

Digital Intelligence Tools

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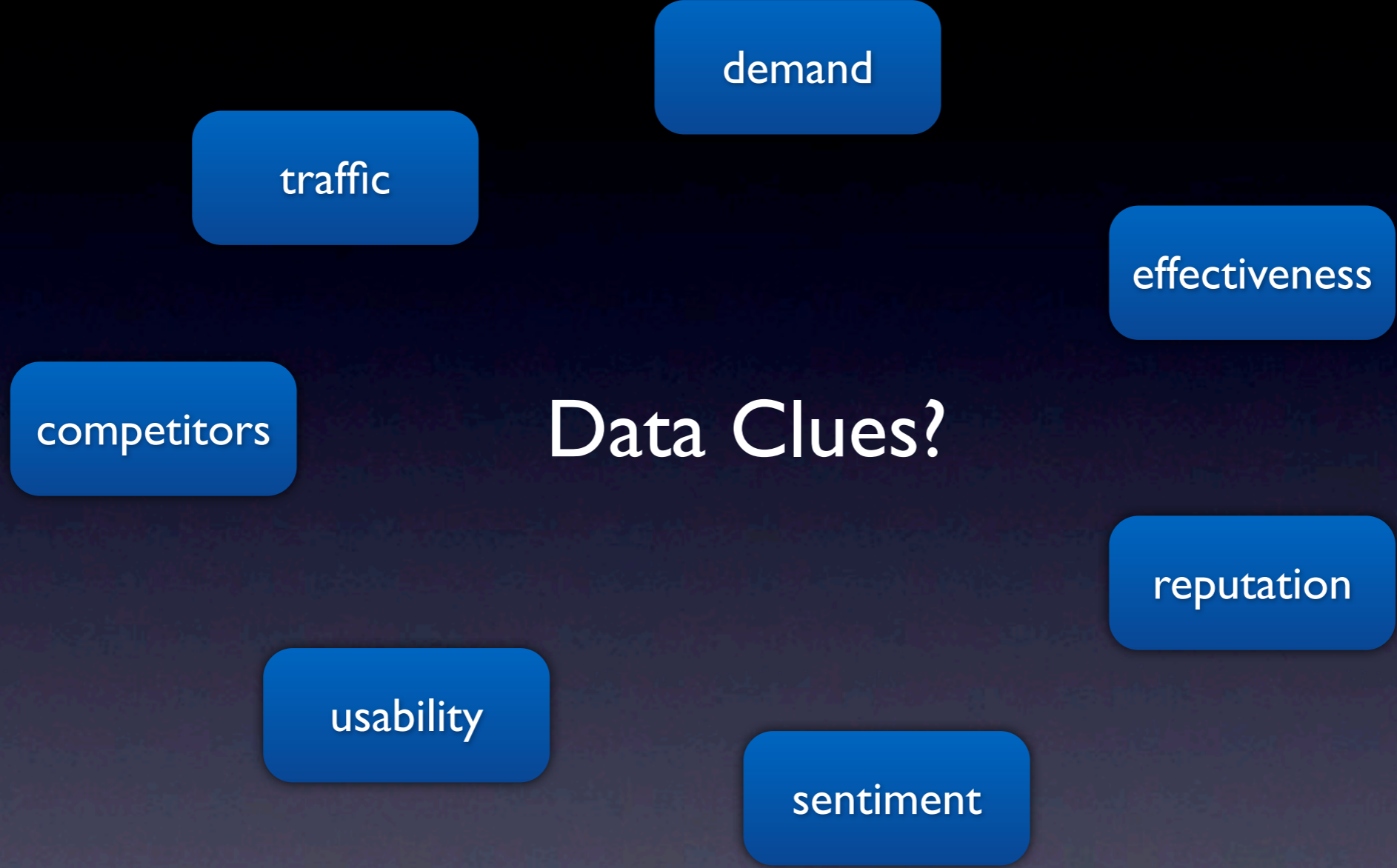
Data and meta data are the
new creative tools

G64MAT RT @G64MAT "you can't lead clients if you don't know the Market Place" = Zen & the Art of Motorcycle Main.. #himc

What do you want to know?

- Who is viewing our work?
- How many people are not viewing?
- What do your customers want?
- How visitors engage with the work?
- How many of them take action?
- How we could improve the work?
- How well competitors are doing?
- What the market is saying about us?

It's a detective exercise!



competitors?

traffic?

demand?

Calvin Klein?

effectiveness?

reputation?

usability?

sentiment?

Some insights?

- https://www.google.com/adplanner/#siteSearch?identifier=calvinklein.com&geo=US&trait_type=1&lp=false
- <http://www.spyfu.com/Domain.aspx?d=695761379970295338>
- <http://www.spyfu.com/Kombat/Results.aspx?d1=calvinklein.com&d2=tommy.com>
- <http://www.seomoz.org/trifecta/report/211712>
- <http://search.twitter.com/search?q=calvin+klein>
- http://spark.scoutlabs.com/workspaces/6002/searches/65091/results?time_interval=1m
- <http://siteanalytics.compete.com/calvinklein.com/>

traffic?

Analytics AdPlanner* TrafficEstimate

competitors?

SpyFu AdPlanner* Compete

demand?

Compete Trends* SBKT*

usability?

CrazyEgg Kampyle ClickTales UserFly

sentiment?

Twitter search Alerts* ScoutLabs

reputation?

SeoMoz BlogPulse

effectiveness?

WS Optimizer* Analytics YouTube stats*

Use data insights to...

- win pitches
- design campaigns
- engage customers
- understand customers
- fine tune work
- measure results
- improve ROI

Discussion

Twitter, LinkedIn, Facebook,
Vimeo, Delicious
or search on Google

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