



Multi-Analytics Glue

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By David L. Smith, April 1, 2008

ON FRIDAY, MARCH 28 IN HIS METRICS INSIDER, Judah Phillips talked about a "Multi-Channel Analytics Team." He makes some very good points, and I'd like to build on his [thesis](#) today.

There is much discussion about research, analytics and optimization in today's digital world. Judah did the right thing in getting granular by identifying a number of different job types that can go into the above broad bucket. These include Web Analyst, Site Optimizer, Social Metrician, Database Marketer, Search Analyst, Market Researcher, Qualitative Analyst, Ad Analyst and Audience Measurer. Quite a list! In a posted comment to that article, David Alston of Radian6 suggested adding Online Lead Gen Expert.

The question was then posed, "How do these people meet and work together?" This is especially true in a world of online and offline, where teams are not working together in many companies. In addition, Web functions for many companies, especially search-oriented functions above such as Site Optimizer and Search Analyst, might not even be in the marketing group but reside within the IT group. The marketing group generally has an agency that acts as its extension, but only for the functions that are controlled by marketing. In addition, the Database Marketer might well be an adjunct to sales rather than marketing. The same could be true for the Online Lead Gen Expert.

This is where agencies can be of help. They are a primary resource for outsourcing of client marketing services. This is especially true if a client is willing to let an agency work with various departments outside of marketing in cases where marketing does not control the whole pie. Not only can they supply some or all of the functions listed above that may not be present within a corporation, they can provide the glue.

I've talked before in this space and others about the need for an analytics agency of record. Such an agency can act as the connective tissue between a number of different types of analytics. It can also make sure that there is a unified cookie pool. This unified pool would ensure that proper deduping takes place for the Web, takes advantage of attribution management best practices between Web and search, and provides similar capability as media like mobile and other digital entries establish cookie capability.

I've also written before about the need for media planners and account planners to work together. In many cases, account planning (some of the functions outlined by Judah in Qualitative Analysis fall into this bucket) is most closely associated with creative development. But in many agencies, they become the qualitative analysts while the media planner becomes the quantitative analyst. These two should be in the same group at the agency side in order to most effectively interface with the various analysts on both the agency and client side. Additionally, a dashboard that is able to accept data from a broad number of sources is crucial to bringing analytics to all parties in a clear and comprehensive format.

As for a unifying function, that's what media planners do every day. You'd need a media planner who is experienced in traditional media, digital media and deep in analytics, but the right planner can leverage off the above analytics types and provide a qualified cross-media mix that is enlightened by the data and analysis provided. As one such media planner, I say, bring it on.



About the Author

David L. Smith, CEO of Mediasmith, is an internationally known expert in the areas of new media application, media strategy, media planning and metrics, and has a number of awards to his name including an Effie and an ad:tech Individual Achievement award. Trained in the major agency media department environment, he has been in the independent media service field since 1978 when he founded Mediasmith. Smith is a pioneer in the application of computers in media, deployment of interactive advertising and media metrics. His experience ranges from participating in the creation and early usage of the first generation of advertising technology (housekeeping systems, data sources) to the current issues facing the use of metrics in the digital marketplace. He has been at the forefront of new metrics applications, with major involvement on the AAAAs, ARF, OPA and IAB national committees working to establish and refine standards in metrics, business practices and financial issues for interactive advertising. Smith has also contributed his knowledge through articles and interviews in an extensive range of media over the past two decades. He is a regular speaker at Industry events including iMedia, @d:tech, OMMA and others and writes regularly for a number of industry publications and Web sites including iMediaConnection and MediaPost. His advisory board involvement includes OPA, IAB, comScore/Media Metrix, AdEx and a number of start-up private companies. A University of Washington graduate, Smith is married with a seventeen-year-old son; plays guitar; and is a gourmet Chinese cook. You'll find him at the office early most mornings unless he is traveling with his family.

About Mediasmith

Mediasmith is a recognized leader in digital media planning and buying. We specialize in the integration of traditional and digital media, search, emerging technologies. We architect plans across all media, in all markets, in virtually all product categories utilizing the right combination of media options to help our clients grow in the increasingly fractured media environment; from planning and buying, to tracking, optimization, and reporting of ROI on all media efforts. Mediasmith remains dedicated to the evolution and standardization of digital media practices. As committed innovators, we test the latest in metrics and analytics, providing solutions that enable us to act as a catalyst for our clients' media innovations.