

Internet Marketing

- 1.
- 2.
- 3.

2003. 4. 29

Contents

- Internet Marketing
- Internet Marketing Process
 - Web site analysis
 - Internet Audience Measurement
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 - -
 -
 -
 -
- Q&A



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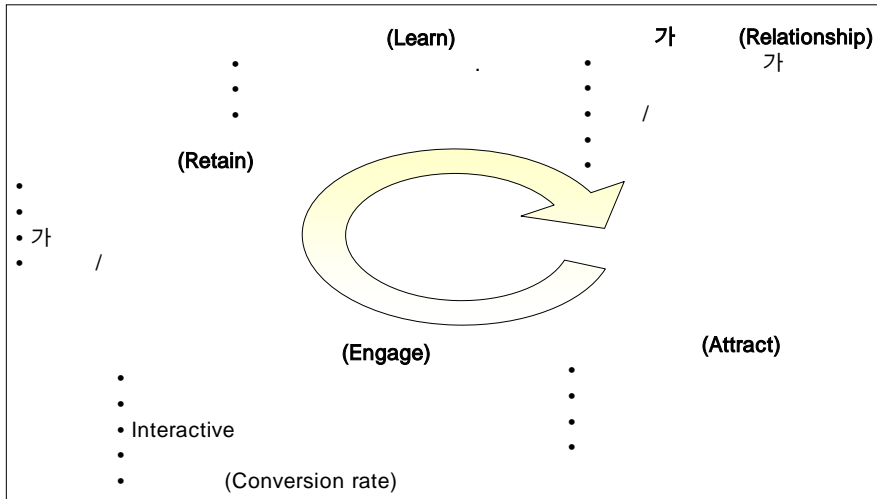
() _____

- (Branding)
: , / 가
- (Customer Management)
-
-
-
* 가 : (, CD, ,)
- () 가
-
-



- ,
- **Life Cycle (Planing Targeting, Delivery, Analysis)**
)
- cf: (DM),
- **Contact**
-
- **E-mail DM 10 (Source: Giga Information Group)**
- **Two way communication (, Personalization)**
- **Personalization / One-to-one**

Process Lifecycle



	Attraction	Engage	Retain	Learn/Relationship	
Issue	<ul style="list-style-type: none"> 가? 가? 	<ul style="list-style-type: none"> 가 가? 	<ul style="list-style-type: none"> Benefit 가? 가? 	<ul style="list-style-type: none"> 가? 가? 	<ul style="list-style-type: none"> 가
	<ul style="list-style-type: none"> Internet Advertising Targeting 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> () E-Mail Marketing Mileage Point Event MKT 	<ul style="list-style-type: none"> Personalization e-CRM / ERMS 	<ul style="list-style-type: none"> Web Log Data Warehouse Web Mining

Web Site analysis

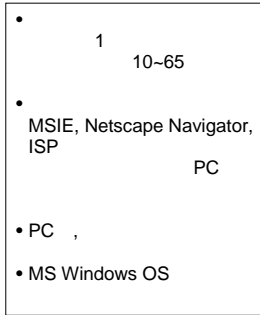
- Web Site Analysis
 - Site Traffic , data
 - targeting
- Web Site Analysis
 - web server log file (webtrends)
 - jypark.callcenter.co.kr www.webtrends.com - [12/Jan/1996:20:37:55+0000] "GET /buttons/next_p.gif HTTP/1.0" 200 215 "http://www.callcenter.co.kr/" "Explorer/4.01 (Win98)"
 - Many off-the-shelf solutions: Web trends, Accure, Andromedia, net.Genesis, Microsoft
 - Platform independent User
 - user activity tracking
 - page, object tag User
 - User
 - Web page DB

() Web server log

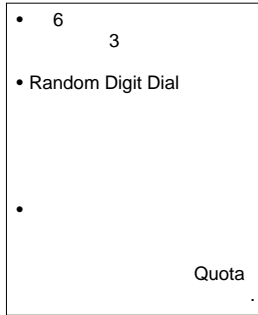


Internet Audience Measurement

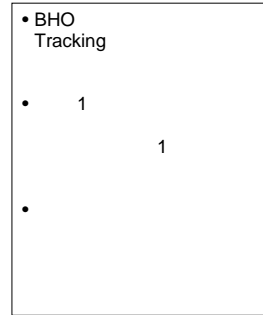
- Site traffic



Definition



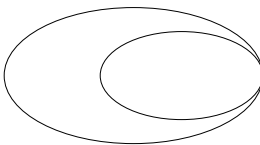
Universe enumeration & Random sampling



Tracking & Data processing

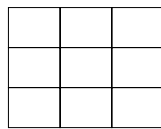
Internet Audience Measurement

- Universe enumeration -



- RI Korea 6 (10,000)

- Quota Table -



- Universe SEX, AGE, EDUCATION, INCOME, JOB, MARITAL STATUS
- Quota

- Sampling -



- RDD(Random Digit Dial) recruiting
- Universe recruiting (Proportionate stratified selection)

Internet Audience Measurement

- Syndicated Reports

Usage

- Trend & Chart

- 1

- 100
- Media Planner : Unduplicated visitors
- My Measurement :

Internet Audience Measurement

- Customized Reports

- (, ,)

- (24)

- / +
- +
- +
- +

- (hyper-linked)
 - Traffic => $\frac{\text{X Hit Rate}}{\text{Conversion Rate}}$: Traffic *
- (Merchant Traffic 가)
- Traffic (Affiliate)

=>

KorranClick 13

- (Affiliate Marketing)
 - 1996 Amazon.com (Episode)
 - Cyber Merchant Site (: Amazon.com)가 Affiliate Site (: Yahoo.com)가 가 가
 - Banner Link Traffic Commission 가 가
 - Affiliate Merchant
- - 1999
 - Forrest 가 1999 * E-Mail 가
 - 1999 13%, 2003 21%가

The diagram illustrates the affiliate marketing process. It starts with 'Surfing' (represented by an icon of people at a computer). An arrow points to a 'Merchant Site' (represented by a screenshot of a website). From the Merchant Site, an arrow points to an 'Affiliate Site' (represented by another screenshot of a website). A final arrow points from the Affiliate Site to the text '가 ,', which likely represents a commission or a specific action.

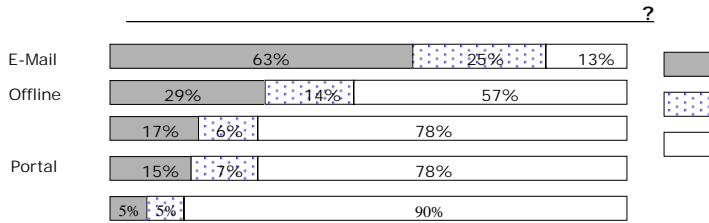
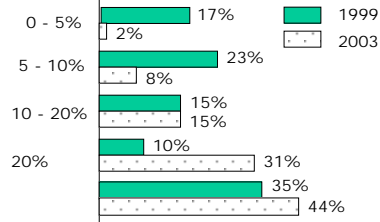
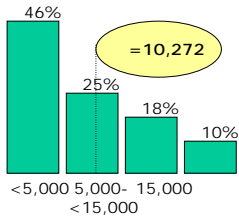
* "New Affiliate Marketing Models," Jim Nail, David M Cooperstein, Carrie L. Ardito, Jennifer C. lee, Forrest Research, October 1999.

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- Forrest research)

50 Retailer (1999 ,

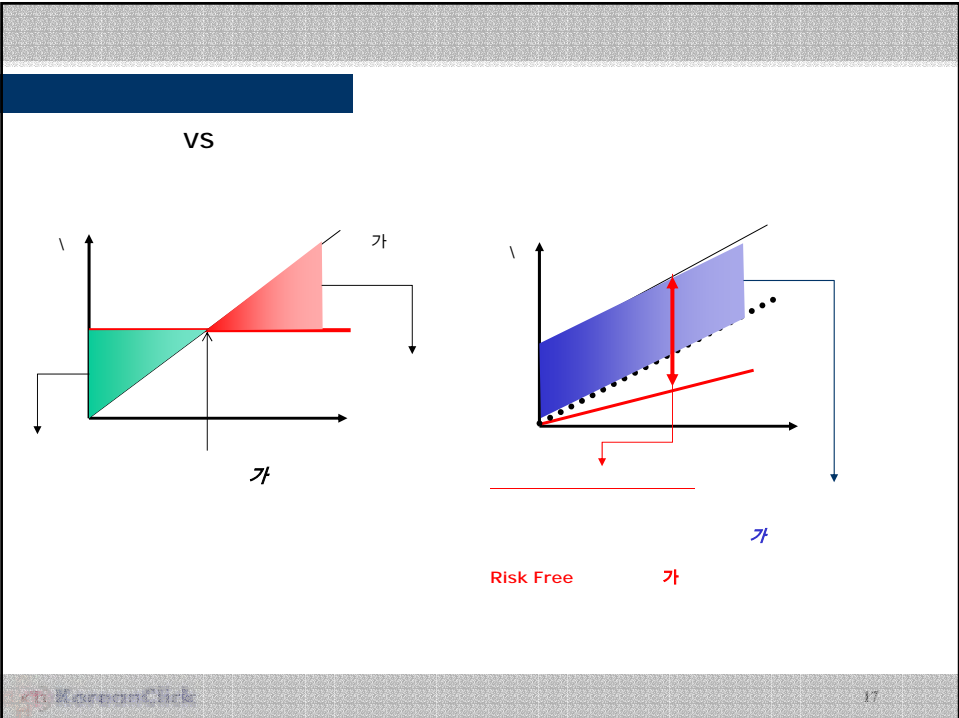
Affiliate Site



(Affiliate Marketing)

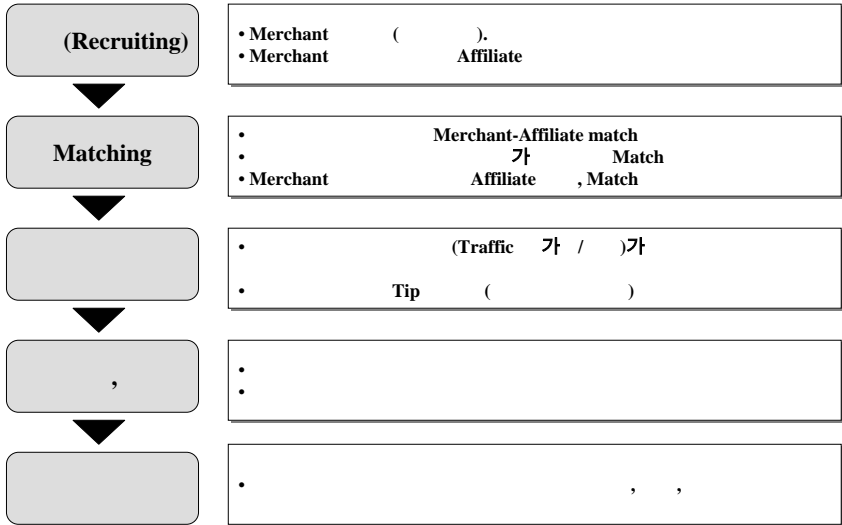
- Merchant
 - => 가
 - =>
 - Context/Content Commerce Click Through Rate가 4%
- Affiliate
 - , 2
 - ,
 - ,
 - ,

Win-Win



- Merchant가 (: amazon.com, Yes24)
 - : Merchant가, Site 가
 - : Merchant Affiliate Merchant가
 - Affiliate Merchant (Reward)
 - (: Amazon.com) ASP 가
 - ASP Befree.com, Linkshare.com
- - 3 가 Merchant Affiliate
 - : Merchant, Affiliate ()
 - Affiliate Merchant 가
 - : CommissionJunction.com (), LinkPrice.com ()

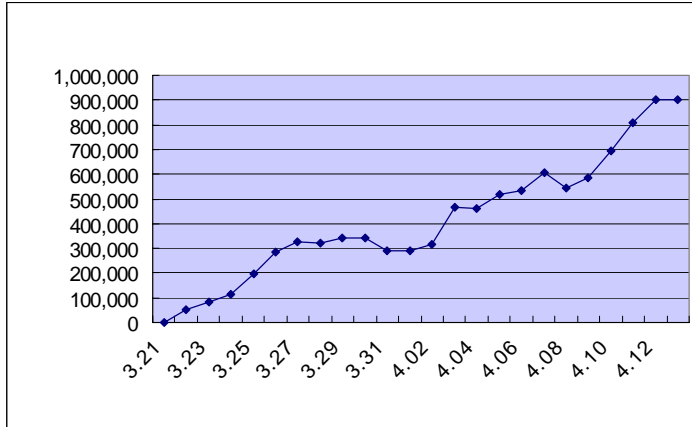
() LinkPrice.com



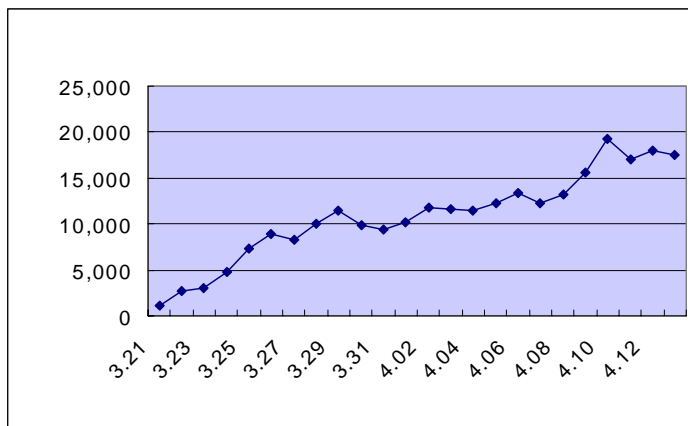
()
- /Megapass

- KT megapass , megapass 가 가
(KT)
Affiliate Network Agency LinkPrice 2002 3
-
- 가 가 가 (가)
- :가 1,250
- :2002 3 21 ~
- 2002 4 13 : 가 12,442 , ()11,586
- : 11,586 X 1,250 = 14,482,500
- Affiliate : 368
- Megapass 가 가 Loyalty ,

• LinkPrice Affiliate
 34 , 4 13 90 10 , 3 31

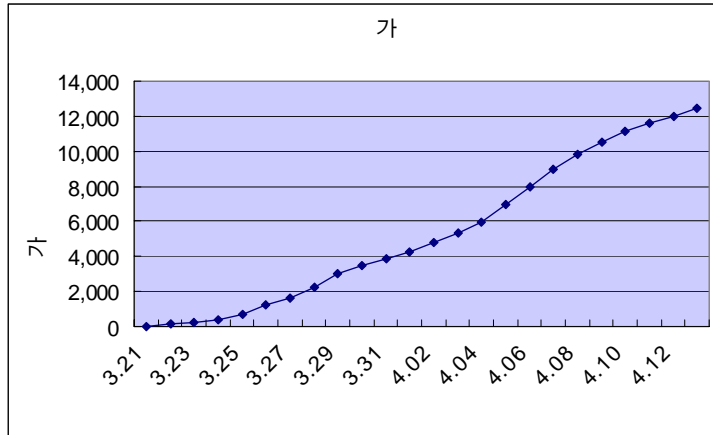


• 가 가 , 4 13 1 8
 Affiliate가 가 , Affiliate가



가 ()

- 4 13 , 11,586 가 . 12,442 , 4 13 2~3 , 가 90% .



• Affiliate Marketing 가

- 22
- 25,000 (1,000 5 14,500 CPM 가 1,000)
- 25,000 (100 25) CPC 가

- 가 가 가 Affiliate 가

- Match가