

URLs are the new cookies

(HT: [@acroll](http://www.watchingwebsites.com/) of <http://www.watchingwebsites.com/>)

BarCampLA 7
May 2, 2009

URLs are the highest common denominator

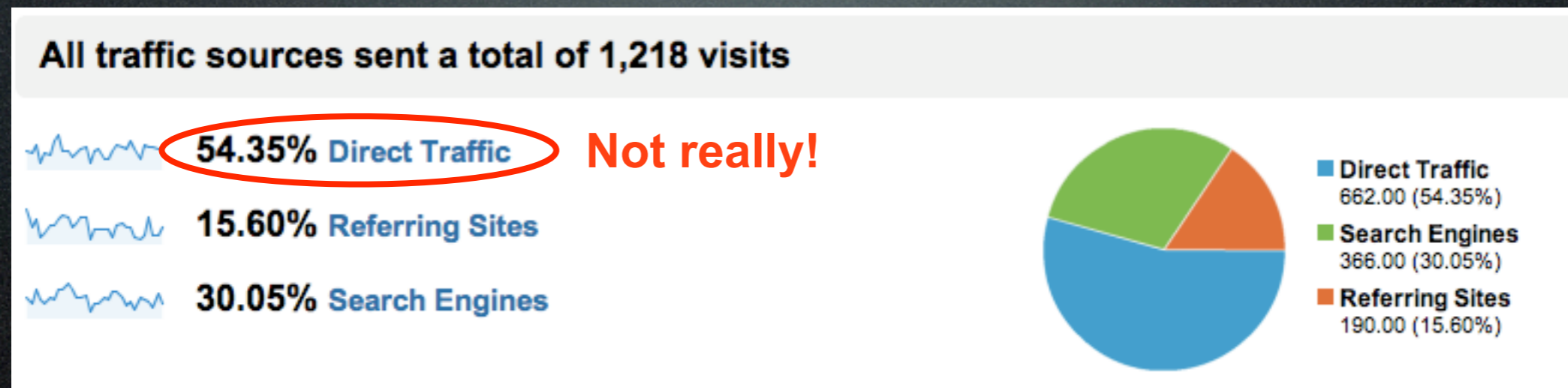
- “Links are the currency of the web and traffic is money so these are important trends for our portfolio companies and for everyone who does business on the web.” - Fred Wilson, The Rising Power Of Social Media As A Traffic Driver (3/12/09)

This shit is for realz!

- Facebook users share 28M pieces of content a month
- >18M Facebook users update their status messages $\geq 1x$ per day
- 8.70% of visits to PerezHilton.com came from Facebook compared to 7.62% from Google the week ending February 20, 2009
- Referrals to video sites in February 2009:
 - 3.32% from Facebook (+112% Y/Y)
 - 0.084% from Twitter (+ 41,900% Y/Y)

Source: <http://newteevee.com/2009/03/06/changing-nature-of-virality-facebook-and-twitter/>

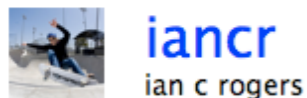
But it's incredibly hard to track!



Your site analytics are lying to you.

my Arcade Fire DVD arrived in today's mail. apparently I wasn't the only one:
<http://awe.sm/2q4> get yers here:
<http://awe.sm/2q5>

11:07 PM Apr 4th from web



iancr
ian c rogers



Arcade Fire. What a great way to present your DVD: <http://awe.sm/2q5>
 Downloading mine now.

8:05 AM Apr 5th from web



trent_reznor
Trent Reznor



Exposure: 272,277 Impressions



259,439 people via 133 tweets

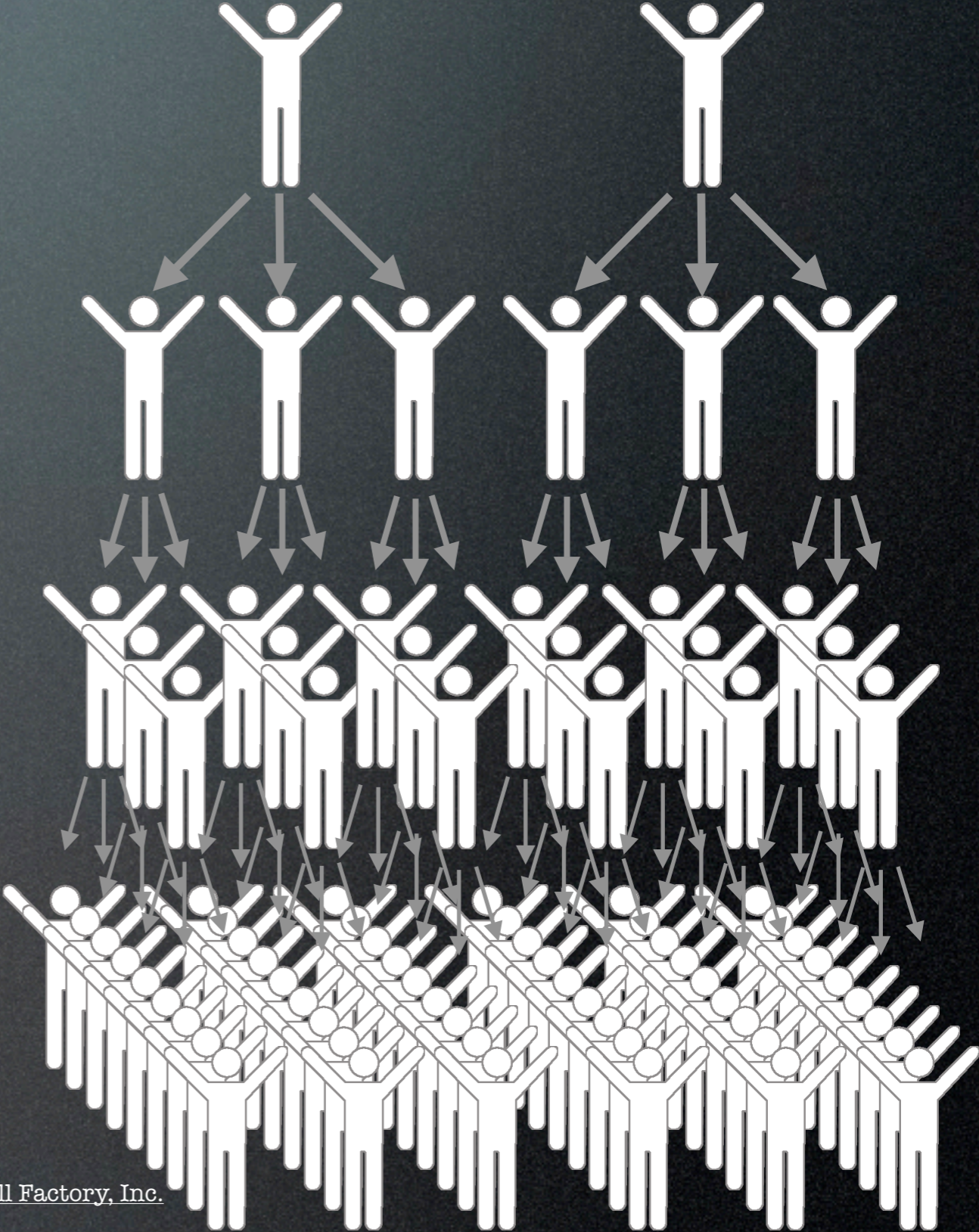
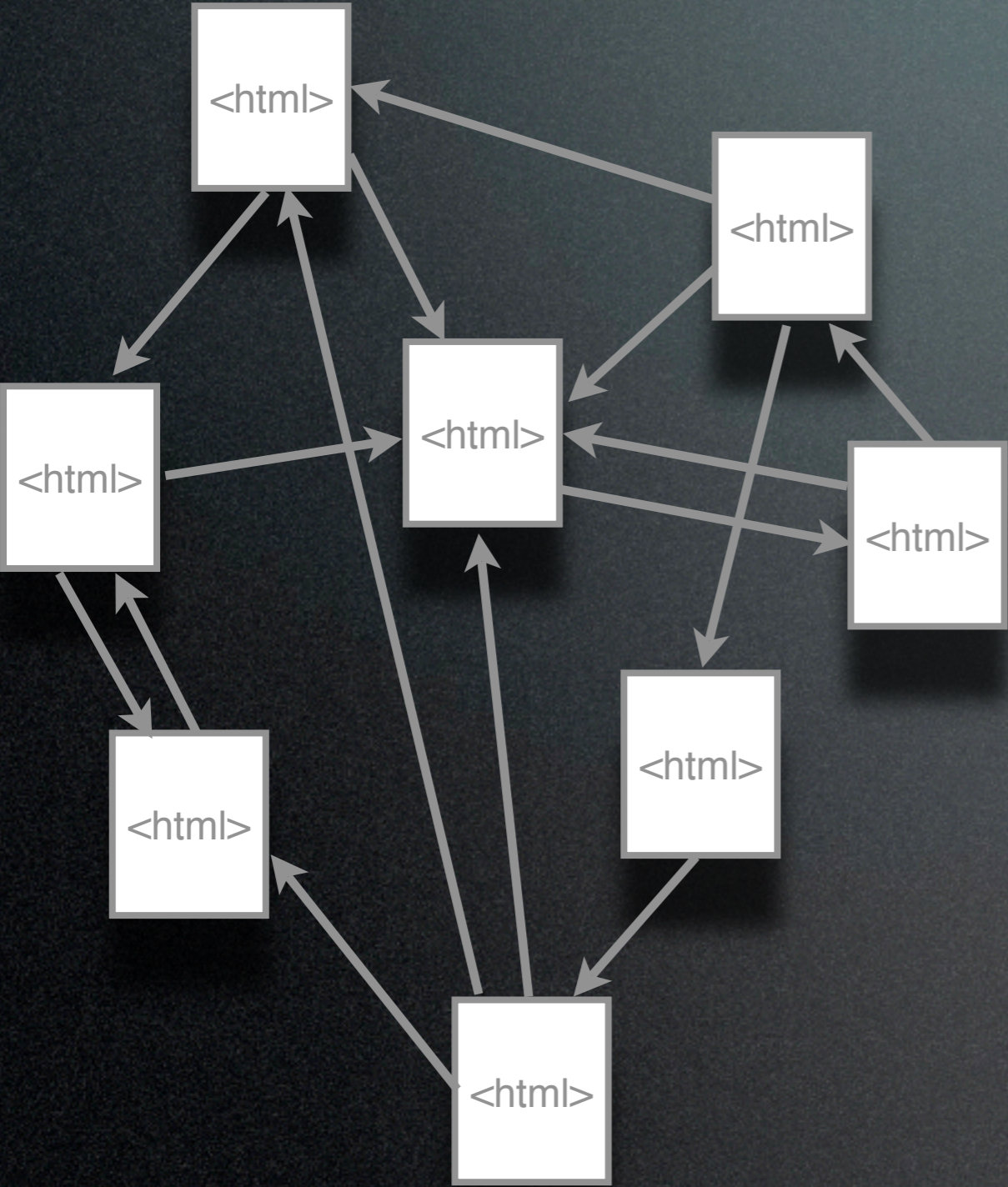
Source: <http://tweetreach.com>

Source/Medium	Visits
twitter.com / awesm-twitter	8,567
direct-awesm / awesm-twitter	5,414
www.facebook.com / awesm-twitter	76
www.twittergadget.com / awesm-twitter	73
m.twitter.com / awesm-twitter	56
www.netvibes.com / awesm-twitter	45
forums.arcadefire.net / awesm-twitter	31
betwittered.com / awesm-twitter	19
www.tumblr.com / awesm-twitter	18
apps.facebook.com / awesm-twitter	16
forum.nin.com / awesm-twitter	15
twater.com / awesm-twater	15
ninblogs.wordpress.com / awesm-twitter	12
search.twitter.com / awesm-twitter	7
explore.twitter.com / awesm-twitter	5
tweetree.com / awesm-twitter	4
www.celebritytweet.com / awesm-twitter	3
www.coachella.com / awesm-twitter	3
www.yoono.com / awesm-twitter	3
26.gmodules.com / awesm-twitter	2
awe.sm / awesm-twitter	2
coachella.com / awesm-twitter	2

Where did they come from?

- 50+ unique referring domains
 - Only 59% came from twitter.com
- 37.2% clicks with no referrer info
 - 23.6% from desktop clients
 - 11.1% from mobile clients
 - 9.7% from iPhone/iPod Touch

Page Web vs People Web



Page Web vs People Web

Fundamentally Different
Network Dynamics

Page Web vs People Web

Links

Endorsements

Shares

Publishers

Curators

Consumers

PageRank

Authority

Influence

Pull (Search)

Discovery

Push (Comms)

Aggregate

Relevance

Personal

People Web needs new tools

- Page Web
 - Backlinks = Flow of Content
 - Referrers = Flow of Attention
- People Web
 - Share channels are opaque
 - Referrers are useless

Capturing Context

- Every share action is rich with valuable metadata
 - Who, What, When, Where, Why, How
- There is a unique opportunity to capture it at the point of sharing
- Add value by encoding it in a standardized structured form

Social Media as marketing

Creative

Compelling content produced/
published within existing social
media services

Call-to-Action

Links in content description back to
Branded Site

Landing Page

Contextually relevant page on
Branded Site

Conversion

- Branded Site Traffic
- Content Interactions
- Subscription Actions
- Buzz

Thanks!

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