

## **Monitoring Instruments for Marketing Promotional Activities on the Internet Applicable in Adult's Education Services and More**

by

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*Abstract.* The interactive character and the deeply human relationship between vocational training services suppliers and their customers has determined us to suggest and propose in this paper a useful and efficient measuring toolkit (Key Performance Indicators) in online marketing with an eye to generate cost savings, essential for small and medium enterprises. The technology advance has influenced marketing and promotion techniques over the time. If initially marketing used newspapers, radio and then television, today we can talk about a new opportunity in marketing: the internet. It possibly is the fifth estate. Nowadays, sophisticated keywords-based search techniques, targeted audience, PPC ads, paid placement destination for our ads, social media, quality landing pages into our websites, allow companies to address exactly the types of consumers they target, in a very accurate way. If traditional marketing was a mass marketing process, online marketing is focused only toward the interested public, already segmented. It's like on a highway we put advertising panels that display the message that we want to address, and we direct on that road only the targeted and previously segmented public. We wish to adapt online marketing to the sales activity. The main goal of online marketing is that a well thought ad campaign allows companies to pay just as much as their ads are seen by the potential clients. In practice, this goal is not entirely achieved because companies still pay more than necessary for their ads, because they don't target their campaigns in a more efficient way. Marketing measurements can still be improved. Moreover, it's necessary that new KPI indicators are identified and then integrated to achieve an advantageous ROI. As a conclusion for this paper, we propose a set of principles for an internet promotion campaign that is accurately adapted to the vocational training services.

*Key words:* internet website activity KPI, online marketing, keywords search, PPC, advertising display impressions, targeted audience, involving customer, campaigns efficiency.

JEL classification: M31, M37.

### **1 Introduction**

Until 2000 in Romania there is no concept of vocational training. With the emergence this concept started to be subject of confusion, interpretive statements and controversy related to this aspect. Until then each individual wishing to be instruct have the opportunity to follow a form of education formally organized by the institutions of job of educational institutions by the state or they could attend the recourse to existing training companies on the market that were mainly based on the experience of empirical trainers, former sales people who often shared former personal experiences and the stories of success. However some of these companies have appealed to the Ministry of Education and obtained authorization of some categories of courses.

In the year 2000 appears O.G. 129 which establishes a new economical branch: private education services under the aegis of state who decided to change the mechanism of the existing vocational education and giving opportunity for a free market to develop on this purpose. It is now time for the best to come out.

However, this legislative provision has not occurred accidentally.

Marketing has divided since the 70s in two spheres: that of the products and that of the services.

Just so we have a picture, even at Harvard in the catalog of case studies in marketing services in only one of four cases this it is a service (Beckwith, 2010) In the USA, which is the country where they have been crystallized most concepts of marketing, an average of three out of four Americans will carry out this work in the

framework of companies providing the services (Beckwith, 2010).

With the development internet access services and products through it has started to become a social place, and a tool of marketing (Strauss & Frost, 1999), place of publication of information, transactions and measurement of earth. The potential of the business of Internet is finally described by business models as an economic and political context which should become part of the marketing and plan the marketing mix itself.

It is a technology, a social space, and a marketing tool, a place for information, publishing, transactions based system that allow organizations not only communicate with the customer but also to sell online, and mass customization meaning personalization under automatic customization, clever software tailors. The content presented to the user based upon information known about the user and the user historical surfing behavior and also under manual customisation that requires that users specify in advance what content they wish to view done with check boxes or pull-down menu items. The business potential is described by popular net business models. The internet has an economic, social, and political context, it is a part of the marketing planning process and indeed the marketing mix itself.

The internet is a low risk and low budget operation that creates web presence.

Marketing channels that bring customers are generally those which are particularly suitable for when accessing the internet on various types of platforms: mobile and static desktops, floating platforms are mobile phones with internet connection, smart phones with its own operating system such as Android, IOS, as well as Symbian, Windows Mobile, etc, tablets of sizes starting at 7.6 inch to 10.1 inch

A service such as training can be accessed from the Internet as a convenience without a high effort of travel, the internet is available 24/7 as the content that makes the difference between firms providing the services of vocational training to its competitors.

Who are the customers of a company providing training services to adults? First, there are all the persons who wish to initiate, improve, specialize or qualify in a particular profession or occupation. The reasons of their decision, based on accessing a program of vocational training may be: the desire to find out some of the basic aspects of a given occupation.

### 1.1 Internet Business Models

Marketing professionals are under ever-increasing pressure to justify their firm's expenditure on marketing. I can tell about a danger of marketing crisis of confidence.

This is the way in which firms can use the profitability on the internet. The revenues on the internet can be achieved through advertising, commerce, and subscriptions to online publications. (Strauss & Frost, 1999) The internet presence companies want to create awareness, knowledge, or positive brand attitudes, they might choose the models also have the power to build stakeholder relationships.

Stakeholder communication comprise information, persuasive or not, about the company and its brands, stockholders, consumers, employees, the media suppliers, and the government are all examples of stakeholder groups.

Branding is the process of selecting brand names, or brand marks, and supporting them with marketing communications (Strauss & Frost, 1999)

Sales promotions incentives are offers of cash or free product to build short term sales with the growth sales in the future as main goal. Include trials, free brief materials and handbooks, promotional emails. *Lead generation* occurs when a company uses emails or its website to gather name of potential customers, meaning here, subscribe to newsletters, download the materials, queries for scoring to evaluate the qualification in adult's education programs, application forms, maps to help customers to find our headquarter, Customer service.

For creating customer satisfaction building they included here follow-up programs after the main

training programs based on principle that happy customers have positive attitudes and often tell their friends about their experiences. Email databases are used increasingly by organizations wanting to build relationships and turn prospective customers into clients. When organization keeps in touch about relevant and useful information and answer email promptly and appropriately, customers are happy because they receive answers at their problems. If the email communication turns into spam unsolicited and unwanted emails it has opposite effect. Sell services refers to actual online transactions by companies that sell their own services, there are many ways to create digital value and lots of firms are trying to understand how become profitable or save expenses using this model. Electronic publishing is a subset of selling products and services. This generates revenue in one of two ways: they sell subscriptions, or they sell advertising space. Agent Services occur when firms serve as middlemen but do not take possession of the services or product

### **1.2 Internet is an important part of the economy**

The information in an information economy is like gasoline in conventional economy. (Strauss & Frost, 1999) and the cost of information is falling dramatically as a consequence of the internet. The savings are not only on the cost of research and also on the transfer of information. For example a customers order is information which must to be entered into the supplier's computer system. If suppliers have to enter the information manually, then they incur a labor cost. If the customers enter their subscription on the supplier website the supplier incurs no costs. This can conduct to costsavings up to 30%. The advantage for customers is that this cost savings can be returned to customers to the lower price that they must pay for the services and for the stockholders as more profits. This effect of costsavings is difficult to be measured in size. The advantage of online marketing is that it combines the IT technology and the possibility

of the direct measurement of its impact and amplitude in direct connection with the effects.

### **1.3 Excellence in online environment concepts**

We strive to design excellence in online environment from two concepts which characterizes the economic activity as a whole: excellence consists of things which must be properly or to do things necessary. For this I propose to study effectiveness and efficiency, the effectiveness is the ability to do the things that should be doing the right things, efficiency consists of going about things the right way or well doing things right. Method of scientific study of these two concepts is to define key indicators to measure the performance of business on the internet, of course by dividing these indicators into classes according to the criteria mentioned above effectiveness and efficiency. I consider useful here that in order to make a better analysis in addition to these categories of indicators only where it is necessary and where it may lay at the basis of improving those two categories of indicators to consider and a class of quality indicators or the quality of business activity on the Internet

### **1.4 Achieving an effective online campaign**

A publicity campaign online is a complex project which delivers outstanding results when they conform to the rules of Permission Marketing (truncheon & blockheads, 2006) Permission marketing in contrast with Interruption marketing is popularized by Seth Godin in USA. Although they have been discovered before and refers to permission or prohibition obtained by the marketer from the consumer's potential to continue the sales process and is commonly used in marketing classic but chiefly in e-marketing. To assume the question listing particulars if he wants to send an email message, a catalog, etc. (Blejoiu & Capatina, 2006) proposes four steps in organizing an effective promotion campaigns, analyze needs visitors of a website, presentation ideas of creation, media plan and the launching

of the campaign, monitoring the progress, and an evaluation of the results.

## 2 Internet customers

In addition to classic marketing attributes for the identification of needs of the consumers, the Internet is an environment where we can identify but, most of all, anticipate consumer behavior of the consumer track analyzing the behavior of the consumer image search Google.

Then through Internet we can finally support your needs consumers by electronic channels along with the traditional method of joint between the two being a new element of online modern marketing mix. Intended audience or an audience within the concept of online marketing should be defined as clearly as possible if we want that the action of marketing to reach a group well determined.

Sometimes, because of services provided we want that the action of online marketing to reach several different groups of consumers. In the case of training professional categories of consumers are those who want to participate in a program of vocational training of adults (Haig, 2001).

Advertising benefits online, together with the dynamism and interactivity (Blejoiu & Capatina, 2006) require segmentation and efficiency. Online advertising even gives us the possibility to make our segmenting audience by striping data across portfolios of websites visitors, advertising reaches only affected target groups, thus allowing important cost savings I am not wasting displays if segmentation has been done efficiently. This necessitates the use of filters and specific criteria to obtain an effective segmentation after: the content website, location visitors that can be identified after IP equipment on which navigate, search behavior and hence the consumption identified after the keywords entered for searching on various web sites, customer profile based on its characteristics - classical variables in the fund but identified via the Internet as a result of the actions of subscription on the various web sites, social media, merchandising corner, RSS feed changer,

downloads, etc.: sex, age, education, income, areas of interest. A whole new practice is remarketing which consists in the lists of customers with well-defined profile which are traded between advertising agencies on the internet in such a way as to aim directly easily and accurately target audience.

Some of them want predominantly certification obtained others want to learn, those who place emphasis on certification choose a training course as a course of qualification that also confer them a legal profession, as they were considered qualified to work or to practice that profession. Those who do not focus on certification and want a deeper knowledge in a particular sector which they are interested in will choose for a refresher course or inward processing arrangements. The category of customers who want to become familiar with basic concepts in a specific field will choose for a course of initiation, they are the main categories of customer service for the vocational training of adults.

The reasons for which this is the basis of the option for the choice of participating in a program of vocational training of adults on the basis of the criteria described above may be developed, at the conversion rates of qualification. Motivation may consist in an unstable state arrive at a place of work in the absence of an inadequate qualifications, the fear of a person who is employed but unqualified people to lose their jobs in the absence of a qualification. For example, a mate who is also unqualified has followed a course of skills becoming a threat, a desire to win supremacy of coworkers who are not qualified, the increase in wages as a result of acquiring a qualification doubled by the acquisition of skills necessary in the field.

### 2.1 Consideration about this survey and research methodology

The purpose of this article is to open and broaden horizons for theoreticians in services marketing and service managers on the correct and efficient use of indicators for measuring online campaigns

in services. You can only manage what you can measure. Data analysis is one of the most important pieces of your marketing job. It informs your next move (Jurgen, 2013).

### The data

The primary data were collected using web-based analytics software (Google Analytics) that supervise the online activities of the companies through its websites.

The research methodology consists in following the online marketing campaigns results through indicators measuring their effectiveness and how they are made - effective component in a company in Adults education services that has been researched by online marketing activity for a month - April 2014. The campaign chosen is for an accounting course. The data can be seen in the tables

We want to highlight the link between different classes of indicators and follow them in a logical sequence according to the conceptual model made available in this article based and adapted after (Farris, Bendle, Pfeifer, & Reibstein, 2010) and supplemented with the concept of customer funnel (Lenskold, 2007) adapted for internet audience in it's transition to be a customer.



Figure. 1. A comparison between a Customer funnel and our concept. Adaptation after (Lenskold, 2007)

The research methodology is focused on observation and classification of input data and how the secondary indicators will be calculated with the aim to translate them into financial information. This will provide to managers input financials information useful to calculate ROI

after obtaining a volume of conversions in a classic way or by providing them from analytics software through inserting codes in "thank you pages" or previous pages marking the steps of internet customer interaction process. The codes will be recognized by searches engines and then we will obtain the volumes.

Availability of transaction data: for this reason we have separated the inputs indicators to view more accurate the data sources and how they can be effectively exploited. The primary data were obtained from Analytics software. We made a difference between the Search Network (SN) based on the search keywords that shows the behavior of audience in their preferences and the Display Network (DN) based on the impressions of our ad.

Of course, this has implications for both theoretical and managerial field.

### 2.2 Traffic sources

*Traffic on the site* (Visitors, visits, display, location, technology, Mobile Traffic)

*Sources of traffic* (All references, web references, References email, direct traffic, Search images, search engines, keywords)

*Content and behavior* (Top pages, top pages of entry, top pages of output, top categories, pages per visit, Bounce system maintains consistent rate, duration visit, News vs. Returning, attention, influence)

The most important sources of customers on the internet are superimposed over sources of traffic on which a company has by its presence on the internet: direct visits, visits from organic search, visits from the search paid, traffic of the part numbers or by way of recommendation, PPC traffic, CPC traffic. Some of which are to be paid by the beneficiary traffic (campaigns) and the other side are not paid for.

Also part of this traffic comes from the search behavior of the audience, the other part comes from direct sources or other mean of recommendation directs to our website.

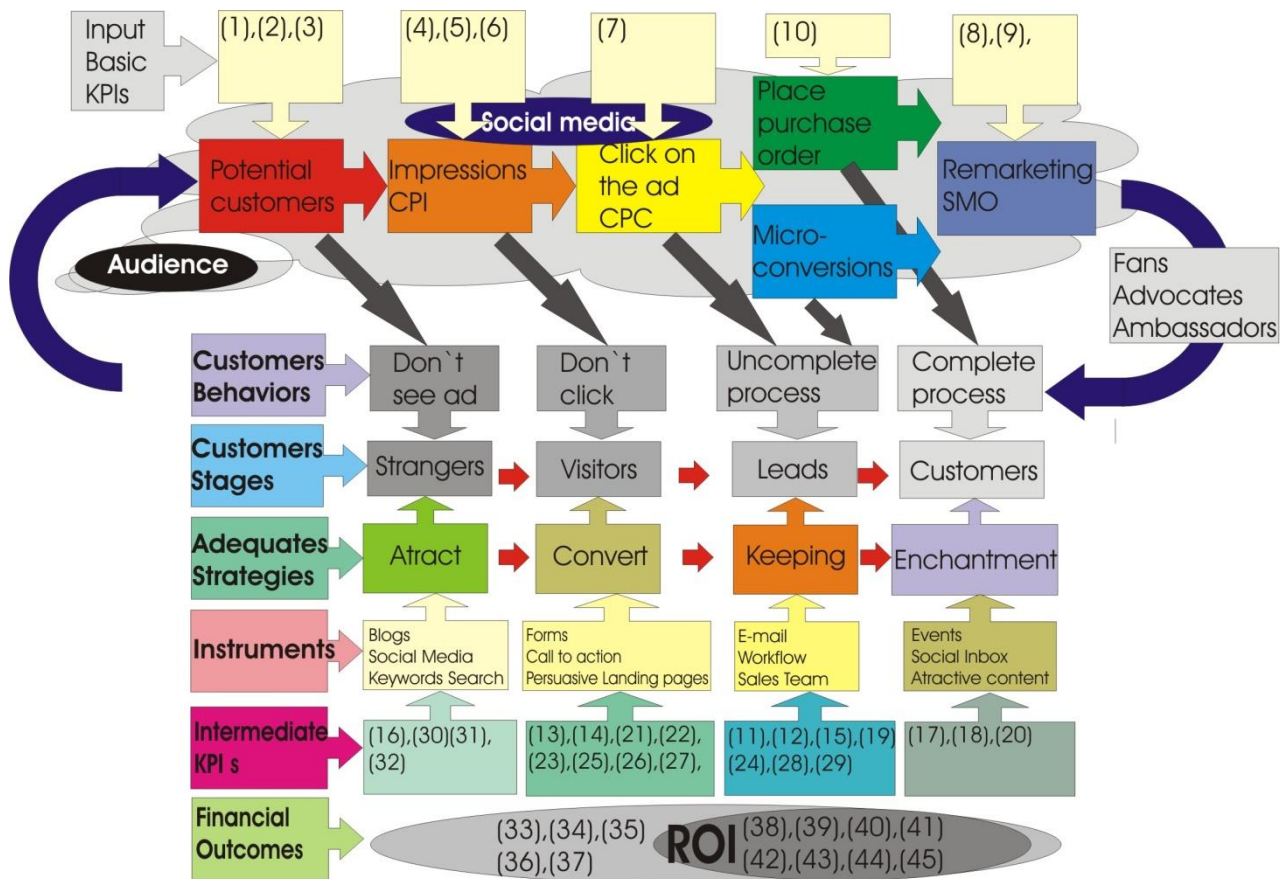


Figure 2. The conceptual model of this survey.

Source: My own research adaptation from (Bendle, Farris, Pfeifer, & Reibstein, 2010)

Note: The symbols(1), (2),... represents specific KPI's for each studied concepts category. They can be find in this survey at §2.4.

For a better understanding of traffic sources that marketers need to find our answers to the questions: Who are our visitors? What have they found? What do they do? And how much do they worth for us?

Traffic by reference includes links cross, mutual links inserted into emails or other web sites through which visitors come to our site. They are mutual because they involve providing a link in exchange. Some of the people are reluctant to offer cross links because they think there are ways to leave the site, but in fact things are different: search engines go to indexed pages with a score depending on existing link.

In other words many sites link means a higher ranking score so likely to be displayed in the top position as possible. Cross-link sites are an

additional incentive to get on a site and not a reason to leave the web site.

A latest trend is remarketing, it consist in users IP's databases who have accessed a website, they being targeted by search behavior according to the site that they entered or depending on what searches have done, can be targeted with tailored advertisements.

What is this? We buy for example a list of IP' s anyone looking for example on the government website ANC.ro considering that they are interested in a training course, then we address direct commercials adds of training courses so as to generate lead sites.

Other traffic sources are those derived; advertising articles are similar to general articles but carefully inserted into a website to be read for

their content. Interstitial ads are ads that appear on a web browser to load a page (Haig, 2001), Superstitials ads are advertisements that appear only after your page has been loaded.

Sponsored sites are partnerships between a website and other web sites to promote, for example, an adult training provider has the association sponsored at training site like formare.info.

### **2.3 Measuring the marketing firm activity on the internet**

Marketing metrics consist in "... the performance indicators top management use (or should use) to track and assess the progress – specifically the marketing performance – of a business or a business unit" (Marketing Science Institute, 2004).

In relation to the objectives of effectiveness of online advertising can be considered three categories of indicators: audience indicators (number of contacts established, time spent by visitors to the site, etc..), efficiency indicators (rate of access to banners and transformation of prospective customers) and trade indicators (rate of transformation / sales generated online, the turnover generated in the campaign) (Blejoiu & Capatina, 2006).

I would like to include here several financial indicators that are actually online advertising payment options but help marketers in analyzing the business activity on the Internet and finally determining ROI:

Indicators derived from online advertising campaigns: CPM cost per thousand impressions is the cost paid by the company for a banner ad displayed 1,000 times, the symbol comes from Romanian number M which means 1,000. CPA cost per action or acquisition is a direct method based on the results obtained, resulting in conversions. It pays only convert prospects into clients or potential clients. This payment mechanism is complex and involves placing into the site's pages the codes provided from search engines and then identified by the search engines as that is online advertising. This suggests that

cost per acquisition (CPA) deals make more sense, rather than volume.

So our ad will be displayed as many times as you need to achieve at least a conversion state starting from a simple client from baseline to lead, from the prospectus to the qualified prospectus to the actual conversion. The search engine makes identification based conversion code inserted in the pages of the site. Code that marks its acquisition or previous steps is always placed before the page where you actually do the conversion after <body> tag of the site's script. The conversion is made and confirmed by the search engine when the customer can see the thank you page is displayed. It is an indicator that requires a specialized implementation activity performed by a webmaster because it requires placing source code in the language of the web site. This makes necessary more than ever, marketing is necessarily interdisciplinary intersection webmasters with the knowledge of marketers. Many search engines allow implementation of advanced indicator only after a number of empirical least 15 conversions per month (Google). Methods of firm business promotion on the Internet becomes more diverse every day and incurring costs in various forms, some are characterized by direct causality between the costs they entail and the results made. The CPC cost per click and CPM cost per impressions promotion methods are direct methods of promotion in terms of cost because the company pays exactly as it is promoted. SEO methods involve the intervention of the site's webmaster and improvements to the content of the web site according to the preferences of search engines: the criteria by which this type of promotion is done indirectly results in improving the page's rank and therefore with better results in organic search, related content, website links and tags it. This promotion means rather than cost, investments in site architecture conducting to direct results generating more traffic, more leads and when we have leads we have more conversions and better returns measurable in ROI: The SEO mechanism is the follow: More Traffic → More Leads → More Conversions → Increase ROI → firm Capitalization, economic

results against competition. Leads are prospects create or generate through a marketing campaign. Fortunately, web developers bring to marketers the tools to measure these indicators. (Google analytics, Yahoo Web Analytics developed by the searches engines and others Crazyegg...)

*E-commerce* is again a direct and efficient way to promote the own sites with classic promotion required by classic targeting the internet customers. It is a matter of self-service automation trends business. Other methods of promotion are social media optimization and downloading applications like RSS feeds with the role of promoting the site by directing and references, all of which involve investment in their realization.

The development of metrics poses an additional challenge for marketers. There is a plethora of interesting data from which to choose: unaided brand awareness, distribution channels penetration, leads worked and closed, new households, churn, retention and satisfaction rates, revenue per salesperson, profitability and lifetime value by customer, share of wallet, upselling statistics, willingness to repurchase, referrals and more. To further complicate matters, each marketer may have a different opinion of marketing and ideas about which metrics matter most.

CPC cost per click is an indicator that underlies the usual calculations budgets online marketing campaigns. Clicking is the manifestation of intent to watch online advertisement given by a visitor. Ads may be the Image or text ad, whatever form the mechanism is the same. Also advertising can be inserted into search engine partner web sites or joined the organic search results.

*CTR - Click Through Rate* is an indicator of a rather qualitative component that shows the number of clicks per hundred views, that if our search engine advertising displays 100 times, this indicator shows how many times someone clicked on our banner or text announcement.

This indicator tells a lot about the relevance or rather our advertising direct appeal. Cost Per Sale is a pricing method in which an advertiser pays to the search engine to attract each

customer. It is difficult to implement because it requires full transparency of the sales proceeds of the advertiser that the basis for calculating payment of advertisement.

#### 2.4 The firm internet activity analyzed through indicators

Standard reports: real time, audience, traffic sources, content and behavior, conversions related to customers: Who are they? How did they find us? What do they do? How much do they value?

Goals are the desired results and consumer behavior desired and achieved by site owner. Goals can be minor goals intermediary goals than conduct to major goals or final goals. Example of goals: filling forms, newsletter subscription, RSS feeds downloads, comments posted, page visits or a successive number of page visited (visit path), time spent on the site, number of visited pages. Types of this indicators are: count (#), percent (%) or value in money (\$)

Kind of Indicators:

Beginning from the framework provided by (Ambler, Kokkinaki, & Puntoni, 2004) for the categories of metrics we need to consider performance to link together these four categories of metrics.

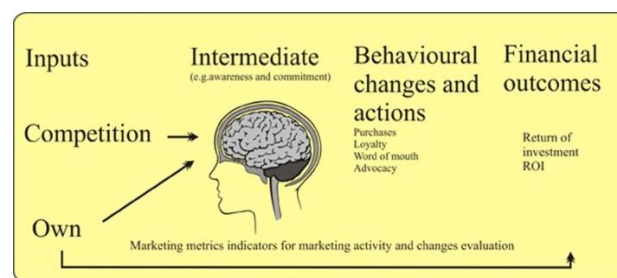


Figure 3. Metrics Categories.

Adaptation after: (Ambler, Kokkinaki, & Puntoni, 2004)

Due to this framework we can categories the online marketing indicators after complexity: Own imputes measure marketing activities conduct to the simplest metrics (Barger & Labrecque, 2013)

*Basic indicators* - is based on the inputs, the gross primary data to be processed in different forms



*V*: Visitors (#): the number of individuals requesting pages during a given period. Also known as unique visitors. (1)

*v*: Visits (#). (2)

The number of times individual request a page for the first time or more times after but exceeding half hour. Also known as sessions. A visit lasts no more than half an hour

*C*: Clicks (#) (3)

Our value obtained for Accounting course is:  $C = 123$  (See table 3) This indicator transform strangers into visitors of our website.



Figure 4. Number of clicks chart.

Provided By Google AdWords for a company studied. My own research.

*I*: Impressions (4)

This indicator meaning number of advertising impressions, exposure and opportunities to see (OTS) (Farris, Bendle, Pfeifer, & Reibstein, 2010, p. 293) al, refer to same metric: an estimate for a media insertion (one ad) or campaign.

Result obtained in our campaign:  $I = 7787$  splinted: 4944 for DN and 2843 for SN (See table 3)



Figure 5. Number of impressions.

Provided By Google AdWords for a company studied. My own research.

$I$ : Impressions (#) = Reach (#) \* Average frequency (#) The process of estimating reach and frequency begins with data that sum all of the impressions from different advertisement to arrive at total gross impressions

In social media:

*Vol*: Volume = number of mentions of a brand/service/product offered by the firm over a specified period of time. (5)

This is the similar indicator like visitors on the website. This indicator can be considered as a count of number of mentions of a brand in social media channels over a period of time. This indicator is calculated using only positive

mentions and some opinions agree to use also the neutral mentions. This indicator fill with "raw material" the synthetic indicator used by marketers to evaluate the efficiency of a social media marketing process. (Barger & Labrecque, 2013)

*FE*: Friends Engagement = number of comments on, relies to, likes, +1, Share of a given post (6)

*Lg*: Leads generated = The number of leads generated from social channels (can be expressed as a percent of all leads generated) (7)

*A*: Advocates (#) = number of social media visitors who became participants by posting positive posts about a brand during a specified period of time (8)

*TR*: Response time = Amount of time elapsed between the receipt of an inquiry or support request via social media and a response from the firm concerning a offer about its products and services. (9)

*H*: Hits (#) = number of actions done by an visitor on the website. Downloads, clicks on the ad, view a video, etc (10)

The marketing metrics kind of online indicators consist in online marketing measurement indicators and social media indicators. The first measure quantitative phenomena and the second evaluate the behavioral aspects. (Barger & Labrecque, 2013)

Intermediate metrics are the measures of memory (awareness and usage satisfaction, and attitudes) (Ambler, Kokkinaki, & Puntoni, 2004). This kind of indicators are secondary indicators and they depend on many variables not on single one.

Online marketing metrics, or classic marketing metrics

$$CTR: \text{Click through Rate (\%)} = \frac{\text{Clicks (\#)}}{\text{Impressions (\#)}} \quad (11).$$

Values obtained in our campaign:  $CT = \frac{123}{7787} = 1,58\%$ .

We can observe two differences between SN and DN: in SN CTR = 3,8% and in DN CTR = 0,30%. (see table 3.)

CT: Clickthroughs (#) = Clickthrough Rate (%) \* Impressions (#) our values (12)



Figure 6. Combined surces of data: CTR with Number of impressions

Source: Google AdWords for a company studied. My own research.

**impression position**

$$AV_{pos} = \frac{\text{available positions}}{\text{impression position}} * 100 \quad (13)$$

This indicator shows the average position occupied by our advertising announcement on all possible positions available. Our average value for AVpos = 2,5, in SD AVpos = 3,8 and in DN Avpos = 1,7 (See table 3)

**Social media metrics**

$$SoV: \frac{\text{Share of voice (\%)}}{\text{Positive volume of brand}} = \frac{\text{Positive volume of all brand in category}}{\text{Positive volume of brand}} * 100 \quad (14)$$

$$Eng: \frac{\text{Engagement (overall \%)}}{\text{Engagement by post at time t (\#)}} = \frac{\text{Engagement by post at time t (\#)}}{\text{Followers (\#)}} * 100 \quad (15)$$

Share of voices is often benchmarked with the competition

This indicators can be associated with behavioral and competitive measures are in generally indicators that provide information and data from the provenience media combined with the customer behavior:

Because a visitor usually make multiple visits in specified period,

$$T_{med/visit}: \text{Average time per visit (min)} = \frac{\text{time spent on the site on each visit (t)}}{\text{visits (\#)}} \quad (16)$$

$$Rv: \text{Returning visitors rate (\%)} = \frac{\text{visitors (\#)}}{\text{visits (\#)}} * 100 \quad (17)$$

ANv: Absolutely new visitors represent the new visitor that are visit our website for the first time in their hole life. (18)

Clickstream: Is the path of a user through internet. In my opinion this indicator is more suggestive for estimating behavior. (19)

$$OP: \text{Order placed rate (by customers) (\%)} = \frac{\text{order placed (\#)}}{\text{customers aquired (\#)}} * 100 \quad (20)$$

Reach (#) =  $\frac{\text{Average frequency (\#)}}{\text{Impressions (\#)}}$  The number of people or percent of population exposed to an advertisement or that see our ad. (21)

$$ARMDT: \text{Average rich media display time (22)} = \frac{\text{Total rich media display time (\#)}}{\text{Total rich media display time (\#)}} \quad (22)$$

ARMD (#) =  $\frac{\text{Total rich media display time (\#)}}{\text{Total rich media display time (\#)}}$  is an important way to track the succes of internet ads campaignn (23)

$$IR: \text{Interraction Rate (\%)} = \frac{\text{Total rich media impressions with interraction (\#)}}{\text{Total rich media impressions (\#)}} \quad (24)$$

measure the efficiency of interraction process for each landing page through the impressions

$$\text{Frequency} = \frac{\text{Impressions (\#)}}{\text{Reach (\#)}} \quad (25)$$

The number of each impression has shown to reach population.

When different ads (vehicles of ads) (Farris, Bendle, Pfeifer, & Reibstein, 2010, p. 304) are involved in advertising campaign marketers need informations about the overlap among these ads as well as sophisticated mathematical procedures in order to estimate reach and frequency

RP: Rating point (%) = Reach of media vehicle as percentage of a defined population (Farris, Bendle, Pfeifer, & Reibstein, 2010, p. 293) (26)

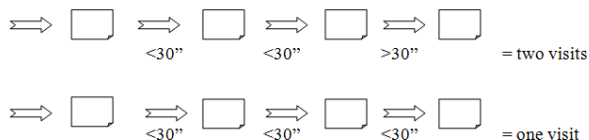
$$GRP: \text{Gross Rating point (\%)} = \frac{\text{Impressions (\#)}}{\text{Defined Population (\#)}} \quad (27)$$

TRPs: Target Rating Points = The gross Rating Points delivered by a media vehicle to a specific target audience. (28)

GRPs: Gross Rating Points= Total rating Points achieved by multiple media vehicles expressed in rating points GRPs are impresssions expressed as percentage of a defined population and often total more than 100%. (29)

**VPR: Visited pages rate (%) =  $\frac{\text{Pageviews (\#)}}{\text{Visits (\#)}}$**   
 (30) shows how many pages are viewed more times into one visit session

Figure 7: Explanation of a website visit



Source: My own research.

Table 1: Data provided by Goggle analytics.



Source: My own research for a company studied.

**ER: Exit rate (%) =  $\frac{\text{Exit after thankyou pages (\#)}}{\text{Visits (\#)}}$**   
 (31)

Figure 8: Website exit rate.



**BR: Bounce rate (%) =  $\frac{\text{Exit after first page visited (\#)}}{\text{Visits (\#)}}$**   
 (32)

Figure 9: Bounce rate



Bounce Rate is a very important indicator that shows the rate of rebound and shows us landing page quality. Its high rate shows a poor quality

landing page that is quitted by visitor without any action after.

As we can see in fig. 6 a bounce rate under 60% we consider as very good.

**Financial outcomes:** costs indicators, revenue indicators resulted in Marketing efficiency – concerned with the outcomes of business programs in relation to the resources employed in implementing them. (Gao, 2010)

**CPI: Cost per Impression (\$) =  $\frac{\text{Advertising cost (\$)}}{\text{Impressions (\#)}}$**   
 (33)

**CPC: Cost per Click (\$) =  $\frac{\text{Advertising cost (\$)}}{\text{Clicks (\#)}}$**   
 (34)

Table 2: Kinds of data provided by Google AdWords for a company studied.



Source: My own research.

**CPCt: Cost per Click at the unit time (\$)T =  $\frac{\text{Advertising cost } \frac{\$}{T}}{\text{Clicks } \frac{\#}{T}} = \frac{\text{Advertising cost } \frac{\$}{T}}{T \cdot \frac{\#}{T}}$**   
 (35)  
 = time: day, week, month year

**CPO: Cost per Order (\$) =  $\frac{\text{Advertising cost (\$)}}{\text{Orders placed (\#)}}$**   
 (36) After this click The Adult Education firm has received 9 orders.  
**CPCA: Cost per Customer Acquired (\$) =  $\frac{\text{Advertising cost (\$)}}{\text{Customers aquired (\#)}}$**   
 (37)

Table 3. A screenshot with Intermediate indicators and synthesis shown by Google AdWords about a group of keywords related to an accounting course:

□	■	Cuvânt cheie	Stare ?	CPC max. ?	Clicuri ?	AE ?	CTR ?	CPC med. ?	Cost ?	Poz. med. ?	Etichete ?
□	■	contabilitate clij	Eligibil	Automată: 0,54 RON	4	755	0,53 %	0,51 RON	2,03 RON	4,4	–
□	■	курс de contabilitate	Eligibil	Automată: 0,54 RON	42	670	6,27 %	0,37 RON	15,53 RON	3,9	–
□	■	курс contabilitate primara	Eligibil	Automată: 0,54 RON	36	526	7,22 %	0,31 RON	11,60 RON	2,9	–
□	■	курс contabilitate acreditat	Eligibil	Automată: 0,54 RON	16	467	3,29 %	0,37 RON	5,67 RON	3,9	–
□	■	курс contabilitate financara	Eligibil	Automată: 0,54 RON	3	182	1,65 %	0,34 RON	1,01 RON	3,8	–
□	■	курс de contabilitate clij	Eligibil	Automată: 0,54 RON	4	80	5,00 %	0,41 RON	1,65 RON	4,3	–
□	■	курс contabilitate clij	Eligibil	Automată: 0,54 RON	1	57	1,75 %	0,31 RON	0,31 RON	3,1	–
□	■	cum sa invat contabilitate	Eligibil	Automată: 0,54 RON	0	43	0,00 %	0,00 RON	0,00 RON	3,6	–
□	■	vreau sa invat contabilitate	Eligibil	Automată: 0,54 RON	0	43	0,00 %	0,00 RON	0,00 RON	4,0	–
		Total - toate cuvintele cheie, cu excepția celor șterse ?			108	2.843	3,89 %	0,35 RON	38,00 RON	3,8	
		Total - Căutare ?			108	2.843	3,89 %	0,35 RON	38,00 RON	3,8	
		Total - Rețeaua de display ?			15	4.944	6,30 %	0,25 RON	3,69 RON	1,7	
		Total - toate grupurile de anunțuri ?			123	7.787	1,58 %	0,34 RON	41,69 RON	2,5	

Source: My own research

### 3 ROI – Return of Investment

The rate of return on investment in online advertising ROI is an attempt to determine what the advertiser receives in exchange for campaign expenses generated by online advertising, usually in terms of new sales (Blejoiu & Capatina, 2006). Determining ROI has several useful benefits in finding funds to further promote the business, actively assist the allocation of resources in a proportionate way and it can create and calculate a database of ROIs that will assist in evaluate the effectiveness of programs, as well as replicating the most cost effective ones. Most ROIs can be determined within net profit (after taxes) to the investment use to make profit multiplied by 100 to get grid of decimals. Investment means money resources the firm has invested in a project or in entire business. Investment is not shown in the operation statement but is shown in company balance sheet. According to CPC and CPA/CPS there are two ways to figure ROI the direct way and the indirect way.

$$\text{ROI direct (\%)} = \frac{\text{Net profit (after taxes)}}{\text{Investment}} * 100 \quad (38)$$

$$\text{ROI indirect (\%)} = \frac{\text{Net profit (after taxes)}}{\text{Sales}} * \frac{\text{Sales}}{\text{Investment}} * 100 \quad (39)$$

The indirect way is more important because it makes it clear how to increase ROI Return of Investment by increase profit margin, increase sales or decrease investment (McCarthy & Perreault, 1993)

$$\text{ROI (\%)} = \text{Net profit margin} * \text{Turnover} * 100 \quad (40)$$

$$\text{ROIsm} = \frac{\text{revenue from campaign} - \text{Cost of campaign}}{\text{Cost of campaign}} * 100 \quad (41)$$

Calculating ROI before and after implementation of an advertising campaign on the Internet shows that marginal revenue for the campaign and allows company management to observe the effectiveness of the campaign and its contribution.

Criteria can be used to determine ROI: Financials, *Money spent* determining total costs of campaign, value of staff time spent, , some expenses for research, development implementation, and evaluation of the program. Behavioral like *behavior influenced* consist in how many people are influenced to adopt the targeted behavior meaning here conversions and microconversions, the conversions which conduct to final aquisition.

Finally, firm can establish cost per behavioral influenced the determination of this step is simple. *Benefit per behavior influenced* consist in what is the economic value of the behavior influenced.

$$\text{GEBb :Gross economic benefit per behavior} = \text{number of behavior influenced} * \text{benefit per behavior influenced.} \quad (42)$$

$$\text{NBb: Net benefit per behavior} = \text{GEBb} - \text{amount spent to influence} \quad (43)$$

$$\text{ROIb: ROI per behavior influenced} = \frac{\text{NBb}}{\text{investment costs}} * 100 \quad (44).$$

Provide the ROI on the customers who use the company's services training. We show how the company earn per customer due to implementation of a marketing campaign in order to influence customer behavior towards online business training services.

ROI campaign aims priori beginning, during its exhibition especially after its completion when the assessment is made.

Table 4. Other results of the study:

Indicator	Symbol	Value
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(3)	I	7787
(4)	C	123
(32)	BR	52,89
(35)	CPCt (April 2014)	1,78 lei/click/1 month
(36)	CPO	4,63 lei/order
(38)	ROI direct	1619%
(41)	ROI <sub>sm</sub>	345,21%
(45)	R <sub>m</sub>	112,5%

#### 4 Conclusions

Online advertising measurable and quantifiable in addition to being a great tool for communication on the internet, with the classic presence, gives us the opportunity to coach some costs that marketers decide to increase their online visibility in order to generate higher marginal income compared to variant in which such expenses were not involved:

$$R_m = \frac{\text{Revenue after campaign} - \text{Revenue before ca}}{\text{Revenue before campaign}} * 100 \quad (45)$$

These revenues allow firms to remunerate their investments made in creating and maintaining the website and to cover expenses related to hosting on a particular area (See table 4.)

Effective marketing strategy planning and implementation can increase profit margins ad/ or sales. An efficient tailored campaign can decrease investment. ROI is revealing measure of how well managers and priority marketers are doing. ROI measures are trying to get how effectively the company is using resources

Determining and reporting ROI can provide a solid rationale for continued funding for successful programs. It can help managers allocate resources providing a disproportionate share to programs with the highest ROI. Firms can build databases with ROIs that will assist in evaluating programs efficacy as well as replicating the most effective ones.

The final phase of the evaluation and monitoring is to identify methodologies and techniques that will use to actually measure indicators established.

Quantitative surveys, observation research, scientific or technical surveys, control groups, records and databases, comparative effectiveness

research (Kotler & Lee, 2011) is more important for companies to pay attention when the KPIs become TMI (that's too much information) (Harrison, 2007)

By this paper we try to offer managers kind of indicators for marketing metrics useful to transform input dates into behavioral indicators and financial indicators and finally convert them into the ROI's (See table 4.)

We also want to explain the utility and functioning together with other categories of indicators that can show as a whole the effectiveness and the utility of online marketing measurements.

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