Spreading Relevant Insight: Selling Web Analytics throughout the Organization

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Abstract: The broader, more powerful destiny of Website analytics is to inform and enrich business intelligence throughout the entire organization. According to a recent survey of Website analytics users conducted by Forrester Research, the single greatest challenge facing companies who implement Website analytics is putting what they learn to good use.

Ironically, according to Jupiter Research, the rallying cries for better data have lead to an unfortunate truth: today, less than one third of companies distribute Web data at all to key executive stakeholders. Web executives who promote the use of site analytic insight throughout the rest of the organization-from C-level executives to finance, R&D, business development and other corporate functions- can drive Website and Website analytics ROI, while promoting better decision making everywhere.

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