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New Technology Briefing

Tracking online ad campaigns: A primer

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Abstract

Anyone can engage in online ad spend, but it is only when the marketer tracks and optimizes ads that the advertising can be paid for and the business can still be profitable. This paper includes a number of suggestions to help accomplish this task. After defining basic ad effectiveness indicators, the paper discusses the fundamentals of using Google AdWords, Google Analytics, Google Website Optimizer, affiliate program software and banner ad serving software. If these fundamentals are followed, and if the web marketer continues to develop his/her ad tracking expertise, both sales and profits should increase.

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Introduction

Achieving an acceptable return on internet ad spend requires web marketers to become adept with respect to three key factors that are fundamental to the success of almost any online advertising campaign:

Three key factors

1. How to write an ad copy that attracts attention, introduces an offer, identifies the audience and motivates a prospect to click on the ad. At this point, the marketer is not trying to close the sale; instead, it is the prospect's interest and curiosity that are being courted with the objective of getting the potential customer to make an initial, low-level commitment — clicking on the ad or, in the case of e-mail marketing pieces, simply opening and viewing the message.
2. How to develop a landing page for the ad — the page to which the prospect is taken once the ad is clicked. A landing page should be designed to take over where the ad left off, by maintaining the prospect's interest, repeating the offer and persuading him/her to finalize the transaction. Without an effective, well-thought-out landing page, most advertising campaigns will be failures; thus, successful internet advertising requires the web marketer to learn how to develop effective landing pages.
3. How to track, or determine, the success of an individual ad or an advertising campaign.

Tracking effectiveness

The knowledge set surrounding each of these factors is so rich that even the basic information about all three cannot be conveyed in a single paper; consequently, the present paper deals with the third factor: Tracking the effectiveness of online ads. It reflects the knowledge acquired, as well as the lessons learnt, by one of the authors who has been a web marketing consultant, author and publisher for the past fifteen years, as well as the expertise developed by the second author during a decade of researching and teaching about e-commerce at the university level.

Virtual- versus real-world ad tracking

Television, radio and print advertisers have an old saying: ‘You know that half your advertising isn’t working for you — you just don’t know which half’.¹ Fortunately, for those involved with online direct marketing ad spend, this adage does not apply. There is no doubt that one can ascertain how effective this type of web marketing is. Furthermore, while e-marketers used to have to pay relatively high prices for specially designed software to track their online ads, this is no longer the case, particularly for small- and medium-sized enterprises (SMEs). In fact, very robust ad tracking software is available to SMEs at little, or no, out-of-pocket cost.² Examples of this software include:

Low-cost tools

- Google AdWords
- Google Analytics
- Google Website Optimizer
- Affiliate Program Software
- Banner Ad Serving Software

Why might a web marketer want to analyze a set of ad tracking data? The answer is immediately apparent: If the marketers do not do this, they will not know how much their ad spend should be, and the consequence could be a great reduction in or elimination of the ‘bottom line’ of their firm’s income statement.

The basic indicators

There is a basic set of effectiveness indicators with which the online marketers should be familiar if they are going to make wise decisions regarding their ad spend. Each of these is described in the following paragraphs. (Note: The following discussion assumes that an e-mail marketing piece has been opened so that the recipient has viewed the offer. In a separate paper, the authors have discussed the process of developing effective promotional e-mails. Among other topics, that paper discusses best practices for improving e-mail open rates — the vital first step in enticing the recipient to view the offer itself.)

Click-through Rate (CTR)

Attracting visitors

A ‘click-through’ occurs when the viewer of an advertisement clicks on the ad with the objective of being transported to the advertiser’s website.³ An advertisement’s CTR, therefore, is the ratio of the total

number of click-throughs on that ad to the total number of times the ad has been displayed, expressed as a percent. For instance, if a particular ad shows 20,000 times and the advertiser obtains 200 click-throughs, CTR would be 1.0 per cent ($= 200 \text{ click-throughs} / 20,000 \text{ ad impressions}$). CTR helps a web marketer understand how effective a particular advertisement is in attracting people to his/her website, ordinarily *via* a custom-designed landing page for that ad.

Conversion Rate (CR)

CR is the ratio of people who actually complete a transaction to the number of people who visit the advertiser's landing page, expressed as a percentage.⁴ Thus, to continue with the above example, if 200 click-throughs arrive at the web marketer's landing page and the marketer sold to ten of these click-throughs, CR would be 5.0 per cent ($= 10 \text{ sales} / 200 \text{ click-throughs}$).

Cost Per Sale (CPS)

Sometimes called the Acquisition Cost or Cost per Action, CPS metric tells the web marketer the actual dollar cost of advertising for each sale of a product or service.⁵ Continuing with the preceding example, here is how CPS is calculated:

- Assume that the marketer is paying Google AdWords \$0.25 per click-through.
- For the campaign in question, then, the total advertising cost for the 200 click-throughs is \$50.00 ($= 200 \text{ click-throughs} \times \0.25 per click).
- Therefore, CPS is \$5.00 ($= \$50.00 \text{ total ad cost} / \text{ten sales}$).

Return On Investment (ROI)

How does the e-marketer know if \$5.00 is a reasonable CPS? To answer this question, the advertiser must compute one more indicator: the ad's ROI. ROI tells the web marketer the rate of return that he/she is getting for each dollar of a campaign's ad spend. ROI is defined as is the ratio of earnings (or loss) on an investment divided by the amount invested, expressed as a percentage.⁶ But, although the other three indicators are reasonably simple to calculate and understand, ROI can be difficult to compute for a variety of reasons, including these three:

- Sales are quantifiable, but what if the advertiser's conversion goal is to increase brand awareness? Obviously, such goals are more difficult to quantify.
- People often return to a website several times following the initial click-through prior to purchasing. How does one know that a click-through actually converts to a sale, if the sale comes on a subsequent visit?
- Most experts believe that ROI should not be computed simply on the first sale; instead, it is the 'lifetime value' of the customers acquired during an ad campaign that is important, but that value is difficult to estimate.

**Return per dollar
spent**

Lifetime value

The above difficulties notwithstanding, however, it still is possible to compute a simple measure of ROI based on our continuing example using the following definitions:

- Gross Profit = Sales Revenue minus Cost of Goods Sold (COGS)
- ROI = Gross Profit minus Advertising Cost divided by the Advertising Cost

ROI examples

Two examples are provided here to demonstrate the calculation of this simple ROI. First, assume that the advertiser is selling a tangible product for \$40.00 that costs the seller \$20.00:

- Gross Profit = \$40.00 revenue – \$20.00 COGS = \$20.00
- ROI = (\$20 Gross Profit – \$5.00 CPS) / \$5.00 CPS = 3.00 = 300 per cent

Three hundred per cent is a very, very good return, and therefore the online marketer most likely will rush to spend more on advertising. Why not, since for each dollar spent on advertising, the marketer's firm earns \$3.00 in Gross Profit?

For the second example, assume that the advertiser is selling a tangible product with a wholesale cost of \$6.00 for \$10.00. The ROI computation for this example is as follows:

- Gross Profit = \$10.00 revenue – \$6.00 COGS = \$4.00
- ROI = (\$4.00 Gross Profit – \$5.00 CPS) / \$5.00 CPS = –0.20 = –20.00 per cent

In this example, the web marketer is losing \$0.20 each time he/she spends \$1.00 on advertising; thus, the more the advertiser spends, the more he/she loses. Without understanding CPS and ROI, the advertiser would not be aware of this and the consequences could be dire for his/her online business.

Obtaining the numbers

While neither advertising nor generating sales are simple tasks, the proper numbers and statistics can help savvy owners of SMEs gain a better understanding of them. With this in mind, the following paragraphs provide concise discussions of how these numbers can be obtained through the use of widely available software. Owing to space limitations, these discussions only provide an introduction to the basic capabilities of this software, but they should provide the online marketer with sufficient information to begin setting up the software so that one can gain a more precise understanding of ad effectiveness.

Google AdWords

If the marketer's main ad spend campaigns involve Google AdWords (<https://adwords.google.com>), then he/she has access to a rather complete assortment of statistics to assist in the determination of ad effectiveness. This information is located under AdWords' 'Campaign Management' tab in the 'Campaign Summary' section.⁷

Automatic collection**AdWords click-through data**

Three important pieces of information are automatically collected by Google AdWords⁸:

- Clicks — Number of click-throughs on an ad
- Impressions — The number of times an ad has been displayed by Google
- Cost — The total amount of ad spend during the period in question

This information is presented in a columnar form for each ad campaign and, at the more micro level for each of the campaign's keywords and advertisement variation.

Ratios computed from these three statistics are presented in two subsequent columns:

- CTR — Click-through Rate ($= \text{Clicks} / \text{Impressions} \times 100$). This tells the marketer how effective an ad is in obtaining click-throughs to his/her website.
- Average Cost Per Click (CPC) $= \text{Cost} / \text{Clicks}$. The marketer can use this ratio to obtain a rough estimation of how expensive an ad is for the campaign or keyword.

Required setup**AdWords Conversion Data**

While click-through data is quite useful, and while it is collected automatically by Google AdWords, by itself it does not tell the web marketer everything he/she needs to know to make good ad spend decisions. This is because it just measures the cost of getting a customer to the advertiser's website, rather than the cost of obtaining an actual sale. Getting conversion data fed into a Google AdWords interface requires additional setup.

At the basic level, Google does compute a conversion measure. It does this by placing a cookie on the customer's web browser every time a shopper clicks on an AdWords ad. Then, if the customer in question completes a purchase, the cookie is 'read' and the sale is attributed to the ad on which the customer initially clicked. Unfortunately, this type of cookie cannot be read after a sale by Google without some help. This help takes the form of a small piece of JavaScript code (provided by Google AdWords) that must be pasted into the Thank You Page code of the website's ordering system. Once the code is in place, each time a shopper completes a purchase and arrives at the advertiser's 'Thank You' page, the cookie will be read by the code and the conversion will appear in the advertiser's Google AdWords campaign management information.

Fortunately, Google provides AdWords marketers with an informative video that helps explain conversion tracking (<http://adwords.google.com/support/bin/answer.py?answer=89261>). Several additional articles that address various topics related to setting up Thank You pages for conversion tracking are also provided by Google (<http://adwords.google.com/support/bin/topic.py?topic=60>).

Once the aforementioned tracking code is up and running, the web marketer will see that the three final columns in his/her AdWords Campaign Summary report the desired conversion information. The columns are as follows:

- Conversions — the number of finalized transactions as measured by the number of purchasers who arrive at the Thank You Page. This value is used along with the previously mentioned data to compute the values in the next two columns.
- CR — the number of conversions divided by the number of click-throughs multiplied by 100.
- Cost/Conversion or CPS — the actual dollar cost to get a conversion, computed by dividing the total ad cost by the number of conversions.

Thus, to summarize this section of the paper, the reader should be aware of the following points:

Points to remember

- Google AdWords JavaScript code must be installed on the Thank You Page in order to track conversions.
- The Cost/Conversion or CPS data can be used to rapidly compute ROI for each advertisement.
- This information tells the marketer which ads make you money, which break even and which lose money each time they are used in a campaign.

Google analytics

Google Analytics (www.google.com/analytics/) is another extremely useful tool, which goes a step beyond the Google AdWords Campaign Summary discussed in the previous section. Although the Google AdWords Campaign Summary assists the user in the evaluation of Google AdWords advertising, the effectiveness of a web marketer's ad campaigns across all internet ad channels (e-mail, PPC, banner etc) can be evaluated with Google Analytics.

Not only due to its price (free), but also because of its great utility, Google Analytics should be *the* web analytics program of choice for SMEs. (Many large businesses value its utility also. For example, one of this paper's authors recently spoke with the corporate e-business manager for a *Fortune* 500 company who 'sung the praises' of Google Analytics.) Therefore, although it might not have all the functionality of expensive web analytics programs, it most likely fulfils the needs of most SMEs.

Relevant features

Since the primary focus of this paper is ad tracking, that is, determining how effective an individual ad is, the discussion here will focus on two of Google Analytics' relevant ad tracking features⁹:

- (1) URL Tagging
- (2) Goals and Sales Funnels.

URL Tagging

Google Analytics gives its users the ability to tag the destination URL of each ad in each internet advertising channel in each ad campaign the

Basic technical concepts

web marketer is conducting. These tagged URLs will then be tracked by Google Analytics from the point that a shopper clicks through on an ad to the advertiser's website to the point that he/she completes a purchase, fills out a lead form or signs up for a subscription. The consequence is that the marketer will then know which ads result in which conversions. This, in turn, will allow the marketer to use advertising that produces results and to discontinue ads that yield a low return.

A few technical comments regarding tagging are appropriate at this point. With respect to this, or any other technical information in this paper, it is important for the reader to understand that the authors are not making the assumption that e-marketers design and develop their own websites. But, while either in-house developers or outside consultants may program most readers' sites, it is still important for marketers to understand at least the fundamental concepts behind techniques such as URL tagging.

With respect to URL tagging, one should be aware that search engines generally only follow (ie navigate to) the portion of a URL that is located prior to a question mark (?); thus, any characters that follow the question mark can be used as tracking codes or as instructions to a local server. To tag a URL, therefore, one must place special codes after a question mark. The following two URLs demonstrate the process:

- Untagged URL — www.themarketersdomain.com/specialoffer.html
- Tagged URL — http://themarketersdomain.com/specialoffer.html?utm_source=AnotherWebsite.com&utm_medium=PPC&utm_campaign=Holiday%2BSale

The following tagging conventions were used in the preceding example:

- '?' — Separates the tag from the untagged (ie the original) URL
- '&' — Separates fields in the tag from each other
- '=' — Separates the name of the field from its contents
- '%2B' — Indicates a space in the contents of a field

Track 5 pieces of information

The online marketer has the ability to use Google Analytics to track as many as five pieces of information for each ad or tagged URL:

- (1) Campaign Source (designated by 'utm_source' in the example): This tag is used to refer to the website or e-mail list where the visitor views the ad in question, Google, MSN or the name of a particular website where the target ad appears, for instance.
- (2) Campaign Medium (designated by 'utm_medium' in the example): This tag identifies the ad type, for example, a banner ad, a PPC ad or a link in a promotional e-mail.
- (3) Campaign Name (designated by 'utm_campaign' in the example): This tag is used to identify the promotion of which the ad in question is a part. For instance, the ad might be part of a 'Two-for-One Deals' promotion, a 'Spring Inventory Clearance' promotion, of a promotion to introduce a new product or service.

- (4) Campaign Term (designated by 'utm_term', but not used in the example): This tag can be used to identify the paid search term or keyword that prompted the ad's display. While Google knows this for AdWords campaigns, this tag is useful for campaigns in Yahoo! Search Marketing or MSN Ad Center.
- (5) Campaign Content (designated by 'utm_content', but not used in the example): This tag can be used to distinguish one ad's content from another. For example, the marketer might include a particular banner ad's headline here to distinguish it from another banner ad used in the campaign.¹⁰

While all five fields are not required in any given tag, the first three — Campaign Source, Campaign Medium and Campaign Name — should *always* be included in this type of URL tag. And, although this system of tagging does lead to some rather lengthy URLs, it offers the advantage of allowing the advertiser to look at all of his/her ads as a group or to sort, for example, according to all the ad channels used for a particular campaign.

URL builder

If URL tagging appears to present a time and/or a technical challenge to the web marketer, Google Analytics provides a 'URL Builder' that greatly reduces the time necessary to build a tag. The builder is located at www.google.com/support/googleanalytics/bin/answer.py?hl=en&answer=55578.

What is the most important piece of information that the reader should take away from this discussion of URL tagging? Perhaps it is this: The online marketer should tag the destination URLs for all of his/her ads, particularly when they are not Google AdWords ads. By doing this, he/she can be sure that Google Analytics will provide the information that is necessary to make better ad spend decision.

Goals and sales funnels

20 Goals per profile

Basically, a successful 'conversion' is considered to be a 'Goal' by Google Analytics. For each profile a web marketer has in Google Analytics, up to four, five goal sets can be defined.¹¹ Thus, the marketer can specify a total of 20 goals for each profile; however, since marketers can establish new profiles whenever they need them, it is possible to define much more than twenty Goals. While the actual process for setting up a goal within Google Analytics requires a greater instruction set than can be included in this paper, for each Goal, the advertiser basically specifies the following:

- The URL of the Thank You Page that indicates a conversion (ie that marks the completion of the Goal)
- The goal's name
- The monetary value of a completed Goal (optional)
- The URLs of web pages that lead up to a completed Goal (optional)
- Whether the first step (URL) specified in the Goal is actually a required step (optional)

Google provides a detailed instruction set for accomplishing the above Goal-related tasks at www.google.com/support/googleanalytics/bin/answer.py?hl=en&answer=55515.

The funneling process

Once the web marketer has established a Goal, the results of an ad campaign can be tracked. For a typical advertisement, the ad's landing page(s) would be the required first step towards the Goal, while reaching the Thank You page would indicate completion of the Goal. Since more people arrive at a landing page than at a Thank You page, the customer flow between the two resembles a funnel — what Google Analytics and others call a conversion funnel. The entire funneling process allows the web marketer to learn the following:

- The number of people who get to the landing page after clicking on an ad (which helps in computing CTR)
- The number of completed Goals (which allows calculation of CR)
- The total value of the sales generated by the campaign (if a monetary value is specified).

After goals and conversion funnels have been established, the marketer has the ability to filter the results for any of the fields that have been tagged in his/her URLs (source, medium, name, term and/or content). Finally, the ultimate result of tagging all ad destination URLs and establishing Goals provides a means through which the marketer can compute CTR, CR, CPS and ROI for any ad or advertising campaign.

Google Analytics has many more capabilities than those ad tracking features discussed here, and the reader is encouraged to become more familiar with the robust nature of the tool at the Google Analytics website (www.google.com/analytics).

Google website optimizer

Perform A/B split tests

Yet another useful tool related to ad tracking and offered free by Google is the Google Website Optimizer (www.google.com/websiteoptimizer), which allows web marketers to perform A/B split testing on any webpage. What this means is that the advertiser can develop two landing pages for an ad, each identical to the other except for the headline, for instance, and then send half that ad's click-throughs to landing page A and half to landing page B. The result, of course, is that one can compute CR for each landing page to determine which headline works better.

It should be noted that, while Google Website Optimizer has the capability to perform more sophisticated multivariate testing that permits an advertiser to analyze the effect on conversion of multiple landing page differences simultaneously, many SMEs do not have the in-house expertise to properly interpret the results.

Because Google Website Optimizer mainly operates on web pages located on the marketer's own website along with his/her ads located on other websites, the tool is employed more frequently to optimize landing pages than it is to optimize ads. The latter point notwithstanding, Google Website Optimizer also has the ability to

insert alternate content into a portion of a webpage. That content, for example, could be a banner or text ad that links to another part of the marketer's website. The tool can then be used to compute which content generates the highest CR. Video tutorials for the Google Website Optimizer can be found at www.google.com/intl/en/websiteoptimizer/tutorials.html.

Affiliate program software

It is not unusual for a web marketer to run a program designed to compensate other websites for sending customers to the marketer's website. Regardless of whether the reward is given for a shopper or a purchaser, these programs generally are called 'affiliate programs'. A more detailed explanation of how these programs work can be found at www.howstuffworks.com/affiliate-program.htm.

Affiliate program record keeping

Affiliate program record-keeping can be an arduous task. Because of this fact, most online merchants that use affiliate programs as a marketing tool manage them with affiliate program software.¹² It is likely that those who use this software will discover that it has the following capabilities:

- establish and manage individual affiliate accounts so that the marketer can track ads and click-throughs on an affiliate's site, newsletter or blog;
- display banner and text ads on an affiliate's site;
- enable conversion tracking for each ad and each affiliate; and
- calculate commissions earned by each affiliate.

In short, the data generated by affiliate program software provide the marketer with the ability to compute all four vital ad tracking statistics

— CTR, CR, CPS (ie the commissions earned by an affiliate) and ROI
— for marketer's affiliates' ads.

There is no shortage of affiliate management software packages on the market. One especially suited to the needs of small business is Post Affiliate Pro (www.qualityunit.com/postaffiliatepro/; priced at approximately \$200, depending on functionality). The market-leading program is Commission Junction (CJ), which is designed (and priced) for somewhat larger businesses (www.cj.com). CJ can provide an online firm with exposure to its network of literally hundreds of thousands of active affiliates and even manage the task of making payments to affiliates. Business must meet certain qualifications when applying for a CJ account. These can be seen at www.cj.com/advertisers/application_process.html.

Banner ad serving software

Advertisers whose banner ads are displayed on other websites, either through an advertising agency or *via* an ad network, are most likely to use special software to serve up their ads to the sites in question. If it

is state of the art, ad serving software can be quite sophisticated, and can certainly assist web marketers with the task of obtaining the data necessary to compute CTR for any of his/her banner ads. Examples of banner ad serving software include the following: OpenX Ad Server (www.openx.org; free), AdJuggler (www.adjuggler.com) and Google's DoubleClick (www.doubleclick.com).

As indicated in the earlier discussion of A/B split testing, it is wise to develop and test several banner ads for each advertising campaign. When sufficient performance data are accumulated, the marketer will have enough data to determine which ads perform best. Once this is known, the best performers can be displayed more frequently, while the display frequency of the poor performers can be lessened or even discontinued. Finally, since only 'high-end' ad serving software is likely to have the functionality necessary to track conversions, the web marketer should continue to tag destination URLs so that their CTR, CR, CPS and ROI can be tracked using Google Analytics.

Ad effectiveness and time

Experience and/or intuition are most likely to tell the reader that some, if not most, advertisements and advertising campaigns get 'long-in-the-tooth' over time. Furthermore, studies have shown that brand awareness can decrease as time since last exposure to an ad increases.¹³ While a discussion of these topics is beyond the scope of this paper, the online marketer should be aware of the effects that time has on advertising effectiveness and is encouraged to learn more about these effects. Two appropriate search terms for initiating the learning process are 'decay rates' and 'wear-out rates'.

The content and landing page factors

Critical factors

When one is discussing the subject of ad tracking, it is important to be aware of a fact mentioned in the introduction to this paper. That is, an ad's success (ie its CR) is critically dependent on two factors: the ad's content and its destination or landing page.

A poorly written ad can be worse than no ad at all; therefore, it is vital for the web marketer either to develop excellent copy writing skills for various ad types, or to be aware of how one goes about hiring those who do have such skills. Since space constraints prohibit discussion of effective ad writing techniques here, the authors are preparing a separate paper on that subject.

A landing page is a webpage specifically designed for shoppers who click-through on an individual ad, or on a group of related ads. Its primary purpose is to prompt click-throughs to complete the intended transaction, that is, to transform click-throughs into conversions.

Unfortunately, too many e-marketers send the click-throughs from ads to the home page of their websites. Unless a merchant has an extremely small website that offers just a single product, directing click-throughs to its homepage can be a costly error. This is due to the fact that the average home page probably fails to provide a clear path to the product or service that is being advertised. Furthermore, most

Design for specific actions

homepages are not specifically designed to follow a *particular* ad, answer potential questions, provide relevant information, promote the product or service and produce the desired action from the click-through — making a purchase, signing up for a subscription, opting into an e-mail list or providing some type of information. Instead, the average home page serves as a gateway to many possible paths that potential customers can explore, before they either forget why they are there or click off into cyberspace because they cannot locate the advertised item. In contrast, an effective landing page is specifically designed to close the sale, and to get the subscription. In other words, an effective landing page is designed to obtain a conversion.

Effective landing page design is art and science unto itself, and as such, deserves more discussion than is possible here. Suffice it to say that the lesson to be learnt here for the online merchant is to make certain that every ad directs click-throughs to a related and well-thought-out landing page designed to produce a specific action. The transition between the ad and the landing page should be seamless to the point that it is almost not noticed by the visitor. All aspects of the ad — the headline, phrasing, graphics etc — should carry over to the landing page so that there is no opportunity for potential customers to become confused. In other words, what the ad begins, the landing page must continue and complete, or potential customers will be disappointed (and probably lost). Appendix includes an annotated listing of selected resources dealing with topics related to landing page design.

Conclusion

Anyone can engage in online ad spend, but it is only when the marketer tracks and optimizes ads that the advertising can be paid for and the business can still be profitable. This paper includes a number of suggestions to help accomplish this task. If these are followed, and if the web marketer continues to develop his/her ad tracking expertise, both sales and profits should increase.

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Appendix

See Table A1.

Table A1: Landing page resources

Resource category and citation	Comments
<p><i>Books</i></p> <p>Tim Ash, <i>Landing Page Optimization</i> (Sibex; 2008, ISBN 0470174625)</p> <p>Bly, Robert, <i>The Copywriter's Handbook</i> (Owl Books; Henry Holt, 1985, ISBN 0805011943)</p> <p>Caples, John, <i>Tested Advertising Methods</i> (5th edition; Prentice Hall, 1997, ISBN 0130957011)</p> <p>Eisenberg, Bryan and Jeffery, <i>Call to Action</i> (Thomas Nelson, 2006, ISBN 078521965X)</p> <p>Eisenberg, Bryan and Jeffery, <i>Waiting for Your Cat to Bark</i> (Thomas Nelson, 2006; ISBN 0785218971)</p> <p>Holland, Anne (editor), <i>MarketingSherpa Landing Page Handbook</i> (2nd edition; MarketingSherpa, 2008)</p> <p><i>E-zines, blogs and article links</i></p> <p>ClickZ (www.clickz.com/showPage.html?page=3622853)</p> <p>Conversion Chronicles (www.conversionchronicles.com)</p> <p>Excess Voice (www.excessvoice.com) by Nick Usborne</p> <p>GrokDotCom.com Marketing Optimization Blog (www.grokdotcom.com)</p> <p>Internet Retailer (www.internetretailer.com)</p> <p>Landing Page Design Toolbox: 100 Tools, Tips and Resources (www.virtualhosting.com/blog/2007/the-landing-page-design-toolbox-100-tools-tips-and-resources/)</p> <p>MarketingExperiments Journal (www.marketingexperiments.com)</p> <p>MarketingSherpa (www.marketingsherpa.com)</p>	<p>The best book in print on developing, testing and optimizing landing pages. A well-written and readable text on copywriting.</p> <p>The classic text on copywriting.</p> <p>An excellent discussion of online sales, featuring Persuasion Architecture™. A sequel to <i>Call to Action</i>, the authors further explore personas, sales persuasion techniques etc.</p> <p>Suggests numerous ways to improve landing pages.</p> <p>Features a column by Bryan Eisenberg which is well-written, insightful and frequently deals with topics related to landing pages.</p> <p>Includes resources and occasional articles on improving conversion.</p> <p>Frequently discusses best practices for landing pages as well as copywriting tips.</p> <p>An excellent blog on landing page and conversion topics.</p> <p>Provides news articles and feature stories that occasionally discuss conversion pages for e-tailers.</p> <p>An exhaustive, comprehensive list of 100 articles, books and resources about landing pages.</p> <p>Publishes results many of their experiments on landing page optimization, with appropriate lessons to apply at the end of each article.</p> <p>Provides weekly case studies that often highlight landing page tips and tactics.</p>