



Heroes of the Results Revolution

25 Real Stories of Better Results through Web Analytics

webTrends®
RELENTLESS ABOUT RESULTS

The Results Revolution is on.

We are all now part of a business revolution focused on the relentless improvement of web results. The Results Revolution, as it's called, isn't about technology. It's about organizations achieving better results. It's about people having easier access to the information they need to make smarter decisions and take decisive actions toward improving the performance of their web initiatives. It's about optimizing campaigns, achieving higher conversion, and improving customer satisfaction.

Every day, there are new heroes of the Results Revolution. These heroes are Marketers, Web Producers, Executives and other professionals who are utilizing web analytics to help improve their results. This guide is a compilation of 25 real stories that we've received from a wide range of our customers, all of which exemplify the positive impact web analytics has had on their organizations.

We hope you find the guide inspirational and informative. If you have a story of your own you'd like to share, please email us at marketing@webtrends.com. We appreciate the feedback we receive and look forward to publishing other best practices that may include your story.

Thank you for allowing us to help you in your results revolution.

Greg Drew - Senior Vice President and General Manager
WebTrends Analytics
NetIQ Corporation

01.

Participating in this year's WebTrends seminars and Take 10 Series has given me more focus about analyzing the important data. Marketing is no longer measuring solely how many users visited our site and when. We are now following their paths on our site and tracking their conversion in our newly developed marketing leads database. We have converted several registrants into customers and have since prototyped products for them. Having this new analytics method in place has definitely worked for us.

Marla, *Analyst*
Acadia

02.

After studying visitor paths, we were able to eliminate low usage pages by combining copy into higher-visited pages. We were able to shorten the paths to actions that brought revenue to our company. By having real-time, fast and accurate analytics, we are able to make changes, sense what's happening, learn and enhance our site.

Michael Jaret, *Marketing*
eDesign

03.

We've used web analytics to determine key drop-off points on lead generation conversion metrics to fine-tune our campaign-specific microsites and form design, for many clients.

Brian Gilbert, *Digital Marketing Manager*
The Hacker Group

04.

We created a homepage click-through study. By creating shadow pages in a specific directory, we were able to see what attracted viewers on the homepage. This data—along with usability studies—focused our homepage design on meeting the needs and interests of our visitors. For example, we were able to document that our news content was being used, and that it was viewed as timely content. In addition, when people started jockeying for home page real estate, we were able to use the data to make a strategic decision. When the new homepage is launched, we will rerun the study to see if the new elements are working, and tweak some more.

Gwynne Kostin, *Assistant VP, E-communications*
Association of American Medical Colleges

05.

I used web analytics in the complete redesign of a website for a manufacturing company in my local town. I used it to discover the keywords and key phrases that people were using to find us, and to improve our rankings in the search engines. The results were fantastic and we are now in the top 20 results on Google for many of the keywords we optimized for. I also used other statistics to find out what pages users were exiting on, so I could improve them.

Zack Clark, *Owner/Web Designer*
Atriat Design

06.

By tracking all conversions with multiple variables, we've been able to see a 500% increase in our marketing effectiveness for clients. For example, we use multiple copy treatments and track each for conversions along with keywords and keyword phrases. We know which copy works with each keyword. We know precisely which sources are driving traffic and, more importantly, we know which sources are driving revenue. For some clients, this has been an eye opener—they were spending money thinking they were getting results. Now, with analytics, we can “show them the money”. We track e-mail campaigns to prospects and current customers and compare results in real time to help us hone our marketing programs for clients.

Justin Mayle, *President*
Mayle Communications

07.

We used web analytics to quantify how specific boutique areas of our site performed in terms of visits, add-to-cart activity and subsequent conversion to sales, so that we could make future business decisions about their use. We also used web analytics to make our Search Engine Marketing more efficient by identifying top search terms by clicks and conversion, which helped guide business decisions.

Sandeep Varma, *Director of Customer Intelligence*
Barnes & Noble.com

08.

The most dramatic thing I've done with web analytics this year is to attend the "Getting Results with WebTrends" seminar in Seattle in October. Even at my basic level, I learned helpful ways to measure and optimize our web presence. The first helpful thing I learned from the seminar (and follow-up webcast) was that most web analyzers like myself don't know the conversion or retention rate of visitors to our sites. The message of WebTrends in publicizing this figure empowers me to learn how to monitor my conversion and retention rates. The second concept that I've found helpful is the promulgation of the idea that optimization is a continuous improvement process, and the productivity of a method such as RADAR (Report, Analyze, Decide, Act, React). Keep on tweakin'!

Margaret Doyle, *Website Manager*
Coldwell Banker Orcas Island

09.

We've made upper management quite happy this year by being able to determine how successful changes to the site are. By setting up our custom reports to start tracking the area to be changed before the change is made, we can see in the first day if visits, and ultimately sales, are up in the given area.

Jennifer Seidenwurm, *Product Analyst*
Cheaptickets.com

10.

The MetroRED, one of five important data centers in Brazil, sought to increase the number of its data center web-commerce customers by offering them not just the traditional “application server/database” package, but a tool of web analytics: WebTrends! With this tool, many clients migrated their web-based applications from our competitors to MetroRED data center. Since we started to offer WebTrends, our web-based customers increased about 40%.

Flavio Reis, *Support Manager*
MetroRED

11.

In the beginning of 2003, my web site was completely new and without any customers. With a good mix of grassroots search engine results, pay-per-click campaigns and offline marketing, I was able to pull my traffic up to about 300 unique visitors per day quickly. Of course this is useless unless visitors like what they're seeing. Using web analytics, I was able to see my most popular pages and least popular pages, overall site stickiness and page stickiness and conversion rates. I took out some of the least popular pages and replaced them with information I felt would be more useful to my customers based on what the reports (and my e-mails) were telling me. I was able to tweak my navigation structure on my site based on what pages were getting the most and longest visits. Web analytics is the single most useful bit of information in helping me improve conversion rates and user satisfaction.

Aryanne Robertson, *Owner/Operator*,
Help Yourself Divorce

12.

We have learned a couple of things: 1. It is not the ranking of a root keyword that earns you business, it is the ranking of a keyword specific to what the client is seeking. For example, a search for “home loan” may get people to your site, but a search for “Houston home loans” may get them to actually become a client. 2. Reviewing how people arrive at your site can lead to new business. For example, we were selling new cars and found a lot of people arrived looking for car leases. We added leases, and our business increased.

Rodney Aries, *Partner*
HowToInternet.com

13.

While in the middle of an acquisition campaign for one of our clients, we were realizing a considerable drop-off rate between consumers being driven to the contest page and those who were ultimately registering and entering the promotion. Through the WebTrends reports, we were able to determine at which page in the process we were losing the consumers and we ultimately modified the content and process the user was experiencing on that page. This decreased the drop-off by more than 50%.

Donald Fairbanks, *Producer*
Draft

14.

We took our geographic statistics and tested different advertising techniques in each area. We were able to accurately see what worked and what didn't work. We are a small non-profit so it is very important that our efforts are as cost-effective as possible. What we found overall is that the best place to advertise for web interaction is on the Web—period.

Claudia H. Christian, *President*
The Open Grove

With the addition of WebTrends tracking code, we are now able to track user statistics from our interactive homepage Flash features. Evaluating the most popular visitor routes and traffic, we maintain the near-immediate ability to feature hot or popular products.

Michael Turner, *Digital Designer*
Timex Corp.

16.

We used to send a hint of the Tip Of The Week to our partners on Fridays, with a click-through rate of 23%. The landing page contains a full text of the Tip and a mini-survey checking how valuable, innovative and applicable the Tip is to the reader, providing us with useful input. Last September, after viewing our reports, we found that Mondays have more intense traffic than Fridays. We started sending the Tips on Mondays and almost doubled the click-through rate to 44%!

Raphael Barki, *Marketing Research, Senior Manager*
RAD Data Communications

17.

After studying visitor paths, we were able to eliminate low usage pages by combining copy into higher-visited pages. We were able to shorten the paths to actions that brought revenue to our company. By having real-time, fast and accurate analytics, we are able to make changes, sense what's happening, learn and enhance our site. We've made optimization really simple for our clients. Before the web site is even developed, we take the time to plot the ideal click-through scenarios each of our prospects will take. The scenarios consist of every micro-action leading up to the ultimate business goal (leads, purchases, subscriptions, etc.). Every one of our prospects is reflected as an archetype in the unique characteristics that make up their representative persona. We then conduct a scenario analysis for each persona so we can precisely pinpoint which page(s) of the scenario are not doing their job correctly. We dig deeper to see what people have been doing on that page—are they never getting there, are they spending any time there,

are they exiting from that page, etc. Once that is done, we can tweak the page until we get the desired outcome, namely more completed scenarios by our prospects. This process requires more up-front planning but it's simpler, easier and more powerful to measure what we intended to do than simply to measure what occurred.

Bryan Eisenberg, *Chief Persuasion Officer*
Future Now, Inc.

18.

Over a period of 3 months, my Chicago law firm used the WebTrends data to determine who our web visitors were and what they were trying to find on our web site. We determined that we had 3 types of visitors and specifically what each of the visitors wanted from our web site. With this in mind, working with the Marketing group, The Human Resources group and the Hiring Attorney Partners, we began a complete redesign/rebuild of our Firm's web site. We had many complimentary comments from our clients about the new web site. WebTrends really helped us to target our web site to those visitors that we really wanted to focus on.

Tuan Hoang, Sr. Information Systems Engineer
O'Hagan, Smith & Amundsen

19.

As a brand new web site, we've had a lot of trouble getting our readers to realize just how MUCH stuff we have on our site. By tracking our most popular pages using WebTrends, I've been able to place links on those popular pages to other pages I know those readers will be interested in—so they can 'discover' them and keep coming back for more! It's already made a big difference, with previously unvisited pages now in the top 5 of our most popular pages.

Andrew Cock, Sub-Editor
Newspaper Marketing Agency

20.

I had no idea what the top pages on my site were, except for my first index page and one other page. I have more than 500 html pages, so I could not put a counter on every page. As soon as I saw the report from WebTrends, I almost had a coronary when I learned that some of my 'less important pages' (so I thought) were getting nearly half the hits that my top page was receiving. Immediately, I changed some of the text and design on those other 'less important pages' and my conversion rate has gone from 3 to 4 newsletter signups and forms filled out per week to about 15 to 20 per week. Without WebTrends, I would never have known that those more obscure pages on my site were some of the top viewed pages.

Mark Argentino, *Real Estate Agent*
RE/MAX Realty Specialists Inc.

21.

We literally doubled traffic and conversion rates! We are primarily a "lead generation site" and by instilling some simple e-metrics and collecting feedback from our customers, we have been able to customize our site to our customers' needs. We've become more customer-focused. We also have done a good amount of pay-per-click advertising and have been able to capture more qualified leads by refining our search terms and reviewing our log files and trend analysis.

Karalee Slayton, *Director, Marketing Communications*
Trilithic, Inc.

22.

At the Department of Labor, “Compliance Assistance” is an initiative that is paramount. Web analytics has allowed us to market information to target audiences, optimize search results, revamp navigation structures and provide content that is clear and easy to understand. With web analytics we know our audience make-up by gender, age, race, occupation and educational levels. We see trends in information gathering. We can now proactively respond to the American public rather than reacting.

Nick Budhai, *Sr. Systems Analyst*
U.S. Department of Labor

23.

One cool thing is to watch the results of a major search engine registration and advertisement campaign under Referrers and Keywords. It gives you an idea on strategy in that area. And as soon as you tune it up, you can see the outcome. Also Technical Statistics is cool. You can have an idea about which forms and pages are failing and tune up the site.

Galina Ignatenko, *Manager*
Network Synergy Corp.

24.

We have developed an online store for children's books. Using WebTrends, we noticed that we get a lot of visitors, but we were not getting the level of purchases that we would have expected. So, we decided to rely more on the information that WebTrends can gather. We studied the flow of users through our purchase system and found two places that users tended to drop off. We made revisions to these sections. We made the forms simpler, provided instruction text and actually eliminated a step. The changes immediately gave us improved results. Online sales increased over the next month and studying the data showed an increase in percentage of purchases versus number of visitors.

Marcos Elugardo, *Web Developer*
Ybos

25.

I achieved top 3 rankings in the search engines for keywords that my visitors were interested in. I analyzed my reports to see which visitors were truly interested in my services and then optimized for those rankings. This led to a substantial increase in quote requests and job leads.

James Paden, *Owner & Lead Developer*
Xemion Web Design

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