

Less Spend For Online Ads, Means Rethinking The Way We Analyze Them

***New start up gives SMEs a cost effective tool to evaluate
online expenditure***



Released on: August 24, 2009, 8:43 am

Author: Eric Melchor

Industry: [Internet & Online](#)

New York, NY – August 24, 2009 – Smart Digital Spending, a New York start-up launched today, offers a new approach to analyzing online advertising which could save firms thousands of dollars each year. Smart Digital Spending provides written, audio and video instructions on how to analyze online campaigns using data analysis techniques in order to make simple yet effective media optimization decisions. Offering data analysis advertising tutorials is the brainchild of online marketing analyst Eric Melchor.

Paula Lynn commented, "I think there is a real need for these tutorials. Marketing data analysis is usually seen as really complex and hard to implement, but these guides explain how advertisers can incorporate online media measurement into their media planning strategy very easily. There may be other options out there, but simplicity doesn't seem to be what is happening with other companies offering their services".

According to Eric Melchor, "The natural instinct of an internet marketing analyst with no media planning experience is to track and measure as many metrics as possible in order to learn about the campaign at maximum granularity. This results in a virtually endless amount of wasted time since this won't change the way advertisers

plan future media buys nor generate a better ROI on advertising dollars spent.

Media planners and buyers who are capable of performing proven data analysis techniques on their own are much more likely to focus on what is actionable, identify areas where to minimize costs and implement optimization decisions based off strategic findings that will enhance campaign performance.”

Firms of any kind can purchase and download these tutorials that are designed for paid search, online display and mobile marketing at www.smartdigitalspending.com. Firms can even choose to pay a low monthly subscription that gives them access to all tutorials for free and are able to have Eric Melchor as an available resource to call on for matters relating to measuring digital advertising.

The videos and written instructions are currently offered in English. Microsoft Word, Excel and Media Player are needed in order to follow the tutorials. Each video is 9-11 minutes in length and written instructions are 5-7 pages long. Experience in data analysis and strong Excel skills are not required. To perform these data analysis techniques, basic campaign data such as impressions, clicks, conversions and media spend is needed.

Individuals can sign up on the website to attend a free webinar where Eric Melchor will conduct a personalized demonstration of one of the tutorials.

For further information contact Eric Melchor at eric@smartdigitalspending.com

Contact:

Eric Melchor, President
Smart Digital Spending
eric@smartdigitalspending.com
516-882-6276

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)