

# \*Widget Measurement

*A distributed widget introduces new complexities to the fine art of accurate measurement.*

Cyrus Radfar

November 3<sup>rd</sup>, 2008



**Widget Summit**

**\*clearspring\***

- **About me:**
  - Lead Analytics Engineer
  - Enjoy long pensive walks
- **About Clearspring:**
  - Connect publishers and advertisers to the social web
  - First widget analytics solution
  - The only audited widget analytics platform
  - The largest Sharing Platform on the Web
  - Over 250M+ Unique Visitors per month according to comScore
  - Recently acquired AddThis

# \*Big Picture

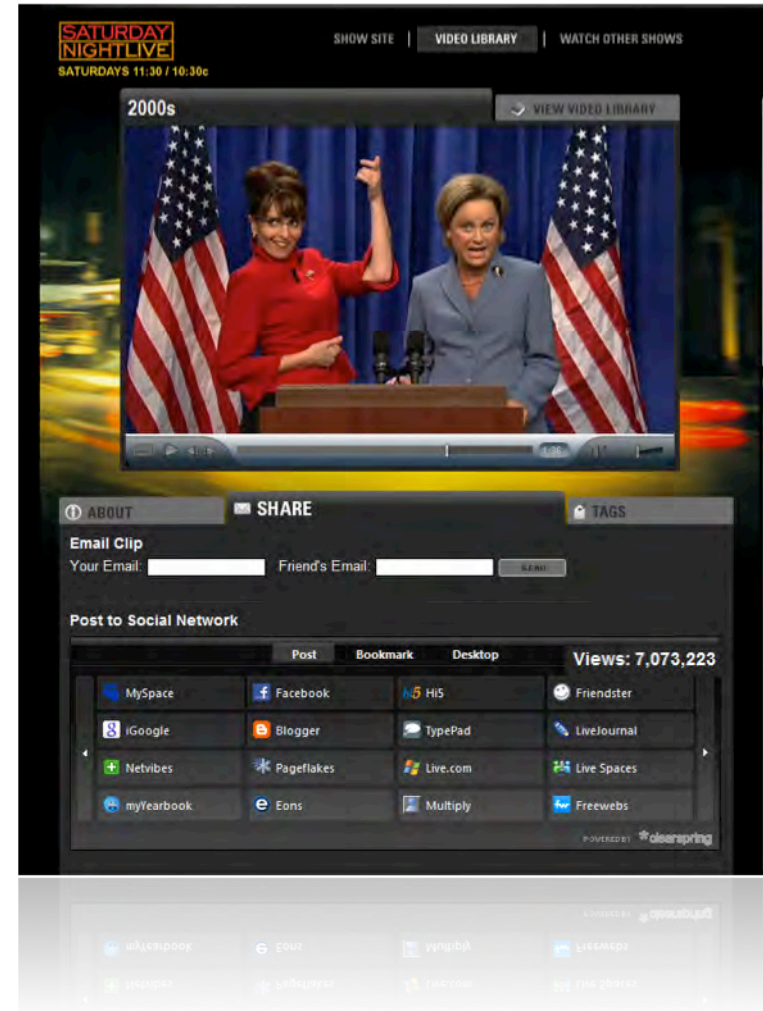
## Many Faces of Content

print, radio, television & traditional “walled garden” web sites – add widgets and social apps to the media mix.



# \*Big Picture – SNL Election Skits

- Wanted to control the monetization opportunities
- “*Begin with the end in mind.*”  
- Stephen Covey
- Holistic strategy – widgets and social apps as tools in the distribution arsenal



# \*What we're focusing on...



- Data-Driven Business
  - Goal Planning
  - Implementation
  - **Measure KPIs (\*)**
  - Learn & Optimize

# \*It's a Process: Lather, Rinse & Repeat



1, 2, 3

Ah. Ah. Ah.