Analyze This!

Online consultancy firm Cajam Marketing helps clients improve campaign results with Yahoo! Web Analytics

One vital advantage of online advertising is the ability to collect more precise and varied data on campaign performance than with other media. But collecting reams of campaign data doesn't always translate into reams of knowledge about your campaign's effectiveness.

This bothered Kathy Gould, founder and CEO of Cajam Marketing, a consulting firm that specializes in maximizing online and offline marketing campaigns through analytics. After all, analytics uses computer technology, research and statistics to solve business problems. For that, you need the right kinds of data - and Gould wasn't getting what she wanted.

Enter Yahoo! Web Analytics (YWA), which Cajam Marketing began using to analyze campaign effectiveness for its clients, large and small. YWA, a customizable, enterprise-level website analytics system, helped the firm increase sales and visitor satisfaction, reduce marketing costs, and gain new insights on its website customers.

The Challenge

Before discovering YWA, Gould tried several analytics technology solutions, but they all fell short. Search engine providers supplied a few types of data on her paid search campaigns, but not the complete and varied analytics she needed to be able to correlate those results with results from other marketing activities.

Gould was looking for a Web analytics platform that would allow the client to track campaigns - such as paid search, email and affiliate campaigns - in one system. She wanted a solution that could provide an integrated view of a client's marketing spend, so the firm could determine return-on-ad-spend from several perspectives, including channel, campaign, keyword and creative. This more accurate and realistic analysis of campaign effectiveness would enable Cajam to correlate campaign performance to the actual sales of products and services.
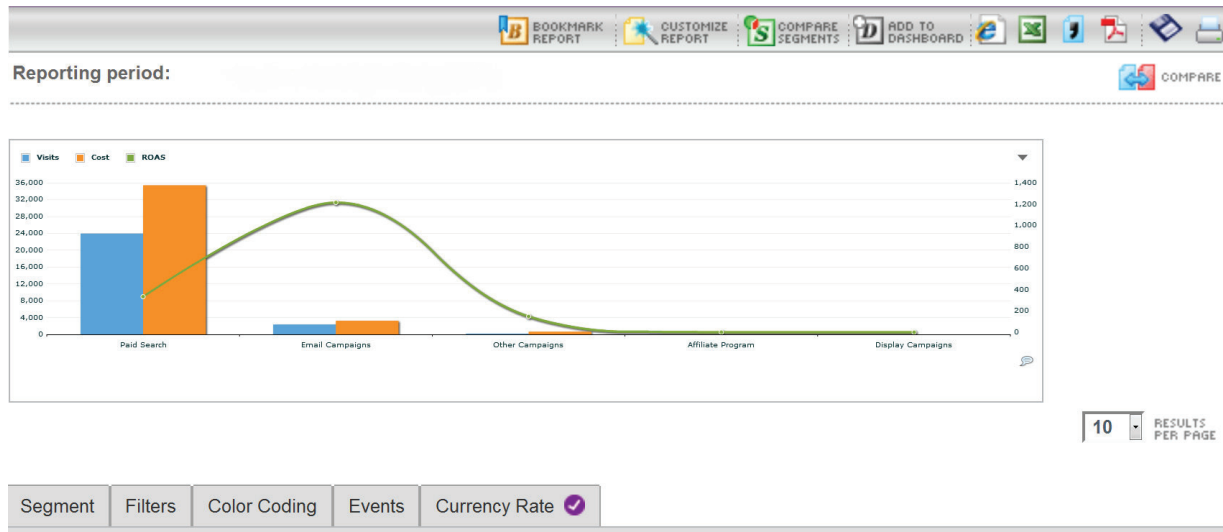
The Solution

Gould finally found her answer at the Yahoo! Merchant Summit, where she was introduced to Yahoo! Web Analytics. Because it stores data in a raw, non-aggregated form, Yahoo! Web Analytics is more than a reporting tool - and it was the powerful, highly flexible data-analysis tool that Gould needed. YWA enables marketers to instantly segment both near-real-time and historical data, and visualizes that data with advanced graphs to help marketers and site designers answer specific business questions and find new insights.

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WEB ANALYTICS

Reporting period: COMPARE

10 RESULTS PER PAGE

| Segment | Filters | Color Coding | Events | Currency Rate ✓ |

Campaign Type (Intelligent) ⓘ Campaign (Intelligent) ⓘ	Visits ⬇	Bounce rate ⬇	Cost ⬇	Revenue ⬇	Action ⬇	Conversion ⬇	ROAS ⬇	CPA ⬇
⊞ Paid Search	23,933	50.74%	$35,415.75	$118,158.25	740	2.58%	333.63%	$47.86
⊞ Email Campaigns	2,335	39.61%	$3,250.00	$39,476.70	227	8.11%	1,214.67%	$14.32
⊞ Other Campaigns	186	32.80%	$630.00	$932.00	5	1.79%	147.94%	$126.00

Search Phrases (Direct) ⓘ Product	Product Views ⬇	Add To Cart ⬇	Cart Complete ⬇	Units ⬇
⊞ yahoo analytics	4,456	18,470	2,834	17,024
⊞ yahoo web analytics	707	105	29	33
⊞ analytics.yahoo.com	371	53	16	17
⊞ analytics yahoo	334	36	7	15

Since that initial adoption, Gould has successfully used YWA with several clients. One of the first was Bindertek.com, a Yahoo! Store that offers a wide range of premium office supplies for consumers and businesses. Yahoo! Stores enable websites to install YWA with one click of a mouse, and Bindertek.com and Gould used YWA - especially its Advertising Cost Retrieval capability - to analyze the performance of paid search campaigns and then adjust them to improve results.

As an analytics expert, Gould not only appreciates the variety of data, but how easy it is to get to it. "We can now review our paid search campaign results at one stop, instead of logging into [various search engine providers]," she explains. "In one place, we see revenue, cost, unique clicks, repeat clicks and more for each campaign."

The Results

Gould worked with Bindertek.com to implement YWA and Advertising Cost Retrieval in January 2011. "After analyzing and optimizing our campaigns for a couple of months, we were able to lower our cost-per-order by 38%," she says. "We were also able to increase our number of orders by over 30% while spending less money."

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The results are largely attributed to the detailed campaign data revealed by YWA's Advertising Cost Retrieval capability, says Gould - data that other tracking systems couldn't show. For example, keyword analysis helped Cajam take several actions to improve performance, including identifying and stopping unprofitable keywords, changing keyword bidding strategies based on their profitability, adding additional keywords based on queries that customers were converting on, and more.

"Instead of only knowing which keywords converted to sales," says Gould, "we now know what items our customers are buying for each keyword. This gives us insight into the profitability of each keyword, instead of just the number of orders."

These results show just how dramatically YWA and its Advertising Cost Retrieval capability can improve campaign performance for advertisers. Today, YWA is enabled for over 5,000 Yahoo! Stores with access just one click away for thousands more, and it can be used by any size advertiser or publisher in the Yahoo! ecosystem.

Gould has become an enthusiastic supporter of YWA. Once suffering from a dearth of data, she now has about as much as she can handle. "We can view so many details about each site visitor who converted," she says. "Yahoo! Web Analytics gives us the complete picture on visit path, number of visits, demographics, search phrase and much more."

About Bindertek.com
Bindertek sells an innovative binder system for business documents, including specialized tab sets that create a superior organizational system. Its various products are designed to suit the specific needs and demands of a broad spectrum of businesses and professions.

About Cajam Marketing
Cajam Marketing is a full-service consulting firm specializing in maximizing offline and online marketing initiatives through analytics.

For further information about the company, please visit http://www.cajammarketing.com/ <http://www.cajammarketing.com/> .

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