



Online Analytics Maturity Model

vision, intuition and data



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Online Analytics Advocate!

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What is business success?

- A positive balance sheet
- Emotional connection
- Customer satisfaction
- Ethical behaviour
- Environmental considerations
- Employee happiness
- Innovation

How can we achieve it?

- Copycat?
- Silver bullet?
- Creativity in continuous improvement & attention to details



creativity

Creativity is the ability to generate innovative ideas and manifest them from thought into reality.

The process involves original thinking and then producing.



**Creativity without analytics is
art and emotional expression.**

Stéphane Hamel

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If data blocks your creativity, either your idea sucks or you're not being creative enough.

Jim Sterne



Analytics without creativity is theory, mathematics, and pure calculation.

Stéphane Hamel

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Anyone can make the simple complicated.
Creativity is making the complicated simple.

Charles Mingus
American jazzman

Analytics

"the science of analysis".

How a business arrives at an optimal and realistic decision based on existing data.

Analysis

Analysis is the process of breaking a complex topic into smaller parts to gain a better understanding of it.

Critical Success Factors

...critical activities required for ensuring the success of your business.

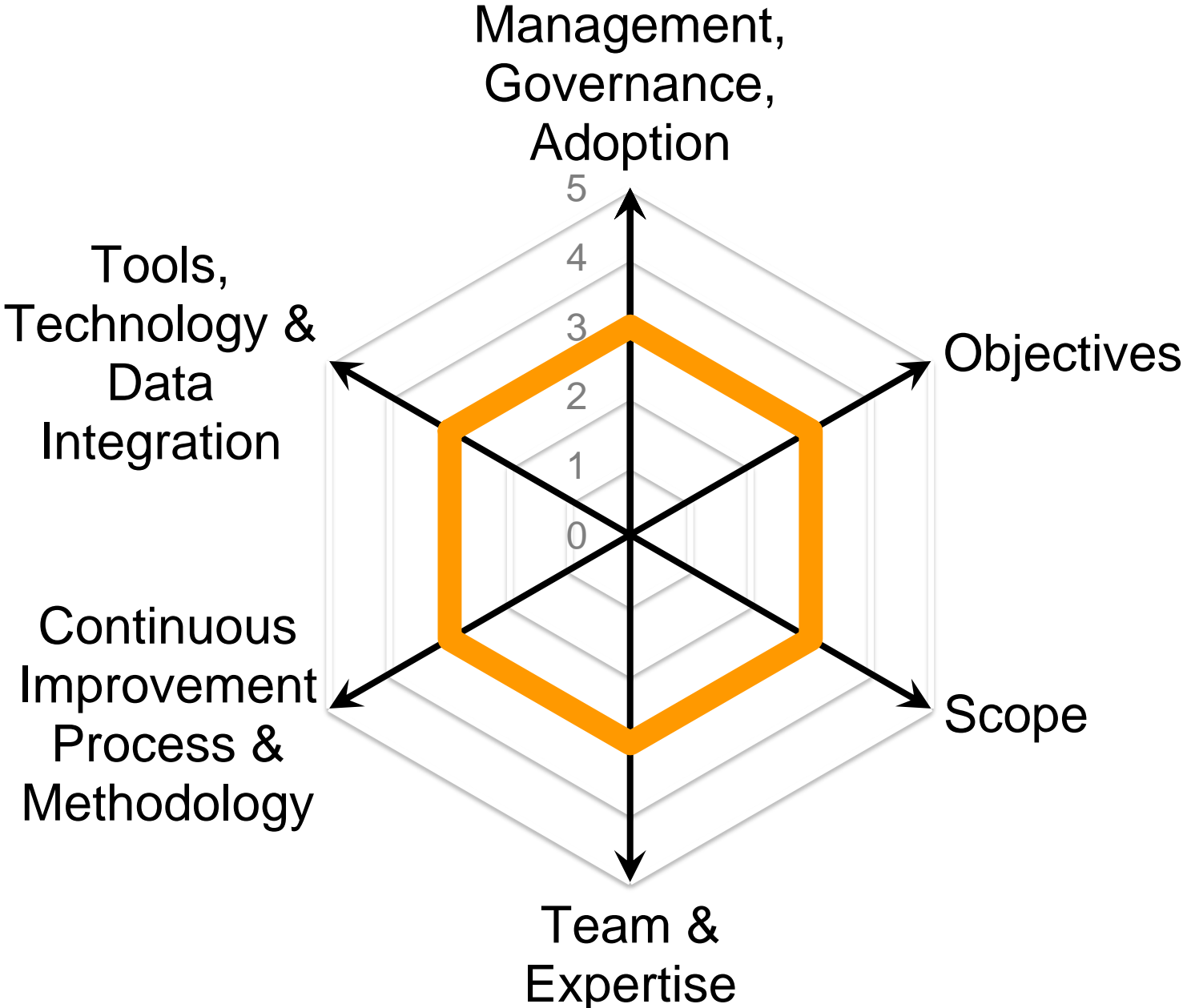
...

The term was initially used in the world of data analysis, and business analysis.

Maturity Model

Essential elements of effective processes which describes an evolutionary improvement path from ad hoc, immature processes to disciplined, mature processes with improved quality and effectiveness.

Critical Process Areas



1. MANAGEMENT, GOVERNANCE & ADOPTION

What is the highest job title with accountability for online performance measurement against business objectives?

Roadmap



Business Strategy

- What is this business trying to accomplish?

Goals & Objectives

- What are the short and long term objectives to achieve the strategy?

Business Drivers

- What are the important execution steps to meet the goals & objectives?

Performance Indicators

- What measure of success are tied to the drivers?

Supporting Metrics

- What are the detailed measures that feed and augment the KPIs?

2. OBJECTIVES

What is the objective of your current online analytics program?

Designing for Persuasion

Visitor's perspective

Who is coming to the site?

What do they want to accomplish?

Were they successful in doing so?

Online strategy

➔ Who we want on our site?

➔ How can we help them?

➔ Is it aligned with our strategy?

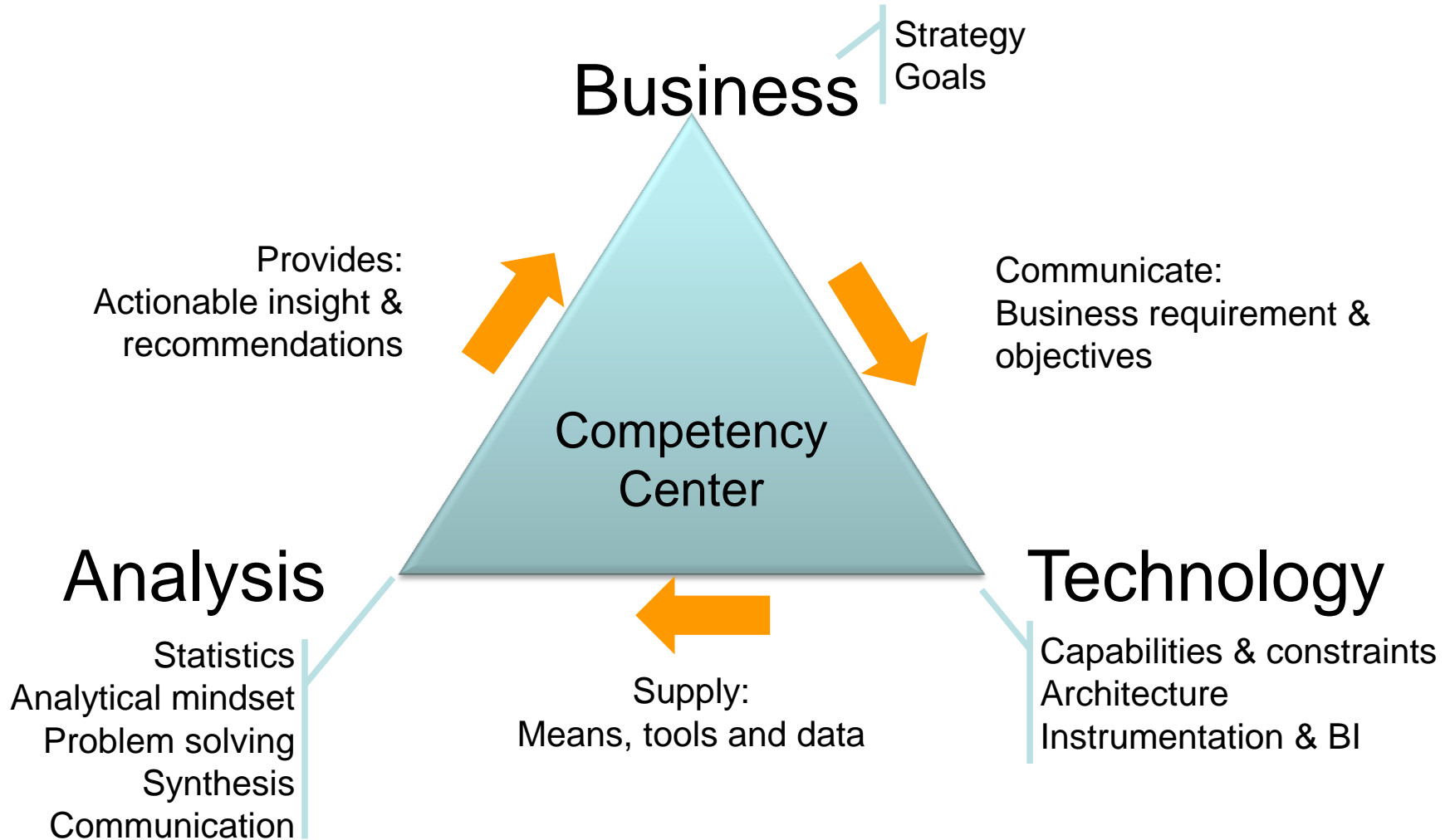
3. SCOPE

The scope defines the size of the playing field.

4. TEAM AND EXPERTISE

How is your online analytics team structured?

Optimization life-cycle



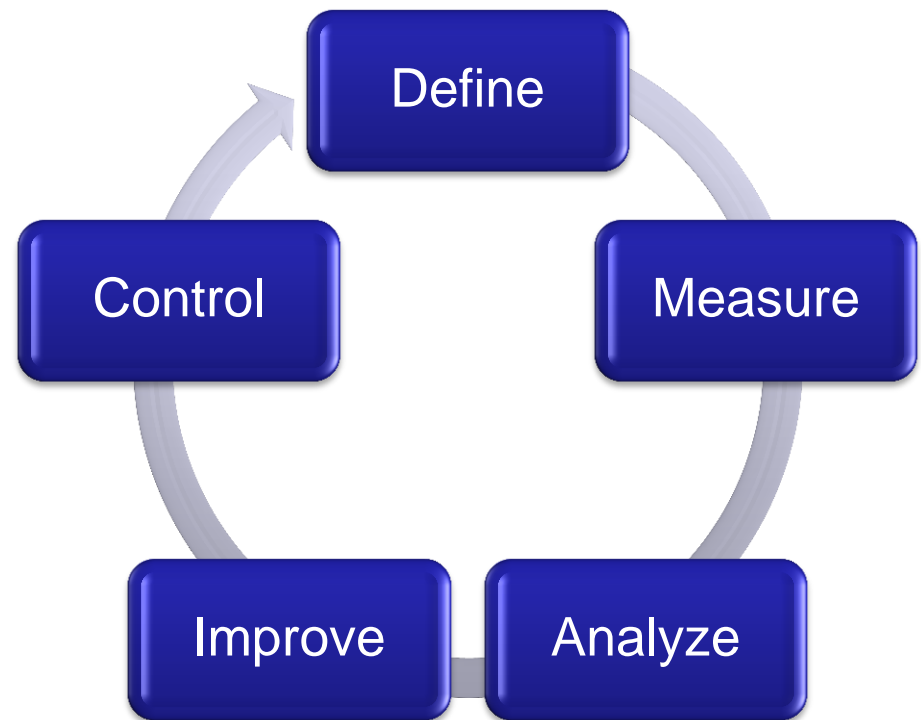
5. CONTINUOUS IMPROVEMENT PROCESS & ANALYSIS METHODOLOGY

How do you develop hypothesis, define problems & opportunities, analyze and provide insight?

Lean SixSigma

A set of practices aiming at systematically improving processes by eliminating defects

- Segmentation, slicing & dicing of data
- Changing environment
- Maximize velocity



“make it easy to do business with”

6. LEVERAGING THE TOOLS, TECHNOLOGY & DATA INTEGRATION

How sophisticated is your use of technologies?

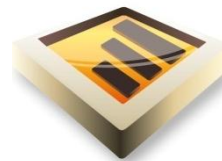
Because we have to...

Rigorous – RFI/RFP

1. Research and screening
 2. RFP process
 - Introduction
 - Business objectives
 - Reporting requirements
 - Metrics and KPIs
 - Agregates and consolidations
 - Content grouping & optimization
 - Process optimization
 - Campaign tracking & management
 - Filters & segments
 - Visitors profile
 - Analysis and ad hoc reporting
 - Search analytics
 - Distribution
 - Integration
 - Administration, security, delegation
 - Technical requirements & implementation
 - Support, training, conference
 - Supplier audit: owners, turn over, % allocated to R&D, clients, references (good & bad!)
 3. Pitch process
 4. Pilot
 5. Decision
- ~120-360 days

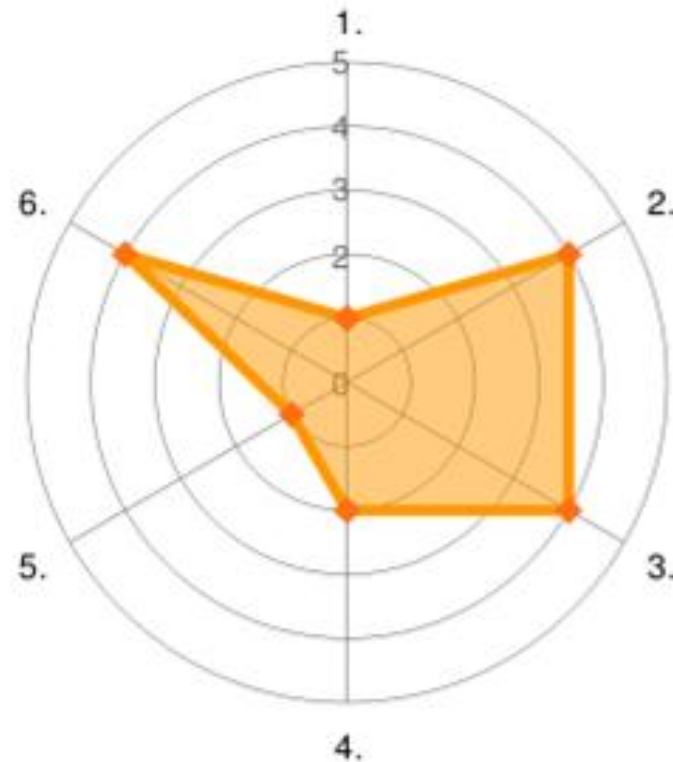
Radical – Kaushik

0. Assign optimal ownership
 1. Implement a (free) web analytics solution
 2. Start using simple reports and process of creating an intelligent audience in your company
 3. Teach yourself the limitations of web analytics, tagging, numbers not matching, need to go redo your website
 4. IT “rules”! Cross your fingers, dive in
 5. Do a honest and deeply critical self review of where you are
- ~60 days



Typical

- Lack of buy in from management
- Unrealistic expectations
- Inexperienced and no methodology
- Focus on the tools



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Self assessment tool

<http://immeria.net/wamm>

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Online Analytics Maturity Assesment

Background
This survey is part of study on online analytics practices within organizations of various industries, sizes, geographies and organizational structures.

Please note this survey represents only a small subset of a full maturity assessment. Should you want an independent, professional evaluation, please [contact me](#).

Your benefits
This survey will assist you in evaluating your current online analytics maturity. It is based on the [Web Analytics Maturity Model \(WAMM\)](#) proposition.

Contributing

- The survey will take about 5 to 10 minutes to complete.
- The collected data will be analyzed and will contribute to WAMM future releases.
- Once filled you will receive a summary of your answers along with a visual representation of your current maturity.

Confidentiality
Your privacy will be respected and your answers won't be shared under any circumstances unless specifically authorized. Only aggregated results will be published. Email is mandatory in order to insure responses validity and quality.

* Required

Your employer/company

Please provide your email *
Your privacy will be respected and your answers won't be shared under any circumstances. Email is mandatory in order to insure responses validity and quality.
 Can't be empty!

Please enter your current employer name. *
Company name is required to insure response validity and quality.

In which country are you located? *
--- Select ---

What is the size of your company (or number of students if academic) *

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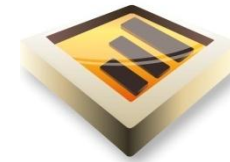
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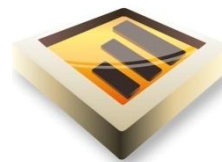
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