



# The Death of the Page View

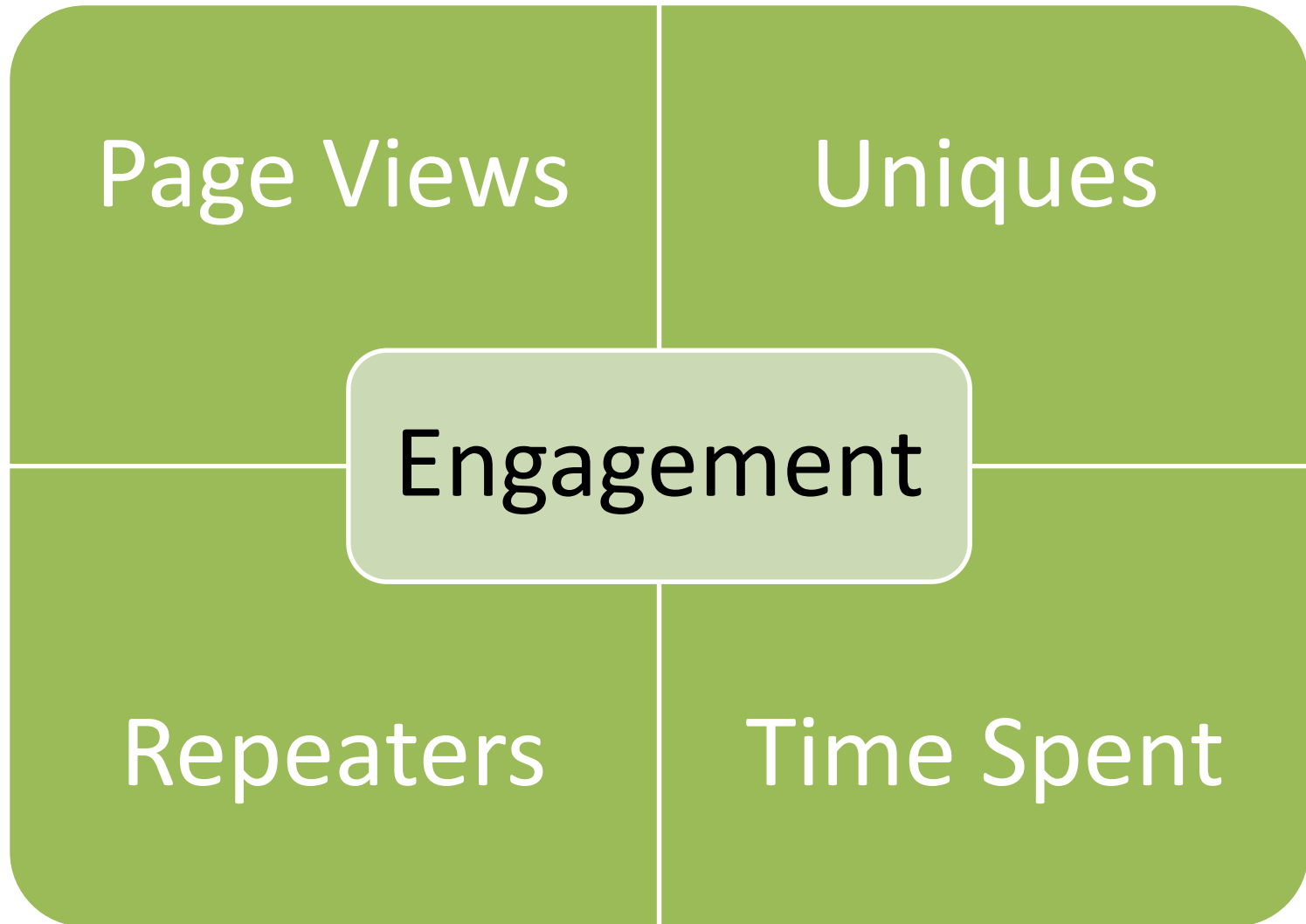
Leveraging New Measures of Engagement to Improve Consumer Monetization

Cassie Lancellotti-Young  
MBA Fellow, Tuck Center for Digital Strategies  
May 10, 2011

Shift away from pure-play content sites implies a shift away from traditional page views.



# What has engagement looked like historically?



...and how was this engagement primarily monetized?

# ADVERTISING

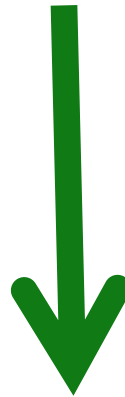
deeper engagement = more ad impressions



But the battle for consumer attention commands a shift to creative revenue generation...

**Outside Advertising (mostly)**

(and to a lesser degree, pure-play subscription)



**Creative Monetization**

(via creating products and information that people want –  
which may or may not include advertising)



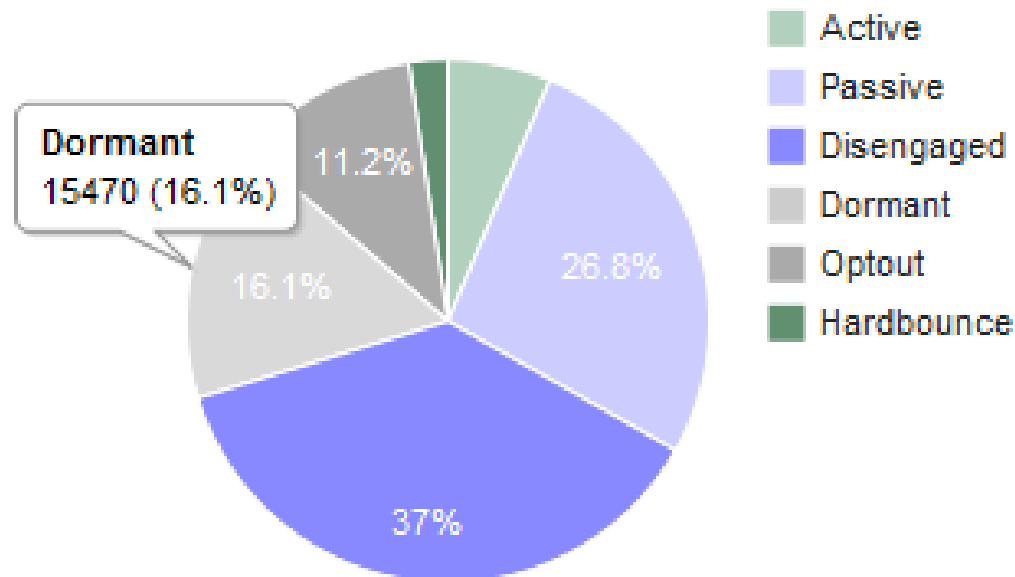
We are in the era of the “freemium,” which means we must navigate a sea of latent conversions.



# ...but what about the unspoken audience layer?

Where does activation fit into the engagement picture?

## Subscriber Engagement view report



Migrating from exposure to engagement is critical,  
and there is only avenue to accomplish such.

# ANALYTICS

combine BI with traditional marketing frameworks



# Example 1: Event Tracking

Assets **Goals** Users Filters Profile Settings

Goals >

## Goals (set 2): Goal 6

### General Information

Goal Name

Active  Inactive

Goal Type  URL Destination  
 Time On Site  
 Page/Visit  
 Event

### Goal Details

Please set at least one condition

Event Category  Match Type

AND

Event Action  Match Type

AND

Event Label  Match Type

AND

Event Value  Condition

Greater than

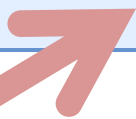
**3**





# Example 3: Re-Targeting/Activation/Re-Activation

From: Hallmark Gold Crown [hallmark@update.hallmark.com]  
To: cassie.young@tuck.dartmouth.edu  
Cc:  
Subject: We've missed you! Shop now for gifts & cards for Mom.



**“...a customer is only a click away and if you can convert them without forcing them into a price/value decision, you can build a customer base fairly rapidly and efficiently...”**

*--Fred Wilson, March 2006*