

Results of the “Where in the Organization is the Web Analyst” Survey 8/3/2008

Conducted July 23-30, 2008

Total respondents – 70

For additional information regarding this survey, contact Debbie Pascoe at
debra.a.pascoe@accenture.com

Summary

Previously, the responses to questions in the “Where in the Organization is the Web Analyst” Survey provoked more questions and led to a second survey named “What in the Organization Does the Web Analyst Do?” This time, questions from the two previous surveys were combined to form one survey. In addition, for this survey, the respondents were presented with some questions based on whether they are working with an agency, or are part of an in-house web analytics team. 27.1% of the respondents are with agencies, and 72.9% are in-house.

Two new questions were added to gauge satisfaction level, and the good news is that many respondents – 66.7% - believe that, with respect to web analytics in their organization, things have gotten better. At the same time, respondents report a lot of the same frustrations as last time: frustrated that people don't act on the information and overwhelmed by the amount of data.

Significant findings include:

- 36.2% of respondents identified Marketing as the home of the web analysts, up 2.4% from the prior result of 33.8%
- 19.1% responded that they report to a VP or C level, which is more than double the 8.11% from the previous survey, however the overwhelming majority – 88.9% indicated that they are in an organization of less than 1000 people, 11.1% in an organization of between 1000 and 10,000, and none in organizations over 10,000. In organizations over 10,000, the majority report either to a manager who reports to a director, or a manager/director who reports to a VP, each with 37.5%.
- Among duties other than web analytics, search optimization and marketing, and correction of site quality defects were significant.
- Within web analytics duties, 85.7% are spending some amount of their time troubleshooting and correcting problems with their web analytics implementation
- 46.8% of respondents indicated that they are focused totally on web analytics, which is a significant increase over the prior response of 28.4%

When asked their assumption when they get results from their web analytics data that they don't understand, 63.5% said they believe the data is correct they just don't know how to interpret it, while 33.3% indicated that their first reaction is to think something is wrong with the implementation. Our significant volume of experience in scanning websites and evaluating web analytic implementations is that they are much more problematic than the web analysts realize. Discovery of implementation problems, if done manually or as an adhoc activity is a daunting, time consuming activity that sucks valuable time from the analyst, time that could be

better spent on more high value activities. Web analysts should doubt themselves less and question their implementation quality more.

Are you employed with an agency or are you part of an in-house analytics team?

1. Are you employed with an agency or are you part of an in-house analytics team?			Response Percent	Response Count
Agency			27.1%	19
In-house team			72.9%	51

Agency-Specific Questions and Responses

How many clients do you work with at one time?

3. How many clients do you work with at one time?			Response Percent	Response Count
1-2			33.3%	6
3-4			22.2%	4
more than 4			44.4%	8

Do you perform initial implementation, ongoing maintenance, or both?

4. Do you perform initial implementation, ongoing maintenance, or both?			Response Percent	Response Count
Initial implementation			5.6%	1
Ongoing maintenance			5.6%	1
Both			88.9%	16

What products does your agency support? Select all that apply.

5. What products does your agency support? Select all that apply.			Response Percent	Response Count
Omniure			55.6%	10
Coremetrics			16.7%	3
WebTrends			38.9%	7
Google Analytics			61.1%	11
Other			27.8%	5
	If other, please specify view			5
<i>answered question</i>				18
<i>skipped question</i>				52

Within your client, what is the level of the person who engaged you?

6. Within your client, what is the level of the person who engaged you?			Response Percent	Response Count
A supervisor who reports to a manager			11.1%	2
A manager who reports to a director			33.3%	6
A manager/director who reports to a VP			33.3%	6
A VP or C-level executive			5.6%	1
I don't know			16.7%	3
Other (please specify) view				1
			answered question	18
			skipped question	52

In-House Questions and Responses



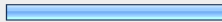
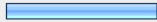

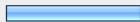
Which best describes the company you work for?

2. Which best describes the company you work for?			Response Percent	Response Count
<1000 employees			41.2%	21
1000-10,000 employees			15.7%	8
>10,000 employees			33.3%	17
one geographic location			11.8%	6
multiple geographic locations, one country			17.6%	9
multiple geographic locations, multiple countries			33.3%	17
view Other (please specify)			3.9%	2

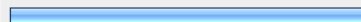
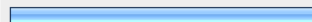
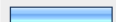

What department is the web analyst/team a part of?

7. What department is the web analyst/team a part of?			Response Percent	Response Count
Marketing			36.2%	17
Advertising			6.4%	3
Communications			0.0%	0
IT			4.3%	2
E-Commerce			14.9%	7
Development			4.3%	2
view Other (please specify)			34.0%	16

Who does the analyst/team report to?

8. Who does the analyst/team report to?			Response Percent	Response Count
A supervisor who reports to a manager			2.1%	1
A manager who reports to a director			31.9%	15
A manager/director who reports to a VP			27.7%	13
A VP or C-level executive			19.1%	9
I don't know			2.1%	1
view Other (please specify)			17.0%	8

How many people in your group work with web analytics data?

9. How many people in your group work with web analytics data?			Response Percent	Response Count
1			44.7%	21
2-4			38.3%	18
more than 4			12.8%	6
view Other (please specify)			4.3%	2

Are these people focused on web analytics 100% of the time or do they have other job duties as well?

10. Are these people focused on web analytics 100% of the time or do they have other job duties as well?			Response Percent	Response Count
Web analytics only			46.8%	22
Have other duties in addition to web analytics			53.2%	25

Agency and In-house Questions and Responses

What are you doing when you are not performing activities related to your web analytics solution?
Select all that apply.

11. What are you doing when you are not performing activities related to your web analytics solution? Select all that apply.			Response Percent	Response Count
Activities related to natural search optimization such as editing page titles, meta tags and page copy			52.6%	10
Activities related to paid search marketing			52.6%	10
Activities related to site quality such as correcting link defects			52.6%	10
Activities related to content creation, such as writing copy for new pages			42.1%	8
Coding web pages or applications			36.8%	7
Activities totally unrelated to the the web site(s).			31.6%	6
Other (please specify) <input type="text" value=""/>				9

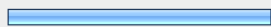

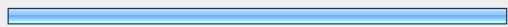
What web analytics activities are you involved with? Select all that apply.

12. What web analytics activities are you involved with? Select all that apply.		Response Percent	Response Count
Analyzing the data		92.1%	58
Troubleshooting and correcting problems with the web analytics implementation		85.7%	54
Working with internal stakeholders to identify needs		85.7%	54
Working with the web team(s) to make changes to the web analytics implementation		84.1%	53
Personally coding or making changes to the web analytics implementation		36.5%	23
Preparing analysis and recommendations for management		84.1%	53
Communicating with management regarding recommendations		79.4%	50
Other (please specify) view			5



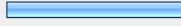

How do you feel about your web analytics activities? Select all that apply.

13. How do you feel about your web analytics activities? Select all that apply.		Response Percent	Response Count
I'm excited to be part of the web analytics team.		82.3%	51
I'm frustrated because people don't understand the information I give them.		17.7%	11
I'm frustrated because the organization doesn't act on the information I provide.		41.9%	26
I'm overwhelmed by the amount of information I have to deal with.		30.6%	19
I'm unsure what to focus on.		24.2%	15
Other (please specify) view			3

When you get results that you don't understand, your first reaction is:

14. When you get results that you don't understand, your first reaction is:			Response Percent	Response Count
Something is wrong with your web analytics implementation.			33.3%	21
The vendors solution is problematic.			3.2%	2
The numbers are likely right, you're just not sure how to interpret them.			63.5%	40

Thinking of the role of web analytics in your organization (or that of your client) over the last six months, how would you assess its status? Are people more receptive? Are people at senior levels seeing and acting on the information. Realizing this is a broad question, please use the freeform area to provide feedback.

15. Thinking of the role of web analytics in your organization (or that of your client) over the last six months, how would you assess its status? Are people more receptive? Are people at senior levels seeing and acting on the information. Realizing this is a broad question, please use the freeform area to provide feedback.			Response Percent	Response Count
It's gotten better.			74.6%	47
It's gotten worse.			3.2%	2
It's about the same.			22.2%	14
Comments 				7

Other Comments for this question:

1. Still not enough attention paid to Web Analytics on a consistent base. Reports were requested when needed.
2. Senior management and marketing are really buying into it
3. It was broken, I drove the project to fix it, and right now we're in the 'Oh my God, you mean it's working!?' phase ... so, any day now I expect to deliver some value!
4. Management team perceives it as measuring them. Many do not know how to use this information. Company culture is dysfunctional.
5. More people (driven from the top) want to measure, analyze and evaluate their marketing campaigns. However, I think we're still mostly in the mode of producing data, not analysis and recommendations. (This latter statement is about web analytics in general, not just marketing campaigns.)
6. People and mgt can now explain the difference between reporting and analytics and are asking for more advanced things. People are talking about integrating web data to our data warehouse (which we made available 2 years ago through a manual datamart of web data) which is exciting. Analytics are more and more becoming part of a project plan when things are rolled out on our site. We haven't quite gotten to making decisions with the data but we will be there soon.
7. Have got them away from number of hits to embrace a little of Bounce Rates and Funnels but, it's a hard slog. Much more training. And a large stick.