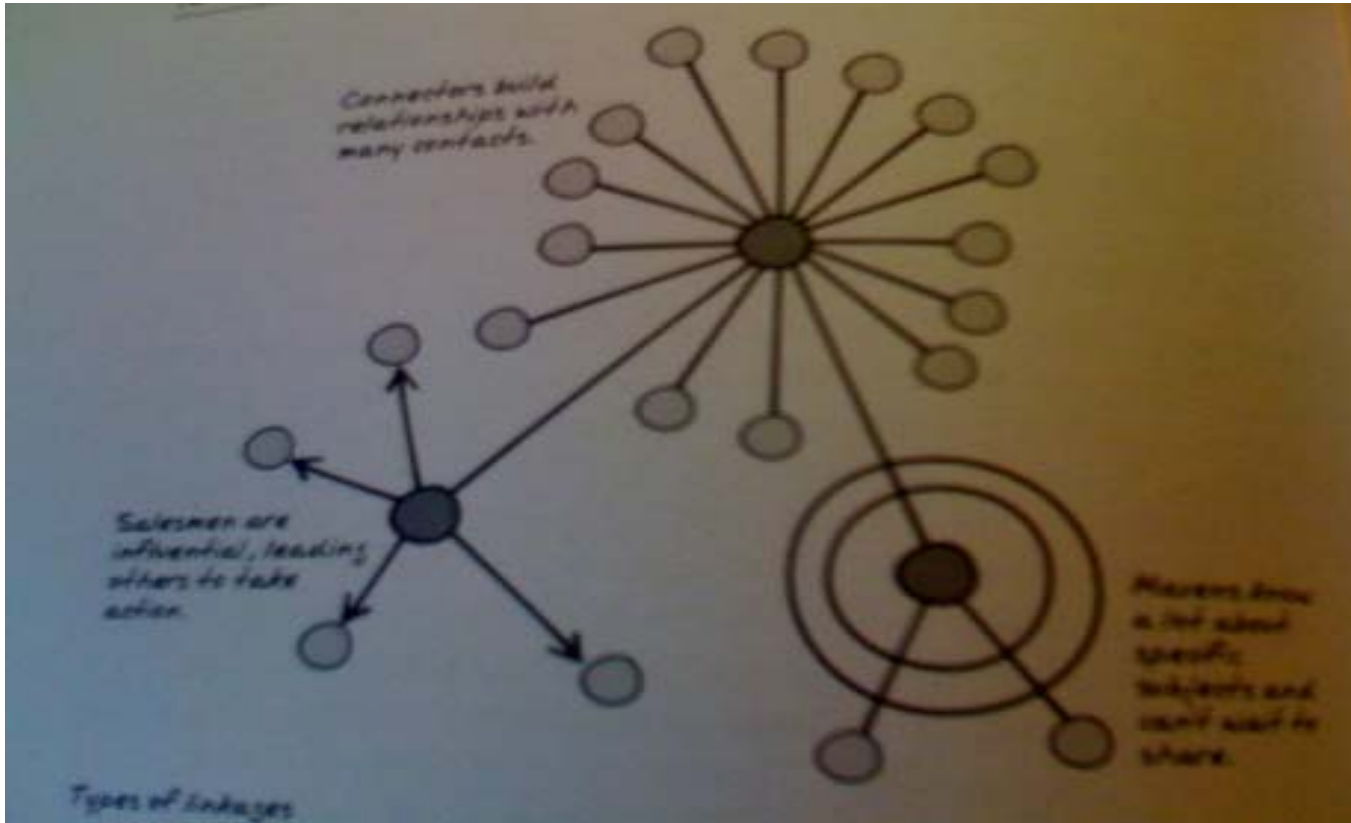


Ideas for Social Media Analysis Measurement



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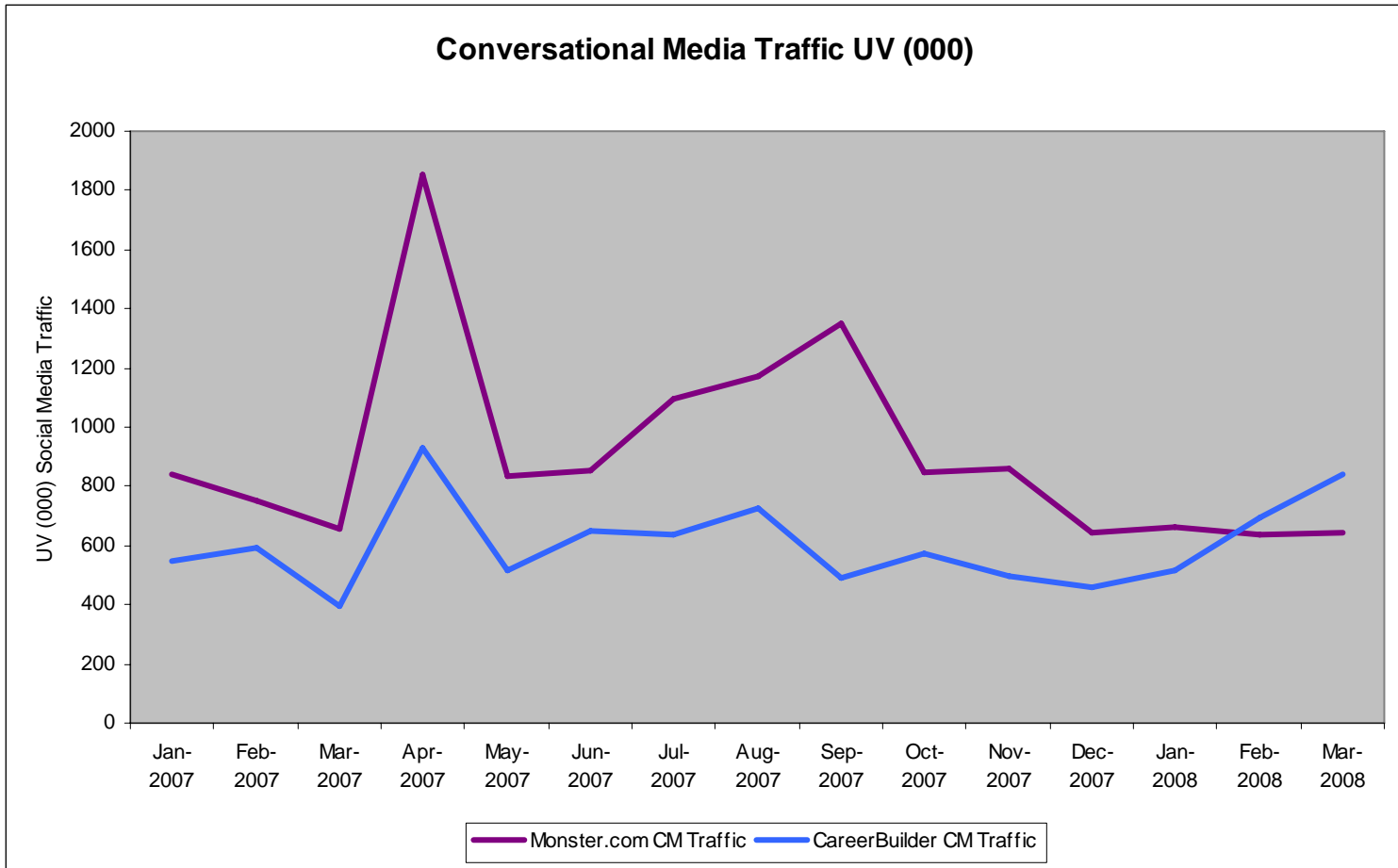
Categorize Referrer Traffic for Social Media Attribution

Sum	1514	8405	7713	6214	6897	11939	9325	9410	8031	6726	6691	7214	7080	6997	
Other Web Sites	June '07	July '07	Aug '07	Sept '07	Oct '07	Nov '07	Dec '07	Jan '08	Feb '08	Mar '08	Apr '08	May '08	June '08	July '08	Average
site						3277	3350	294	228	117	99	87	80	87	847
site				374	824	435	255	231	181	176	135	114	65	92	262
site						298	718	232	214	94	48	155	54		227
site		1728													1728
site		1723													1723
site		14	52	60	85	84	92	188	165	194	202	137	112	107	115
site				260	154	105	167		733					3	237
site			224	91	130	317	145	74	83	119	64	46	47	53	116
site	52	74	60	81	91	76	81	87	120	96	121	99	74	104	87
site	34	147	35	79	48	99	47	174	155	78	57	58	35	106	82
site										162	336	247	131	82	192
site					169								780	5	318
site								35	84	105	109	85	50	262	104
site										171	282	95	61	67	135
site			125	99	21	9	38	95	39	11	55	8	2	2	42
site										442	7				225
site								418	25						222
site		3	50	49	36	27	29	32	46	45	35	36	28	21	34

Is the traffic from a blog, social network, message forum, bookmark, micro media, Photo sharing site, etc, it's Social Media in most cases.

Discount sites that aren't, or are hybrid – ie: sites that include social media but Aren't (i.e.: newspapers).

Use ComScore Conversational Media Category

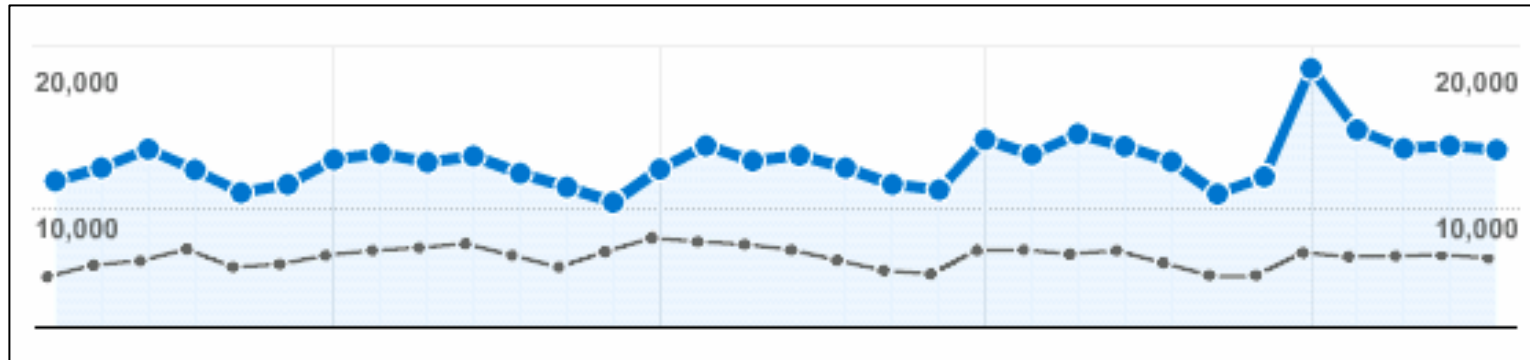


Caveat – 1) your site has to be tracked by ComScore (big enough) or else you can't use it

2) Panel Data is meant for research, not always an accurate measure of actual traffic

3) Comscore data is public for anyone who is a paid subscriber.

Idea – Let Google do it for us



-Google already knows what sites are blogs (i.e.: Google Blog Search) and could segment data from a site from Social Media – bet you anything they know urls that are social networks, forums, message boards, photsharing sites, twitter, etc.

- Or Google could use ComScore's Conversational Media category and calculate an average for a vertical and measure a site tracked in Google Analytics against it.

Hint: Google has more data than anyone other single entity on the Planet – they often have used it, to connect our Search/Web Histories, Google Trends/Google Hot Trends, Google Insights, Advertising/Video, Radio, Blogs (Blog Search).

Why not just let Google do it ? I bet they are working on it. If not, they should.

CMO's will end up being WEB Analysts or having them nearby, high on the organizational food chain.

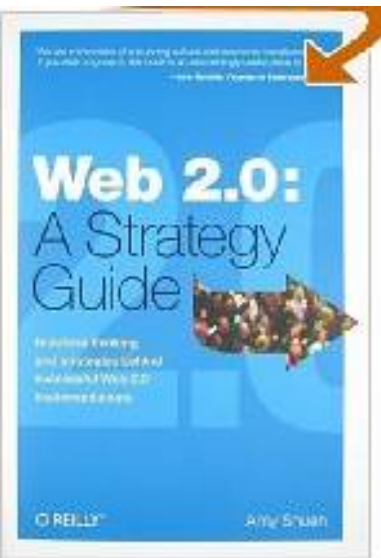
<http://theanalyticsguru.wordpress.com/2008/07/04/i-think-i-just-figured-out-where-the-future-of-marketing-is-going/>



Bake in Analytics to all marketing campaigns by auditing them, changing The campaigns before anything else is done. **Right now, Social Media has no set place in most organizations, ROI is difficult, but not impossible to prove.**

Web 2.0 is about empowering users (*it's real distinction*)—
Measurement is in Conversations/Engagement, Traffic/ROI
much more subtle, *but still measurable*

Read **Web 2.0: A Strategy Guide: Business thinking and strategies behind successful Web 2.0 implementations.**



Score	Influencer	Sentiment	Engagement							
100	Military	👍	No Contact	1	7001	2731	10	0	0	
98	General Chat	👍	No Contact	1	10008	1134	10	0	0	
97	Female Misc.	👍	No Contact	1	11529	999	10	0	0	
95	California / Wk	👍	No Contact	1	14640	683	10	0	0	
89	Megite Topran	👍	No Contact	2	60000	45000	5	0	0	
86	Soap Operas	👍	No Contact	1	1648	273	10	0	0	
83	Silly Message	👍	No Contact	2	1300	293	8	0	0	
83	East Coast Ar	👍	No Contact	1	2025	270	9	0	0	
80	PinoyAgents.c	👍	No Contact	1	1420	341	8	0	0	
79	Debate and Di	👍	No Contact	2	1363	1022	4	0	0	
78	Time to Bitch	👍	No Contact	1	1457	122	9	0	0	
75	General Politk	👍	No Contact	1	869	44	10	0	0	
73	Bassists [BG]	👍	No Contact	1	484	138	8	0	0	
69	Business & Fir	👍	No Contact	21	71	71	1	0	0	
66	The Lounge	👍	No Contact	1	662	30	8	0	0	



Measure Conversations – it can be done and this panel shows some examples of where we succeed.

The Web Analytics Association is working on Standards for Social Media – release first drafts later this fall – stay tuned!