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W W W W ADVERTISING

Performance Marketing

Sure, lead gen is great, but then what? *Arnie Zieger reports*

Click Me, Baby... One More Time



he clicks it—the thing that's...
...almost...
...click-through rate...
...nearly everything...
...big surprise: After...
...countless other...
...the click is the...
...one click...
...really...

Performance Marketing

"Conventional wisdom says that people don't want to click," says Justin Talevich...
He says, "The trick is to get them to click...
What you can't get them to do is slow down."

Sliding Scale

As the click-through rates...
today's online marketers...
their basic assumption...
what aspects of performance...
online activity they should measure...
It's not as simple as...
investing more resources, but...
they're actually changing their...
focus to look at measures that...
take costs and profit into account.

That's the lesson the chief...
at New York-based Morpheus...
Media, says Adam Broitman...
director of emerging and...
creative strategy, whose clients...
include upscale retailers like...
Bergdorf Goodman and Neiman...
Marcus, L'Oréal and the paper of...
record, *The New York Times*.

For one cable network client...
Morpheus developed a new...
performance metric focused on...
the user's level of engagement...
and consumption of site resources...
for the launch of a new...
program, Morpheus measured...
how many times the related...
video was viewed, rather than...
tracking a click-stream through...
the network's site. "The way...
we look at performance...
marketing, click-through rates...
really mean nothing," Broitman...
says. "Click-through rates...
don't tell you much about...
who is clicking and what...
their subsequent actions are."

The agency also looked at...
expenses for results generated...
tracking the cost for user time...
spent on the site, cost per...
page view and the cost per...
video view. Such measures...
go beyond telling...

That's definitely the case at New York-based Morpheus Media, says Adam Broitman, director of emerging and creative strategy, whose clients include upscale retailers like Bergdorf Goodman and Neiman Marcus, L'Oréal and the paper of record, *The New York Times*.

For one cable network client, Morpheus developed a new performance metric focused on the user's level of engagement and consumption of site resources. For the launch of a new program, Morpheus measured how many times the related video was viewed and how many videos the user viewed, rather than tracking a click-stream through the network's site. "The way we look at performance marketing, click-through rates really mean nothing," Broitman says. "Click-through rates don't tell you much about who is clicking and what their subsequent actions are."

The agency also looked at expenses for results generated, tracking the cost for user time spent on the site, cost per page view and the cost per video view. Such measures go beyond telling marketers whether the latest courtroom drama has engaged fans; they also help cable marketers determine whether the cost of that engagement compares well with promotions in other media.

Direct Web Marketing

