

# Measuring the value of social tech

Euan Semple

# Numbers

Reports: www.googlestore.com

Dashboards

View Executive

- Executive Overview
- E-commerce Summary
- Conversion Summary
- Marketing Summary
- Content Summary
- Site Overlay

All Reports

- ▶ Marketing Optimisation
- ▶ Content Optimisation
- ▶ E-Commerce Analysis

Date Range ?

View By Default

2005

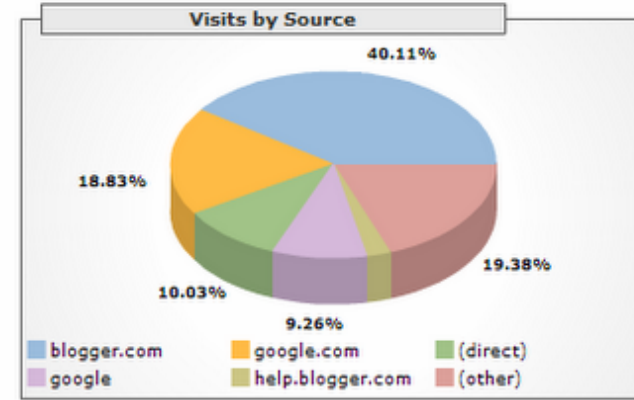
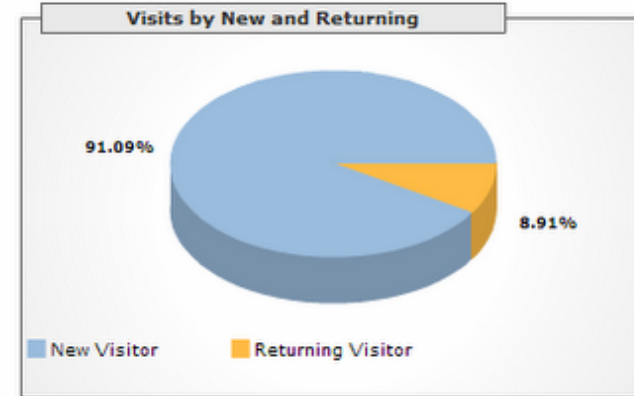
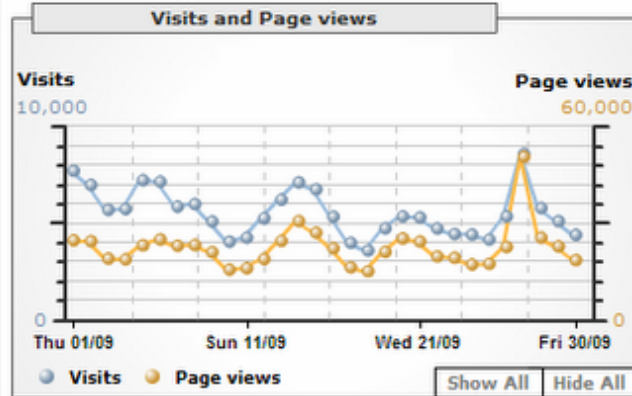
Jan	Feb	Mar	Apr	May	Jun
Jul	Aug	Sep	Oct	Nov	Dec
S	M	T	W	T	F
→ 28	29	30	31	1	2
→ 4	5	6	7	8	9
→ 11	12	13	14	15	16
→ 18	19	20	21	22	23
→ 25	26	27	28	29	30
→					1

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Executive Overview

Export

www.googlestore.com | 01/09/2005 - 30/09/2005



Help Information

Visitor Summary

The four graphics in this report provide a quick snapshot of visits to your site. The following are shown:

- ◆ the total number of visits and page views your site received, the average number of page views per visit (PV) and the number of visits and page views over time. Averages are calculated over the entire selected date range including dates not yet elapsed when applicable.
- ◆ the number of first-time visits and returning visits
- ◆ the cities from which the most visitors come to your site
- ◆ your top referral sources.

# Measuring

# Monitoring

# What to report?

# Big data

“What you can’t measure you  
can’t manage”



“If you can measure it it is probably not worth managing”

Page hits the wrong measure

"Everyone from BuzzFeed to the Washington Post seems to be chasing after viral content because of the traffic it brings — but all this does is reinforce how doomed the pageview-based model really is"

Matthew Ingram

Who?

What?

Where from?

How often?

Reactions

"Thanks"

# Stories

# How to report

Carefully...



# Reporting "upwards"

# Managing expectations

# Senior sponsorship?

# Giving managers what they want

See it from their angle

# Reverse ROI

Managing a boss (or a boss's boss) who doesn't get it.

They might be nervous



# Fix problems

# Reporting "horizontally"

# Build advocacy

It's "political"

Use the tools to manage and  
report on the tools

Use plain language and show the way. Avoid management speak if at all possible!

# Last thoughts

Ask for forgiveness rather than  
permission



Get used to being misunderstood  
and under-appreciated.

# Thanks

[euansemple.com](http://euansemple.com)

