

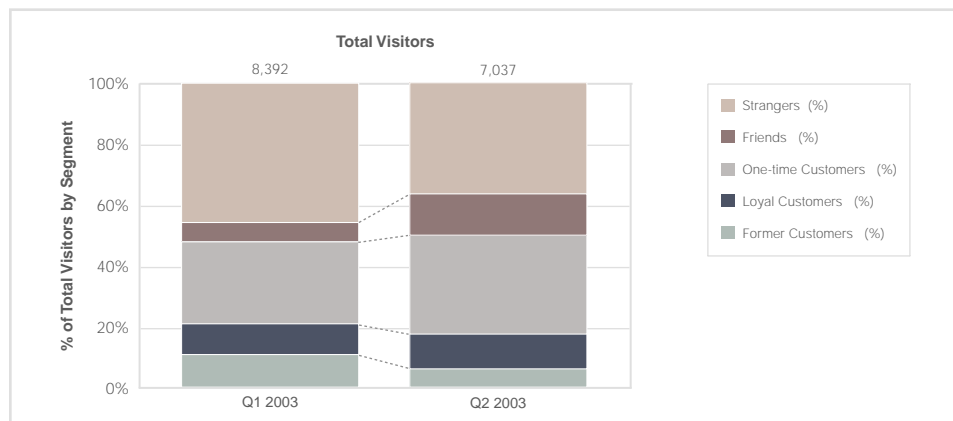
Web Visitor Analysis

In order to better understand the needs of prospects and customers, companies often profile individual Web visitors and analyze their visitation patterns. This visitor analysis and segmentation is used to drive marketing campaigns, such as targeted cross-sell or up-sell campaigns, as well as Website design optimization. Accurate visitor profiling requires a combination of input variables, from length of stay to page views to paths, combined with customer characteristics and transactional history from the Website and other customer touchpoints. "Stickiness" is a common term used to characterize the attractiveness of a site, section or page, and is measured by the average number of page views, session duration and page depth. In addition, Web visitors identifiable through login or cookies may be tied to customer data from other systems to create personalized campaigns by customer segment or by individual customer. Business intelligence applied to Web visitor analysis is being used to feed campaign management systems for these highly personalized and automated campaigns.

Key Performance Indicators

Page Views
 Traffic Counts
 Visitors
 Frequency
 Click-throughs
 Stickiness
 Conversions
 Referrals
 Banner
 Keyword

Sample Report: Web Visitor Breakdown by Segment



In the above example, even though the number of total visitors to this corporate Website has decreased from Q1 to Q2, the number of repeat visitors, termed "friends," is increasing. This segment, now familiar with the corporate message, may be ready for a purchase solicitation. The fact that visits by "strangers," or new visitors, are decreasing suggests prospecting tactics are becoming less effective.

COMMON BUSINESS QUESTIONS

- What is the success rate in converting "visitors" to "repeat visitors" to "customers"?
- Which ad banners and other referrals are attracting the most qualified visitors?
- Is my defined target audience actually the majority of visitors I'm attracting?
- How often do my online customers also purchase offline?
- How effectively am I driving my offline customers to transact through my Website?
- What is the demographic profile of visitors who have viewed Product X?
- What products are being viewed by customers who have purchased Product Y?