

WAW – Austin February 2009: Measuring and Reporting on User Engagement

1. What is User Engagement?

Critical Variables:

- Length / Depth of visitor interaction
- Frequency of visitor interaction
- Degree of user sharing / evangelism

The variables to focus vary based on your web site’s business model and the industry you are in. Examples:

Site Type / Business Model	Depth	Duration	Frequency	Subscription	Evangelism	Loyalty
Publisher:	# pages visited	time spent	interactions per day/week/month	# of channels Intimacy of channel	degree of sharing / endorsement	membership
Web Application:	# features used	time spent	interactions per day/week/month	# of channels Intimacy of channel	# of shares degree of endorsement	log-ins
B2C Ecommerce:	# pages visited # produces visited	time spent	interactions per day/week/month	# of channels Intimacy of channel	degree of sharing / endorsement	loyalty program
B2C / B2B Travel	# pages visited	time spent	interactions per day/week/month	# of channels Intimacy of channel	degree of sharing / endorsement	loyalty program
B2B Lead Generation	# pages visited # produces / services visited	time spent	interactions per day/week/month/quarter	# of channels Intimacy of channel	degree of sharing / endorsement	
B2C Finance	# pages visited # produces visited	time spent	interactions per day/week/month	# of channels Intimacy of channel	degree of sharing / endorsement	account log-in

2. Determining an ROI

Why measure ROI?

- Being able to define a value will make your program “real”. Will change perception from being fun to delivering value
- Allow you to evaluate versus other marketing efforts, potentially gaining buy-in.

How to measure it:

- Make sure you can compare it to existing metrics, e.g. CPV/CPC, CPA, new to list,
- Most of cost may be your time, not tools. Factor this in.
- Crawl:
 - Start measuring performance of metrics
 - Determine right metrics for your business
 - Set benchmarks & determine plan. Measure against plan
- Walk:
 - Measure performance of metrics vs. cost to add features
- Run: Value of most engaged users: segment user
 - Customer Value: Segment visitors by degree of engagement, determine any change in conversion rate / customer value
 - New visitors: compare cost of acquisition for social channels vs. other channels

3. Reporting User Engagement

Who?

- Yourself: report to yourself for 1 – 2 weeks. Will force a discipline and let you learn without an audience
- Team leader: share the value that has been

What?

- Performance metrics not optimization metrics
- Use the right metrics for your business model
- Report on ROI

When?

- Start with 2x per month, and then see if you should adjust. Could be monthly, weekly, daily
- Alternate between regular reporting and in-depth analysis