

Misurare per competere

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misura approssimativa



Da un'intervista al marketing Buongiorno

misura accurata



Da un'intervista al marketing Buongiorno

Comfortable with websites that TAILOR CONTENT to personal interests

“On another topic, as you may know, websites like Google, Yahoo!, and Microsoft (MSN) are able to provide free search engines or free e-mail accounts because of the income they receive from advertisers trying to reach users on their websites. How comfortable are you when those websites use information about your online activity to tailor advertisements or content to your hobbies and interests?”

	Total	Generation			
		Echo Boomers (18-31)	Gen X (32-43)	Baby Boomers (44-62)	Matures (63+)
		%	%	%	%
Comfortable (NET)	41	49	45	34	31
Very Comfortable	7	9	9	5	4
Somewhat comfortable	34	40	36	29	27
Not Comfortable (NET)	59	51	55	66	69
Not very Comfortable	34	35	30	36	34
Not at all Comfortable	25	17	25	30	35

Note: Percentages may not add to 100% due to rounding

Base: All adults

Fonte: Nationwide survey of 2.513 U.S. adults by Harris Interactive® - Marzo 2008

Comfortable with websites adopting PRIVACY and SECURITY POLICIES

“Some websites using customized marketing and seeking to insure user trust could adopt privacy and security policies for their customization program. The web site would:

- Explain to all users how it would use information about their online activities to customize content or advertising to their interests;
- Offer users some choices about the type of tailored content and advertising shown to them;
- Apply reasonable security measures to safeguard online user information;
- Promise not to share any user’s personally identifiable consumer information from their online activities with other companies without the user’s consent.

If a website adopted and followed all of these policies, how comfortable would you then be with companies using information about your online activities to serve customized ads or content to you?”

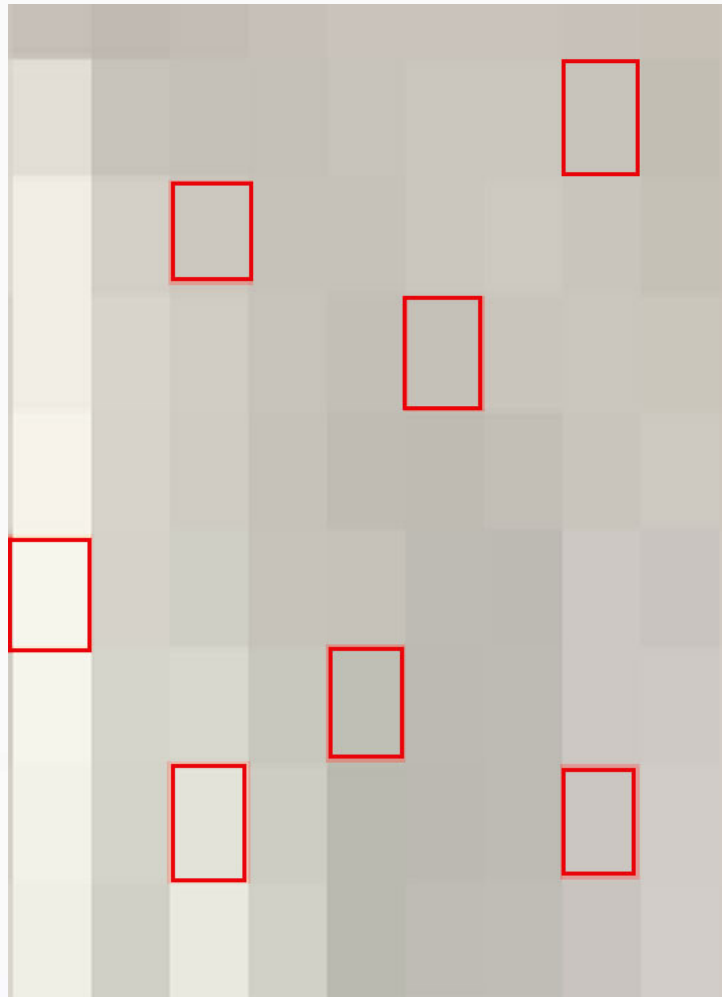
	Total	Generation			
		Echo Boomers (18-31)	Gen X (32-43)	Baby Boomers (44-62)	Matures (63+)
		%	%	%	%
Comfortable (NET)	55	62	56	52	46
Very Comfortable	9	10	9	9	4
Somewhat comfortable	46	52	46	43	42
Not Comfortable (NET)	45	38	44	48	54
Not very Comfortable	26	27	25	26	28
Not at all Comfortable	19	11	19	22	26

Note: Percentages may not add to 100% due to rounding

Base: All adults

Fonte:
Nationwide
survey of
2.513 U.S.
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by Harris
Interactive®
Marzo 2008

la ricerca dell'efficacia



livelli di astrazione



differenze significative

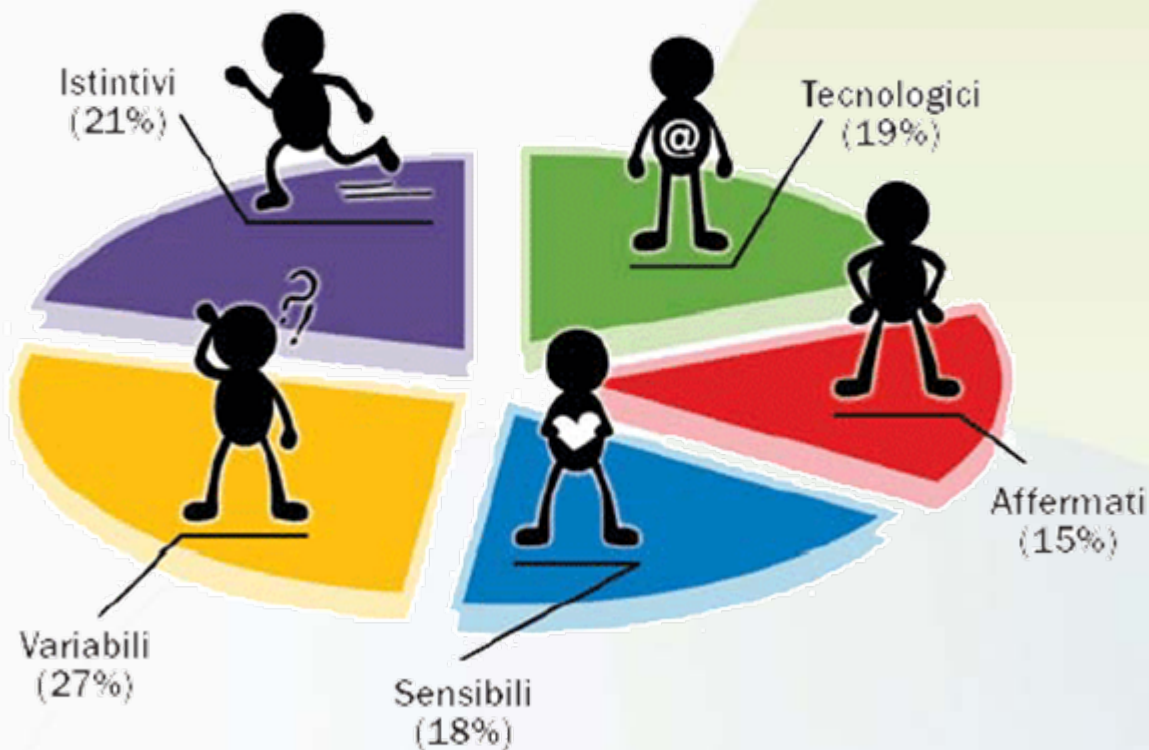


l'aggregato acquisisce proprietà



L'aggregato acquisisce proprietà

Ripartizione della popolazione italiana per tipologia di consumatori



Fonte: Osservatorio Findomestic 2005

le priorità dei due profili



Sensibili



Affermati

Fonte: Osservatorio Findomestic 2005

comunicazione diversificata e mirata



Sensibile



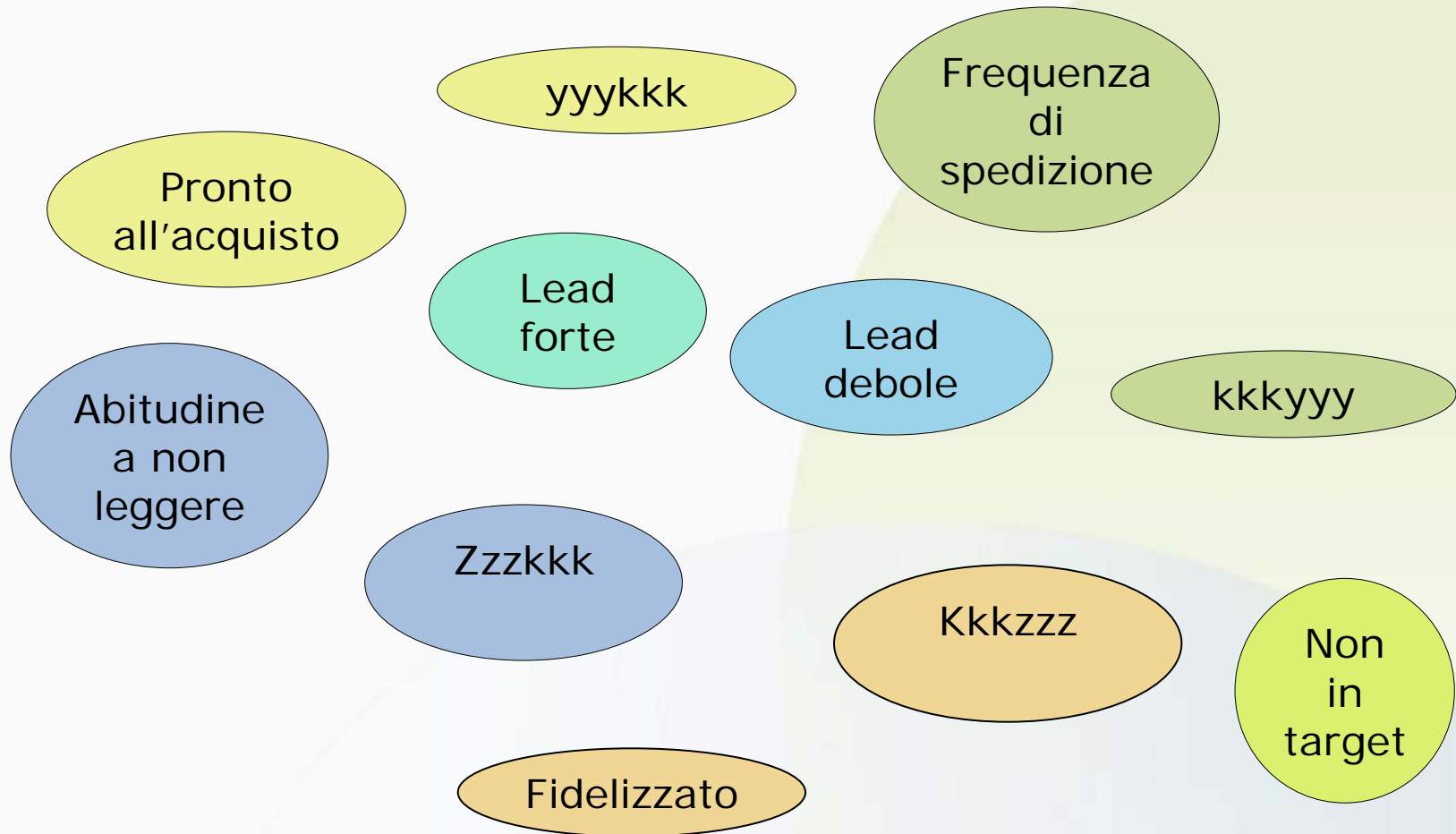
Affermato



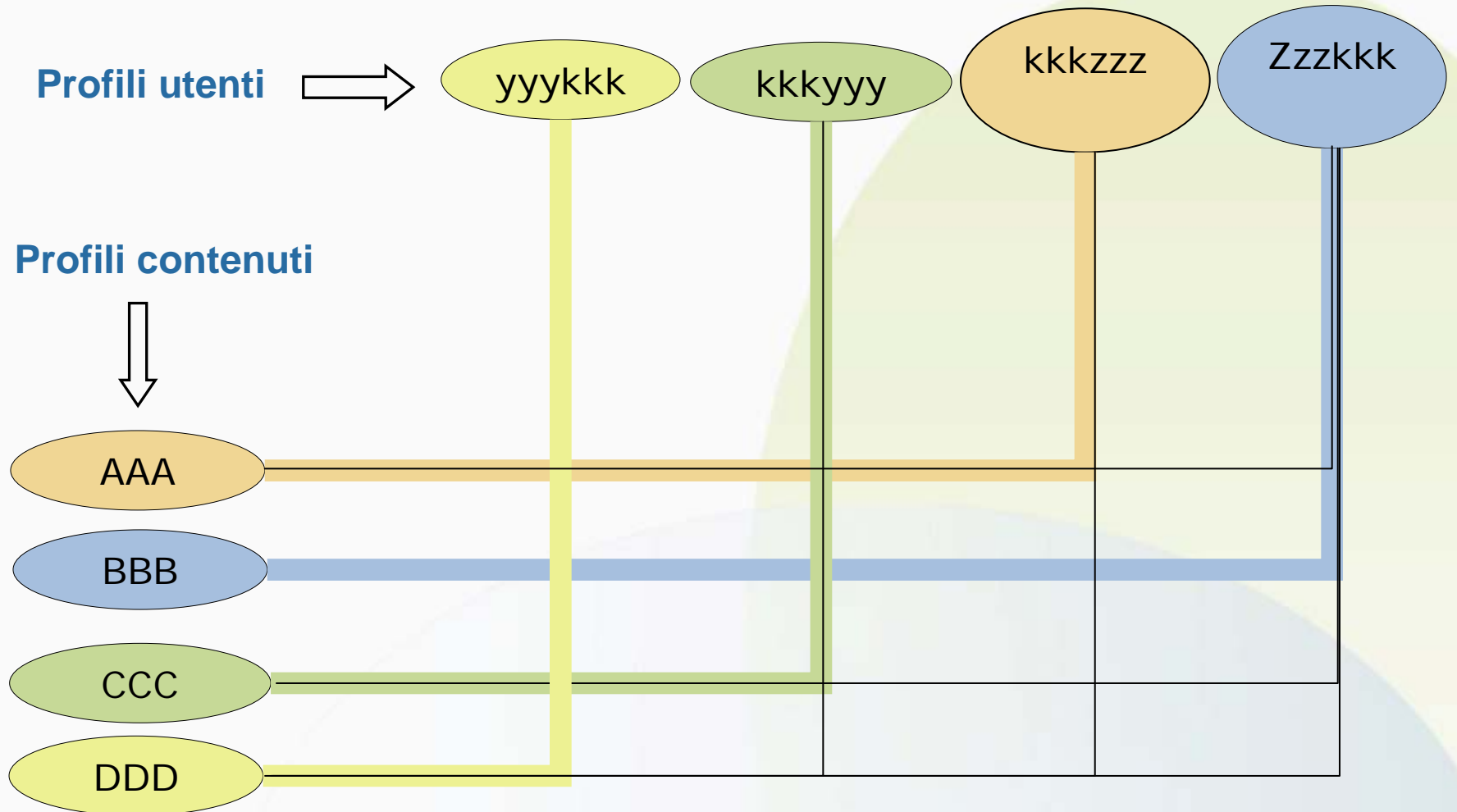
TV LCD
Super sconto € 399,00
HD Ready - Formato 16:9
Risoluzione 1680x1050
Contrasto 3000:1.
Tuner Digitale Terrestre Integrato

TV LCD
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Risoluzione 1680x1050
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Contrasto 3000:1.
Scontato € 399,00

attributi qualitativi

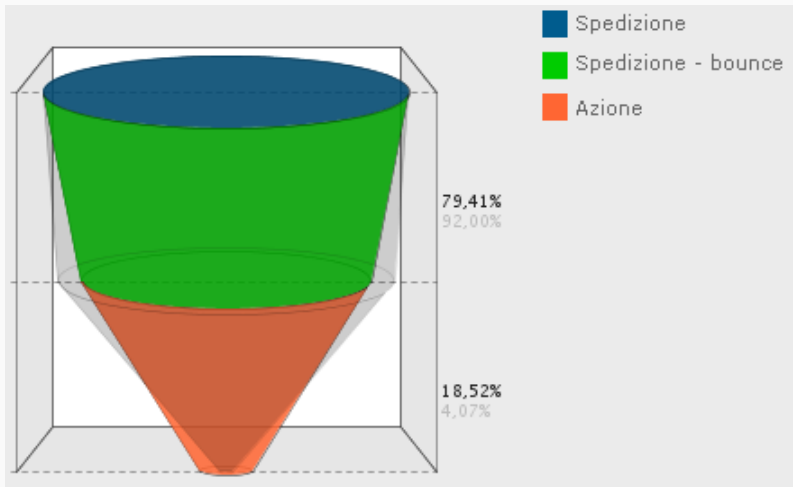


una questione di matching

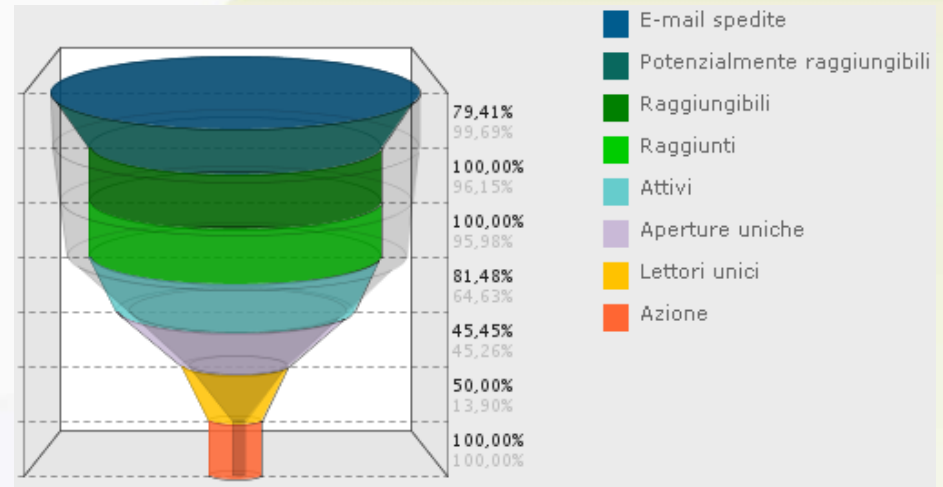


la misurazione è più accurata

Direct mail



Direct Email



impegnativo

$$\frac{n^{\circ}.email.cliccate}{n^{\circ}.email.consegnate} \times 100$$

$$\frac{n^{\circ}.email.spedite - hard.bounce - soft.bounce.permanenti}{n^{\circ}.email.spedite} \times 100$$

$$\frac{n^{\circ}.bounce}{n^{\circ}.email.spedite} \times 100$$

$$\frac{n^{\circ}.hard.bounce}{n^{\circ}.email.spedite} \times 100$$

$$\frac{risultato.raggiunto}{n^{\circ}.action} \times 100$$

$$\frac{n^{\circ}.email.aperte}{n^{\circ}.email.consegnate} \times 100$$

$$\frac{n^{\circ}.action}{n^{\circ}.email.cliccate} \times 100$$

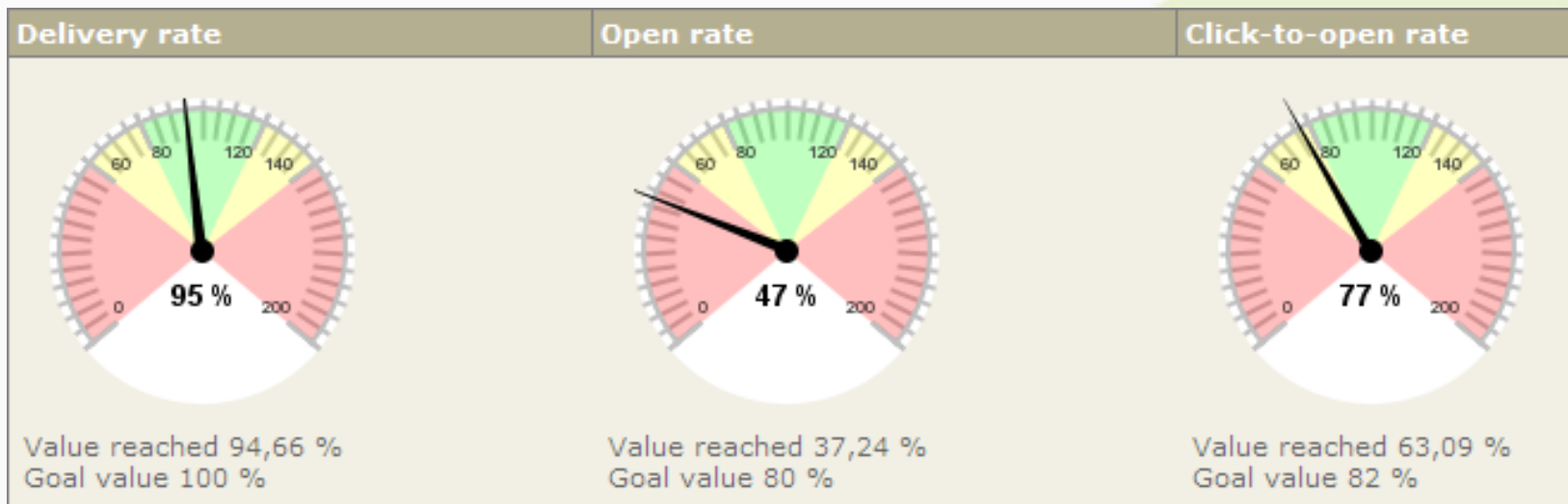
$$\frac{n^{\circ}.soft.bounce}{n^{\circ}.email.spedite} \times 100$$

$$\frac{n^{\circ}.email.consegnate}{n^{\circ}.email.spedite} \times 100$$

$$\frac{n^{\circ}.utenti.attivi}{n^{\circ}.email.consegnate} \times 100$$

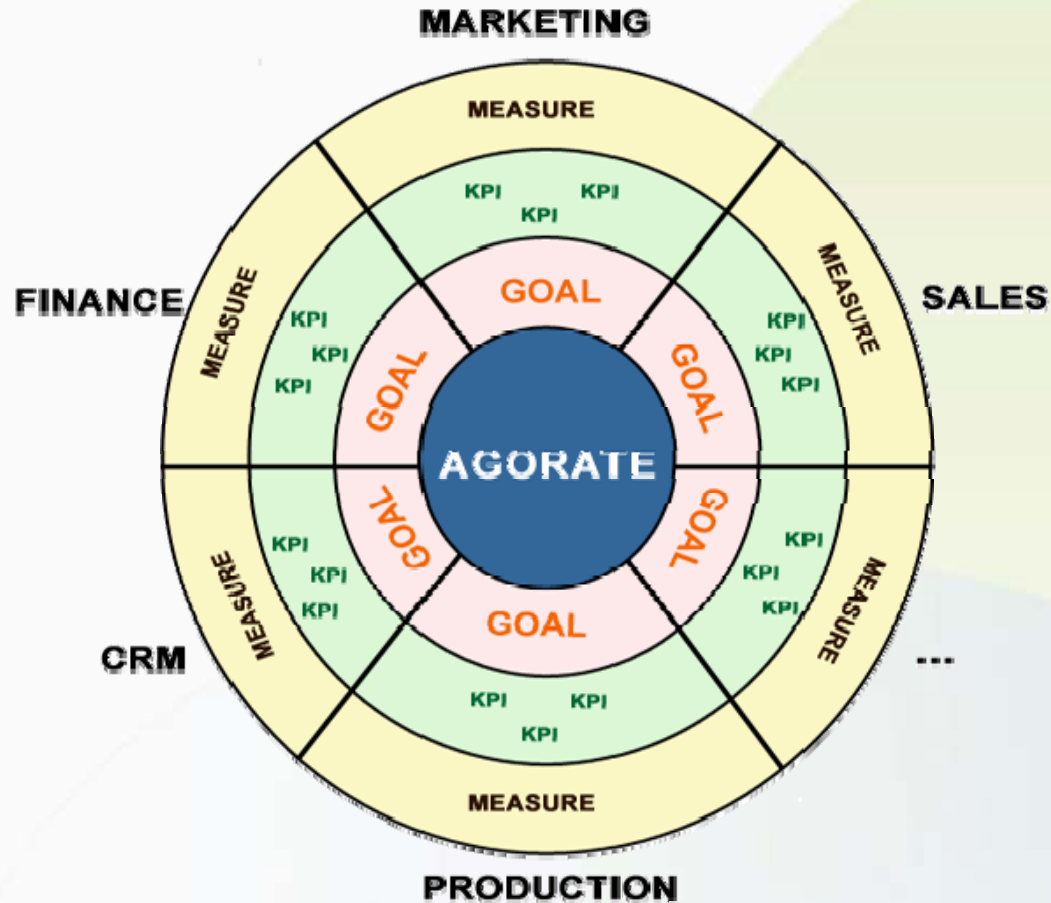
$$\frac{n^{\circ}.email.cliccate}{n^{\circ}.email.aperte} \times 100$$

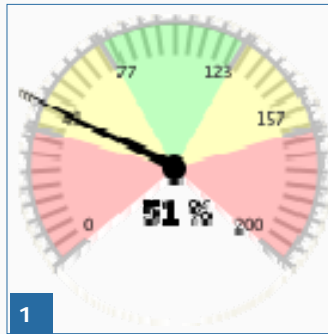
agorate e MagNews



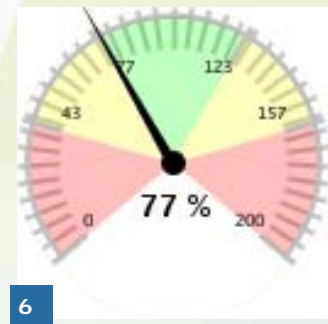
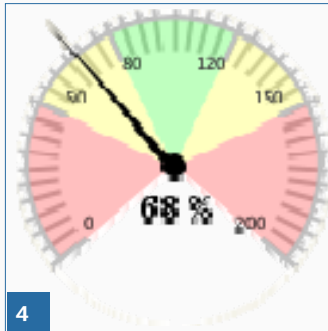
- Dall'immagine si legge a colpo d'occhio che il delivery rate è dentro l'obiettivo (fascia centrale 80 - 120), l'open rate richiede attenzione perchè è in zona rossa (0 - 60) e il click-to-open rate è nella zona di warning (60 - 80).
- Per la divulgazione e lo sviluppo della tecnica è stato creato un sito web (www.agorate.com), per il progetto stiamo coinvolgendo la comunità internazionale interessata allo sviluppo della web analytics, è disponibile una newsletter per essere aggiornati sulle evoluzioni e gli sviluppi.

misura e gestione

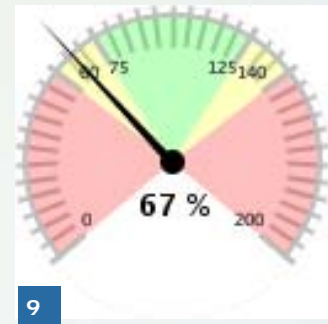
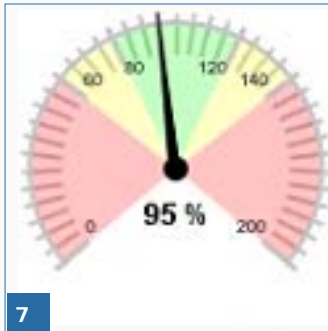




↔ CRM



↔ SALES



↔ MKTG

