

Global Music Company: Web Analytics Strategy Definition & Implementation

Client Background

A global music company with multiple record labels has a collection of over 900 Web sites associated with specific artists and labels. The organization engaged Edgewater Technology to review all aspects of its digital strategy, including its online product offering, web analytics, email marketing and customer service. Edgewater recognized that the company had an opportunity to utilize the high volume of traffic on its Web sites to deepen fan and artist relationships, as well as maintain an e-Commerce revenue stream. However, it was also identified that the web analytics application had not been consistently deployed across the web properties, which prevented executives from using it as a strategic decision-making tool.

The Problem

- 900 Web sites with a distributed site development process.
- Inconsistent and inaccurate placement of web analytics tags.
- No standard QA process.
- Confusing setup of the web analytics application account structure, leading to duplicate data capture.
- Data collection had not been customized with page names and content categorizations, making it difficult to interpret.
- Varied technical infrastructure.

The Solution

Edgewater's Web Analytics Strategy Consultants:

- Analyzed the web analytics deployment and processes and determined sources of inaccuracies.
- Evaluated the web analytics account setup and existing tags and created a new account structure.
- Identified standard data definitions and tagging strategies and recommended additional value-added tags.
- Defined e-Commerce tagging and managed the deployment.

The Results

- Improved data accuracy and increased data value due to additional tagging.
- Provided a 50% decrease in costs associated with managing the web analytics program.
- Identification of site optimization opportunities include:
 - Increase visitor engagement by determining which bloggers generated the most comments.
 - Change advertising costs when visitors are most engaged.
 - Adjust the site content to generate longer visits.
 - Identify the source of the most profitable e-Commerce customers.

Edgewater Technology's Web Analytics Services

Edgewater Technology is an innovative technology management consulting firm providing a synergistic blend of specialty IT services primarily in the North American market. Edgewater Technology's Internet Commerce and Digital Strategy expertise helps organizations identify, evaluate, develop, launch, and optimize Web-based businesses and services. We work with organizations at every stage of their Web development efforts, from initial strategy formulation through deployment.

Our Web Analytics services help organizations at every level of sophistication, from those just getting started to those on the leading edge of analysis. In every case, we offer comprehensive, expert capabilities, including:

- Web Analytics Strategic Roadmaps
- Key Performance Indicator definition
- Custom tagging strategies for all leading tool sets, including Web Trends and Omniture
- Phased implementation roadmaps
- Tool Set Migrations
- Advanced analytics and Business Intelligence
- Deployment testing and data quality assessment
- Business Process Definition and Documentation
- Communication and change management procedures
- Website optimization recommendations
- External data integrations
- A/B Testing, Marketing ROI analysis, Campaign Performance Analysis

To learn more, visit: www.edgewater.com; e-mail: makewaves@edgewater.com; or call 800-410-4014.

