



## Why 'Not' Google Web Analytics?

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**Reasons why Enterprise firms said they would 'Not' adopt Google Analytics as their core Web Analytics solution**

July 2007

## Preamble

WebtraffIQ is a wholly owned subsidiary company of Moore-Wilson, one of the UK's leading graphic and web design consultancies. Moore-Wilson has used and consulted on WebTrends, Websidestory, (HitBox) Google Analytics (Urchin,) Omniture, Red Eye on behalf of their client portfolio. Acquiring WebtraffIQ Ltd. in September 2006 to add a dedicated enterprise Web Analytics solution to its already exiting vendor agnostic consultancy services.

WebtraffIQ offers a clear approach to maximising the benefits to be had from 'any' analytics system. Giving clients the tools to optimise their analytics data so that each department in the business receives the type of data that they need. KPIs (Key Performance Indicators) can be clearly set, trends measured, and an automatic alert system put in place. In this way relevant individuals within the organisation are made aware when unusual fluctuations of activity are occurring. The benefits of this structured approach to interpreting data are clear; customers are better positioned to see:

- optimal paths to enquiry or sale
- highest-performing marketing campaigns
- high interest topics to feed back into future marketing
- most read editorial areas of the site for better content
- biggest drop-out points enabling incentives to be created to improve retention

## Author Authority

Marcos Richardson is a director of WebtraffIQ with eight years of specialist experience in creating web traffic measurement and analytics systems. He has pioneered a number of industry firsts such as the development of the first page tagging solution, the first SMS alerts system and also anti-fraud reporting. He regularly writes for New Media Age, Revolution, .NET magazine and provided an insightful client presentation for the first E-metrics Summit UK hosted by Jim Sterne the president of the Web Analytics Association.

Marcos has used his unparalleled knowledge of web analytics to create a unique method of understanding and using the data collected from all the leading analytics systems.

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## Executive summary

WebtraffIQ has undertaken research in the field of Web Analytics free and low end Vendors offerings and Enterprise Vendor offerings.

This document was commissioned by Moore-Wilson New Media Limited. Prompted by the World Wide release of Google Analytics as a free service.

The research is based on over 100 'blue chip' companies using Enterprise solutions.

### **The six key reasons why Enterprise firms said they would 'Not 'adopt Google Analytics as their core Web Analytics solution are:-**

- 1.) ABCe audited data capture and analysis systems
- 2.) Bespoke KPI orientated technical implementation
- 3.) Security
- 4.) Legal Responsibility
- 5.) Consultancy for Optimisation
- 6.) Business Intelligence Integration

### **Brian Clifton Director – Head of Google Analytics says...**

*"The difference between enterprise and small business is only in the level of account management and service those customers require/expect. As you know, Google provides its self service tools for free. However, for an Enterprise user, it makes sense for them to invest in the professional services of consultants as the returns for hiring such expertise can be significant."*

CMS Watch found:

'Google Analytics has no API to support the export or import of data into or out of 3rd-party e-marketing packages and enterprise data warehouses. This limits integration of website data with other sources of financial and customer data.

Unlike more sophisticated analytics tools, Google Analytics does not allow customers to query against raw data. This limits deeper analysis into site visitor and segmentation behaviour.

Support comes only from consulting partners, who have no ability to modify the Google system itself. With comparatively slim documentation, licensees tend to rely on bloggers for customization advice.'

## 1.) First key reason 'Not' to adopt Google WA

### An up to date ABCe audited data capture and analysis system

Enterprise companies need to be able to depend on accurate data when using their chosen Analytics platform.

ABCe Certification is one the best ways to ensure accurate data is being captured and delivered not only in the short term but also as Industry changes and adopts new technologies such as WEB2, ABC delivering audit and certification services for electronic media usage to industry agreed standards.

ABCe helps advertisers, media buyers and media owners to provide third party independent verification and certification for data related to electronic media (Internet, Email, SMS, Interactive TV, WAP, PDA and Streaming audio and video) in the UK and Ireland.

More Information here <http://www.abce.org.uk>

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## 2.) Second key reason 'Not' to adopt Google WA

### Bespoke KPI orientated technical implementation

It is important that any web analytics system is capable of measuring the aspects of website usage that will provide the specific data required to inform management and implementation decisions. The majority of current high-grade web analytics systems will provide accurate and informative top line data, however the real power of a system is in allowing custom reporting to be set up.

Bespoke KPI orientated technical implementation is about configuring the system to measure KPIs (Key Performance Indicators) with customer consultation and agreement.

List of variables that can be tagged, calibrated and developed

### What we can do

- Real-Time Reporting
- Track click-throughs and completion from e-marketing such as email campaigns, promos and 3<sup>rd</sup> party links/referrers
- Track Rich Media such as Flash SMS and video
- Track Dynamic sites
- Serve and track banners
- Track Forms including which fields people have dropped out of
- Track e-commerce transactions Products bought (*distinguished and/or by category and product ID, value, price*)
- Track PPC, CPC, CPM
- Track Intranets
- Track on the Ajax/Web 2.0 platform
- Video Banner tagging
- Video reporting
- Mobile reporting
- Track forums, blogs and RSS
- GeoLocation – IP tracing
- PDF and Word documents download tracking
- Viral tracking
- Commerce calibration and reporting
- Benchmarking and trend analysis for 3+ years
- Usability and accessibility
- Offline to online tracking – Television, Radio, Direct mail and bill boards
- Exportable data for analysis in common 3<sup>rd</sup> party packages such as CSV, MS Word and Excel
- integration into CMS, CRM, Intranets and other database systems

As an ASP fully managed application service **or** In-house solution Open API as a customized Linux installation on a dedicated server **or** Open API using REST and SOAP protocols and can deliver these via HTTPS or secure copy (SCP)

Applicable for multiple sites and domains with pages hosted on ISPs multiple platforms and provides site comparison reporting side-by-side

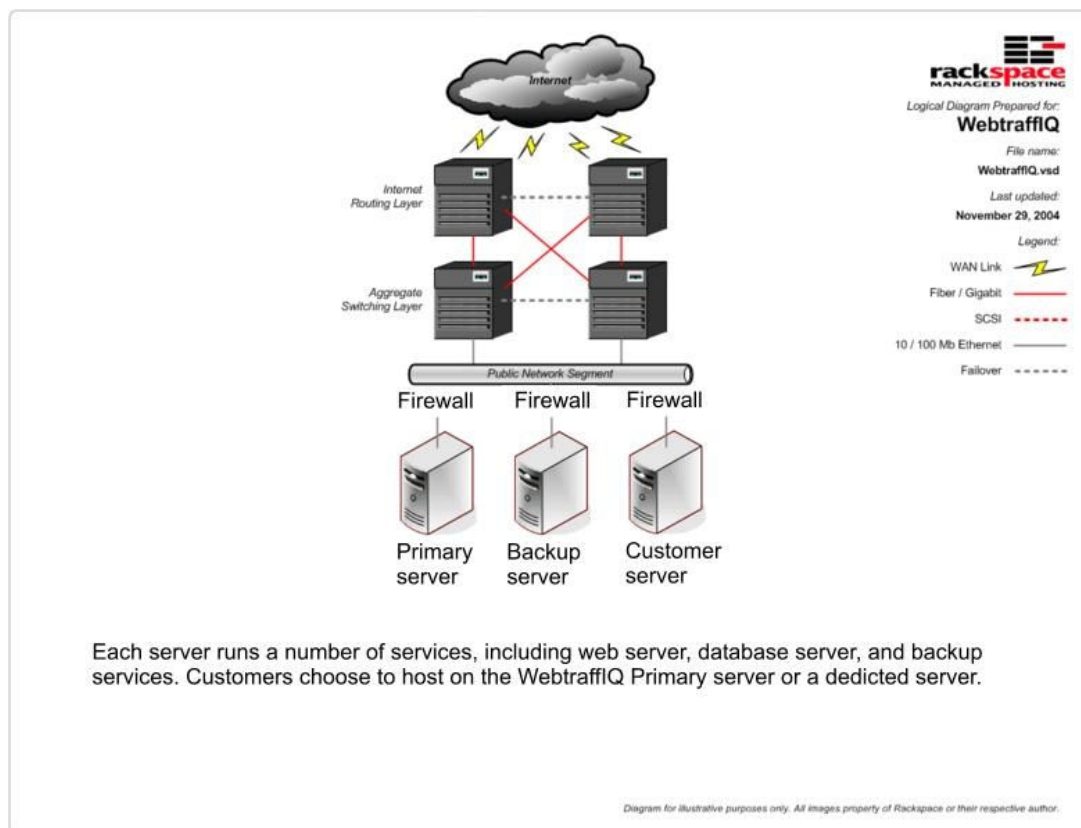
With a combination of IP user agent based, Cookies based (1<sup>st</sup> party) (2<sup>nd</sup> party) and (3<sup>rd</sup> party) Unique User based, Page element tagging and Log file analysis.

*Summary: - Any Company looking to fully calibrate their Web Analytics tool during the set-up process and maintaining and upgrading the system throughout the year internally will need a dedicated Web Analytics technician. For those companies using Google Web Analytics this would amount to an estimated £65,000 per year for the employment of such a technician.*

### 3.) Third key reason why 'Not' to adopt Google WA

#### Security

A key area easily overlooked by companies using free software products that run over several platforms is Security. Web Analytics Vendors with 12 year + tenures within the Web Analytics industry have a professionally defined security processes to protect access to sensitive client data. Below an example Network architecture diagram indicating: Main components of Web Analytics system run as an ASP solution.



**There are no communications with third party networks. All communications are server-to-internet.**

Summarised list of typical processes and procedures:-

- Intrusion detection products and how alerts are dealt with
- Secure Devices (servers, router, and firewalls) hosting company data
- Security vulnerability
- Computer incident response program
- Company data storage and protection
- Secure Access to the application
- Encryption - User logins and web traffic reports are encrypted over HTTPS (SSL)
- Process for securing operating system platforms
- Access to sensitive company data
- Regular backups
- Disaster recovery plan
- WebtraffIQ best practices management server security
- Website hacking procedure

*The 100 blue chip companies that responded that were questioned in regard to their data being handled by Google Web Analytics stated they would be very concerned that their data would be shared with third parties. They were also concerned that Google was wielding too much power over their proprietary company data.*

#### **4.) Fourth key reason why 'Not' to adopt Google WA**

##### Legal Responsibility

Enterprise solutions offer legal contracts which include SLA's, Data Protection and Warranties.

##### **Example Service Level Agreement: -**

Guarantees that the network system will be available 99.999% of the time in a given month (no more than 24 seconds downtime per month).

Guarantees the functioning of all Service hardware components and will replace any failed component at no cost to Customer.

Guarantees on response to help requests and administration within 24 hours.

##### **Confidentiality and Data Protection (Example)**

'Web Analytics company' shall treat all information provided by the Customer, or obtained through WebtraffIQ's performance of the service, as confidential and shall

use such information only for the purpose of performing the services to be provided under agreement.

'Web Analytics company' undertakes to comply (with respect to services provided to the Customer) with all requirements of any data protection and other laws and regulations which apply to 'Web Analytics company', or which otherwise apply to Personal Data, or to which the Customer is subject with respect to Personal Data, and any applicable European Directives and regulations concerning the protection and transfer of personal data (together, "applicable DPA laws").

### **Intellectual Property Rights**

Data ownership customer web traffic data is owned exclusively by the customer at all times. The customer data will be deleted with notice from the customer at any time.

*The 100 blue chip companies that responded that were questioned in regard to the lack of a legal contract between themselves and a third party Web Analytics agency stated that a legal contract would be imperative. Concerns ranged from loss and misuse of information to responsibility to company shareholders.*

## **5.) Fifth key reason why 'Not' to adopt Google WA**

### Consultancy for Optimisation

The frequent outcome of implementing analytics systems is that the client is drowned with data that is often poorly understood. The statistical data is only ever as good as its interpretation. It is vital therefore that consultation from an analytics expert is provided alongside the actual figures. This consultation will unlock the power of the data and provide an invaluable resource for marketers.

Accurate and relevant statistical data will take the customer a long way down the road to understanding how visitors are using their website. However, to unlock the full potential of the analytics data customer should have regular meetings with a professional analytics consultant. A consultant will be able to show trends and details in the data that a layman may miss, and explain what the data is revealing about visitor behaviour.

Following deeper analysis of the data, a consultant will be able to make recommendations about site development, show the client where and why they are losing traffic, and tell the client how their site is performing against industry standards.

In addition, regular consultation increases the understanding of top line data by marketing personnel, and adds to their sense of ownership of the site and associated metrics. The websites that truly perform are undoubtedly the ones that have the greatest 'buy-in' from the owners.

Key elements included in Web Analytics consultancy are:

- KPI consultation
- Customisation of reports for individual stakeholders.
- Developing a single marketing 'dashboard', - providing the opportunity for continued improvement in all aspects of business marketing
- Training on understanding and deriving actionable information from the reports

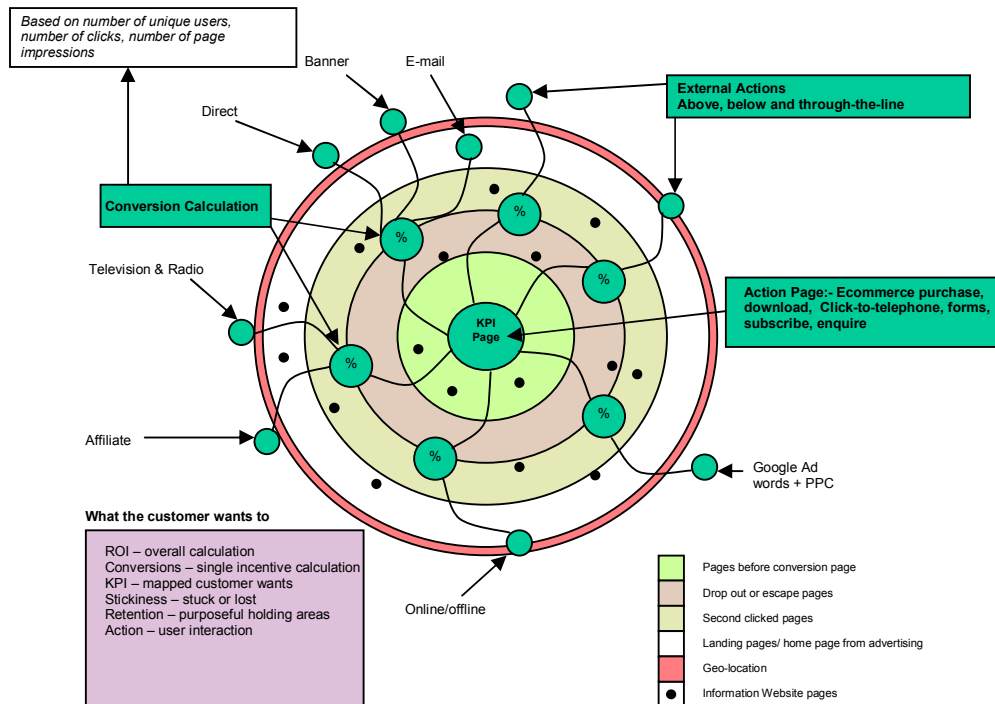
### Benefits

- Optimal paths to enquiry or sale and individual conversion rates
- Highest-performing marketing campaigns
- High interest topics to feed back into your future marketing creative - A/B or split testing
- Most read editorial areas of your site for better content - multivariate testing
- Biggest drop-out points enabling you to create incentives to improve retention

### The Typical Process

<b>Implementation -</b> Benefit -	Getting the stakeholders' involvement A unified approach ensures a cohesive use of the software
<b>Understanding &amp; Action -</b> Benefit -	Creating the dashboard Customisation for the individual makes reporting more efficient
<b>Training / Management -</b> Benefit -	Working with the data to make changes Providing the opportunity for continued improvement in the website's performance

The final Outcome - A rich picture (see example diagram) showing customer flow rates to increase fluidity in all user transactions based on the agreed stakeholder KPIs. Allowing for the informed client to allocate and reallocate budgets based on empirical evidence.



This approach allows the client to adjust navigation and content to maximise conversion rates. Maximising conversions rates allows the client to compete more effectively in online and offline marketing spaces:

Paid Search (PPC), example: - “If you convert better than your competition you can afford to pay more per customer. If your click through rate is higher, and your landing pages convert better you will also get better results for your paid search. Therefore, you pay less and get more customers.”

*Summary: - To convert the data into actionable metrics to be applied to the web site and marketing campaigns the client will need a Web Analytics consultant. The current industry cost of employing such a consultant is approximately £65,000 per year.*

## 6.) Sixth key reason 'Not' to adopt Google WA

### Business Intelligence Integration

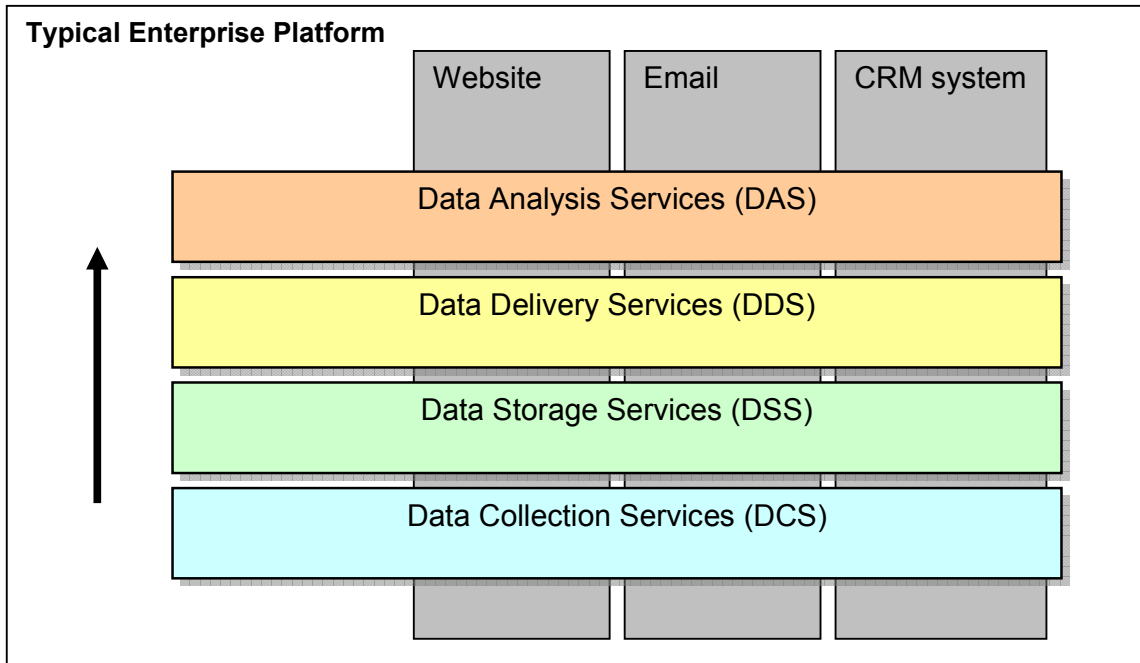
Web Analytics is increasingly part of a wider function within an organisation which can have a variety of different names including Customer Insight, Management Information (MI), Management Information Systems (MIS), Business Intelligence (BI) and E-Delivery. Web analytics is only part of the multi-channel picture and it is increasingly important for businesses to pull different sources of information together. Integration of customer research data is becoming more important for building an understanding of whether a website is helping to meet wider business objectives. Gartner calls the emerging importance of cross-channel reporting and analysis the 'third wave' of web analytics.

Integrating web analytics with CRM systems, or even just e-mail marketing platforms, enables *action* to be taken in real-time following defined events e.g. A customer falling out of a purchase process. This can be measured by the web analytics tool but an action can also be triggered e.g. sending an e-mail to that customer with a special offer, or checking whether they encountered problems.

The Web Analytics Enterprise systems are set up as a Platform for this purpose. Providing a framework from which integrated products and services may be delivered. Usually through the use of an API.

What are the key technical benefits of adopting a platform strategy?

1. **Integration** - via standard web service interfaces to key platform components
2. **Flexibility** - in-house and outsourced components may easily communicate
3. **Extensibility** - well-defined layers will make extension of software easier
4. **Synergy** - new products may be created from the synthesis of existing products
5. **Framework** - a collection of software tools to utilise the platform characteristics
6. **Specialisation** - each part of the platform requires particular products and services



#### **Data Collection Services (DCS)**

An example of a DCS is the web reading component of our Brand Tracking software.

**Role:** To reliably collect data from disparate sources

**Inputs:** Custom web server log files

**Outputs:** XML data files and MySQL database storage

#### **Data Storage Services (DSS)**

By creating a Data Storage Service layer, we can offer data storage service levels (e.g. 2 years of archived data), and can store new kinds of data for our customers.

**Role:** To provide high availability stored data

**Inputs:** Data from the DCS layer

**Outputs:** Data to the DDS layer

#### **Data Delivery Services (DDS)**

There are many new ways to deliver data to people. Examples include Web Services, SMS messages, instant messaging and server-to-server secure transfer.

**Role:** To deliver data over many protocols including Web Services

**Inputs:** Data from the DSS layer

**Outputs:** Data to our DAS layer, and directly to our customers' systems

#### **Data Analysis Services (DAS)**

By creating the DDS layer, this evolution is possible.

**Role:** To provide excellent data analysis tools

**Inputs:** Data from the DDS layer

**Outputs:** Business reports

*Summary: - Enterprise clients need to be interested in the short, middle and long-term aspects of their business performances on behalf of their shareholders. As such systems and business process integration with flexible platforms is crucial for ongoing business success.*