

How good are you at using web analytics to drive your business results?



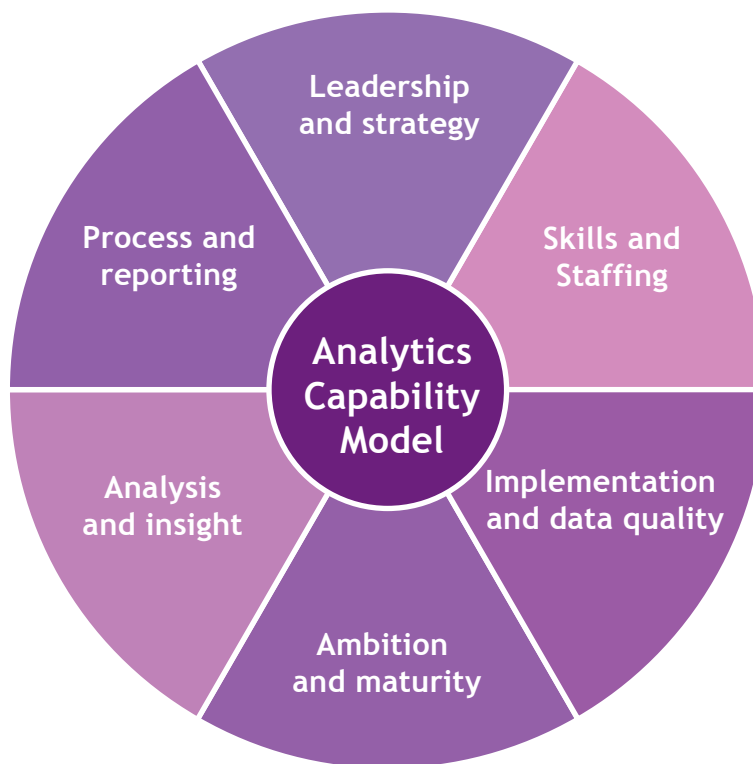
Web analytics is one of the most important but least understood technology decisions for an organisation yet many companies are uncertain how to leverage the real power of the data to drive their business.

So how good is your business at using web analytics data? The answer can make a real difference to your commercial results.

Selecting the right analytics tool for your business is only the beginning of what should be a challenging, occasionally frustrating and ultimately profitable journey.

Logan Tod & Co has created a Web Analytics Capability Model to help our clients understand how they measure up, and where they need to improve...and crucially, how much additional profit they could make.

We have worked with all the leading Web Analytics packages over the last eight years, on projects involving more than 150 client websites. From this experience we have developed a clear understanding of what it takes to use analytics data to truly drive online business performance. From this unique perspective our brand new Web Analytics Capability Model has been designed to comprehensively evaluate our clients' use of, and approach to web analytics and customer insight, across their entire organisation.



Logan Tod & Co

1. Leadership & Strategy

How does your organisation's leadership perceive and manage web analytics? How well are web analytics programmes integrated into overall business planning?

2. Skills & Staffing

Are the right people in place to make the best of your web analytics program? Are they properly supported, trained and motivated?

3. Implementation & Data Quality

How effective is the implementation of your web analytics tool? What steps are taken to ensure data is tested and accurate?

4. Ambition & Maturity

What is the vision for your web analytics programme? How far along the path are you to achieving your vision? How mature is your programme?

5. Analysis & Insight

Are your analysts able to consistently generate actionable insight?

6. Process & Reporting

Do your reports clearly identify actions associated with your KPI's? Do you have a standardised process for actions driven by analytics, or a fully developed testing process which your analytics supports?

To discover how Logan Tod & Co can help your organisation to use this model to drive tangible online business improvements contact Mike Williams (mike.williams@logantod.com) or call us on 020 7395 1599.

About Logan Tod & Co

Logan Tod & Co is Europe's leading online performance optimisation consultancy, delivering guaranteed revenue and gross profit improvement for the ecommerce operations of leading retail and consumer brands.

Logan Tod & Co creates and implements improvement programmes by identifying and quantifying the true online constraints for businesses, which in turn accelerate growth and increase profit. These programmes are based upon the experience the team has gained, working with more than 150 clients, over the last eight years. A deep understanding of the technology needed to convert 'interest into action' enables Logan Tod & Co to deliver more sales, leads, registrations and cost savings for clients.

For more information, or to discuss how we can help drive your online business, contact Mike Williams.

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