



**In an age of accountability, the once-accepted approach to advertising and marketing based on art, imagination and intuition, has shifted to one based on information, testing, and data, data, data.**

The Web is a perfect medium for such testing and measurement, the results are instantaneous, and we are uniquely poised to take swift action – provided we know how to interpret the data. And here is the dilemma: Companies spend time and money collecting information from the many tools available, to the point that they are “swimming” in data. The challenge they face is turning that data into actionable insights.

Regrettably, most companies make little use of the information they have collected.

At FD kinesis, our Web Analytics offering helps clients migrate from a page-centric analytics view of their website and marketing, to a customer process-centric view. Reports on flat metrics – overall page views, hits and visits – make way for those that reveal visitor intent – price comparisons, moderated discussions, retail locator, etc. – and how best to optimize in ways that encourage positive customer behaviors. Our Cross-Platform/Web Analytics expertise can help clients utilize data to understand their core audience, determine how to market effectively to them, enhance their website’s user experience, and improve return on investment (ROI).

## Getting Started

### Discovery

- Kick-off meeting – FD kinesis will meet with key stakeholders to define the target audience, to ascertain overall business and departmental objectives, and define the message you intend to convey
- We will collaborate with you to define the competitive landscape and the distinguishing factors you seek to promote
- FD kinesis will review current Key Performance Indicators (KPIs) and site performance, identifying any business or technical requirements

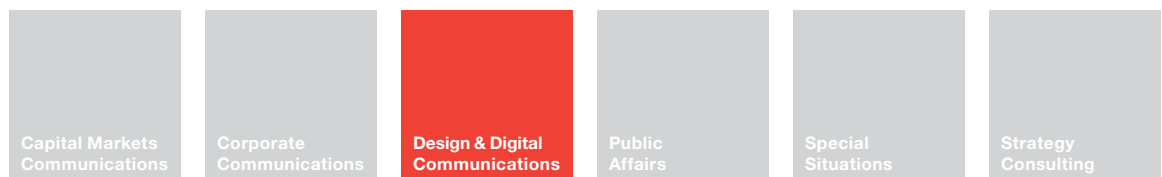
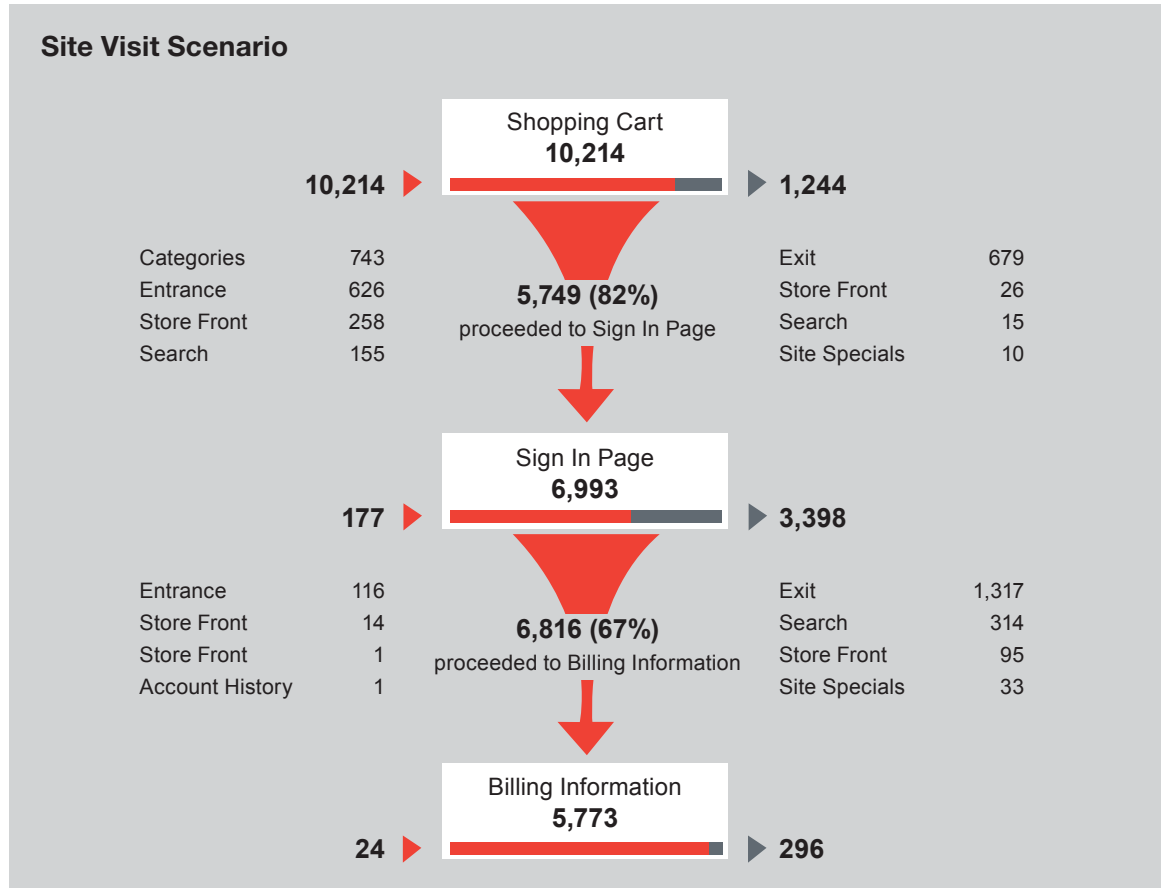
### Development

- FD kinesis will compile a comprehensive KPI set – informed by your business objectives, industry research and analytics best practices – by which online performance and progress toward goals will be measured
- We will conduct an audit of your web analytics application, work with the analytics provider to ensure all site pages, events, and campaign referrals (PPC, newsletters), are properly tracked according to the KPI specification. In the absence of an analytics application, FD kinesis will recommend a provider based on needs and resources, and serve as a guide for the implementation process
- FD kinesis will liaise with the your web analytics application technical team to configure the analytics interface and accurately provide compelling data required to manage KPIs



### Deliverables

- Monthly dashboard of KPI performance, as well as key takeaways
- Regular (monthly/quarterly) analysis of KPI performance with recommendations for greater site and campaign optimization in collaboration with our in-house experts in Search Engine Marketing (SEM), Emerging Media and Web Optimization



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