

How Companies Are Using Web Sites, Marketing and Web Analytics

OVERVIEW

Does your web site hum like a fine-tuned machine, converting an ever-increasing share of prospects into customers and customers into high-value, repeat business? The most effective organizations know there is always an opportunity to boost performance and web analytics is their fuel—giving them insight into what’s working and what isn’t, as well as what can be done to improve results.

Of course, the process of continuous optimization is often easier said than done. And in fact, this itself is a goal that many companies strive to achieve.

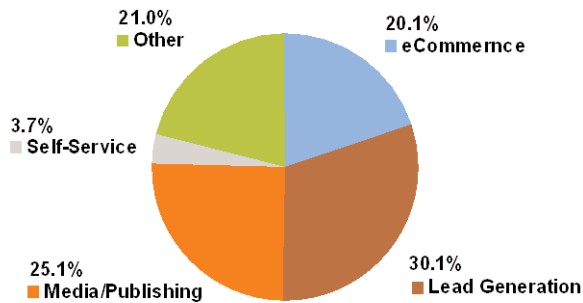
Find out how your organization’s efforts to improve its web site and marketing stack up to the competition with this collection of statistics compiled primarily from survey responses at AD:TECH San Francisco 2004 (in partnership with eMarketer) and at WebTrends North American seminar series, “Moving from Metrics to Results,” during the last three months.

SECTION ONE

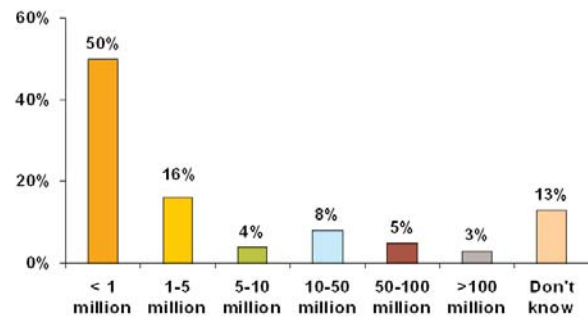
Web Sites: *Insights into the objectives and challenges of peer web sites*

Regardless of the size of your web site or your business objectives, web analytics can be used to address key challenges that stand between you and your prospects and customers. From the high-level “customer experience,” to the conversion rates of your various processes, web analytics enables you to determine how well you are doing and what you can do better. Consider where your site’s primary conversion rate stands in relation to the rest of the industry and then set targeted goals to improve it.

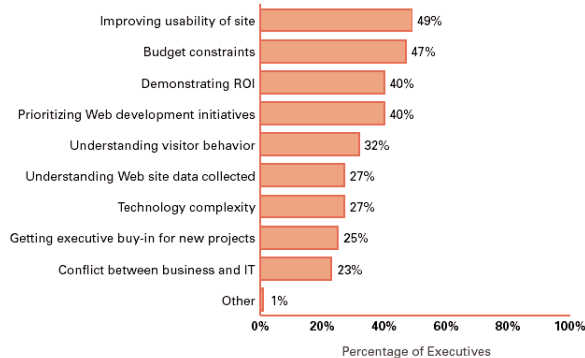
❖ What is the main objective of your web site?



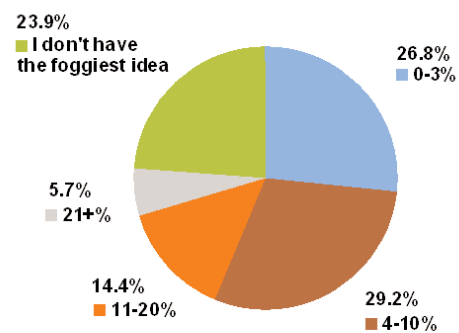
❖ How many page views does your site receive per month?



❖ Please indicate your top three challenges in operating your company’s primary, externally facing web site.



❖ What is the average conversion rate of your site?



Source: Jupiter Research/ERI executive survey (10/03)

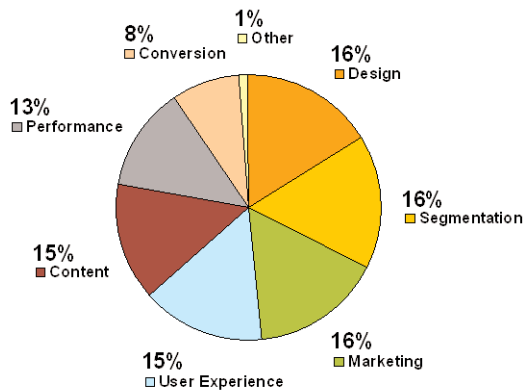
SECTION TWO

Adoption of Web Analytics:

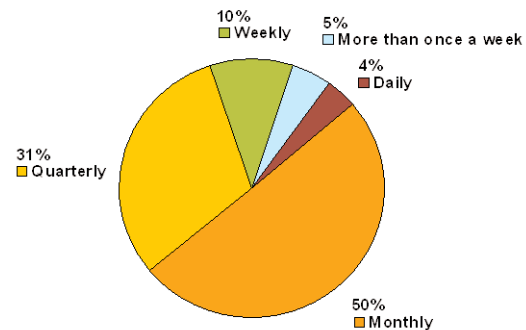
Insight into the use of web analytics and challenges faced

The use of web analytics provides a broad range of benefits, but many executives and departments have not regularly incorporated web analytics into their efforts and decision-making. Challenges including configuration, accuracy and training all point to the need for organizations to plan and invest resources in their web analytics effort upfront. And by encouraging the use of web analytics as a standard part of decision-making, organizations can help ensure insight is put into action in order to broaden adoption and accelerate ROI.

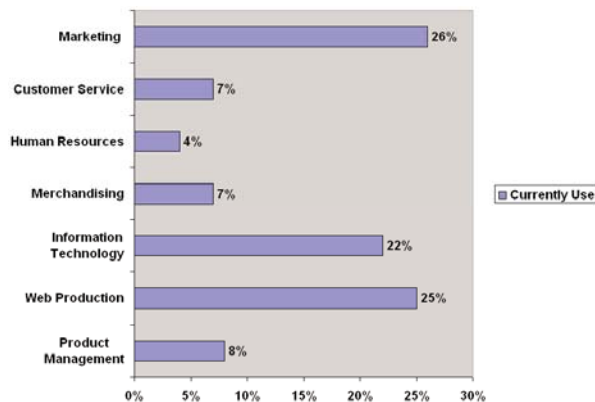
❖ What is the primary benefit you receive from WebTrends products?



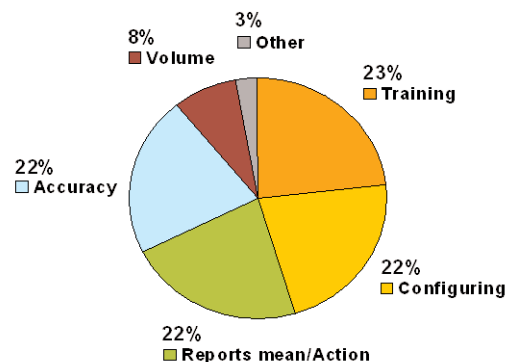
❖ How often does the executive staff request WebTrends reports for analysis?



❖ Usage in your office: Who is currently using web analytics?



❖ What is your biggest challenge in providing web reports and analytics to your organization?

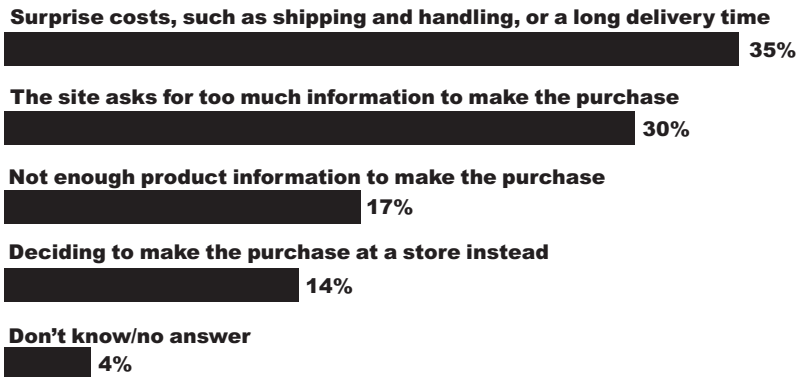


SECTION THREE

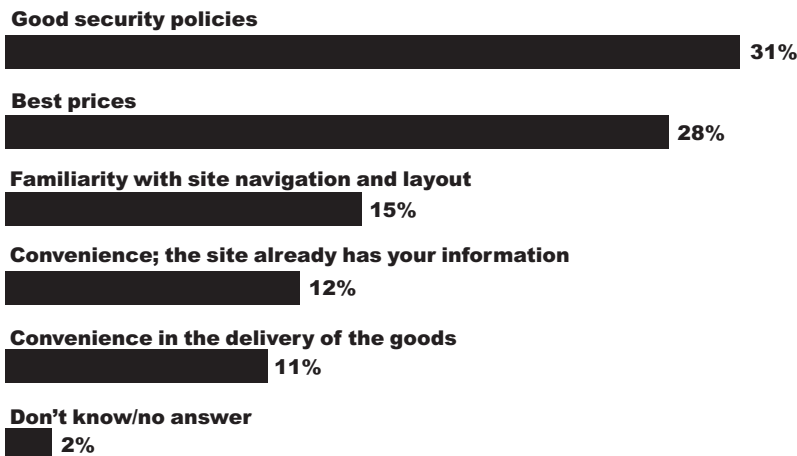
Tackling Site and Marketing Improvement Opportunities: *Insight into web site, marketing and measurement plans*

Web analytics can be used to carefully monitor conversion processes, results from marketing campaigns, visitors' interest in content or products, and visitors' paths through your site. It's critical that organizations assemble a complete view of visitor behavior, by considering many of these analyses together. For example, if visitors abandon your shopping cart what abandonment path did they follow? Did they leave to check out your security policy or to get further product details?

❖ Factors that would cause US consumers to abandon an online purchase, December 2003 (as a % of respondents).*



❖ Factors of a web site that would lead US consumers to return to the site and make additional purchases, December 2003 (as a % of respondents).*

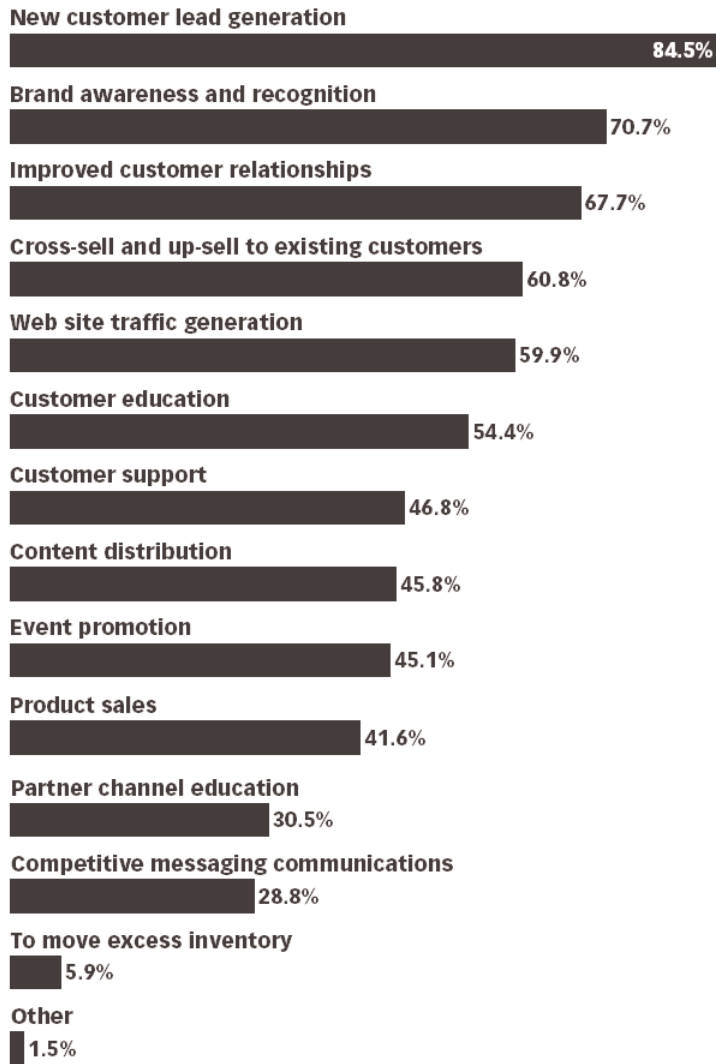


* Source: Telephone survey of consumers' online shopping behaviors conducted in December 2003.

SECTION THREE (CONTINUED)

Tackling Site and Marketing Improvement Opportunities: *Insight into web site, marketing and measurement plans*

••• Role of Digital Marketing according to Marketers in North America, 2003
(as a % of respondents).



Note: *at respondents' companies
Source: Responsys sponsored by CMO Council, B2B Magazine and USA Today, January 2004

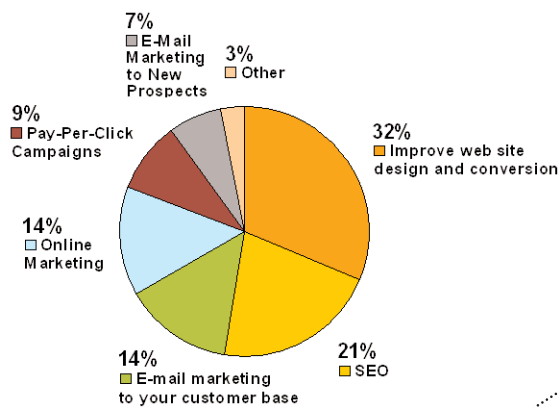
SECTION THREE (CONTINUED)

Tackling Site and Marketing Improvement Opportunities: *Insight into web site, marketing and measurement plans*

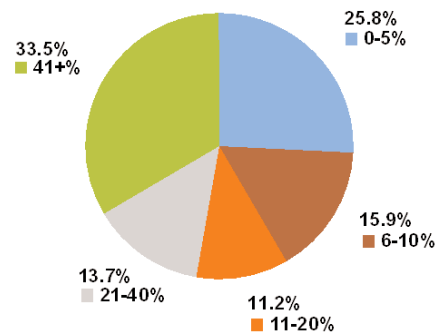
Companies seek to accomplish a wide variety of objectives through online marketing and a greater number are devoting an increasing share to online vs. offline programs. Notably, many marketers are focusing the majority of their online marketing investment on search engine optimization followed by improvements to web site design and conversion processes.

Alarming, in the race to acquire, convert and retain more customers, almost half of all marketers fail to measure the results of their efforts with enough granularity to support optimization. They're choking on the dust of a growing segment of marketers that perform complete ROI analysis, and it shows; according to research from Blackfriars Communications, marketers who measure the results of their efforts received nearly twice the percent increases in their 2003 marketing budgets than their counterparts who did not measure—11.2% vs. 6%.

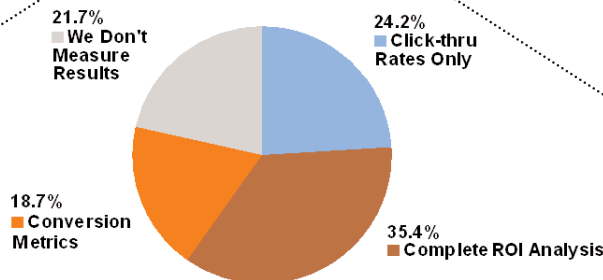
❖ Where do you plan to invest the majority of your Internet marketing dollars in the next 12 months?



❖ What % of your marketing mix is spent on online advertising (including banner ads, newsletters, online sponsorships and paid search)?



❖ How do you currently measure the results of your online advertising?



CONCLUSION

As you set your agenda for the remainder of the year consider your organization's use of web analytics in improving your web site and marketing efforts. Is it rocket fuel or are things just sputtering along? By how much have you been able to improve your key business indicators or conversion rates? Did that increase exceed your goals? What's the new performance target?

You are not alone in your quest for better results. WebTrends offers more resources to help ensure your success than any other web analytics company. Be sure to check them out:

Resource Center: In-depth guides, white papers, topic zones and more, many of which are authored by industry experts who are members of WebTrends Insight Network (W.I.N.). Get the hands-on advice that you need to excel in all of your efforts and read how other companies have achieved better results with WebTrends. http://www.netiq.com/webtrends/resources/default.asp?origin=WR_Stats_0704

Quick Tours: Designed to quickly show you how to leverage web analytics to improve e-commerce, navigation, content, search results and marketing campaign effectiveness. http://www.netiq.com/webtrends/products/webtrends/tour.asp?origin=WR_Stats_0704

User Forums: 30 cities and counting across North America conduct regular WebTrends User Forums, allowing users to share best practices and leverage each other's experiences. Check for a city near you: http://www.netiq.com/webtrends/events/userforums/default.asp?origin=WR_Stats_0704

Seminar Series: WebTrends regularly conducts seminars worldwide and thus far has educated approximately 6,000 people in 60 countries on 6 continents. Stay tuned—we'll announce a new seminar series soon.

Training & Consultations: WebTrends also offers educational classes, training and consultation services to help ensure broader adoption of web analytics across organizations and to accelerate return on investment for its customers. http://www.netiq.com/support/default.asp?origin=WR_Stats_0704