

# MEASURING AND METRICS

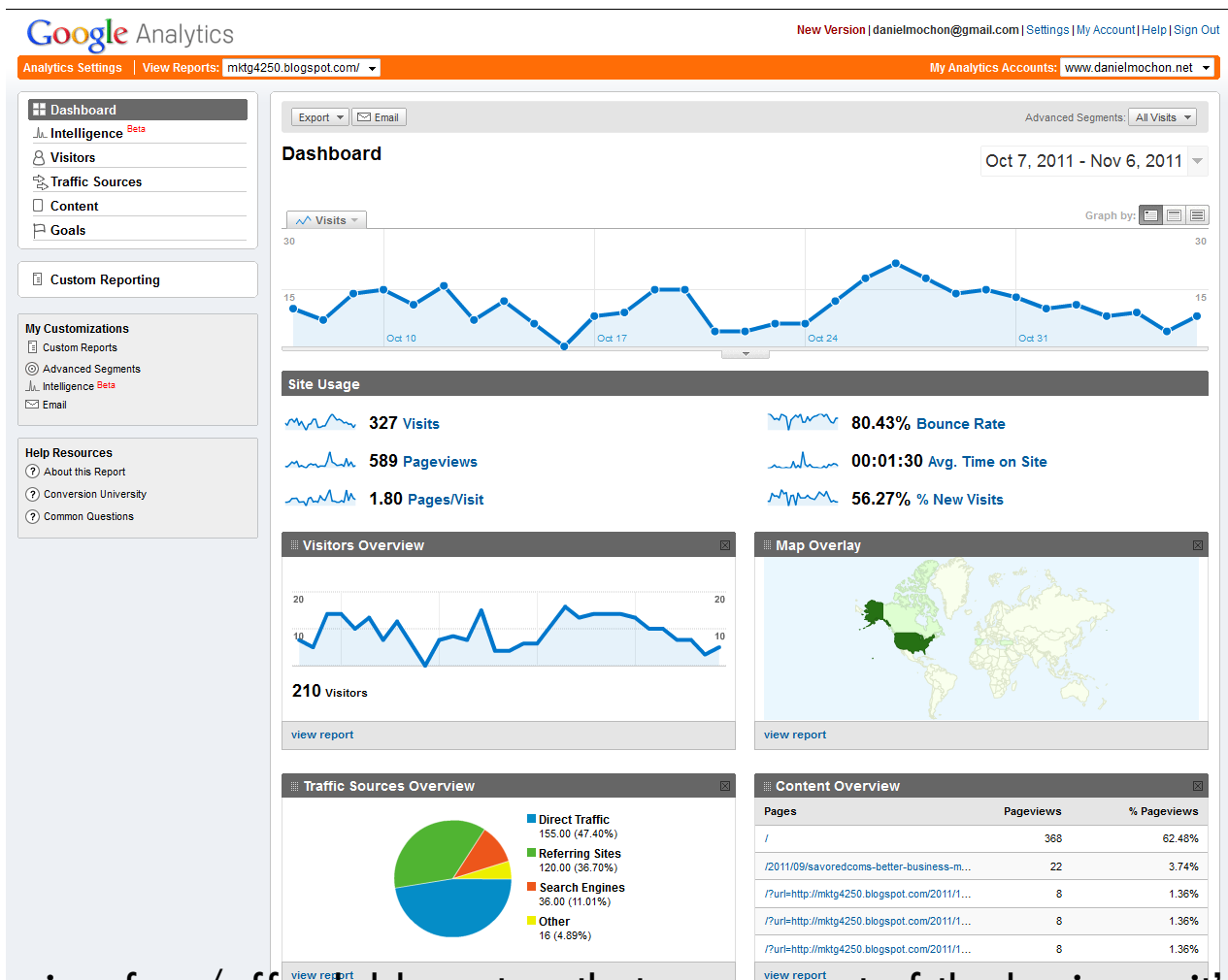
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**MGT 489**

Follow-Up Slides

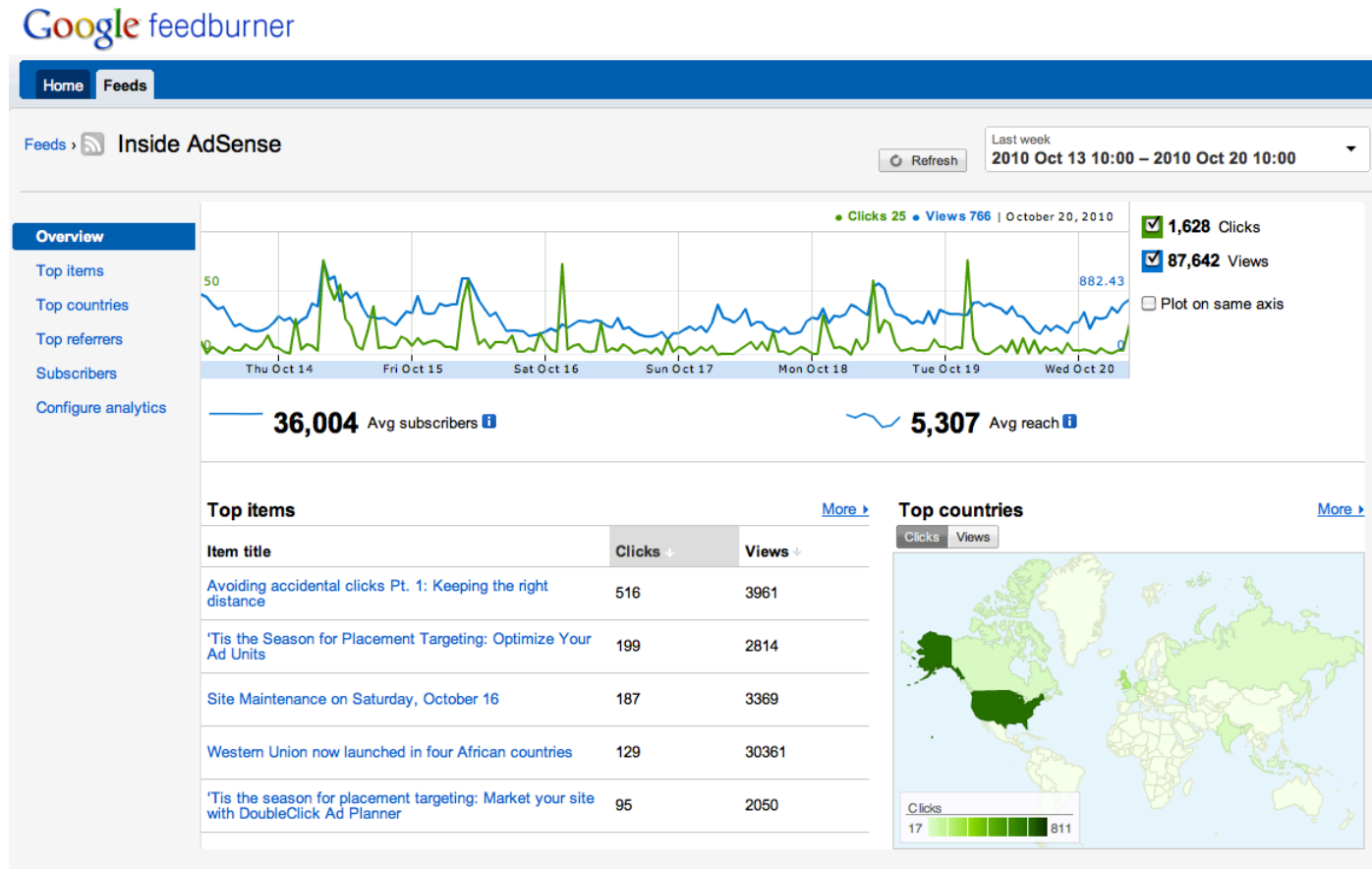
February 18, 2014

# Pick the right tools



Google Analytics is a free/affordable system that covers most of the basics, so it's a good place to start

# Think about how people find your content



Do people search for you, or do you have a lot of followers? If you have followers, tools exist to track the reach of a blog/feed. Google bought feedburner; they don't put many resources into it, but it can still be quite useful.

# Twitter reach

Home Connect Discover Me Search

**Tweets** >  
Following >  
Followers >  
Favorites >  
Lists >

**Tweet to Starbucks Coffee**

@Starbucks

**Starbucks Coffee** ✓  
@Starbucks  
Freshly brewed tweets from Brad, Lee, and Paige at Starbucks.  
Seattle, WA · <http://www.starbucks.com>

13,255 TWEETS   79,505 FOLLOWING   **3,052,310 FOLLOWERS**   Following

**Tweets** All / No replies

**Starbucks Coffee** @Starbucks 5h  
Today, we'd like to honor all Veterans, including those who are Starbucks Partners, for serving our country. Thank you.  
Expand

**Starbucks Coffee** @Starbucks 9 Nov  
Coffee is our muse. #inspire #coffeeepassion [pinterest.com/pin/2540318536...](https://pinterest.com/pin/2540318536...)  
Expand

**Starbucks Coffee** @Starbucks 8 Nov  
RT @Square: No matter what you order at Starbucks this morning, pay with Square Wallet. [youtube.com/watch?v=Z7gzcV...](https://youtube.com/watch?v=Z7gzcV...)  
View media

**Similar to Starbucks Coffee** >

**Pizza Hut** @pizzahut Follow  
**Drizzy** @Drake Follow  
**Domino's Pizza** @dominos Follow

Followers is an easy marker of Twitter reach. Twitter does not filter tweets, so everyone can see all of them.

# YouTube reach

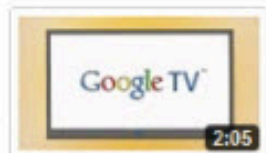
The image shows the YouTube channel page for Starbucks Coffee. At the top, the YouTube logo is on the left, and a search bar, 'Browse', 'Movies', and 'Upload' links are on the right. Below this, the Starbucks Coffee channel header features the Starbucks logo, the channel name, a 'Subscribe' button, and statistics: 14,920 subscribers and 9,042,435 video views. Navigation tabs for 'Featured' and 'Browse videos' are present, along with a 'Search Channel' bar. The main video player shows a video titled 'Square Wallet + Starbucks' by Starbucks, uploaded 4 days ago, with 2,236 views. The video thumbnail depicts a hand holding a smartphone displaying the Starbucks app interface. To the right of the video player is an 'About Starbucks Coffee' section with a link to starbucks.com, 'by Starbucks', and details: Latest Activity (Nov 7, 2012), Date Joined (Nov 30, 2005), and Country (United States). Below this are 'Featured Playlists' including 'Uploaded videos' (263 videos) and 'Starbucks Jobs' (15 videos).

Likewise with views on Youtube; there is some proprietary calculation involved to reach that number, but it's a good estimate.

# YouTube reach over time

## Views & Popularity

The marketing video introducing Google TV has attracted 2.7 million video views. At its height, the video attracted around 500,000 daily views.



### Introducing Google TV

TV meets web. Web meets TV. Learn more at [www.google.com/tv](http://www.google.com/tv). Produced by Epipheo Studios.

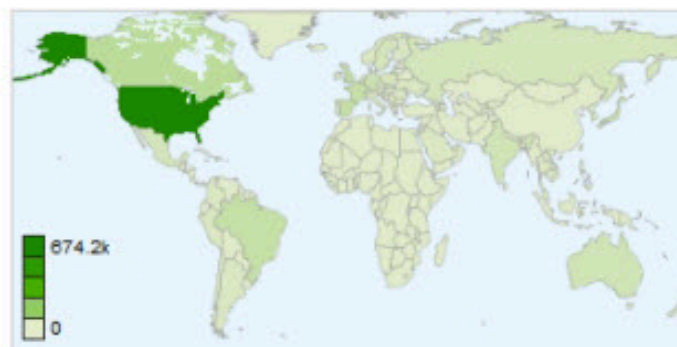
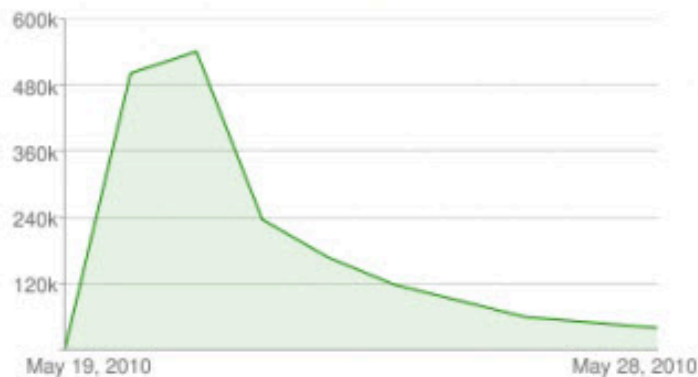
by Google | 4 months ago | 2,700,275 views



## Views

How many times has this video been watched?

Daily views   Show unique users

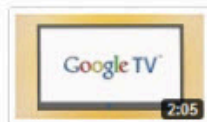


If you post a video to YouTube, you have access to YouTube analytics, which can tell you a lot about your videos' reach.

# YouTube reach over time

## Discovery

Views for the video mainly came from embedded players on sites such as [Google.com](http://Google.com), [macrumors.com](http://macrumors.com), and [engadget.com](http://engadget.com).



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TV meets web. Web meets TV. Learn more at [www.google.com/tv](http://www.google.com/tv). Produced by Epipheo Studios.

by Google · 4 months ago · 2,700,275 views

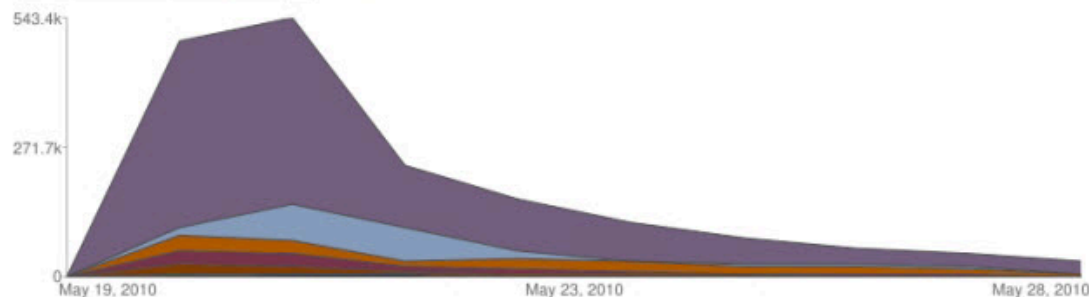


## Discovery

How are people finding this video?

Links followed to this video

Display as:  Stacked chart  Line chart



<input checked="" type="checkbox"/>	Links followed to this video	Views	% of total views
<input checked="" type="checkbox"/>	<a href="#">No link referrer - embedded player</a>	1,246,662	69.3
<input checked="" type="checkbox"/>	<a href="#">YouTube other</a>	194,496	10.8
<input checked="" type="checkbox"/>	<a href="#">No link referrer - mobile devices (?)</a>	170,756	9.5
<input checked="" type="checkbox"/>	<a href="#">External links</a>	78,474	4.4
<input checked="" type="checkbox"/>	<a href="#">No link referrer - YouTube watch and channel pages (?)</a>	63,908	3.6
<input checked="" type="checkbox"/>	<a href="#">YouTube search</a>	22,983	1.3
<input checked="" type="checkbox"/>	<a href="#">Google search</a>	9,155	0.51
<input checked="" type="checkbox"/>	<a href="#">YouTube subscription modules</a>	5,588	0.31
<input checked="" type="checkbox"/>	<a href="#">Related videos</a>	4,154	0.23
<input checked="" type="checkbox"/>	<a href="#">Link from YouTube channel page</a>	2,577	0.14
<input checked="" type="checkbox"/>	<a href="#">Featured video</a>	1	0.0

You can also track the source of your viewers and see if it changes over time.

# Other blogs and influence

The screenshot shows a search interface for HubSpot. At the top, there are navigation tabs for 'Blogs', 'Twitter', 'Facebook', 'Images', and 'Big Buzz'. A search bar contains 'blog.hubspot.com' and a 'Search' button. To the right is the 'ICEROCKET Meltwater Buzz' logo. Below the search bar, it indicates '1 tagged posts' and '1 - 10 of 22 recent posts for blog.hubspot.com'. The main content area lists three posts:

- 11** [FREE ADVERTISING ON GOOGLE](#)  
12 hours ago by [ber bob](#)  
... information as possible in the first place the majority of people look: Google Search. Good luck! Read more: <http://blog.hubspot.com/blog/tabid/6307/bid/1612/Free-Advertising-on-Google.aspx#ixzz2BwHB2xa>  
[Create your Own T-shirt ... - tshirtprinterjet.blogspot.com](#)
- 10** [Интернет-маркетинг за неделю – ...](#)  
2 days ago by [1984nathan](#)  
... конверсии! По материалам: [blog.hubspot.com](#) ...  
[LPgenerator.ru - lpgenerator.ru/blog](#) · 1 reference
- 09** [Holiday Ideas For Participation When Injured Or Sick](#)  
2 days ago by [ESTRA'S Blog Tips](#)  
... @ESTRAsRadioShow. Listen to internet radio with Talking About You With ESTRA on Blog Talk Radio ESTRA  
<http://blog.hubspot.com/blog/tabid/6307/bid/28008/60-Inspirational-Holiday-Marketing-Statistics.aspx>  
<http://www.heraldonline.com/2012/11/07/4394997/want-this-holiday-season-to-sparkle.html> Send ...  
[ESTRA's - estras.blogspot.com](#)

Below the third post, there are two more entries:

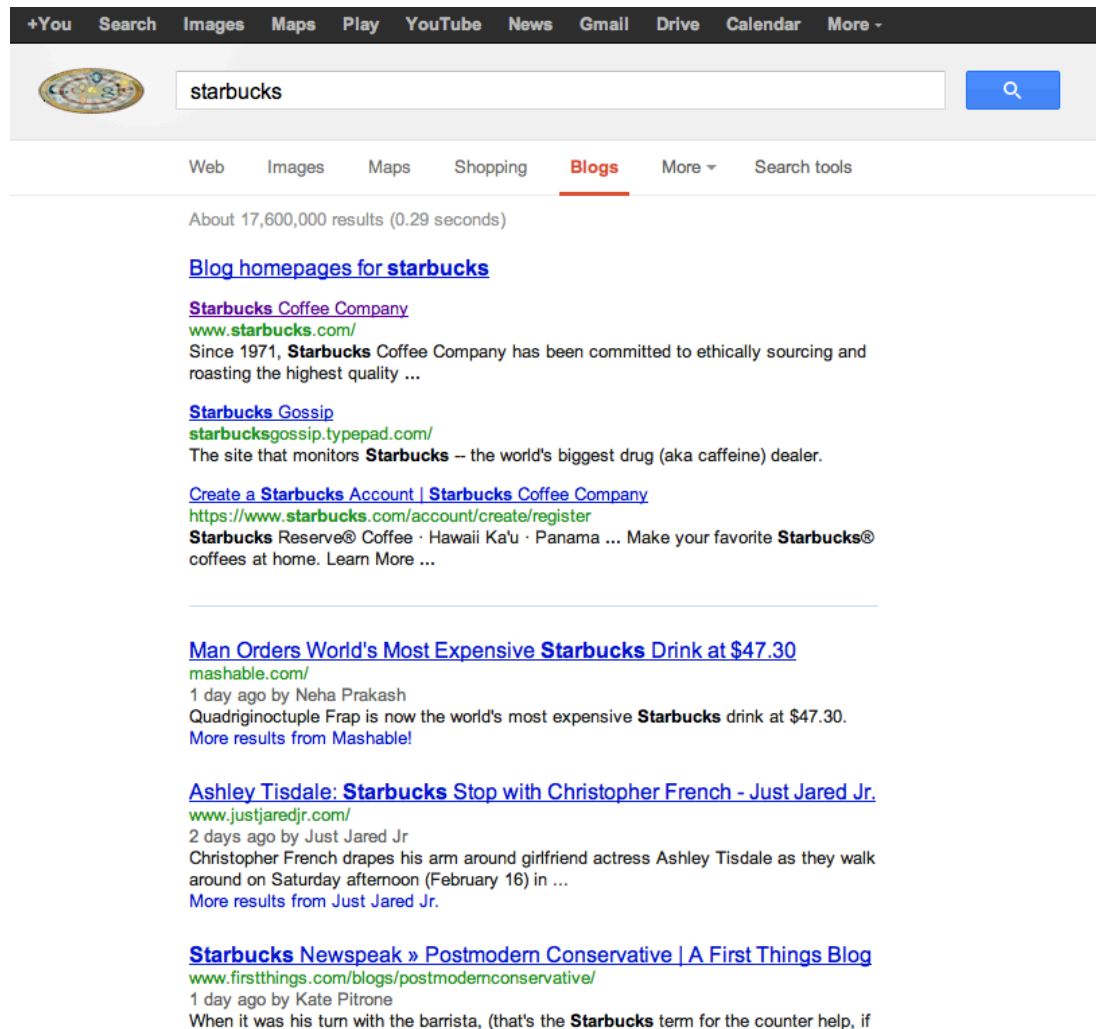
- [Top SEO Tips Straight From the Industry Experts](#)  
2 days ago by [bedfordnyhomes](#)  
via [blog.hubspot.com](#) ...  
[RobReportBlog - bedfordnyhomes.livejournal.com](#)
- [SEO: Why It's Important for Your Blog](#)  
3 days ago by [Jen Baldwin](#)  
... SEO. <http://blog.hubspot.com/blog/tabid/6307/bid/6442/12-Amazing-SEO-Infographics.aspx>  
[Ancestral Breezes - ancestralbreezes.blogspot.com](#) · 4 references

On the left side of the page, there are navigation options: 'Published', 'Today', 'Past Week', 'Past Month', 'Anytime', 'Choose Dates', 'Sort by language', 'all languages', 'Analysis', 'Results Trend', 'Subscribe', and 'Results RSS'. A 'Like' button with a count of 0 is visible next to the first post.

You can use blog search engines to see which blogs talk about or refer to yours.



# Other blogs and influence



The image shows a screenshot of a Google search results page for the query "starbucks". At the top, there is a navigation bar with links for "+You", "Search", "Images", "Maps", "Play", "YouTube", "News", "Gmail", "Drive", "Calendar", and "More". Below this is a search bar containing the text "starbucks" and a magnifying glass icon. Underneath the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", "Blogs" (which is highlighted in red), "More", and "Search tools". The search results are displayed below, starting with "About 17,600,000 results (0.29 seconds)".

[Blog homepages for starbucks](#)

[Starbucks Coffee Company](#)  
[www.starbucks.com/](http://www.starbucks.com/)  
Since 1971, **Starbucks** Coffee Company has been committed to ethically sourcing and roasting the highest quality ...

[Starbucks Gossip](#)  
[starbucksgossip.typepad.com/](http://starbucksgossip.typepad.com/)  
The site that monitors **Starbucks** -- the world's biggest drug (aka caffeine) dealer.

[Create a Starbucks Account | Starbucks Coffee Company](#)  
<https://www.starbucks.com/account/create/register>  
**Starbucks** Reserve® Coffee · Hawaii Ka'u · Panama ... Make your favorite **Starbucks**® coffees at home. Learn More ...

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[Man Orders World's Most Expensive Starbucks Drink at \\$47.30](#)  
[mashable.com/](http://mashable.com/)  
1 day ago by Neha Prakash  
Quadriginoctuple Frap is now the world's most expensive **Starbucks** drink at \$47.30.  
[More results from Mashable!](#)

[Ashley Tisdale: Starbucks Stop with Christopher French - Just Jared Jr.](#)  
[www.justjaredjr.com/](http://www.justjaredjr.com/)  
2 days ago by Just Jared Jr  
Christopher French drapes his arm around girlfriend actress Ashley Tisdale as they walk around on Saturday afternoon (February 16) in ...  
[More results from Just Jared Jr.](#)

[Starbucks Newspeak » Postmodern Conservative | A First Things Blog](#)  
[www.firstthings.com/blogs/postmodernconservative/](http://www.firstthings.com/blogs/postmodernconservative/)  
1 day ago by Kate Pitrone  
When it was his turn with the barista, (that's the **Starbucks** term for the counter help, if

# Your blog's influence

The screenshot shows the Technorati website interface. At the top, there is a green header with the Technorati logo, a search bar for posts, and navigation links for 'Join / Sign In / Help'. Below the header is a secondary navigation bar with categories like 'Women', 'Technology', 'Business', etc., and a link to 'Join Technorati's Google+ Page'. The main content area is titled 'Technorati TOP 100' and includes a welcome message and a link to the full directory. A list of the top 100 blogs is shown, with the first five entries visible: 1. The Cable (Auth: 934), 2. Engadget (Auth: 918), 3. TMZ.com | Celebrity Gossip | ... (Auth: 892), 4. MacRumors : Mac News and Rumors (Auth: 880), and 5. Jezebel (Auth: 878). Each entry includes a Technorati Authority score and a 'Recent' post snippet. To the right of the list is a sidebar with a Charles Schwab advertisement for 'Screeners Plus' and a 'Latest Articles' section with several article titles. At the bottom of the sidebar is a 'Follow Technorati' button.

Technorati™  
TOP 100

Welcome to the Technorati Top 100 as ranked by Technorati Authority. The Top 100 is updated once per day. For a directory of all blogs and their rankings, click here.

Technorati Top 100 (1-25)

Page: 1 2 3 4 Next »

- 1. The Cable**  
Technorati Auth: 934  
Recent: [Iraqi vice president: Iran supplying ...](#)
- 2. Engadget**  
Technorati Auth: 918  
Recent: [Apple's Oct. 23rd event roundup: iPad ...](#)
- 3. TMZ.com | Celebrity Gossip | ...**  
Technorati Auth: 892  
Recent: [Court Showdown Over Secret Mitt Romney ...](#)
- 4. MacRumors : Mac News and Rumors**  
Technorati Auth: 880  
Recent: [Some Apple Retail Stores Offering ...](#)
- 5. Jezebel**  
Technorati Auth: 878  
Recent: [New Documentary Explores Eyelid ...](#)

TOP 100 POLITICS  
TOP 100 US POLITICS  
TOP 100 WORLD POLITICS

TOP 100 TECHNOLOGY  
TOP 100 INFOTECH  
TOP 100 GADGETS

TOP 100 TECHNOLOGY  
TOP 100 INFOTECH  
TOP 100 GADGETS

TOP 100 POLITICS

Change -1

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- [Good Samaritan Has Purse Stolen While Helping at Traffic Accident](#)
- [Honesty as a Competitive Advantage, Upcoming Necessity](#)
- [UK Government Launches New Employee Engagement Portal](#)
- [Six Reasons Why Barack Obama Could Be Another Three Term POTUS In the Making.](#)

All Articles »

Follow Technorati

If your blog is popular enough, you can check out its popularity on sites like Technorati.

# Influential followers and retweets

wefollow Discover prominent people.  [Log In](#) [+ Add Yourself](#)

## Starbucks

SEE [Starbucks](#) [Coffee](#) [Seattle, WA](#) [Blogger](#) [Music](#) [Barista](#) [Leadership](#) [Sbuxdrama](#)

**Prominence Score** ?  
0 100

**Location**

**Try**

**Viewing people in Starbucks rated 0 to 100**

**StarbucksMelody**  
@sbuxmel  
I tweet a lot about #Starbucks & I have a Starbucks fan blog. In real life I'm a...

**Prominence Score**  
This score is an objective measure of someone's prominence in a particular interest.

[OK, got it](#)

**Sporting Yak**  
@sporting\_yak  
Injecting you with performance-enhancing content inspired by the... [Follow](#)  
[Feature yourself](#)

**@Starbucks Tweets**  
@starbuckstweets  
Following Starbucks is only one side of the story....StarbucksTweets is the ot...

Tools like WeFollow allow you to see if any especially influential people follow you.

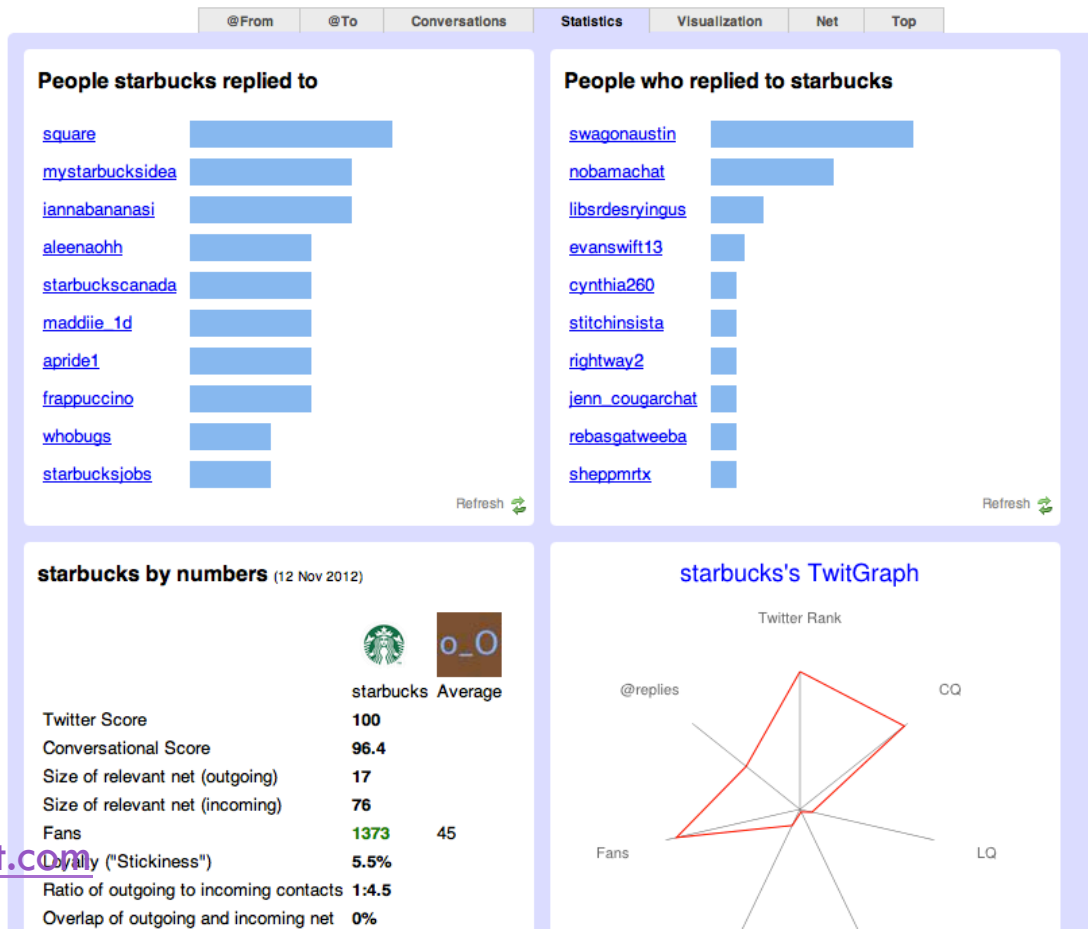
# Blog engagement

- **Subscribing to your blog reveals engagement**
  - Sharing it is even better
  - Bookmarking it on Delicious, tagging it, or sharing it on Reddit or Digg is even better still
- **The true sign of engagement is whether they are engaged in a conversation with you**
  - Conversation rate:  $\# \text{ of visitors comment} / \# \text{ of posts}$
- **Similar metric can apply to engagement with forums**

# Tools for Twitter engagement



## BrandTweet Statistics



<http://stats.brandtweet.com>

Cq=replies

Lq=linkquotient (how many tweets have links)

# YouTube insights

## Community Engagement

"Introducing Google TV" attracted over 5,800 ratings, 3,400 comments, and 2,700 favorites.



### Introducing Google TV

TV meets web. Web meets TV. Learn more at [www.google.com/tv](http://www.google.com/tv). Produced by Epipheo Studios.

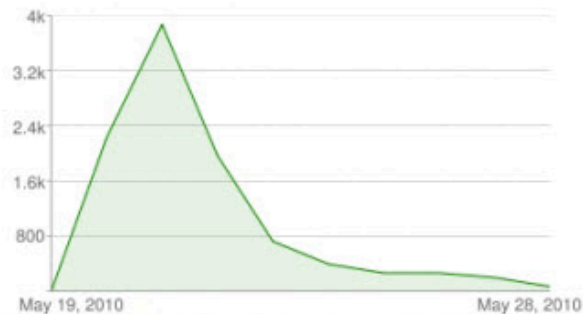
by Google · 4 months ago · 2,700,275 views

HD CC

## Community

How many times have viewers rated, favorited or commented on this video?

Community engagements   Total  Engagements per view



## Words most used in comments on this video

porn market cable hdmi remote pc box web browser  
computer google android apple screen  
connect dot tv laptop internet search

## Top countries

## % of total

Country	% of total
<a href="#">United States</a>	41.4
<a href="#">Canada</a>	4.4
<a href="#">United Kingdom</a>	4.4
<a href="#">Germany</a>	2.9
<a href="#">Brazil</a>	2.7
<a href="#">Mexico</a>	1.8
<a href="#">Australia</a>	1.8
<a href="#">Japan</a>	1.7
<a href="#">Netherlands</a>	1.7
<a href="#">Sweden</a>	1.6

# Yelp and engagement

English ▾ Sign Up for Yelp Log In

yelp \*

Search for (e.g. taco, cheap dinner, Max's)Near (Address, Neighborhood, City, State or Zip)Search

Welcome About Me Write a Review Find Friends Messaging Talk Events Member Search

📺 Get more internet BROADBAND INTERNET Enjoy more of what you love for an even better price  Time Warner Cable®  
→ Get More Now

starbucks Hillcrest, San Diego, CA 1 to 10 of 49 - Results per page:

Hide Filters

**Sort By**

» **Best Match**

Highest Rated

Most Reviewed

**Neighborhoods**

Hillcrest

Mission Valley

Mission Hills

Linda Vista

... More Neighborhoods »

**Distance**

Bird's-eye View

Driving (5 mi.)

» **Biking (2 mi.)**

Walking (1 mi.)

Within 4 blocks

... More features »

**Features**

Open Now (3:32 pm)

Free Wi-Fi

Outdoor Seating

Paid Wi-Fi

... More features »

**Price**

\$\$\$\$

\$\$\$

\$\$

\$

**Category**

Coffee & Tea

Food

**1. Starbucks**

Category: Coffee & Tea  
Neighborhood: Mission Hills

11 reviews

784 W Washington St  
San Diego, CA 92103  
(619) 291-4115

people need to stop judging this place so harshly! this is a great location due to easy parking. the coffee is always good. coffee snobs can continue going to their bohemian havens and drink their watered-down coffee.

---

**2. Starbucks**

Category: Coffee & Tea  
Neighborhood: Mission Hills

18 reviews

784 W Washington St  
San Diego, CA 92103  
(619) 291-4115

staff are friendly and attentive. The space is small though but i think its cute.

---

**3. Starbucks Coffee**

Category: Coffee & Tea  
Neighborhood: Hillcrest

26 reviews

3801 5th Ave  
San Diego, CA 92103  
(619) 295-9310

Mo' Map  Redo search when map moved

POWERED BY Google

Map data ©2012 Google - Terms of Use

Ads by Google

Yelp is a good source of spontaneous engagement—people choose to post their reviews there, so that tells you how engaged they truly feel.

# Back of the envelope ROI

- **For some businesses, calculating ROI is simple**
  - Dell can calculate directly how much revenue they get from @DellOutlet; jetBlue can track sales of tickets through @jetBlueCheeps
- **For most businesses, though, direct revenue is not available**
  - Back of the envelope calculations can help
    - If you're a car company, and someone downloads a brochure, as the finance department what metrics are used to calculate ROI on a mailed brochure
    - If you have a blog, and someone subscribes, figure out how much it would cost to get a subscriber through other channels (e.g., buying a mailing list)
    - If you're a movie production company, and 500,000 people watch your trailer on YouTube, find out how much a trailer in theaters would cost for that amount of reach



# Context

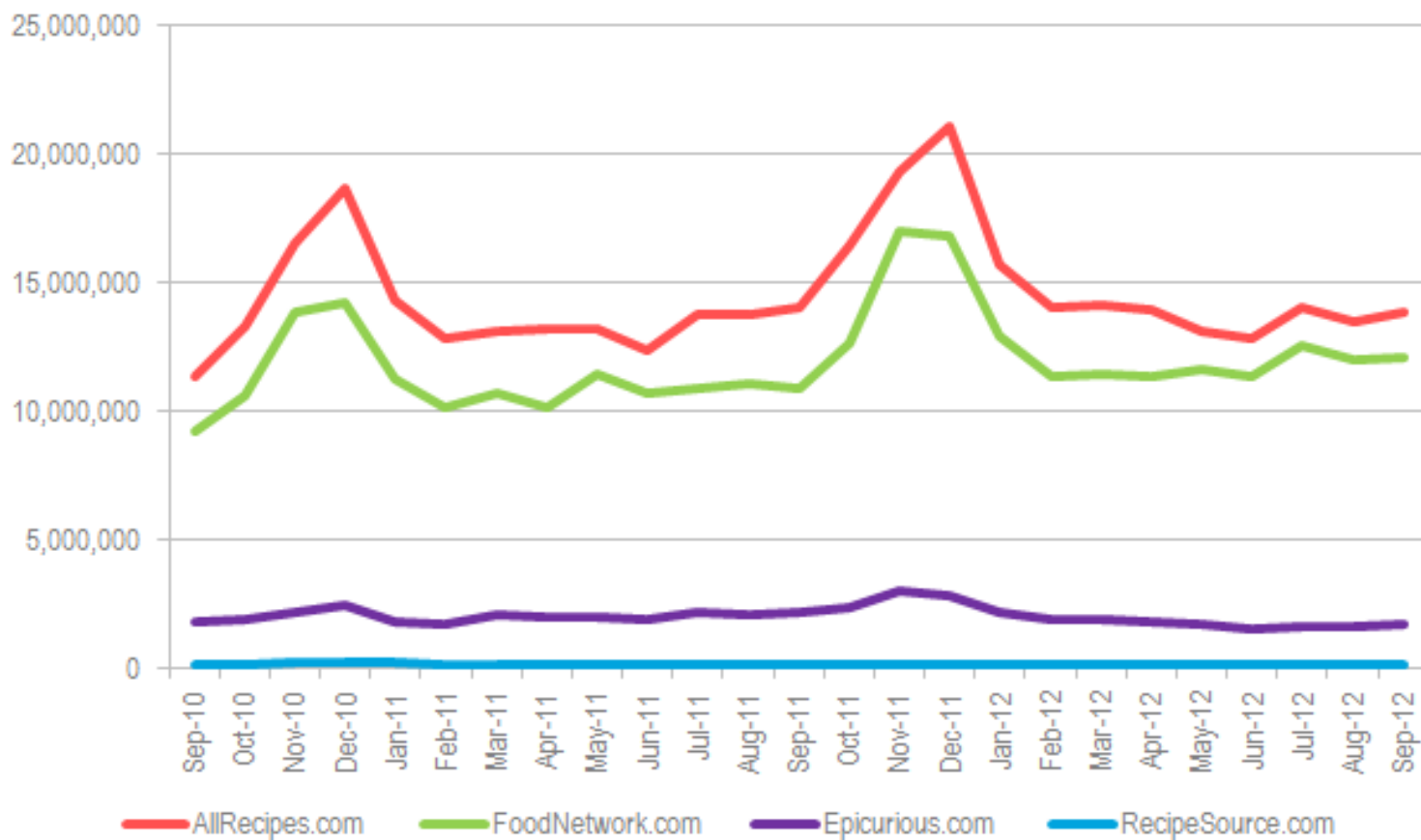
- **Numbers are meaningless without context**
  - One way to provide context is to look at change over time
  - Another way is to compare your performance against that of your competition
    - Many tools can facilitate this competitive analysis
    - Each one computes their metrics differently, so don't expect them to match up with your analytics data

# Blog comparisons

## Unique Visitors to AllRecipes.com and Three Others



(September 2010 - September 2012)



Knowing how similar blogs fare in terms of traffic, etc., can tell you how your blog is doing.