



## Advanced Analytics, Part 2: The Client Perspective from Analytics 1.0 to 3.0 11/15/07

Abstract for Enrique Gonzales' talk:

- Web Analytics 1.0 – Measurement of the Relationship between audience and the site
  - Measurement about NPR.org
    - Key Performance Indicators
      - Unique Visitors who
        - Visit more than one time per month
        - View more than one page view per session
        - Use media (audio or video)
        - Use podcasts
- Web Analytics 2.0 – Measurement of the Relationship between the audience and NPR the brand anywhere on the Internet cloud.
  - Measure of NPR.org's impact in social media and the external internet cloud
    - Podcasts
    - Other RSS
    - Top four social networks
      - MySpace, Facebook, YouTube, Flickr
    - Email, Widgets, Etc.
- Web Analytics 3.0
  - Mobile computing as a platform
- Next Possible Steps
  - Testing
    - Using A/B and Multivariate Testing to Optimize Site Design for Top Four KPIs
    - Design by empirical test not the highest paid person's opinion "HiPPO" (term coined by Avinash Kushik of Google)
- On site surveys, NPR panel results
  - Getting to why behavior occurs