



Jupiter Research Presents: Web Analytics Strategies for Success Panel





Commonly Asked Questions

1. Will I be able to get copies of the slides after the event?

Yes

2. Can I submit questions to the speakers?

Yes

3. Is this webcast being taped and will the replay be available?

Yes



Today's Speakers

John Lovett, Senior Analyst, Jupiter Research

Braden Hoepfner, Director of Web Sales, Coastal Contacts

Daniel Schmerzler, Director of eCommerce, The Hartford Group

Akin Arikan, Director Product Marketing and Strategy, Unica®

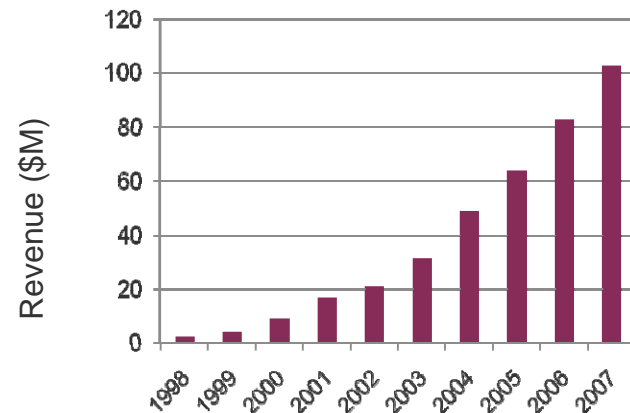


About Unica

- Established leader in Enterprise Marketing Management
- Known for Customer Success with Solutions for:
 - Web Analytics
 - Internet Marketing
 - Cross-Channel Marketing



Worldwide presence



Financially solid and growing



Customers

Financial



Telecom



Retail / Catalog



Travel / Hospitality



Healthcare & Insurance



B2B/High Tech

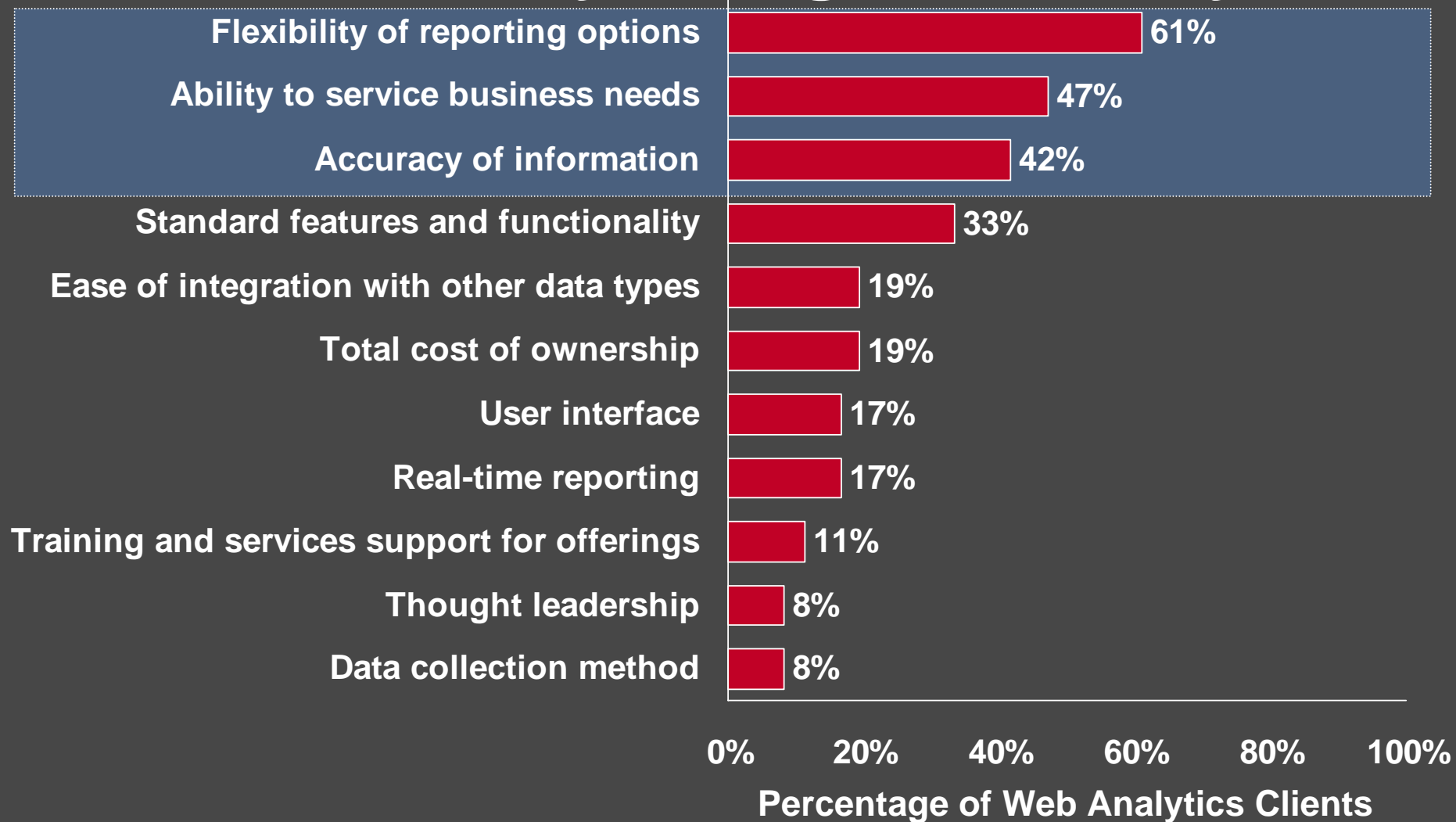




Web Analytics Buyer's Guide: Assessing Vendors' Competencies and Value

John Lovett
Senior Analyst

Top Vendor Selection Criteria Among Clients Currently Using Web Analytics

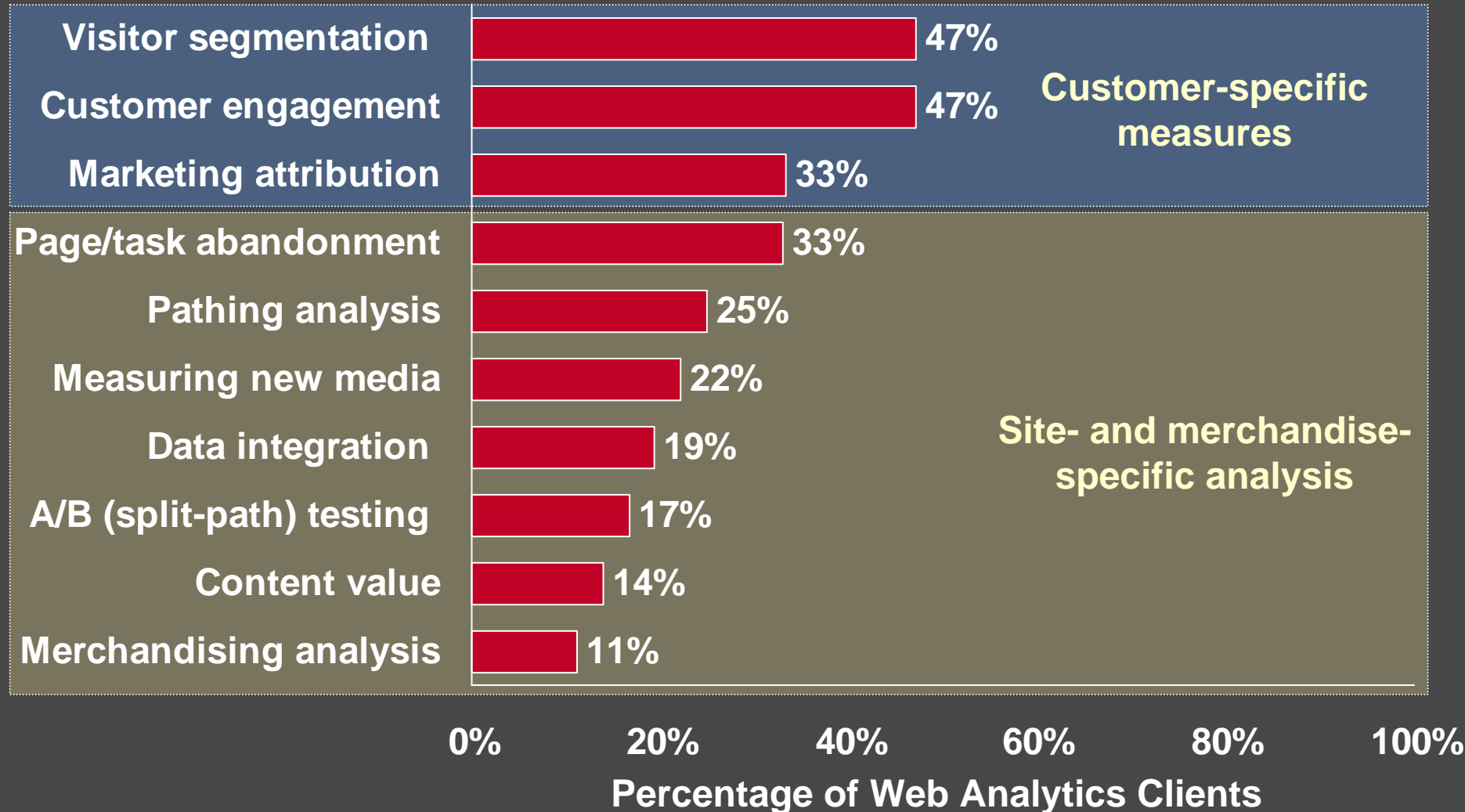


Question: Which of the following factors are most important when selecting a vendor or application? Select up to three.

Strategies for Identify Meaningful Metrics & Measurement Tools

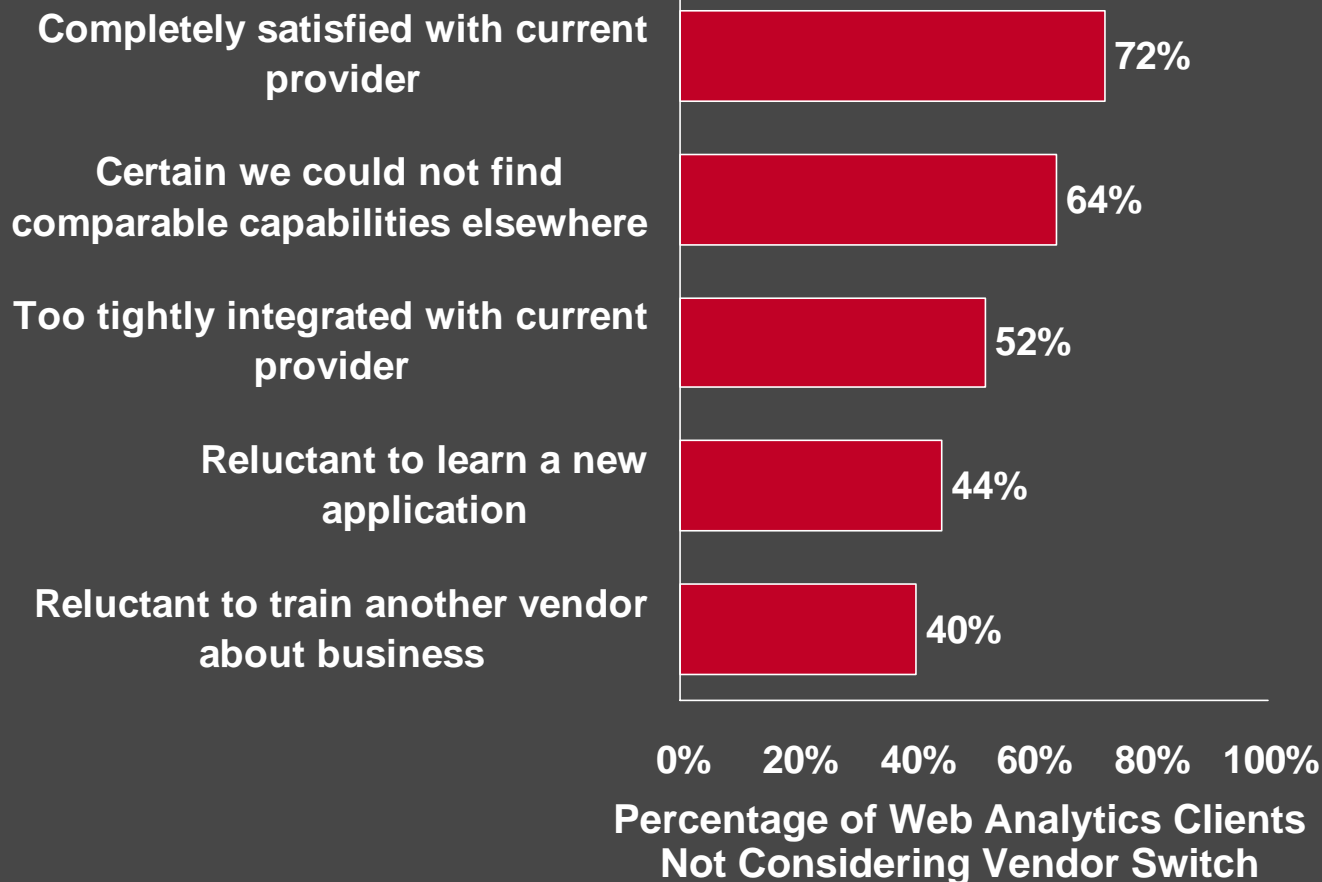
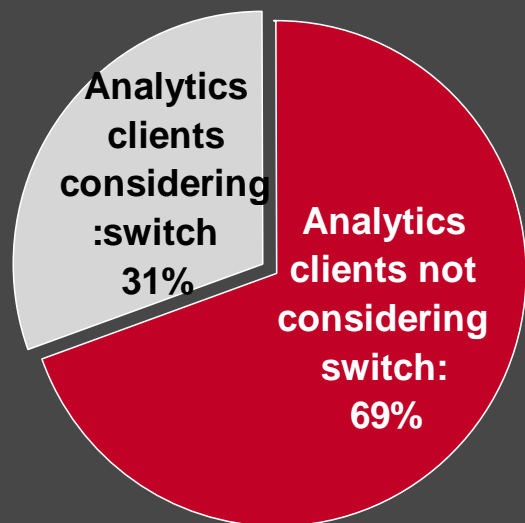
- **Establish foundational requirements**
- **Perform a needs assessment**
- **Identify tools required for measurement**
- **Develop with measurement in mind**
- **Determine if/how to effectively use calculated metrics**

Greatest Challenges Around Customer Measures, Followed by Site and Merchandise Analysis



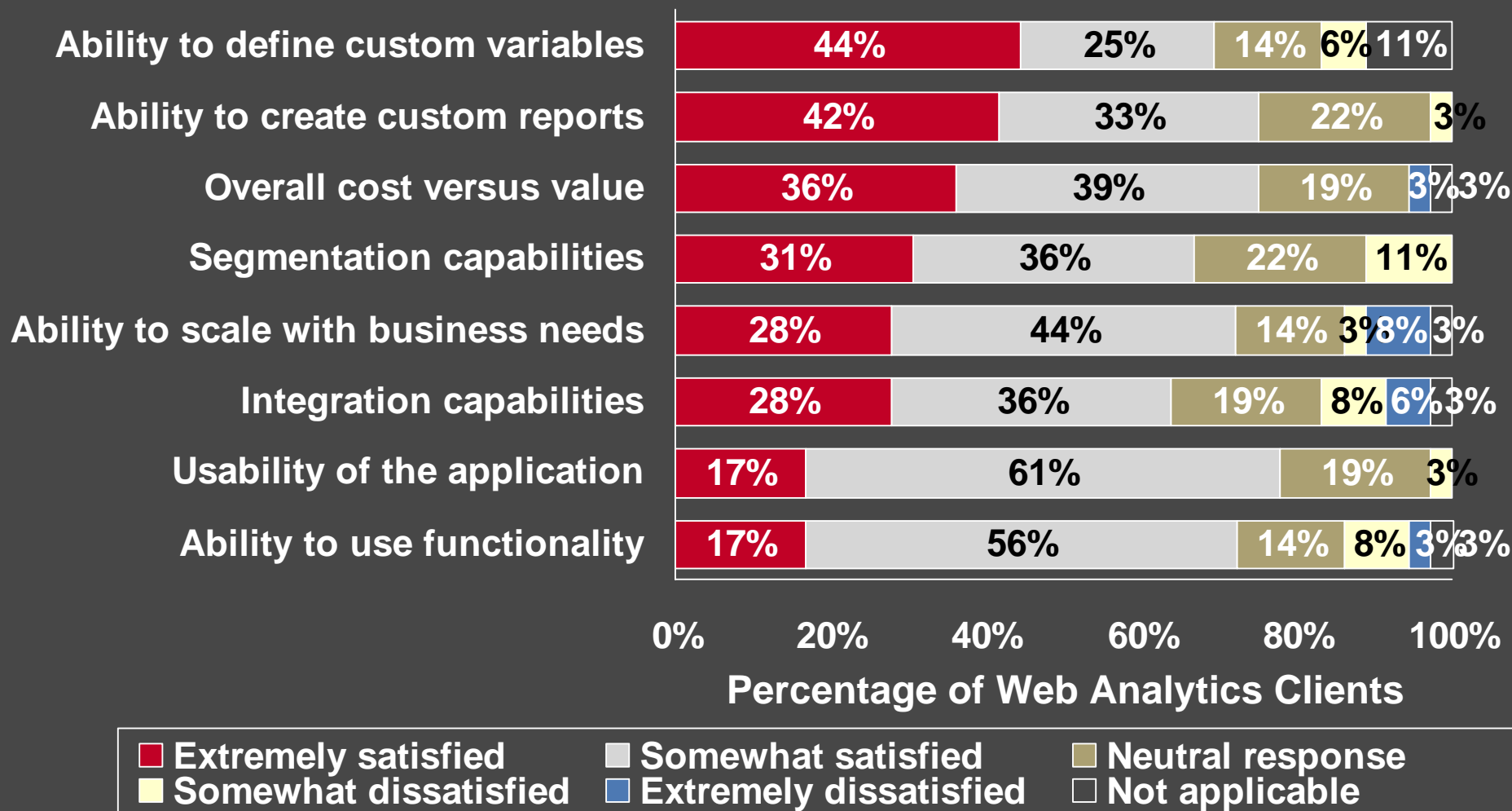
Question: Which topics represent the greatest marketing challenges that you seek to resolve with Web analytics solutions? Please select the top three answer choices.

Allegiance Among Web Analytics Clients is High, Yet Switching Costs Contain Complexities



Question: If you could find the same exact capabilities elsewhere for a lower price, would you consider switching to a different Web analytics vendor? Select one. Which of the following reasons would prevent you from switching to another Web analytics provider? Select all that apply.

Clients Most Happy with Customization, and Less so with Scalability, Integration, and Use



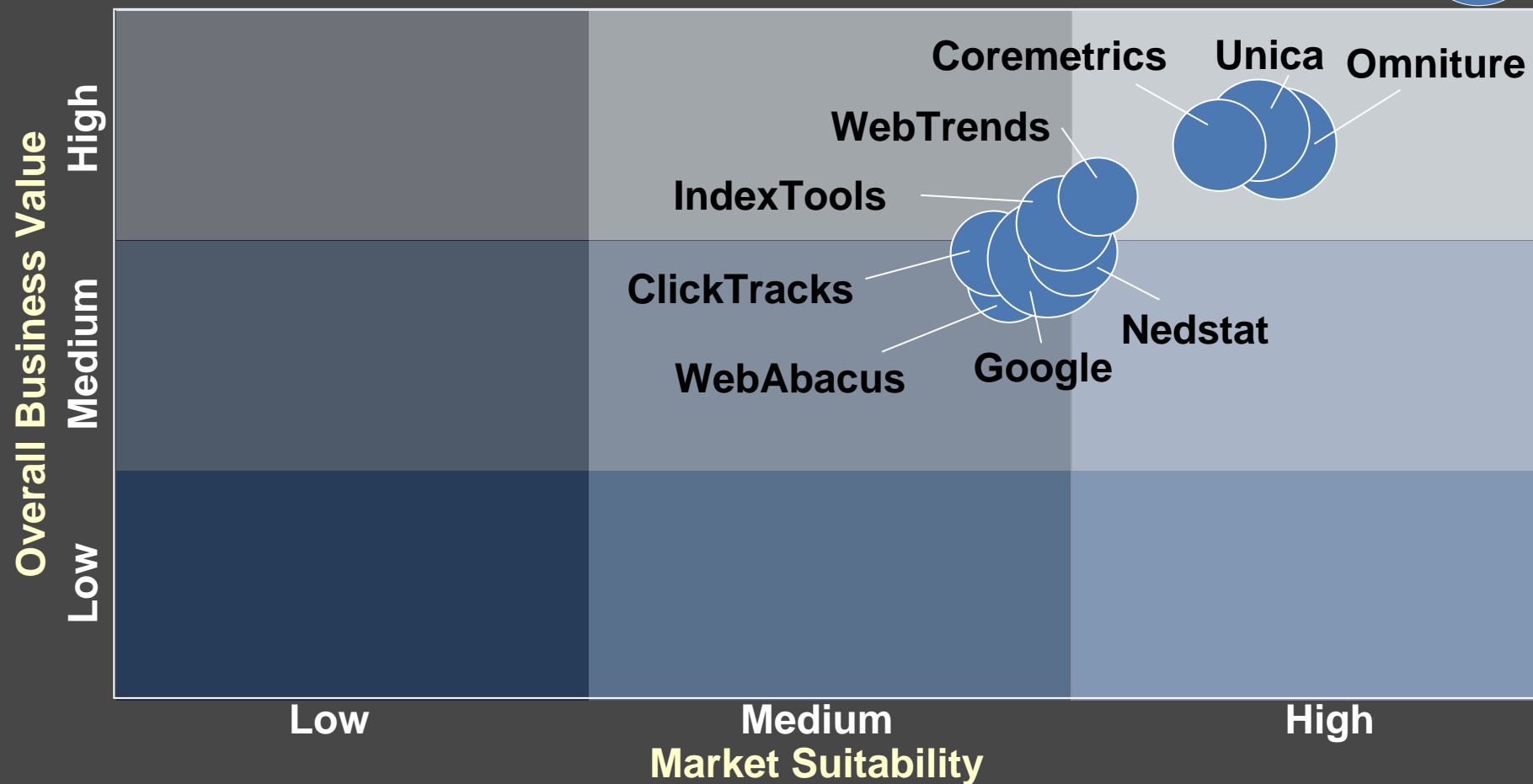
Question: Please rate the following attributes of your Web analytics provider.

Constellation Methodology

- **Breadth of company – Employees, customers and revenue of entire organization**
 - Company size and focus on Web analytics
 - Number of existing customers and growth over the past year
 - Overall revenue and profitability of organization
- **Business value – Product-centric capabilities of Web analytics solution**
 - Core product offering related to Web Analytics
 - Functionality of solution in its flexibility, scalability and usability
 - Product pricing
- **Market suitability – Overall client satisfaction and product support**
 - Client feedback on the product solution relating to satisfaction and use
 - Ability for the solution to grow with evolving business needs
 - Product support resources and quality

Enterprise-Class Analytics Stand Apart on Breadth and Quality of Services

Bubble size reflects breadth of provider/company size: 0% → 50% → 100%

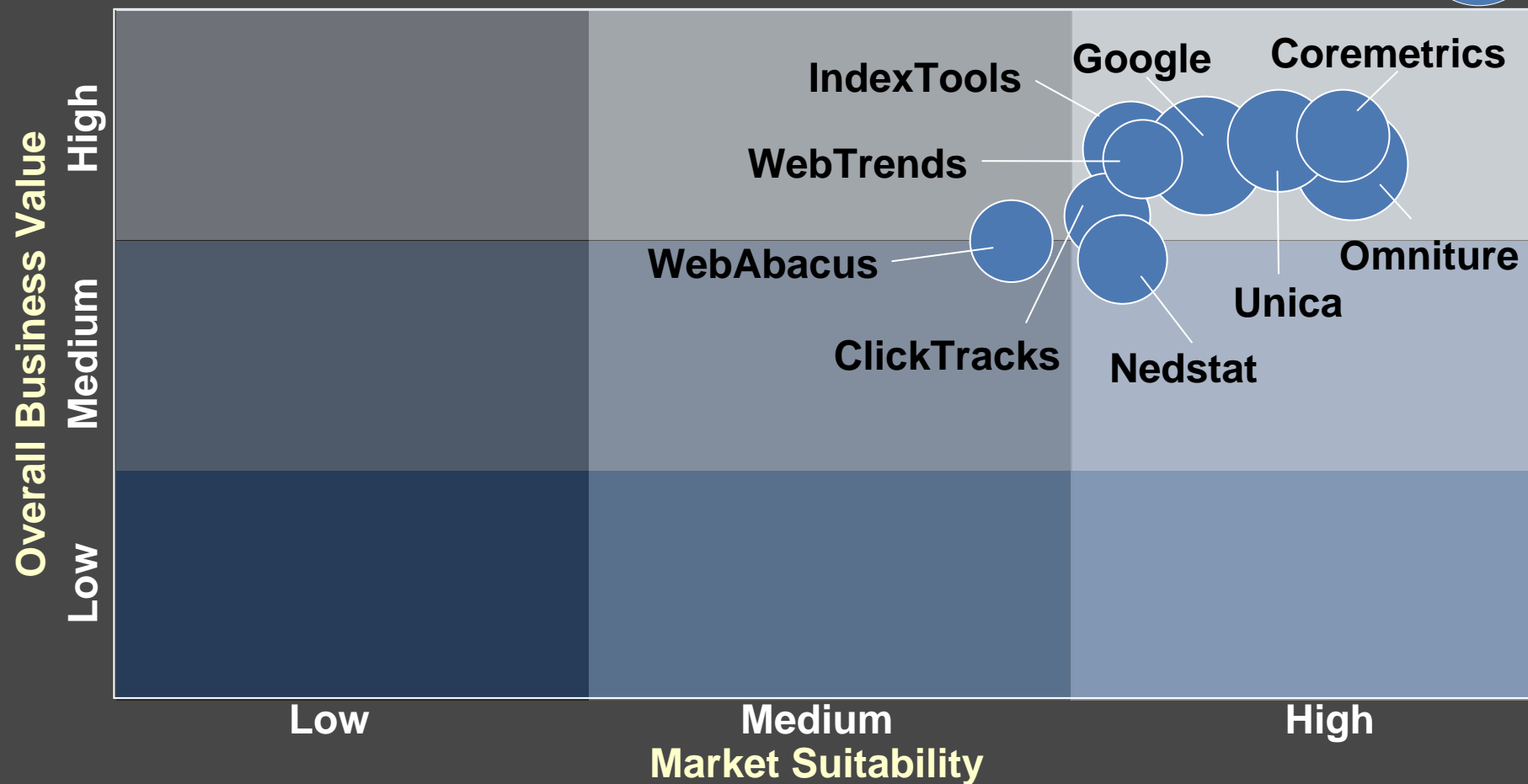


Enterprise Constellation Leaders; Differentiators and Accelerants

- Advanced feature capabilities contributed to the placement of Omniture, Unica & Coremetrics
- Flexibility scores were highest for Omniture & Unica; with Coremetrics, WebTrends & ClickTracks close followers
- Unica, Coremetrics and Google Analytics scored highest in Customer Satisfaction
- Omniture, Unica & WebTrends demonstrated strong integration capabilities with Coremetrics close behind

Free Tools Provide High Value and Comparable Functionality for SMBs

Bubble size reflects breadth of provider/company size: 0% → 50% → 100%



SMB Constellation Shakeout; Decision Criteria and Differentiators

- Product pricing was a factor contributing to placement of Google Analytics and Index Tools
- Usability scores were highest for Google, Omniture and ClickTracks
- Omniture, Unica, WebTrends & Coremetrics scored well in Product Support
- SMB clients are advised to approach vendor selection with an industry focus in mind to find products that best align with business needs

Commoditization Driving Down Price; Yet, Features Only Tell a Partial Story

Solution	Basic Features Score	Solution	Advanced Features Score
WebTrends	5.0	Coremetrics	4.2
Omniiture	4.9	Omniiture	3.9
Unica	4.9	Unica	3.8
Coremetrics	4.7	WebTrends	3.3
WebAbacus	4.3	IndexTools	3.1
IndexTools	4.2	WebAbacus	2.6
Nedstat	3.8	Nedstat	2.4
Google Analytics	3.5	ClickTracks	1.6
ClickTracks	3.1	Google Analytics	1.6

Source: JupiterResearch (7/08)
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Features

- # Functionality

-
- A black and white photograph showing the back of an iPhone 2G. The device is black with a glossy finish. At the top left is a circular camera lens. In the center is the white Apple logo. Below the logo, the word 'iPhone' is printed in a sans-serif font, and below that is a small rectangular logo for 'AT&T'. To the right of the main device, a second iPhone is shown vertically, displaying its silver-colored metallic bezel and black front face.

Flexibility Includes: Reporting, Analysis, and Data Collection

Criteria for Consideration:

- Entire data set or slice/sample of results
- Segmentation limitations or query restrictions
- Customer profile creation/sharing/analysis
- External data import for blended analysis
- Custom data requirements and reporting

“Tools with flexible platforms provide multiple methods of data collection (e.g., log files, tags, hybrid solutions) and the ability to leverage data (through unlimited segmentation, blended analysis, and capture/reporting of custom elements).”

Scalability Includes: Data Capacity, Additional Technologies and Services

Criteria for Consideration:

- Data processing and handling
- Advanced analytical capabilities
- Additional marketing technologies offered
- Partner relationships and integration efforts
- Client satisfaction with ability to grow with business needs

“The ability to deliver various elements including scaling with business to meet evolving needs, integrating with other data sources, and using all functionality within the tools is frustrating for some clients.”

Integration is Critical to Evolution, Few Clients are Executing

Criteria for Consideration:

- Data flexibility and analytical capabilities
- Track record of successful integrations
- Adjacent technologies and relationships
- Breadth & depth of partner program
- Client success and satisfaction with integration efforts

“Site operators and analytics clients alike informed JupiterResearch that data integration and the ability to stitch together a holistic view of customers' experience were primary areas of concern.”

Leading Analytics Solutions Provide Actionable Insight, Powerful Capabilities and High Satisfaction

- **Sophisticated Web analysis escalates from reporting to action**
- **Essential tool characteristics include: Flexibility, Scalability and Integration capabilities**
- **Client satisfaction is a valuable bellwether for success**

Braden Hoeppepner
Director of Web Sales
CoastalContacts.com



Contact Lenses & Eyeglasses for less:
Fast and Easy Ordering – Delivered to your door



CoastalContacts.com

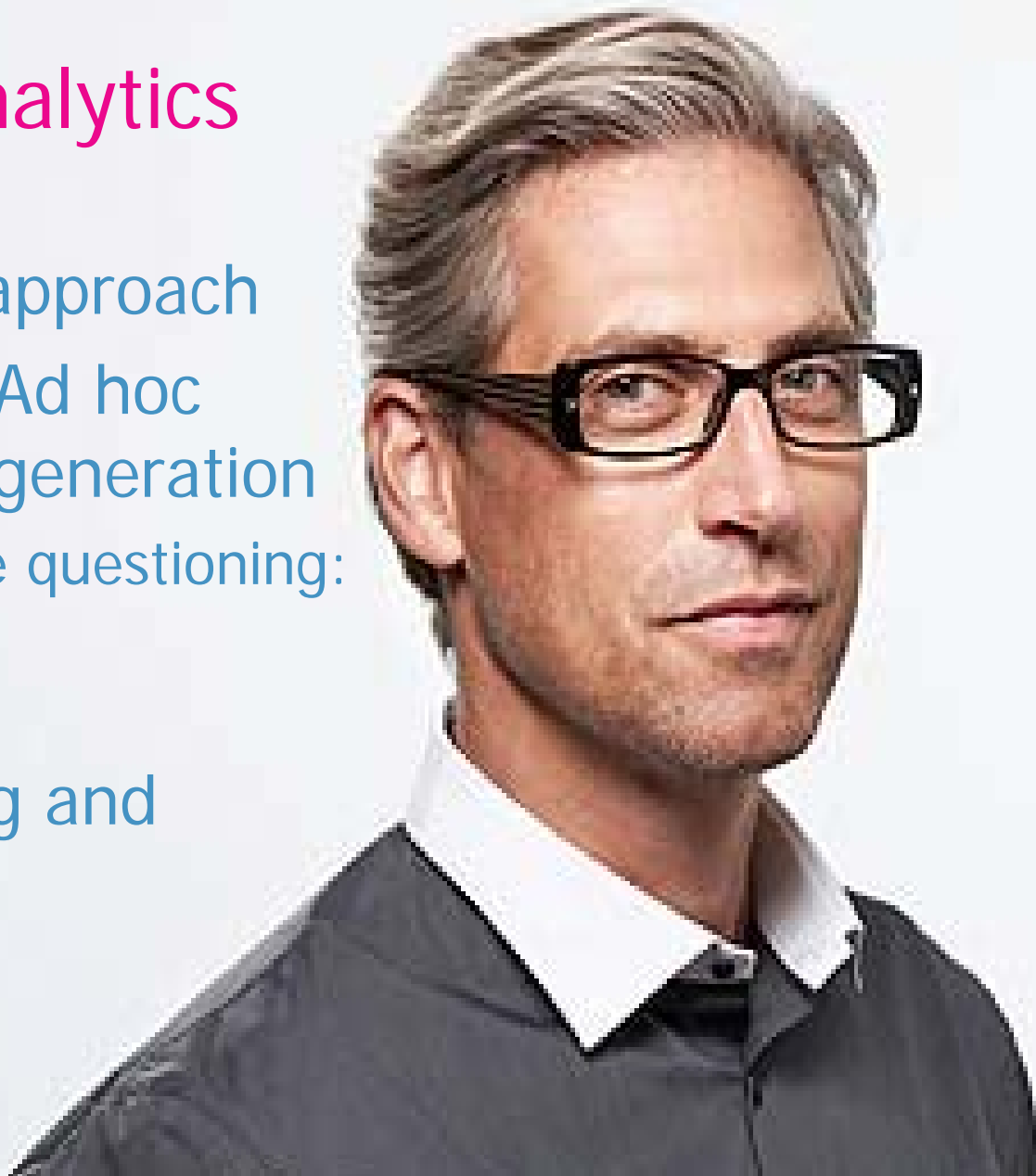
Our Challenge

- » Timely analytical data to inform site changes and measure campaigns
- » Ad hoc segmentation of existing data
- » Support for split testing
- » Support for data integration



How We Use Analytics

- » Easy site tagging approach
- » Custom Reports / Ad hoc metric and report generation
 - Enables root cause questioning:
 - 5 Whys
 - Imagine...
- » Campaign Tracking and Optimization
- » Site Optimization



AB Testing Example

- » Fast and easy AB testing through page tag variables
 - Identify which version of the page is served
 - Leverage segmentation tools to identify the changes in behavior deep in the site.
 - Look at the macro picture, a change can make one metric go up, while others drag.
- » Rinse & Repeat



Email Optimization Example

» Define End Goal: Increase Sales

- Start at the top of the funnel and work down
 - Open rate – Test subject line / deliverability
 - Click-through rate – test body design / message
 - Landing page - test design / messaging / how deep in the site
 - Product page – test order flow / text / buttons
 - Cart page – test design , messaging / content



Key Take Aways

- » **Demand flexibility** – you don't know what you don't know.
- » **Create an imagination factory** – the only bad question is the one that is never asked.
- » **Test systematically** – but don't forget the big picture.
- » **Start somewhere** – you don't need the most expensive tools; ensure you learn something every day.



eCommerce Channel Management

Daniel Schmerzler

Director of eCommerce, The Hartford



The Personal Lines Channel Management team has been structured to deliver the following:

- 1 Drive operational effectiveness of available online capabilities.** Drive effective integration and optimization of online channel (and associated capabilities)
- 2 Lead discovery, evaluation and alignment of new online capabilities** and functional offerings to strengthen competitive positioning within online auto industry
- 3 Enable continual optimization of online experience** and extend Channel Management practices to related eCommerce program efforts

Current elements of eCommerce Channel Management team:

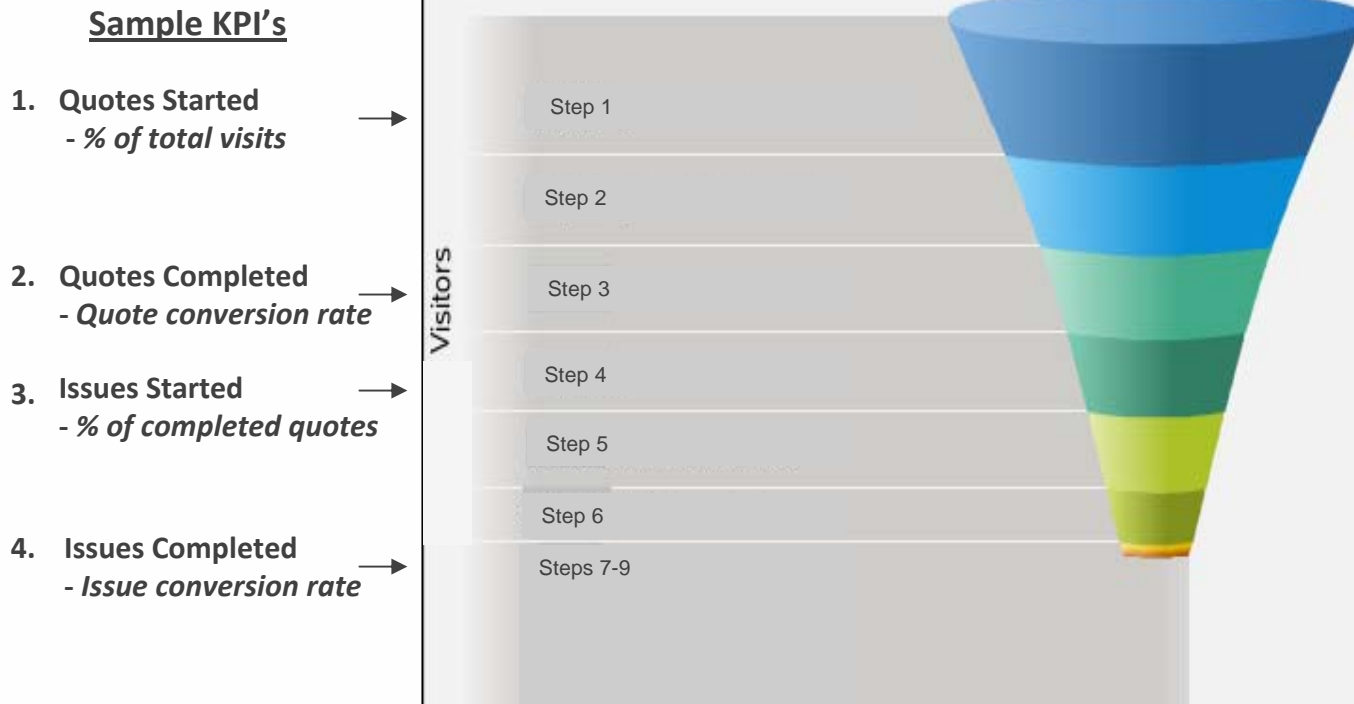


The NetInsight web analytics platform was successfully launched within UCFE in early May. The primary goal of the implementation was to provide a comprehensive view of site activity for aarp.thehartford.com and hartfordauto.com.

- NetInsight is being utilized to deliver a variety of reports centered on establishing consistent key performance indicators for the online channel
- The system offers robust reporting capabilities with the ability to customize reporting outputs based on varied reporting criteria. Types of reports in development include:
 - Quote and Issue funnel performance
 - Custom user pathing statistics
 - Ad hoc reports to meet specific business needs
 - Performance dashboards
 - Feature and tool adoption trends
 - Customized scorecards
- Site enhancements / New Functionality: Ongoing enhancements have been implemented to tag and report via NetInsight on new sites, or existing site improvements
- Results from NetInsight are being leveraged to maximize return from related projects such as multivariate testing, site optimization and content enhancements in an effort to improve key conversion metrics

- Application funnels are leveraged to provide a consistent view of Key Performance Indicators (KPI's) and...
 - Provide a rich format for exposing application performance
 - Assist in isolating particular areas of opportunity (the good and the bad)
 - Determine optimal means for deploying Test & Learn scenarios

Application Funnel (illustrative)



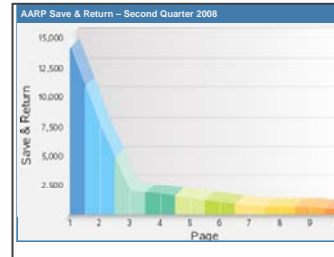
Save & Return Utilization

- AARP: X% of visitors who started the quote process utilized the Save & Return functionality
- Direct: X% of visitors who started the quote process utilized the Save & Return functionality

Highest Usage Location

- AARP: Premium display page
- Direct: Premium display page

AARP Save & Return



Direct Save & Return



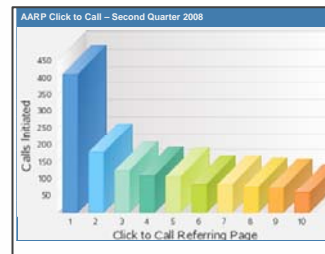
Click-to-Call Utilization

- AARP: X% of visitors who started the quote process utilized Click-to-Call
- Direct: X% of visitors that started the quote process utilized click-to-call

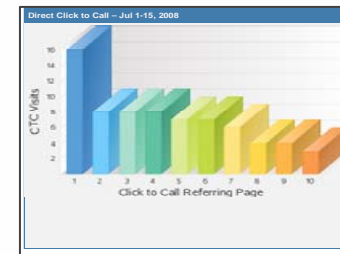
Highest Usage Location

- AARP: Premium display page
- Direct: Quote start page

AARP Click-to-Call



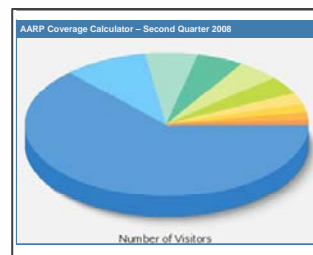
Direct Click-to-Call



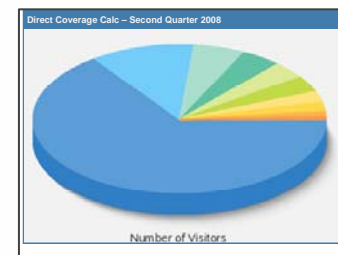
Coverage Calculator Utilization

- AARP: X% of visitors who started the quote process utilized the coverage calculator
- Direct: X% of visitors who started the quote process utilized the coverage calculator

AARP Coverage Calculator



Direct Coverage Calculator



Location

- AARP: Bodily Injury
- Direct: Bodily Injury

- Determine optimal use of home page real estate and products/features integration by testing image-heavy, text-heavy, and image/text combination iterations.
- Enable optimization of “Show Quote” page. Test various components to increase both online and offline continuation.

Image-heavy Test



Image/Text Combo Test



Text-heavy Test



Treatment of Buy Button

Location of Print Option

Click to Call copy

Call to action

Location of Calculator button

Design of Policy Coverages

Design of Policy Features

Treatment of Premium

Policy Coverages	Amount	Price
Bodily Injury Liability	\$50,000 / \$100,000	\$ 231
Property Damage Liability	\$50,000	\$ 56
Medical Payments	\$5,000	\$ 18
Uninsured and Underinsured Motorist Bodily Injury	\$100,000	\$ 57
Respect Underinsured Option	Not Included	

Vehicles	Price
2002 Acura 3.2 TL	
Comprehensive (Other than Collision)	\$250 Deductible \$ 156
Full Glass	Included
Collision	\$500 Deductible \$ 178
Towing and Labor (Roadside Assistance)	\$25 per disablement \$ 4
Optional Transportation (Rental, Reimbursement)	No Additional Coverage

Policy Features	Price
Every policy includes:	
+ 12 Month Rental Allowance	Included
+ Lifetime Rental Allowance	Included
+ 24/7 Claim Hotline	Included
+ 6-Point Claim Satisfaction Guarantee	Included
Upgrade for ONLY \$34.00 per year	
+ First Accident Forgiveness	Not Included
+ Disappearing Deductible	Not Included
+ Waiver of Deductible for Not At Fault Accident	Not Included
+ \$100 Deductible Waiver for Using a Hartford Certified Repair Shop	Not Included

Premium

Quote for 12 months: \$700.00

Quote for 6 months: \$368.00

- **Inspect what you Expect**
 - Ensure reporting capabilities and associated outputs allow for required level of analysis
- **Exposure to online channel data creates more demand**
 - As internal partners become familiar with breadth of actionable data, requests will fly in from across the org. (marketing, product, operations, etc)
- **It starts with detailed reporting requirements**
 - Fully assess, validate, document and prioritize reporting needs (both short & longer term). Build for immediate needs with a foundation for future efforts.

Thank You



Q&A Session

Questions?



For More Information:

Additional Questions? Slide Requests?

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