

2014

WELCOME!

Digital Body Language

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The paranoia around user tracking has increased substantially since Edward Snowden proved what we all already suspected anyway.

PEOPLE ARE SCARED OF BIG DATA BECAUSE OF THE NSA

MERLA MARA



THE NSA LISTENS TO YOUR CALLS?







READ THE TERMS OF SERVICE.

HAVE YOU CHECKED YOUR APPS? A lot of the applications you have on your phone right now are broadcasting data about you.





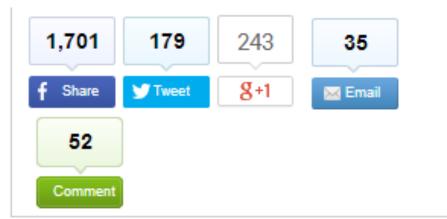
The Insidiousness of Facebook **Messenger's Mobile App Terms of** Service

Posted: 12/01/2013 6:13 pm

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M10x0.75



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How much access to your (and your friends') personal data are you prepared to share for access to free mobile apps? I suspect the amount is significantly less than that which you actually agreed to share when blindly accepting the Terms of Service.

Case in point: Facebook's Messenger App, which boasts over 1,000,000,000 downloads,



FB MESSENGER IS JUST AS BAD.

- **RECORDS AUDIO AT ANYTIME** without your permission
- **TAKES PICTURES & VIDEO** without your permission **READS YOUR PHONE CALL LOG** including incoming and outgoing call metadata



http://huff.to/1olcHLR



IT'S ALL VERY **REMINISCENT OF** THIS SCENE N DARK KNIGHT



Bruce Wayne shows Luscious Fox the tracking system he's built using people's cellphones and Luscious tells Bruce "this is wrong!" Then they use it to save the world.





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We've all been active participants in this type of data collection.

BUT... IF YOU HAVE ANY OF THESE THEN YOU'VE ALSO BEEN CONTRIBUTING



N

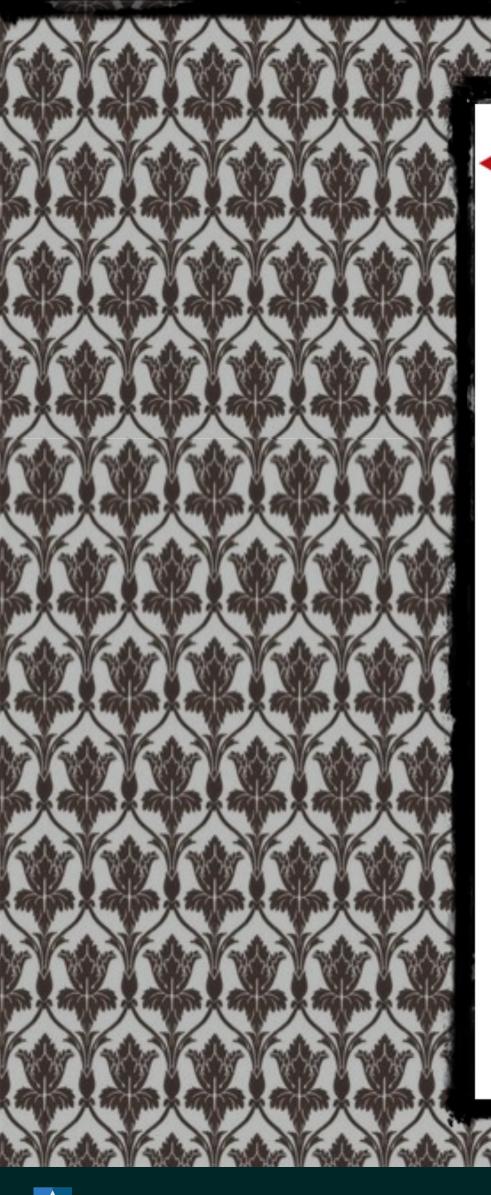
AND MINT SN'T THE ONLY THING TRACKING YOUR PURCHASES.



Credit cards aren't just a convenience, they are tracking devices.



COMPANIES SELL YOUR DATA TO MARKETERS



🕹 datalogix[.]

Automotive CPG Retail **Financial Services** Loyalty

Contact Us

Name:

Email:

Company:

Continue

audiences 1

Access the industry's most granular CPG data to improve advertising effectiveness and optimize spend

DLX CPG audiences are built from the largest, most accurate CPG dataset in the industry. Use our brand, category or custom audiences to target consumers anywhere in the purchase cycle.

70M+ purchasing HHs 50+ retailers

Total US national coverage

Total Store

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All the data is aggregated and sold back to marketers to do more effective targeting.

measurement & insights 👎 success stories digital media !

industries

7000+ brands & 300+ categories · Grocery · Over-the-counter Health & Beauty Accessories



Now access top brands with DLX CPG brand segments including:

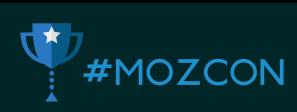
Arm & Hammer® Ben & Jerry's® Coca-Cola® Dove® Gain® Kellogg's® Kleenex* Huggies® Healthy Choice® Vitaminwater[®]

Click to see our full list of ready-built segments





THAT'S HOW happened



Target famously makes use of this to "prime the pump" for pregnant customers. http://onforb.es/1w2IJEE

Forbes -

New Posts +26 posts this hour

Popular What 20-Year-Olds Do

Lists America's Top Colleg

TECH | 2/16/2012 @ 11:02AM | 2,119,347 views

How Target Figured Out A Teen Girl Was Pregnant Before Her Father Did



319 comments, 169 called-out

+ Comment Now + Follow Comments

Every time you go shopping, you share intimate details about your consumption patterns with retailers. And many of those retailers are studying those details to figure out what you like, what you need, and which coupons are most likely to make you happy. Target, for example, has figured out how to data-mine its way into your womb, to figure out whether you have a baby on the way long before you need to start buying diapers.

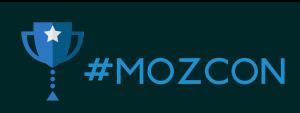


Target has got you in its aim





AND HOW happens



Hospitals are starting to get in the game as well by predicting illnesses based on the purchasing behavior of patients. http://buswk.co/VYQ1gY



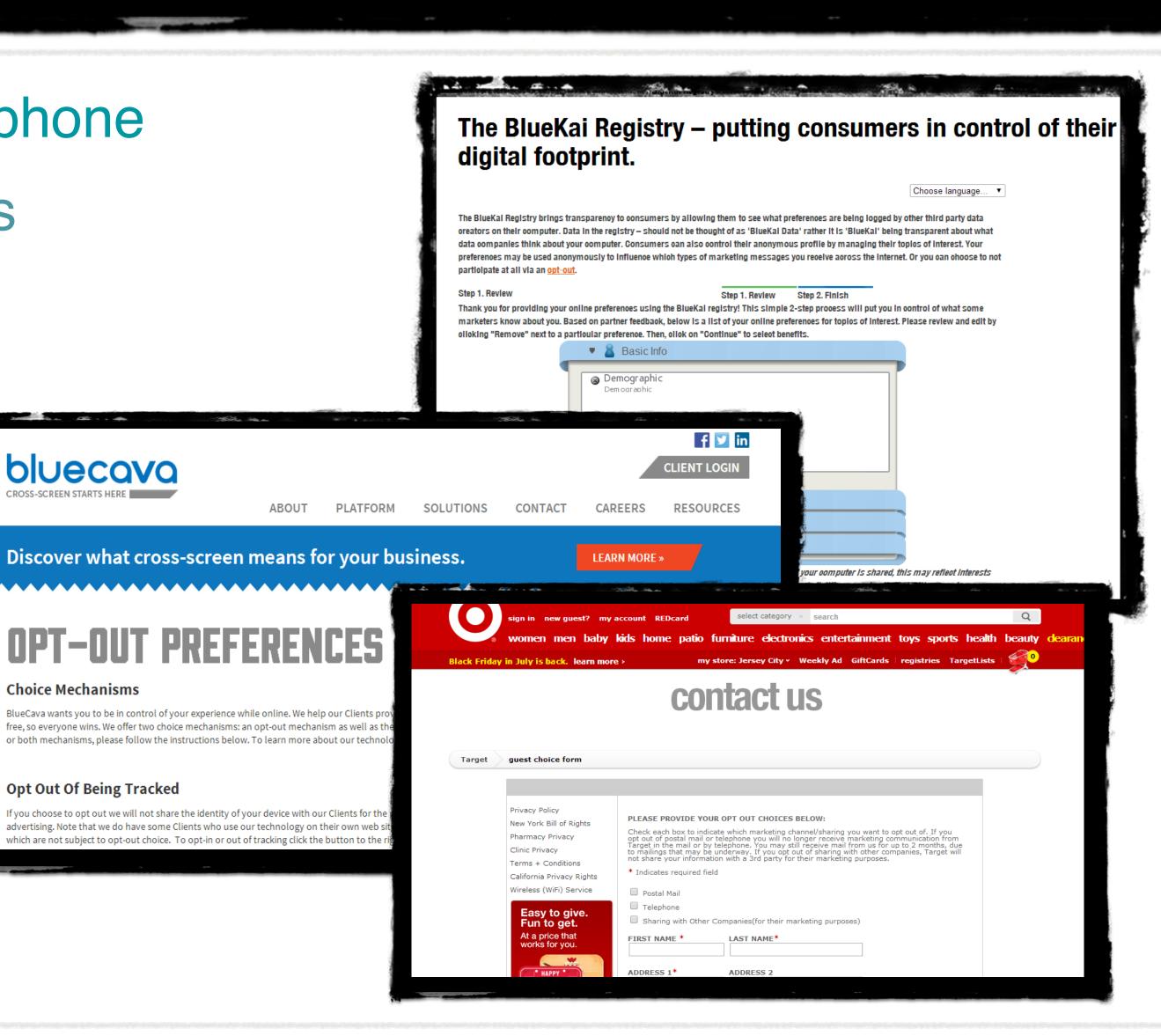


OPT OUT.

TURN OFF Location Services on your phone **DELETE YOURSELF** from ad networks **DON'T MAKE a Facebook account DON'T MAKE a Google account DISABLE JavaScript USE** DuckDuckGo **INSTALL AdBlock DISABLE** cookies **USE** cash USE⁻ Tor



Opting out is difficult and you can do it with considerable effort. However it does mean not having a modern web experience.





THE DATA IS HERE TO STAY. USE RESPONSIBLY.







AND ALTHOUGH THERE IS A THIN LINE.











... NONE OF WHAT YOU WILL SEE HERE **IS INHERENTLY EVIL**



none's log incoming

licious

ncluding



THCI OPIUL. permission allows calls.



LEAD



RATION?

record

apps

@IPULLRANK







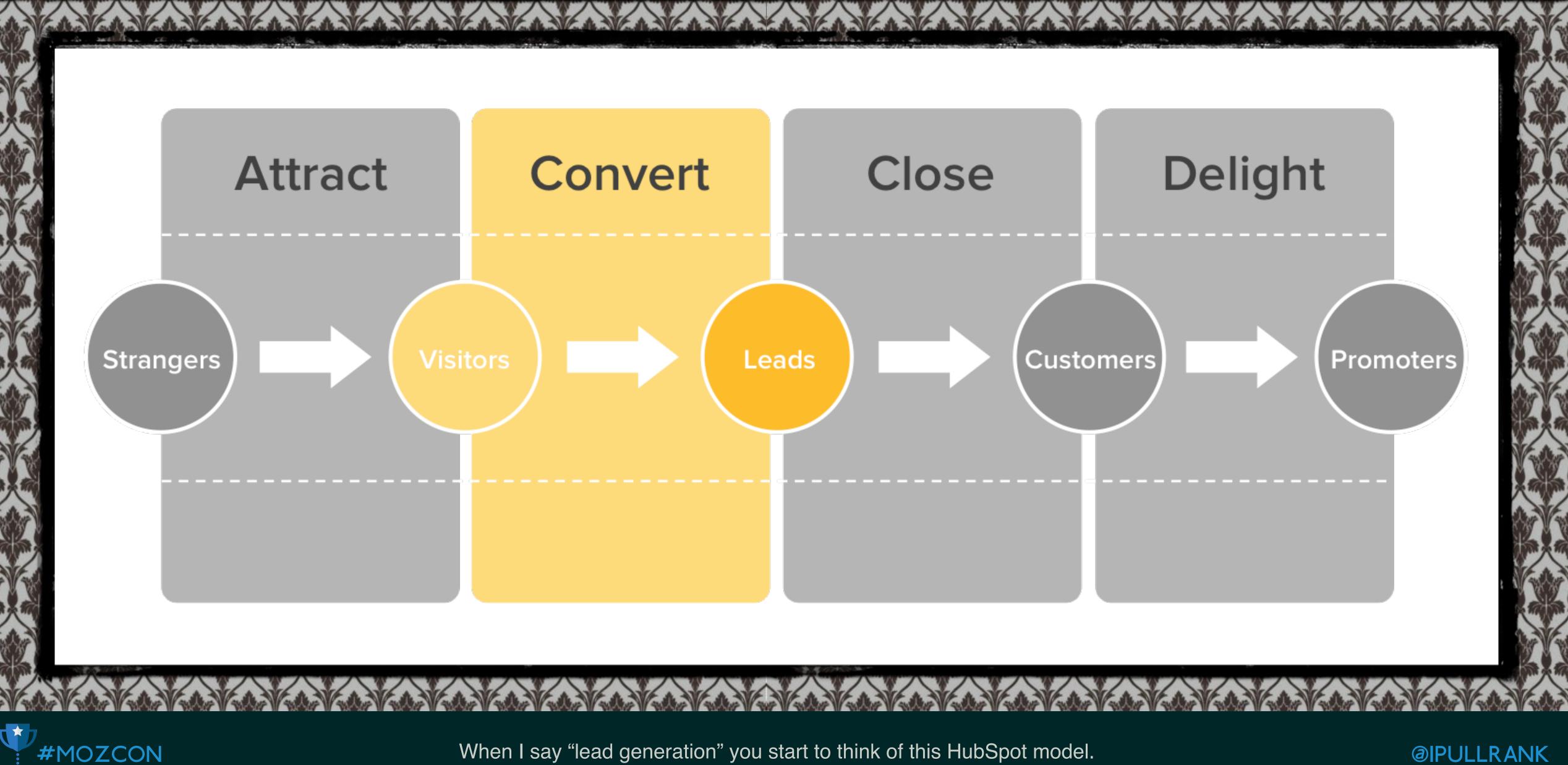










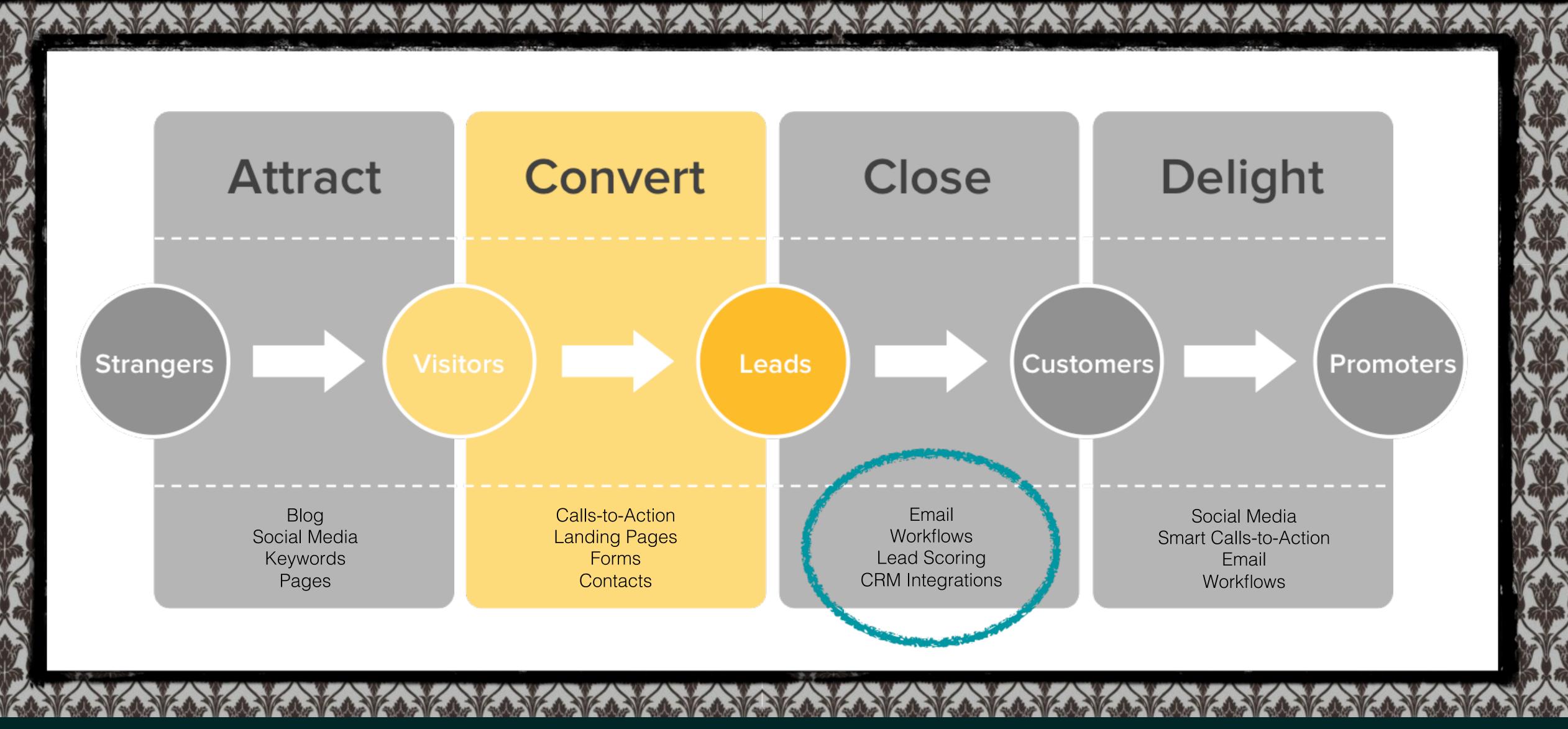


When I say "lead generation" you start to think of this HubSpot model.

THE LEAD GENERATION PROCESS









...then you think about the different touch points, qualification and lead scoring.

THE LEAD GENERATION PROCESS



But wait... that applies to everything in digital marketing.





IT'S HOW HUBSPOT reduces churn



HubSpot has a user engagement score called the **Customer Happiness Index (CHI)**. They use it to improve the happiness of 33% of their previously unhappy customers - http://bit.lv/1/DuG6f



Home

Methodology

Help & Support

Services



What does my score mean?

CHI (Customer Happiness Index) is a score that reflects the "happiness" of HubSpot customers. How the heck does HubSpot measure happiness, you ask? Read more on how we measure this. We've presented our Top 100 customers from February here, and we will be updating these scores monthly.

HubSpot customers who place in the Top 10 each month are eligible for special rewards. Additionally, the Marketer of the Year award is given to the HubSpot customer who has enjoyed the most Success that year at Inbound Marketing Summit each fall.

The HubSpot All Stars number is displaying the CHI score for each customer in HubSpot. CHI (Customer Happiness Index) is a score from that reflects the "happiness" of HubSpot customers. CHI reflects the long-term viability and awesomeness of a customer's marketing programs. The higher the CHI score, the more traffic and leads are likely to be generated by that customer in the future. (Traffic and leads make customers *happy*, hence the name.)

CHI is a proprietary HubSpot algorithm, so we can't tell you the exact formula. But the ingredients are:

- The degree to which you have set up HubSpot software and integrated it with your other marketing systems
- 2. The degree to which you are correctly using HubSpot software
- 3. The frequency and quality of the content you create
- 4. Your actual month-over-month increases in key metrics (e.g., traffic, leads, subscribers, etc.) you are currently generating. (Note that this is not the sole ingredient in CHI because we want CHI to reflect long-term happiness, not just this month's happiness.)

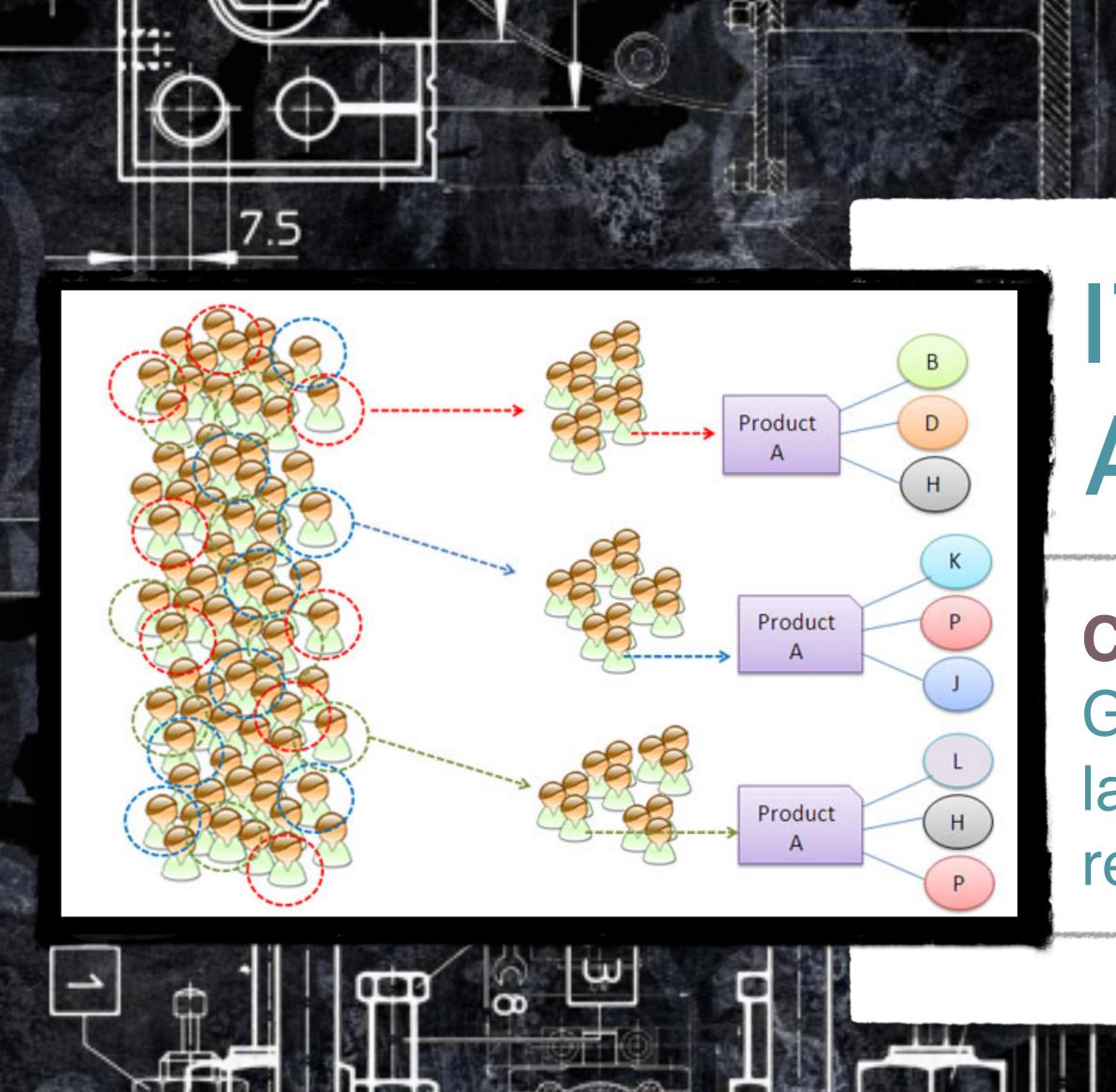
Essentially, the way to increase your CHI is to set up HubSpot, learn how to use it, and then use it!! Just follow the HubSpot methodology and your score will go up.

Why should you care about your CHI score? Simple. Customers with CHI scores above 80 consistently generate much larger increases in traffic and leads than customers with lower CHI



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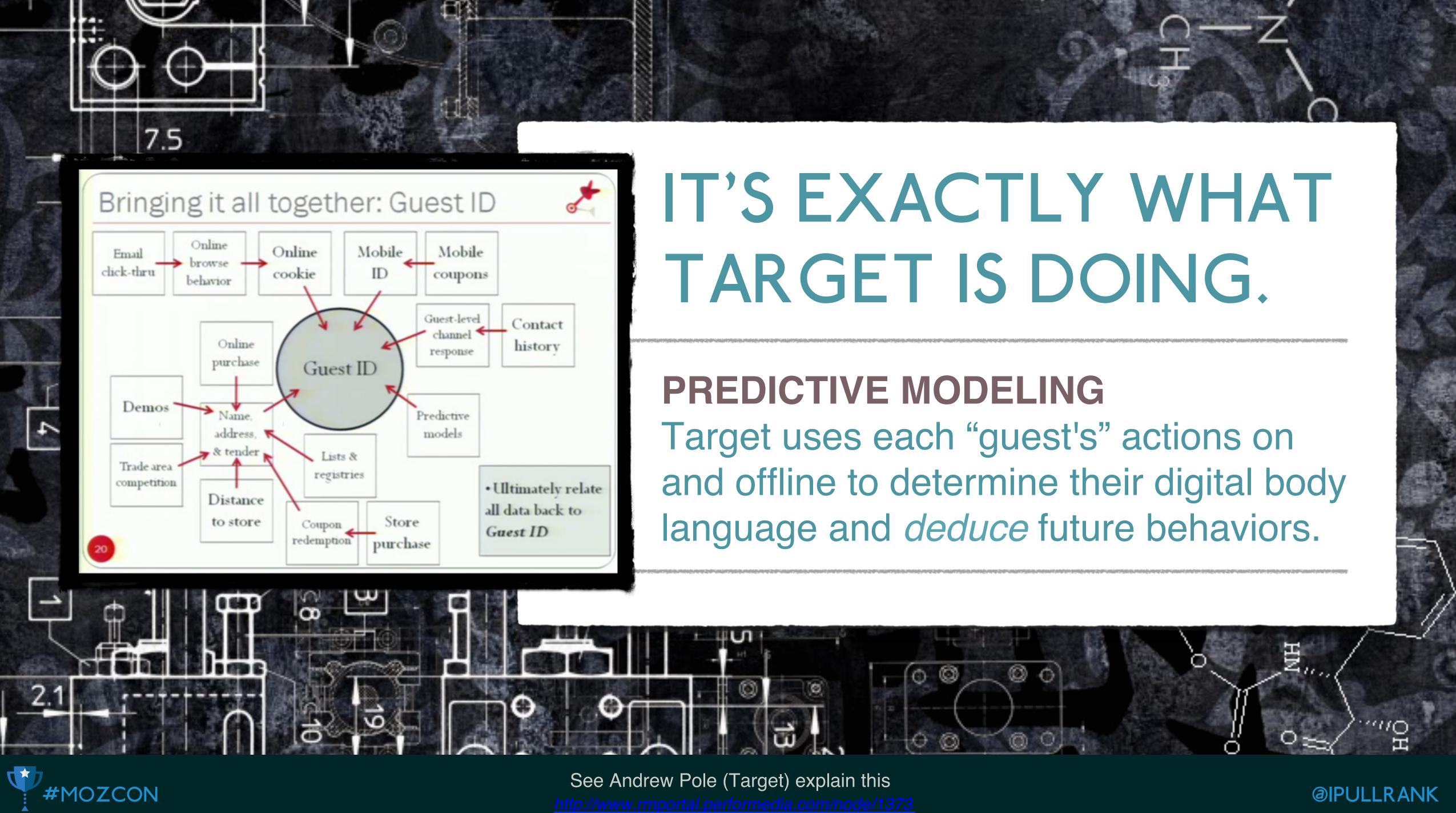


IT'S HOW NETFLIX & AMAZON WORK

COLLABORATIVE FILTERING Given a set of users' digital body language Amazon and Netflix recommend other items.



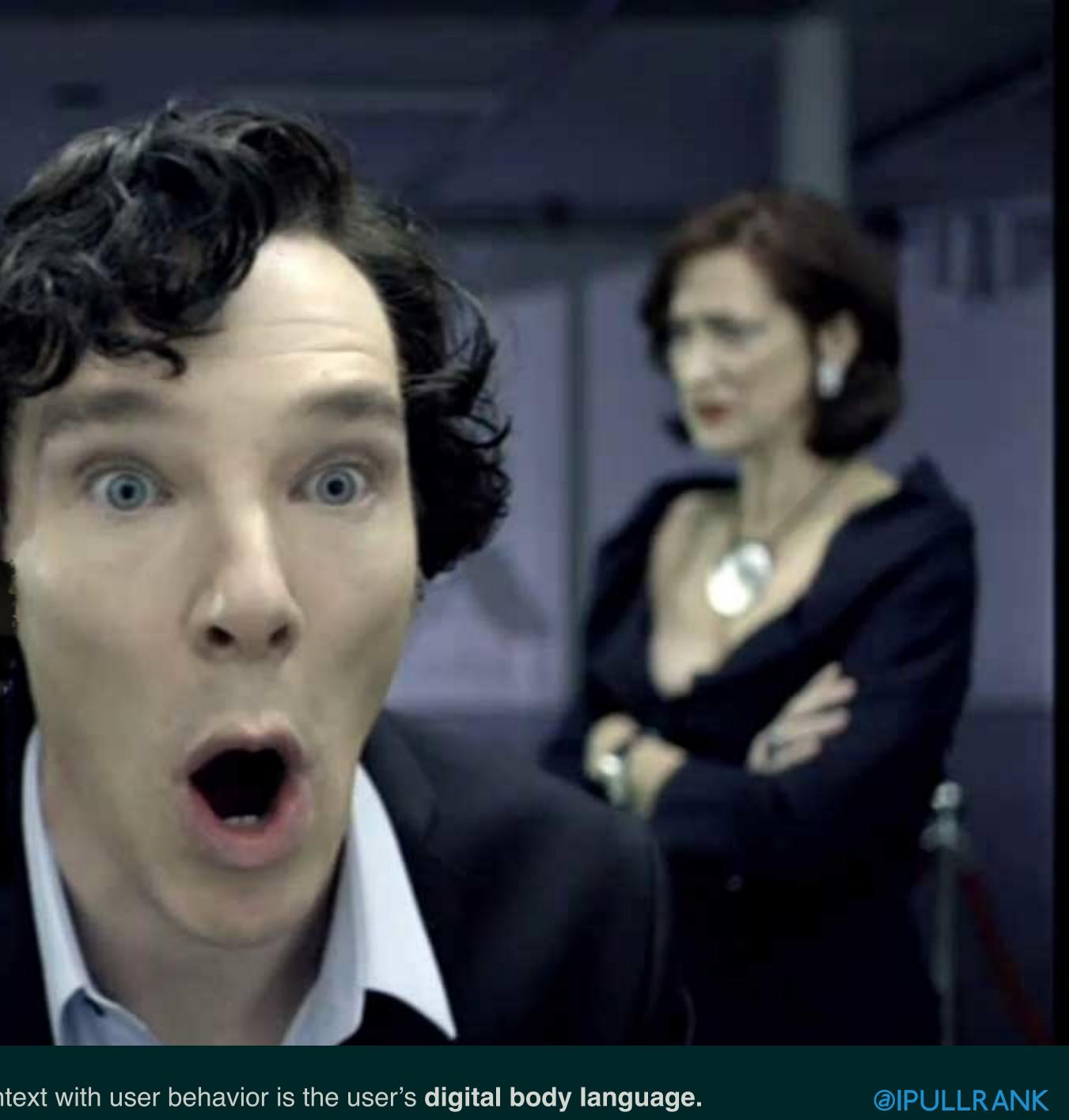




YOU CAN DO IT TOO, OBVIOUSLY.



Leveraging data from implicit data sources in context with user behavior is the user's digital body language.



hone's log, incoming

MARKETING



THE WEALTH OF USER INFORMATION



licion

ncluding





permission allows calls.

apps

record

@IPULLRANK







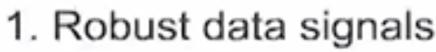


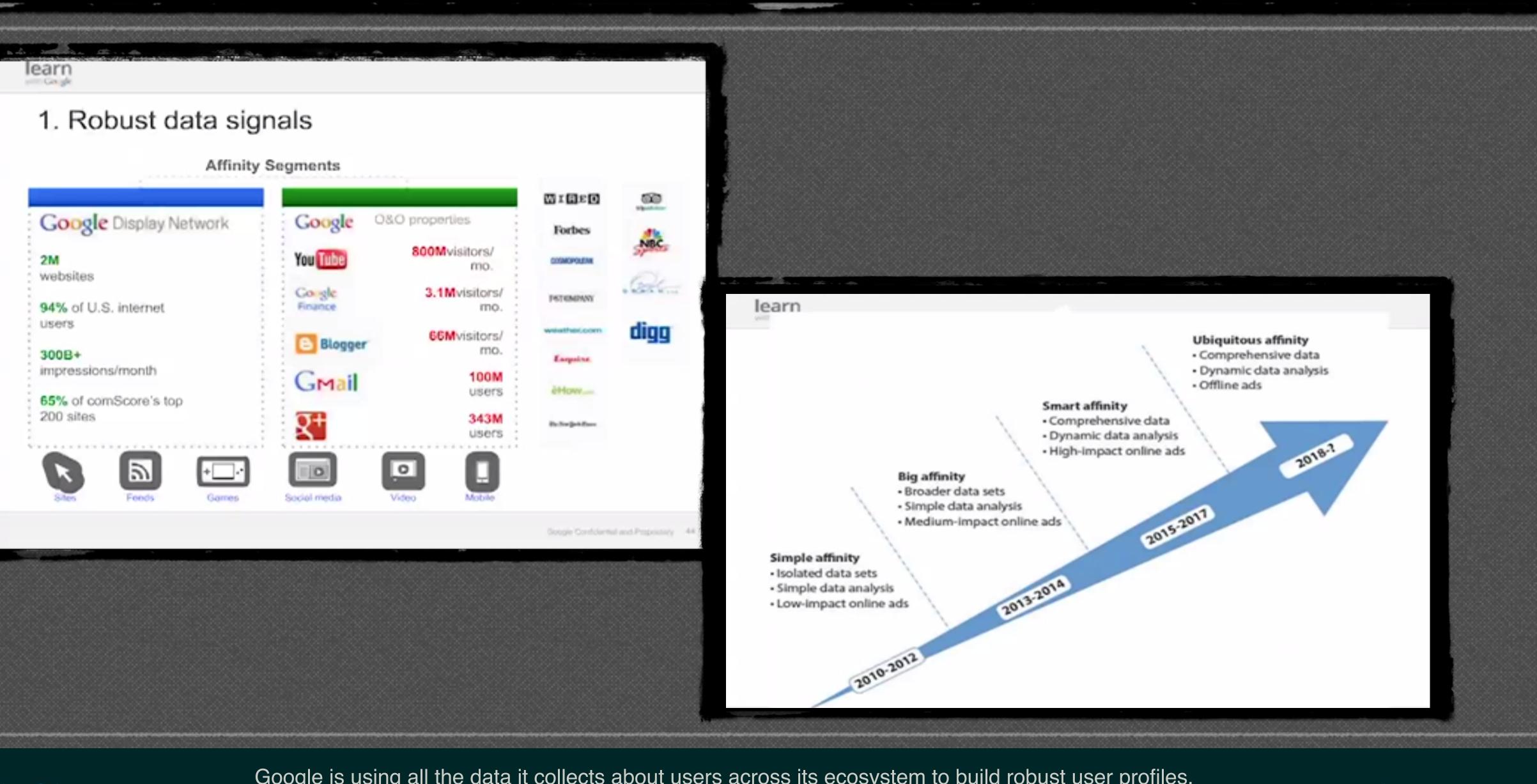






GOOGLE'S DATABASE OF AFFINITY







Google is using all the data it collects about users across its ecosystem to build robust user profiles, understand and segment all of its users.

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THE FUTURE OF GOOGLE NOW

	times today	 Red Sox Yankees 4:05 PM (PDT) Preview Buy tickets		Samsung Galaxy S4 and News related to a story you read earlier			
CEBOOS	The Croods 9:45pm Nicolas Cage, Ryan Reynolds, Rated PG · 1hr 38min			Boston bombings suspect taken from hospital to prison - CBS News Source: CBS News - 10 hours ago			
OLYMPUS	Olympus Has Fallen 7:45, 10:30pm Gerard Butler, Morgan Freeman, Rated R · 1hr 40min	 Angels Reds Final, April 1 	3 [‡] 1	S Read full story Chelsea			
	The Incredible Burt Wonderstone 7:30 , 10:25pm Steve Carell, Steve Buscemi, Olivi	Recap & Highlights Box score		Swansea City April 28 Mariners 6			
Wowerstowe ① See r	 & 46 · Rated PG-13 · 1hr 40min	MarinersAthletics	7 [‡] 1	Angels Final, April 25	0		



Google is getting increasingly predictive and personalized. It's realistic to expect that Google now is the personal valet in its infancy





AFFINITY SEGMENTS

Google

Do-lt-Yourselfers

Do-it-yourselfers are people who look tend to build, modify or repair things they own without enlisting professional help. Their activities span home improvement project (flooring, roofing, painting, etc.), gardening/landscaping projects to vehicle maintenance and repair. They are found online viewing pages with tips for their new product or researching and seeking out products and tools that they want to buy. They can be found shopping at home improvement warehouses.

#MOZCON



Points of Passion

Offline Media



TV/Cable: Renovation shows, design programs, and shows featuring DIY projects



Print: Home improvement/craft magazines

Example Advertisers

- Auto manufacturer targets Do-It-Yourselfers for their pickup trucks
- Home Improvement warehouse wants to target Do-lt-Yourselfers for their summer sale
- Cable Network wants to target DIYs to promote their new renovation reality show

Google already allows marketers to purchase audiences based on affinity segments in Adwords.





AFFINITY SEGMENTS IN GOOGLE ANALYTICS



Primary Dimension: Affinity Category (reach)

Plot Rows	Secondary dimension	-	Sort Type:	Default	

F	Plot Rows Secondary dimension Sort Type: Default							Q advanced Ⅲ ● Ξ 1 Ⅲ		
	Affinity Category (reach) ?	Acquisition			Behavior			Conversions		
		Visits 🤊 🛛 🗸	% New Visits ③	New Visits	Bounce Rate (?)	Pages / Visit ?	Avg. Visit Duration (?)	Goal Conversion Rate 🕐	Goal Completions ?	Goal Value
		513 % of Total: 49.52% (1,036)	82.85% Site Avg: 85.71% (-3.35%)	425 % of Total: 47.86% (888)	65.11% Site Avg: 66.80% (-2.53%)	1.90 Site Avg: 1.81 (4.96%)	00:01:50 Site Avg: 00:01:37 (12.75%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
	1. Technophiles	452	82.96%	375	66.59%	1.84	00:01:42	0.00%	0	\$0.00
	2. News Junkies & Avid Readers	446	82.06%	366	64.13%	1.93	00:01:53	0.00%	0	\$0.00
	3. TV Lovers	430	80.93%	348	66.05%	1.90	00:01:54	0.00%	0	\$0.00
	4. Movie Lovers	429	81.59%	350	66.20%	1.86	00:01:44	0.00%	0	\$0.00
	5. Music Lovers	419	81.38%	341	64.20%	1.94	00:01:50	0.00%	0	\$0.00
	6. Shutterbugs	391	80.82%	316	64.45%	1.94	00:01:52	0.00%	0	\$0.00
	7. Sports Fans	342	81.58%	279	63.74%	1.96	00:01:57	0.00%	0	\$0.00
	8. Cooking Enthusiasts	286	81.82%	234	63.64%	1.93	00:01:55	0.00%	0	\$0.00
	9. Travel Buffs	256	79.69%	204	62.89%	1.97	00:01:57	0.00%	0	\$0.00
	10. Gamers	247	81.38%	201	69.64%	1.73	00:01:48	0.00%	0	\$0.00



You can also measure Affinity Segments directly in Google Analytics. More info - http://bit.ly/1fdLpbo









BUT POST-ENGAGEMENT MEASUREMENT S NOT ENOUGH

You'll need data in real-time.



We want to know our customers before they ever tell us anything.

the in



How can we understand our customers before they fill out a form?

passionate

clever

insolent^{witty} soft distracting warm

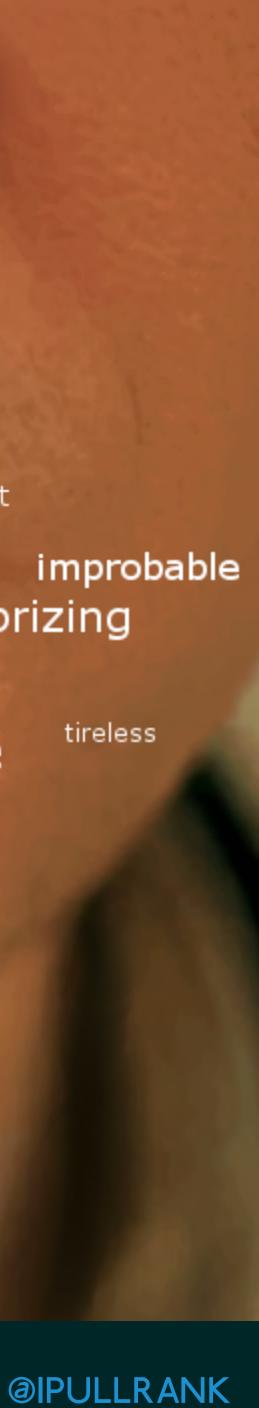
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wet talented sweet quick surprizing perfect honest kissable

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FACEBOOK CONNECT

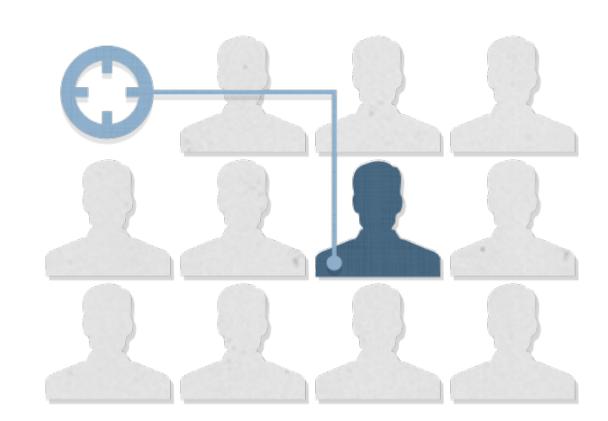


FB:ADMIN



Yes, I've talked about Facebook Connect, personas and leveraging social sign-in as ways to collect data on your users, identify segments and target dynamically, and...





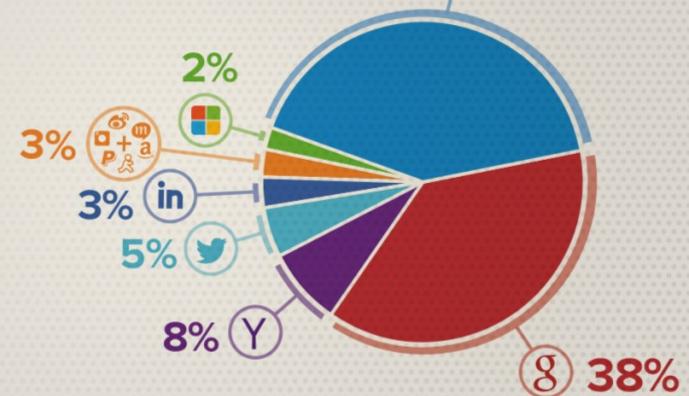
KEYWORD-LEVEL DEMOGRAPHICS



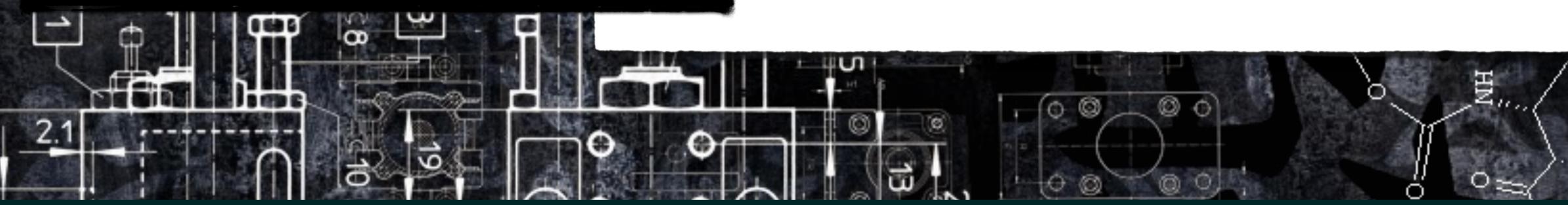




Q1 2014 **Social Login** Preferences



janrain



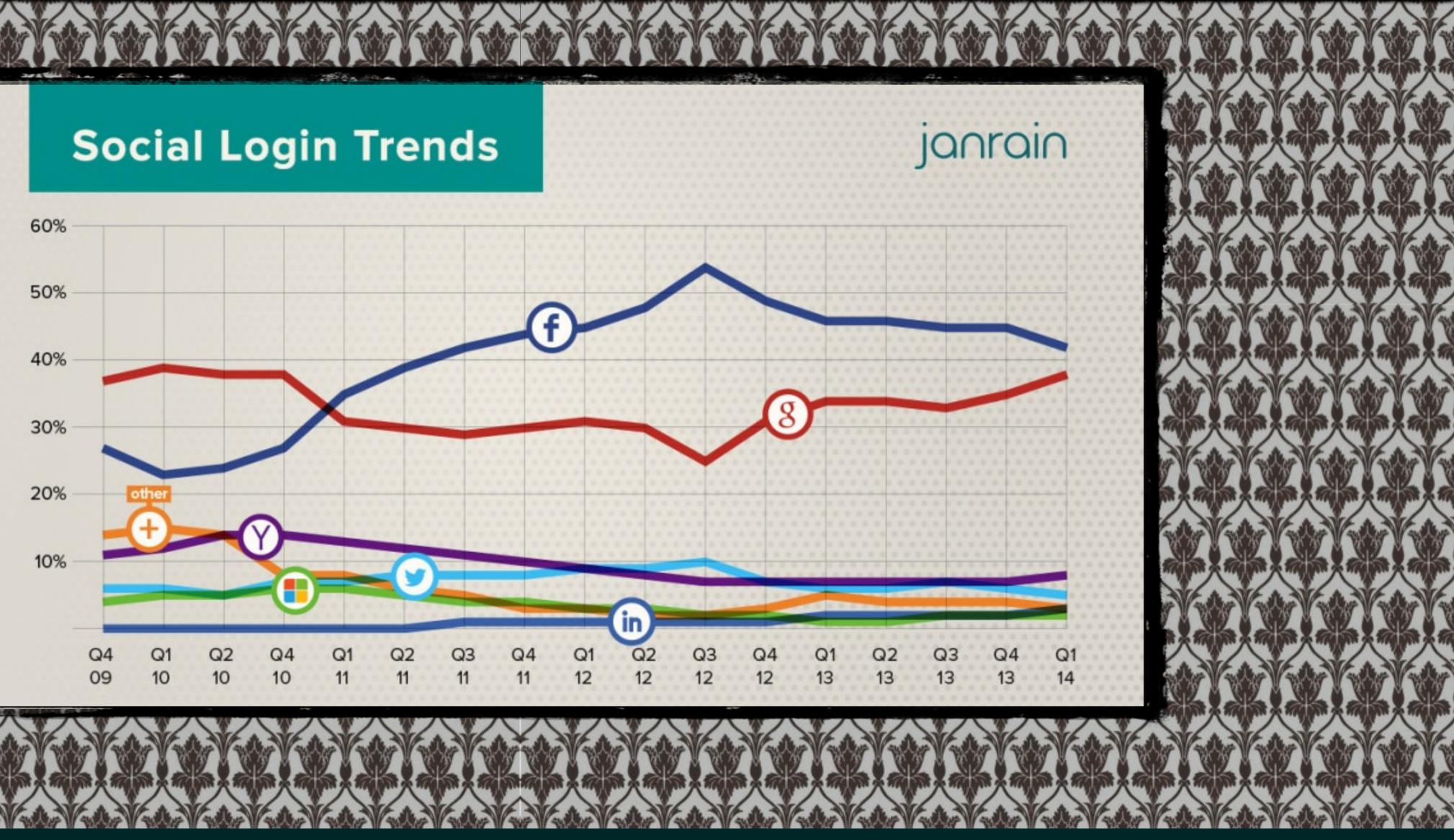


FACEBOOK IS THE **PREFERRED SIGN-IN**

MOST ROBUST SOCIAL DATA Facebook is what people use the most and it offers the most granular data for marketers to work with.



#MOZCON



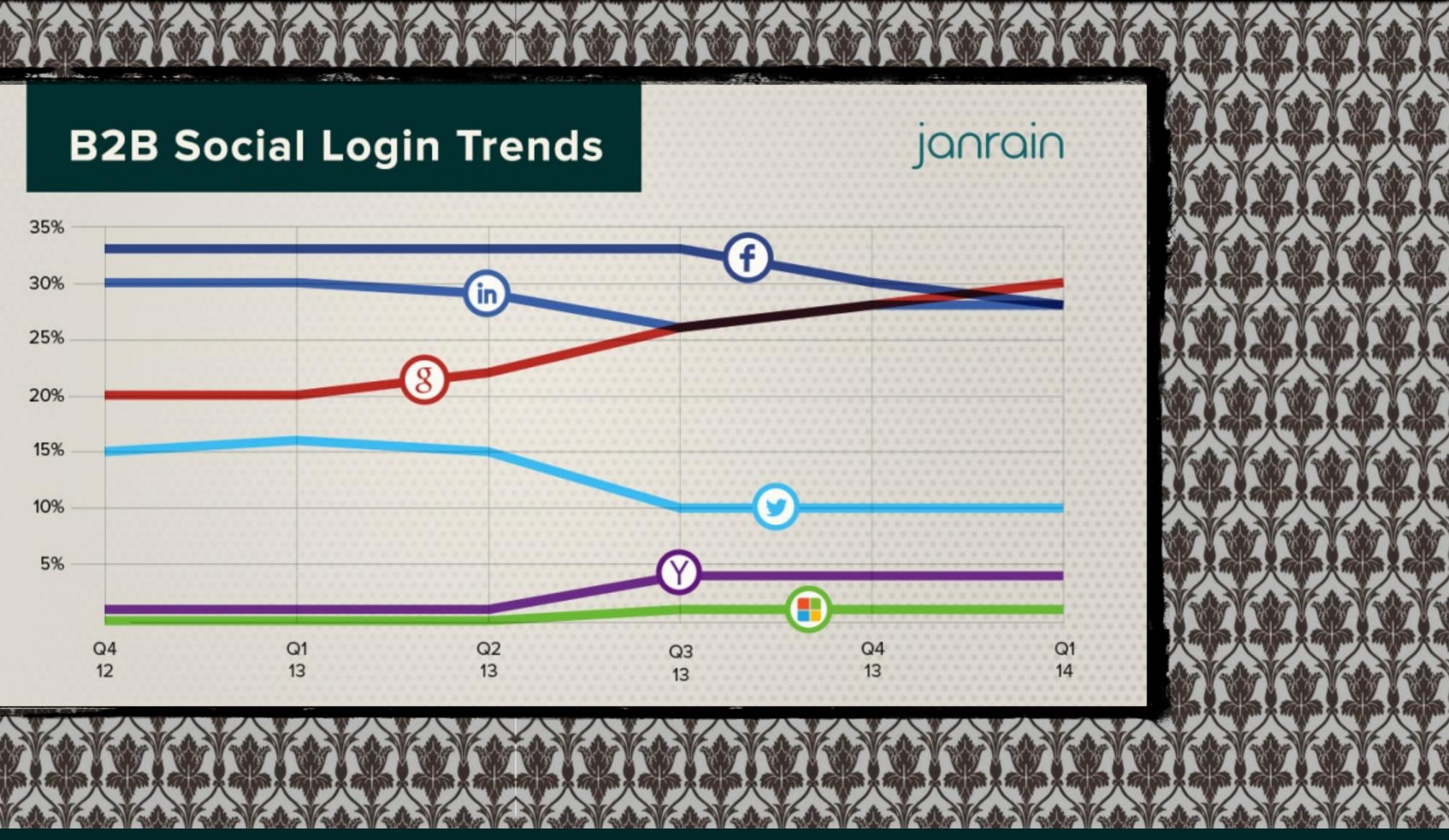
Facebook login usage is actually on the decline because of fears around data privacy and being hacked.







GOOGLE & LINKEDIN ARE BEST FOR B2B



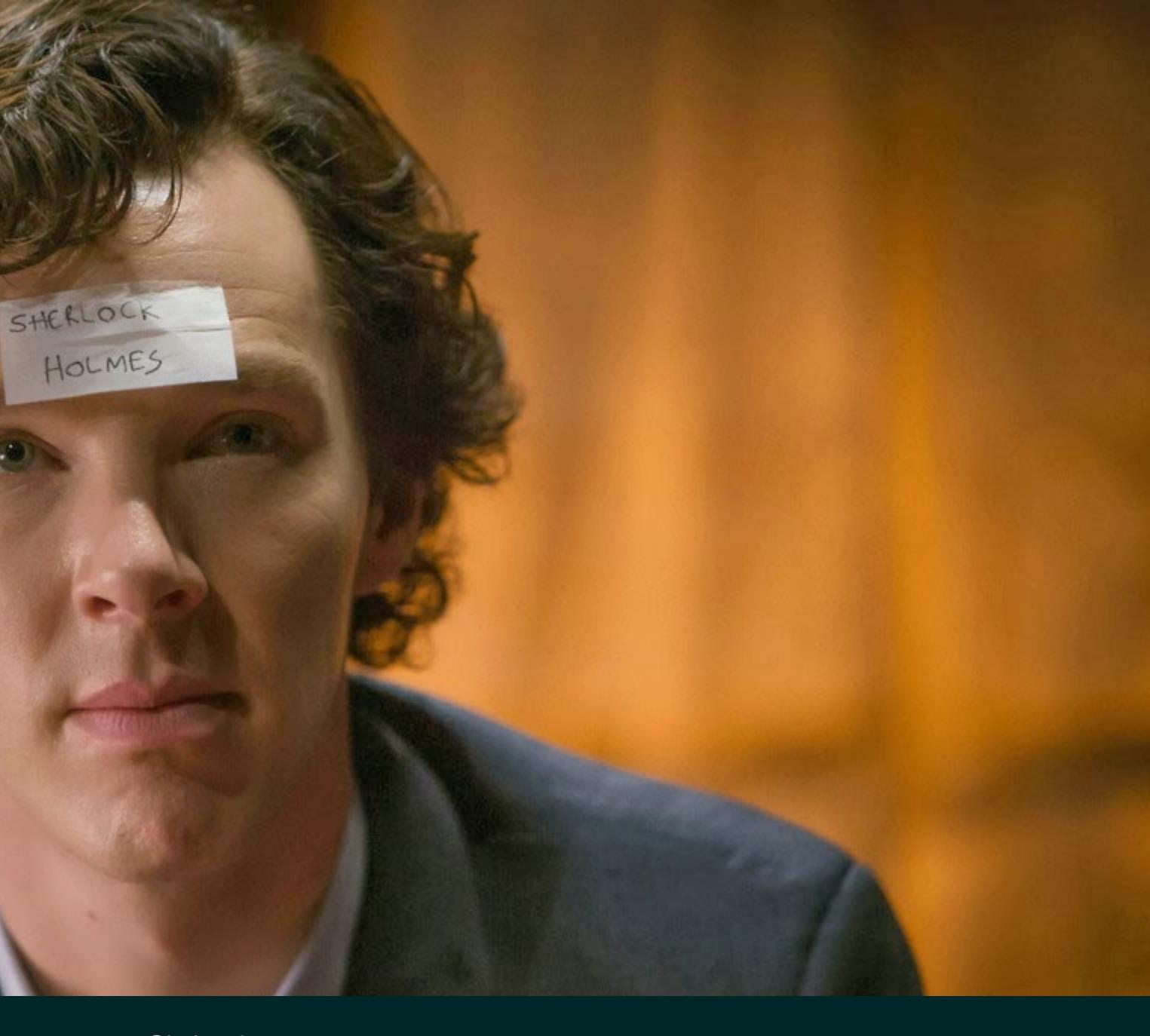
#MOZCON

Users generally consider Facebook to be a more personal account so they'd prefer to login to business related accounts with their Google or LinkedIn accounts.



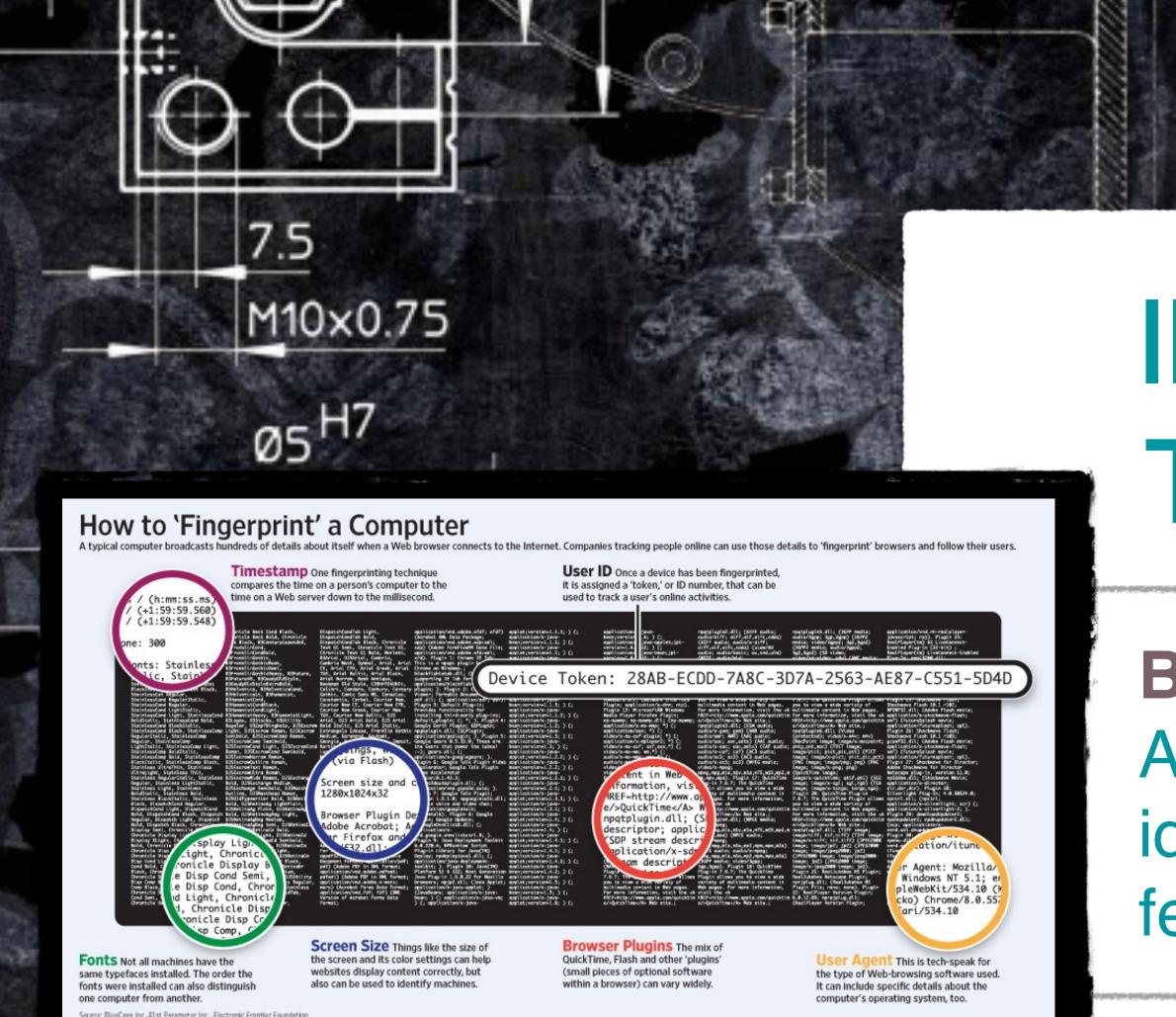
NO SHIT.





...Obviously.

@IPULLRANK







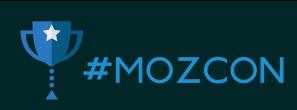
IDENTIFICATION IS THE FIRST STEP

BROWSER FINGERPRINTING A unique string can be generated for identification based on a combination features that a web browser broadcasts.

We'll need to be able to track users across multiple visits in a database. A browser fingerprint is an effective way to do so.



study showed 86.3% unique fingerprints



Pantoclick's study showed that 86.3% of browsers had unique fingerprints. http://bit.ly/1n8DFlj

4.1 Global Uniqueness

We know that in the particular sample of browsers observed by Panopticlick, 83.6% had unique fingerprints. But we might be interested in the question of what percentage of browsers in existence are unique, regardless of whether they visited our test website.

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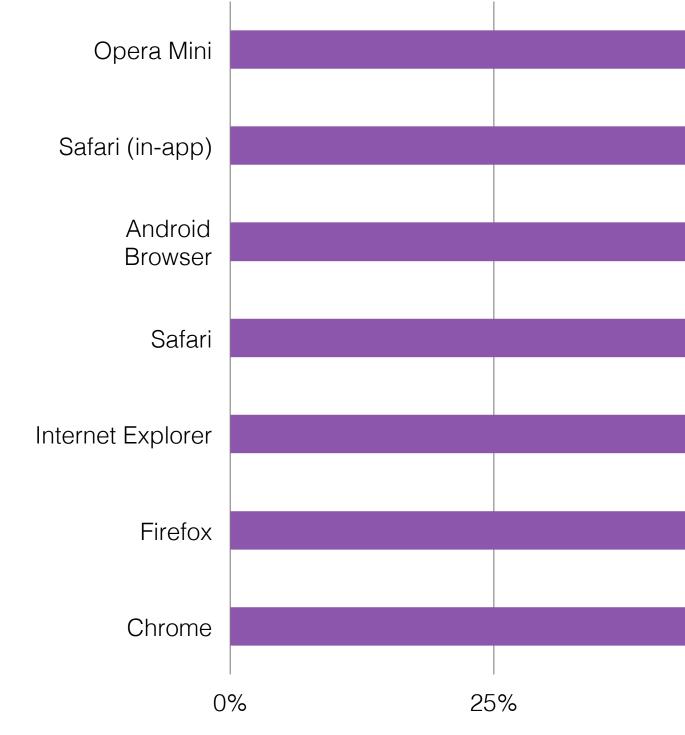






MOBILE DEVICES ARE NOT VERY UNIQUE

%Unique (Fingerprint Only)





Since mobile browsers generally share the same technology stack, it is difficult to use browser fingerprinting as a sole means of tracking.

50%	7	5%	100%

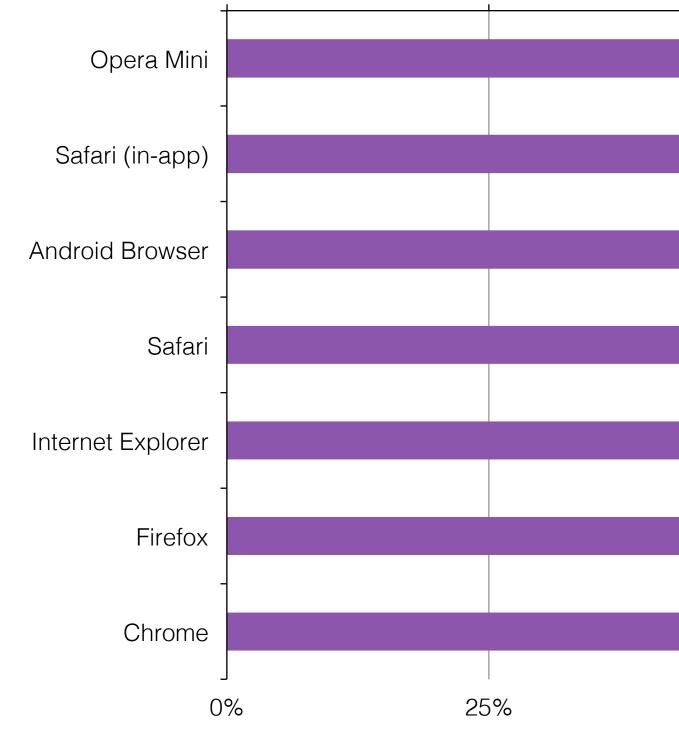
%Unique





FINGERPRINT + IP INCREASES UNIQUENESS

%Unique (Fingerprint + IP)



Optimisation Beacon's study showed that browser fingerprints are incredibly effective for user tracking when adding the user's GeoIP and hostname into to the mix - http://bit.ly/1nfhvc4



	1	1	1
	· • • • • • • • • • • • • • • • • • • •		
50)%	75%	100%

%Unique





STUDY SHOWED 37.4% Study of the study of the

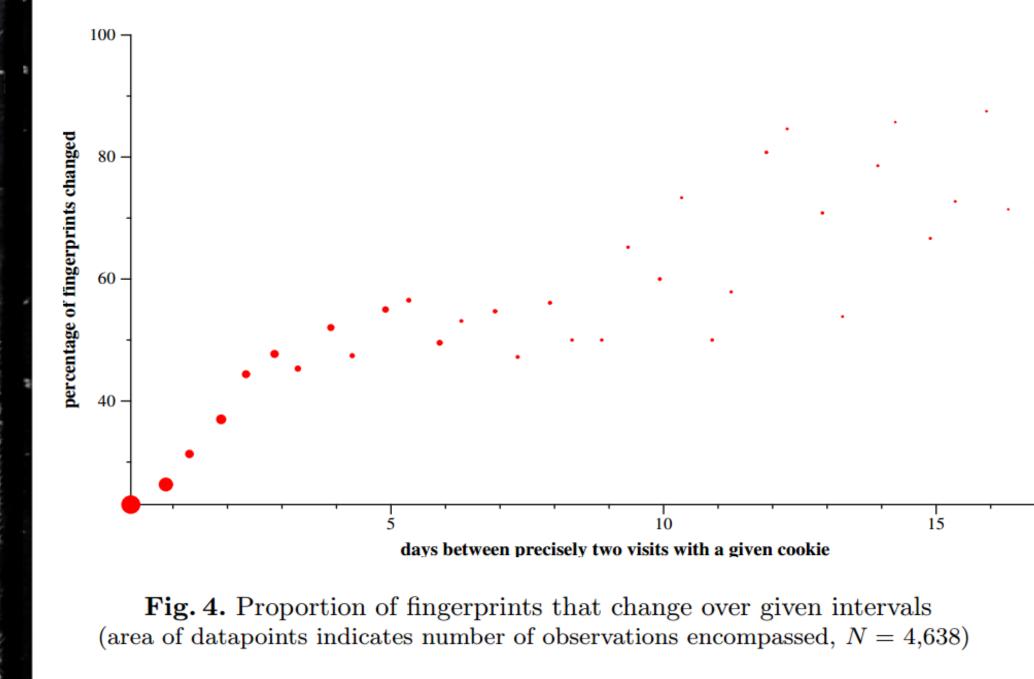


Browser fingerprints can change for a variety of reasons and Pantoclick's sample was full of very tech-savvy users who were introduced to the browser fingerprint concept.



5.1 Changing Fingerprints as a Function of Time

Among our userbase, rates of fingerprint change for returning cookie-accepting users were very high, with 37.4% of users who visited the site more than once⁷ exhibiting more than one fingerprint over time.



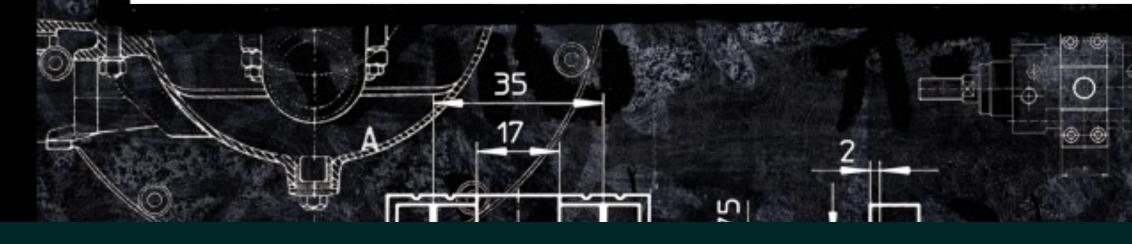




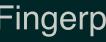
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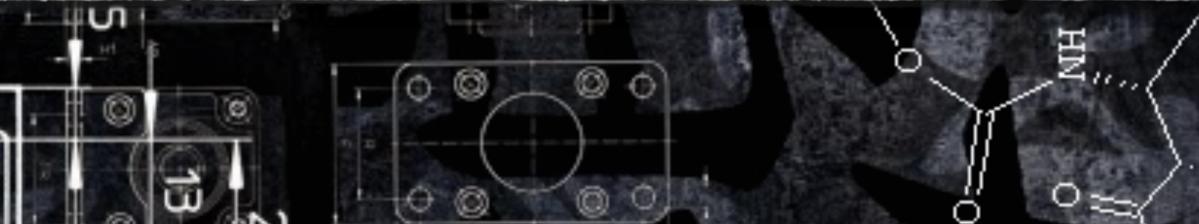
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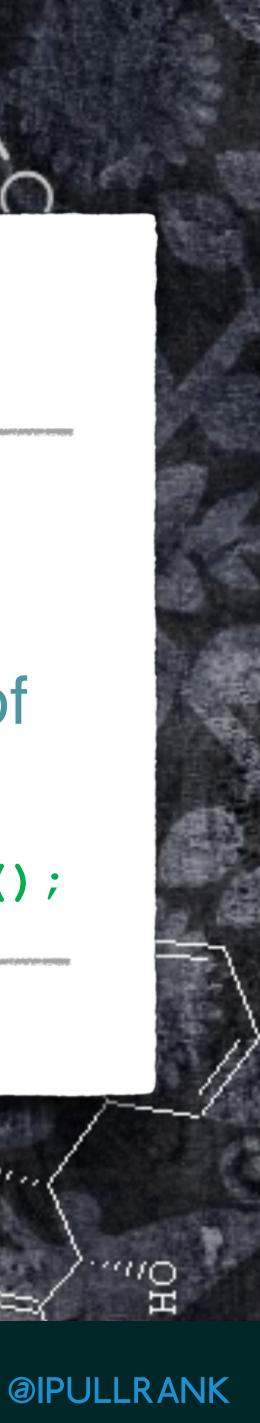




FINGERPRINTJS

- **EASY JAVASCRIPT LIBRARY** Browser fingerprinting can't be any easier than this. It only takes one line of code.
- var fingerprint = new Fingerprint().get();





TRACKING IN GOOGLE ANALYTICS

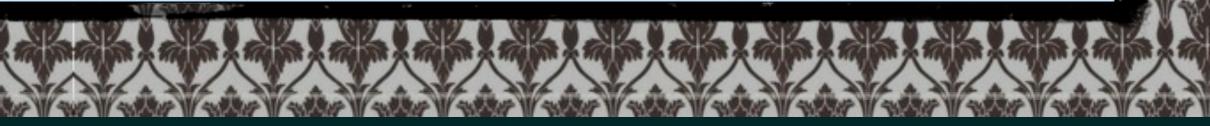
gaq.push([' setCustomVar', 1, // This custom var is set to slot #1. Required parameter. 'userFingerPrint', // The name acts as a kind of category for the user activity. Required parameter. `[insert fingerprint number here]', // This value of the custom variable. Required parameter.

// Sets the scope to visitor-level. Optional parameter.]);

gaq.push([' trackEvent', `returnLogin', // category of activity `fingerPrintedUserLogin', // Action]);



Track the browser fingerprint on the visitor level as a custom variable so you can marry with your database and track the return login as an event.







👔 🕼 branch: master 👻 eV	vercookie / +	
Merge branch 'ajax-cache-path' o	f https://github.com/gdmka/evercookie	
🕵 samyk authored on May 29	latest co	mit 7191603fe4 🖥
evercookie_sl	version 0.4 with silverlight, window.name and standard cache support	4 years ago
🖹 .gitignore	Exclude IDEA project files	9 months ag
ChangeLog	Fix tabs	a year ag
EvercookieCacheServlet.java	Avoid a NullPointerException if no cookies are received	a year ag
EvercookieEtagServlet.java	Avoid a NullPointerException if no cookies are received	a year ag
EvercookiePngServlet.java	Remove duplicate code.	a year ag
README.md	Update README.md	a month ag
🖹 evercookie.fla	release 0.2 (first git commit)	4 years ag
🖹 evercookie.jar	Add Java applet and JNLP descriptor	a year ag
🖹 evercookie.jnlp	Add Java applet and JNLP descriptor	a year ag
🖹 evercookie.js	Merge branch 'ajax-cache-path' of https://github.com/gdmka/evercookie	a month ag
evercookie.swf	release 0.2 (first git commit)	4 years ag
P evercookie.xap	version 0.4 with silverlight, window.name and standard cache support	4 years ag
P evercookie_cache.php	version 0.4 with silverlight, window.name and standard cache support	4 years ag
P evercookie_etag.php	from gdmka: if client sends If-None-Match request header, the server	a month ag
evercookie_png.php	version 0.4 with silverlight, window.name and standard cache support	4 years ag
🖹 index.html	index.html should not be index.php just because we need to generate	7 months ag
🖹 master.css	index.html should not be index.php just because we need to generate	7 months ag
swfobject-2.2.min.js	release 0.3 with etag + userdata support	4 years ag



Subversion. 👁

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README.md

Evercookie

Evercookie is a Javascript API that produces extremely persistent cookies in a browser. Its goal is to identify a client even after they've removed standard cookies, Flash cookies (Local Shared Objects or LSOs), and others.



EverCookie can be used in addition to, or in place ofm browser fingerprints and/or standard cookies to persistently identify users. http://bit.ly/1w2ofdZ

EVERCOOKIE IS THE ZOMBIE COOKIE

RESPAWING COOKIES EverCookie populates itself in every possible browser storage mechanism and respawns whenever is deleted.









OH, SO WHAT, YOU CAN TRACK PEOPLE. SO **OBVIOUS.**

...Obviously.





DO YOU KNOW WHAT YOU CAN GET FROM AN IP **ADDRESS?**







MAXMIND

PRODUCTS -

SUPPORT -

DEVELOPERS -

COMPANY -BLOG

GeoIP2 databases and web services

GeoIP2 and GeoIP® Legacy Databases

Country

City

Organization

- ISP
- Netspeed

Domain Name

GeoLite Redistribution

GeoIP2 Web Services

Omni

Web Services

JavaScript

Proxy Detection

MaxMind

Support Center

MaxMind's GeoIP2 products enable you to identify the location, organization, connection speed, and user type of your Internet visitors. The GeoIP2 databases are among the most popular and accurate IP geolocation databases available.

Companies use GeoIP2 data to:

- Personalize web content
- Tailor advertising
- Conduct traffic analysis
- Enforce digital rights
- Efficiently route Internet traffic
- Comply with legal regulations
- · Detect online fraud through the minFraud service

Find the GeoIP2 database or web service most relevant to your needs:

GeoIP2 and GeoIP Legacy Databases

GeoIP2 City (with IPv6)

> GeoIP2 Country (with IPv6)

GeoIP2 Web Services

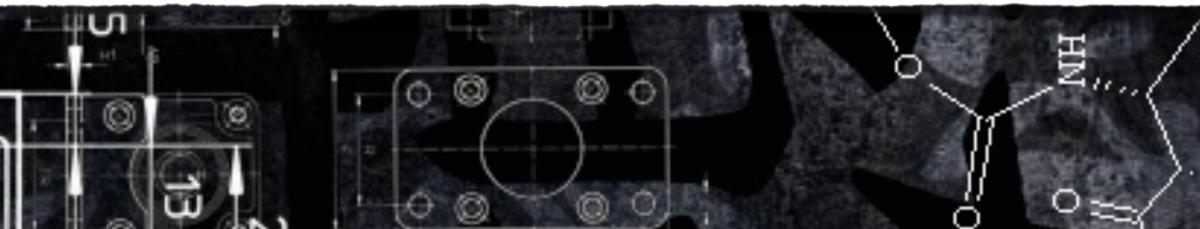
GeoIP2 Precision Omni Web <u>Service</u> (All available GeoIP2 data, including user type and confidence

GeoIP2 Precision Web Services (GeoIP2 Precision data is MaxMind's



MAXMIND GEOIP2 DATABASE

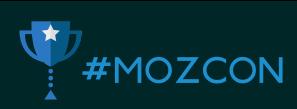
DEMYSTIFY USERS WITH THEIR IP MaxMind provides the user's Country, State, City, ZipCode, Organization, **Domain Name, Longitude and Latitude**



MaxMind <u>http://www.maxmind.com</u>



MAXMIND CLAIMS 833% city-level accuracy



According to the service's FAQ Maxmind is 99.8% accurate on the Country level, 90% accurate on the State level and 83% accurate on the city level - http://bit.lv/1jeJ6KA

Once you have purchased a license to a downloadable database, there is no limit on the numb of queries you can perform on that database. Based on the number of queries you are doing month, you may find that either the downloadable databases or the web services are less expansive.

GeoIP2 and GeoIP Legacy Databases

How accurate are your GeoIP2 and GeoIP Legacy databases?

MaxMind tests the accuracy of the GeoIP2 and GeoIP Legacy Databases on a periodic basis. In our recent tests, the databases were 99.8% accurate on a country level, 90% accurate on a stat level in the US, and <mark>83% accurate for cities in the US within a 40 kilometer radius.</mark> For more details, see GeoIP2 City Coverage and Accuracy.

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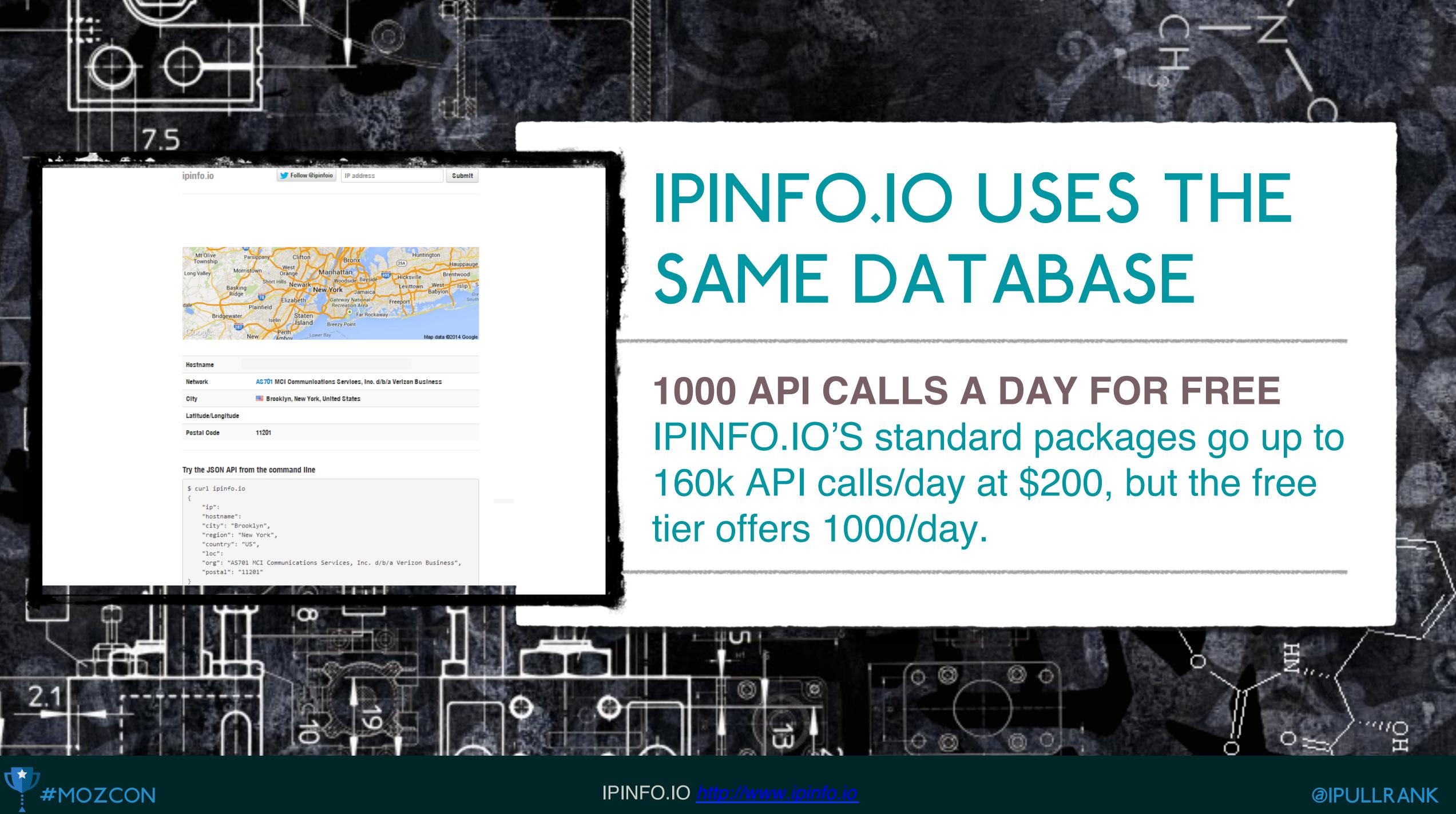
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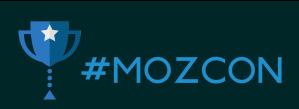








USE THE get their census data



The Census API can return demographic data based on the zipcode that is passed.



Developers

Request a KEY

Decennial Census Data

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🖂 Email	Tweet	Share	100
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2010 Census

Summary File 1 (SF 1) contains the data compiled from the questions asked of all people and about every housing unit. Population items include sex, age, race, Hispanic or Latino origin, household relationship, household type, household size, family type, family size, and group quarters. Housing items include occupancy status, vacancy status, and tenure (whether a housing unit is owner-occupied or renter-occupied).

SF 1 includes population and housing characteristics for the total population, population totals for an extensive list of race (American Indian and Alaska Native tribes, Asian, and Native Hawaiian and Other Pacific Islander) and Hispanic or Latino groups, and population and housing characteristics for a limited list of race and Hispanic or Latino groups. Population and housing items may be cross-tabulated. Selected aggregates and medians also are provided.

The API provides access to a majority of SF1 tables, but not all.

SF1 includes population tables (identified with a "P") and housing tables (identified with an "H") shown down to various levels of geography.

For more information on the 2010 Decennial data, please visit this data page

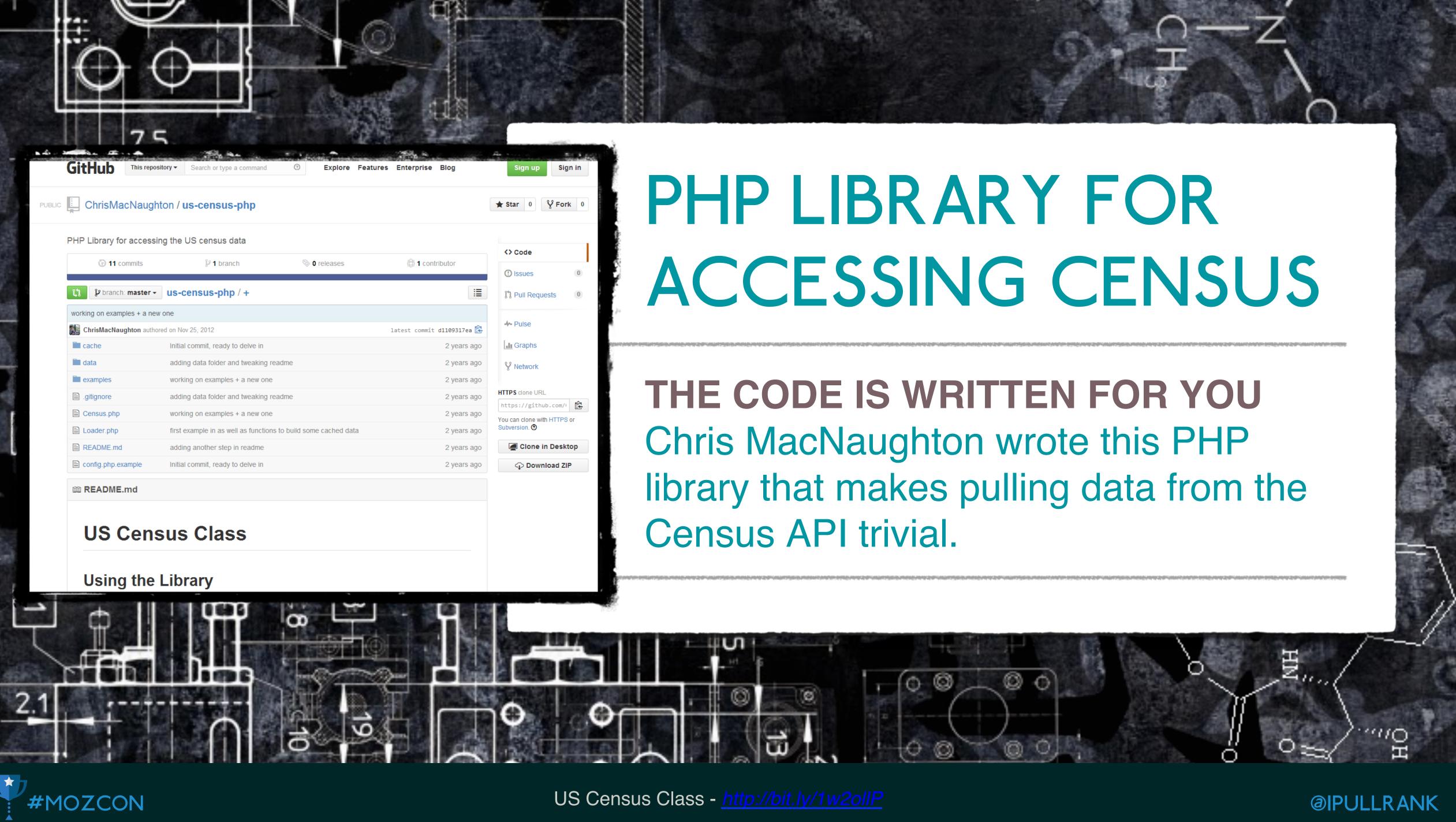
Summary File:

- API Call: http://api.census.gov/data/2010/sf1?
- Example for data that has an assigned key inserted: http://api.census.gov/data/2010/sf1? key=b48301d897146e8f8efd9bef3c6eb1fcb864cf&get=P0010001,NAME&for=state:*
- Example call for white population of 12 year olds in Alabama: http://api.census.gov/data/2010/sf1? key=[user key]&get=PCT012A015,PCT012A119&for=state:01
- 2010 SF1 API Variables
- 2010 SF1 Technical Documentation
- 2010 SF1 Examples and Supported Geography









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USE THE get their address



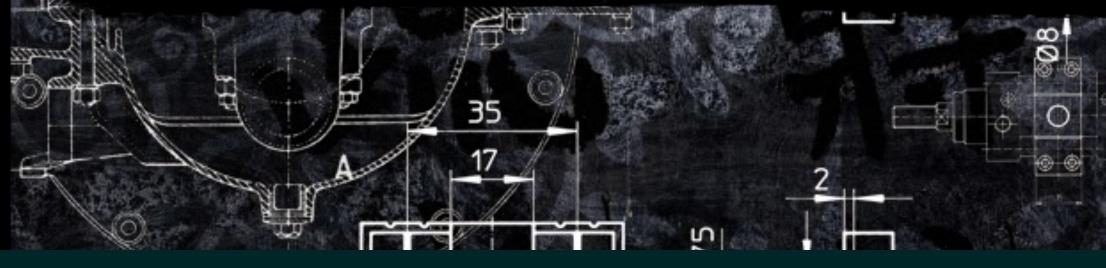
Leveraging the user's latitude and longitude you can ping the Google Maps Geocoding API and get their address.

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-1	Google Maps API X Search	mike@ip
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	Introduction The Google Geocoding API	

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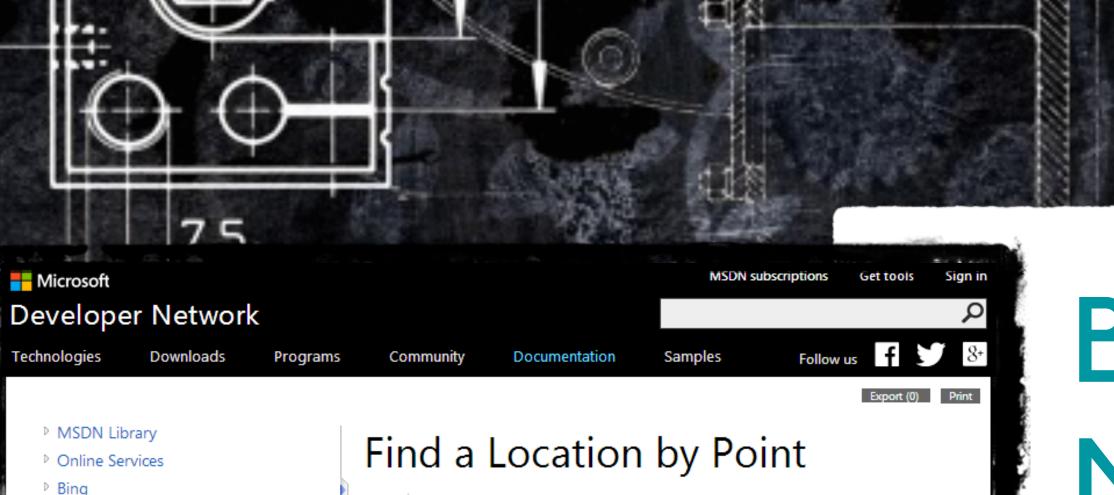
stance Matrix API	What is Geocoding?		
evation API	Before You Begin		
eocoding API	API Key		
EUCOUNTY AFT	Usage Limits		
me Zone API	Geocoding API Request Format		
	Geocoding (Latitude/Longitude Lookup)		
og	Geocoding Responses		
JSON Output Formats			
upport	XML Output Formats		
٨Q	Status Codes		
	Error Messages		
	Results		
	Address Types and Address Component Type		
ana JavaCarint ADLv2	Viewport Biasing		
aps JavaScript API v3	Region Biasing		
oogle Maps API for	Component Filtering		
usiness	Reverse Geocoding (Address Lookup)		
oogle Places API	Example of Reverse Geocoding		
Jugie Flaces AFT	Reverse Geocoding Restricted by Type		
atic Maps API	Reverse Geocoding Responses		
reet View Image API	Reverse Geocoding Status Codes		
A.W.			

Directions API









- Maps
- Bing Maps REST Services

Locations

Find a Location by Address

Find a Location by Point

Find a Location by Query Location Data

Bing 8 out of 14 rated this helpful - Rate this topic

Use the following URL template to get the location information associated with latitude and longitude coordinates.

When you make a request by using the following URL template, the response returns one or more Location resources that contain location information associated with the latitude and longitude coordinate values that you specify. Location information can be as specific as an address or more general such as the country or region. You can specify the type of location information you want to receive by setting the includeEntityTypes parameter in the URL. For example, you can specify to only receive information about the neighborhood that corresponds to the coordinates. For more information about the Location resource, see Location Data. You can also view the example URL and response values in the Examples section.

URL Template

Note:

This template supports both HTTP and HTTPS protocols.

Get an address for a specified point (latitude and longitude).



Bing Maps Portal https://www.bingmapsportal.com Alternatively, Mapquest is completely free http://developer.mapquest.com/

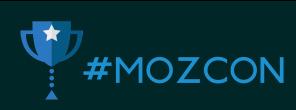
BING MAPS GIVES MORE FOR FREE

30,000 API CALLS A DAY FOR FREE Google requires you to have a Google Maps for Business account to get more than 100 API calls per day.

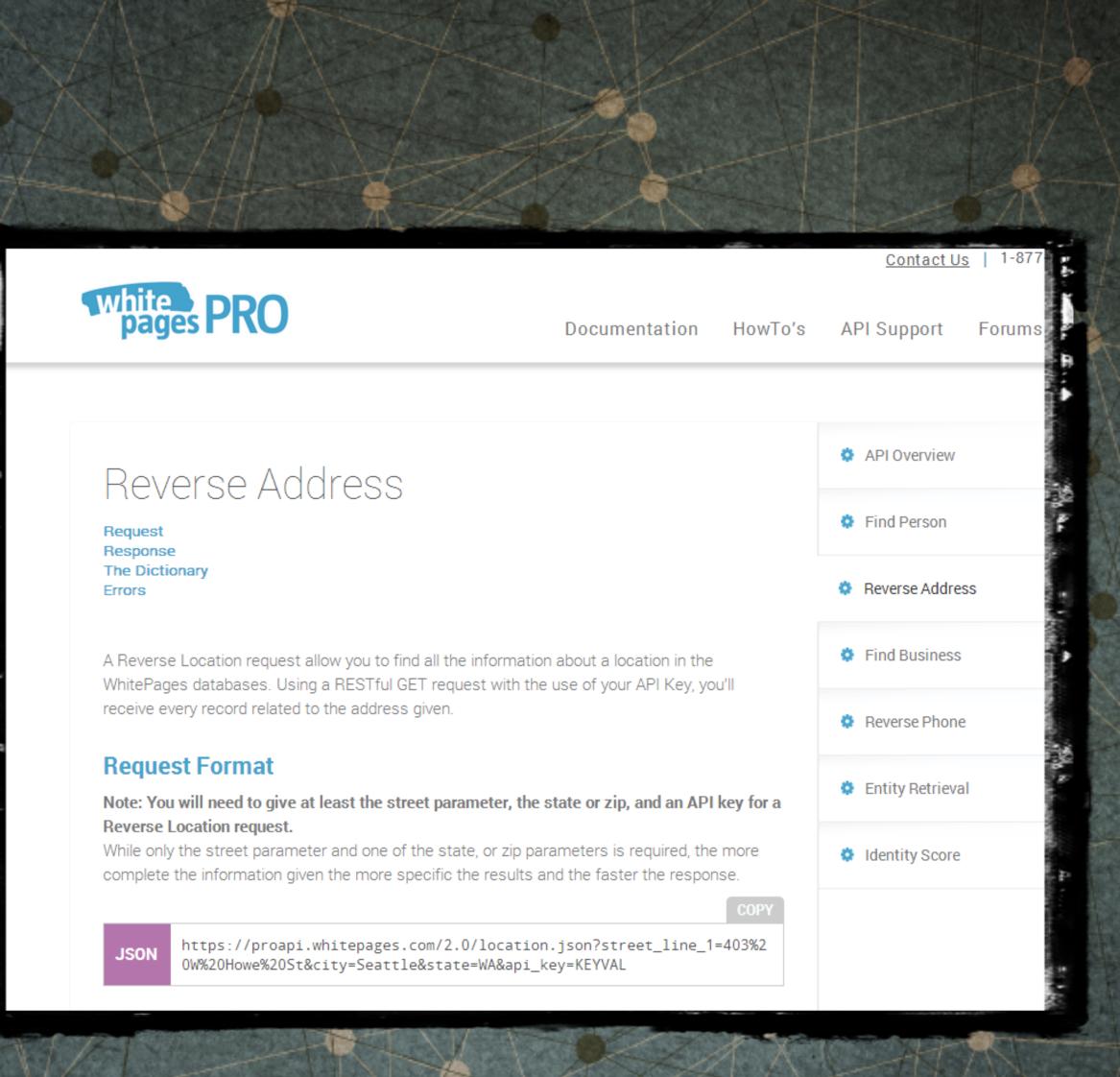




USE THE ADDRESS get their name, number, and age



Using the address from Geocoding you can ping the White Pages Pro API and get their name, number and age.





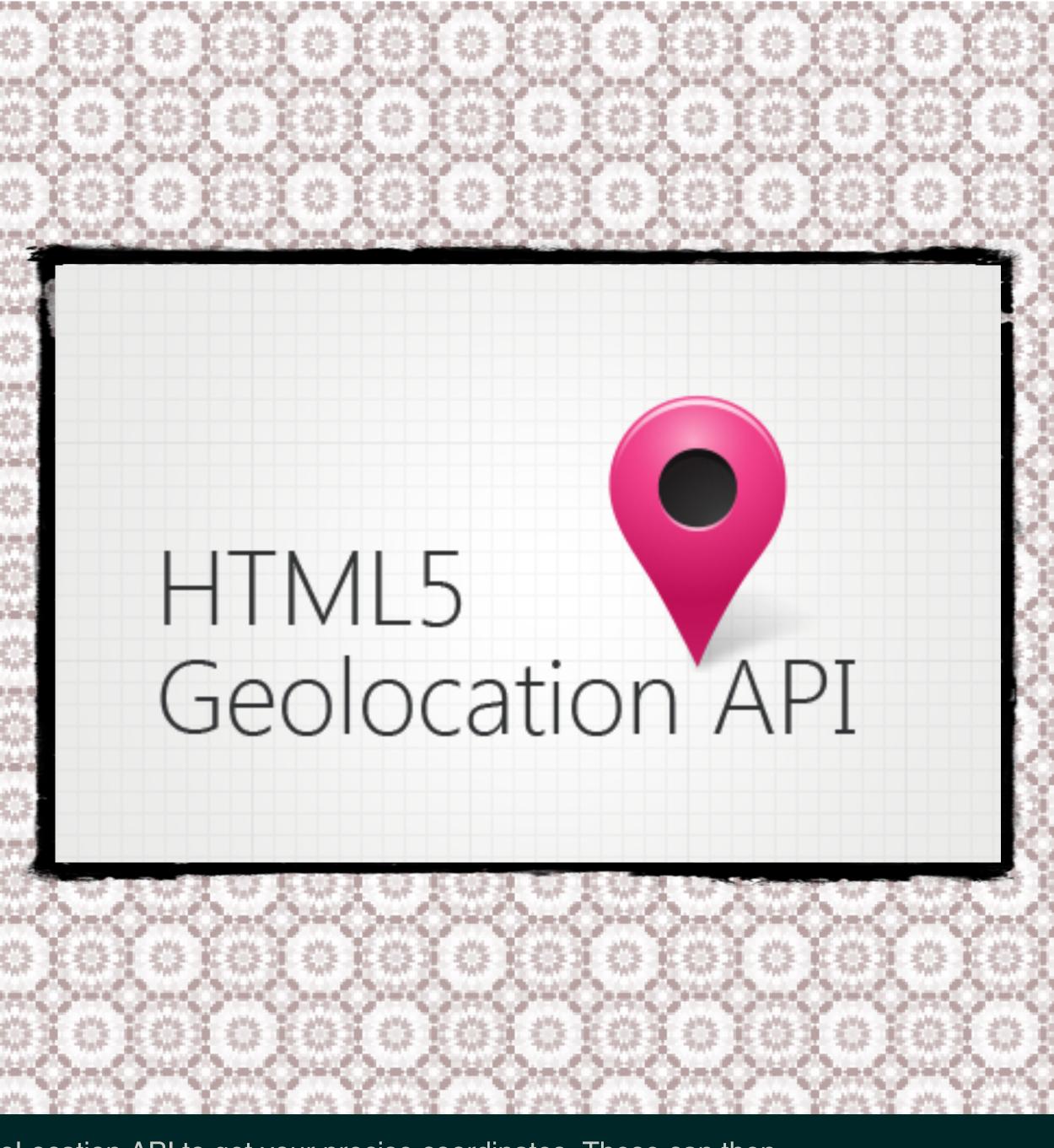




IMPROVE ADDRESS ACCURACY use HTML5 Geolocation API

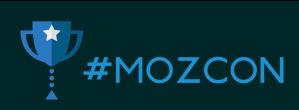


If a website has ever asked you for your location it's using the GeoLocation API to get your precise coordinates. These can then be used the same way I've just described to get more information on a user.





USE THE COMPANY get firmographics



Using the organization name that you'll get from MaxMind or the WhitePages API you can then get firmographic information on the company from Crunchbase - http://developer.crunchbase.com

CrunchBase Developer Home Documentation Plans Feedback & Support Sign in CrunchBase v2 AP Organizations /v/2/organizations GET Organization /v/2/organization/{permalink} GET People /v/2/people GET Person /v/2/person/{permalink} GET Products /v/2/products GET Product /v/2/product/{permalink} FundingRound /v/2/funding-round/{uuid} Acquisition /v/2/acquisition/{uuid} IPO /v/2/ipo/{uuid} GET FundRaise /v/2/fund-raise/{uuid} GET

@IPULLRANK



USE THE COMPANY get paid search spend



Using the organization name you can get their domain name and find out how much they spend in Paid Search using the SEMRush API - http://www.semrush.com/api.html

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Competitors research	FEATURES PRICES TOOLS BLOG WEBIN
CLASSIC API PROJECTS API	
SEMRUSH API V 3.0	
OVERVIEW	
THE REQUEST FORMAT SUMMARY REPORTS	Want to use our API?
REPORTS FOR DOMAIN	
REPORTS FOR KEYWORDS	We have a special subscription designed for those
REPORTS FOR URL	users who require extensive use of SEMrush API. This plan includes 300,000 API units.
- ADSENSE REPORTS	
BACKLINKS REPORTS	SUBSCRIBE FOR \$15
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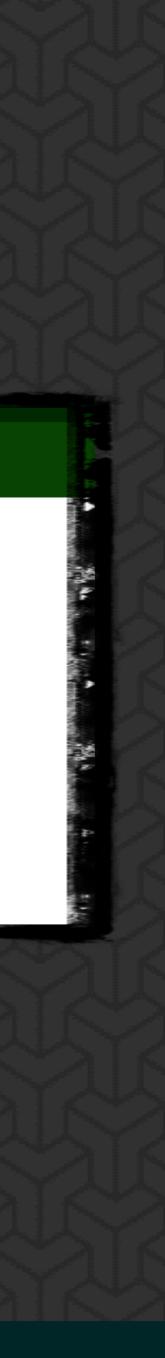


USE THE get technologies

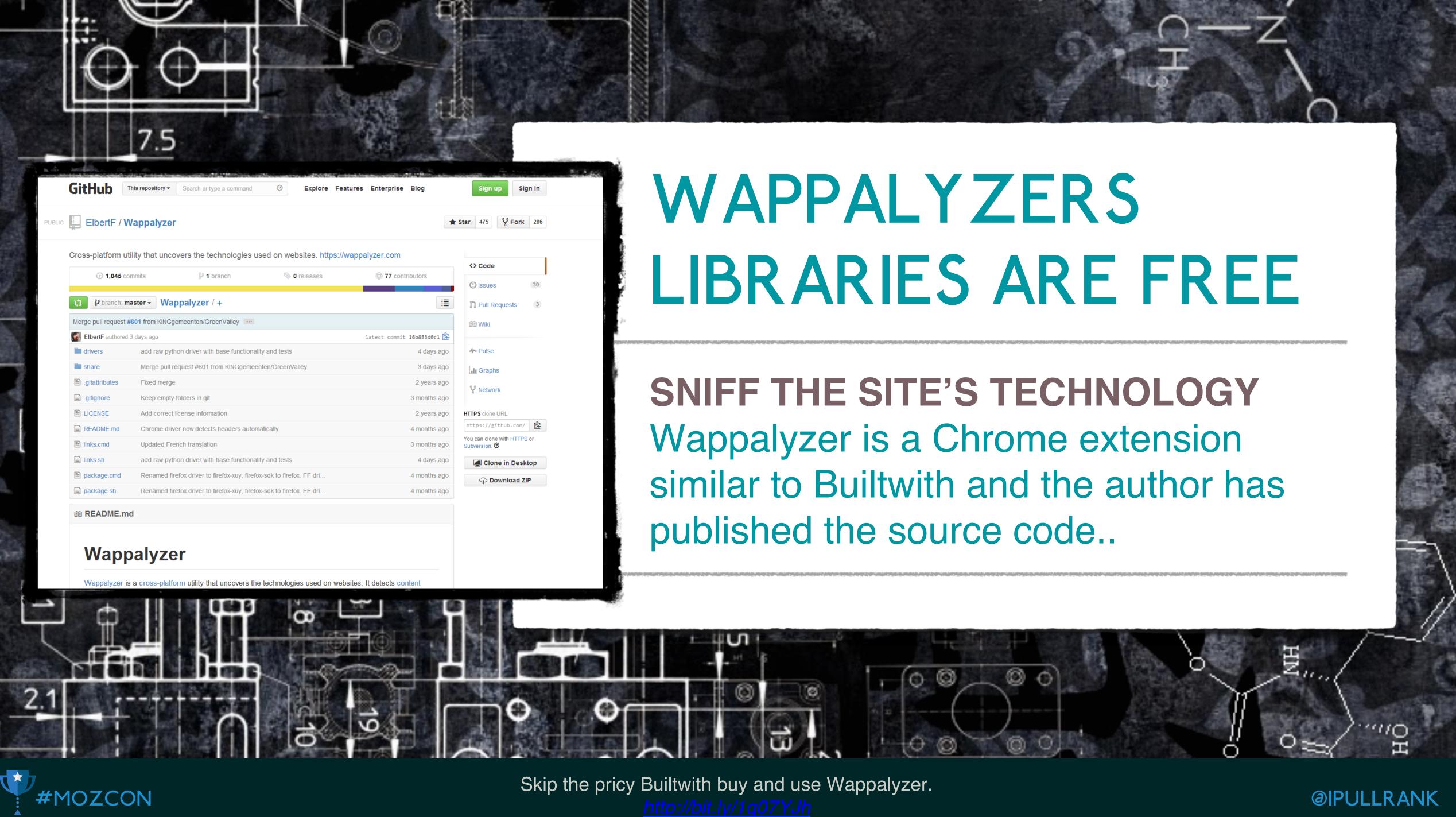


Using the company's name you can find their domain name and send it to Builtwith's API to get the list of technologies the site uses - http://api.builtwith.com/

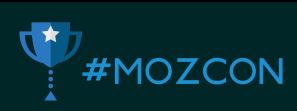
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The BuiltWith Domain API provides XML and JSON access to the technology information of a website which includes all technical information as found on detailed lookups at BuiltWith.com and additional meta data where available.	
Buy Domain API Credits	
	Ì







USE THE LOCATION get the weather



Leveraging the user's latitude and longitude you can find out the user's weather and tailor their experience. https://developer.forecast.io/

Forecast for Developers

API Docs Register Log in

The easiest, most advanced, weather API on the web

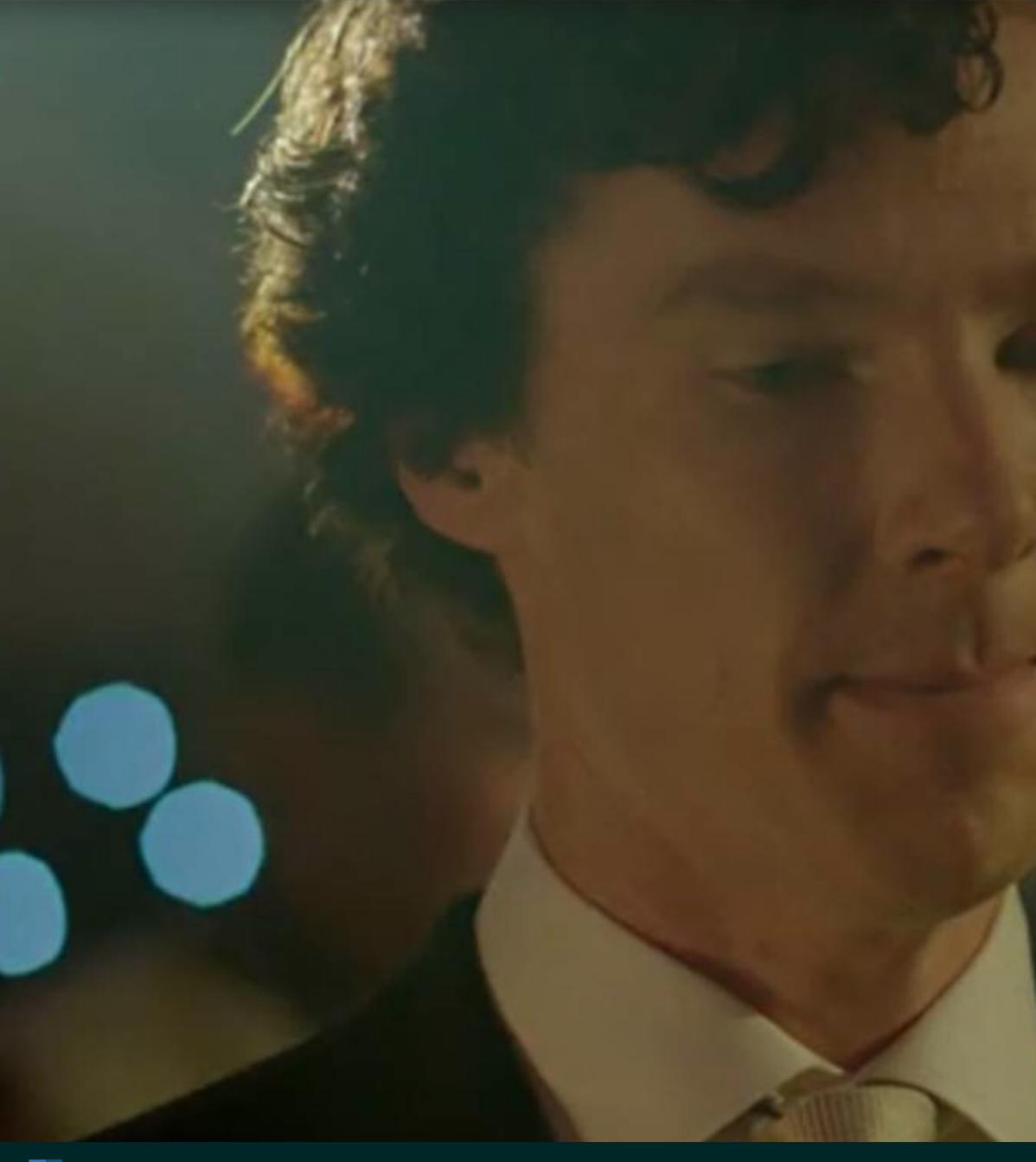
The same API that powers Forecast.io and Dark Sky for iOS can provide accurate shortterm and longterm weather predictions to your business, application, or crazy idea. We're developers too, and we like playing with new APIs, so we want you to be able to try ours hassle-free: all you need is an email address.

The API uses a <u>simple, JSON interface</u>. Community-provided API wrappers enable you to integrate with just a couple lines of code!



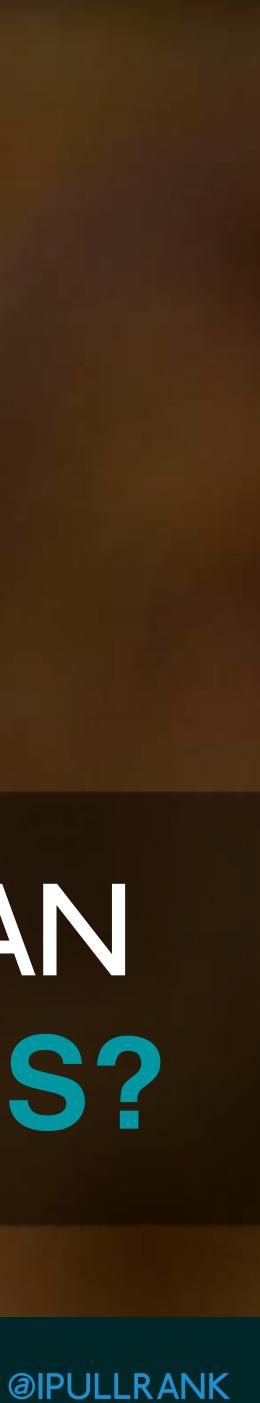
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WHAT ABOUT AN EMAIL ADDRESS?

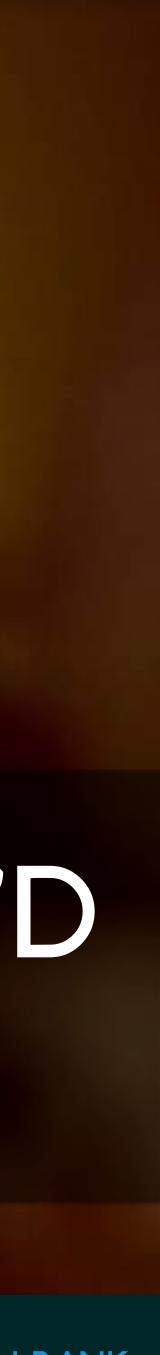


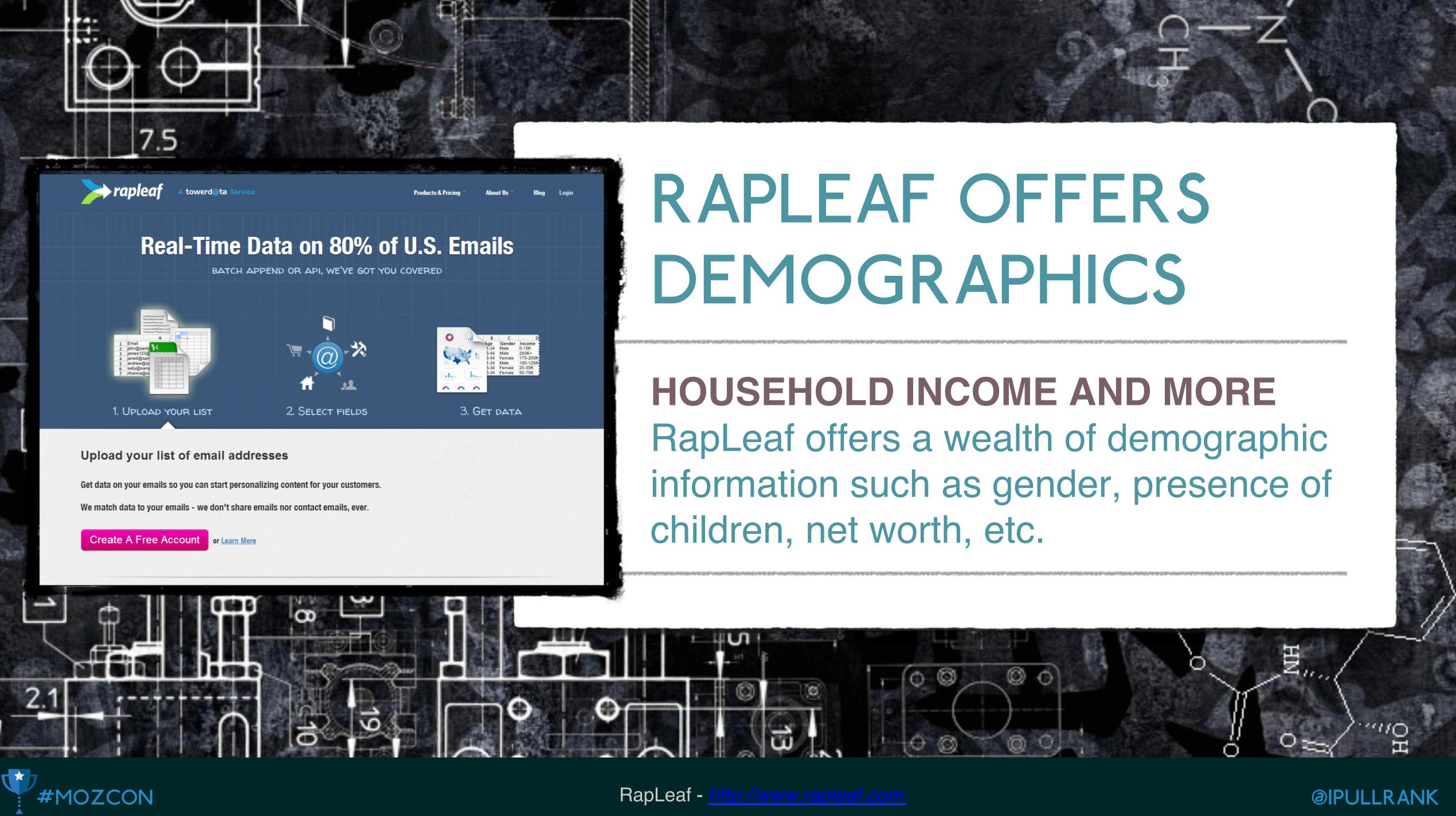




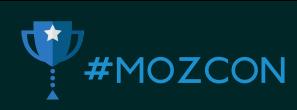
I THOUGHT YOU'D NEVER ASK.

@IPULLRANK





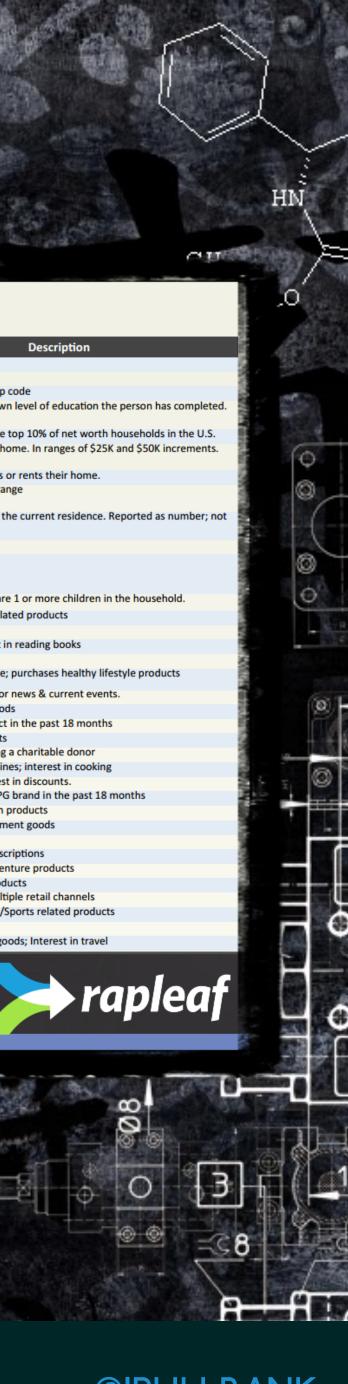
HERE IS EVERY data point that RapLeaf offers



They also offer interests, purchasing information and occupation type.

DATA DICTIONARY

pe of Bundle	Field	Possible Values	Description
	Age	18 - 20; 21 - 24; 25-34; 35 - 44; 45 - 54; 55-64; 65+	Age Range
emographic	Gender	Male; Female	Gender
	Zip Code Location	i.e.: 94105	Location-based data by zip code
	Education	Completed High School; Attended College; Completed College; Completed Graduate School; Attended Vocational/Technical	Indicates the highest known level of education the person has co
	High Net Worth	Yes; (blank)	Someone is likely be in the top 10% of net worth households in the
	Home Market Value	1k-25k; 25k-50k; 50k-75k; 75k-100k; 100k-150k; 150k-200k; 200k-250k; 250k-300k; 300k-350k; 350k-500k; 500k-1mm; 1mm+	Market value of person's home. In ranges of \$25K and \$50K incre
ousehold	Home Owner Status	Own; Rent	Whether the person owns or rents their home.
	Household Income	0-15k; 15k-25k; 25k-35k; 35k-50k; 50k-75k; 75k-100k; 100k-125k; 125k-150k; 150k-175k; 175k-200k; 200k-250k; 250k+	Income of household by range
	Length of Residence	Less than 1 year; 1 year; 2 years; 3 years; 4 years; 5 years; 6 years; 7 years; 8 years; 9 years; 10 years; 11-15 years; 16-19 years; 20+ years	Number of years spent in the current residence. Reported as num range.
	Marital Status	Single; Married	Marital status
	Occupation	Blue Collar Worker; Business Owner; Civil Service; Technology; Executive/Upper Management; Health Services; Homemaker; Middle Management; Military Personnel; Nurse; Part Time; Professional; Retired; Secretary; Student; Teacher; White Collar Worker	Occupation
	Presence of Children	Yes; No	Indicates whether there are 1 or more children in the household.
	Arts & Crafts	true; (blank)	Purchases arts & crafts related products
	Blogging	true; (blank)	Interest in blogging
Interest	Books	true; (blank)	Purchases books; Interest in reading books
	Business	true; (blank)	Interest in business
	Health & Wellness	true; (blank)	Interest in healthy lifestyle; purchases healthy lifestyle products
	News & Current Events	true; (blank)	Purchases subscriptions for news & current events.
	Automotive	true; (blank)	Purchases automotive goods
	Baby Product Buyer	true; (blank)	Has bought a baby product in the past 18 months
	Beauty	true; (blank)	Purchases beauty products
urchase	Charitable Donor	true; (blank)	Indicates liklihood of being a charitable donor
	Cooking	true; (blank)	Purchases cooking magazines; interest in cooking
	Discount Shopper	true; (blank)	Purchase behavior: Interest in discounts.
	High End Brand Buyer	true; (blank)	Has bought a premium CPG brand in the past 18 months
	Home & Garden	true; (blank)	Purchases home & garden products
	Home Improvement	true; (blank)	Purchases home improvement goods
	Luxury Goods & Jewelry	true; (blank)	Purchases luxury items
	Magazine Buyer	true; (blank)	Purchases magazines subscriptions
	Outdoor & Adventure	true; (blank)	Purchases outdoor & adventure products
	Pets	true; (blank)	Purchases pet related products
	Power Shopper	true; (blank)	Purchases items from multiple retail channels
	Sports	true; (blank)	Purchases sporting goods/Sports related products
	Technology	true; (blank)	Purchases technology
	Travel	true; (blank)	Purchases travel related goods; Interest in travel



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FULLCONTACT OFFERS SOCIAL DATA



Powerful APIs help you turn partial contact information into full contact data that your users will love.



Get Started for Free

No Credit Card Required



Aside from their incredible vacation plan FullContact can also take an email address or phone number and give back name, demographics and social media profiles.

APIs 🗸

Pricing

Docs

Resources 🗸

Get Started API Portal







FULLCONTACT COMPANY API COMING SOON





Get the information your users need on companies, non-profit organizations and government entities.

Sign Up for the Waitlist



It appears FullContact is looking to throw its hat in the ring with data providers like Hoovers or Salesforce's Data.com for a low cost.

APIs 🗸

Resources 🗸



Docs













HOW DOES THIS AFFECT YOUR PRIVACY POLICY?

221R





SORRY, NO SPACE FOR THAT IN MY MIND PALACE. (ASK LEGAL)







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MARKETING









MATION

permission allows calls.



apps

@IPULLRANK















REAL-TIME PERSONALIZATION









SIMPLE OFFERS CAN INCREASE CONVERSION

ROCKETBOLT

IPULLRANK

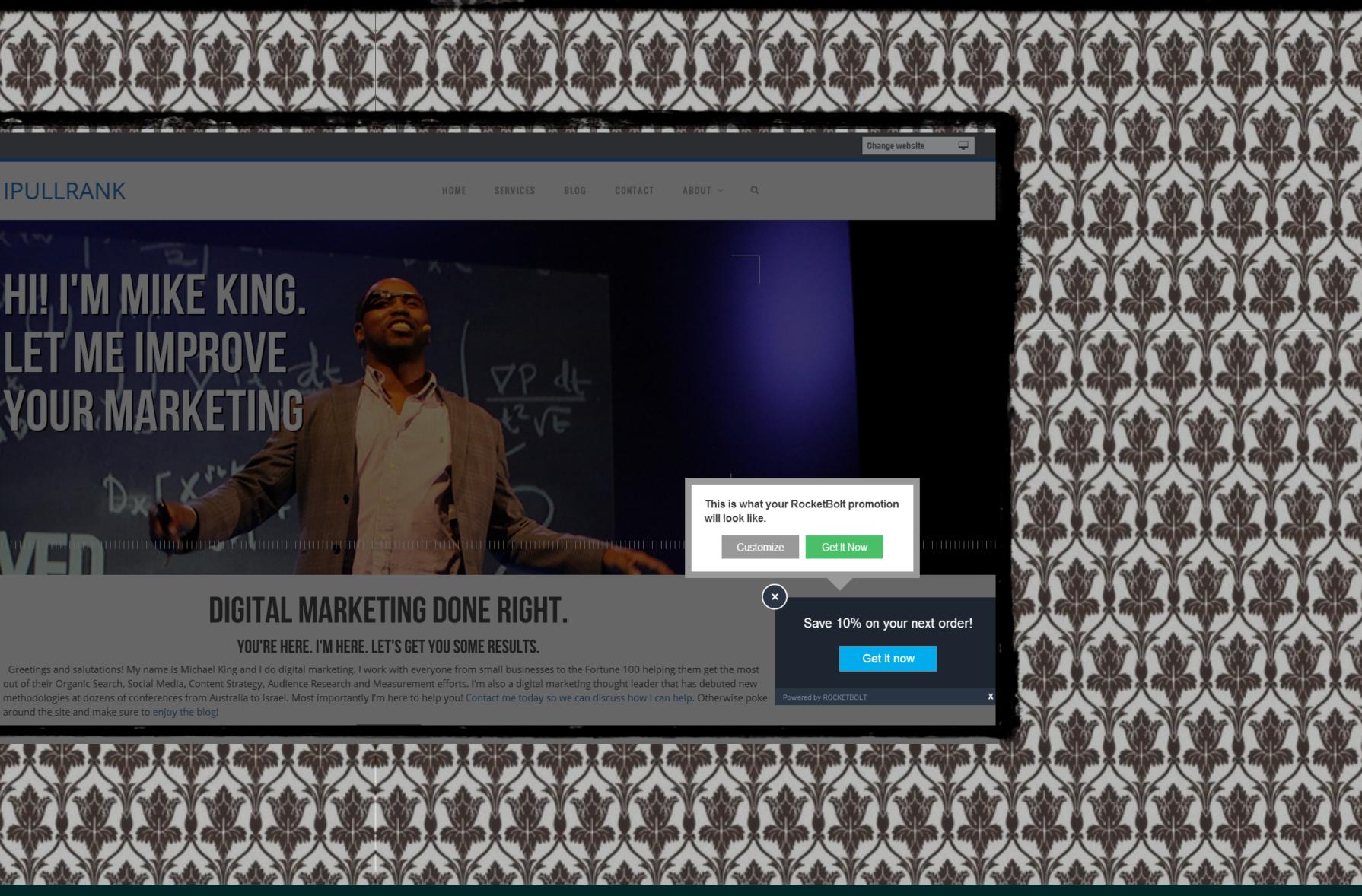
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around the site and make sure to enjoy the blog!



Simple offer pop-out systems like RocketBolt have resulted in as much as \$40k incremental revenue for some businesses.



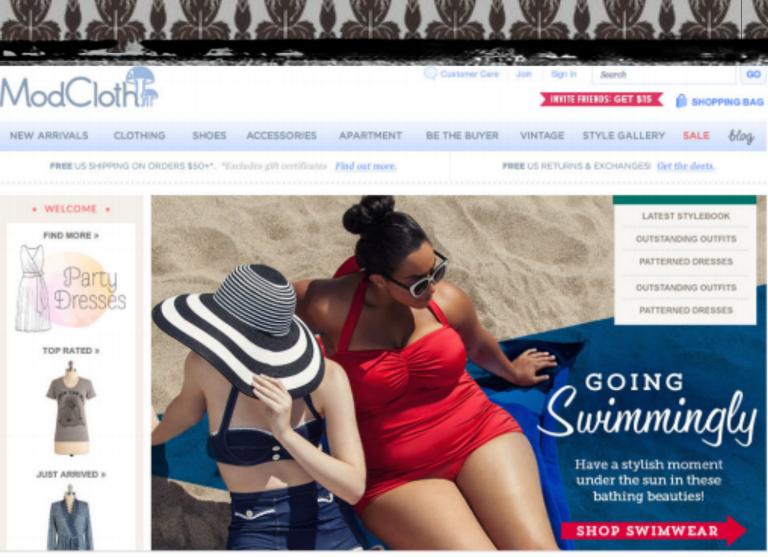




BEHAVIOR-BASED PERSONALIZATION



#MOZCON



ModCloth started out in 2002 as a fun way for its co-founder and chief creative officer Susan Gregg Koger to share her love of vintage fashion and décor with fellow enthusiasts, opening up her closet full of thrift-store finds to online shoppers. ModCloth has since cultivated an ardent following of primarily 18- to 30-yearold females who love the website's retro and vintage-inspired apparel, shoes, accessories, and home décor created by more than 1,000 independent designers.

The company also stays true to its roots with a carefully edited selection of vintage clothing and housewares that shoppers can access by signing up as a member of the ModCloth community.

By personalizing the experience of plus-size shoppers ModCloth saw a 14.9% lift in AOV, increased customer satisfaction and a lower return rate.

Challenges:

- Help customers consistently order the right size across different brands.
- Make the shopping experience more enjoyable for the plus-size genre.

Solutions:

- Use customers' historical shopping behaviors to connect her to products that fit.
- Create specially curated landing pages for plus-size customers.

Results:

- 14.94% lift in average order value.
- Increased customer satisfaction.
- Lower product return rate.

When you go to a Banana Republic, a size 6 is a size 6. At ModCloth, that's not necessarily true because of the wide variety of independent and international designers that we work with. So we leverage our customer's size history to help her find the product that's going to fit her across multiple sizing schemes.

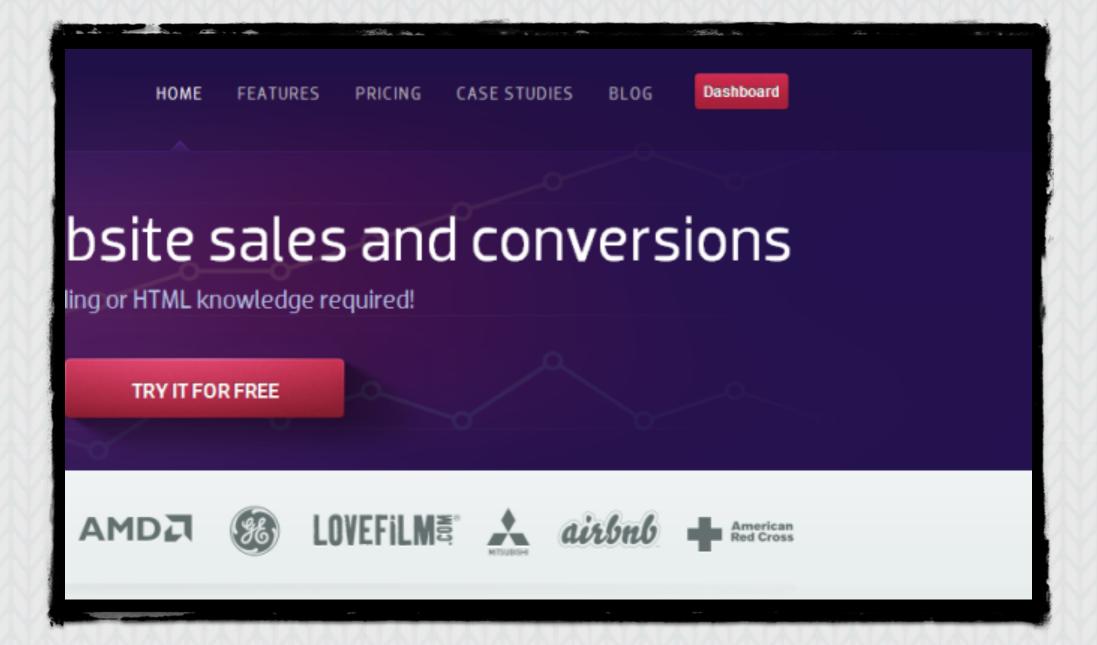
- Megan Walsh, director of retention marketing at ModCloth





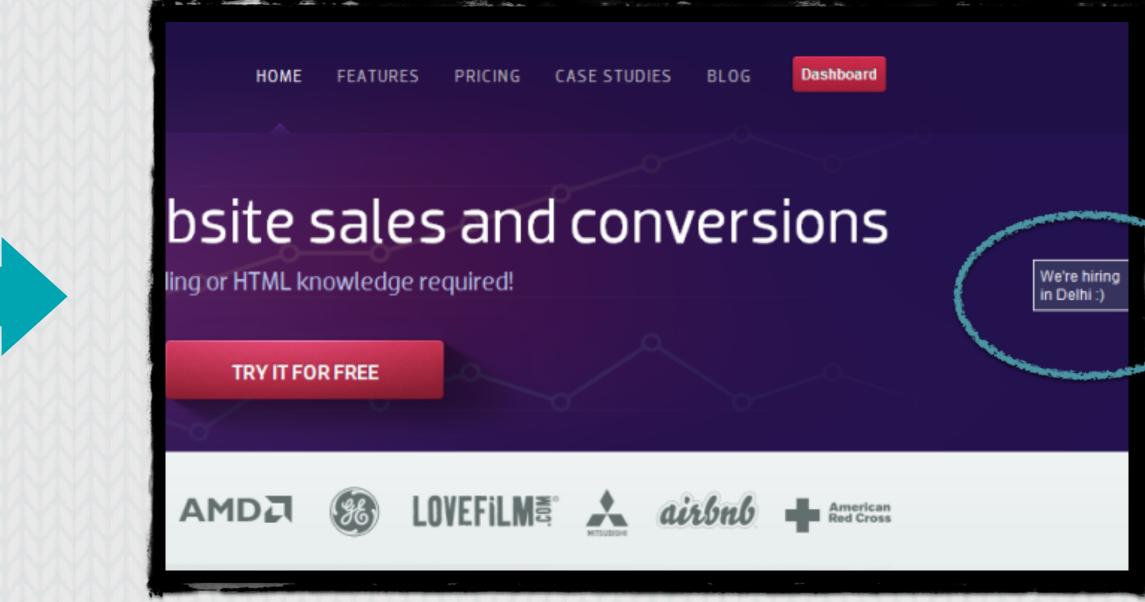


LOCATION-BASED PERSONALIZATION





Visual Site Optimizer saw an 149% increase in clickthrough from Indian visitors to the careers page from simply toggling on a CTA based on the user's location. - <u>http://bit.lv/VYSh83</u>







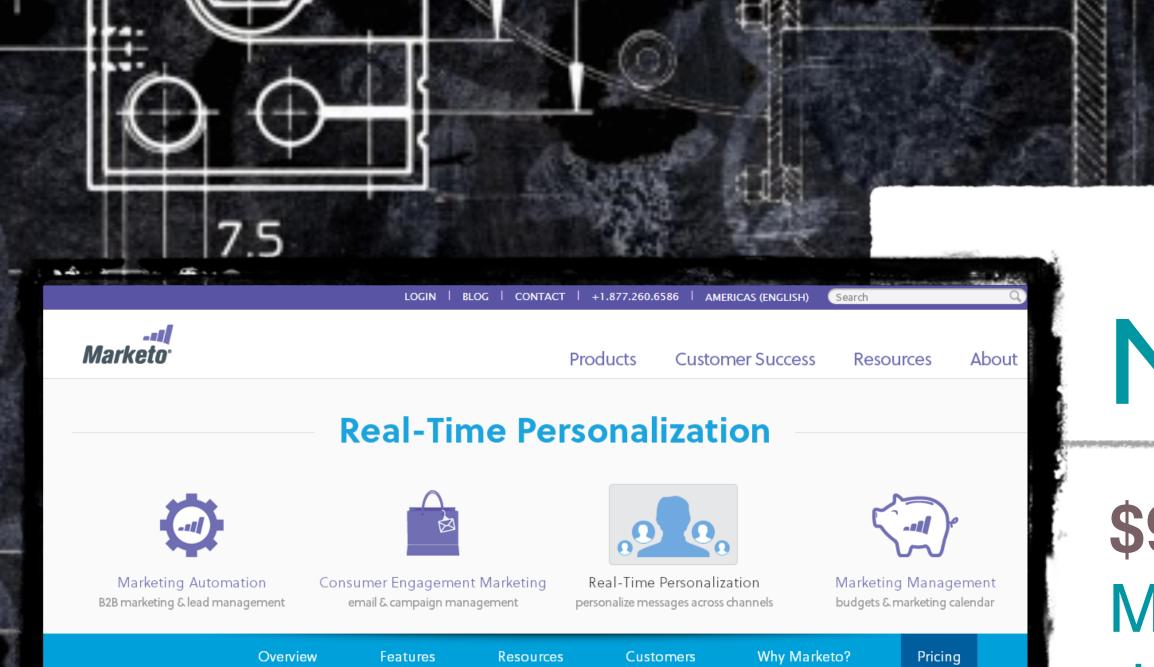






YOU MIGHT THINK, "ISN'T THERE ONE TOOL FOR THIS TYPE OF THING?"





Engage Targeted Individuals with Relevant Content and Personalized Messaging

Marketo Real-Time Personalization creates meaningful, real-time interactions with targeted individuals through dynamically generated, personalized communication across email, web, ads and mobile - with any content management system (CMS) and with no IT involvement.

Using firmographic and behavioral data to customize web and mobile experiences, marketers can



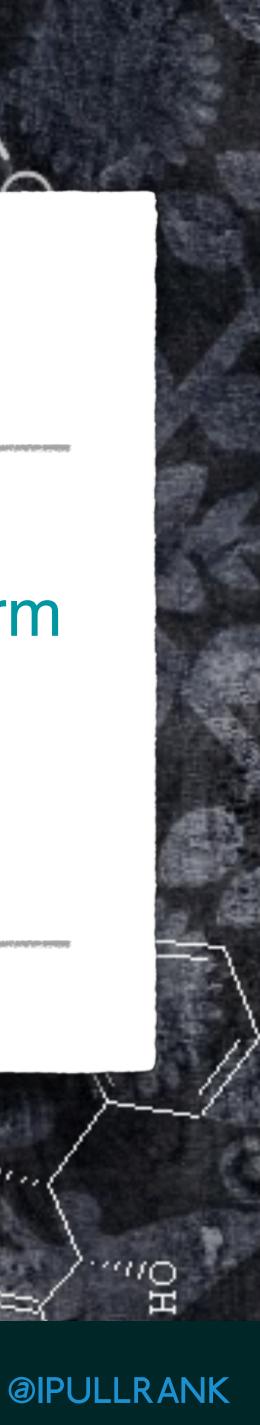


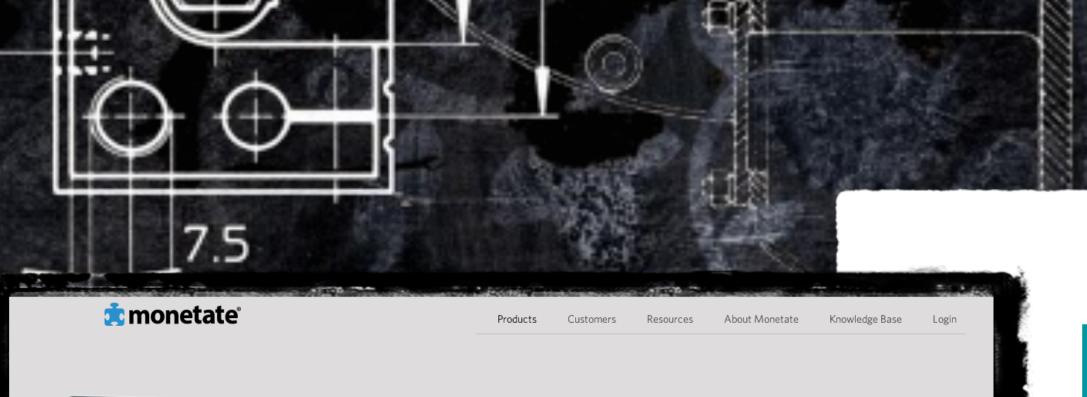
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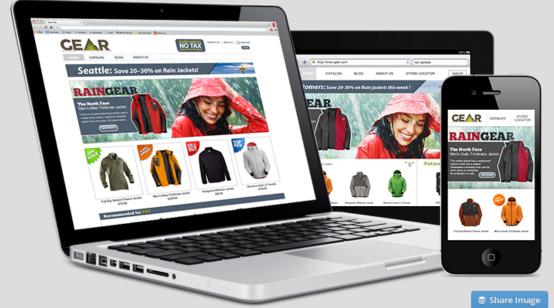
\$999 GETS YOU 10K UNIQUES Marketo's marketing automation platform does a variety of things, just for the personalization product it costs \$999/ month.



Marketo - http://www.marketo.com







Data-Driven Personalization

Meet your customers in the moment

Take personalization beyond segments, and deliver one-to-one personalized experiences to your customers on any screen and across every page of your website.

Learn More

PRICING STARTS AT \$4,000/MONTH Monetate allows for drag and drop page customization based on user features and their behaviors.

Building Relationships

Marketers strive to replicate the authenticity of in-person interactions with website experiences-

netate makes website personalization easy. By combining deep customer knowledge with realtime marketing action, you can now deliver unique and relevant experiences to every customer, turning the goal of customer engagement and loyalty into reality.





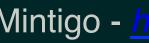
Monetate - <u>http://www.monetate.com</u>

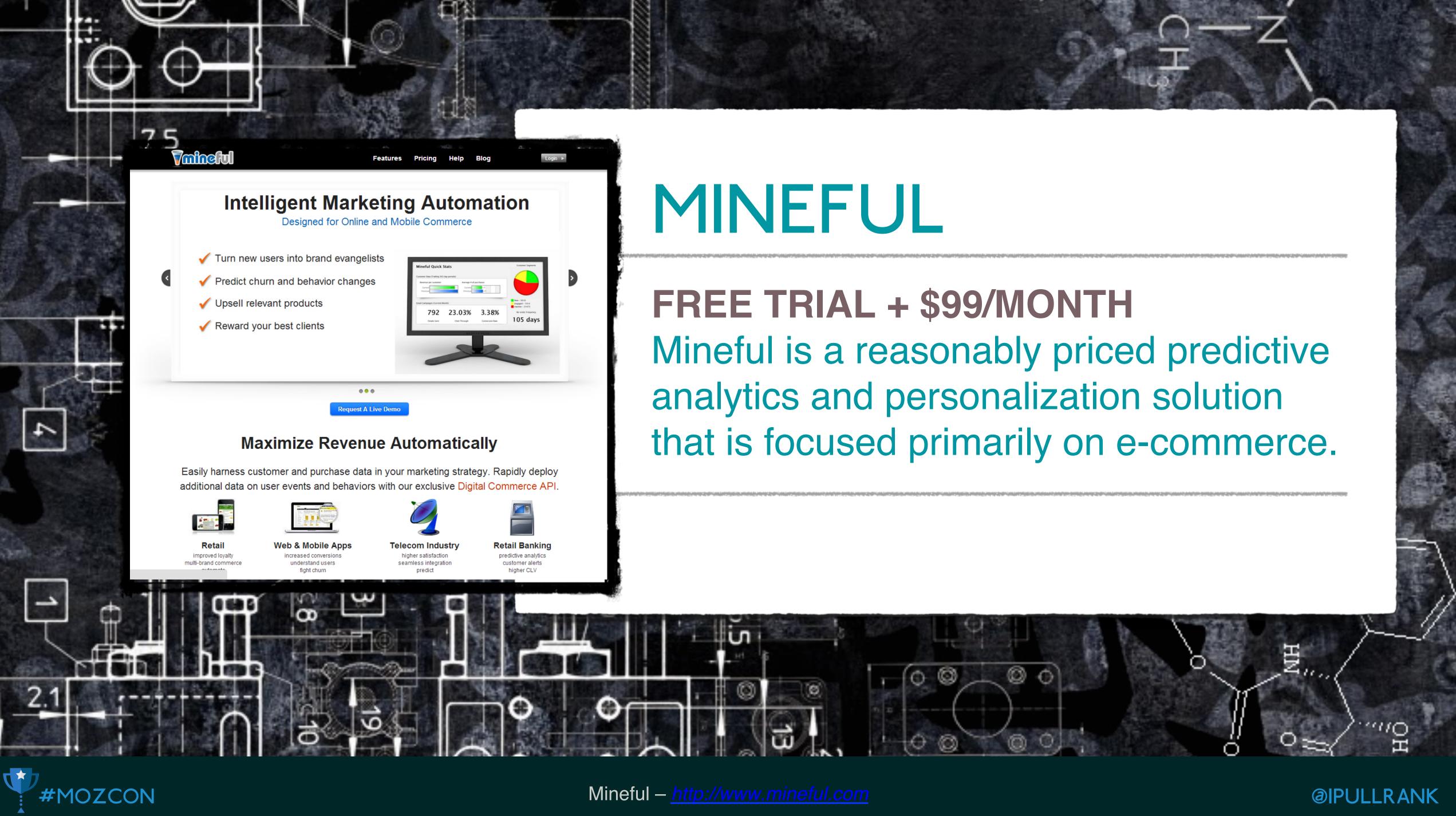
MONETATE











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your most powerful sales and marketing tool by helping you: Identify website visitors Analyze email campaigns Track website contact forms Monitor Google AdWords	LeadLander and discover its value <u>Click here to start now!</u>	Password: Remember Me Forgot password?
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LEADLANDER

2000/ANNUALLY

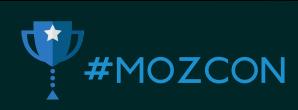
eadLander just provides the list of ompanies that visit your site based on [>] vs. Location services.

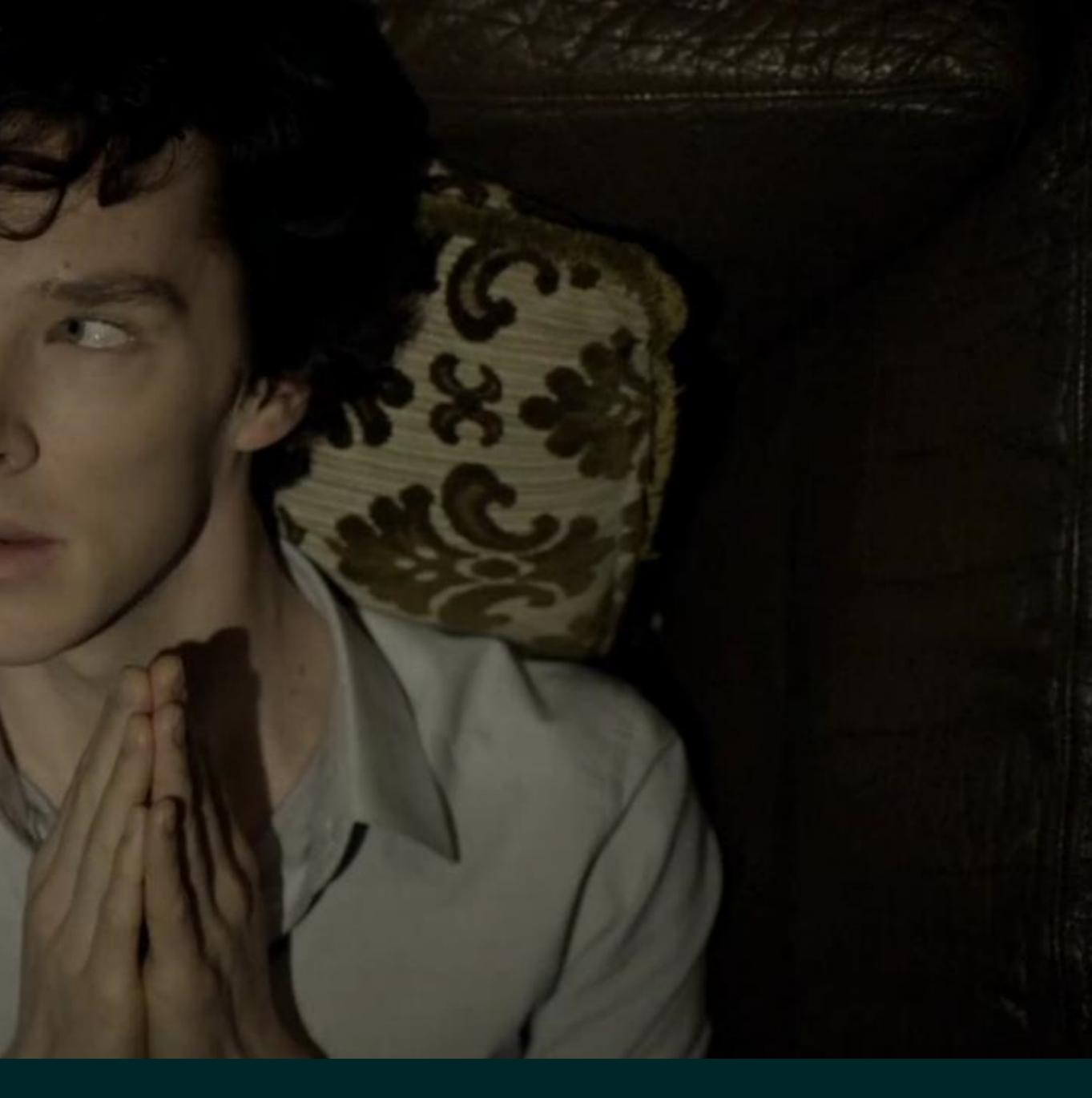


Leadlander – <u>http://www.leadlander.com</u>



YOU CAN DO WHAT THOSE TOOLS DO FOR A FRACTION OF THE PRICE.



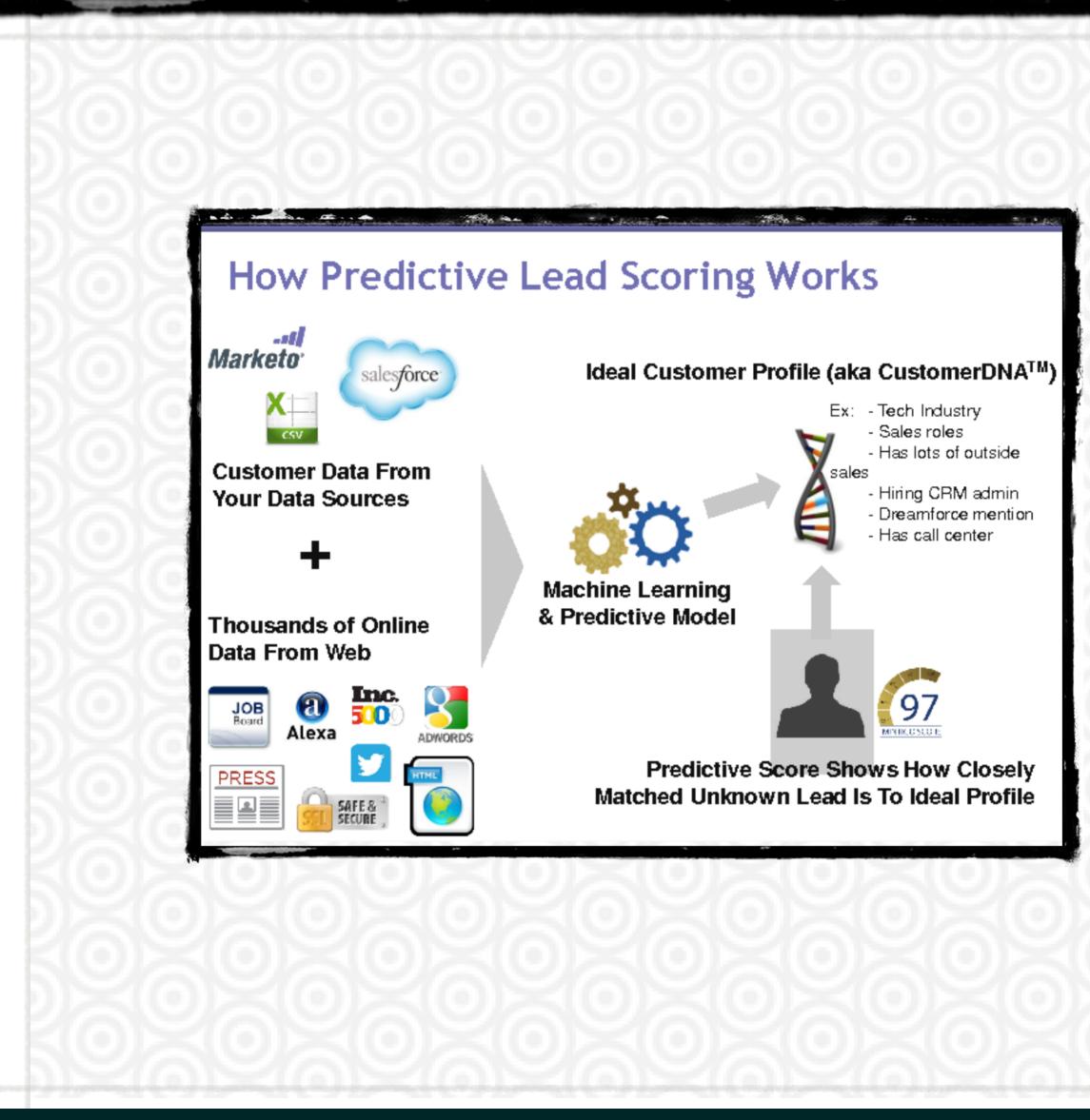




PREDICTIVE LEAD SCORING IN MARKETO

Track User Data Track Customer Data Predictive Modeling





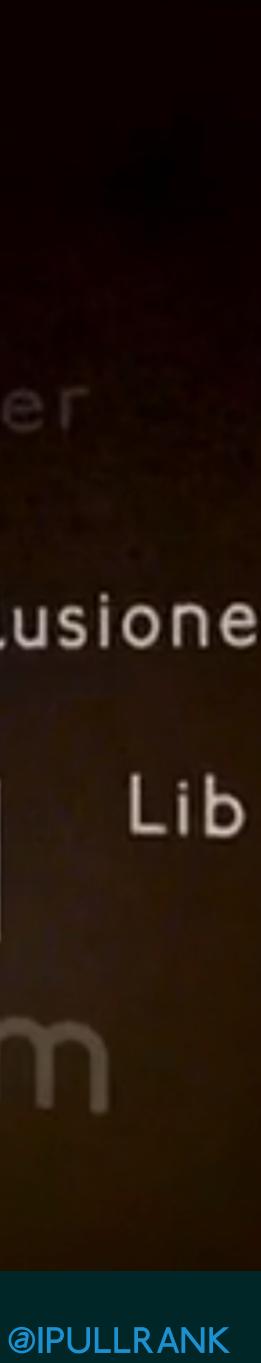






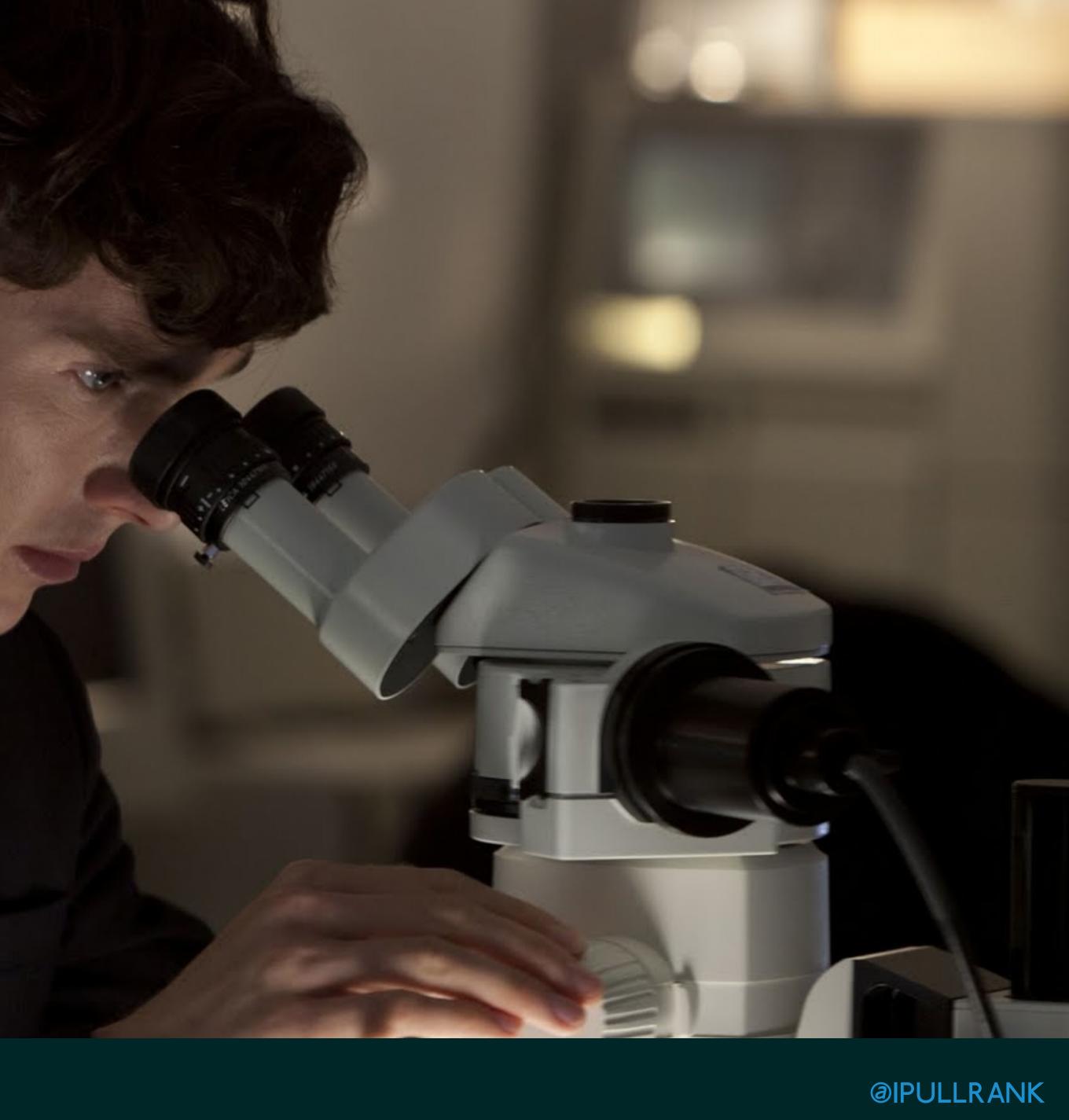


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USER ENGAGEMENT SCORING SIMPLIFIES ANALYTICS.











USER ENGAGEMENT SCORING QUANTIFIES SPECIFIC ACTIONS.



USER ENGAGEMENT SCORING RANGES

< 40 – Very Low Engagement;

40-80 – Medium Engagement;

80-100 – Highly Engaged;

The scoring is iterative and will likely have to be revisited once you have more data on your users, but design your score based on these ranges.







USER ENGAGEMENT SCORING EXAMPLE



Action	Unidentified Users	Free Users	Free Trial Users	Subscribers
Website Visit				
From Search	10	10	10	10
From Social	3	5	5	5
From Email	4	5	5	10
From Display	2	5	5	5
From Native Ads	10	10	10	5
From Referral	3	5	5	10
Pageview	1	2	3	5
Free Trial Signup	20	20	-	-
Attend Webinar	10	10	15	20
Content Download	15	10	15	10
Mailing List Signup	15	10	15	-
Product Usage & Features				
Add Another User	-	25	30	40
Add Account	-	20	25	25
Add Deal	-	10	15	20
Upgrade Account		25	30	40



This is an example of a scoring model I developed for a CRM startup. Notice that visits from different channels are scored differently





USER ENGAGEMENT EVENT TRACKING



gaq.push([' trackEvent', `userEngagementEvents', // category of activity `[insert name of engagement event here]', // Action]);





While the tracking of the user engagement score will happen in a separate database, we'll want to track specific user engagement events within Google Analytics to understand macro-trends.



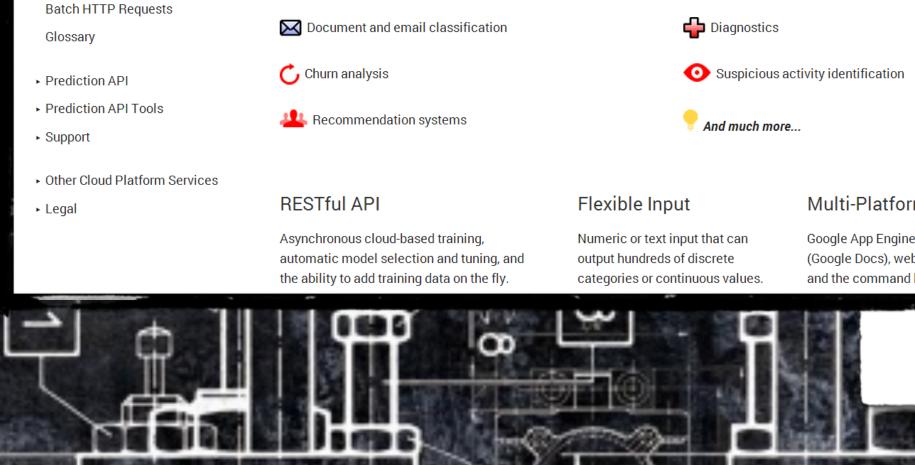


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7.5

#MOZCON

		Sign out
Google Prediction API		
D 8+1 993		Feedback on this documer
🤣 Google Predictior	ו API	
Google's cloud-based machine learning tools ca	n help analyze your data to add the follo	wing features to your applications:
Customer sentiment analysis	🔲 Spam detect	tion
🍻 Message routing decisions	C Upsell oppor	tunity analysis
Document and email classification	Diagnostics	
🖒 Churn analysis	O Suspicious	activity identification
Accommendation systems	And much more	
RESTful API	Flexible Input	Multi-Platform Support
Asynchronous cloud-based training, automatic model selection and tuning, and the ability to add training data on the fly.	Numeric or text input that can output hundreds of discrete categories or continuous values.	Google App Engine, Apps Script (Google Docs), web & desktop apps, and the command line.
	Image: String of the second secon	Image: Statistic and the statistic an

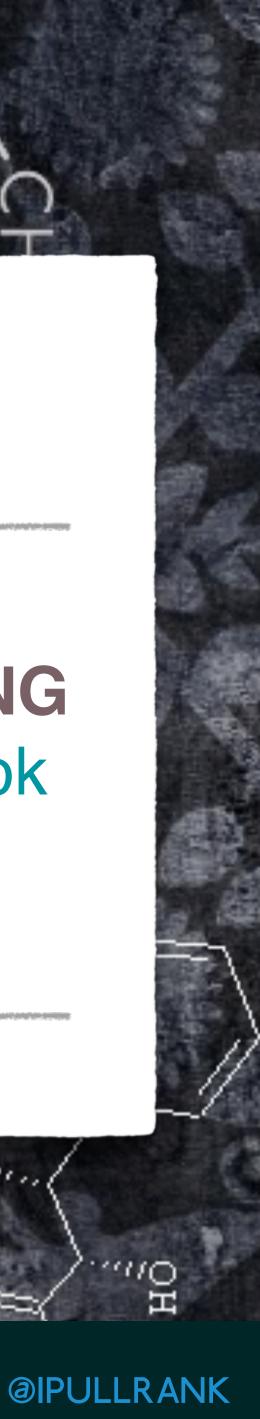


Google Prediction API – *http://bit.ly/TTxPDz*

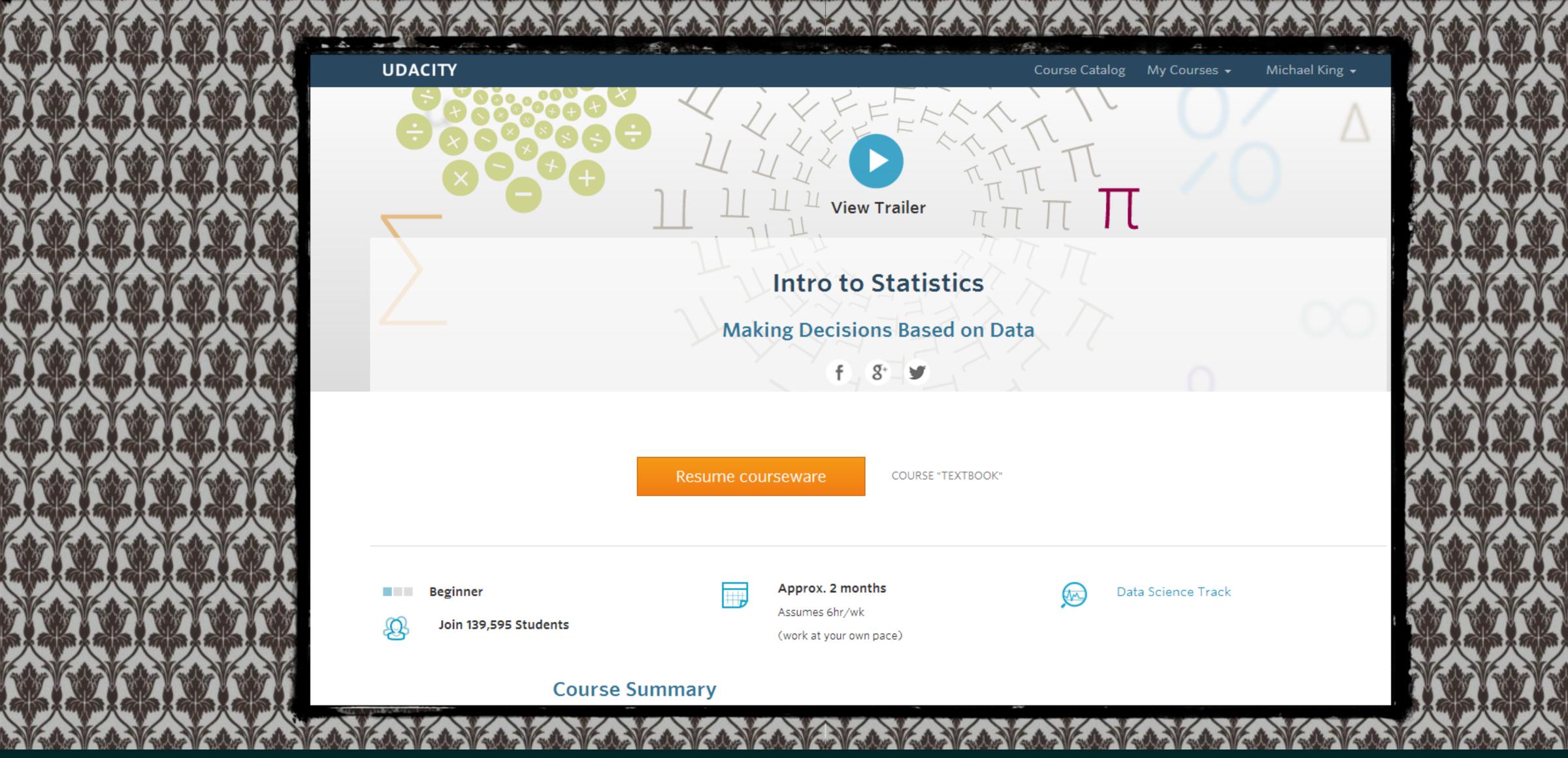
PREDICTION API

GOOGLE HANDLES THE HEAVY LIFTING FOR PREDICTIVE MODELING This could be a whole talk by itself. Look for a post from me on Moz about this soon.





FREE CLASS ON STATISTICS



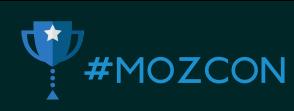


So you're not a data scientist? Check out Udacity's class on Statistics http://bit.ly/1qWwWJd





CHECK OUT for statistical computing





About R What is R? Contributors Screenshots What's new?

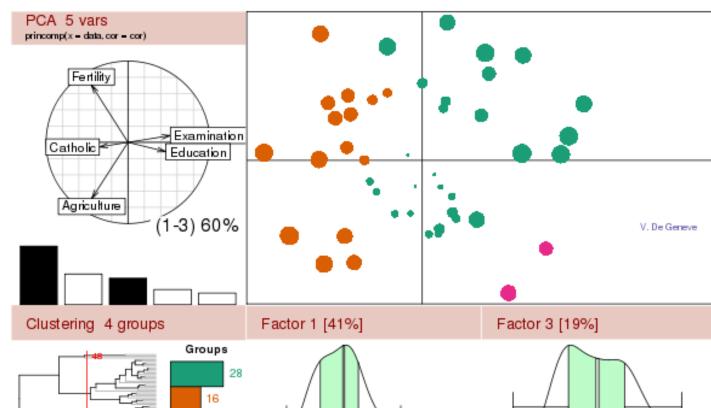
Download, Packages CRAN

R Project Foundation Members & Donors Mailing Lists Bug Tracking Developer Page Conferences Search

Documentation fanuals FAQs The R Journal Viki

ertification Other

Misc Bioconductor Related Projects User Groups inks



The R Project for Statistical Computing

Getting Started:

- R is a free software environment for statistical computing and graphics. It compiles and runs on a wide variety of UNIX platforms, Windows and MacOS. To download R, please choose your preferred CRAN mirror.
- · If you have questions about R like how to download and install the software, or what the license terms are, please read our answers to frequently asked questions before you send an email.

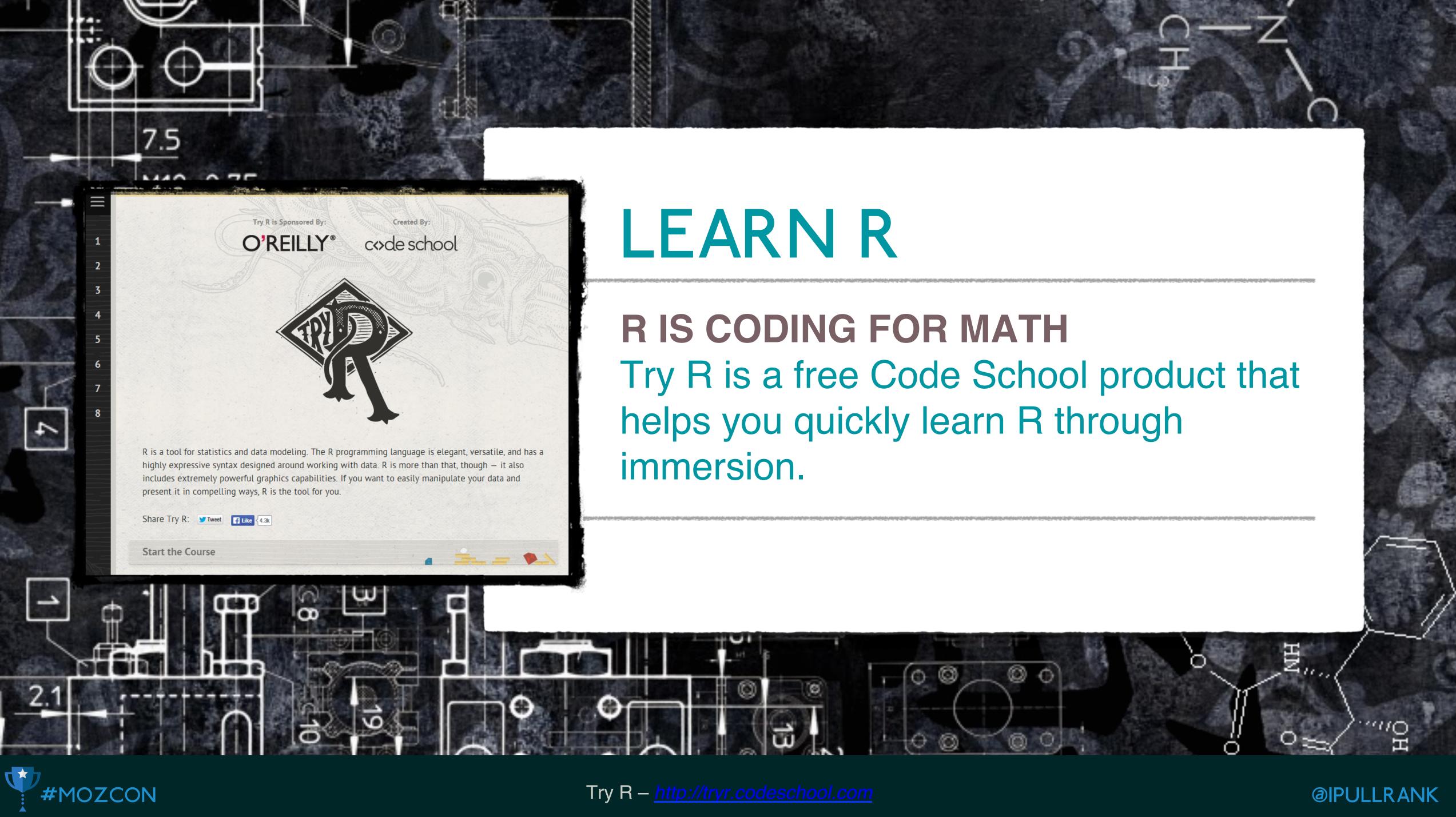
News:

- R 3.1.1 (Sock it to Me) prerelease versions will appear starting June 30. Final release is scheduled for July 10, 2014.
- R version 3.1.0 (Spring Dance) has been released on 2014-04-10.
- R version 3.0.3 (Warm Puppy) has been released on 2014-03-06.
- The R Journal Vol.5/2 is available.
- useR! 2013, took place at the University of Castilla-La Mancha, Albacete, Spain, July 10-12 2013.



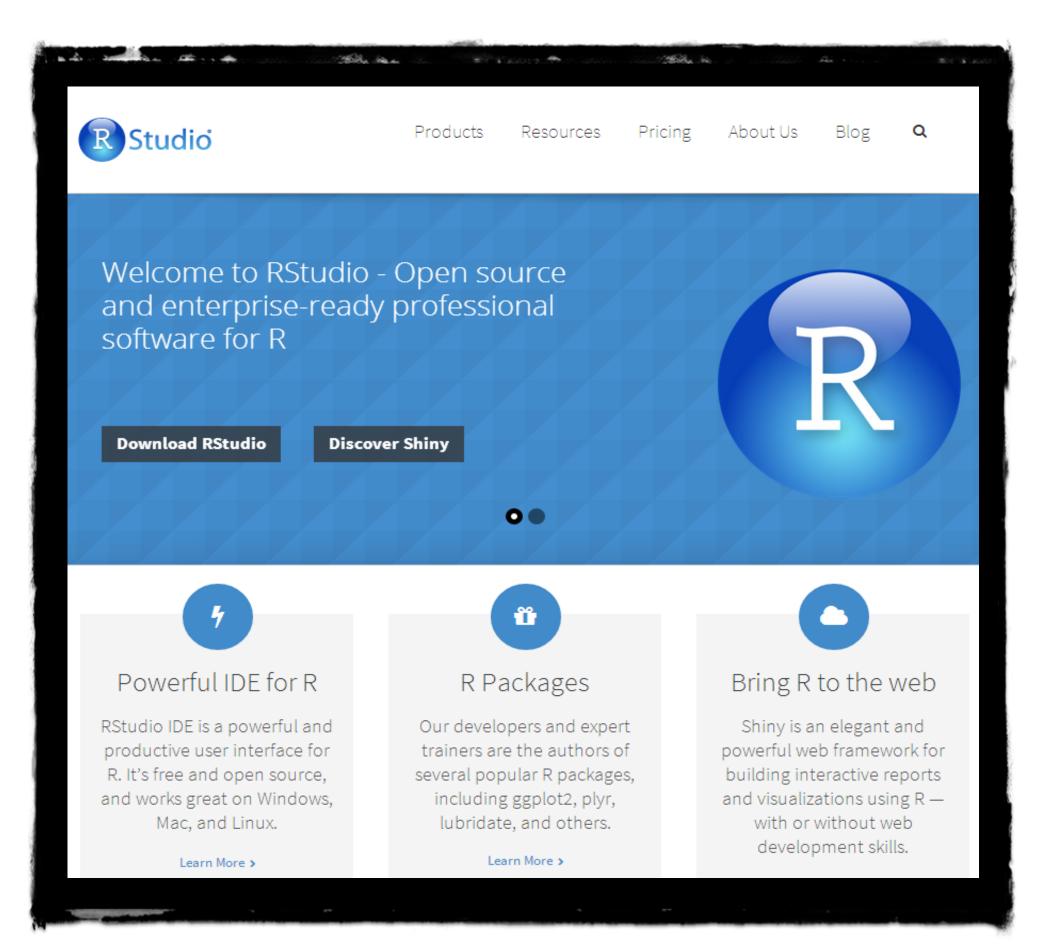
@IPULLRANK





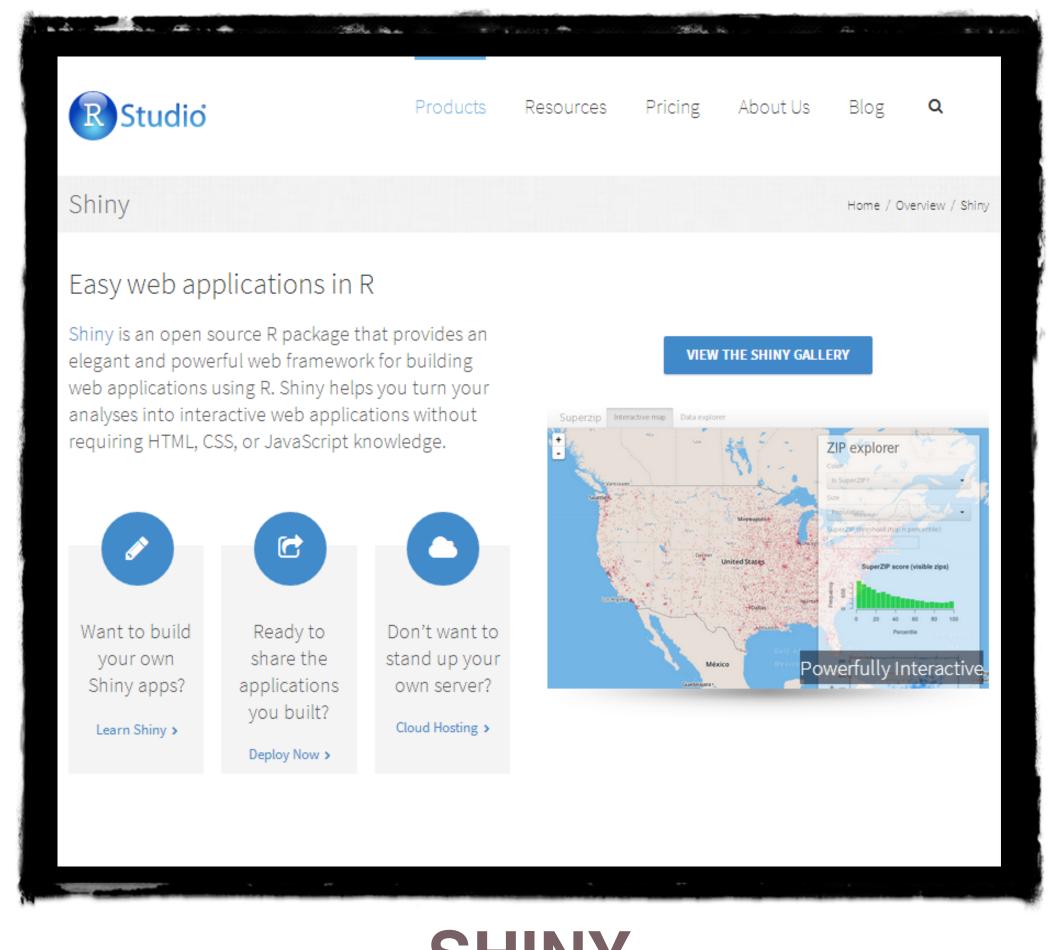


R STUDIO & SHINY



R STUDIO

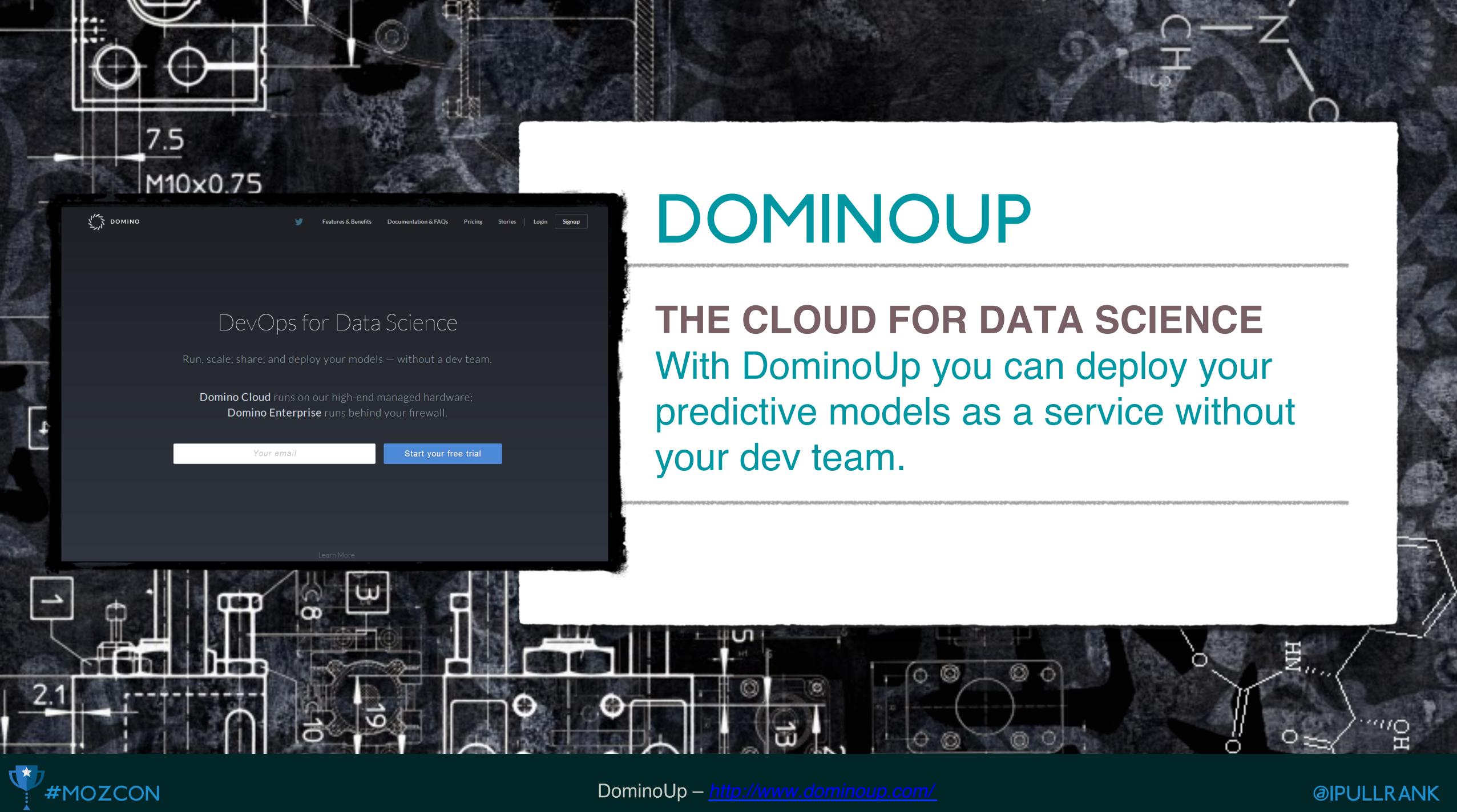




SHINY

R Studio / Shiny - http://www.rstudio.com/







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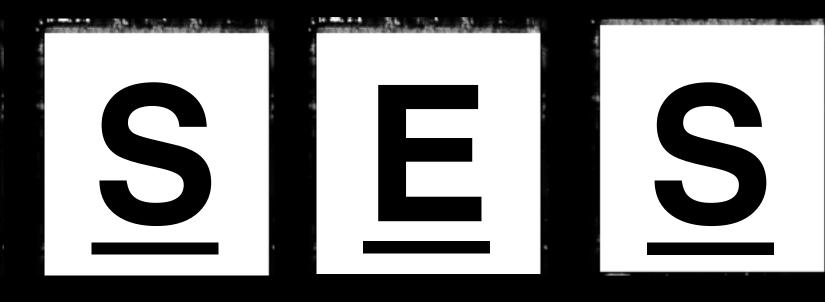
HOW YOU CAN USE THIS DATA

THCI OPIUL. permission allows calls.









record

@IPULLRANK





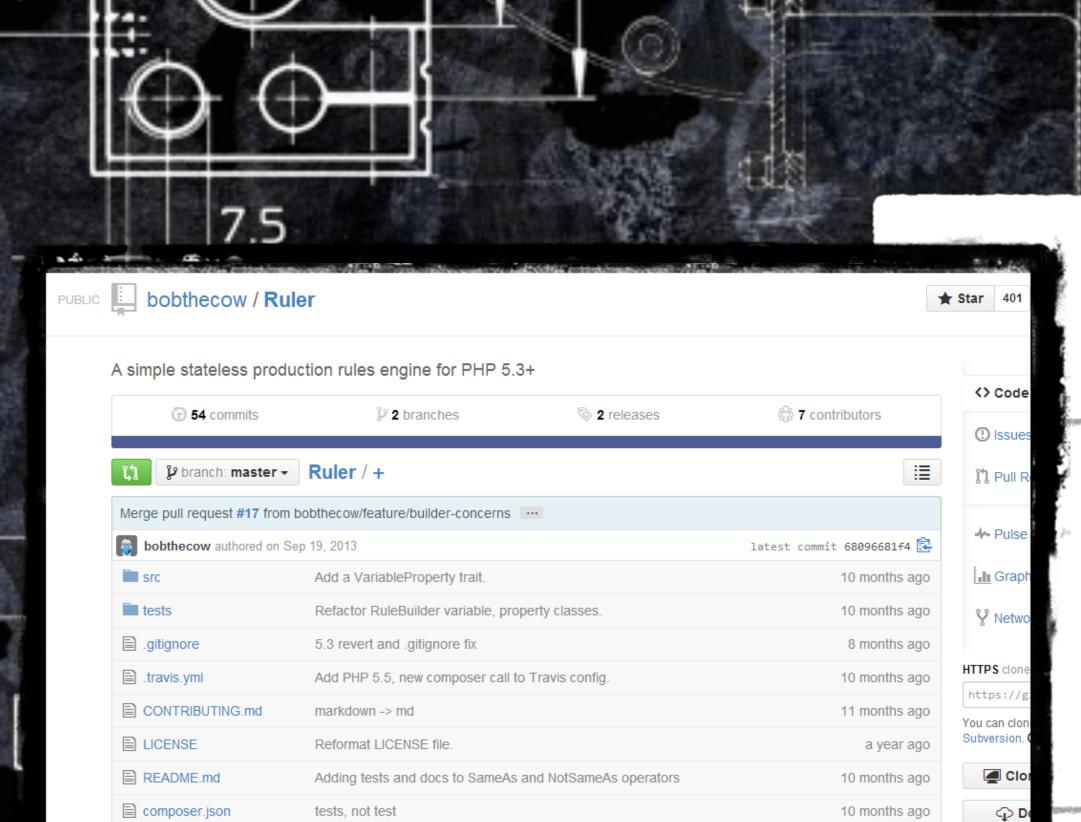












Altering vendor path so travis will pass

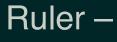
10 months ago

README.md

phpunit.xml.dist

Ruler







RULER

AN OPEN SOURCE RULE ENGINE All dynamic content and triggering must be governed by a rule engine or a series of if-then statements.





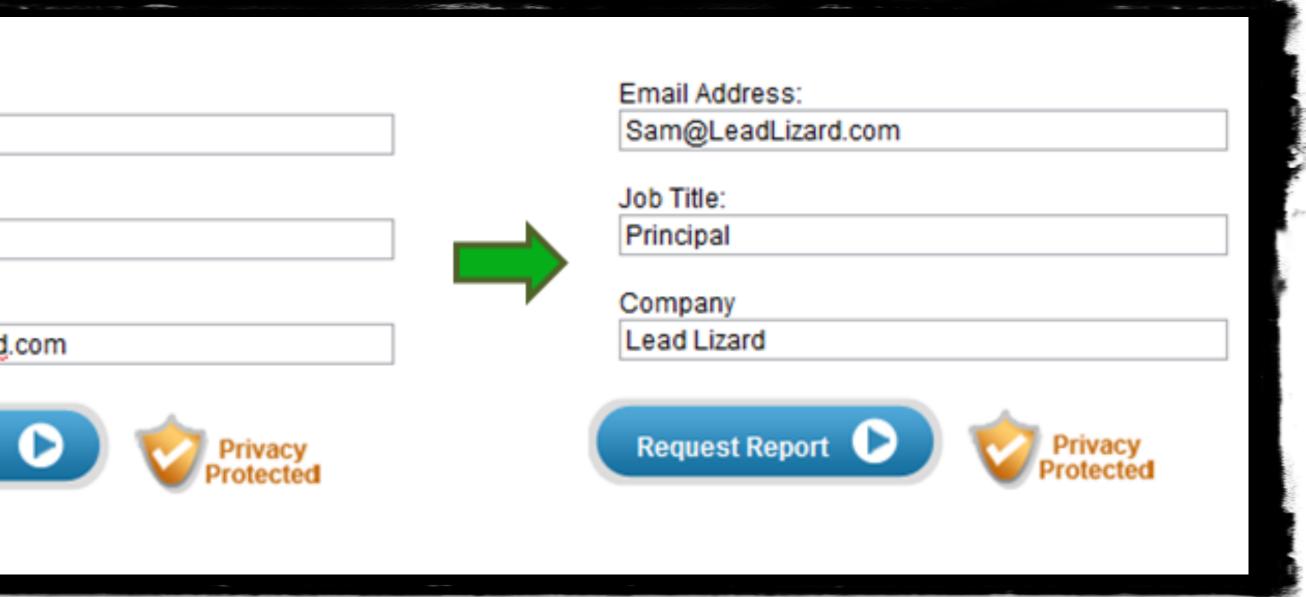
PROGRESSIVE PROFILING

Sam	First Name:
LastNama	Sam
Last Name: Boush	Last Name:
Dousii	Boush
Email Address:	Bousii
Sam@LeadLizard.com	Email Address:
	Sam@LeadLiza
Company	
Lead Lizard	
	Request Repor

RULE-DRIVEN PROGRESSIVE PROFILING If the user has been identified or the user is logged in, and a given data point has not been captured then display short questionnaire to capture more data on the user.



Progressive profiling is the act of collecting more information on your users over time. Some sites do this explicitly with popup questionnaires.





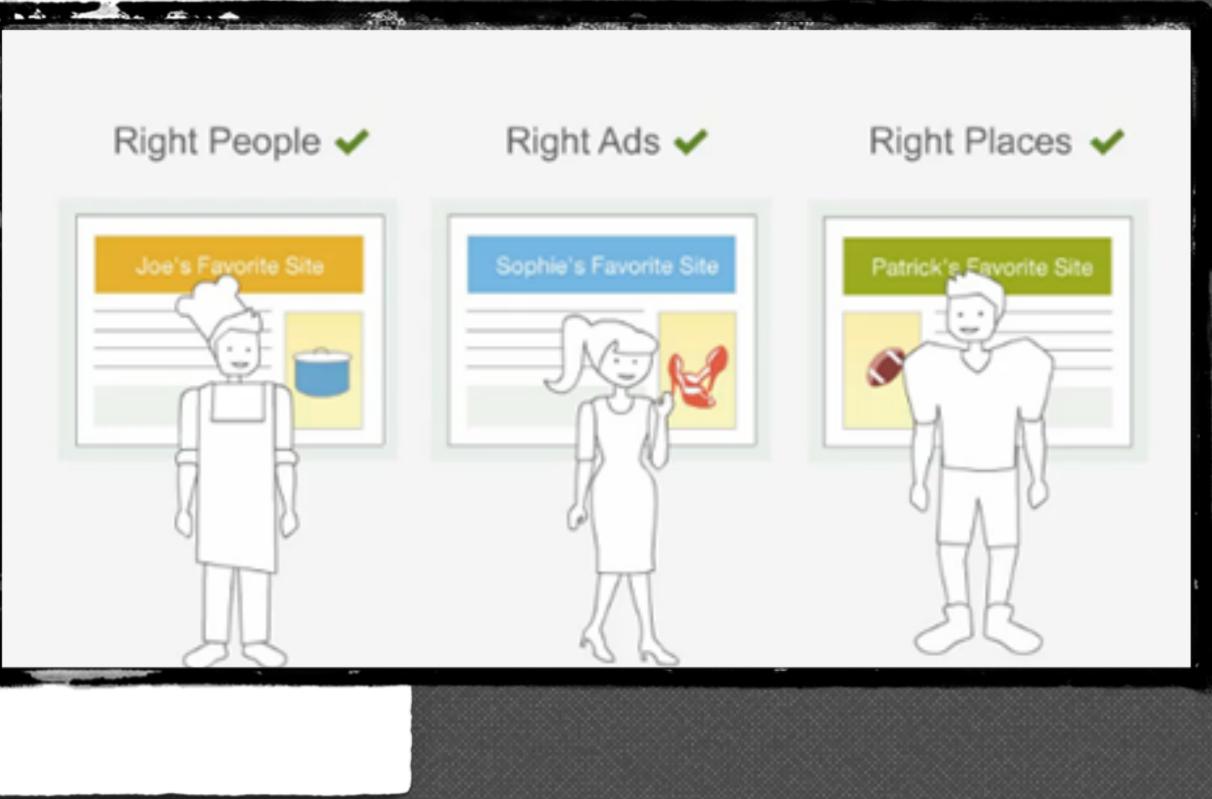


RETARGETING PLACEMENTS

INTELLIGENT COOKIE PLACEMENT If the user is a known browser fingerprint that is associated with a username then don't place a retargeting cookie.



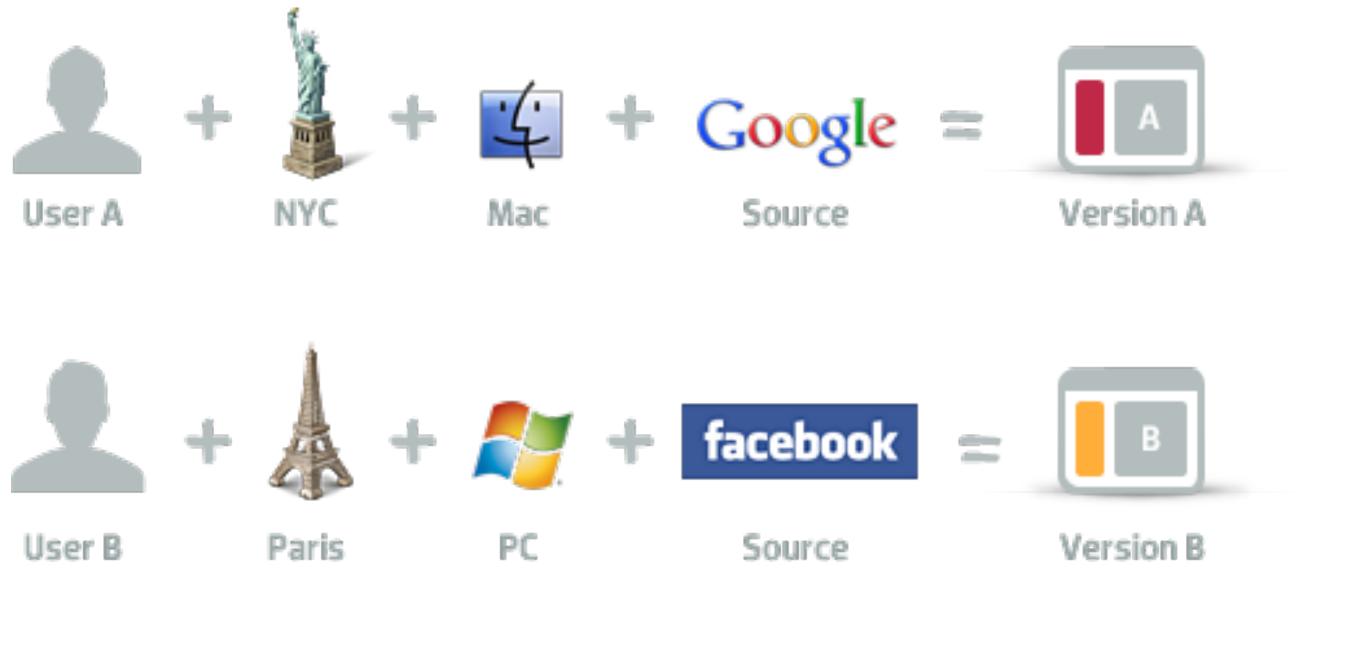
It can be difficult to ensure retargeting cookies are being installed for the right users. Fingerprinting and effective user identification can improve this.

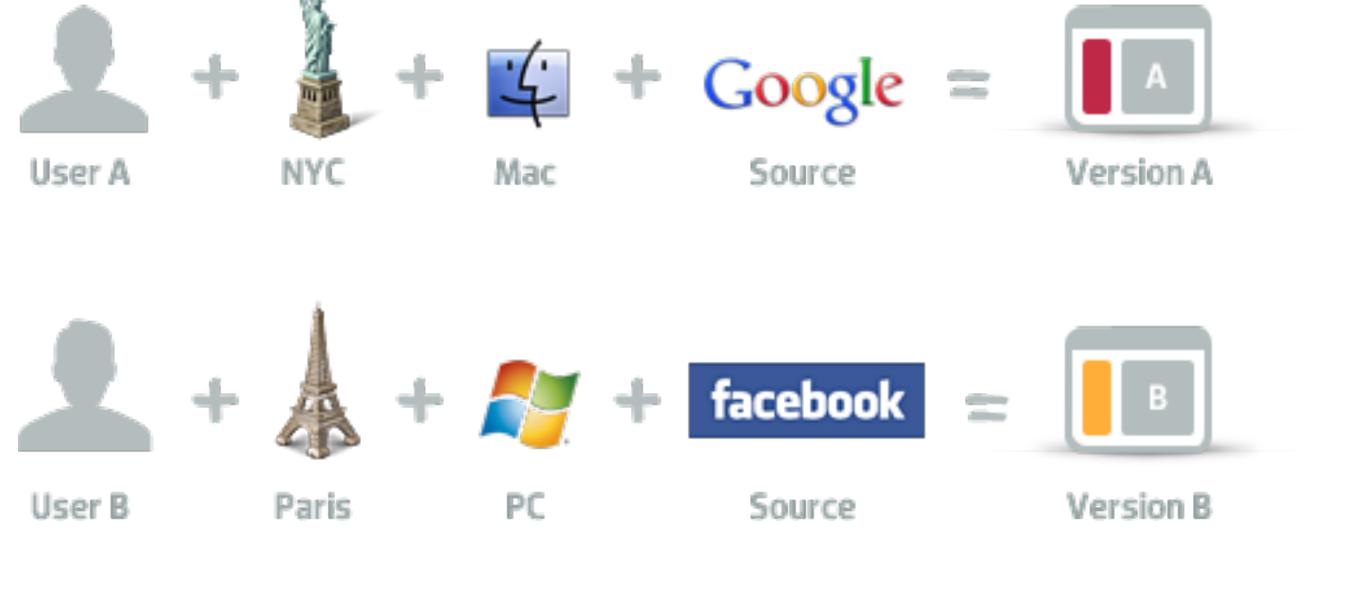






DYNAMIC CONTENT DISPLAY





RULE-DRIVEN CONTENT DISPLAY If the user has a known feature or is a user of a known type then display segmented content for that user.



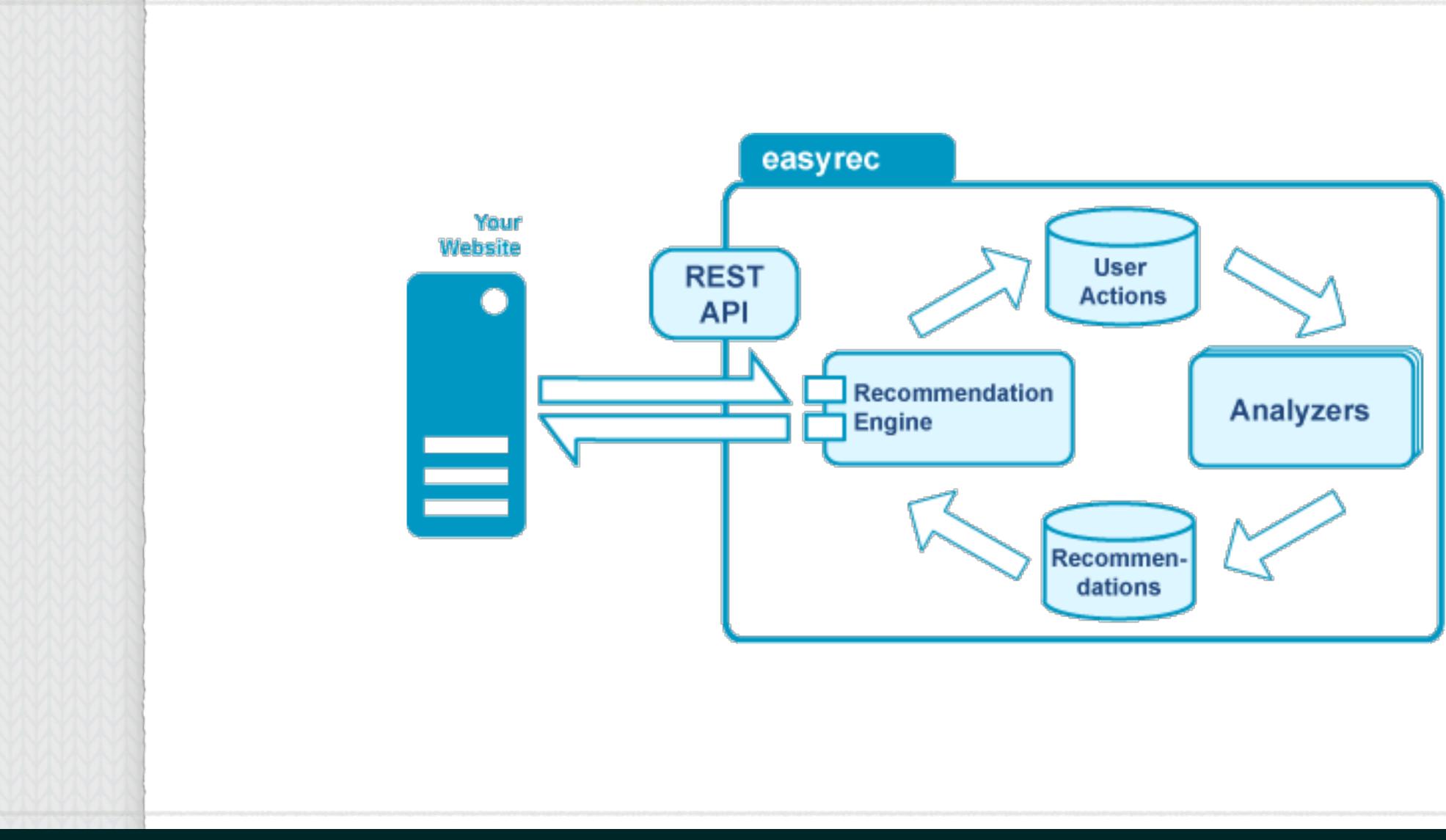
Displaying the right content to the right people based on their behavior and scores.







EASYREC



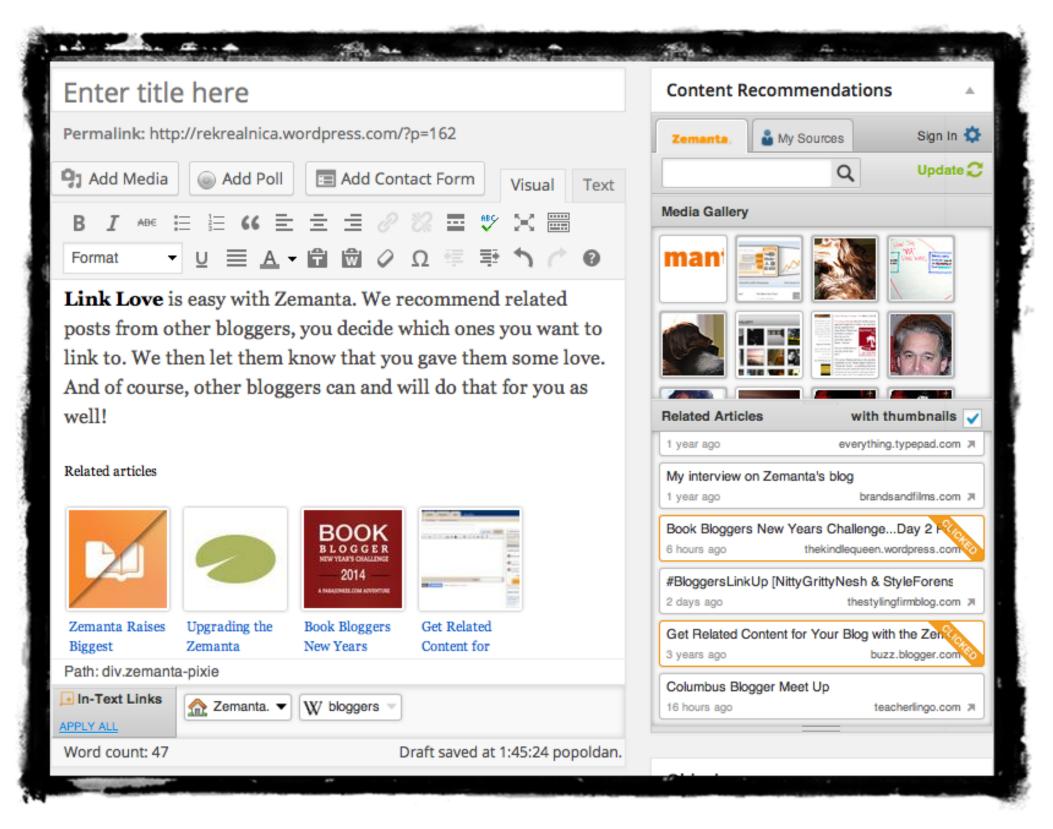


EasyRec is an open source recommendation system and API that is free to use mostly for product recommendations.





PRODUCT & CONTENT RECOMMENDATIONS



RULE-DRIVEN CONTENT RECOMMENDATIONS



Product and content recommendations are also rule based as seen with Zemanta and Amazon.

Inspired by Your Shopping Trends

Se an

Section 2.

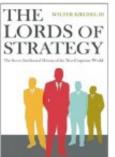
Consulting Demons: Inside the..

> Lewis Pinault

***** (25)

\$17.99 \$14.10

Paperback



Al. mar that

The Lords of Strategy: The Secret.. Walter Kiechel Hardcover ******* (52) \$30.00 \$20.46

View your shopping cart

Recommendations for You in Kindle Store

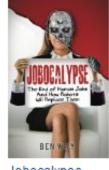


The Human Race to the Future: What. > Daniel Berleant Kindle Edition ★★★★☆ (39) \$0.99 Why recommended?

See more recommendations



Smarter Than Us: The Rise of Machine.. Stuart Armstrong Kindle Edition *****☆ (23) \$2.99 Why recommended?



A.

AL NATIONAL BESTS

LIAR'S POKER

MICHAEL LEWIS

***** (540)

\$15.95 \$10.28

Paperback

Michael Lewis, Nagisa

Liar's Poker (Norton Paperback)

Jobocalypse Ben Way Kindle Edition ***** (15) \$2.99 Why recommended?

RULE-DRIVEN PRODUCT RECOMMENDATIONS





RECOMMENDATIONS BASED ON SOCIAL DATA

Connect Amazon and Facebook



Improve your Amazon shopping experience by tapping into your Facebook network.

- Discover Amazon recommendations for movies, music, and more based on your Facebook profile.
- See upcoming birthdays and find your Facebook friends' Amazon Wish Lists more easily.
- Get gift suggestions for your friends based on their Facebook profiles.
- Explore your friends' profiles and see who has similar interests.

Connect with Facebook

(You will be asked to approve this connection)



Amazon is also using the social data to make recommendations to you about what you or your friends might be interested in through collaborate filtering algorithms and rule-based displays.

Close 🗵



Your personal Amazon data will not be shared with Facebook.

- Amazon will not share Your Account information with Facebook.
- Amazon will not share your purchase history with Facebook.
- Amazon will not attempt to contact your Facebook friends.











Dear user.

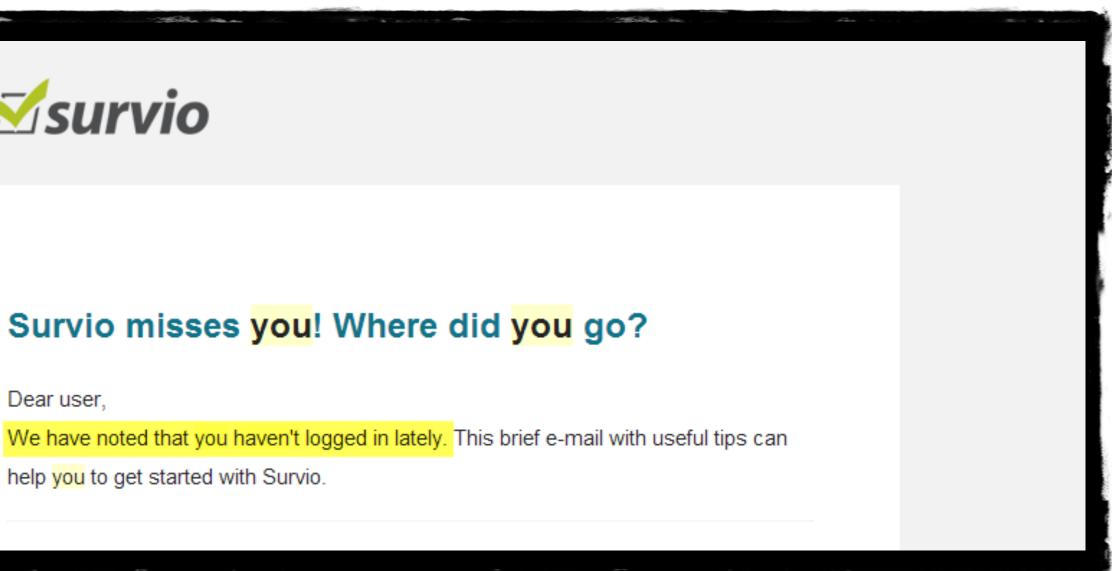
help you to get started with Survio.

TRIGGER EMAIL BASED ON USER ENGAGEMENT A rule set based on user profile, site behavior and user engagement score can be developed.



Prospect nurturing becomes customizable to the user's site experience.

PROSPECT NURTURING







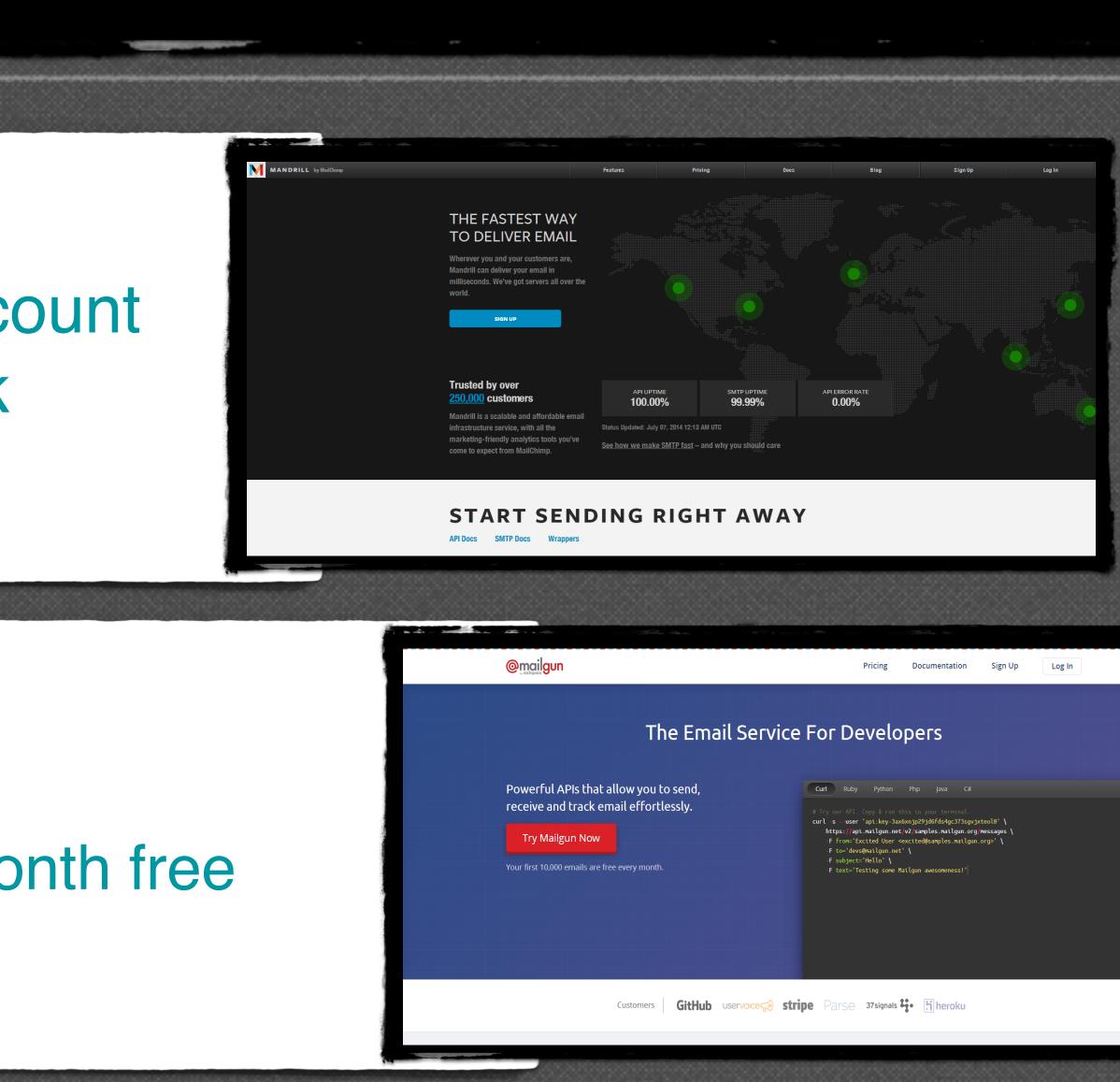
MANDRILL & MAILGUN

MANDRILL BY MAILCHIMP Integrate with your MailChimp account for WYSIWYG email creation. 12k emails/month free.

MAILGUN Simple REST api with 10K emails/month free



Trigger emails directly from the site or on the backend against data in the database using email providers Mandrill (http://www.mandrillapp.com) and Mailgun (http://www.mailgun.com)





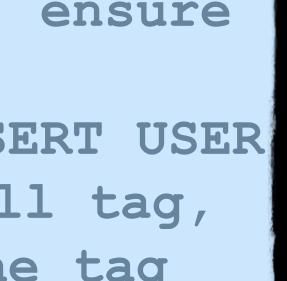


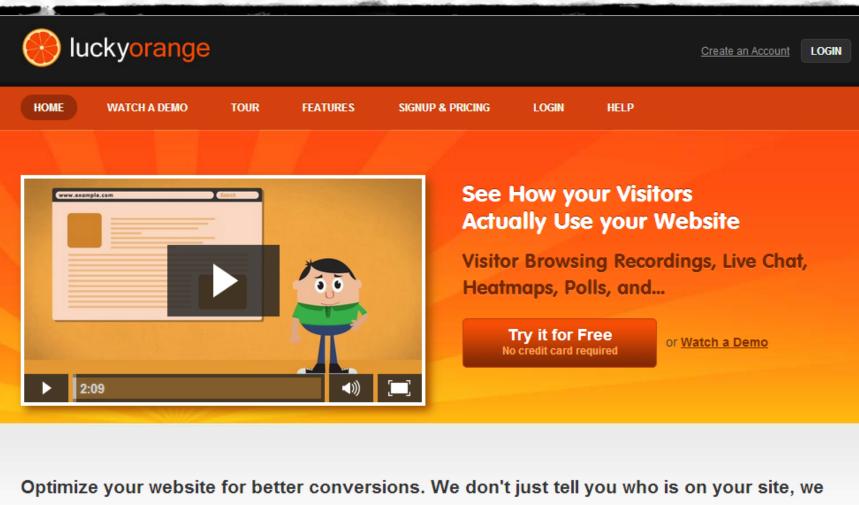
USER SESSION TRACKING WITH LUCKYORANGE

var loq = window. loq || []; // ensure queue available loq.push(["tag recording", "[INSERT USER FINGERPRINT HERE"]); // this will tag, won't star, and will append the tag

> LuckyOrange is an analytics tool that lets you watch recordings of user sessions. Tag the recording with the browser fingerprint to know which user you're reviewing. <u>http://luckyorange.com</u>







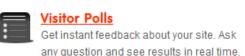
show you what they are doing. Take a Tour »

Watch Mouse Movements

See your visitors' movements and clicks, in real time or recorded. Also works on member only pages.

<u>leat Maps</u> Click heat maps, Scroll Depth heat maps,

and Mouse Movement heat maps.



Real Time Visitor Map See your visitors plotted in real time on a

map of the world. Also, see top performing countries, states, in chart form,

Live Chat Software

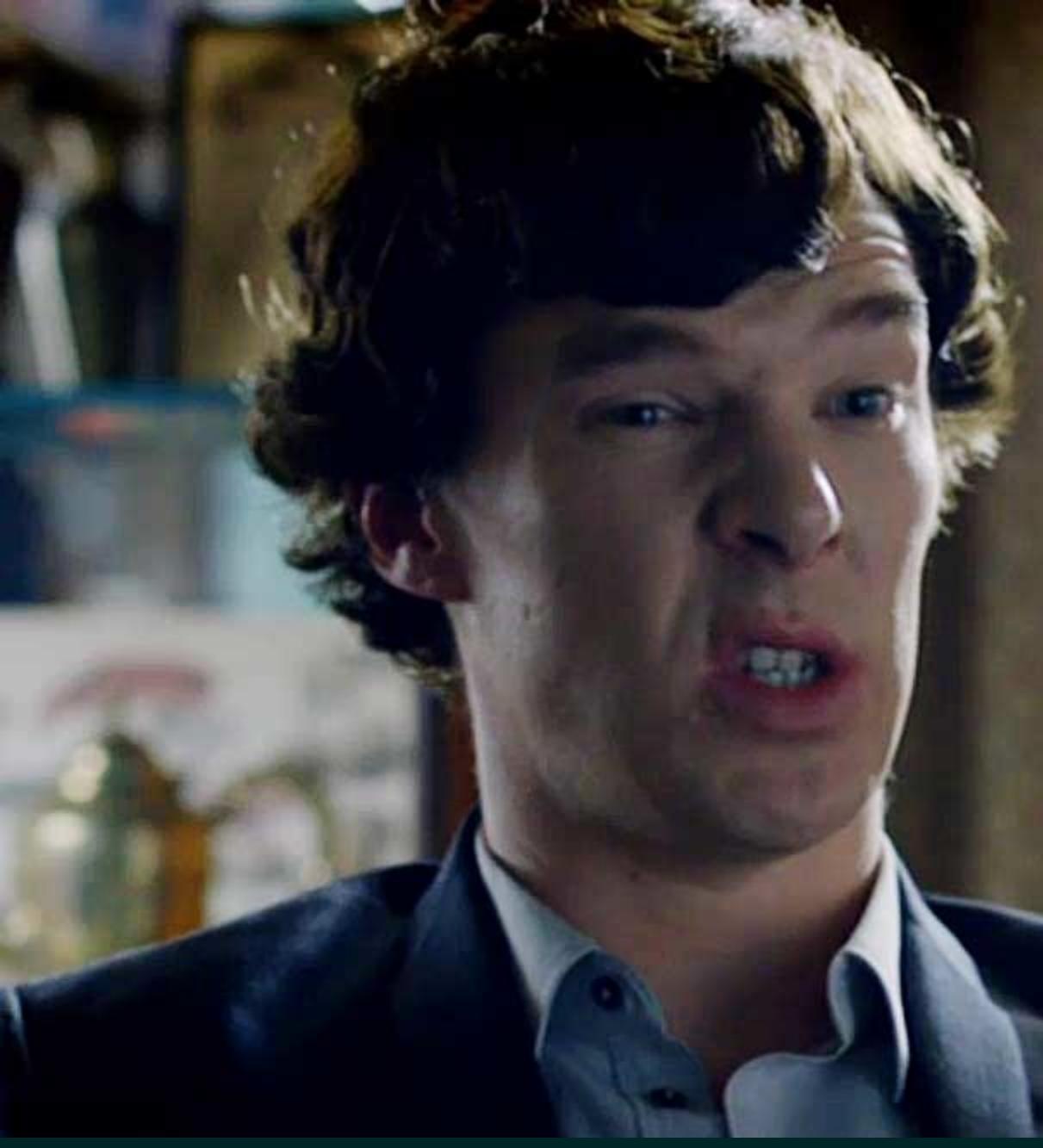
Really simple 1-to-1 chat support. Chat with multiple visitors at the same time. Chat stays on the page and follows visitors from page to page.

	Ea
EASY	On
	inte

<u>isy Setup & Integration</u> ne piece of javascript and you're off. Also, integrates with Wordpress or Blogger.



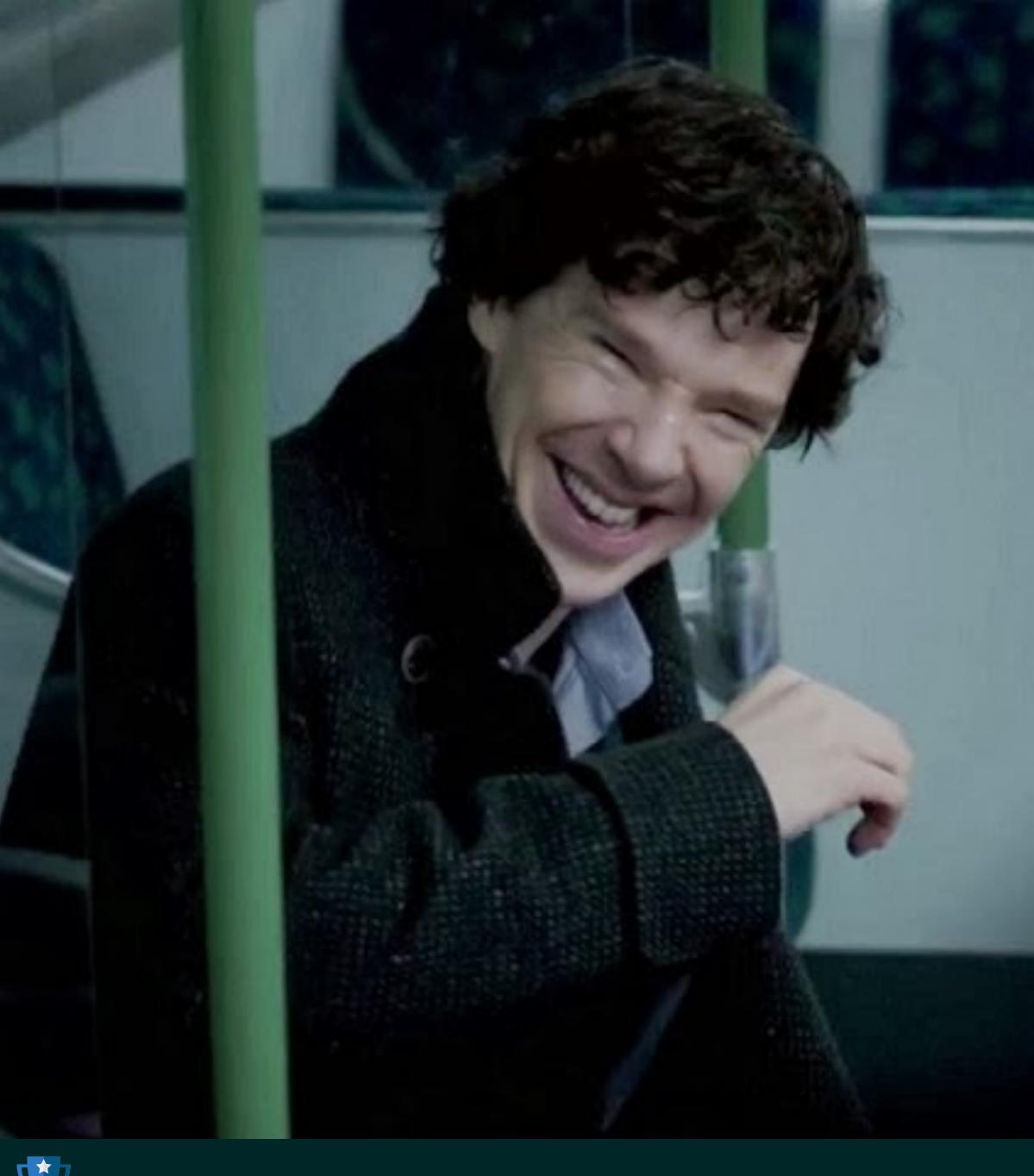






IVE DONE ENOUGH OF THIS SPEAKING STUFF TO KNOW YOU WON'T DO ANY OF THAT SO...

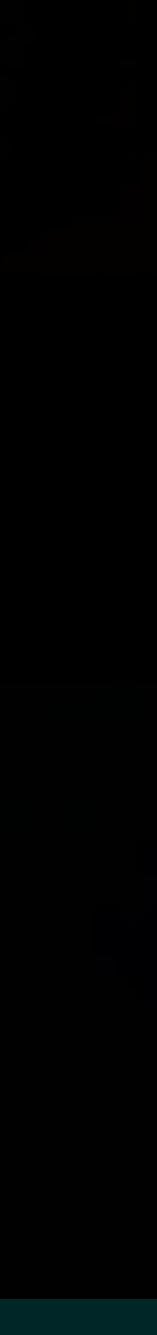






IVE MADE YOU SOMETHING.





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YOU'RE WELCOME.





QUANTUM

permission allows calls.

record

@IPULLRANK







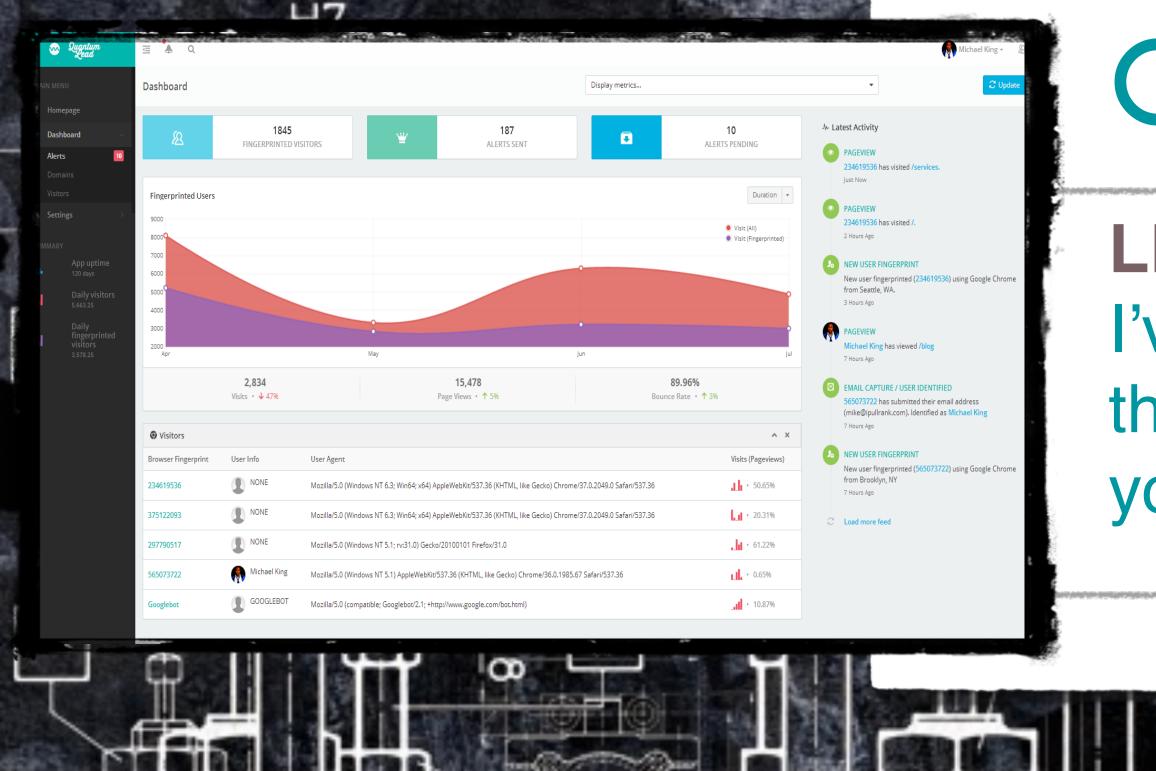








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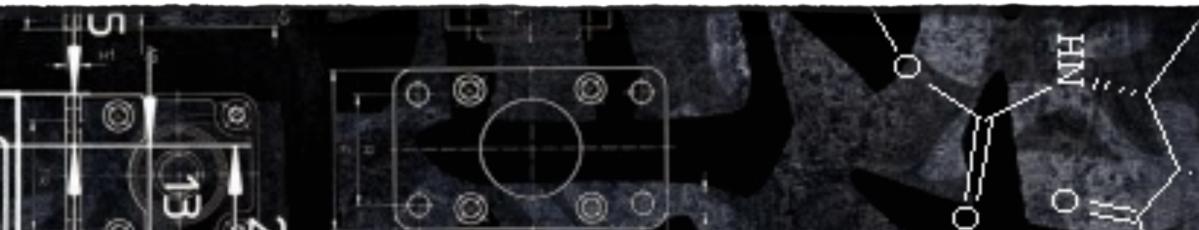




Quantum Lead - <u>http://ipullrank.com/quantum-lead</u>

INTRODUCING QUANTUM LEAD

LEAD ANALYTICS & TARGETING I've built a platform that delivers much of the data I've talked about today and all you need to do is install one line of code.





SIGNUP WITH LINKEDIN

Know Your User Now.

Duantum

1.600.000

1.450.000

1.49.000

1.200.00

Behavioral targeting and lead analytics should be free for everyone. With Quantum Lead you get 50+ data points from a variety of demographic and psychographic data sources that you can use to make the web more personal. Sign up with LinkedIn to grab a free account and be the first to know when we launch.

Sign in with LinkedIn

Lead Analytics & Targeting Data for Free

Quantum Lead offers 50+ data points on your users for behavioral targeting and segmentation.

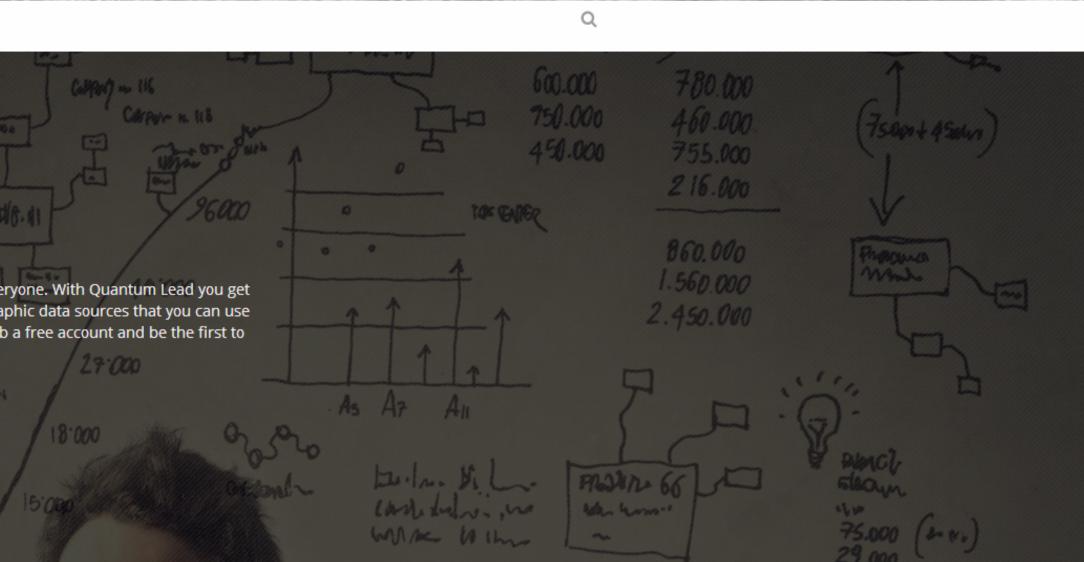


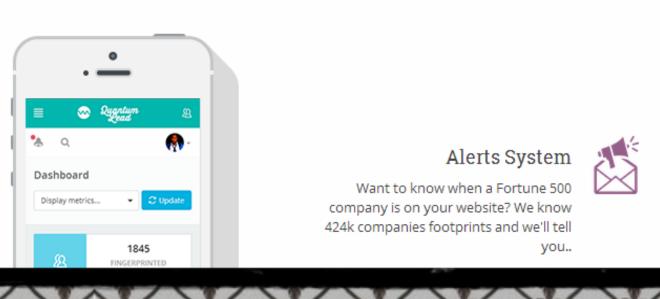
Demographic Data

Location. Age. Gender. Household Income. All very useful data for your users and there are many uses for personalization.



The tool doesn't cost you anything. Just sign in with LinkedIn.









SETUP ORGANIZATION ALERTS



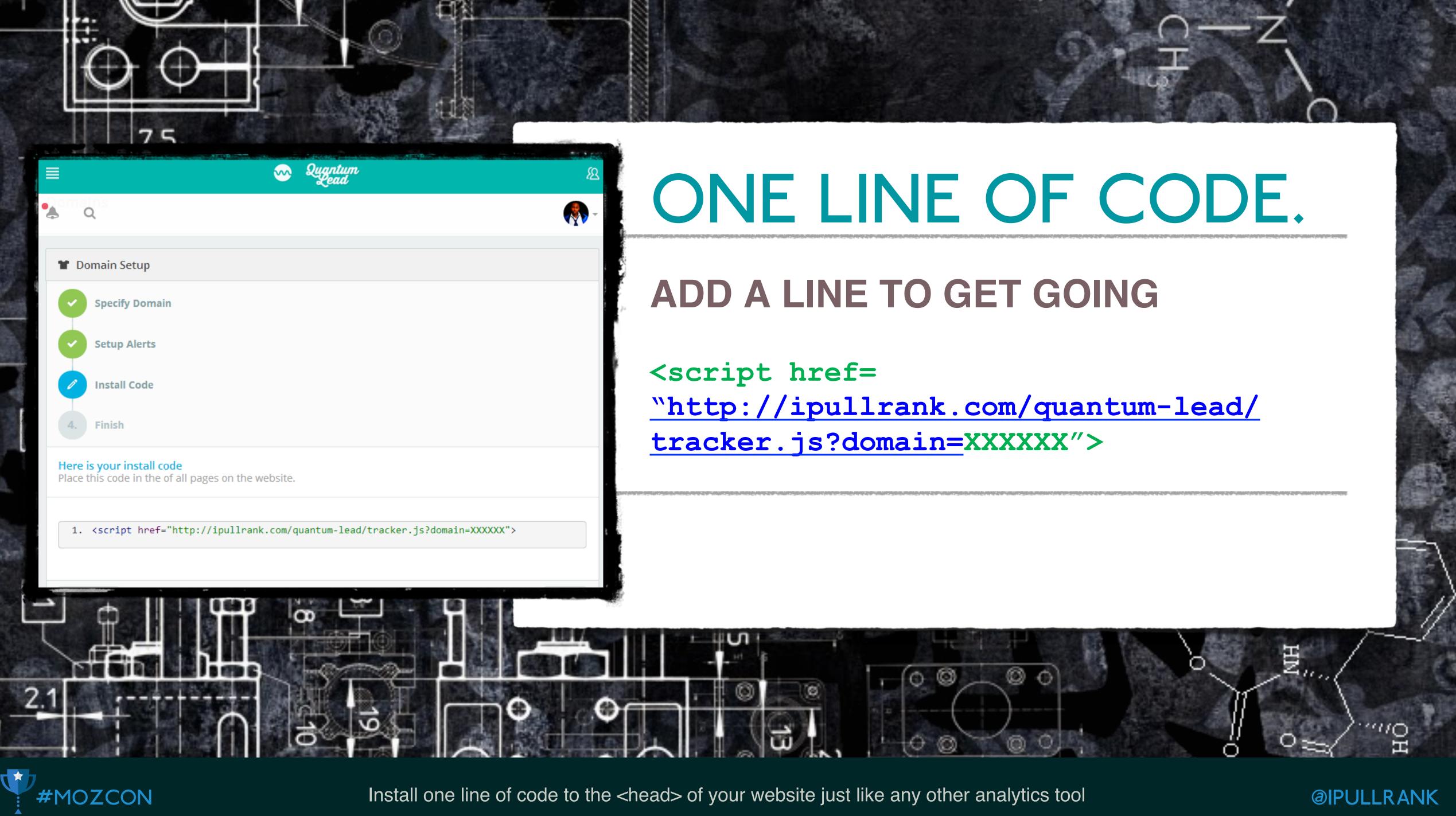
10	Domains			
epage				
board 🗸 🗸	Tomain Setup			
; 10				C
ins	Specify Domain	Setup Alerts	Install Code	Finish
ngs >	Company Name * Microsoft		Select Company	▼ Add
App uptime 120 days	Previous			Next
Daily visitors 5,663.25				
Daily fingerprinted visitors 3,578.25				



Setup organization alerts to get emails whenever someone from a target organization visits your site.







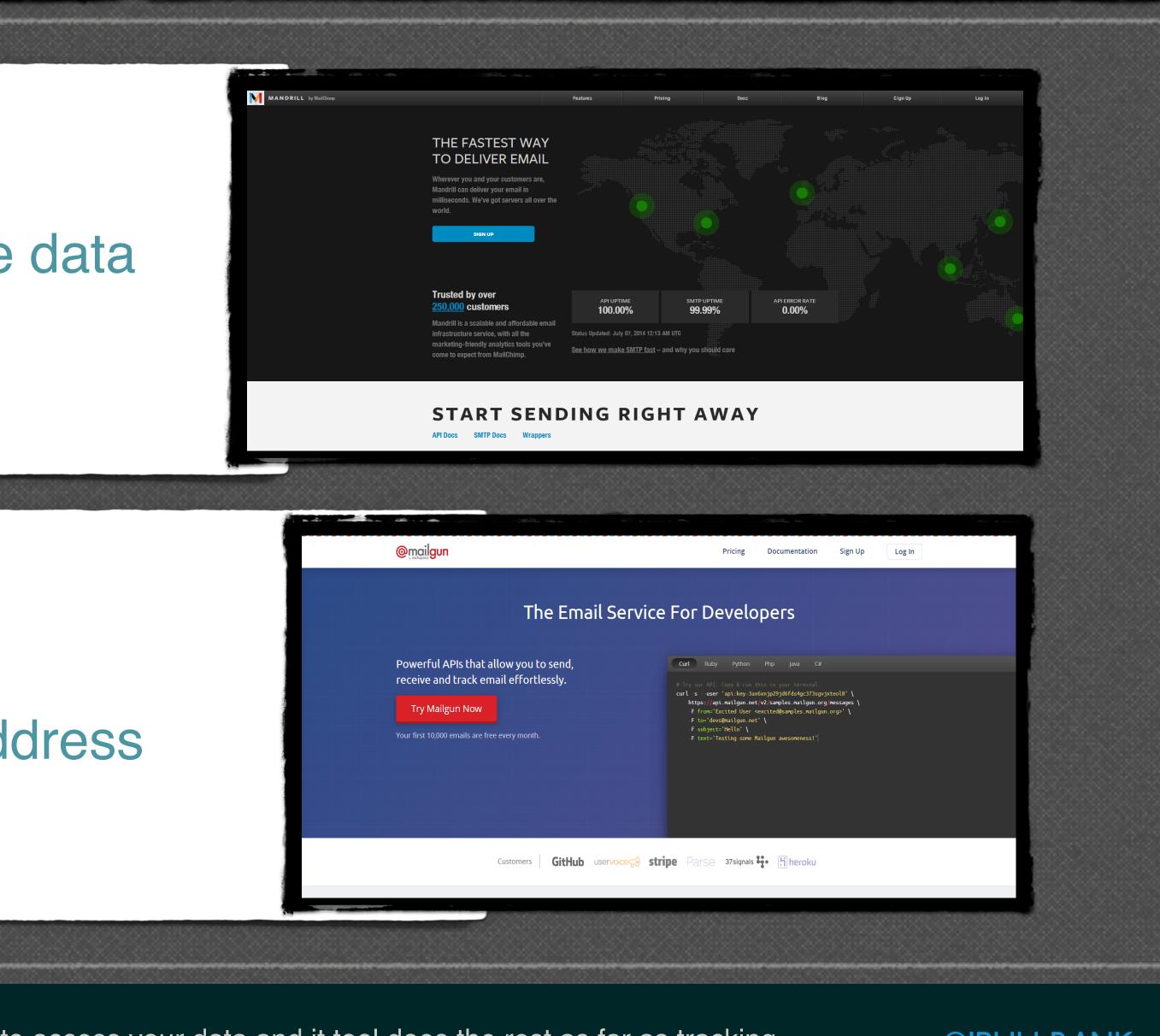
FUNCTIONS - QUANTUMLEADJS

QUANTUMLEADER() This function gives you all the available data (up to 50 data points) on the user.

SAVEEMAIL() This function lets you pass an email address to Quantum for more user data.

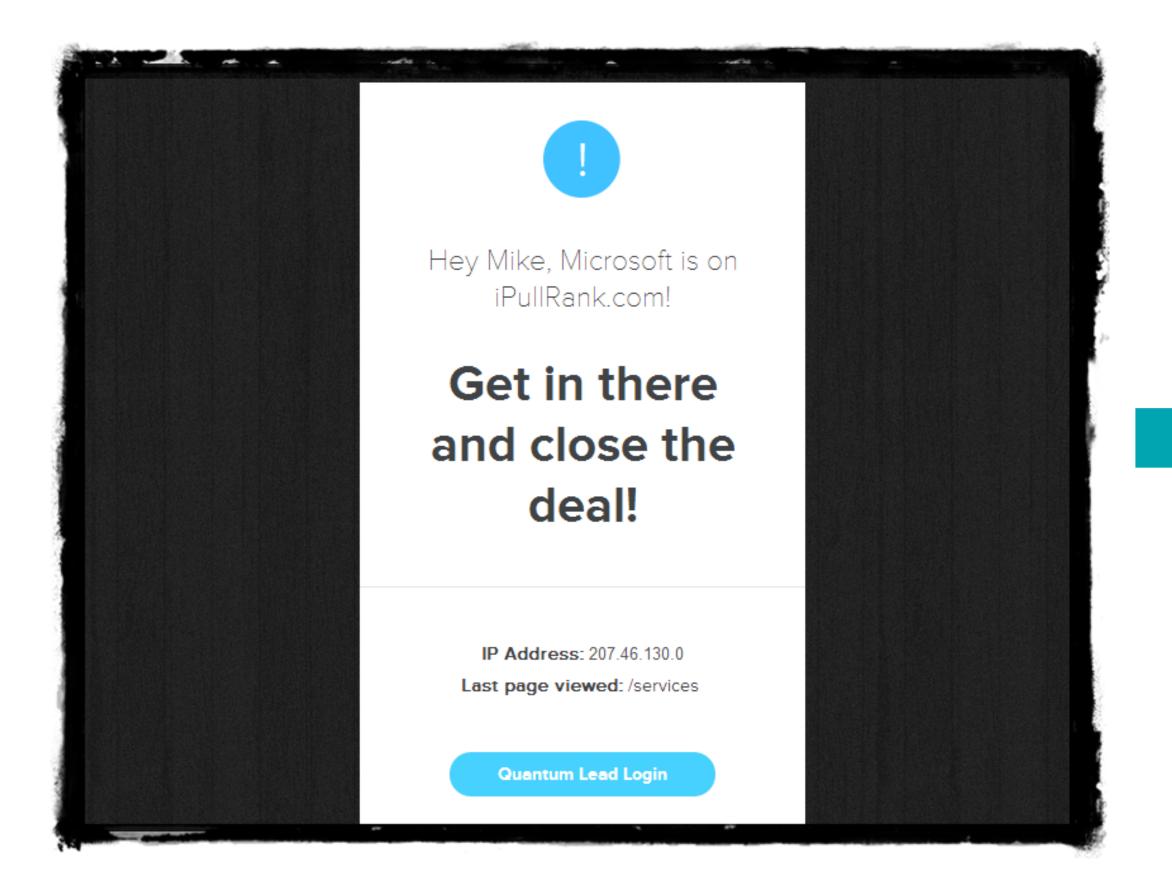


Add these functions throughout the site as required to access your data and it tool does the rest as far as tracking.



@IPULLRANK

REAL-TIME LEAD COMMUNICATION W/ OLARK





Check the IPs of the alerts against who is online via Olark and know who to reach out to on the site chat in real-time.

Encont Gent your constant	\rightarrow Hey, there. How do I install your code on my site?
Lawrite	Jim: Hey! Let me get you a link.
The state of the second s	\rightarrow Thanks so much :-)
r doarrent synthemis, in other seconds, Di Charle,	Jim is Typing
	POWERED BY OLARK







#MOZCON

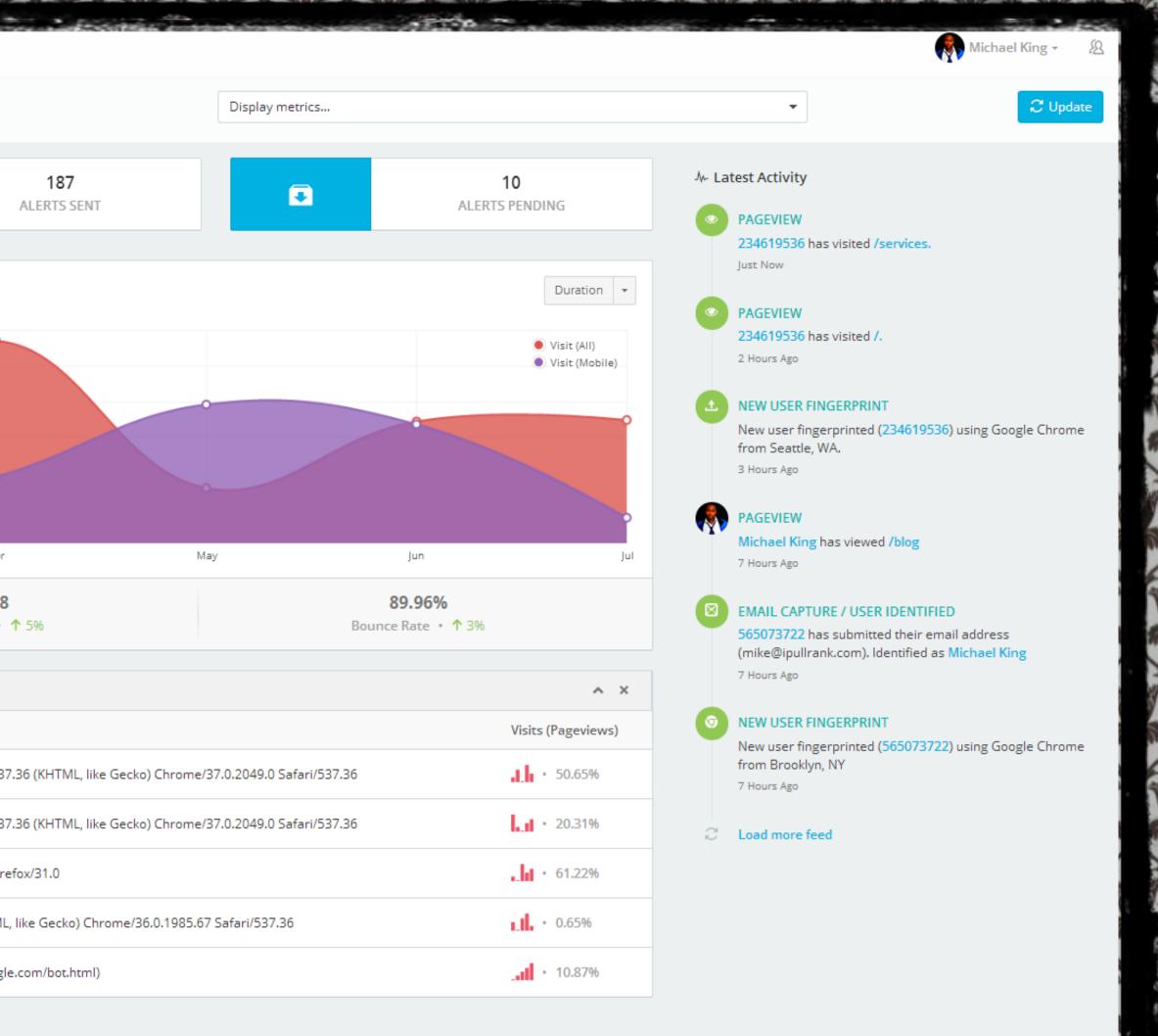
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Quantum Lead	፲ ନ 🜲 Q			
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ains ors	Fingerprinted Users			
ings >	150			
	125			
App uptime 26 days	100			
Daily visitors	75			
21,421	50			
	0			
	Jan	Feb	Mar	Apr
		2,834 Visits • ↓ 47%		15,478 Page Views ・ ↑ 5
	Visitors			
	Browser Fingerprint	User Info	User Agent	
	234619536	NONE	Mozilla/5.0 (Windows NT 6.3; Win	64; x64) AppleWebKit/537.36
	375122093	NONE	Mozilla/5.0 (Windows NT 6.3; Win	64; x64) AppleWebKit/537.36
	297790517	NONE	Mozilla/5.0 (Windows NT 5.1; rv:3	1.0) Gecko/20100101 Firefox/
	565073722	Michael King	Mozilla/5.0 (Windows NT 5.1) App	oleWebKit/537.36 (KHTML, like
	Googlebot	GOOGLEBOT	Mozilla/5.0 (compatible; Googleb	ot/2.1; +http://www.google.com
			1976 ·	

For now Quantum Lead just tracks pageviews in context of the user information, but there is more in the roadmap.

VISITOR ANALYTICS









THE USE CASES ARE ENDLESS.











SO WHAT'S THE CATCH?







NEED 1000 SIGNUPS BEFORE I FLIP THE ON SWITCH.





http://bit.ly/quantum-lead

Can we do it before I get off stage?





none's log incoming

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NOW, HERE'S

YOU SHOULD DO RIGHT AWAY.

permission allows calls.

record

@IPULLRANK















SETUP A DATABASE FOR USER TRACKING

mongoDB Musque **MYSQL IS FINE, BUT NOSQL IS BETTER** Track everything you can

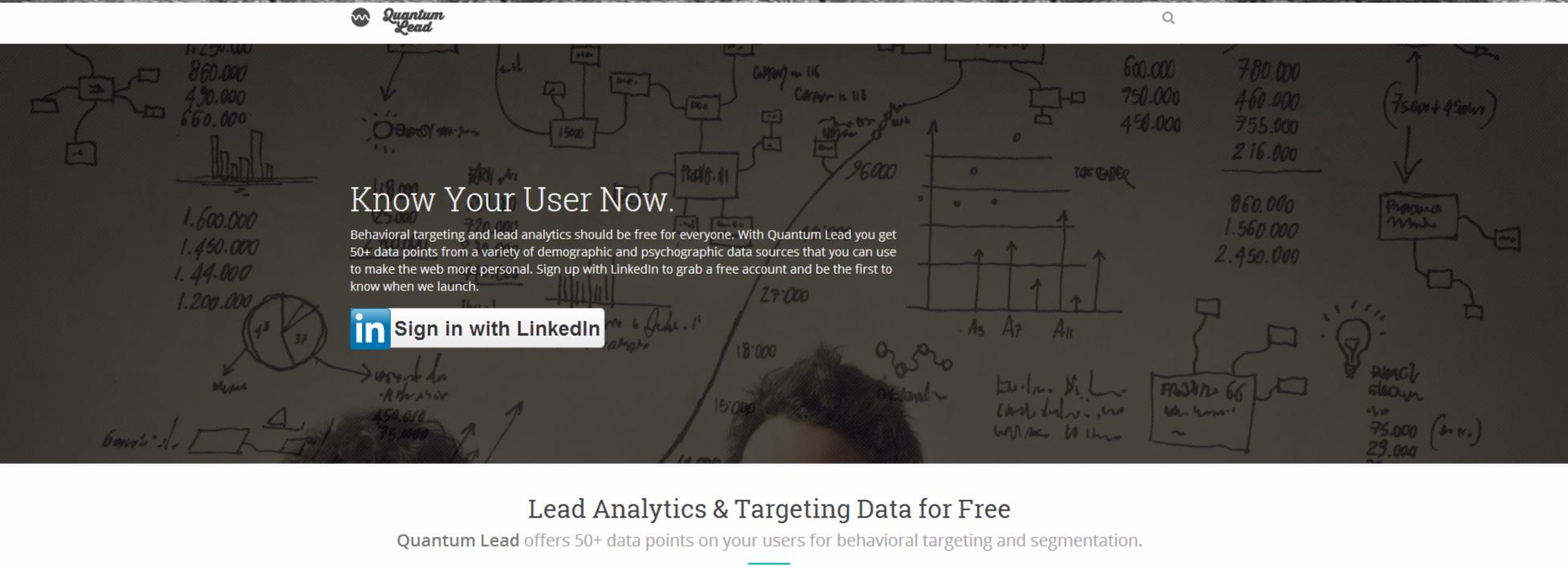








INSTALL QUANTUM LEAD



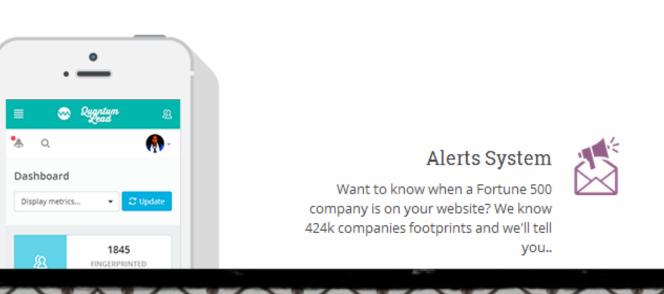


Demographic Data

Location. Age. Gender. Household Income. All very useful data for your users and there are many uses for personalization.



Setup Quantum Lead so you can get tons of profile data on your users for free.







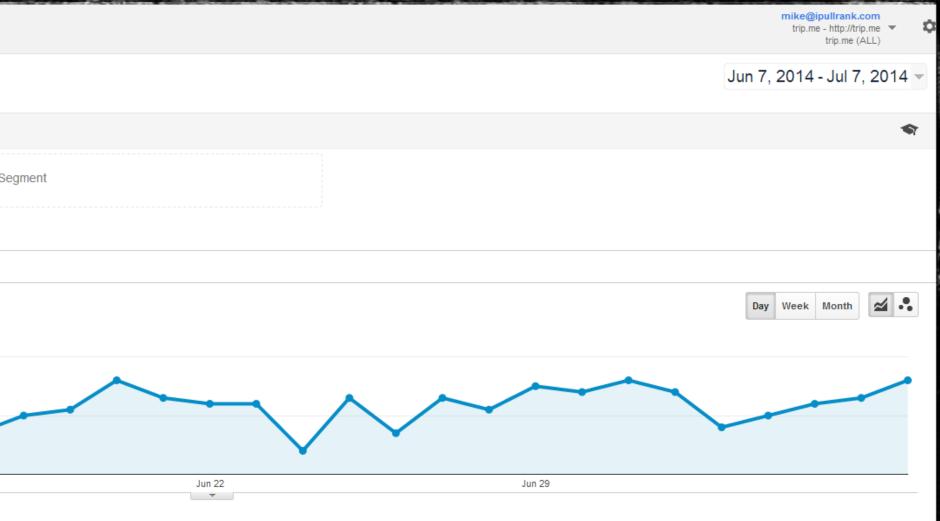
CONNECT YOUR DATA TO GOOGLE ANALYTICS

NA	X		Y	
				2Y
X		Y	Y	
		NAN Y		
		Y	Y	

~	Google Analytics	Hor	ne Reporting Customization Ad	dmin			
Q, F	Find reports & more	Cı	USTOM VARIABLE (KEY 1): RequestId 💌				
	Dashboards						
4 1	All Sessions						
Intelligence Events Explorer							
Ø	Real-Time	Summary Site Usage Goal Set 1 Ecommerce					
iiii	Audience	Sessions VS. Select a metric					
	Overview ▶ Demographics		20				
	► Interests						
	▶ Geo		10			-	
	▶ Behavior		•				
	▶ Technology	-	Jun 8		Jun 15		
	▶ Mobile	Prim	ary Dimension: Custom Variable (Value 01)				
	- Custom		Plot Rows Secondary dimension Sort Type:	Default 👻			
	Custom Variables						
	User Defined		Custom Variable (Value 01) 🕜	Acquisition			
	Users Flow			Sessions ? Ψ	% New Sessions		
⇒	Acquisition			338 % of Total: 1.04% (32,558)	68.64% Site Avg: 80.66% (-14.90%)		
	Behavior		1. 33731	5 (1.48%)	0.00%		
	Conversions		2. 33580	2 (0.59%)	50.00%		
			3. 33790	2 (0.59%)	0.00%		
ttpe/	/www.google.com/analytics/	web/	2authuser=0				



Quantum Lead won't automatically fire anything to Google Analytics, that's up to you. Use custom variables and event tracking to populate GA with the right data.



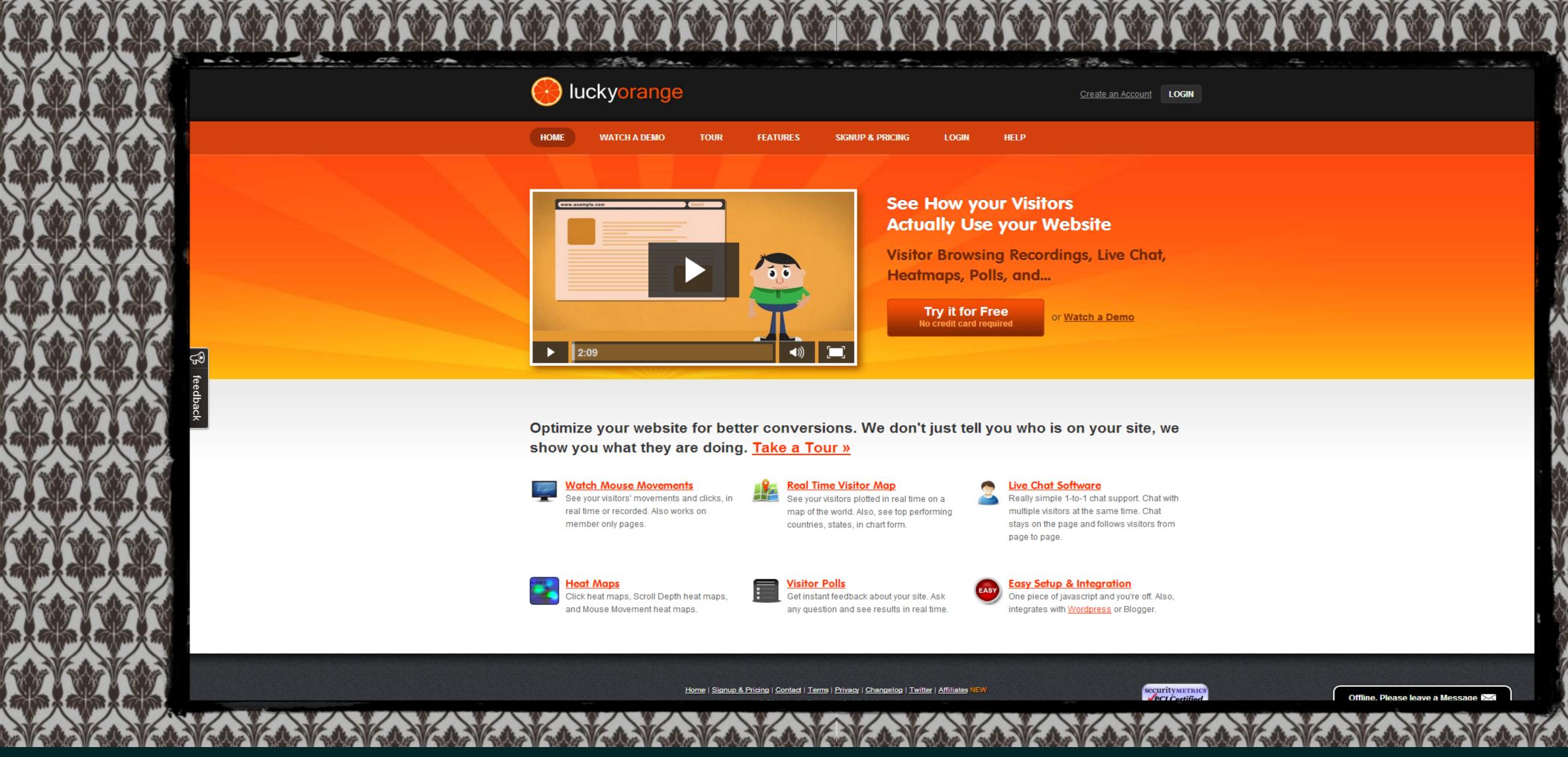
					Q advan	ced 🖽 🕒 \Xi 🔁 💷
Behavior				Conversions eCom	nerce 🔻	
New Users 🧿	Bounce Rate ?	Pages / Session ?	Avg. Session Duration	Transactions ?	Revenue	Ecommerce Conversion Rate
232 % of Total: 0.88% (26,261)	0.00% Site Avg: 68.32% (-100.00%)	10.58 Site Avg: 2.06 (412.99%)	00:15:42 Site Avg: 00:01:56 (714.87%)	0 % of Total: 0.00% (46)	€0.00 % of Total: 0.00% (€28,494.79)	0.00% Site Avg: 0.14% (-100.00%)
0 (0.00%)	0.00%	5.00	00:03:18	0 (0.00%)	€0.00 (0.00%)	0.00%
1 (0.43%)	0.00%	3.50	00:06:30	0 (0.00%)	€0.00 (0.00%)	0.00%
0 (0.00%)	0.00%	10.00	00:14:31	0 (0.00%)	€0.00 (0.00%)	0.00%







INSTALL LUCKYORANGE





#MOZCON

Install LuckyOrange so you can get some real intelligence on the different types of users that visit your site.



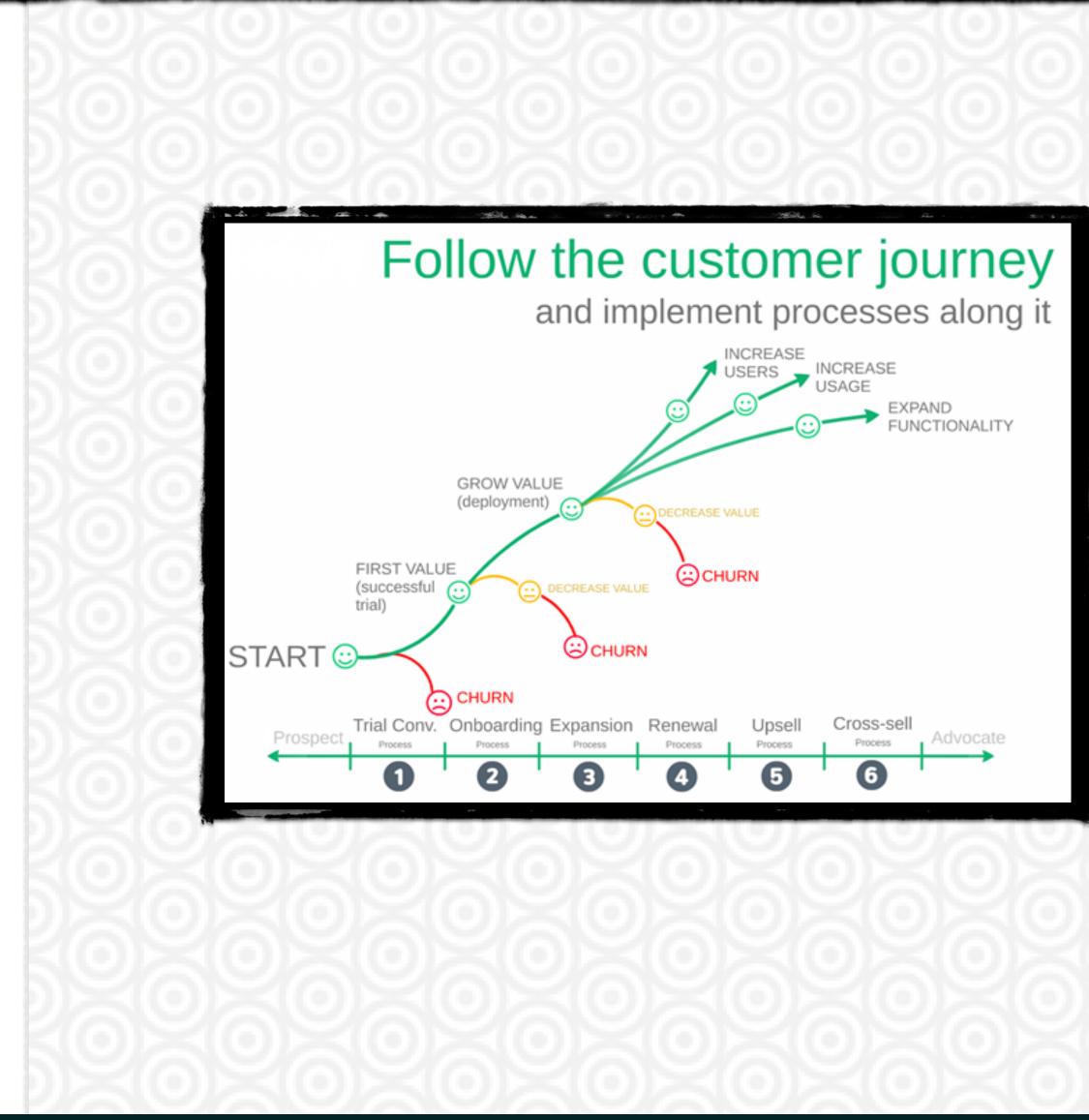


ADD DYNAMIC FUNCTIONALITY TO YOUR SITE

Experience Updates Triggered Emails



This will take time and will require in-depth content strategy and development work to make happen, but your site's content needs to be able to respond to variable inputs.





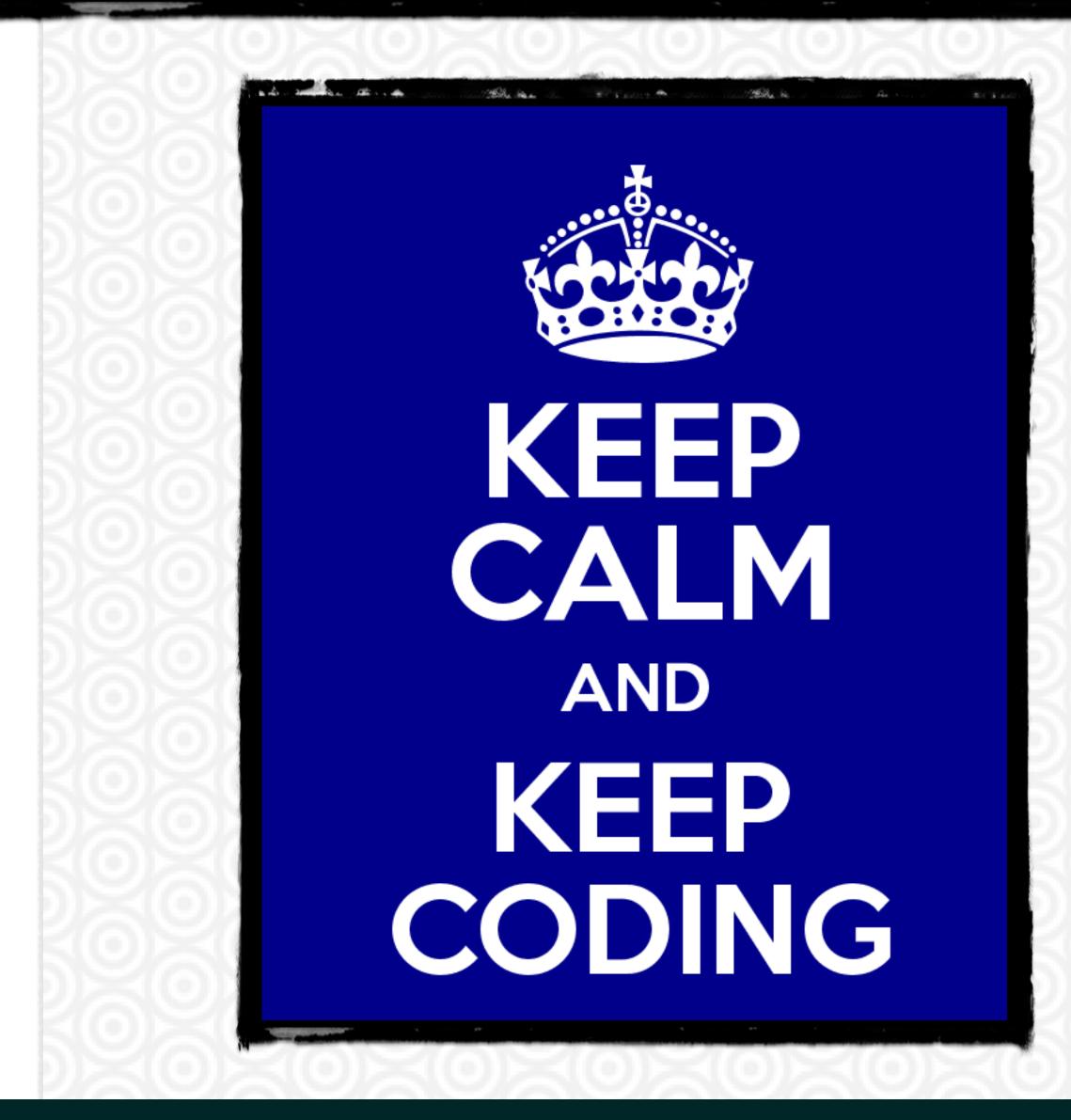


PREPARE FOR AUTOMATION

Start Small **Cold Start Problem Development Time**



Start small and prove your wins so you can get the buy-in to do a complete overhaul with this data and technology.











THAT'S ALL I'VE GOT.

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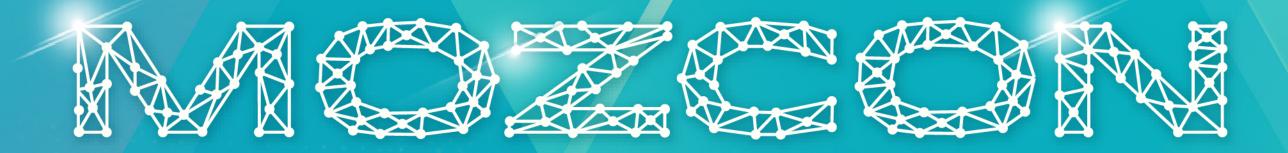
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@IPULLRANK



2014

THANK YOU! SESSION Q&A







