



The Art and Science of Measuring Social Campaigns

Mitesh Narsana
IBM EMM

Business Gets Social **2012**

IBM Software Roadshow

ibm.com/socialbusiness/events





What does Heather Locklear have to do with Social Media?




Her shampoo was so good she told
two friends, and they told to
and so on, and so on



In case you didn't realize... consumer adoption of social media is pervasive



Nearly 80% of
online consumers
have at least one
account on a
social networking
site.



Almost half of
online consumers
have accounts on
media sharing
sites.

Source: IBM Institute for Business Value analysis. CRM Study 2021.

Not surprisingly, marketers are following suit...



more than **HALF**
of marketers currently
market through social media



...but beyond the hype and anticipation lies an ugly mess



- Success is hit-or-miss
- Measurement and ROI are elusive
- Campaigns are poorly integrated
- Only brand / mass marketing techniques are employed
- Opportunity to engage individuals is ignored

About half of marketers admit that their social media marketing efforts are totally siloed

Source: Q4 2010, Unica's Global Survey of Marketers

Base: Those respondents who know what each social media tactics is and what their company is doing in it (166-211 Respondents)



SOCIAL MEDIA BY THE NUMBERS



facebook

- 500M+ Active Users
- 50%+ Login per Day
- 200M access via Mobile
- 40% of users “Like” companies
- 51% of users between 18-34
- 57% Female
- 70% of users are outside of U.S.



twitter

- 100M+ Registered Users
- 41% tweet regularly
- 37% tweet via Mobile
- 51% follow companies, brands & products
- 44% of users between 18-34
- 53% Female
- 60% of users are outside of U.S.



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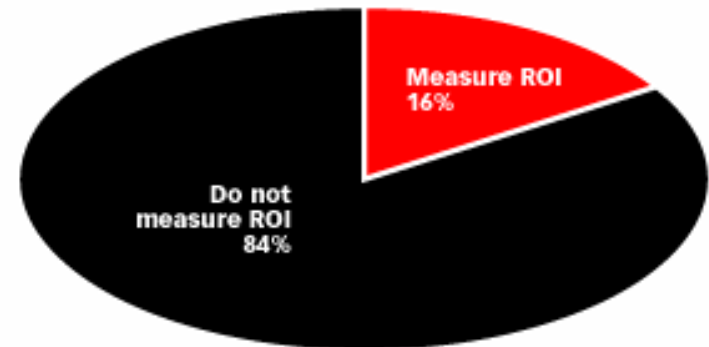
Sources:
Facebook.com Press Room
Exact Target/eConsultancy Marketing Survey, 2010
PalatnikFactor.com, Twitter Demographic Report
iStrategyLabs, Facebook Demographics & Statistics Report



DESPITE THE INVESTMENT, SOCIAL ROI IS RARELY MEASURED

- *84% of professionals don't measure Social ROI¹*
- *56% of companies say they try to achieve increased sales through social media, but only 24% evaluate sales as a metric.²*

Professionals Worldwide Who Measure the ROI of Their Social Media* Programs, August 2009 (% of respondents)



Note: *includes blogs, chat, discussion boards, microblogs, podcasts, ratings, social networks, video-sharing, wikis, etc.
Source: Mzinga and Babson Executive Education, "Social Software in Business," September 8, 2009

106743

www.eMarketer.com

Source: eMarketer





Why did IBM Coremetrics build a dedicated Social app? The market for social monitoring is crowded, but ROI measurement remains elusive...

- Brands should treat investments in social media the same as any other marketing channel
 - Measure ROI relative to other channels, scale investments accordingly
 - Social shouldn't get a "free pass"
 - Fully integrated with the Coremetrics platform

- Social monitoring in the native IBM Coremetrics UI
 - Get a handle on conversations about your brand in Facebook and Twitter
 - Quick learning curve for users





IBM COREMETRICS SOCIAL ANALYTICS

Social ROI & Brand Conversation

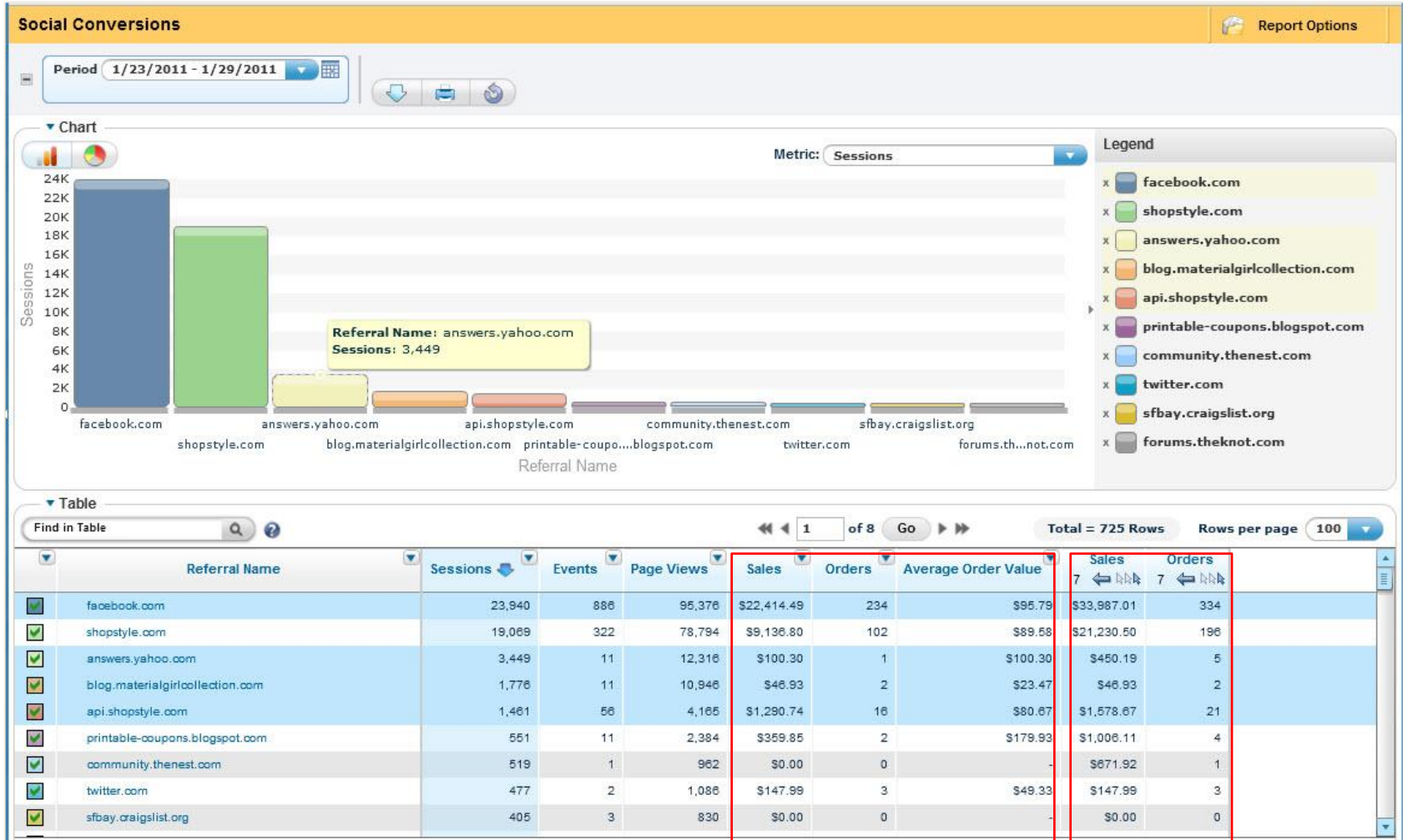
- **Social ROI.** Monitor the effectiveness of referrals from Social networking sites and the downstream impact of Social impressions.
- **Brand Monitoring and Engagement.** Track real-time conversations about your brands, products and competitors on both Facebook and Twitter.
- **Social Aggregation.** Rollup all conversation and analysis across bands and sites by user defined categories and business units.

The screenshot displays the Coremetrics Social Analytics interface. The main window shows a table of social products with columns for Social Site, Product Name, Product Id, Items Sold, and Item Sales. The table is filtered for the period 11/28/2010 - 1/1/2011 and shows 10000 rows. An 'Edit Feed' dialog box is open in the foreground, allowing users to configure a feed. The dialog includes fields for Feed Name (TW - Lounge Chairs), Feed Type (Twitter), Description (Positive and negative sentiment posts, Posts from SF Bay Area, Posts with "chair" that contain links, Posts with #officefurniture, Posts from/to @skof), and Twitter Search Terms* (Lounge Chairs, Ottoman ;), Ottoman i(, lounge chair :), "lounge chair" near:"san francisco", "lounge chair" near: austin, chair filter:links, #officefurniture, @skof). The dialog also features a section to Associate Business Units to Feed, with Available Business Units and Selected Business Units (Coremetrics Apps) lists.

Social Site	Product Name	Product Id	Items Sold	Item Sales
Facebook	14K WHITE GOLD RING AQUAMARINE (1-1/3 CT. T.W.) AND DIAMOND ACCENT	367785	7	\$1,517.10
Facebook	MICHAEL MICHAEL KORS HANDBAG LARGE HAMILTON CHAIN TOTE WITH SILVER HARDWARE	410394	5	\$1,490.00
ShopStyle	KENNETH COLE REACTION COAT LONG SLEEVE WITH FAUX FUR HOOD	480812	10	\$943.41
Facebook	LE VIAN 14K GOLD RING CHOCOLATE DIAMOND (1/4 CT. T.W.) AND WHITE DIAMOND PAVE (1/8 CT. T.W.)	501342	1	\$788.15
Facebook	KENNETH COLE REACTION COAT LONG SLEEVE WITH FAUX FUR HOOD	480812	8	\$729.92
Facebook	STYLE&.CO. COAT DOUBLE BREASTED PEA COAT WITH HOOD	502395	12	\$718.88
Facebook	14K WHITE GOLD RING LONDON BLUE TOPAZ (4 CT. T.W.) AND DIAMOND (1/8 CT. T.W.) OVAL	501752	2	\$688.00
MySpace	MOVADO WATCH WOMEN#039;S STAINLESS STEEL BRACELET 0606260	435026	1	\$695.00
ShopStyle	INC INTERNATIONAL CONCEPTS DRESS SLEEVELESS V-NECK SEQUIN TANK	512878	10	\$659.43
Facebook	BURBERRY WATCH MEN#039;S STAINLESS STEEL BRACELET BU1561	488832	1	\$650.00

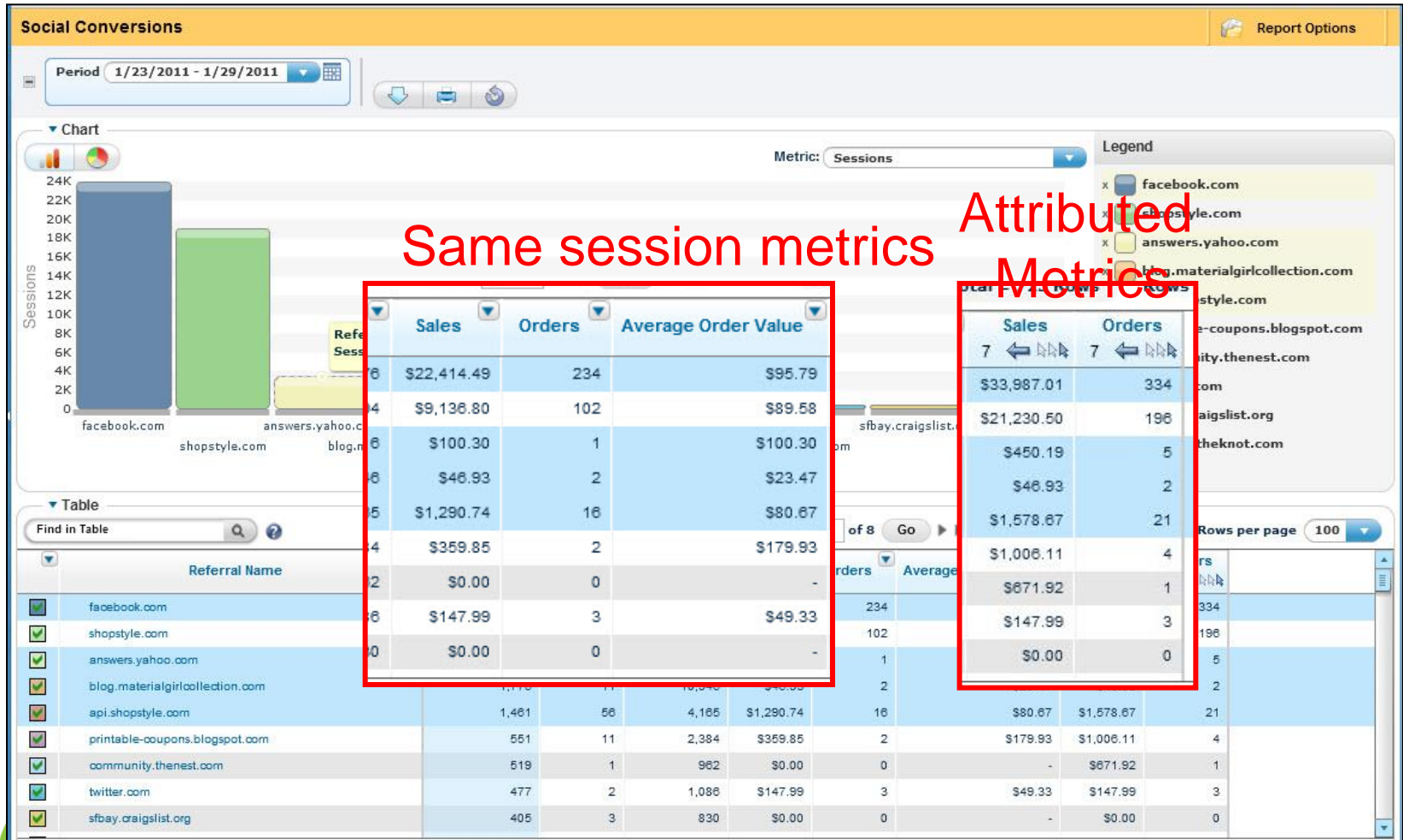


Measure conversions on both a same-session and attributed basis





Measure conversions on both a same-session and attributed basis





What products sell best from social referrals?

Coremetrics Social™

Business Unit: []

Social Products Report Options

Period: 11/28/2010 - 1/1/2011

Chart
Table

Find in Table [] of 100 Go Total = 10000 Rows Rows per page 100

	Social Site	Product Name	Product Id	Items Sold	Item Sales
<input checked="" type="checkbox"/>	Facebook	14K WHITE GOLD RING AQUAMARINE (1-1/3 CT. T.W.) AND DIAMOND ACCENT	387785	7	\$1,517.10
<input checked="" type="checkbox"/>	Facebook	MICHAEL MICHAEL KORS HANDBAG LARGE HAMILTON CHAIN TOTE WITH SILVER HARDWARE	410394	5	\$1,490.00
<input checked="" type="checkbox"/>	ShopStyle	KENNETH COLE REACTION COAT LONG SLEEVE WITH FAUX FUR HOOD	480812	10	\$943.41
<input checked="" type="checkbox"/>	Facebook	LE VIAN 14K GOLD RING CHOCOLATE DIAMOND (1/4 CT. T.W.) AND WHITE DIAMOND PAVE (1/8 CT. T.W.)	501342	1	\$798.15
<input checked="" type="checkbox"/>	Facebook	KENNETH COLE REACTION COAT LONG SLEEVE WITH FAUX FUR HOOD	480812	8	\$729.92
<input type="checkbox"/>	Facebook	STYLE&CO. COAT DOUBLE BREASTED PEA COAT WITH HOOD	502395	12	\$718.88
<input type="checkbox"/>	Facebook	14K WHITE GOLD RING LONDON BLUE TOPAZ (4 CT. T.W.) AND DIAMOND (1/8 CT. T.W.) OVAL	501752	2	\$698.00
<input type="checkbox"/>	MySpace	MOVADO WATCH WOMEN'S STAINLESS STEEL BRACELET 0606260	435026	1	\$695.00
<input type="checkbox"/>	ShopStyle	INC INTERNATIONAL CONCEPTS DRESS SLEEVELESS V-NECK SEQUIN TANK	512878	10	\$659.43
<input type="checkbox"/>	Facebook	BURBERRY WATCH MEN'S STAINLESS STEEL BRACELET BU1561	488832	1	\$650.00
<input type="checkbox"/>	Facebook	ALFANI RED JACKET GREY SHARKSKIN SLIM FIT	449324	4	\$639.96
<input type="checkbox"/>	Facebook	14K WHITE GOLD RING BLUE TOPAZ (1-3/8 CT. T.W.) AND DIAMOND (1/5 CT. T.W.)	280158	2	\$628.25
<input type="checkbox"/>	Facebook	BULOVA WATCH WOMEN'S STAINLESS STEEL BRACELET 96R105	313118	2	\$600.00
<input type="checkbox"/>	Blogspot	ANOLON® ADVANCED 10-PIECE COOKWARE SET	181330	2	\$599.98
<input type="checkbox"/>	Facebook	KITCHENAID KSM150PS STAND MIXER 5 QT. ARTISAN	77589	2	\$599.98
<input type="checkbox"/>	Facebook	CALVIN KLEIN COAT WOOL PEACOAT	481139	4	\$599.92
<input type="checkbox"/>	ShopStyle	THE NORTH FACE COAT TRIPLE C HOOD ZIP FRONT LONG PUFFER	491424	2	\$598.00

Social Impressions Impact



We can attribute social page and ad views to eventual conversions downstream

Core metrics | Coremetrics Social™ | Help | Feedback | Support | Logout | Welcome, btomz@coremetrics.com

Business Unit: []

Social Impressions Impact

Period: 11/28/2010 - 1/1/2011

Table: 1 of 100 rows, Total = 10000 Rows, Rows per page: 100

Marketing Program	Impressions	Click-Through Rate	Sales (IMP 90 Avg)	Page Views (IMP 90 Avg)	Events (IMP 90 Avg)
<input checked="" type="checkbox"/> MEDIAEDGE > B3 > Retargeting > Women's Fragrance	4,072,087	0.00%	\$1,553,168.15	6,433,989	92,148
<input checked="" type="checkbox"/> MEDIAEDGE > MSytleLab > Continuity > B3	3,965,247	0.06%	\$1,231,987.07	3,199,855	65,142
<input checked="" type="checkbox"/> MEDIAEDGE > CorporateGift > B3 > Yahoo	6,603,761	0.04%	\$487,856.58	1,355,583	24,282
<input checked="" type="checkbox"/> MEDIAEDGE > B3 > Retargeting > Men's Fragrance	27,977,389	0.00%	\$458,957.09	1,788,730	24,604
<input checked="" type="checkbox"/> MEDIAEDGE > MSytleLab > Continuity > Glam	8,119,854	0.02%	\$159,291.03	724,623	9,314
<input type="checkbox"/> MEDIAEDGE > B3 > Retargeting > Women'sCoats	1,929,114	0.01%	\$97,311.64	393,840	5,319
<input type="checkbox"/> MEDIAEDGE > B3 > Retargeting > MensCoats	1,887,908	0.03%	\$92,822.13	368,350	4,581
<input type="checkbox"/> MEDIAEDGE > B3 > Retargeting > All Jewelry	1,927,027	0.00%	\$92,354.42	377,465	4,877
<input type="checkbox"/> MEDIAEDGE > B3 > Retargeting > All Watches	1,907,219	0.02%	\$82,673.04	347,108	4,197
<input type="checkbox"/> MEDIAEDGE > MSytleLab > Continuity > Conde	1,792,631	0.13%	\$73,432.61	375,630	4,399
<input type="checkbox"/> MEDIAEDGE > MSytleLab > Continuity > Alloy	3,451,650	0.08%	\$58,792.85	338,332	3,412
<input type="checkbox"/> MEDIAEDGE > B3 > Retargeting > ChildrensCoats	897,077	0.00%	\$54,470.33	225,792	2,942
<input type="checkbox"/> MEDIAEDGE > MSytleLab > Continuity > Gaia	3,192,257	0.39%	\$12,128.84	64,724	653
<input type="checkbox"/> MEDIAEDGE > CorporateGift > B3 > Workforce	68,369	0.08%	\$8,031.75	22,294	472
<input type="checkbox"/> MEDIAEDGE > MSytleLab > Continuity > AOL	44,376	4.70%	\$4,380.63	21,094	238
<input type="checkbox"/> MEDIAEDGE > CorporateGift > B3 > Salesforce	26,708	0.32%	\$848.96	2,539	37
<input type="checkbox"/> MEDIAEDGE > CorporateGift > B3 > Incentive	1,144	2.62%	\$466.99	439	39
<input type="checkbox"/> MEDIAEDGE > Veterans > Google > Washington	1,056	3.13%	\$289.93	489	31



What mobile devices are driving sales from my social sites?

Coremetrics Social™ | Coremetrics Social™ | Coremetrics Social | Help | Feedback | Support | Logout | Welcome, btomz@coremetrics.com

Manage

- Social Metrics
- Facebook
- Twitter
- Social Site Referrals
 - Social Conversions
 - Social Events
 - Social Engagement
 - Social Products
 - Social Geos
 - Social Mobile Devices**

Business Unit: []

Social Mobile Devices

Report Options

Period: 11/28/2010 - 1/1/2011 | Filter Applied...

Chart | Table

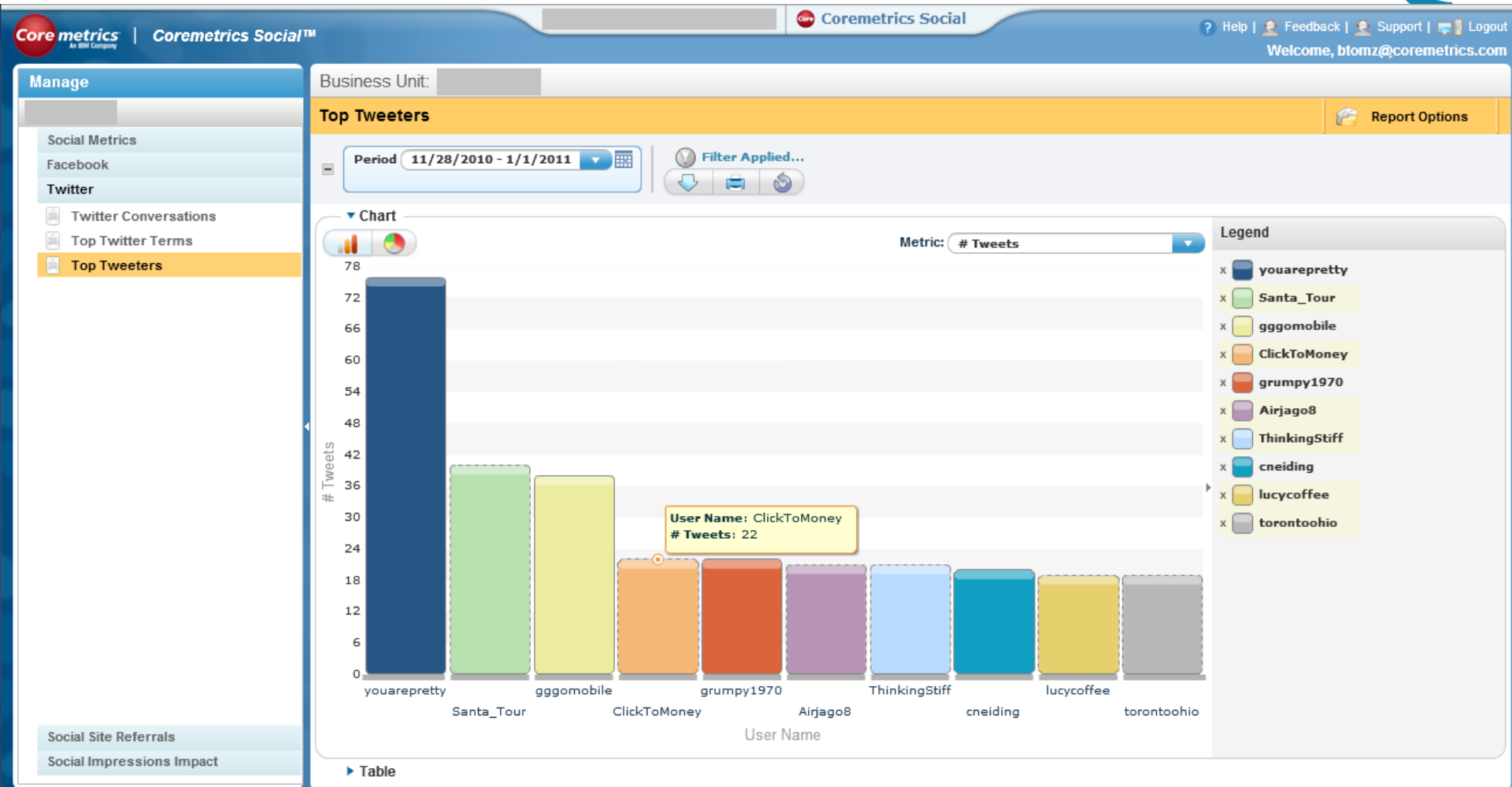
Find in Table [] [] 1 of 5 Go Total = 487 Rows Rows per page 100

	Social Site	Event Name	Unique Visitors	Sales	Average Order Value
<input checked="" type="checkbox"/>	ShopStyle	APPLE IPAD	1,972	\$3,763.48	\$134.41
<input checked="" type="checkbox"/>	Facebook	ANDROID	1,376	\$369.98	\$369.98
<input checked="" type="checkbox"/>	ShopStyle	APPLE IPOD TOUCH	666	\$144.19	\$48.06
<input checked="" type="checkbox"/>	ShopStyle	APPLE IPHONE	591	\$754.47	\$150.89
<input checked="" type="checkbox"/>	Facebook	APPLE IPAD	575	\$542.91	\$108.58
<input type="checkbox"/>	Facebook	APPLE IPHONE	529	\$214.98	\$214.98
<input type="checkbox"/>	Facebook	APPLE IPOD TOUCH	425	\$0.00	-
<input type="checkbox"/>	Answers.Yahoo	APPLE IPOD TOUCH	321	\$0.00	-
<input type="checkbox"/>	Facebook	HTC 9292	304	\$146.97	\$73.49
<input type="checkbox"/>	Facebook	HTC ADR6300	212	\$0.00	-
<input type="checkbox"/>	ShopStyle	ANDROID	210	\$501.98	\$100.40
<input type="checkbox"/>	Answers.Yahoo	APPLE IPHONE	195	\$0.00	-
<input type="checkbox"/>	Craigslist	APPLE IPHONE	185	\$0.00	-
<input type="checkbox"/>	Craigslist	APPLE IPAD	153	\$0.00	-
<input type="checkbox"/>	Facebook	SAMSUNG SGH-T959	149	\$0.00	-
<input type="checkbox"/>	Facebook	RIM BLACKBERRY	144	\$0.00	-
<input type="checkbox"/>	Facebook	HTC ESPRESSO	118	\$0.00	-

Social Impressions Impact



Who are our top tweeters?





...and what are they saying about us?

Coremetrics Social™ | Coremetrics Social™ | Help | Feedback | Support | Welcome, btomz@coremetri

Report Option

Manage

Social Metrics

Facebook

Twitter

Twitter Conversations

Top Twitter Terms

Top Tweeters

Social Site Referrals

Social Impressions Impact

Twitter Conversations

Period 12/1/2010 - 12/31/2010

Table

buy

1 of 1 Go

Total = 17 Rows Rows per page 100

	Feed Name	Tweet	Tweeter Username	Tweet Date	# Re-tweets
<input type="checkbox"/>	"New Furniture"	Got our new Kaboost delivered today. http://amzn.to/flyDB6 No more high chair for my little one. *sniff*	Buymodernbaby	12/23/2010 - 02:50:12 pm	0
<input type="checkbox"/>	"New Furniture"	Buying my new chair for my room!	JaileneCO	12/23/2010 - 03:45:28 pm	0
<input type="checkbox"/>	"New Furniture"	@musecrossing Buy the chair! Really. News about new baby = joy. I'm thrilled for all of you.	jodyms	12/23/2010 - 06:22:00 pm	0
<input type="checkbox"/>	"New Furniture"	Might buy myself a new desk chair for xmas. What a happy ne... not have a metal bar pushing into my back when I'm working.	rebhoff	12/23/2010 - 10:07:38 pm	0
<input type="checkbox"/>	"New Furniture"	Dad's taken over my new chair. May have to buy a second on...g he finally said I can get rid of the couch! #PieceOfCrapSofa	pinkgodzilla2	12/23/2010 - 10:36:33 pm	0
<input type="checkbox"/>	"New Furniture"	New post: Tips For Buying an Electric Lift Chair http://electriclift.blogbex.com/tips-for-buying-an-electric-lift-chair/	neonanswer	12/24/2010 - 01:29:44 am	0
<input type="checkbox"/>	"New Furniture"	Going to buy a new chair on monday! http://tinyurl.com/34gjgdq	joshoon	12/24/2010 - 08:10:06 am	0
<input type="checkbox"/>	"New Furniture"	New post: Polywood Outdoor http://www.e-buyall.us/polywood...e-classic-adirondack-chair-seat-cushion-forest-green-sunbrella/	khunbenjaa	12/24/2010 - 09:30:00 am	0
<input type="checkbox"/>	"New Furniture"	@yayatheryrant he was! He on his way out the door to buy a new chair! The only thing he loved more was saving his dollars lol	XoXoB_	12/24/2010 - 11:21:10 am	0
<input type="checkbox"/>	"New Furniture"	Buy New Mesh Lumbar Back Support #Cushion Now 4 any cha...rence instantly in Ur aching back! http://twal.kr/BackSupporter	gogreen4aussie	12/24/2010 - 11:27:56 am	0
<input type="checkbox"/>	"New Furniture"	Apparently my brother is buying me a new office chair so he can have mine — at OfficeMax http://gowal.la/c/3cDqe	floridamingo	12/24/2010 - 12:42:48 pm	0
<input type="checkbox"/>	"New Furniture"	Shop & Save New post: Butterfly Chair Cover Ideas http://bit.ly/gFW7YZ #savings #save #shop	buynowat	12/24/2010 - 01:24:23 pm	0
<input type="checkbox"/>	"New Furniture"	Buy New Mesh Lumbar Back Support #Cushion Now 4 any cha...rence instantly in Ur aching back! http://twal.kr/BackSupporter	gogreen4aussie	12/24/2010 - 02:07:57 pm	0
<input type="checkbox"/>	"New Furniture"	Holiday #Deals! Fisher-Price Rainforest Deluxe High Chair by ...y new: \$113.... http://amzn.to/fChbH9 Lowest Price@Amazon	samanlive	12/24/2010 - 06:57:45 pm	0
<input type="checkbox"/>	"New Furniture"	I just duct taped my computer chair back together. Way cheaper than buying a new one!	h0wex3	12/24/2010 - 07:12:45 pm	0
<input type="checkbox"/>	"New Furniture"	New Steel "C" Stand for Hammock Air Chairs Hanging Chair H... Cheap New Steel "C" Stand for Hammoc... http://bit.ly/hZlHyj	buycocokware	12/24/2010 - 08:15:03 pm	0
<input type="checkbox"/>	"New Furniture"	Article Experts New post: Buy Massage Chair - Some Guidelines To Follow http://bit.ly/i2Sg5d #parenting #mom	tipsforparents	12/25/2010 - 05:01:39 am	0





What are users posting on our Facebook pages?

Core metrics | Coremetrics Social™ Coremetrics Social Help | Feedback | Support | Log
 Welcome, btmz@coremetrics.co

Business Unit:

Facebook Conversations Report Options

Period: 12/1/2010 - 12/31/2010 Filter Applied...

Table 1 of 1 Go Total = 53 Rows Rows per page 100

Feed Name	Posts	Poster Name	# Post Likes	# Post Comments
<input type="checkbox"/> Skiing Interest Page	Anyone who was skiing/snowboarding this weekend in Nassfeld...to win up to 5 day passes ;) http://www.facebook.com/nassfeld	Hans Meier	1	0
<input type="checkbox"/> Skiing Interest Page	snowboarders are people too.....we're just people one!	Ryan Wesolowski	1	0
<input type="checkbox"/> Skiing Interest Page	Im organizing a ski trip to Tremblant canada this is a collegef...s are interested, all are welcome the more the better the deal	Nick Teresko	1	0
<input type="checkbox"/> Skiing Interest Page	This is my house called Chalet Gastein in Bad Gastein - Austria. Super ski area in the Alps.	Thijs van Wijk	1	4
<input type="checkbox"/> Skiing Interest Page	Christmas present idea - a book about the confessions of a ski instructor.	Rob Oliver	0	0
<input type="checkbox"/> Skiing Interest Page	Brand new up and coming ski/ snowboarding website. Like our fan page if you LOVE SKIING!!!	Jim Cox	0	0
<input type="checkbox"/> Skiing Interest Page	go check out frostbite!!	Johnny Antoniuk	0	0
<input type="checkbox"/> Skiing Interest Page	http://www.facebook.com/mountvacation#/photo.php?fbid=479683048215&set=a.138243178215.110499.23735823215	Tom Krznar	0	0
<input type="checkbox"/> Skiing Interest Page	http://howtosnowboarding.blogspot.com/	Matthew Booth	0	0
<input type="checkbox"/> Skiing Interest Page	Hey guys, here's come info on Skiing resorts near Barcelona: http://bit.ly/e59ZBV	Abby Jones	0	0
<input type="checkbox"/> Skiing Interest Page	if you're looking for a place to ski...i highly recommed arlberg in st.anton austria. Best skiing in the world!!!	Jared Klebanow	0	0
<input type="checkbox"/> Skiing Interest Page	Alaska Backcountry, it doesnt get any better...	Matt Shepherd	0	0
<input type="checkbox"/> Skiing Interest Page	http://www.youtube.com/watch?v=ZBlwjgejVzM	James Allan	0	0
<input type="checkbox"/> Skiing Interest Page	Hi Guys, new to this group so thought I will say hello :)	Eliza Anna Szwajkowska	0	0
<input type="checkbox"/> Skiing Interest Page	Ko smučam,dobim pravi občutek svobode,to je strasaast!!	Bojan Gomboc	0	0
<input type="checkbox"/> Skiing Interest Page	90% of people marry their 7th-12th grade love. since u have r...ht. if u dont post this on nine status your worst week starts now	Wafa Rokhsana	0	0
<input type="checkbox"/> Skiing Interest Page	headin out to keystone maybe vail in february	Brendan Morell	0	0





Social Takeaways:

1 Measure the **ROI** of your social media efforts with Social media and analytics data in one interface.

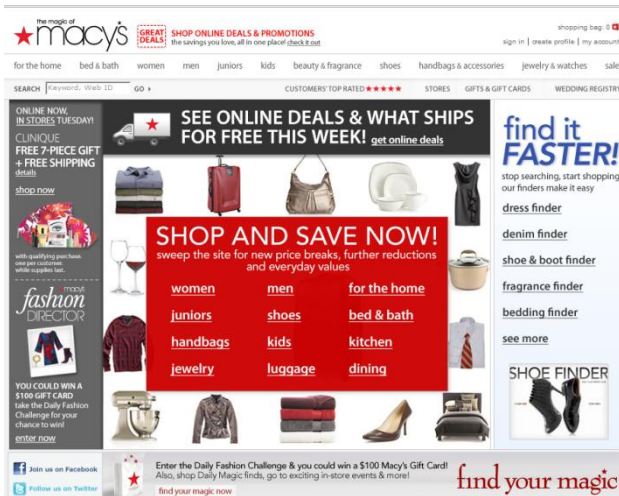
2 Understand social investment **as a marketing channel**.

3 Monitor **social conversations** and identify brand champions to engage.

4 Determine what **product categories sell best** (or types of content are most consumed) **in social promotions**.

5 Use with **Impression Attribution** for a full view of all social properties and impressions.

How It Works: Coremetrics SAAS



Web Site
 Mobile App
 Mobile Site
 Off Site
 Display Ads
 Rich Media

welcome.coremetrics.com



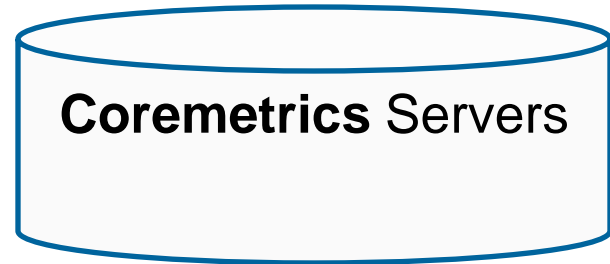
Javascript Page Tag

```

</script>
<!-- BEGIN COREMETRICS SUPPORT -->
<script language="javascript 1.1" src="/js/v40/illuminate_adtarget.js">
</script> <script language="javascript 1.1" src="/js/cmdataatagutils.js"></script>
<script>cmSetClientID("10000072", false);
</script> <script language="javascript 1.1" src="/js/cmglobaltags.js"></script>
<!-- END COREMETRICS SUPPORT -->
</div>
    
```

http image request

"pixel"



What Are The Data Collection Components?

- Client ID = Coremetrics “account”
- Hosted JavaScript Library = standard tag library code
- Tags = javascript code that goes on the client web site
- Cookies = permanent cookie and session cookie
- Categorization = site content and product hierarchies
- Attributes = user defined extra data fields in Explore
- Data Integrity Process = audit of ecommerce data
- Imported Historical Data = existing client data imported into Coremetrics Analytics during implementation



Coremetrics Implementation Overview



Scope	<ol style="list-style-type: none"> 1) Design / Determine Business Conventions 2) Install Coremetrics JavaScript 'tagging' technology 3) Quality Assurance / Data Validation 			
	Tasks	<p style="text-align: center;"><u>Design</u></p> <ul style="list-style-type: none"> • Determine various conventions for data collection including page and product identification and categorization. Build a Category Definition File (CDF). • Determine the internal business and site logic required for implementation. 	<p style="text-align: center;"><u>Development</u></p> <ul style="list-style-type: none"> • Add Coremetrics JavaScript libraries, function 'tags' and parameters to web site code. • Create a Data Integrity Process (DIP) file to provide for the independent validation of data collection. 	<p style="text-align: center;"><u>Quality Assurance</u></p> <ul style="list-style-type: none"> • Verify tagging, data collection and reporting – make corrections as needed. • "Go Live" – Migrate the tagged site to your production environment in coordination with any existing migration schedule. Begin a daily DIP file comparison to validate the integrity of data collection.
Timelines & Owners	<p>5-10 business days *</p> <p>Primary: Client Business & Technical staff</p> <p>Secondary: Coremetrics</p>	<p>5-10 business days *</p> <p>Primary: Client Technical staff</p> <p>Secondary: Coremetrics</p>	<p>10-20 business days *</p> <p>Primary: Coremetrics & Client staff</p>	

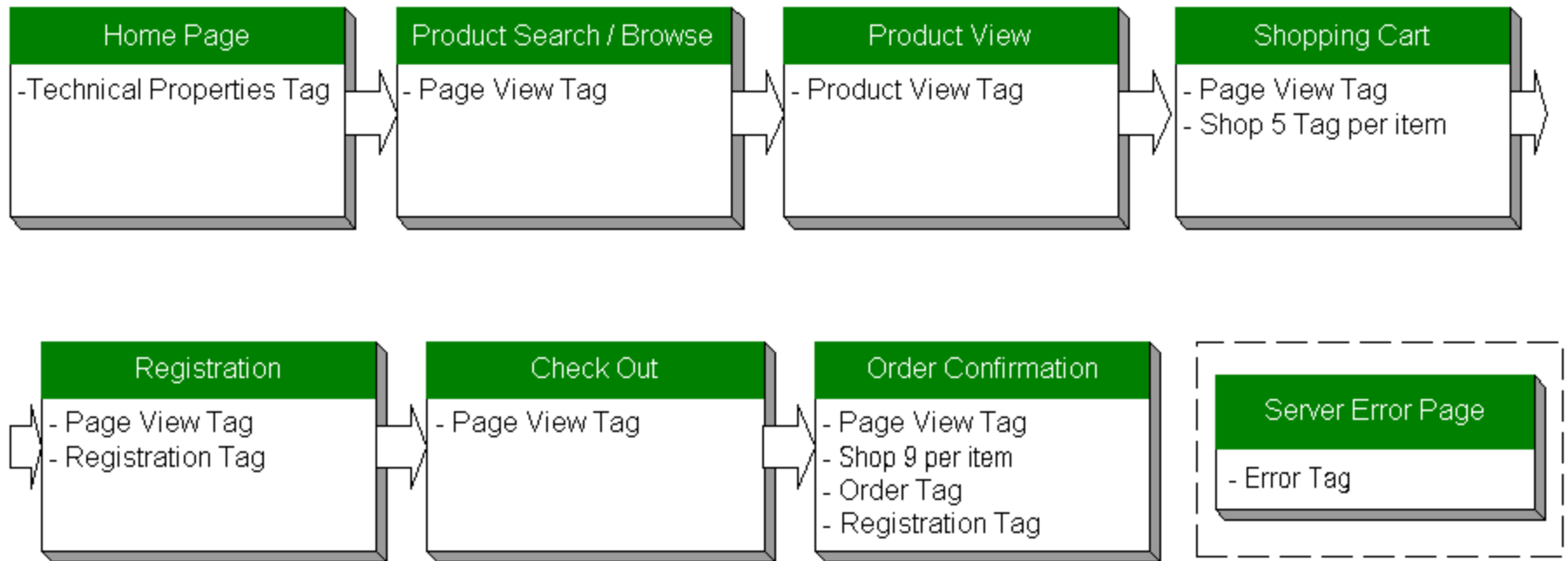
* These estimates assume a dedicated client project team including at least one full-time web developer familiar with your site architecture and development tools.





Page Examples and Associated Tags

The following is an example of a linear shopping process with the tags needed for each page:





Tag Types

- Page View Tag – The most often used tag (85-90% of the content)
- Conversion Tag – Capturing Initiation and Completion events
- Element Tag – Capturing interactions (video plays, button presses)
- Registration Tag – Capturing PII
- Shop5 (add to Cart), Shop9 (product Purchased), Order (order details)
- Technical Properties (automatic) – Browser properties (version, etc)
- Linkclick Tag (automatic) – Track link clicks
- Form Action Tag (automatic) – Track form interactions
- Impression Tag (automatic) – Track impression views (if enabled)



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Traditional Coremetrics Tag Example



- Coremetrics provides standard tag templates for all tagging scenarios
- No need for properties, variables, helper functions, named value pairs, etc
- Standardized AND Flexible

Standard Coremetrics Libraries

```
<!-- BEGIN COREMETRICS SUPPORT -->  
<script language="javascript1.2" src="/coremetrics/v40/eluminate.js" type="text/javascript"></script>  
<script language="javascript1.2" src="/coremetrics/cmdatatagutils.js" type="text/javascript"></script>  
<script language="javascript1.2" type="text/javascript">  
<!--  
cmCreateRegistrationTag("cust123","customer@mail.com","Austin","TX","78727","US","OUTDOOR");  
//--></script>  
<!-- END COREMETRICS -->
```

Page Tag

Standard Parameters



Base Tags Populate The LIVE Profile And Reports

Lifetime Web Site Behavior

- Marketing Attribution
- Merch Browse, Cart, Order, Abandon
- Content, Pathing, Sequence
- Business Events
- Segments
- Product affinity scoring

LIVE Profile

Off-Site Impressions



Traffic Sources



Multi-Channel



Consistent Data Model
Clean Data
Easy To Access
Real Time

Customer Attributes

- Behavior
- Demographics
- CRM Data
- Loyalty Program Status
- Lifetime Value
- Scoring
- etc...

Mobile



Business Gets Social 2012

IBM Software Roadshow

Quiz Questions



Measuring success of social media is important because

- a. Everyone does it
- b. Only the best companies do it
- c. 80% of online users are active on social media sites
- d. b and c



Quiz Questions - Answer



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Quiz Questions



What is the key mechanism for collecting data from Facebook apps

- a. Logs
- b. Tags
- c. APIs
- d. b and c



Quiz Questions



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