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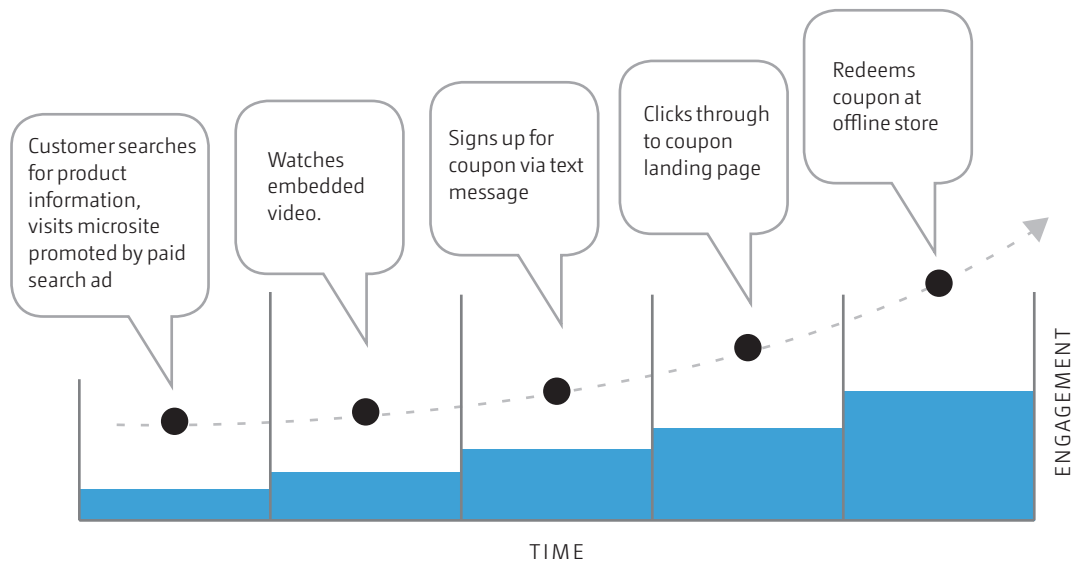
DATASHEET / CONSUMER PACKAGED GOODS



Building Engagement, Brand Loyalty for Consumer Packaged Goods Companies

While consumer packaged goods (CPG) companies invest millions of dollars each year on their web sites, they often receive little or no traditional evidence of a return on investment, such as increased online sales. Additionally, their efforts to increase engagement online are complicated by siloed branding efforts, marketing programs and web properties.

Webtrends CPG Engagement Builder provides the powerful analytics and data-driven consulting that CPG companies need to objectively measure disparate online and offline interactions with their customers. With this solution, CPG companies can create, build and strengthen the customer relationships they need to build their brand and obtain a greater return on their marketing investments.



Connect the dots, discover sources of engagement

Strategic interactions across in-house and partner-run programs build progressively stronger relationships, and tie engagement to quantifiable metrics and brand building.

Make the Most out of Every Customer Relationship

INCREASE CUSTOMER ENGAGEMENT

- Capture and analyze a deeper level of data that can be used to improve the visitor experience, increase conversion rates, and maximize return on marketing investment, regardless of the number of domains, brands and product pages your company oversees
- Attract new customers and keep them engaged by providing a direct channel to the product pages and other content most relevant to their needs

IMPROVE BRAND LOYALTY

- Motivate visitors to spend more time on your site by providing them with direct access to the most relevant product pages and other online resources
- Make it easier for visitors to find the information they want by displaying it more prominently, and optimizing links to ensure the most relevant information isn't buried deep within your web site
- Create powerful one-to-one relationships with customers by integrating visitor data with customer relationship management (CRM) and other marketing applications to improve your service

REDUCE SEARCH COSTS, WHILE MAXIMIZING RESULTS

- Use automated, self-learning technology to expand your organization's entire paid-search advertising portfolio across all the major search networks
- Advertise key contests, buyers' clubs and other brand-building activities more economically with consumers

INCREASE THE RETURN ON YOUR MARKETING INVESTMENT

- Compare the effectiveness of campaigns across the company to reveal which are most successful in building the brand and increasing customer loyalty
- Evaluate individual campaigns to determine the extent to which they help to build the brand and lead to greater customer loyalty and what changed need to be made to make them more effective
- Precisely measure the effectiveness of specific marketing tools, including Web 2.0 and mobile investments

MANAGE THE COMPLEXITY THAT COMES WITH GROWTH

- Obtain a 360-degree view of your web site performance by collecting and analyzing the largest, most diverse flows of data across thousands of pages and dozens of sections
- Compare customer participation across an array of online and offline marketing campaigns by easily integrating online analytics data across different domains with data stored in enterprise systems

The Webtrends Advantage

An analytics software and services leader since 1993, Webtrends keenly appreciates the challenges CPG companies face utilizing their web sites to build customer loyalty toward their brands and products. *Webtrends CPG Engagement Builder* incorporates knowledge gained from years of analytics and marketing optimization for many of the CPG industry's largest companies, including the Coca-Cola Company, Kimberly-Clark, Kettle Foods and General Mills. The solution offers:

Six Components for Increasing Engagement

Webtrends CPG Engagement Builder incorporates the following marketing optimization software and services:

Webtrends Professional Services

Webtrends' industry leading marketing and analytics experts take the guess work out of creating, building and maintaining strong relationships with consumers online, while Webtrends technical account managers handle time-consuming tasks and resolve ongoing technical issues related to the solution.

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Ad Director™

Automated SEM reduces the time and cost associated with promoting brand- and product-related keywords online.

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Analytics 9

Measure all aspects of your company's online presence, from static site content to what customers are doing on your blogs.

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Marketing Warehouse™

Gain a visitor-level understanding of customers who interact with your web site by performing unlimited, multi-dimensional reporting and analysis and on-the-fly segmentation of visitor behavior.

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Score™

Evaluate visitors' online behavior by measuring the level of interest they have in specific content and activities.

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Open Exchange™

Extend the value of your Webtrends data through close integration with a large network of partner and services, including email marketing, CRM, ad serving and more.

EXPERT ANALYTICS WITHOUT THE STAFFING INVESTMENT

Already stretched thin for staff and resources, marketing and web management teams can rely on Webtrends professional services to provide expert analytics guidance and ongoing technical support for their Webtrends solution.

HELP CONNECTING THE DOTS

Understand and demonstrate to results-oriented executives how disparate online contests, buyers' clubs and Internet-based customer activities foster long-term relationships with consumers, strengthen brands and increase sales. Measure the impact of online marketing and other investments, based on specific engagement, brand awareness and other goals. Marketing resources can then be reallocated based on this insight to improve overall performance.

A CRITICAL TOOL FOR INCREASING BRAND LOYALTY

Tie online marketing spending to improvements in brand positioning using qualitative and quantitative measures.

QUICKER IDENTIFICATION OF CUSTOMER SEGMENTS

Create real-time customer segments based on virtually any data available. Custom events can be based on any parameter set on a web site, and don't require any special treatment.

IMPROVED E-MAIL, TEXT-MESSAGING PROMOTIONS

Generate automatic and ad-hoc lists of customer segments to receive targeted promotions via a number of e-mail and SMS service providers. Improve the effectiveness of these promotions over time based on the online actions of recipients.

BRAND PROMOTION THROUGH ONLINE SEARCH

Ensure customers see online advertising for relevant contests, buyers' clubs and other engagement-building promotions when they search online for key terms related to your brands and products.

IDENTIFICATION OF VALUABLE CUSTOMERS

Measure the level of interest of individual visitors toward specific content, subjects or products based on pre-assigned scores that reflect a company's marketing and business goals. This insight can then be used to determine the potential profit and lifetime value of different user segments.

ENHANCED CROSS-CHANNEL INSIGHT

Measure campaigns and other marketing efforts across online and offline channels using open, standards-based methods for integrating web analytics data with other enterprise systems.

CONSISTENT METRICS AND DATA

Ensure the reliability and credibility of analytics data across multiple products and brands with best practices and governance for data collection, analysis and storage. Webtrends consultants work collaboratively with companies in the CPG industry to identify appropriate key performance indicators (KPIs) and set up consistent data collection and management practices across even the largest CPG companies.

Webtrends CPG Engagement Builder in Action

SCENARIO 1: DEMONSTRATING RETURN ON YOUR MARKETING INVESTMENT

Challenge: As a top marketing executive, you're competing with other departments in your company for limited funds. To do this effectively, you need to prove to management that your team's marketing campaigns are increasing brand awareness and loyalty, and are ultimately leading to greater sales. The problem is that with so many campaigns and marketing channels, it's nearly impossible to evaluate return on investment (ROI) in an integrated fashion. Not only is it overwhelming to figure out which of the myriad available metrics are most meaningful; it's equally daunting to sort through numerous data sources to capture the exact data needed to support the measurements you seek to make.

Solution: After adopting *Webtrends CPG Engagement Builder*, you work with your Webtrends account manager to develop a set of KPIs that most effectively measure and compare the success of various online and offline campaigns. Working with Webtrends, you're soon able to develop reports that measure the level of visitor engagement; which pages receive the highest level of customer interest; and conversions such as registering for a contest, downloading a coupon or viewing a video, associating these conversions with specific campaigns. You're also able to more accurately segment visitors, identifying your most valuable customers. And you're able to identify the most common search terms visitors use to get to your site.

Results: With a deep level of insight in-hand, you decide to make several changes to your marketing program. For example, you increase the number of sweepstakes and contests offered on your site after analyses demonstrate these campaigns most successfully increase brand loyalty. You make several design changes to your site, increasing the amount of time visitors spend on your site. You identify your most valuable customers, and begin offering them special promotions that increase their engagement and lead them to spread the word about your products to their friends. And you make use of Webtrends' automated search engine marketing (SEM) technology to advertise key contests, buyers' clubs and other brand-building activities more economically with consumers. After making these changes, the data you obtain clearly demonstrates a high return on investment. Impressed with your success, the management team increases your marketing budget for the coming year.

SCENARIO 2: MAXIMIZING YOUR MARKETING CAMPAIGN RESULTS

Challenge: As a marketing director in your company, you decide to launch an online campaign to get consumers to vote for their favorite flavor of an upcoming food product. Your objectives for the campaign are to build awareness for your brand, keep visitors engaged in your web site, and ultimately increase sales. This is the second year you've offered the campaign, but once you launch it, you realize that many visitors are dropping off your web site before voting, and that e-mail registrations are lower than they were the year before.

Solution: Partnering with Webtrends consultants to implement *Webtrends CPG Engagement Builder*, you develop a series of metrics that help you measure the number of visitors who complete their e-mail registrations, cast a vote and refer friends to your site. You can also determine the referring URLs that brought them to your site, as well as where they drop off your site before they register or vote. You can also track which visitors left comments and the pages they viewed before entering their feedback.

Results: With detailed insight into where visitors are dropping off your site before registering or casting their votes, you discuss some small but critical alterations you should make to your site with your design team. For example, you realize this year's voting page lacks a call to action, and decide to display the words "Vote Now!" in prominent type above the voting button. You also decide to more prominently display your offer of product coupons to visitors who cast votes in the campaign on product pages from which visitors arrive at the voting page. With the new design in place, the results are soon clear: voting conversion rates have doubled from the beginning of the campaign, and e-mail registrations are now higher than last year. You continue to measure your results during the course of the campaign, making small design improvements that lead to even better results over time.