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## **BMA-Minnesota Event Explores Results-Oriented Web Site Measurement**

*Led by Carlson Marketing Group interactive planner, August event will discuss maximizing Web analytics tools using business objectives and key performance indicators*

MINNEAPOLIS (July 23, 2009) – Recognizing that measurement is a key to the success of a Web site, the Minnesota chapter of the Business Marketing Association ([BMA-Minnesota](#)) will host an event on August 18 about maximizing Web analytics tools using business objectives and key performance indicators (KPIs), and translating the data into results that relate to your business.

“It’s Not About The Numbers, It’s About The Story” will be led by Kristen Findley, senior interactive planner at Carlson Marketing Group. Drawing from her experience developing multi-channel marketing initiatives with measurable results, Findley will also touch on how Web analytics can be applied to e-mail, media and even social sites to show that it’s not solely about the analytics numbers, it’s about the story.

“Even when your company has a good Web site in place, the challenge is how to know if it’s working for your target audiences,” said Chris Schermer, president of BMA-Minnesota. “The best way to measure the success of a site is not to simply look at the numbers produced by Web site measurement tools, but to find a way to translate them into results that are meaningful to your business.”

Sponsored by Minnesota’s only professional organization dedicated exclusively to the needs of business-to-business marketing professionals, the event will be held on Tuesday, August 18 at the Minneapolis Golf Club.

The program will run from 8:00 to 9:00 a.m., with registration and breakfast beginning at 7:30 a.m. The cost of the event is \$30 for BMA members and \$45 for non-members. Attendees can register online at [www.bmaminnnesota.org](http://www.bmaminnnesota.org) through August 14. A limited number of walk-up registrations also are available.

### **About Kristen Findley**

Kristen joined Carlson Marketing Worldwide in March 2009 as a Senior Interactive Planner. Her role is to use existing data and insight to develop multi-channel marketing initiatives with measurable results. She was formerly the Senior Analytics Manager at Ameriprise Financial where she managed the implementation and support of the site’s measurement tools including those used for A/B & multivariate testing. In previous lives, Kristen worked as an interactive project manager, producer and account manager. Kristen has been a speaker at the Omniture Summit, MIMA events, and has presented numerous times at the Marketing Optimization Summit sponsored by the Web Analytics Association.

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**About Business Marketing Association**

[Business Marketing Association](#) is the leading professional resource for business-to-business marketers and communicators. The organization develops and delivers services, information, skill enhancement, and networking opportunities that help its members grow, develop and succeed throughout their marketing careers. For more information on BMA-Minnesota, visit [www.bmaminnesota.org](http://www.bmaminnesota.org).

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