals, 84
  need for adjustment by, 96
  predicting individual response, 88–99
  strategic communications plan, 84–87
    linking marketing to targeting, 87
    tactical communications, 85–87
success metrics for, 108–116
  campaign-centric metrics, 111–116
  customer-centric metrics, 108–111
Direct Marketing Alliance, 179
  microsite for Prudential, 179
direct response channels, 4
direct sales, cross-sell after browsing online, 251
discount codes, 155
discount coupons, 101
display advertising, 33
  and click-through rates, 213
  impact on paid search, 211–213
targeting online, 80
  tracking codes for, 50
dissatisfied customers, events indicating, 266
DME, 179
Dobney Corporation, 133
  dollars spent versus budget metric, 114
donotcall.gov, 5
Doshi, Vinit, 125
dot-com, 14
DoubleClick, 50, 52, 56
Dove Consulting, 255
Drilling Down (Novo), 61, 90
drilling, for segmentation, 42
drop-off report, 107
DVRs (digital video recorders), 6
Dynamic Logic, 214

E
e-consultancy, 36
e-mail filters, 6
e-mail marketing
  inferring view-throughs through matchback, 56–57
  measuring impact, 235
  vs. spam, 33, 264–265
  tracking codes for, 50–51
“e-mailing a friend” features, 60
E-Metrics (Sterne and Cutler), 74
eBusiness. See also online ... or offline business, 72
eCommerce analysis, 41
Effective Frequency (Naples), 205
Efficient Frontier, 49
Eisenberg, Bryan, Waiting for Your Cat to Bark?, 20, 68
Eisenberg, Jeffrey, Waiting for Your Cat to Bark?, 20, 68
eMetrics Marketing Optimization Summit conference, 25
EMM (enterprise marketing management) solution, 195, 195
employees
attitudes
about people, 30
about performance, 28–29
shared credit for sales, 199
encrypted tracking codes, 48
engagement metrics, 63–64
Enterprise Marketing Management (EMM), 77, 97, 195, 195
enterprise resource planning (ERP) system, 195
Ephron, Erwin, 129, 207
ERP (enterprise resource planning) system, 195
eSnips.com, 157
Europe, payment by mobile phone, 180
event analysis, 41
event-based marketing campaigns, 86, 255
direct marketing for on-boarding, 256–259
events and nonevents for on-boarding, 258
execution with customer decisioning, 101–102
event-driven remarketing, at online bank, 243–244, 244
execution stage, for offline marketing cycle, 76
experimentation
controlled, 134–135
funding for, 230
external market conditions, impact on outcomes, 123

F
Factiva, 120
Farris, Paul W., Marketing Metrics: 50+ Metrics Every executive Should Master, 169
feedback, 226
filtering
advertising by consumers, 6
e-mail, 6
for segmentation, 42
financial ROI metrics, 138
first touch point attribution, 219
flags, behavioral, 109–110
flow chart, for campaign management execution plan, 101, 101
follow-up, priorities for, 175
Forrester Research, 11, 36
on multichannel retailers, 12, 15
fractional match attribution, 219
fragmentation, 5
frequency, and waste, 207
frequency caps, 80
frequency strategy, 205
narrowing case for, 206–208
funnel report, 237, 238, 238–243
multichannel, 239–240
creating, 240–243
for multichannel process improvement, 242–243
in web analytics, 107, 108, 155, 155

G
Gartner, 36
Gatineau (Microsoft), 36
GEICO, 81
go analysis, 41
go control groups
correlation with, 148–149, 158
offline lift correlation with, 163–164
geographic data, for predictive analysis, 89
goal page, 40
goals
achievable without multi-touch conversions, 199–201
requiring multi-touch conversions study, 201
strategic, vs. short-term return optimization, 230
Godin, Seth, Permission Marketing, 247
Google AdWords, tracking URLs feature, 49
Google Analytics, 36
Google Trends, 60
GPS, 10
Greenberg, Paul, CRM at the Speed of Light, 19
gross margin, 66, 171
Gross Rating Points (GRP), 135–136, 215
groups of customers, measuring behavior of, 20
Guide to Integrated Communication (Bruhn), 6, 28
halo effect of visitors, 151
halo response attribution, with matchback, 105
handoff from offline to online, tracing, 178–180
Harrison, Tom, 29, 32–33
Harvey Ball chart, 9
Heath, Melissa, 207
Hillstrom, Kevin, 104
Multichannel Forensics, 160
hiring decisions, 28–29
historical behavior analysis, 204
to identify degree of cannibalization, 159
historical data, for modeling, 92, 94
Hitwise, 44, 135
Homescan panel, 168
“hot zone”, 210
household rating point, 135
householding, for matchback, 105
HTTP protocol, 44
hyperlinks, search for, 61
IAB (Interactive Advertising Bureau), 214
Ideal Observer, 36
in-market testing, during ad campaign, 130
in-store triggers, 177
Inan, Hurol, Measuring the Success of Your Website, 43
inbound real-time customer decisioning, 102
incremental channel conversions, 170
incremental, cross-channel campaign respondents, 169
incremental sales, costs, 171
IndexTools, 36
individualized message, 4
inferred response attribution, 52, 150
InfoScan, 134
Integrated Marketing Communication: A Primer (Kitchen and De Pelsmacker), 16
Integrated Marketing Communications (IMC), 16–18
obstacles to adopting, 200
Interaction History behavioral flag, 109
Interactive Advertising Bureau (IAB), 214
intermediary response types
direct marketing concept of, 107
measuring drop-off from, 107
International Journal of Research in Marketing, 10
Internet. See also online ...; websites display advertising impact on search marketing, 211
impact on views, 6
Internet Retailer, 13
interruption marketers, 5–6
IP addresses, and website visitor location, 149
iPods, 6
IT department, cooperation with marketing department, 28
JavaScript, tags for data collection, 37
J.D. Power and Associates, 120
Jones, John Philip, 207, 208
The Advertising Business, 205
Journal of Advertising Research, 208
Jupiter Research, 36
studies on third-party cookies, 55
US Online Retail Sales Forecast 2006 to 2011, 10
Kamarainen, Jukka, 227, 259
Kaushik, Avinash, Web Analytics, An Hour A Day, 20, 43, 64
Keller, Kevin Lane, 139, 231
key attributes, lift in, 137
key influencer strategies, 120
key performance indicators (KPIs), 29, 39–40, 88
segmentation for actionable insights, 41–42
keyword ad, paid, 33
Kitchen, Philip, Integrated Marketing Communication: A Primer, 16
Knowles, Jonathan, 119
Korea, 180
Krugman, Herbert, 205
latency, for predictive analysis, 90
lead conversion, 233, 242
lead management software, 190
lead nurturing, 233, 235, 242
lead to sale conversion, 235
leads prioritized for sales follow-up, 189–190
LeHong, Hung, 13
Leitfaden Integrierte Kommunikation (Bruhn), 6
Lenskold, James, 220
Marketing ROI, 66–67, 115, 137, 229–230
Lexalytics, 120
Lieb, Rebecca, 28
Life Cycle Status behavioral flag, 109
lifetime value, 110, 112
focus on, 254–255
increasing, 253, 261
monitoring, 258–259
lift
in customer satisfaction, 257
in customer valuation, 116, 138
in key attributes, 137
measuring cross-channel, 144
qualitative performance metrics, 170–171
quantitative performance metrics, 169–170
between online and offline channels, success metrics for, 168–172
over control group, 113
in positive sentiment, 137
in purchase intent, 137
in reach, 169
in recall, 137
in sales, 137
lift chart, 95–96
linear regression equation, 93
LinkedIn, 258
logs, for data collection, 37
loss leader offers, 81
advertising and halo effect, 151
loyalty, consumer level of, 13
loyalty card, 105, 167, 184
loyalty scores, 110
Macdonald, Craig, 212
margin of error, determining required sample size for acceptable, 25
market basket analysis, 248
marketers
fusing online and offline, 27–28
starting points for online and offline, 72
trouble for, 5–13
marketing
accountability, 14–15
allowable for, 116
attributing site visitors to effort, 43
meta data, 76
multiple channel impact, 213–217
optimization, 200, 231
ROI of individual initiatives, 201
spending online, vs. offline, 17
tracking communications, 108–109
marketing allowable metric, 115
marketing analysis, 41
Marketing and the Bottom Line (Ambler), 229
marketing cycle, offline, 76, 77
Marketing Evolution, 214
Marketing Management Analytics (MMA), 125, 217
Marketing Metrics: 50+ Metrics Every executive Should Master (Farris), 169
marketing mix modeling, 123–127, 204
across online and offline media, 217
correcting for ad quality, 127–128
developing, 125–127
interaction effects, 127
ROI and, 25, 201
marketing profiles. See also multichannel marketing, customer profile
maturity of online-offline, 193, 193–194
Marketing ROI (Lenskold), 66–67, 115, 137, 229–230
marketing service providers, 102–103
marketing system of record, 76
marketing touch points, studies on interdependencies, 202
MarketingNPV, 118
MarketingSherpa, 36
matchback, 44
halo response attribution with, 105
householding for, 105
inferred attribution via, 104, 180–183
inferring for e-mail view-throughs with, 56–57
matchback response attribution, 57
mathematical model, for response prediction, 88
Matta, Eskander, 167
Mayberry, Steve, 271
McDonald, Colin, 206
measurement stage, for offline marketing cycle, 76
Measuring the Success of Your Website (Inan), 43
media
ad spending vs. household time spent with, 18
audience measurement for reporting exposure, 131–132
brand coverage in, 118
company news in, 120
reputation management services for reporting coverage, 131
research for connecting exposure to purchase behavior, 134
media mix models, 128
Media Synergy Study, 214
Mediamark Research (MRI), 131
metrics, 130–135. See also multichannel metrics
for baseline, 38–39
timing for, 130
for viral campaigns, 58
microsites, 58, 59, 154
for Prudential, 179
Microsoft, Gatineau, 36
MineThatData.com blog, 104
MMS (Multimedia Messaging Service), 180
mobile commerce, 9–10
Mobile Marketing Association, Code of Conduct, 180
mobile phones, 4
bar code scanning software in, 179–180
for payments in Europe, 180
sending wish lists to, 186
Mobiqa, 186
modeling, 123. See also marketing mix modeling
controlled vs. uncontrolled, 203–204
historical data for, 92, 94
need for correction, 96–97
for predicting and scoring outcomes, 92–97
running model, 94
verifying and calibrating, 94
momentum, anticipating build-up and decay, 156–157
most recent touch point attribution, 218–219
MSN Ad Center, 81
multi-touch ad impressions, difficulty reporting, 209
multi-touch attribution, 218–222
best match, 221
first touch point, 219
fractional match, 219
most recent touch point, 218–219
multiple match, 219–220
splitting credit, 221–222
weighted match, 220–221
multi-touch conversions study, goals requiring, 201
multi-touch response attribution, 106
multichannel acquisition campaigns, integrated, 231–235
advertising campaign, 232
engagement and viral referrals, 232–233
initial response, 232
lead conversion, 233
lead nurturing, 233
measurement, 234–235
multichannel business, 8
multichannel customers, value of, 12–13
Multichannel Forensics (Hillstrom), 160
multichannel funnel report, 239–240
creating, 240–243
for process improvement, 242–243
multichannel marketer, job of, 144
multichannel marketing, 4–5, 8
customer profile, 191–196
building, 194–195
elements of, 192, 192–193
multichannel metrics, 23–30
  absolute results vs. trends, 25
  challenges, 26–30
  data collection and integration, 26–27
  fusing online and offline marketer, 27–28
  organizational, 28
  performance, 28–29
  questions answered, 23–24
multichannel mind-set, 20
Multimedia Messaging Service (MMS), 180
multiple match attribution, 219–220

N
Naples, Michael, Effective Frequency, 205
Nardone, John, 217
National Geographic Magazine, 152–153
net present value, and predicted customer value, 110
Netflix, 22
neural networks, 93
The New Direct Marketing, 94
newspapers, effect of online editions on offline circulations, 160
next best activity campaigns, 86
niche marketing, 265
Nielsen Media Research, 131
Nokia, 179
nonaddressable outlets, 4
Novo, Jim, Drilling Down, 61, 90
number of products per customer or household, 110

O
offer codes, 47
  for response attribution, 155
Offermatica, 34
offline interactions
  after online activity, 184–191
  or eBusiness, 72
  measurement methods, 185–191
  online registrations linked with CRM or SFA system, 186–191
  wish lists sent to mobile phones, 186
  online lift from, measuring, 144–159
offline lift from online activity
  measuring, 160–168
  correlation by product, 163
  correlation with geographic control groups, 163–164
  online purchase, in-store pick-up, 165–166
  online vs. offline trends correlation, 162
  promotional coupons to increase response attribution accuracy, 166–167
  research panel behavior online and offline, 167–168
  with unique telephone numbers, 165
  wish lists and gift registries with source codes, 166
offline marketers, 14, 75
  blind spot of direct, 106–107
  customer life cycle for, 75
  LTV for, 112
  targeting by, 78–80
offline marketing cycle, 76, 77
  vs. online marketing, 72
offline media, audience measurement, 131
offline product return, 246
offline trends, vs. online, 162
Omniture, 36
on-boarding new customers, 255–259
  event-based direct marketing campaigns for, 256–259
one-to-one level
  multichannel measurements at, 20
  offline interaction measurement methods, 185–191
  online registrations linked with CRM or SFA system, 186–191
  wish lists sent to mobile phones, 186
  offline interactions after online activity, 184–191
  online interactions after offline activity, 176–184, 177
  online interactions measurement methods, 178–184
  isolating cause from correlation, 182–183
  mobile to online link, 179–180
  personal offer codes, 178
  personal URLs (PURLs), 179
response attribution inferred for online buyers, 180–181
response attribution inferred for registered site visitors, 181–182
uses for, 174–176
online bank, event-driven remarketing at, 243–244, 244
online browsing, cross-sales by direct mail and direct sales, 251
online buyers, response attribution inferred for, 180–181
online customer reviews, 156
online interactions after offline activity, one-to-one level, 176–184, 177
online lift from offline activity, measuring, 146–159
anticipating momentum build-up and decay, 156–157
cause vs. correlation and cannibalization, 157–158
with convenience URLs, 152–153
correlating trends and campaign timing, 147–148
geo control groups correlation, 148–149
with microsites, 154
with offer source codes, 155
product control groups correlation, 150–151
with study panel, 156
online marketers, 27, 228
communications with other marketers, 269–270
online marketing
experimenting with different channels, 79
lifetime value and, 112
vs. offline marketing, 72
declining differences, 80–82
planning for value of reach and recency beyond frequency, 207–208
success metrics for, 62–69
targeting in, 79–80
and value of single ad exposure, 206–207
view of customer value metrics, 111
online-offline marketing profiles, maturity of, 193, 193–194
online process abandonment, 245
online purchase, cross-sales in store, 251
online registration link with CRM or SFA system, 186–191
cause vs. correlation, 190–191
earning accuracy in registration, 187
feeding system registration and interaction history, 187–188
leads prioritized for sales follow-up, 189–190
offline interactions and transactions inclusion, 189
online research, sales from, 10
online response history, 69
online revenue metrics, 64–65
online trends, vs. offline, 162
operational metrics, for brand advertising, 135–136
Opportunities to See (OTS) metric, 136
opportunity costs, of spam, 82
“opt out”, 247
request for, 106
optimization
of cross media, 213–216
of marketing, 231
Optimost, 34
organic search, measuring, 45
organization, for multichannel integration, 28
outbound advertising, 80
overlay user interface, 40
ownership, total price of, 125
P
page tags, for data collection, 37
page views, 38–39
Page Views per Visit, 64
paid keyword, 33, 232
in tracking code, 49
paid search advertising
display advertising impact on, 211–213
tracking codes for, 49–50
panels, 131
measuring online lift from offline activity, 156, 158
parking, mobile phone payment for, 180
path analysis, 41
payment by mobile phone, in Europe, 180
PBS, 153
Peppers, Don, 20
Peppers & Rogers Group, Return on Customer, 254–255
Percent of Engaged Campaign Visits or Visitors, 63
performance, employee attitudes about, 28–29
Permission Marketing (Godin), 247
personal identifiable tracking code, 48
personal offer codes, 48, 178
personal URLs (PURLs), 179
personas, 21
Peterson, Eric
Web Analytics Demystified, 43
Web Site Measurement Hacks, 43, 46
planning stage, for offline marketing cycle, 76
positive sentiment, lift in, 137
Power (J.D.) and Associates, 120
pre-market testing, measurements in, 130
predictive analysis
customer data selection for, 88–90
online, 80
predictive scores, for customers, 110–111
premium, survey on willingness to pay, 133
Print function, on website, 166
priorities, for follow-up, 175, 189–190
privacy policy, 247
product control groups, correlation with, 150–151
Progressive, 81
promotion history, 68–69, 108
prospects, targeting communications to, 243
psychographic data, for predictive analysis, 89
purchase behavior, research for connecting media exposure to, 134
purchase intent, lift in, 137
PURL (personal URLs), 179
R
rating points, 135
reach metrics, 111
real time marketing offers, 86–87
recall, lift in, 137
recency, frequency, and monetary online response (RFM), 69, 89–90
scores, 110
redirection, from microsite to advertiser’s main domain, 154
referrals
cross-channel, 169
viral, 232, 234, 241
referring URLs, 43, 44–46, 45
limitations, 46
registered site visitors, inferred response attribution, 181–182
registered usernames, 38
registrations, online, linking with CRM or SFA system, 186–191
cause vs. correlation, 190–191
earning accuracy in registration, 187
feeding system registration and interaction history, 187–188
leads prioritized for sales follow-up, 189–190
offline interactions and transactions inclusion, 189
regression analysis, 93
Reichheld’s Loyalty Effect, 119
relationships
with customers
monitoring for missing events, 257–258
of online and offline marketer, 27
of direct marketers, 84
remarketing, 237, 243–246
automating execution, 245
event-driven at online bank, 243–244, 244
in multichannel world, 244–246
repetition of ad, value of, 204–205
reports, 40–41
level of, 198–199
reputation management services, 120, 200
for reporting media coverage, 131
reputation of brand, 118
research, online, sales from, 10
“research-shopper”, 10, 184
response channels, marketing execution compared to, 32
response history
  online, 69
  for promotions, 109
response rate, statistics on, 112
responses
  attribution, 103–106
  cross-channel, 169
  predicting individual, 88–99
  statistics on, 112
  types, 106
retention campaign, number of customers saved, 113
retention, in online customer life cycle, 74
Return on Customer (Peppers & Rogers Group), 254–255
revenue metrics, 113–114
revenue per conversion metric, 114
RFM (recency, frequency, and monetary online response), 69, 89–90
scores, 110
rich media advertising, tracking codes for, 50
right-channeling customers, 259–263
  execution plan, 262–263
ROAs (Return on Ad Spend), 66
ROI and, 67
Rogers, Martha, 20
ROI (return on investment), 66–68, 114
  analysis, 235
  calculations, 25
  of individual marketing initiatives, 201
  measuring for online marketing channels, 32
  metrics, 138, 171–172
  vs. total returns, 229–230
rollout profit curve, 96, 97
RSS, 21
rule-based communications, 256–257
rule-based cross-sales offers, 248
rule-based marketing campaigns, 86

S
S-curve-shaped model, 205
sales
  brand equity and, 119
  commissions on, 199
  costs of incremental, 171
  lift in, 137
  from online research, 10
  sales cycle, tracking customer through, 184–185
sales force automation (SFA) system, linking online registrations with, 186–191
cause vs. correlation, 190–191
earning accuracy in registration, 187
feeding system registration and interaction history, 187–188
leads prioritized for sales follow-up, 189–190
offline interactions and transactions inclusion, 189
Sales ROI, 114–115
sample size, determining required for acceptable margins of error, 25
satellite radio, 6
saturated markets, 179
gaining new customers in, 267–268
growth in, 110
scanner data, for purchase behavior information, 133–134
scenario/funnel analysis, 41
scheduled marketing campaigns, 86
Schultz, Don, 16
search advertising, targeting capabilities of, 81
search engines
  local on website, customer’s unsuccessful use of, 257
  optimization (SEO), 46
  search vs. content network, 49
  search keywords, 79
  cost per click of bidding, 81
SearchForce, 49
seasons, and advertising, 123
2nd Byte, 226
Segment Membership History behavioral flag, 109
segmentation
  by actual channel used, 262
  exploration and clustering for discovering, 91–92
  of KPIs, for actionable insights, 41–42
  for online marketing, 88
  purpose, 92
  understanding behavior by, 175
Sento, 259
sequential period analysis, display ads and click-through rates, 213
service failure, 266
service usage events, detecting, 257
services, design decisions, 75
services representatives, vs. websites for customer service, 259
session, 37
sessionization, 37
SFA. See sales force automation (SFA) system
share of mind, 119
share of voice, 118
Shephard (David) Associates, The New Direct Marketing, 94
Short Message Service (SMS), 180
“short time period”, 205
Siebel, 190
signal-to-noise ratio, 174
single-source research
with Arbitron portable people meter, 216–217
to connect media exposure to purchase behavior, 134
Smith, Matt, 156
SMS (Short Message Service), 180
“snap-back”, 255
snipurl, 153
social intelligence, 22
and cross-sales offers, 248–249
social networking, 61
web site, 258
socioeconomic data, for predictive analysis, 89
source codes, 47
attribution using, 103
spam, 6, 264–265
vs. e-mail advertising, 33
opportunity costs of, 82
spending on marketing, online vs. offline, 17
spyware, third-party cookies labeled as, 55
statistical significance, 190–191
Sterne, Jim, 25, 184, 226, 239
E-Metrics, 74
Web Metrics, 43
Stone Temple Consulting, 36
store pickup, for online purchase, 165–166
strategic communications plan, of direct marketers, 84–87
strategic goals, vs. short-term return optimization, 230
studies
on advertising frequency, 204–208
controlled vs. uncontrolled testing and modeling, 203–204
by Covario, 212–213
customer-centric retention marketing,
267–268
on interdependencies of marketing touch points, 202
study panel. See panels
subscription services, 81
subscriptions, 187
success metrics
for brand advertising, 135–139
for direct marketers, 108–116
customer centric metrics, 108–111
for online marketing, 62–69
campaign-centric, qualitative, 63–68
campaign-centric, quantitative, 63
customer-centric, 68–69
surveys
collection, online ad exposure and, 214
customer satisfaction, 120
qualitative results measurement with, 132–133
“switching mode” phenomenon, 255
synergy effect, 127
T
tactical communications, by direct marketers, 85–87
target audience
extrapolating media exposure to, 132
understanding segment behavior, 175
targeting
communications to people in funnel, 243
linking marketing to, 87
by offline marketers, 78–80
in online marketing, 79–80
technical analysis, 41
telemarketing, 5
telephone numbers, displaying unique, 165
test ads, 134
testing
during and after ad campaign, 130
controlled vs. uncontrolled, 203–204
message versions, 102
thank-you page, 40
Thank You postcards, 145–146
third-party cookies, advantages and disadvantages, 55
Thompson, Bob, 19, 30
Customer Experience Management, 20
time-shifted watching behavior, 132
tinyurl, 153
TiVo, 132
TNS Media Intelligence, 121, 125
total price of ownership, 125
total returns, vs. ROI, 229–230
touch points. See also multi-touch attribution
splitting credit between, 221
tracking
continuous, 215
marketing communications, 108–109
tracking codes
convenience URLs as, 152
destination URLs with, 47–48
for display and rich media advertising, 50
for e-mail marketing, 50–51
encrypted, 48
limitations, 51
Trader Media Group, 226
traditional brand advertising outlets, 4
Transaction History behavioral flag, 109
transaction history, combining from all
channels, for cross-sales offers, 249
travel industry, 227
trends
vs. absolute results measurement, 25
correlating, 59
correlating with campaign timing, 147–148
for segmentation, 42
triggers, in-store, 177
TruEffect, 54
trust, 247
TV, 9
conversion paths to website, 200
two-way customer value, 19

U
certainty principle in brand advertising, 139
uncontrolled testing, 203–204
Unica Corporation, 8, 36, 190
quad chart, 263–264, 264
Unilever, Dove Nutrium Bar campaign, 216
Unique Campaign Respondents, 63
unique respondents, statistics on, 112
unique visitors, 38–39
United Technologies, 152
U.S. National Do-Not-Call Registry, 5
UPS, Whiteboard campaign, 60
URLs
convenience, 152–153
destination, with tracking codes, 47–48
personal, 179
search for hyperlinks to, 61
usability studies, for websites, 34
user interface, overlay, 40
usernames, registered, 38

V
validation, of marketing mix model, 126
verifying modeling, 94
View-Through Rate, 63
view-throughs
cookies to infer, 51–56
inferring for e-mail through matchback,
56–57
limitations, 56
measured by ad-serving companies, 52
viral campaigns, 21, 232
cause vs. correlation, 61
measurement of, 58
viral infection, crediting word-of-mouth
marketing, 58–61
viral referrals, 232, 234, 241
viral response, 178
attribution using source codes, 103
visitor analysis, 41
visitors, conversion to leads or customers, 73
visits/sessions, 37, 38–39
visualization of data, 91
Vodafone, 267–268
voltage, of brand equity, 118

W
Wachovia
contact optimization case study, 98–99, 100
Insight and Innovation team graphic, 100
Waisberg, Daniel, 157
Waiting for Your Cat to Bark? (Eisenberg
and Eisenberg), 20, 68
Wal-Mart, 248
warehousing, of multichannel data, 26
Web 2.0, 13, 14, 21–22
web analytics, 14–15
and ad views impact on search, 212
choosing solution, 36
contribution to insights, 34–36
data collection methods, 26
funnel report, 107, 108, 155, 155
to measure view-throughs, 52–54
report on local site searches by offline
store customers, 250
staff for, 29
visitor retention chart, 157
Web Analytics, An Hour A Day (Kaushik),
20, 43, 64
Web Analytics Association, 38, 62
Web Analytics Demystified (Peterson), 43
web channel, for feedback, 226
Web Metrics (Sterne), 43
web pages, optimizing for usability, 34
web resources, Web Analytics Association,
39
Web Site Measurement Hacks (Peterson), 43,
46
web visitors, targeting based on behavior, 82
web sites
  click data collection, 37
conversion paths to TV from, 200
crawling content for location information,
149
determining geo location of visitors, 149
evaluating features, 33
local search engine, customer’s
  unsuccessful use of, 257
Webtrends, 36
weighted match attribution, 220–221
what if analysis, 220
Whiteboard campaign by UPS, 60
WHOIS, 149
Wikipedia, 21
  on logs vs. tags, 37
wish lists, sending to mobile phones, 186
word-of-mouth marketing, inferring viral
infection, 58–61

X

XMOS (cross media optimization studies),
213–216
  branding effects and cost efficiency, 215
  offline ad exposure, 215
  online ad exposure and survey collection,
  214
  sample results, 215–216

Y

Yahoo!, 168
Yahoo! Search Marketing, 49