

E-COMMERCE: EDMUNDS.COM



“THANKS TO MICROSTRATEGY, EDMUNDS.COM CONTINUES TO SET ITSELF APART AS THE CLEAR LEADER IN PROVIDING ACTIONABLE ANALYTICS FOR OUR CLIENTS. WITH THE RAPID DESIGN AND DELIVERY OF A MOBILE APP, MICROSTRATEGY MADE OUR KEY WEB METRICS COME ALIVE WITH AN INTUITIVE AND ELEGANT IPAD APPLICATION.”

- KEITH REYNOLDS, DIRECTOR, BUSINESS ANALYSIS, EDMUNDS.COM

APPLICATIONS:
MARKETING AND CONSUMER SHOPPING BEHAVIOR ANALYSIS FOR IPAD

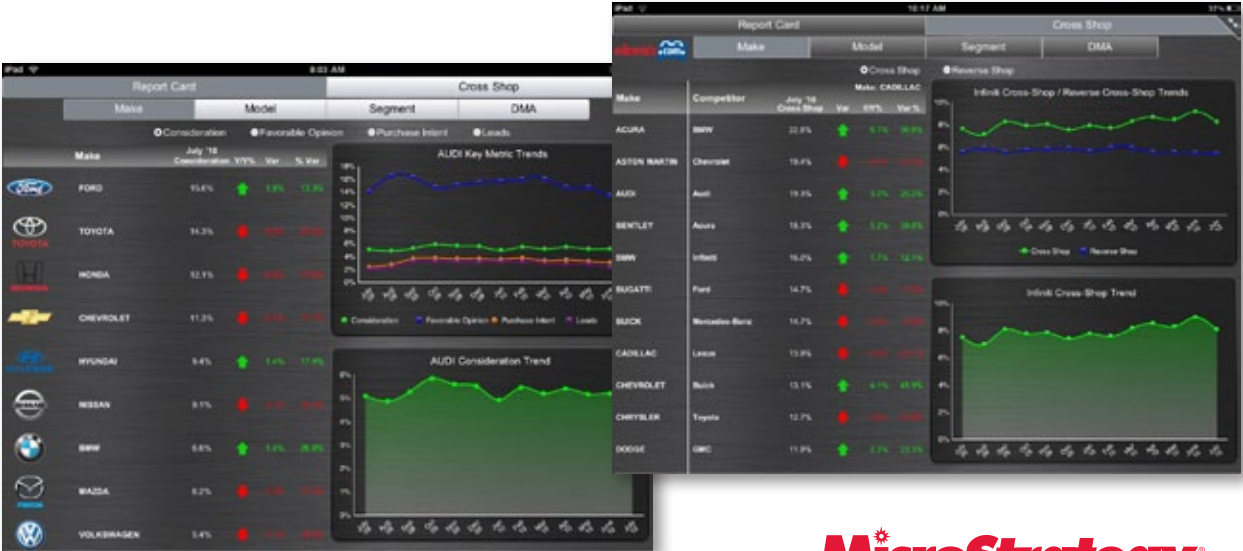
USING MICROSTRATEGY MOBILE TO PERFORM MARKETING AND CONSUMER SHOPPING BEHAVIOR ANALYSIS

Company Overview

Edmunds.com Inc. publishes websites that empower, engage, and educate automotive consumers, enthusiasts, and insiders. Edmunds.com, the premier online resource for automotive information, launched in 1995 as the first automotive information website. Its mobile site, accessible from any smartphone at Edmunds.com, makes car pricing and other research tools available for car shoppers at dealerships and otherwise on the go. InsideLine.com is the most-read automotive enthusiast website. AutoObserver.com provides insightful automotive industry commentary and analysis.

Constant Insight into Consumer Preferences and Marketing Effectiveness

Edmunds.com has worked with MicroStrategy to produce a highly intuitive and visually-appealing app on consumer research and consumer shopping patterns. The app leverages Edmunds.com's existing "Report Card" and "Cross-Shop" web metric data and MicroStrategy applications. The target audience for the app includes auto manufacturer executives and decision makers, as well as car dealers and Edmunds.com account directors.



The key business questions the iPad app will help these business users answer include:

- How has consumer shopping behavior changed over time in terms of Consideration, Favorable Opinion, Purchase Intent, and Leads submissions?
- Who are the make, model, and segment leaders in the automotive marketplace, and how are they performing versus their competitors?
- What is the propensity of a consumer to consider other models when searching for a particular vehicle? For instance, if a consumer is looking for a Cadillac, are they most likely to also consider a BMW, Chevrolet, or Audi?

Business users will be able to analyze “Report Card” and “Cross-Shop” dashboards and filter the data by make, model, and segment, as well as analyze dealer market area information. Using the Report Card tab, users can seamlessly transition through Edmunds.com’s key web metrics: Consideration, Favorable Opinion, Purchase Intent, and Leads. The ability to analyze these consumer patterns and behaviors is a powerful tool for users to help optimize marketing and advertising plans.

Why Mobile? Why Now?

Like many companies, Edmunds.com wants to make BI as accessible, portable, and intuitive as possible. This is particularly critical for executives who are always on the go and need to be able to react quickly and make intelligent decisions based on the most recent information.

Solomon Kang, Director of Client Analytic Services at Edmunds.com, explains, “As soon as the iPad was introduced, our CEO quickly realized the potential of having Edmunds.com data on it and challenged us to create something that was visually-appealing, interactive, and informative. In addition, we wanted to provide our account directors with a more effective way to communicate the value of our data using a tool that would resonate well with clients on many levels.”

Kang continues, “There is clearly a need for a mobile BI strategy and we are excited about our partnership with MicroStrategy as we continue to develop and refine the application.”



Keith Reynolds, Director of Business Analysis at Edmunds.com, notes how pleased Edmunds.com has been with MicroStrategy’s mobile BI solution:

“Thanks to MicroStrategy, Edmunds.com continues to set itself apart as the clear leader in providing actionable analytics for our clients. With the rapid design and delivery of a mobile app, MicroStrategy made our key web metrics come alive with an intuitive and elegant iPad application.”

