

# La misurazione delle audience digitali interattive

Fondamenti concettuali e prospettive emergenti

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**Cosimo Accoto,**

*autore del libro "Misurare le audience in internet"*

# Stato dell'arte

- Una storia lunga 15 anni (1993-2008)
- Patrimonio di conoscenze in espansione
- Pratiche e competenze in consolidamento
- Prospettive emergenti in rapido sviluppo

# Concetti fondativi della misurazione

## 1. Tracciabilità

(traceability)

## 2. Misurabilità

(measurability)

## 3. Performatività

(accountability)

# 1. Tracciabilità dei new media

- Le tecnologie della comunicazione digitale interattiva residuano tracce  
(trace-leaving technologies, registration systems)
- Le tracce delle comunicazioni digitali sono originate da connessione e interattività  
(two-way communication, interactivity)
- I nuovi media sono sistemi automisuranti in grado di attivare la registrazione delle tracce  
(built-in measurement systems, embedded tracking, self-measuring media)
- La tracciabilità delle comunicazioni, elemento distintivo dei new media, fonda la loro misurabilità  
(measurability)

## 2. Misurabilità dei comportamenti

- Dalle tracce di connessioni e interazioni si possono ricostruire e misurare comportamenti/consumi online  
(who e what: behavior, experience, outcome)
- È possibile monitorare e quantificare gli eventi di interazione (fruizioni/profili) con estrema granularità sia pure sotto specifiche condizioni e limitazioni  
(infinite measurability)
- La misurazione richiede l'uso di modelli audiometrici per decidere quali tipi di fruizione interessa quantificare  
(exposures, clicks, conversions, ...)
- È fondamentale che il marketer abbia chiari gli obiettivi di profittabilità a fronte dei quali avviare le misurazioni più opportune per la verifica dei propri business goals  
(marketing accountability)

# Cosa e chi: quantificare e profilare

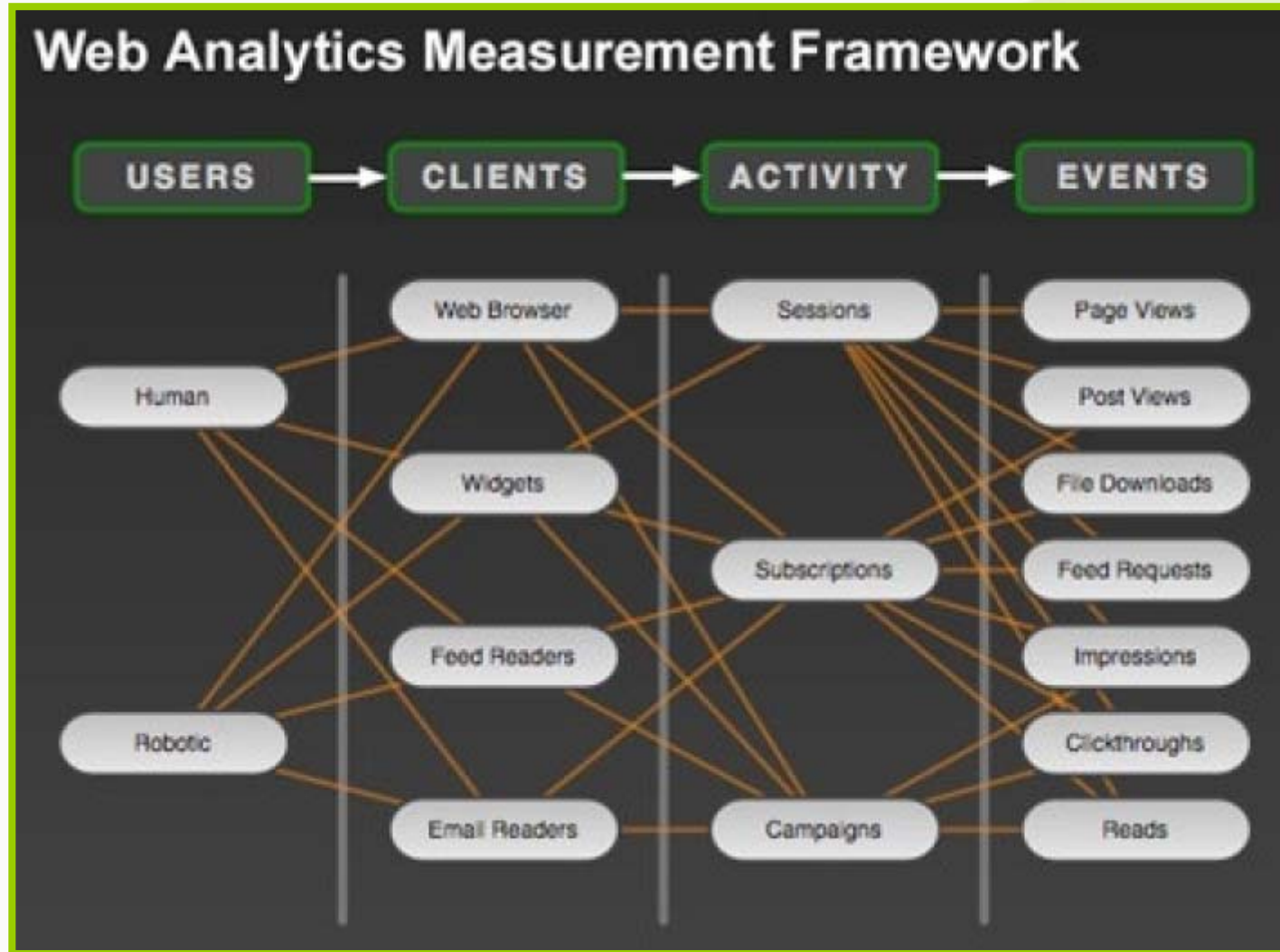
## eventi

pagine, click, conversioni,  
conversazioni, produzioni...

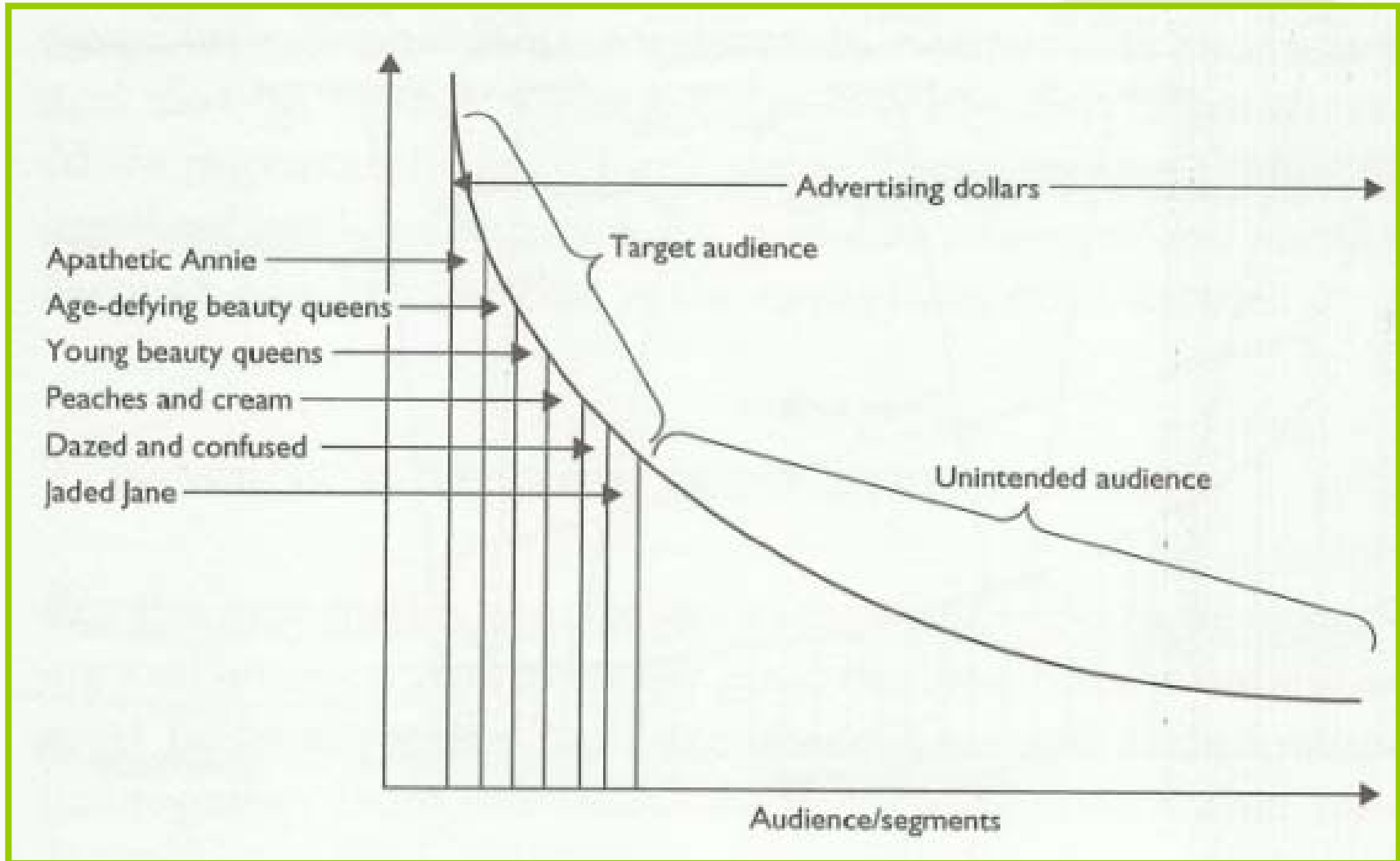
## profili

demografici, psicografici, geografici,  
comportamentali, contestuali, temporali...

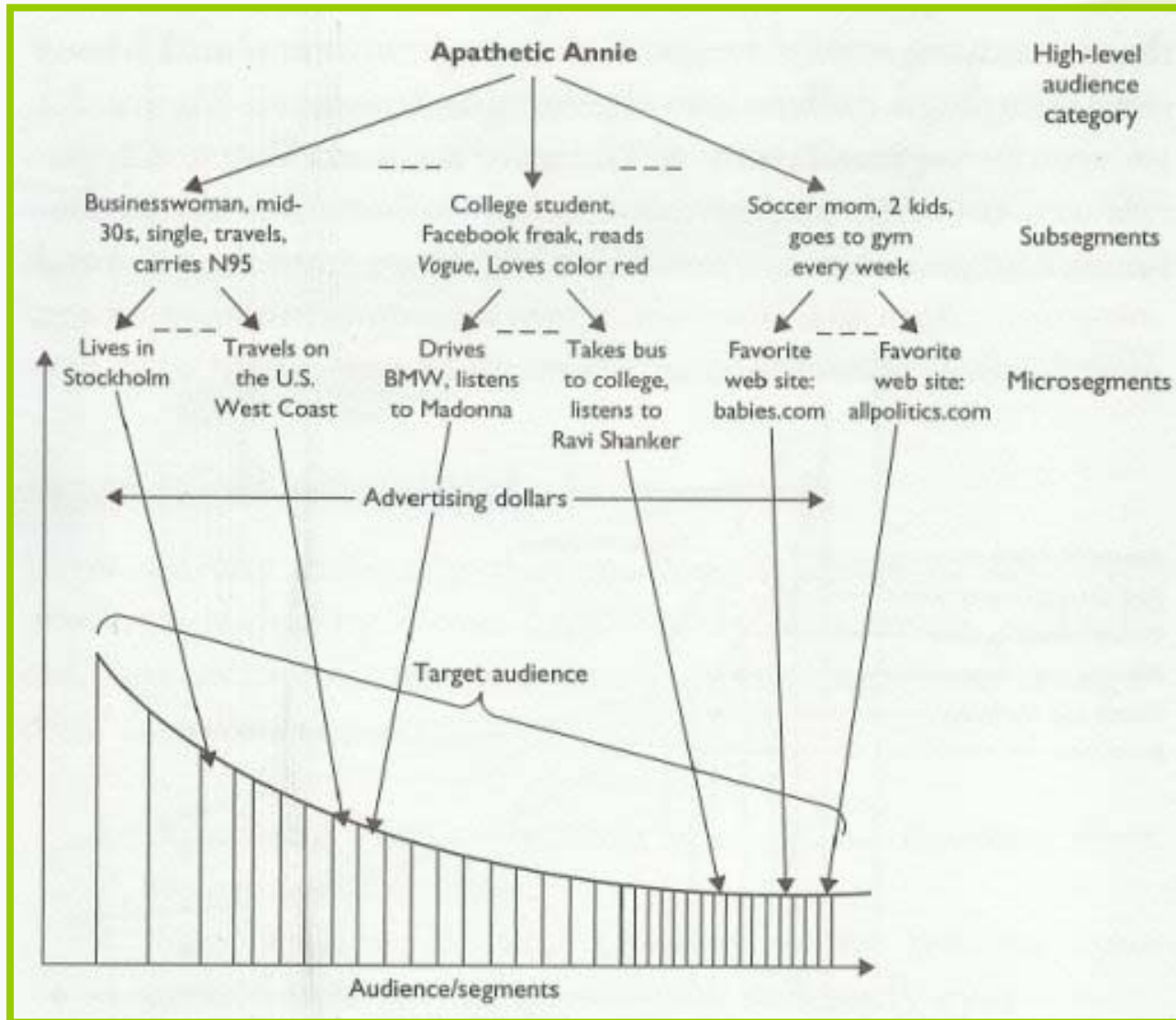
# Eventi mediali digitali in crescita...



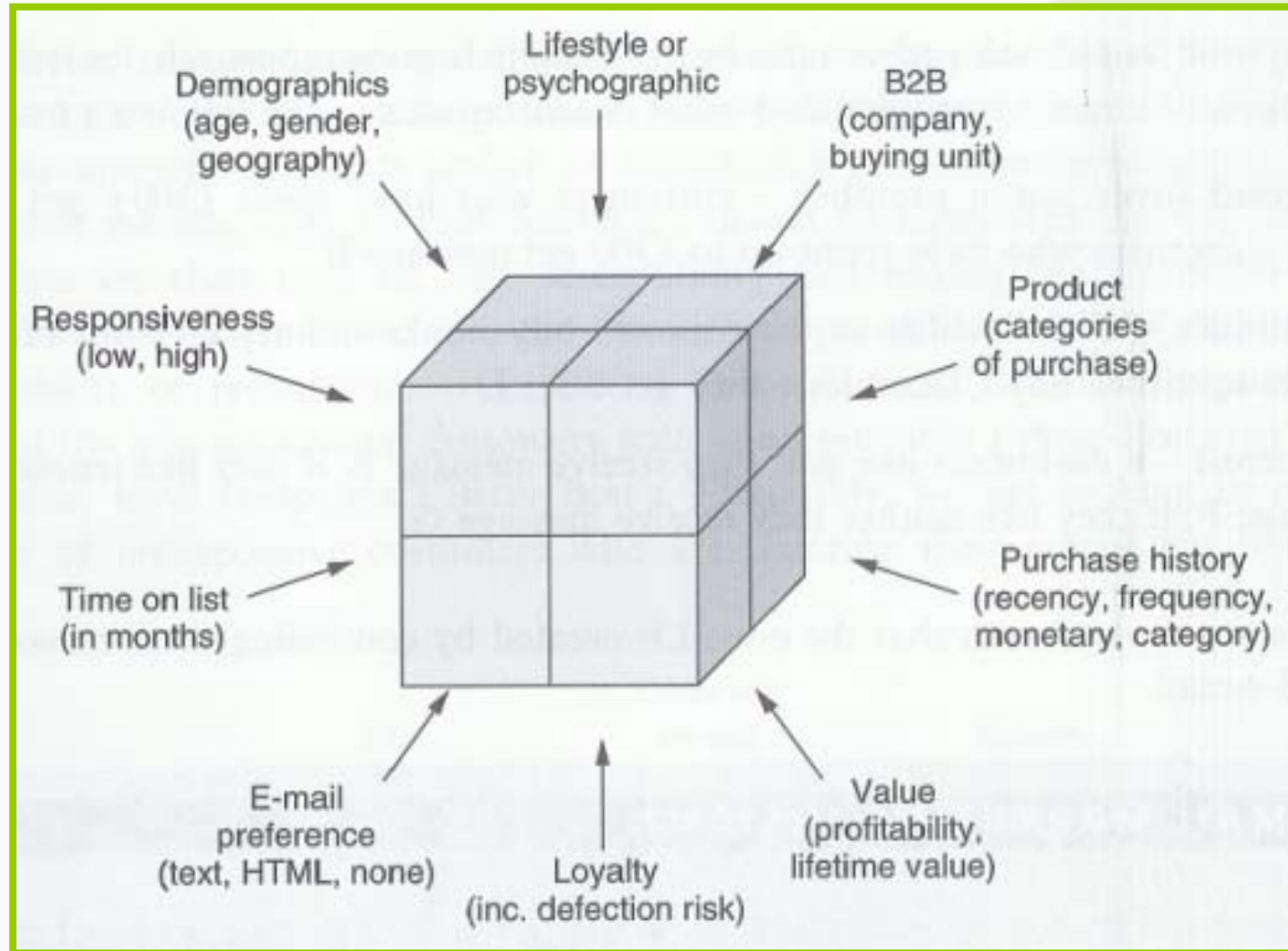
# Profilazione negli old media



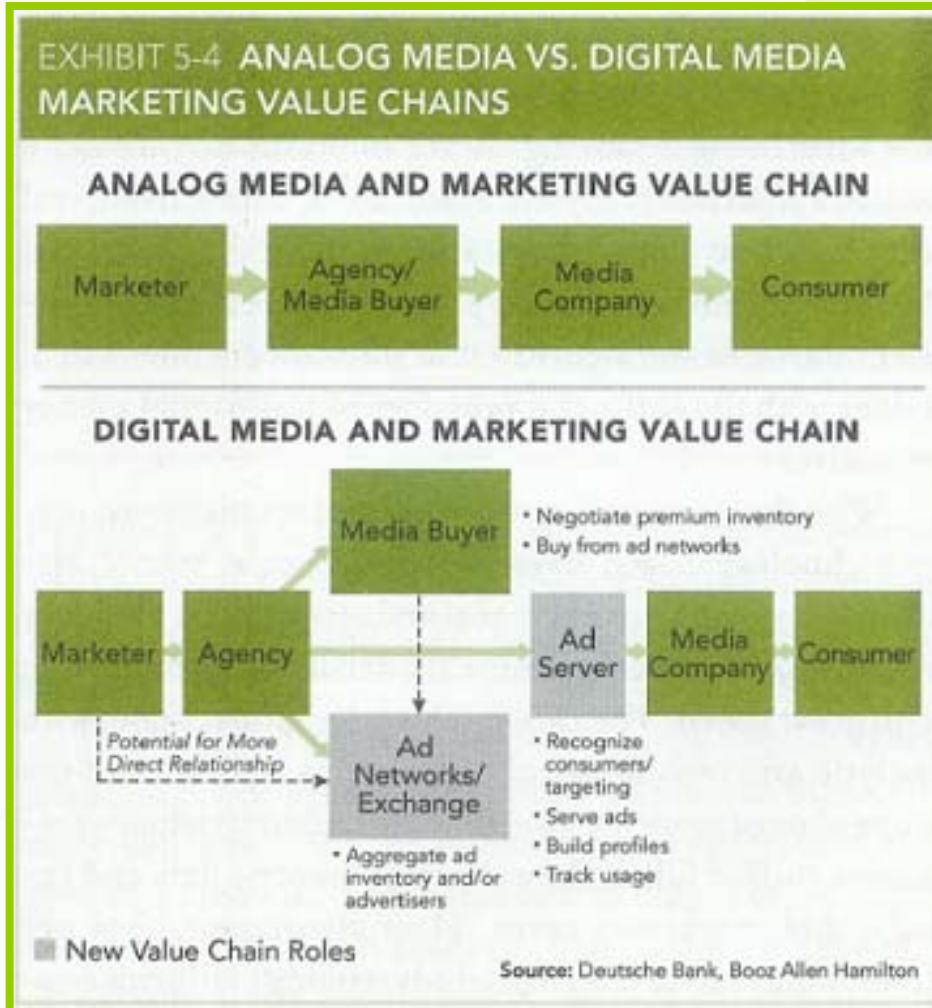
# Microtargeting nei nuovi media



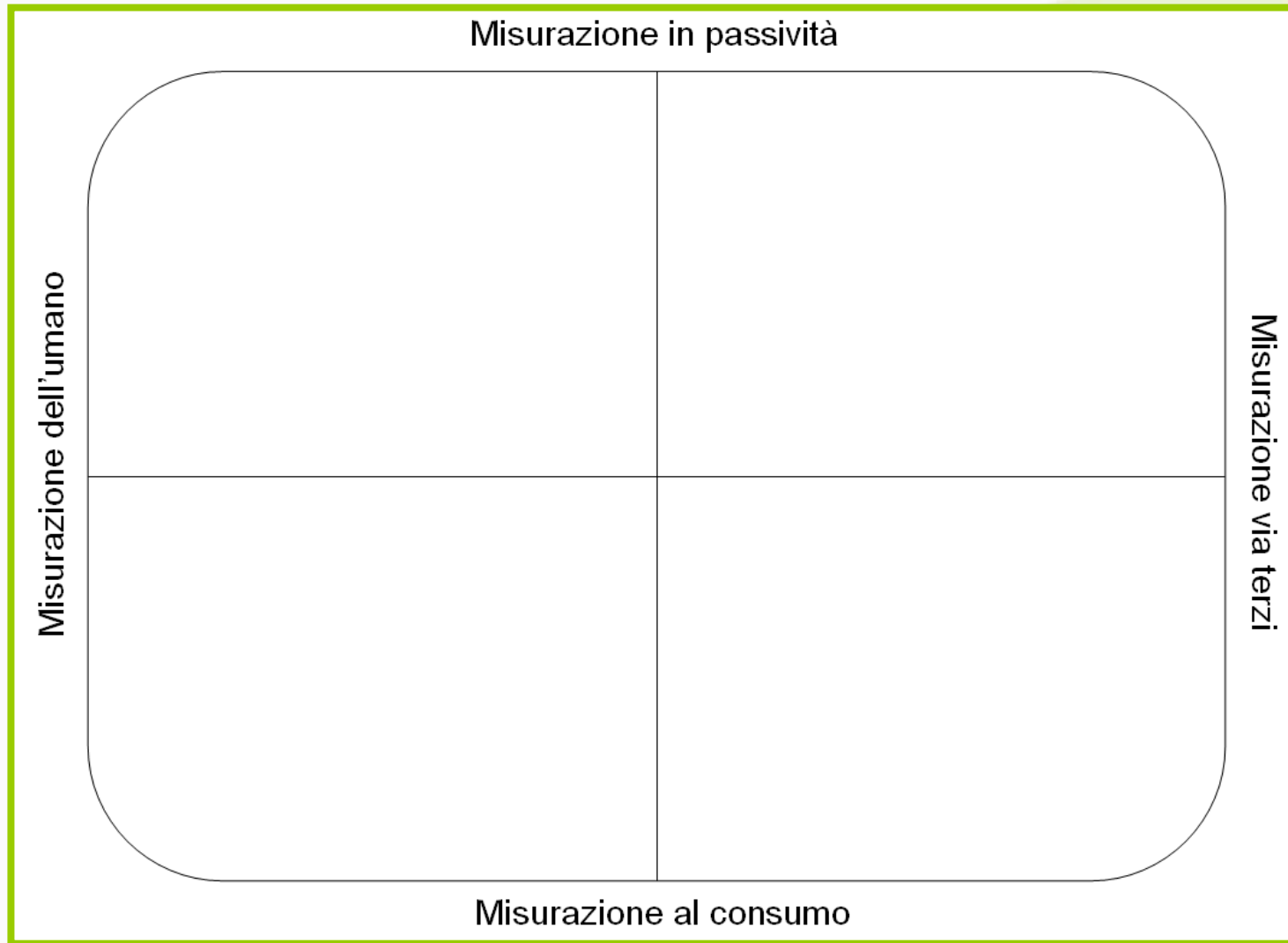
# Email targeting



# Ecologia dei nuovi audience marketplace



# Linee guida per la misurazione



# Modalità di classificazione

- Per fonte dei dati  
(server, browser, network)
- Per tecnica di raccolta  
(log, tag, sniffer, meter)
- Per tipologia dei dati  
(censuari, campionari, misti)
- Per genere di ricerca  
(attiva, passiva, mista)
- Per impiego dei dati  
(intelligence interna, scenari competitivi)

# Classificazione lato research

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## THE INTERNET AUDIENCE

Table 2. Classification of web audience measurement methods

Type	Source of information	Method
Passive	Trace left by the information transaction among computers	Website log-files analysis Advertisement-server log-files analysis Analysis of log-files generated by the use of tags
Active	Information provided by web users	Online surveys Offline surveys
Mixed	Combination of the trace left by computers' information transactions and the information provided by web users	Electronic measurement panels Global macro-panels

# Classificazione lato industry

## Web Analytics

dato censuario

centrata sul cookie

fruizione quantificata

intelligence interna

monitoraggio integrale

## Audience Measurement

dato campionario

centrato sull'utente

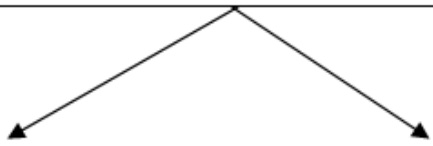
fruizione profilata

analisi competitiva

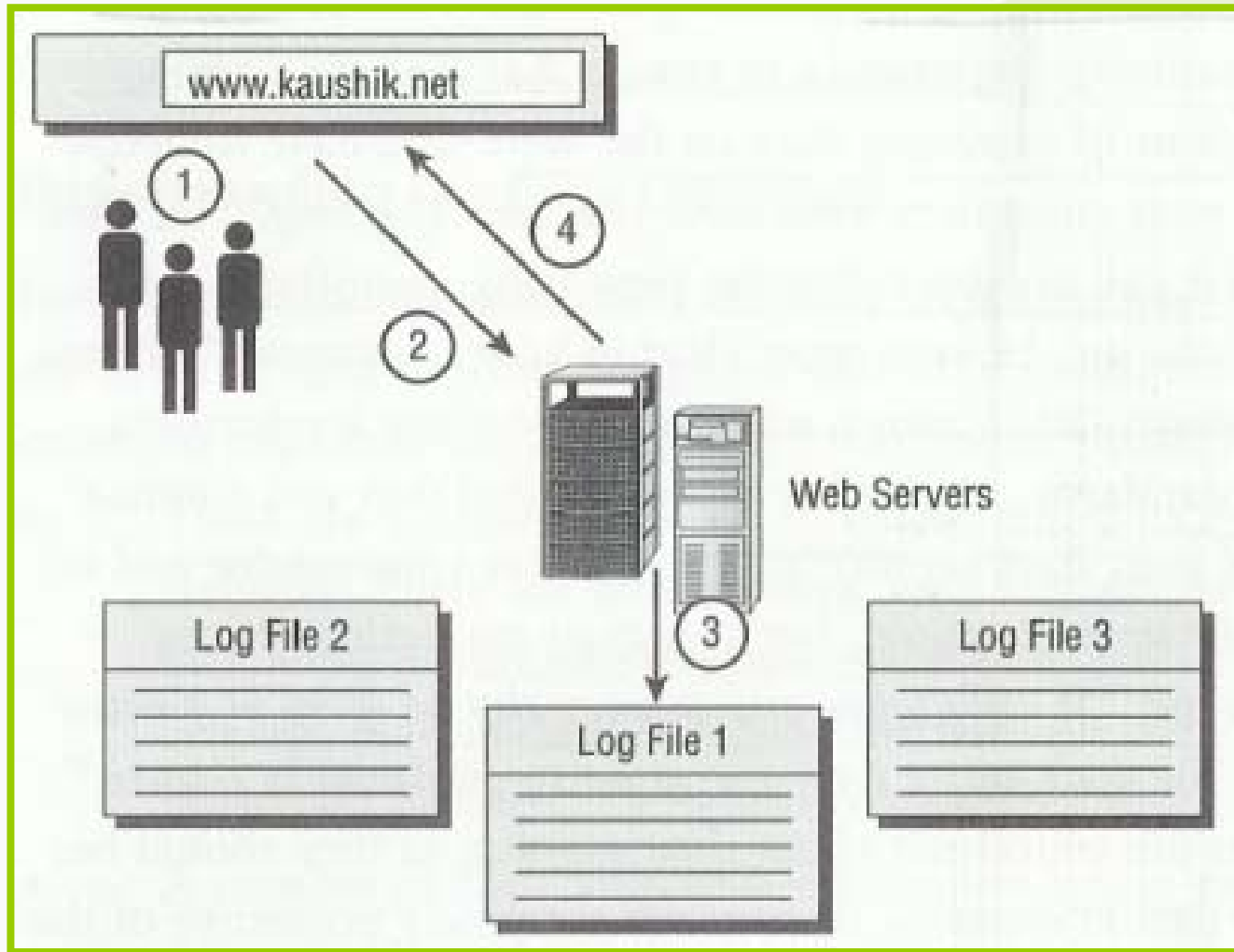
monitoraggio localizzato

# Schema di classificazione

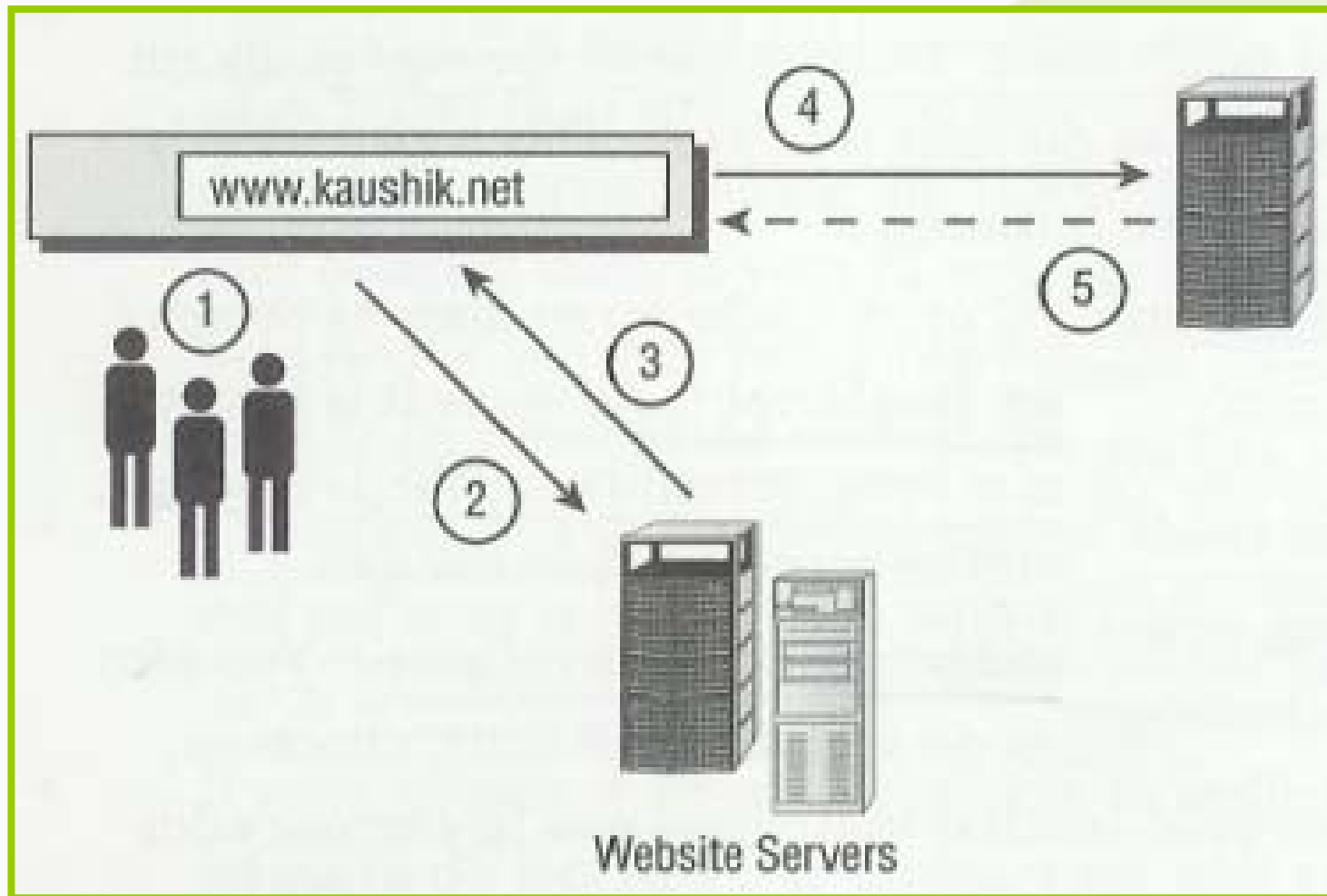
## Data sources

server	browser		network
			
census	census	panel	census
server-centric	browser-centric	user-centric	isp-centric
log	tag	meter	sniffer

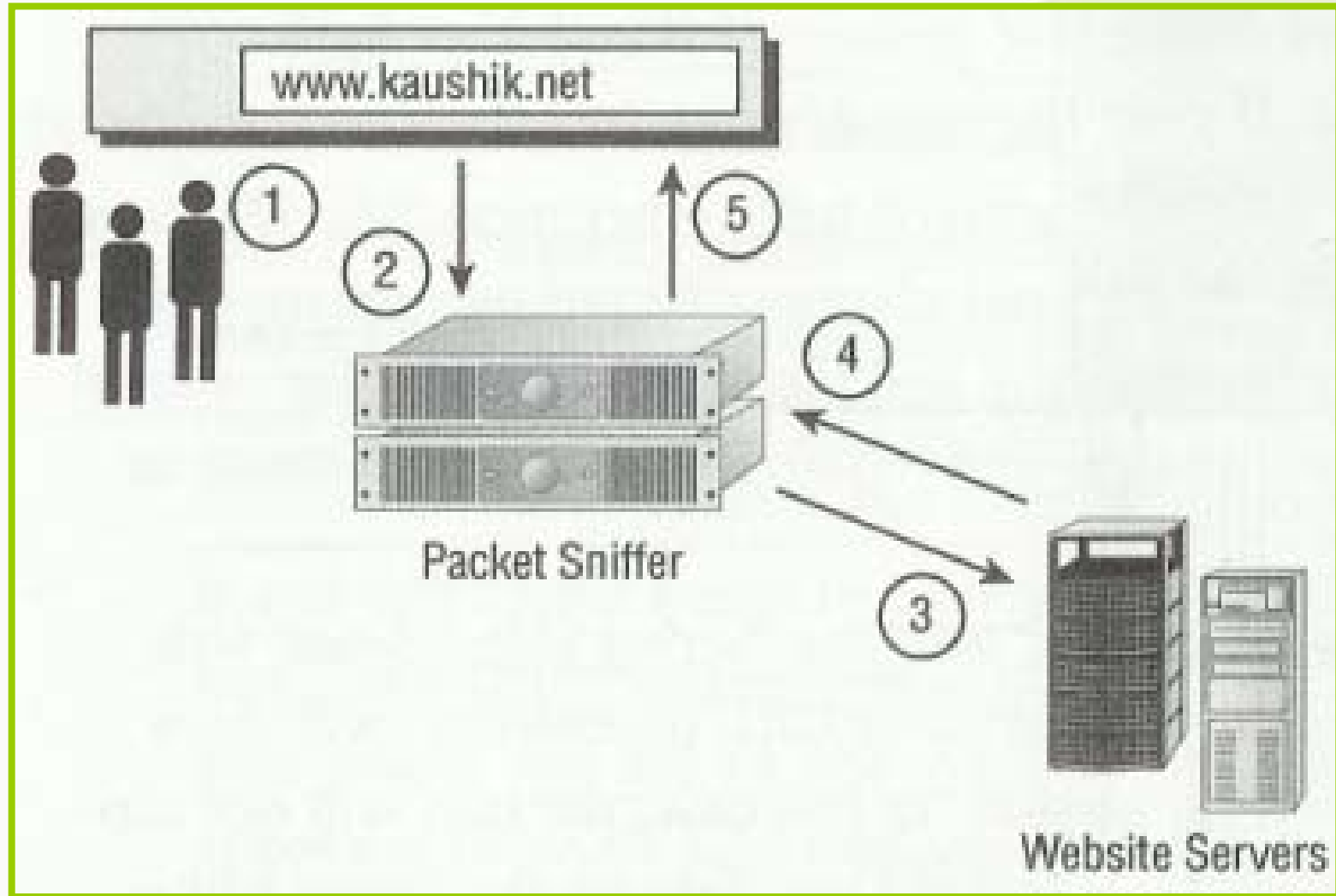
# Tecnica di raccolta dati (log)



# Tecnica di raccolta dati (tag)



# Tecnica di raccolta dati (sniffer)



# Tecnica di raccolta dati (meter)



# Web Analytics: plus e minus

## Page Tagging

### Advantages

- Breaks through proxy and caching servers - provides more accurate session tracking
- Tracks client side events - JavaScript, Flash, Web 2.0
- Captures client-side e-commerce data - server-side access can be problematic
- Collects and processes visitor data in near real-time
- Allows program updates to be performed by your vendor
- Allows data storage and archiving to be performed by your vendor

### Disadvantages

- Setup errors lead to data loss – if you make a mistake with your tags, data is lost and you cannot go back and re-analyse
- Firewalls can mangle or restrict tags
- Cannot track bandwidth or completed downloads – tags are set when the page or file is requested not when the download is complete
- Cannot track search engine spiders – robots ignore page tags

## Logfile Analysis

### Advantages

- Historical data can be reprocessed easily
- No firewall issues to worry about
- Can track bandwidth and completed downloads – and can differentiate between completed and partial downloads
- Tracks search engine spiders and robots by default
- Tracks mobile visitors by default

### Disadvantages

- Proxy and caching inaccuracies – if a web page is cached, no record is logged on your web server
- No event tracking – no JavaScript, Flash, Web 2.0 tracking
- Requires program updates to be performed by your own team
- Requires storage and archiving to be performed by your own team
- Robots multiply visits

# Audience Measurement: plus e minus

	PROS	CONS
<b>Panel-Based Measurement</b>	<ul style="list-style-type: none"><li>• Panel participants can also supply detailed demographic data.</li><li>• Panels may be better suited to eliminate duplicative traffic (home and work).</li><li>• Used by most large national advertisers/agencies, primarily for demographics.</li><li>• Good option for measuring large sites with national audiences.</li></ul>	<ul style="list-style-type: none"><li>• Size and diversity of panel are imperative for accurate numbers.</li><li>• Data may be volatile from month to month, due to the number of panelists in the survey.</li><li>• Potentially limited at-work activity.</li><li>• May not adequately measure smaller or geographically narrow sites or sites with significant foreign-based traffic.</li></ul>
<b>Server-Based Measurement</b>	<ul style="list-style-type: none"><li>• Tracks nearly 100 percent of the actual Web site activity recorded at the server level, including work-based, military, and foreign traffic as well as mobile devices.</li><li>• Log files are able to provide detailed user behavioral actions such as top pages, sections and user pathing through your site.</li><li>• Good option for sites not covered by panels.</li><li>• Ad delivery and measurement are also server-based.</li></ul>	<ul style="list-style-type: none"><li>• User cookie deletion can inflate overall traffic numbers.</li><li>• New spiders and robots can create misleading activity if not properly filtered.</li><li>• One user accessing the Internet from multiple computers may create duplication.</li><li>• Does not provide audience demographics.</li></ul>

# Prospettive audiometriche: potenziamento e ibridazione

- **Web analytics**

estensione delle tecniche di tagging a contenuti non pagino-centrici, a social analytics, a mobile tracking...

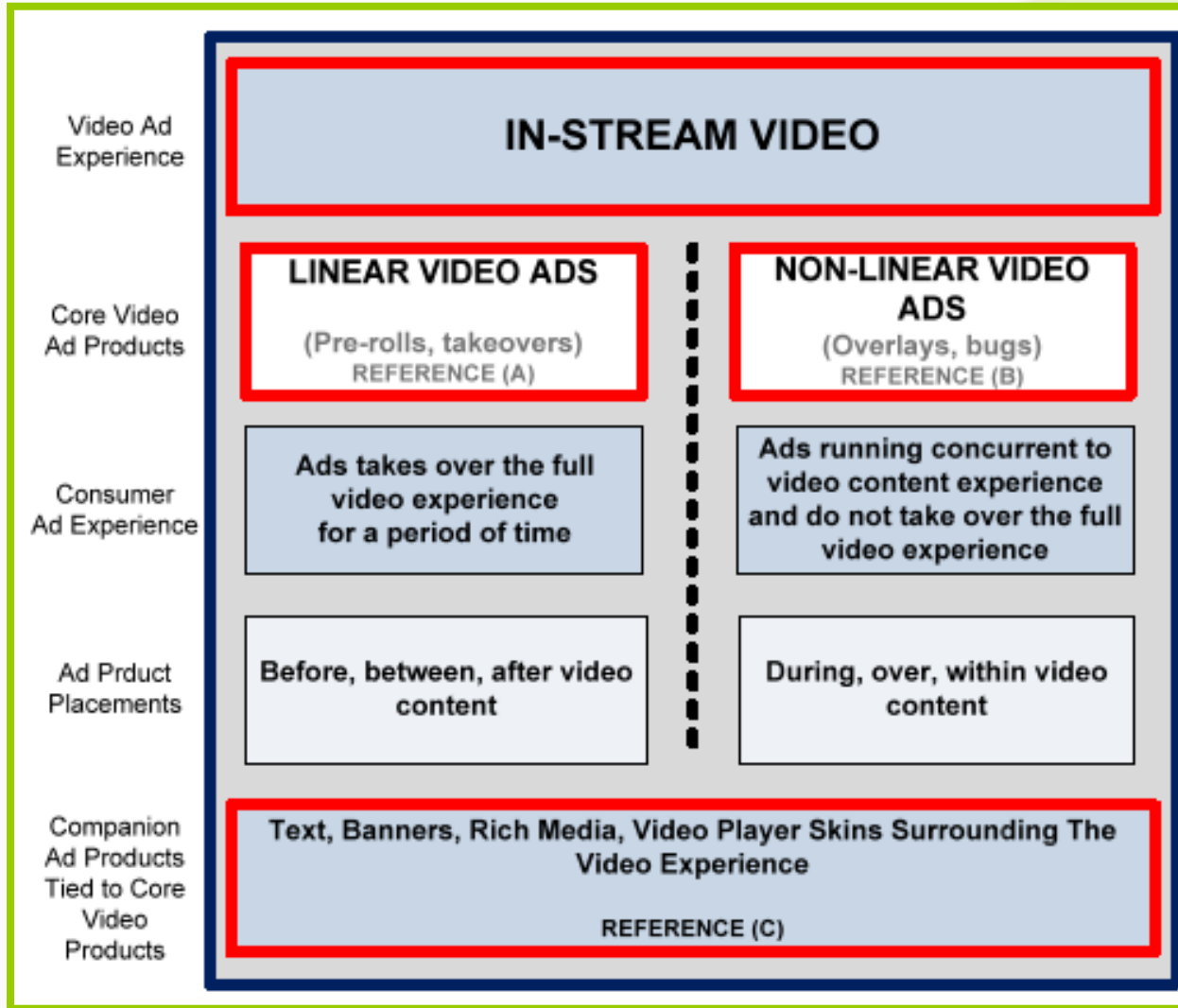
- **Audience measurement**

estensione della numerosità campionaria, potenziamento dei meter, mobile meter...

- **Ibridazioni**

fusioni di dati da fonti diverse, ponderazioni incrociate...

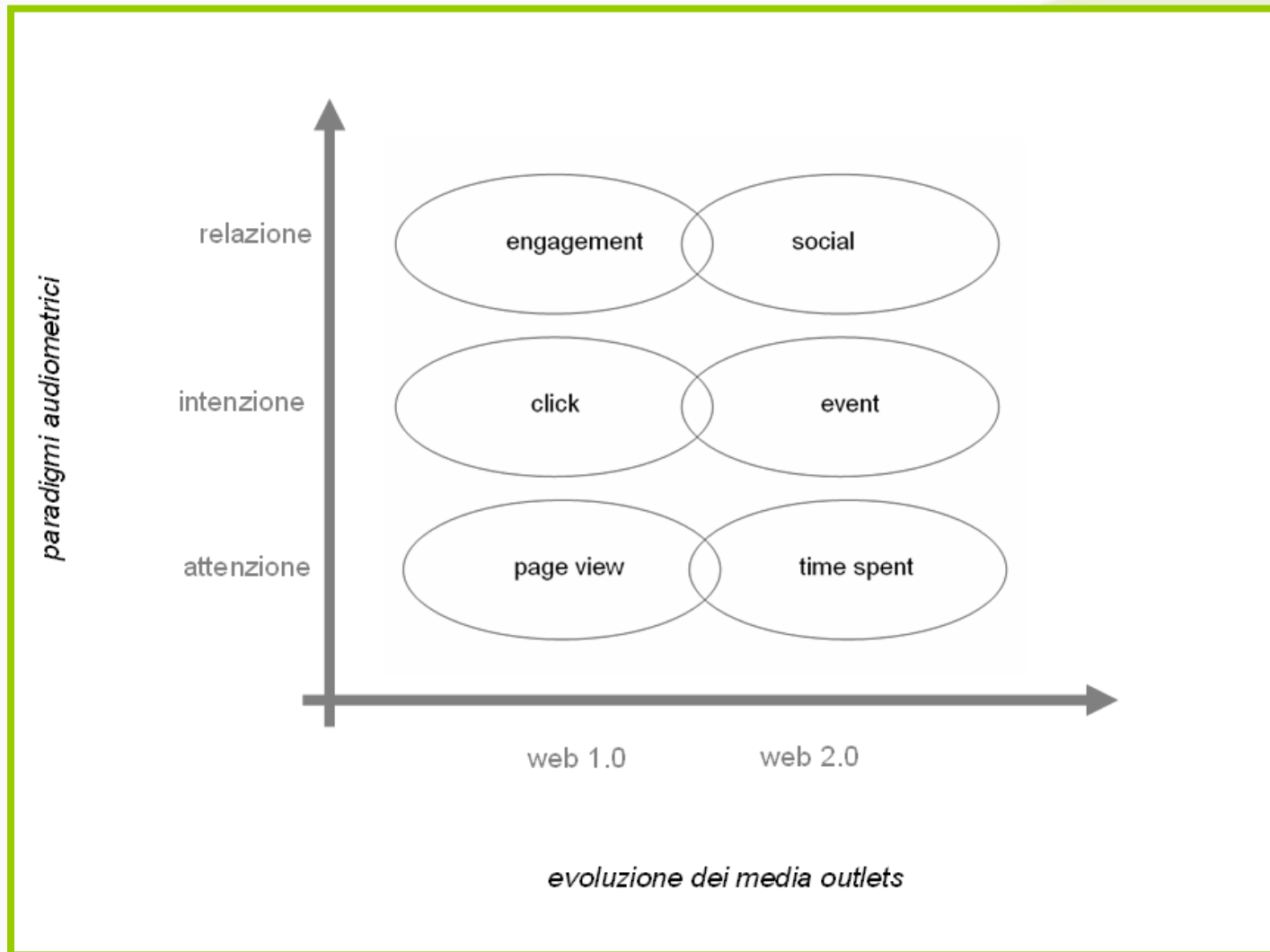
# Metriche per i new media



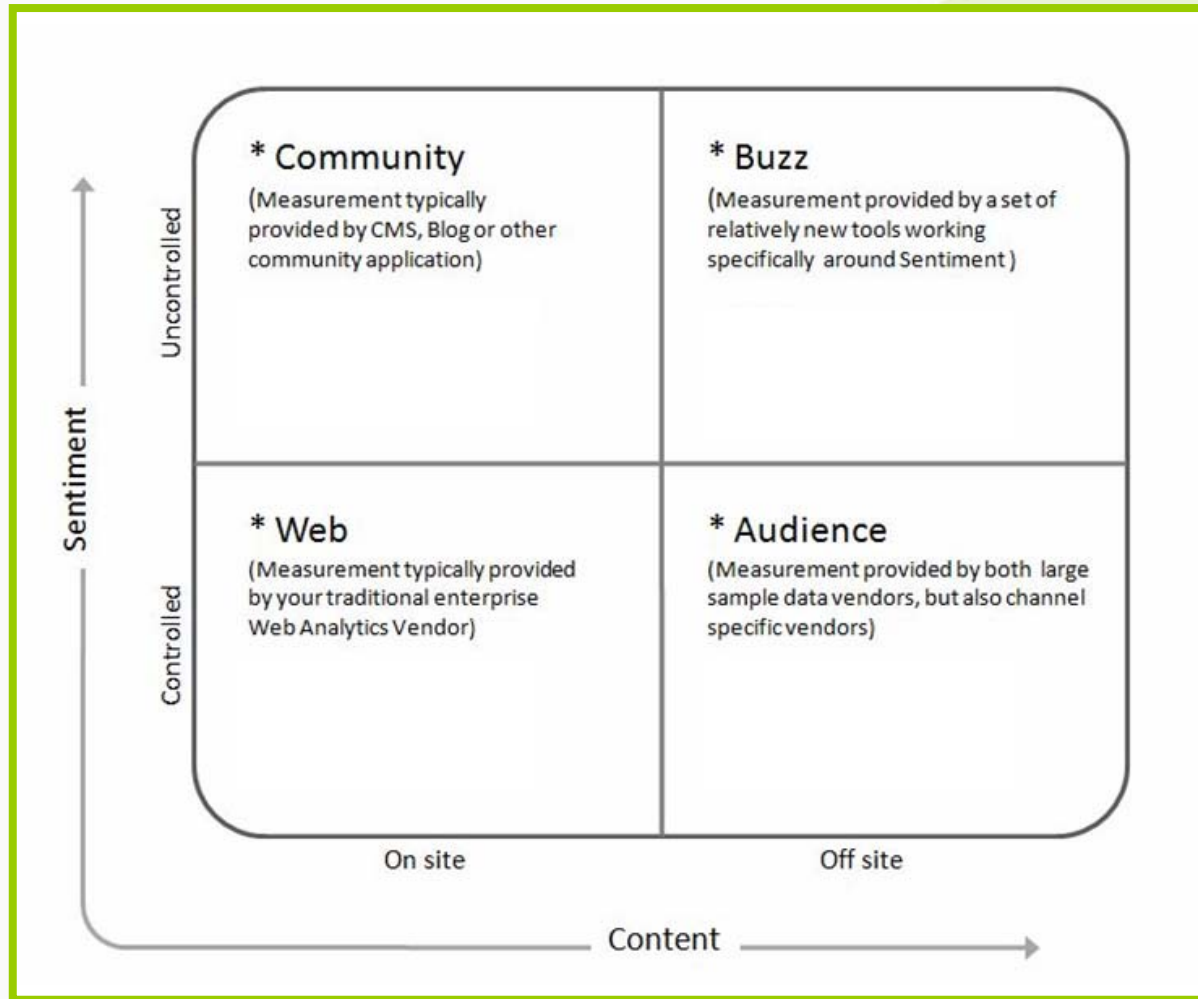
# Media outlets emergenti

- Video Analytics
- Mobile Analytics
- Social Analytics
- Games Analytics
- Widgets Analytics
- Podcast Analytics

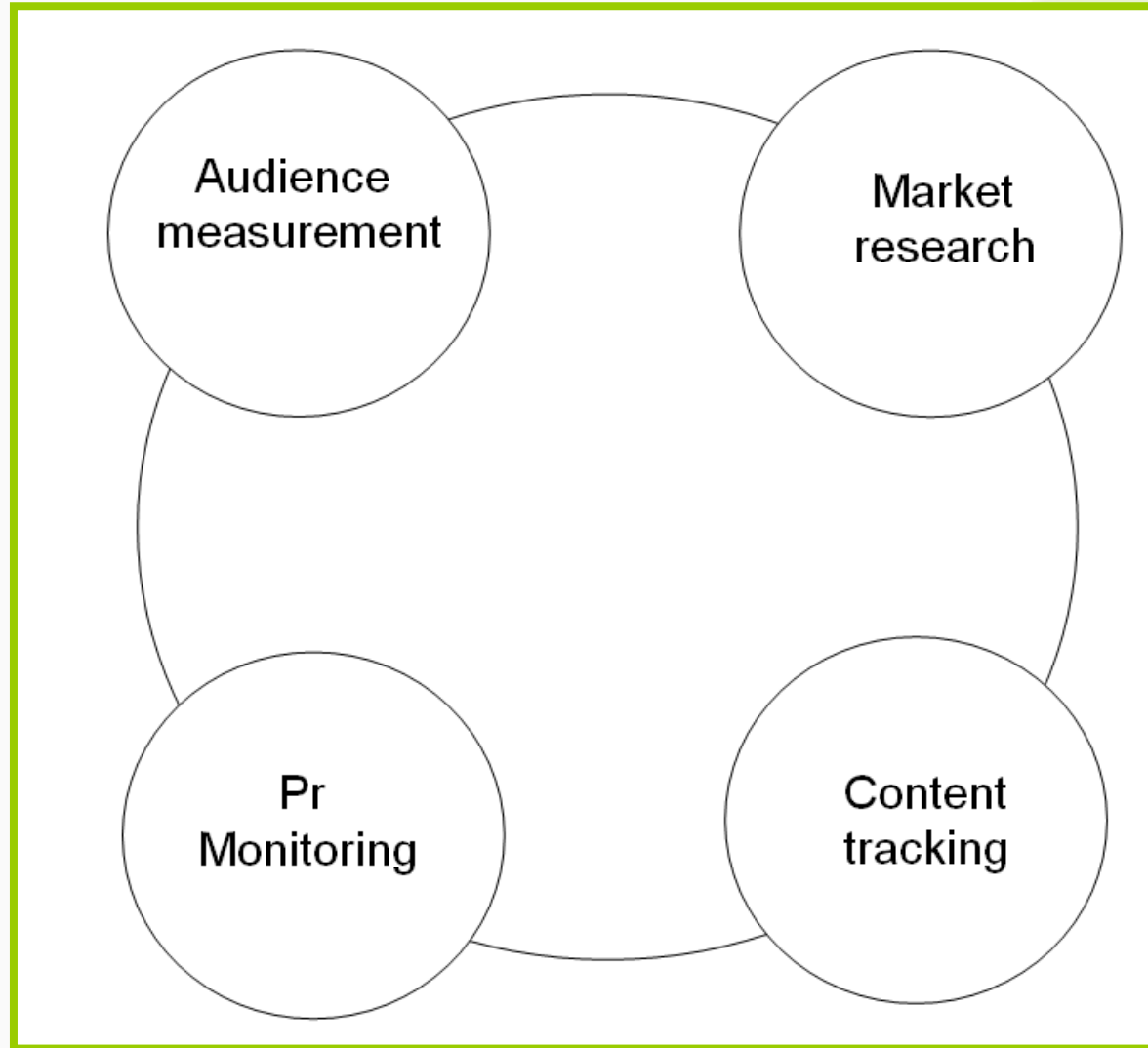
# Co-evoluzione dei modelli audiometrici



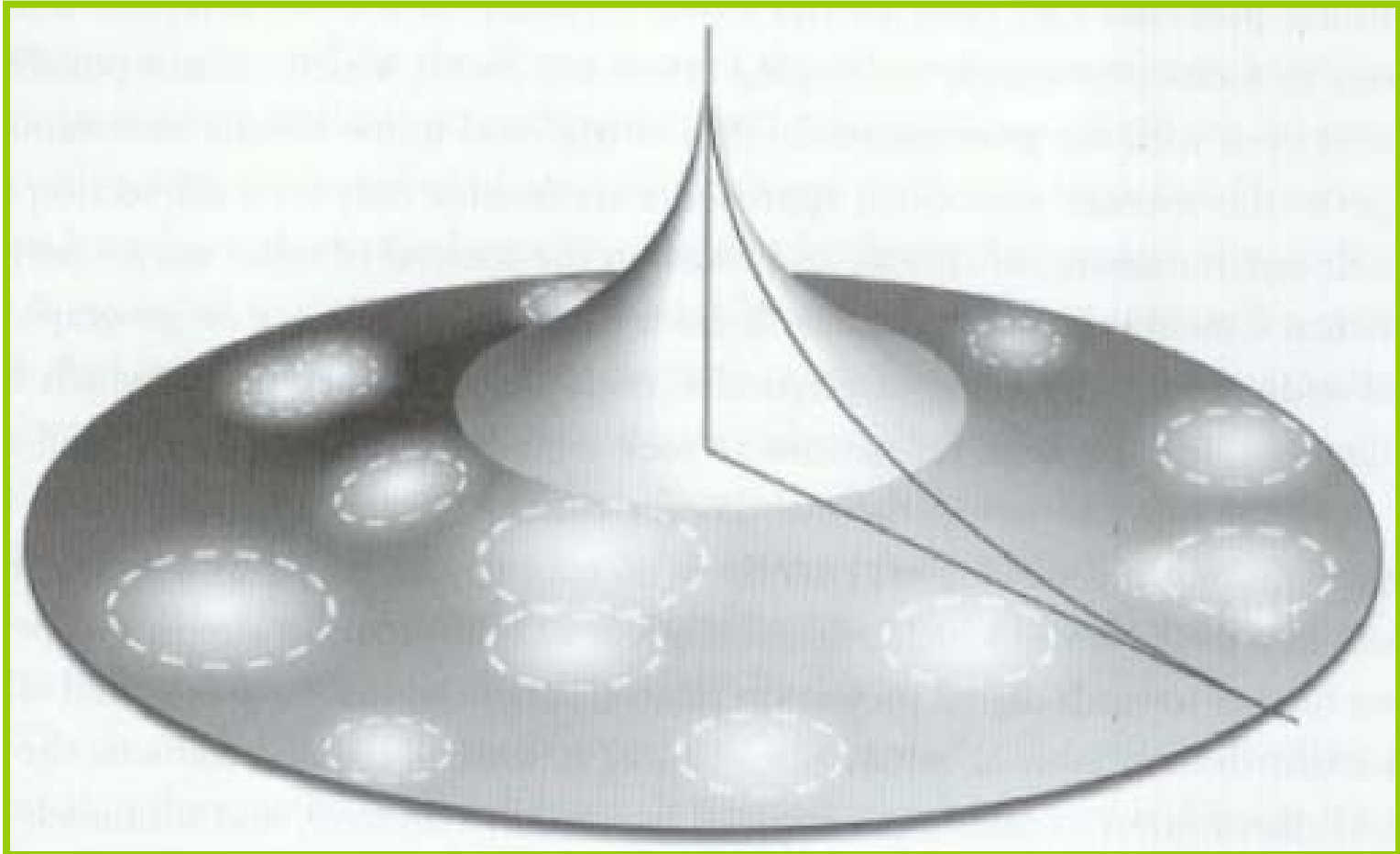
# Quadrante delle nuove comunicazioni digitali



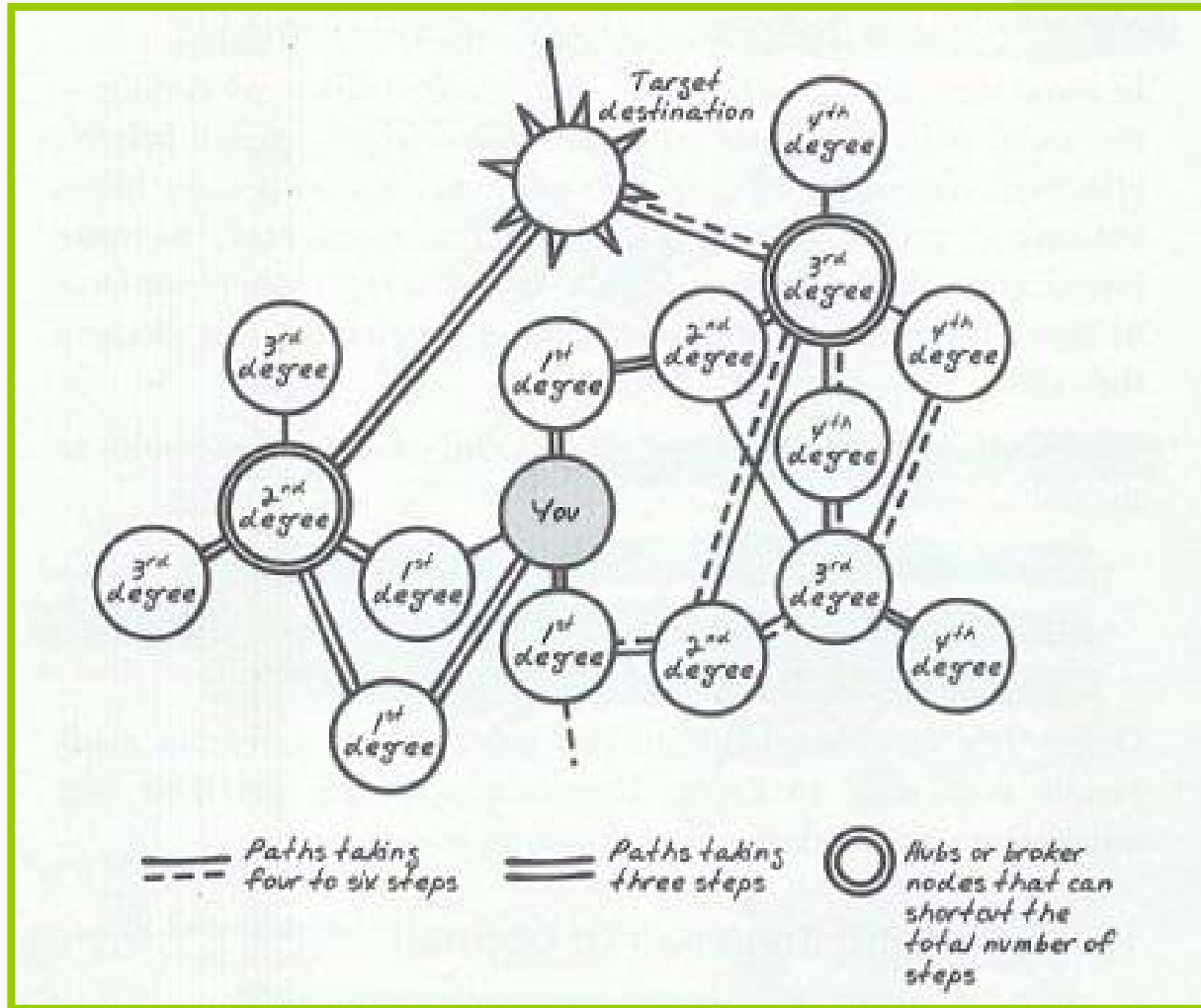
# Misurazione dei social media



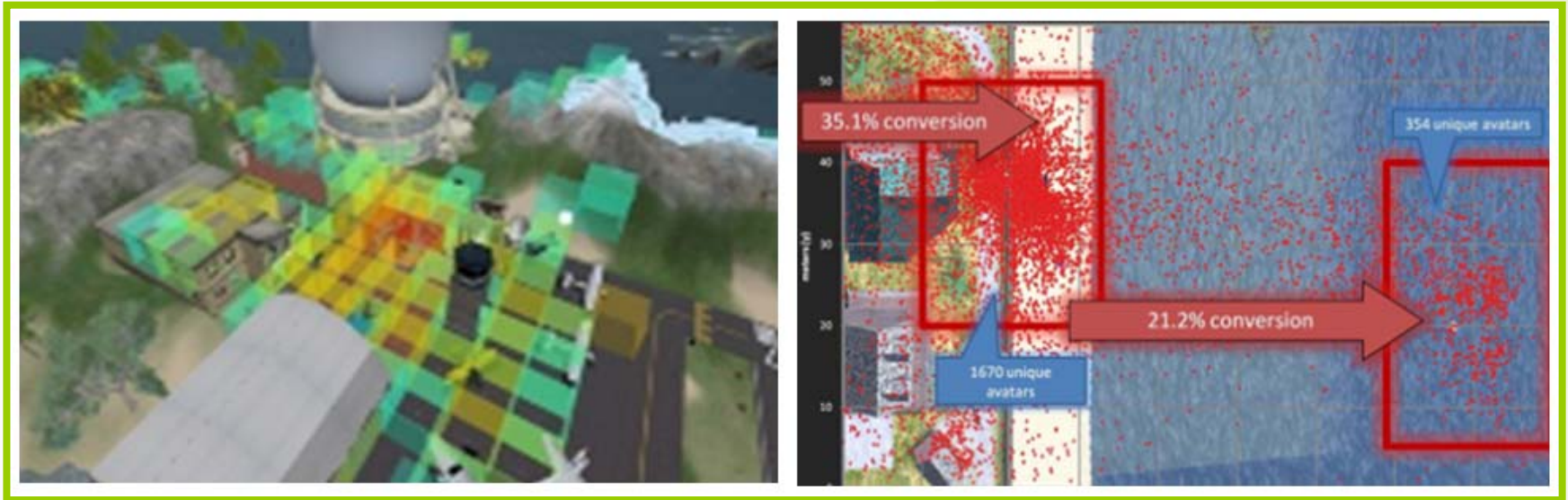
# Contenuti generati dagli utenti



# Analisi delle reti sociali



# Virtual Analytics



# Con i media digitali: verso un marketing performativo

The most important causes for the waste include a lack of solid business processes to deal with the complexity of marketing, lack of objective measurements of each campaign element's performance, and a lack of a predictable means to improve results.

It is a lack of really knowing what works or "what sticks." The industry calls it a lack of accountability—it means that budgets cannot be rationally spent and returns cannot be evaluated against investment and that produces waste. *Waste* is a chronic problem in marketing departments. Compounding the lack of accountability are outdated approaches to communication planning, project management, and teamwork arrangements among marketing departments and their advertising agencies and media suppliers. These old-world approaches stymie the ability to react to changes in the marketplace and respond to consumers' changing attitudes, behaviors, and media habits. The old-world marketing measurement that's used in most companies today was developed decades ago under different conditions. Most measurement systems don't measure the complexity of today's media landscape, and, compounding the problem, most measurement systems deliver results *long after* the campaign is over. How helpful is that? Not very.

## THE TOPIC OF THE DAY: MARKETING ACCOUNTABILITY

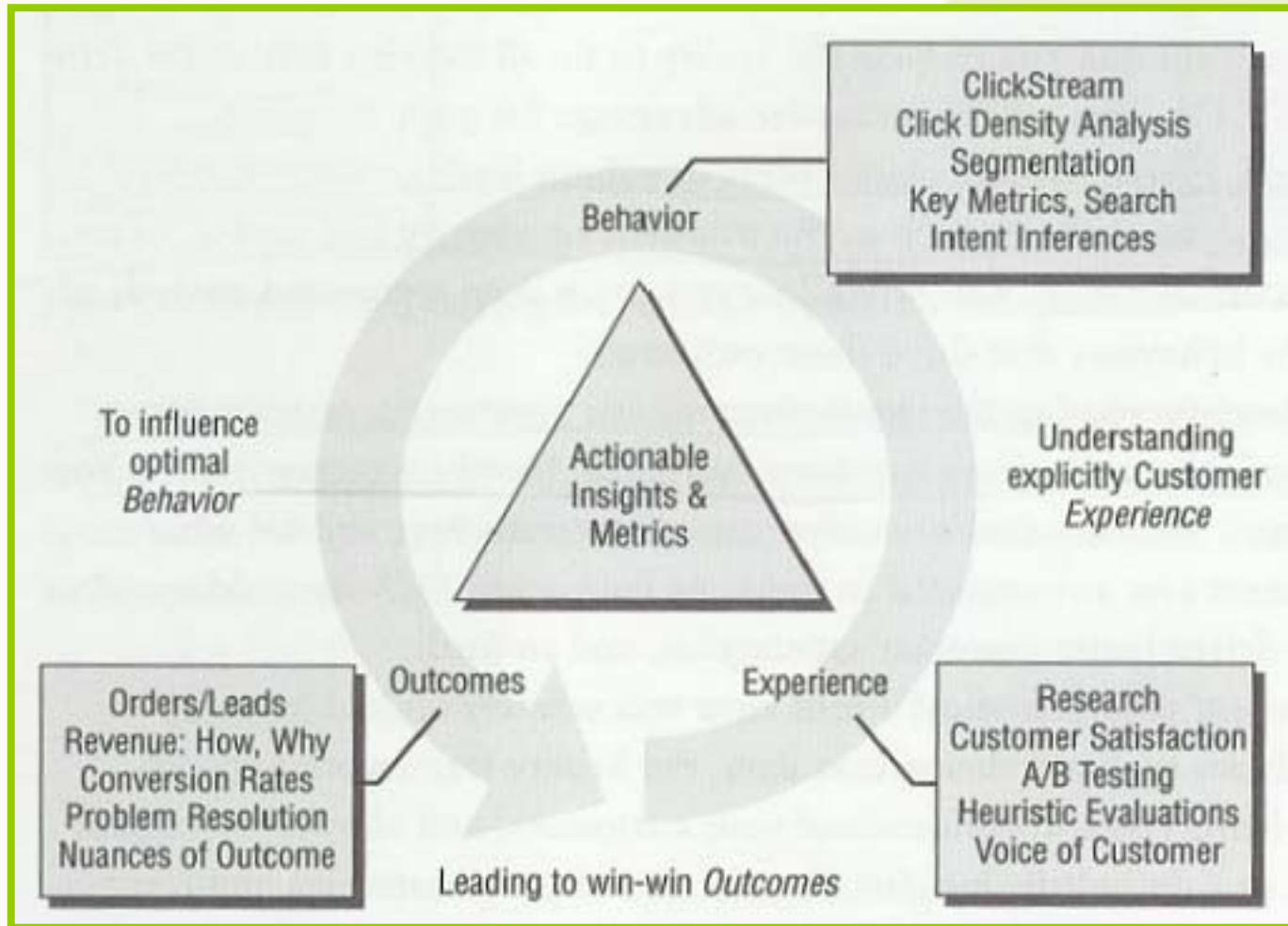
The Internet promised to be the "most measurable media ever"—and it delivered on that promise. We're not talking about the fact that marketers get a count of how many people clicked on an advertisement (that's just a tiny piece of the measurement); instead, we're talking about the ability to quantify the attitude and purchase behavior shift caused by advertising. The fact that online, by its nature, has gold-standard design of experiments research integrated into the ad delivery systems, along with having better media measurement for ad exposure, ad response, branding impact, and product sales (online and offline), means marketers can more precisely measure the true incremental impact on consumers' attitudes and behaviors caused by online advertising. Marketers' ability to measure marketing success with Internet advertising sets a new benchmark.

But the superiority of online ad measurement is not the story. The story is how savvy marketers used the measurement and data to push organizations to change and to encourage *broader* marketing accountability from *all* marketing elements. The measurability of the Internet captured the imagination of marketers. They asked: "If the Internet can deliver this level of accountability, why can't we get this from other marketing elements?" And the marketers in-

# 3. Performatività delle comunicazioni

- La misurabilità dei nuovi media è a fondamento delle pratiche di verificabilità e rendicontazione (media accountability)
- Se i nuovi media sono tracciabili e misurabili, ne consegue l'opportunità unica per il marketer di sottoporre a verifica i risultati di comunicazione e marketing (display advertising, keyword marketing, email campaigns, mobile communication, social media)
- I processi di verifica e ottimizzazione devono riguardare tutte le fasi: pre/durante/post in un processo continuativo (optimization)
- Se il consumatore è sempre più in controllo (empowered), la performatività e l'uso delle analitiche diventano un asset competitivo e non solo un'operazione tattica (competing on analytics)

# Analitiche performative in un processo continuo



# A/B test, multivariate, eyetracking...

**RealAge The RealAge Test**

AS SEEN ON: AMERICA

**WHAT'S YOUR RealAge?**

Fact: Your RealAge is the biological age of your body based on over 100 factors -- many that you control.

Take the RealAge Test

Calendar age: 53.5 RealAge: 40.2 Difference: -7.3 years	Calendar age: 36.5 RealAge: 39.2 Difference: +2.7 years	Calendar age: 73.2 RealAge: 61.5 Difference: -11.7 years
<ul style="list-style-type: none"><li>Happy married mom of 2</li><li>Meets with her book club every month</li><li>Does yoga with her sister twice a week</li><li>Is allergic to shellfish</li><li>Drinks a yogurt smoothie every morning</li><li>Doesn't own a cell phone</li></ul>	<ul style="list-style-type: none"><li>Single mom</li><li>Switched jobs recently</li><li>Takes her dogs to the park after work</li><li>Coaches daughter's soccer team</li><li>Sips merlot while she cooks</li><li>Drives 50+ miles a day</li></ul>	<ul style="list-style-type: none"><li>Retired grandfather of 4</li><li>Volunteers at the library</li><li>Doesn't drink or smoke</li><li>Walks or rides his bike everywhere</li><li>Loves gardening and working in the yard</li><li>Gets out for a steak every Friday</li></ul>

What's your RealAge? [Take the Free test now!](#)

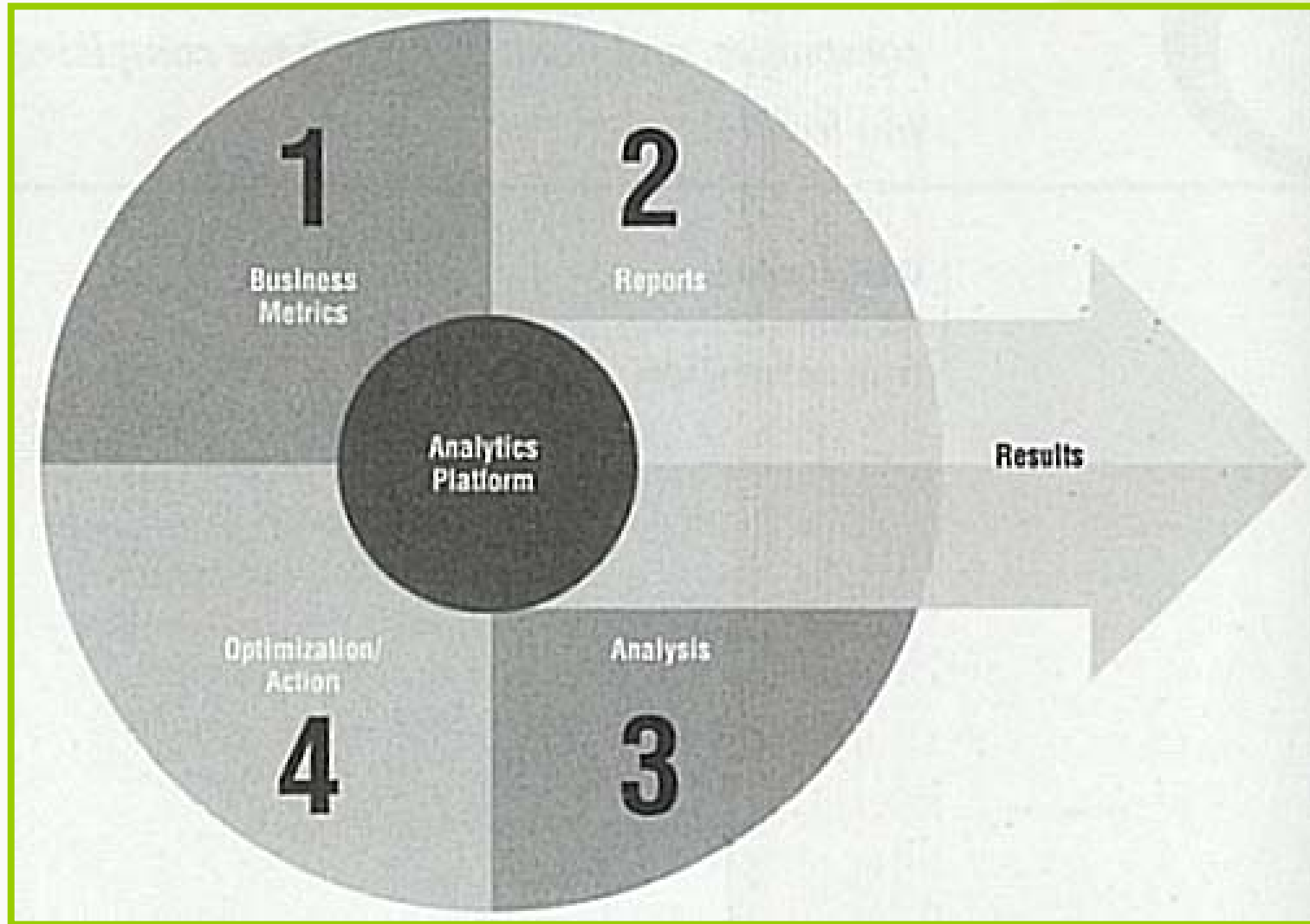
People Are Raving About the RealAge Test

- "Great solutions, simple solutions, something everybody can do." -- CNN
- "An incredibly simple, research-based plan now proven to reverse the aging process..." -- *Women's World*
- "Anyone can add life to their years by following the steps in this test." -- Dr. Michael F. Roizen
- "Da the numbers -- you may be younger than you think." -- *Reader's Digest*

Annotations: SUBHEAD, SALES\_COPY, CTA1, BODY, CTA2, BOTTOM



# Analitiche d'azione



# Analitiche come asset competitivo

