



WHITEPAPER / **SEGMENTS AND SCORE**

Database Marketing with Online Behavioral Data Made Simple

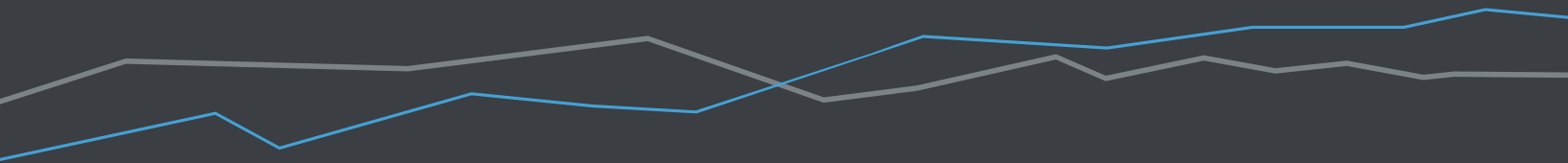


Table of Contents

Abstract.....	3
Semphonic Company Bio.....	3
Gary Angel Bio.....	3
The State of Targeting in Today’s Organizations.....	4
The Problem.....	5
Web Analytics and Database Marketing.....	6
Traditional Database Targeting Tools and Online Data.....	6
The Solution.....	8
The Role of Segments in Database Marketing.....	8
The Role of Scoring in Database Marketing.....	9
The Value of Integrating Score with Segments.....	11
Sample Applications.....	12
Preserving the Model – The Virtues of a Turnkey Solution in this Market.....	14
Summary.....	15

Abstract

Webtrends recently announced the integration of their Score product into Visitor Data Mart and its Segments interface. This Whitepaper will explain the significance of that integration and the benefits it brings to marketing organizations.

Included will be an overview of the challenges in using online data to support database marketing activities. The Whitepaper will cover the two most common approaches: using a Web analytics solution or exporting the data to a traditional customer-level data mart and explain why each is problematic.

With this background in place, the Whitepaper will explain how Webtrends Visitor Data Mart fits into this picture and then introduce the two primary methods Webtrends has delivered to support targeting: Score and Segments. Each method has significant advantages but also some limitations. The Whitepaper will explain how the integration of the two capabilities delivers a large advance in targeted marketing capabilities using online data.

Semphonic Company Bio

Semphonic is the largest independent web analytics consultancy in the United States. Its practice is focused on helping large enterprises across a variety of industries to use web analytics and online measurement to improve their online operations on marketing. A full-service consultancy, Semphonic helps its clients with web analytic implementation and infrastructure issues, developing sophisticated reporting systems, and the analysis of behavioral data using advanced methods and techniques for database marketing and operational improvement. Its clients run a variety of tools including Webtrends, Omniture, Unica, Coremetrics and Google Analytics as well as data warehousing and statistical analysis tools dedicated to online behavioral research. Semphonic has offices in Boston, New York, Washington D.C. and Portland and is headquartered in the San Francisco Bay Area.

Semphonic's focus has always been on behavioral data and analysis. Founded by experts from the credit card database marketing industry, the company's view has always been that no fact about a customer or visitor on the web is more significant than what they actually do. The relentlessly anonymous nature of most data on the web has made this behavioral focus essential in web analytics. And over the course of more than a decade, Semphonic has refined a set of techniques for taking web behavioral patterns and tying them to broader issues of site efficiency, customer intent, and marketing success.

Gary Angel Bio

Gary is the Co-Founder and President of Semphonic, the largest independent web analytics consultancy in the United States. He has led Semphonic's Web analytics practice and consulting for more than a decade. Prior to Semphonic, Gary worked in the credit-card database marketing industry developing transactional analysis systems for marketing purposes. His client's included both American Express and Visa. Gary's work in Web analytics includes the development of online behavioral segmentation systems, creation of several core Web analytics methodologies including Functionalism, and the development of SEM analytics for PPC marketing Gary blogs at <http://semphonic.blogs.com/semangel>.

The State of Targeting in Today's Organizations

Segmentation is at the heart of database marketing. Message and offer, finely tuned to audience, have been and remain the key to effective database marketing and this is no less true online than it is offline. Indeed, the explosion of channels, information options, and marketing messages have made this fine-tuning to audience ever more important. The more precisely the message matches the current interests and needs of the consumer, the more relevant the message is and the more attention it will get. Relevance is the key to attention. As more and more customer and prospect behavior migrates to some form of online channel, tracking their online behavior has become the most effective means for most organizations to understand what is top-of-mind for their target audience RIGHT NOW. So it's become increasingly important for organization's to use that behavioral data to segment and fine-tune the message more effectively.

Online segmentation has been focused on the selection of population groups that meet specific conditions. These often include things like where the visitor is coming from, any key trigger activities (such as form abandonment) they did, and the products or services they viewed. By combining these types of conditional

Tracking their online behavior has become the most effective means for most organizations to understand what is top-of-mind for their target audience RIGHT NOW.

selections, it's possible to build target segments that are significantly more likely to respond to any given message or offer. Webtrends Segments has provided organizations with a powerful, turnkey system for taking online behavioral data and using it to build, test and operationalize this type of online segmentation for database marketing.

As powerful as this system is, it doesn't meet every targeted marketing need. A great many common targeting programs work best when you can identify the degree of interest or engagement a visitor has with a topic – not just the presence of that interest. Traditional "conditional selection" is Boolean. As Heidi Klum would put, a customer is either In or Out. There is no middle ground and no way to distinguish the best of the best or the worst of the worst.

Many targeted marketing activities have built-in limitations on the number of visitors that can be selected. If you are doing a mailing to 10,000 people, you need the best 10,000 not any 10,000 that meet some basic-level of qualification. Finding a filter that selected the best 10,000 can be an extraordinarily time consuming and difficult task.

Perhaps even more common in the online channel are situations where you have ONE communications opportunity for a customer: one email a month, one visit to the website, one call to the call center. You have to decide what to talk about to that specific visitor – and to do that, you need to decide which product/service is of the MOST interest to that particular person.

Webtrends Score is designed specifically to measure different level of activity, interest and engagement for any online visitor. It allows you to constantly update a visitor's level of interest based on their real-time activity online. By generating a score for each individual based on their demonstrated level of interest or activity, it allows you to easily pick out the top X individuals along any particular measure or to identify the top interest for any specific individual.

Historically, these two capabilities have lived side by side but essentially separate in the Webtrends product suite. That has changed. Webtrends has combined the two products and giving Database Marketers the ability to use Score inside Segments.

By leveraging behavioral scores within Segments, Webtrends is significantly extending the reach and value of the product set. The integration means that database marketers can take advantage of Score's ability to measure depth of interest or engagement and create true rank-orderings of individuals. Placing this capability within Segments makes the output from Score directly accessible in database marketing activities, makes it easier to build target segments based on depth of behavior, and makes it possible to combine depth of interest criteria with behavioral and demographic segmentation. All of these are extremely important in leveraging Web behavioral data for database marketing and targeting efforts.

The Problem

The essential steps in a database marketing program are quite similar whether a program is a traditional offline direct mail campaign, a targeted email effort or, a site personalization program.

Effective online database marketing works like this:

1. Creation of a Strategy (Offer and General Target Audience)
2. Budget – Potentially limiting targeting opportunity
3. Creative Development
4. Targeting
5. Test of Target Sample
6. Measurement
7. Tuning and Rollout

Between the online world and the offline world, only a few of these steps change significantly. Step 5 changes because the delivery methods in the online channel (email, SMS, site personalization) are new and different. Step 4 changes because the data available and the software used to access that data are quite different in the online world. Step 7 changes because the integration of online data stores into outbound marketing systems is new and relatively unexplored.

To build an effective online database marketing system, it's necessary to use a robust targeting platform that integrates online behavioral data with any essential customer data.

To build an effective online database marketing system, it's necessary to use a robust targeting platform that integrates online behavioral data with any essential customer data perhaps from CRM system or customer database. This integration and the targeting supported by the system must necessarily be at the individual CUSTOMER or PROSPECT (in the online world – "Visitor") level.

Ideally, this platform should provide ample ability to explore segmentation criteria. Very few targeted marketing efforts begin without some general idea of the target audience. But even fewer have a fully refined view of that audience. A good database marketing system should allow the analyst to quickly explore the impact on population size (and characteristics) of different segmentation criteria.

Once a target population has been established, a good database platform has to make it easy to operationalize the segmentation. This means being able to easily and quickly create and deliver a list of customer/prospect IDs that fall within the target segment. It means, also, being able to automatically deliver that same type of list on an ongoing basis when and as required by the outbound systems and the marketing program.

Web analytics and Database Marketing

Are traditional Web analytics systems able to deliver this type of capability?

Not really. Why is that?

Web analytics systems evolved primarily as reporting and site analysis systems. As a consequence, Web analytics systems don't generally work at the correct fundamental data level – the visitor. Very few Web analytics systems provide any dynamic access to visitor-level data. And when they do, the analytics data is keyed on a cookie value. So a typical customer behavior record in a Web analytics solution is spread across multiple instances of a cookie-value key.

Integration has improved in traditional Web analytics systems for online campaign data, but most don't provide very effective integration of customer-level data, don't support any rich combination of data types, and don't handle customer data fields like dates, opt-ins, and demographics very well. While these systems often support automated and relatively turnkey integration of online campaign sources (such as PPC campaign data, eMail open data, or even Twitter data), they either don't support at all, or support on a one-off and quite expensive basis, customer-data integrations.

Customer data integrations often provide the essential information for constructing the best offer (purchase behavior and existing relationships) and the best creative (demographics and psychographics).

Web analytics systems evolved primarily as reporting and site analysis systems. As a consequence, Web analytics systems don't generally work at the correct fundamental data level – the visitor.

Nor do traditional Web analytics systems support effective operations around database marketing. They are limited (and often quite expensive) in their ability to setup and automate data feeds to outbound marketing systems and to your customer data mart. If you have to pay for data feeds and wait for custom integration work every time you want to launch a campaign, the chances of your executing effectively are minimal.

That traditional Web analytics systems aren't particularly robust when it comes to database marketing should be no surprise. They were never intended to support that function and they can, at best, support it in a hodgepodge and clumsy fashion.

This is as true of the Webtrends' flagship product (Webtrends Analytics) as it is of competing products from Omniture, Unica and Coremetrics. It is hard enough, as we all appreciate, to get software to work well in its intended function. To have it work well outside that function is too much to expect.

Traditional Database Targeting Tools and Online Data

If the Web analytics solutions that typically house online behavioral data aren't the right platform to support database marketing efforts, what about moving the data to more traditional relational data marts? It's a natural direction and it's one that many organizations are considering or have tried in the past.

Moving the data from your Web analytics data store to a traditional relational data mart is not particularly challenging. Almost every enterprise class Web analytics tool supports a regular data feed of the low-level server call data. You can easily load this data into a data mart and use any part of the rich tool set that's been developed for database marketing.

But it's not quite that simple.

Online data presents two new challenges to traditional database marketing systems:

1. The volume of data can be enormous
2. The data model for online behavior is difficult to adapt to visitor-centric databases

Naturally, these two problems are related. Online data is behavioral but it's not primarily transactional. For any given transaction on the web, there are likely to be dozens and even hundreds of non-transactional behaviors recorded. You have to store and process that information (challenge #1) and you have to be able to make sense of it at the visitor level over time (challenge #2).

It's very difficult to use Web analytics data in its raw form – the form in which it is typically loaded into a data mart. The organization and volume of low-level Web data will challenge high-powered statistical analysis tools, traditional BI tools, and database languages like SQL.

In fact, it's so hard to use Web data directly that we find that many data marts that have loaded data in this format end up with almost no usage of the online data. It's too hard to access server-call data intelligently with the standard tool set.

If Web behavior aggregated in an easy and obvious manner, this wouldn't be much of an issue. If all we want to know about a visitor is how many page views and visits they had, then it's trivial to aggregate all that server call data up to the visitor level where it could be handled seamlessly by any of the tools in the standard tool

It's a very rare database marketer that wants to target based on simple aggregations like visits, page views or time on site. These just aren't meaningful database marketing aggregations.

set. Unfortunately, it's a very rare database marketer that wants to target based on simple aggregations like visits, page views or time on site. These just aren't meaningful database marketing aggregations.

Your IT, Database Marketing, and Web analytics domain experts will need to generate a visitor-level data model (and the supporting ETL) that translates online behavioral

data into visitor level aggregations meaningful for targeted marketing. It is rare to find an organization with the resources and patience required to take on these efforts.

What all this boils down to is that moving online behavioral data into a standard data mart is going to be some serious work. Moving the data is the easy part. Once it's moved, it will take effort, thought and horsepower to handle the very large volume of data that gets transferred and to aggregate that data up into a useful data model to support Database Marketing. And any new behaviors that need to be tracked on your website will require changes to the model and ETL process.

It can be done, but it takes a significant investment in hardware, IT resources, and Web data domain expertise. It's the sort of expensive, time-consuming big-data IT project that most marketing organizations are leery of. Success can and has delivered significant results, but how likely is your organization to succeed?

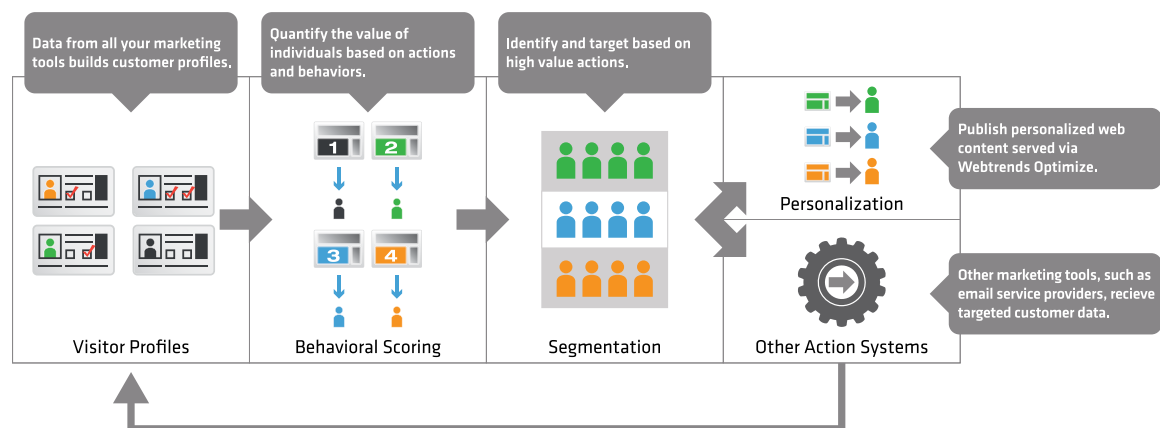
The Solution

Webtrends Visitor Data Mart was designed to address the limitations in traditional Web analytics tools when it comes to database marketing and the difficulties inherent in a roll-your own data mart that includes online data. It's explicitly built to operationalize database marketing activities with Web analytics data.

With that in mind, it provides:

1. Visitor Level Online Analytics Data
2. Integration of Customer Data from your CRM, customer database or similar sources
3. Integration of Online Data into your Customer Warehouse or Enterprise Data Warehouse
4. Simplified import and export of data and direct integration with both outbound email and site personalization tools
5. Vastly improved ease of operation for both onetime creation of customer lists and automation of regular and incremental customer lists.
6. The ability to dynamically explore potential targeting criteria against all your key customer data fields

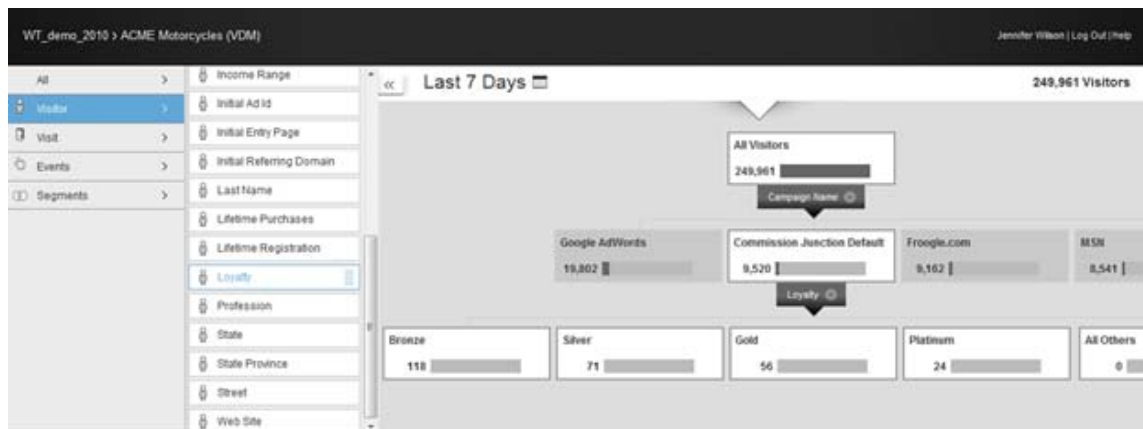
This last capability, delivered in Webtrends Segments, is a big part of Visitor Data Mart offering. It's the fundamental data exploration and targeting creation tool in the mart.



The Role of Segments in Database Marketing

Segments is a very rich, graphical interface that provides the ability to filter, explore and understand potential targeting options. From an analyst's viewpoint, the ability to do this type of exploration in real-time and to constantly and easily keep track of the underlying population size as you tune and adjust criteria is hugely important.

Here's an example of Segments:



This segment shows visitors in the last 7 days who clicked through on a Commission Junction campaign and their loyalty membership status.

The Role of Scoring in Database Marketing

This type of conditional filtering can seem (and is) amazingly powerful. You can segment your audience by what they did and what they didn't do and even by the sequence and timing of their actions. You can target visitors who showed a deep level of interest in a product but didn't convert; visitors who bought one product but not a companion; visitors who traveled last summer but not this summer; or visitors who viewed your site in May and downloaded your whitepaper in July. It's easy to think that you could accomplish any kind of targeting you might want by subsetting populations in this fashion.

You might think so, but it isn't true.

Conditional Filtering fails or falls short of addressing several types of fairly common database marketing tasks.

Task #1: Targeting a Single Communication: Understanding what a visitor cares about most

You're sending out your monthly Newsletter and you have three product offering banners you can include. Let's suppose you're an adventure travel company and you're booking trips to Patagonia, the Gates of the Arctic National Park, and Mount Kilimanjaro. How do you segment your population so that each group gets the MOST APPROPRIATE banner? With conditional targeting, you'd probably find it fairly easy to setup targeting criteria for each of the three banners. For the Patagonia trip, you might select travelers who've shown an interest in Naturalism or viewed Patagonia travel or viewed South American tours. For the Arctic, you might pick travelers who've booked extreme trips, cold-weather trips, or previous Alaskan trips. For Kilimanjaro, you might focus on travelers who've booked climbing vacations. Well and good. But you're sending the Newsletter to everyone on your email list. Which banner do you pick if someone has done a climbing adventure AND a South American trip? Which banner do you pick for someone who doesn't meet any of the obvious filtering requirements?

Conditional filtering breaks down when you are trying to find the BEST offer, campaign or message for a specific individual instead of just an appropriate individual for a given offer.

Task #2: Targeting against a basket of interests: Creating Fuzzy-Logic

Suppose our hypothetical adventure travel company wants to target an offer just for the Gates of the Arctic National Park. You might describe your ideal targeting in words like this:

"I want people who are very interested in Alaska, or who are very interested in extreme travel or who are pretty interested in both Alaska and extreme travel."

This makes sense and is exactly the kind of general targeting strategy a marketing analyst will often hear. Each part of this selection criteria can be built pretty easily:

- Very Interested in Alaska: Booked multiple Alaska trips and Viewed > 20 Alaska Pages
- Very Interested in Extreme Travel: Booked multiple “extreme” trips and Viewed > 20 Extreme Pages
- Fairly Interested in both Alaska and Extreme Travel: Viewed 10+ Pages on Alaska and 15+ Pages on Extreme Travel

Combining these selections in traditional filter-building systems can be challenging or even impossible. Indeed, sometimes analysts will simply pull each of the independent selections and then merge/purge them to de-duplicate. That works, but it’s clumsy and can be expensive.

Task #3: Targeting only the Best Visitors within a given Selection: Working within Budget Limits

Now suppose our hypothetical adventure travel company wants to supplement their online marketing with a more traditional push since the “Gates of the Arctic” trip hasn’t sold well. This push could be a mailer or even an outbound calling effort. Either way, it’s expensive to reach out to lots of individuals and the faster you can fill the trip, the less money you’ll have lost on extra marketing.

In this instance, the goal is to identify the very best prospects within a certain limit and, if we are doing outbound calls, to rank order the prospects in terms of their suitability. Traditional conditional targeting makes each task challenging. The original Alaska trip targeting was 2+ purchases and 20+ page views. Suppose that returns 3,000 customers from my list. If I only want to mail 1/3 of those customers, how do I pick the best ones? With conditional targeting, I’m likely to pick some criteria out of hat – say 3+ purchase and 30+ page views, run it, and see where I am. If I need more, I’ll reduce the criteria. If I don’t get enough, I’ll loosen them up. I’ll keep doing this until I hit my list target.

That’s clumsy, inefficient, and inaccurate. I will likely lose someone who has 5+ purchases but only 21 page views or someone with 2 purchases but 100s of recent page views. The chances of really getting the most interested people across two criteria are slight and the method painful. And I’m supposed to rank order the list for outbound calling, I have no easy way with purely conditional filtering and multiple inclusion criteria for doing it.

For each of these tasks, a more appropriate selection method than conditional filtering is behavioral scoring. Scoring isn’t conditional. Scoring rules assign a quantitative value to visitors based on how much or how often they do something. That something can be almost any significant activity – from registration to product purchases to dollars spent to pages viewed by topic. Scores from different activities can be combined and any activity can be weighted based on the perceived or measured value.

Scoring has some very distinct advantages compared to conditional filtering. Because a Score accumulates for an individual, the more a customer or prospect does something, the higher their score. And scores are directly comparable and rankable. So you can list, sort, and select visitors based on their ranked ordering. This type of capability means that scoring can handle something like Task #3 above.

Scoring isn’t conditional. Scoring rules assign a quantitative value to visitors based on how much or how often they do something.

Not only can scores be used to compare visitors, they are also useful for intra-visitor comparison. If you credit a visitor with 1 topic interest point every time they view a page concerning a topic, you can ask and answer a question such as “which topic is a visitor most interested in.” Traditional filtering systems don’t let you compare

values inside a single visitor record to select the top interest – but with scoring these types of comparisons make perfect sense. This ability to compare scores means that scoring can handle something like Task #1 above.

Scoring also makes it possible to juggle and balance multiple criteria. If you score visitors based on “extreme travel” and “Alaska interest” and add values together, you can create a single score that reflects a total weighted interest across multiple dimensions (extreme and Alaska) and multiple actions (purchase, view, newsletter registration, etc.). The end result is a single number that is comparable, rankable, and selectable by threshold; meaning that scoring is also a good way to capture the fuzzy logic inherent in something like Task #2.

This “combined” score is useful but it’s actually more important that Score supports multiple, independent scores per visitor (20+). You’ll certainly find uses, like our Task #2, for combined scores, but if you were limited to a single score per visitor you’d have a hard time accomplishing most segmentation tasks.

Webtrends Score is designed to provide both these capabilities to database marketers. It features a robust rule-building capability that allows visitors to be scored along independently along multiple dimensions or globally across multiple types of activities.

The Value of Integrating Score with Segments

Segments is an essential capability for Webtrends Visitor Data Mart. You really couldn’t imagine any plausible database marketing platform that didn’t feature a fairly rich visitor segmentation capability as part of its basic feature set. Scoring is a more advanced feature, but one that clearly makes a huge amount of sense for database

The addition of Score into Visitor Data Mart isn’t just the addition of a separate methodology for doing selections. It’s a deep integration where scores become another input available to Segments.

marketing and solves some common and important problems that aren’t easily addressed with the conditional segmentation that Segments alone provides.

So the integration of Score with Segments in Visitor Data Mart – a capability recently brought to market by Webtrends – makes perfect sense. The addition of Score into Visitor Data Mart isn’t just the addition of a

separate methodology for doing selections. It’s a deep integration where scores become another input available to Segments. That means that you can combine the traditional conditional segmentation of Segments with the ranking and weighting of Score.

Why is this so important?

Consider these two extensions to our Adventure Travel example.

Task #4: Target only Specific Geographic areas for a Scored Promotion: Combining Conditional Segmenting and Scoring

Congratulations, the Gateway to the Arctic trip is almost sold out. But we still have spots remaining on a charter flight from SFO in San Francisco and Boston’s Logan Airport. So we want to do one last email to potential trip takers in the San Francisco Bay Area and in-and-around Boston. We can keep our existing targeting since it worked so well with the direct mail: we’ll score visitors based on their viewing and purchasing either Alaska trips or extreme travel. But wait, scoring doesn’t work when it comes to Metropolitan area. I don’t want to score Boston and San Francisco higher – I really want a Boolean selection here. You’re in. Or you’re out. Scoring is an activity-based system – it’s meant to apply to behaviors not fixed characteristics like geodemographics. Even if I can trick the Scoring system to get the behavior I want, it’s not going to be very maintainable or transparent. And if I need to string together two criteria – such as men in San Francisco or Boston, scoring simply won’t work appropriately.

Fortunately, the combination of the conditional segmentation with Segments and weighted measures in Score makes this Task a snap. Create the score first. Then use conditional segmentation and combine the geographic selection with a “score” selection. Done.

Task #5: Remarket to Form Abandoners with their most pressing interest

Remarketing is one of the easiest and proven techniques for taking online data and driving outbound communications. Many organizations start their online database marketing efforts by focusing on remarketing. That group of Customers who read all about the Kilimanjaro trip in April, clicked on a sign-up form in May, but then didn’t pull the trigger? They are still a very important, very engaged audience. Using Visitor Data Mart and simple conditional segmentation, it’s easy to pick out visitors who started but didn’t complete a form. That’s traditional remarketing.

But what do you say to those visitors? Sure, you can offer them a discount. But discount remarketing has its own dangers, not the least of which is that you’re regular customers will start abandoning your cart just to get you to send them a discount! Customers are often smarter than we think and sometimes they’re flat out smarter than we are.

Suppose, instead, you use segmentation to select your remarketing candidates. But you export their scores along three dimensions: interest in Africa, interest in mountain climbing, and interest in extreme travel. Now, you can tailor your remarketing message to hammer home the theme most likely to resonate with each abandoner. That’s effective targeted marketing.

Segments provides the population, Score drives the message. Together, they unite the right audience with the right message to make marketing music!

Sample Applications

When you get right down to it, nearly every database marketing task you’re ever likely to face will involve a few simple types of selection:

1. Where visitors come from
2. Who they are
3. What’s our existing relationship with them
4. What types of activities have they done
5. Which visitors did the most of some activity
6. Which activity did a visitor do most
7. Which visitors are the best across multiple types of activity/interest

Questions 1-4 are best handled through the conditional segmenting that Segments provides. Questions 5-7 are best handled by the type of selection that Score provides. And when you have to combine – as you often will – Questions from the first group with Questions from the second group, then the combination of Score and Segments is invaluable.

In the table below, we describe some very common database marketing exercises in different verticals that would benefit from a system like Score/Segments in Visitor Data Mart.

Retail/Commerce

Personalized Remarketing

- Segments identifies Form Abandoners
- Score provides interest weighting for personalization

Early-Stage eMail Marketing

- Score identifies significant levels of early-stage new product interest
- Segments identifies known visitors and pushes to email

Trigger Outbound Marketing

- Score creates a threshold of interest to qualify a visitor
- Segments operationalizes the selection and automates pull to outbound system

Financial Services

Account Management

- Score creates and overall index of engagement for high value customers
- Segments rolls-up to Institution and alerts appropriate account managers

Customer Messaging

- Score profiles customers by service type interest
- Segments selects customers without that service and drives to Optimize or outbound messaging system

Transition to Paperless

- Score identifies customers with significant paperless opportunity
- Segments pulls list and drives to call-center or statementing system

B2B

Lead Nurturing

- Segments identifies client segments
- Score identifies key interests for drip marketing

Lead Management

- Score analyzes site behavior to assess level of interest
- Segments identifies lead type (company size, value, etc.) and Score and assigns lead to channel

Managed Sales Alerts

- Score creates a threshold of interest to alert an account rep
- Segments operationalizes the selection and automates pull to outbound system

Health & Pharma

Physician Alerts

- Score weights physician interest in a new condition for an existing brand
- Segments uses offline data to size the opportunity and generate outbound list

Prospect Remarketing

- Segments identifies prospects that are in the lead system but not progressing
- Score assigns appropriate outbound messaging channel based on likely value

Treatment Support

- Score measures engagement with treatment support mobile application
- Segments targets outbound reminders to patients below thresholds

Customers leveraging Score today

Polaris Industries uses Webtrends Score today to quantify engagement/interest in specific ATVs and motorcycles. They integrate these interest scores into customer and prospect records in their CRM system. They apply these scores against business rules to determine whether the individual is flagged as a hot lead and is sent to the dealer for contact or as a warm lead and becomes part of their lead nurture program. This results in shorter sales cycles and lower cost of sale. Right-sizing your lead management is an essential targeted marketing activity in the B2B world.

Conagra Foods uses Webtrends Score today to quantify engagement with their brands and interest in specific products. They quantify behaviors such as coupon downloads, email recipe to friend, and create shopping lists. They integrate these engagement scores into customer records within their CRM system. Triggered marketing is then done both online and offline using these scores to maintain or grow brand loyalty and engagement to drive offline sales through the grocer channel. Behavioral cues are often the most relevant data you have for triggered marketing campaigns and Score dramatically improves your ability to fine-tune the level and appropriateness of triggers.

Preserving the Model – The Virtues of a Turnkey Solution in this Market

Of course, systems like Visitor Data Mart with Segments and Score aren't the only way to build a database marketing system using behavioral data combined with customer data. You can do the same thing within your own Customer Data Mart using a combination of database, analytics, and campaign management tools. The techniques for doing this type of database marketing have been around for some time and are embodied in many traditional software systems.

Marketing organizations have learned and re-learned that working within the vendor SaaS model is faster, cheaper and ultimately better than getting involved with big IT.

There are, however, some real barriers to consider before you go in that direction. Web analytics, website testing and targeting, eMail marketing and a host of other online activities have all moved in a completely different direction. For all of these systems, by far and away the most common method of execution is an out-sourced SaaS solution. That isn't coincidence.

Marketing organizations have learned and re-learned that working within the vendor SaaS model is faster, cheaper and ultimately better than getting involved with big IT.

Until very recently, however, the types of capabilities that are essential in a database marketing system simply didn't exist in other world outside big IT. That's changing. Cloud-based computing, virtualization and highly-scalable systems built on commodity hardware have fundamentally changed the equation and made it possible to deliver systems that economically process huge amounts of data, make integration significantly easier, protect individual organization's privacy and provide robust access with multiple tools to highly-detailed data.

With Visitor Data Mart, you can preserve the basic online marketing paradigm while reaping the benefits of a scalable, open, and powerful database marketing system.

There are all sorts of benefits to preserving the current online marketing model.

First, it's dramatically less expensive – particularly in the initial stages of ownership. The creation of a big IT visitor data mart is a daunting task with traditional methods. You'll be in a world where project times are measured in years, not months and the time to benefit can extend well beyond the average life-span of a CMO.

Second, you preserve the flexibility and nimbleness of your organization. Without the huge investment in basic infrastructure, you have the ability to adapt your systems to changes in the business environment and technology.

Third, you keep your organization focused on the marketing not on the technology. Having the technology live outside your organization keeps everyone cognizant that it's a means not an end. When your marketing organization starts to "own" technology, they can start to forget marketing.

The bottom-line is this – for almost every marketing organization in the online world and for almost every task where serious SaaS plays exist, the out-sourced SaaS model has become the norm.

Summary

Database marketing with online data is still in its nascent stages. Despite huge amounts of seemingly invaluable online customer behavior and a growing capability to integrate data across channels, few organizations have been able to truly unleash this capability.

Why?

A big part of the reason is that the two capabilities have existed in separate systems and places. Online data has been siloed in Web analytics solutions that weren't meant to function as database targeting solutions and don't do a good job of it. On the other hand, moving online behavioral data to the traditional data mart and throwing off-the-shelf database marketing solutions at it hasn't worked well either.

Segments provides a state-of-the-art visual tool for exploring target segmentations and then operationalizing them. Score adds a powerful set of capabilities to quantify and weight visitor preferences.

Those traditional solutions aren't well-adapted to online data, its size, shape or meanings.

Visitor Data Mart is designed to represent a happy medium between these two approaches. Delivering robust, open, detail-level data access in a SaaS platform tuned specifically for online behavioral data, it creates a new level of operational sophistication and database marketing possibilities.

The growing maturity of this platform is evinced by the consolidation of Score and Segments into a single integrated system.

Segments provides a state-of-the-art visual tool for exploring target segmentations and then operationalizing them. Score adds a powerful set of capabilities to quantify and weight visitor preferences, interests, and values with custom rules and then use customer-specific values to refine targeting criteria and match messaging to customer interest.

Together, these two products provide a sophisticated database marketing capability built expressly for the online world.



851 SW 6th Ave., Suite 1600
Portland, OR 97204
1.503.294.7025
fax: 1.503.294.7130

Webtrends Sales
1.888.932.8736
sales@Webtrends.com

Europe, Middle East, Africa
+44 (0) 1784 415 700
emea@Webtrends.com

For offices worldwide, visit:
www.Webtrends.com

About Webtrends Inc.

Webtrends is the global leader in mobile and social analytics. We help marketers create, measure and improve campaigns for more than 7,000 leading brands including: The New York Times, Microsoft, BMW, RIM, China Telecom, China Mobile, CCTV, Tencent QQ, Hitachi, The Associated Press, HSBC, Barclays, Vivo Cellular and Petrobras. Our leadership extends beyond the web analytics industry we founded to the measurement, optimization and integration of all digital content and customer intelligence, including websites, social media, mobile and paid-search advertising.

Webtrends is a registered trademark of Webtrends Inc. in the United States and other countries. All other trademarks and registered trademarks are the properties of their respective owners.