

THE EVOLUTION OF WEB ANALYTICS

from OLD SCHOOL

+ MEANWHILE ON

to NEW SCHOOL

THE INTERNET



1994

• 1994 - First banner ad AT&T was the first to dish over some money to hotwire to display the beast they created, a 468 x 60 banner that came to life on October 25 1994

1997-1999

• 1997 - The term "weblog" is coined & later shortened to "blog."
 • 1998 - Google opens its first office
 • 1998 - AOL buys Netscape
 • 1999 - Napster invented.
 • "E-commerce" becomes the new buzzword
 • 1999 - Kozmo.com raises \$250M, spends \$150M in a promo with Starbucks.
 • 1999 - Pets.com Flooz.com and others are founded and follow a pattern of huge advertising spend to attract hits & eyeballs.

2000 - 2002

• 2000 - The internet bubble bursts, as the Fountain of investment capital dries up and the NASDAQ stock index plunges, causing the initial public offering (IPO) window to slam shut and many dotcoms to close their doors.
 • 2000 - AOL acquires Time Warner for \$164 billion
 • 2000 - Pets.com goes bankrupt
 • 2001 - Flooz.com, Kozmo go bankrupt
 • 2002 - Paypal is acquired by Ebay

VISITORS

VISITORS, AND IN PARTICULAR UNIQUE VISITORS BECAME AN IMPORTANT METRIC, AS ADVERTISERS WANTED TO REACH A LOT OF DIFFERENT PEOPLE, NOT JUST THE SAME PEOPLE OVER AND OVER.



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HITS

"HITS STAND FOR HOW IDIOTS TRACK SUCCESS."
 -AVINASH KAUSHIK



PAGE VIEWS

PAGE VIEWS REPLACED HITS AS THE PRIMARY METRIC BECAUSE THEY HELPED DETERMINE HOW MANY ADS COULD BE SERVED AND HOW MUCH AD REVENUE COULD BE GENERATED.

2003- 2010

• 2003 - LinkedIn launches
 • 2004 - Facebook launches
 • 2006 - Google launches Google Checkout
 • 2006 - Twitter launched
 • 2007 - Zynga founded
 • 2008 - Microsoft offers to buy Yahoo for \$44.6B
 • 2008 - Groupon launches
 • 2008 - AOL Time Warner reports a loss of \$90 billion

TIME ON SITE

FOR BLOGS AND OTHER INFORMATION SITES, TIME ON SITE CAN BE A GOOD MEASURE TO SHOW RELATIVE INTEREST IN THE CONTENT. BUT IN ECOMMERCE, ADDITIONAL TIME ON SITE COULD BE A NEGATIVE INDICATOR AS PEOPLE STRUGGLE TO FIND THE GOODS THEY WANT OR HAVE TROUBLE WITH YOUR CHECKOUT PROCESS.



CONVERSIONS

IF YOU SELL GOODS OR SERVICES ONLINE, YOU NEED TO TRACK CONVERSIONS. CONVERSIONS = CUSTOMERS

NEW SCHOOL

MEASURE WHAT MATTERS MOST: CONVERSIONS. KNOW EXACTLY HOW MANY CUSTOMERS AND HOW MUCH REVENUE EACH OF YOUR MARKETING CHANNELS IS DRIVING SO YOU CAN DO MORE OF WHAT WORKS.

FRIENDS & FOLLOWERS

FRIENDS, FOLLOWERS AND ENGAGEMENT DO NOT NECESSARILY INDICATE SUCCESS IN SOCIAL MEDIA MARKETING. YOU CAN'T PAY THE BILLS WITH ENGAGEMENT! YOU NEED REVENUE FOR THAT!

• May - LinkedIn shares double on IPO
 • June - Twitter hits over 200m tweets per day
 • July - Facebook hits 750m users
 • July - Zynga files with sec to raise \$1 billion in IPO
 • November - Groupon goes public

2011



WHERE YOU NEED TO BE!

spring METRICS

CONVERSION TRACKING MADE EASY.
 SPRINGMETRICS.COM