

Web measurement: Tools, Practices, Recommendations

By Dr Kristina Rungano Masuwa-Morgan, Canterbury Christ Church University

Abstract

Marketers are invariably faced with the challenge of measuring the value of their web presence beyond explicit transactional performance indicators such as units sold, revenue, percentage sales. A host of web monitoring and evaluation tools have emerged which attempt to provide solutions based on behavioural patterns starting from simple count of number of visits and use of cookies to the capture repeat visits to more complex click based assessment of the marketing journey being search behaviours and the route taken by a visitor through the site. Some now also dabble into the area of referral websites, extensional count of number of previous visits and even entry and exit. The question remains as to how reliability these techniques could provide conversion rates for measuring the business value of a website.

This paper examines the relative efficacy of some of the more popular web measurement tools and makes a proposal for best practice for measurement planning, not only relating to value derived from a company's web presence but also for applying use case scenario based design to optimise the marketing journey. It examines the validity of some of the contemporary conversion metrics and makes recommendations for inferential analysis of associations between transactional and behavioural metrics...