[Press Release]

SEMPO hosted Simulcast and LiveStream Event in Partnership with Google on The Future of Web Analytics

Atlanta – October 13, 2011 – The evening event focusing on The Future of Web Analytics was one of the largest locally coordinated SEMPO events yet. Simulcast from Atlanta to New York, Chicago, Los Angeles and event globally through LiveStream, the event reached over 400 audience members. What was particularly interesting was this was the first public forum to speak to the launch of Google Analytics Premium, an enterprise fee-based version of Google Analytics and even had Google's Senior Product Manager of the tool on the panel to divulge details of the tool.

The event kicked off with a message from the SEMPO President, Chris Boggs reminding the audience of the value of a SEMPO membership and the mission of the organization to push the industry forward through education. Event Moderator, 360i VP of Research and Analytics, Kevin Geraghty, kicked off the event with local quips for each city.

> *"SEMPO was excited to host the first public event to speak openly to the launch of Google Analytics Premium. The large turnout was a testament for the industry's appetite to learn about what's coming next in web analytics. From Google Analytics Premium to Satellite's tag management technology, the future is now."*
> Lindsay Blankenship
> SEMPO North American Co-Chair

 First to present and a highly anticipated speaker of the night, Google's Senior Product Manager of Google Analytics Premium, **Enrique Munoz Torres**, publically announced the new robust Premium product. Enrique explained Google Analytics was historically not as strong with Enterprise level clients as they typically have unique needs with volume, customizations, service and guarantees which setup his presentation of 4 key components.

1. **Processing Power** - Data freshness, sample reports that allows for easy access to data with ability to get up to 1 million rows exported.
2. **Advanced Analytics Tools** – many referenced on the Google Analytics Premium site, most notably is attribution modeling and 50 custom variables to collect unique site usage data.
3. **Dedicated Support** – Enrique notes as a most important area is the support through account management professionals that you would know by name, training staff/support, 24/7 support staff, implementation guides and assistance
4. **Service Level Agreements (SLAs)** – guarantees in writing. Reporting up-time guarantees: 99.9% data collection, 99% reporting and 98% freshness up-times

Over 20 enterprise clients already live, including Travelocity. The price referenced is a flat fee of $150K USD and up to 1 Billion hits per month which is huge. Google didn't want to penalize companies for growth in hits so went with a flat fee rather than doing a cost per server call model.

Enrique was keen to point out, his job is "not to make the free version suck". There is a team committed to the Google Analytics standard product and will still see cool stuff coming in the future to the free version.

Next, **Evan LaPointe**, VP, Director of Analytics for Search Discovery, spoke to the 3rd party tag management industry. As the creator of Satellite, a tag management and analytics installation technology, Evan was passionate that we all need to be doing things **"Better. Faster. Cheaper."** It can take corporations weeks to do something simple and it is crippling to campaigns, especially if you are spending big budgets driving traffic and your tags aren't live yet, or worse installed incorrectly.

Tag Management is NOT about the tags or tagging process. Using a tool, like Satellite, doesn't need IT so you can remove the *detour* in the workflow. Every company should consider a Tag Management Solution (TMS) as it is:

- **Better.** Make true progress and don't just compromise. You can Track more, get more insight. And get More time back so you can get back to work.
- **Faster.** Deploy tags in minutes with Satellite. A standard tag deployment that takes 2 weeks can be done in seconds with Satellite.
- **Cheaper.** With the time you save with implementation and management, Tag Management Solutions can save you a lot of $$ per year.

As yourself if you are doing things smart today. There are tools on the market that can help you find efficiencies through more intuitive technologies that are more powerful and help your organization be nimble. Be less dependent on IT or other departments and cut out the detours to get tags installed on your site. If managing or installing tags takes 2 weeks, rethink it. Satellite was built to solve these issues and help you "get back to work".

The third presenter, **Matt Crenshaw**, VP of Marketing & Analytics for Discovery Communications talked to the client side of the equation and how large corporations use data and communicate internally about it. Matt stated that the "biggest challenge faced by companies is better communication to translate reporting into action." Taking a dashboard of a bunch of data points and KPIs and making actionable insights is an art, and not everyone understands how to interpret it.

The reality is that Analytics data is scattered and complicated. It's a difficult job for web analysts to transform data into dashboards, deduce the learnings and distribute throughout an organization to get buy-in. Sounds simple enough, but data is simply disruptive. Business owners are busy putting out other fires and don't have time to decipher reports. The web analysts' goal is to marry cause and effect through data and deliver it simply to the business owners to quickly move to action. Today there are good tools to do this analysis but they are getting even better (i.e. Google Analytics Premium), and perhaps evolve to include a social network paradigm where web analysts can co-manage and better communicate and manage projects.

The event wrapped up with nearly an hour of Q&A with the majority asking Enrique about what is next for Google Analytics Premium. He hinted to social and mobile integration but was tight lipped about what's ahead, except saying we will be very pleased.

For more information of the event: Twitter #SEMPOwa, Livestream Video