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Performance Marketing

June 2010



Dear Reader,



Welcome to *Performance Marketing*, the monthly newsletter for online marketers looking for results.

Online measurement is a hot topic these days. When Internet marketing first began, we were excited to be able to track every click and page view. After spending our ad budgets on media buys that were based on impressions, marketers could finally measure an action rather than a placement.

Now things are getting complicated as more behavioral data is created in social media, with a growing controversy over attribution and how engagement and conversions should be tracked – if a prospect interacts with multiple messages how do you give relative credit and/or count more than the last action?

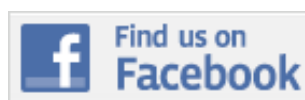
This month's feature article -- the first in a series on these topics -- is a conversation with LSFinteractive's Vice President, Strategy, Karen Breen Vogel about the importance of measurement and [eight fundamentals](#) of an online measurement system.

All the best,
Daniel Laury
Founder, President and CEO
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Feature Article 8 Essentials of Measurement: Your Steering System

Measuring online activity has never been easier, or more complicated. The amount of data available to online marketers is staggering. Web analytics track everything from the initial ad view to a click-through to an incredible range of possible engagement and conversion activities.

But without the ability to interpret and correlate this data to business



Stat of the Month

The social networking audience in the US has reached critical mass. eMarketer estimates that 57.5% of all US Internet users, or 127 million people, will use a social network at least once a month in 2010. By 2014, nearly two-thirds of Internet users will be on board.

Client News

Welcome International Finance! LSFinteractive is designing a revamped web presence for this company, a new entry into the credit reporting industry.

Welcome American Reading Co.! We have launched a new online marketing initiative leveraging Paid Search to drive leads for their company, an organization that has created a turnkey, intuitive and proven systematic approach developed by teachers, curriculum specialists, and literacy activists, to foster independent reading.

Congratulations to the California Film Institute and directors Noah and Logan Miller. Entertainment Weekly called their film *Touching Home* "2010's most

goals, many marketers cannot apply the lessons of this critical information properly. In this conversation, Daniel Laury and Karen Breen Vogel explore the benefits, pitfalls and fundamentals of good measurement.

Daniel: Why is measurement so important?

Karen: Measurement is important for two reasons. First, marketers need to be accountable to the investment they're making. You need to be able to tell people what you got for the company in return for its investment and this needs to be stated in financial terms, not activity terms. [Read more>](#)



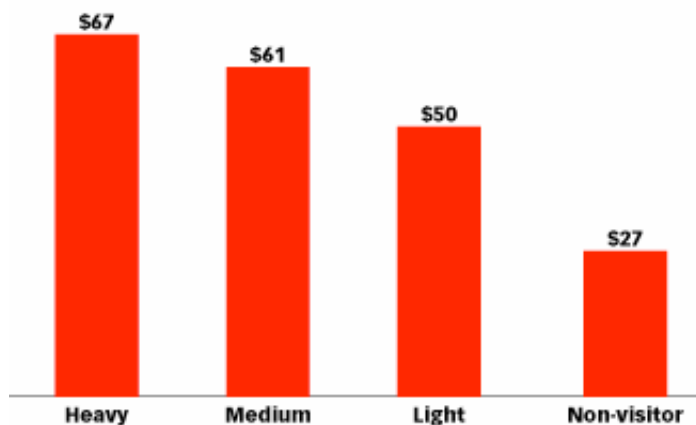
About Karen Breen Vogel

Karen is a highly regarded and passionate thought leader on the impact of the Internet on marketing, sales and customer relationships. As an executive for LSFinteractive, she helps clients leverage the Internet to achieve results in complex marketing and sales environments.

Karen has worked with GE Corporate Financial Services, Siemens Energy and Automation, Dow Chemical, Laird Technologies, LSI, Unica, Caterpillar, and SAGE Healthcare Software. She is a sought-after speaker, appearing at Search Engine Strategy events, MarketingProfs, MarketingSherpa, Ad-Tech, The Conference Board, DMA, and BMA. Karen is the author of several articles and white papers on effectively developing relationships through use of the Internet and teaches at UW Madison in the executive education programs.

Social Media Heavy Users are Big Spenders

Average Online Spending Among US Internet Users, by Time Spent on Facebook, Q1 2010



Note: heavy=top 20% of visitors by time spent on site; medium=next 30%; light=lowest 50%
Source: comScore, "State of the US Online Retail Economy in Q1 2010," May 27, 2010

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their film *Touching Home* 2010's most heartfelt movie." Read the complete [Entertainment Weekly article](#).

Would you like to see your company news featured here? Email Daniel Laury at dlaury@lsfinteractive.com.

LSFinteractive On the Move

eTail East
August 9-12, 2010
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Baltimore, MD

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To find out more about how performance marketing can help your business, call 1.877.616.8226 (U.S.) or +33.1.5805.1158 (Europe).

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The smartest companies are using a mix of new and old customer service. Visit [New Media Chatter](#) to get tips and tactics for social media marketing from Jamie Murnane, our New Media Strategist.

About LSFinteractive

[LSFinteractive](#) is a full service global interactive marketing agency that leverages all Internet channels, including Search Engine Marketing, Search Engine Optimization, Social Media, Display, Email and Affiliate program management, and focuses on conversions, to help companies acquire new customers, qualified leads or traffic and increase their online revenues. The company employs 90 people worldwide, is headquartered in San Francisco, CA, and has offices in Chicago, IL, Conshohocken, PA, Boston, MA, and Paris, France.

Questions? Call 877.616.8226



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