

MINDING your BUSINESS

QUESTION: I'm compiling my marketing budget for next year and I'm interested in advertising on the Internet. How can I find statistics, demographics, etc. on the Internet's effectiveness as opposed to the Yellow Pages, newspapers and other traditional sources?



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WHO: Ron Ellis, Managing Director, MIS Department, TSP, Inc.

ANSWER: You can't. Because Internet advertising is so new, there is no reliable tracking system in place — yet.

Progress toward an industry standard is being made, but slowly. Advertising Age cites lack of consensus on exactly what marketers want to track — total exposures, information requests or Web site visitors' habits — as one problem.

Another hindrance to accurate measurement is that on-line services that store popular World Wide Web pages sometimes don't accurately report traffic to the actual Web site owner.

However, this needn't deter you. There