



# Build Online Communities that Increase Brand Loyalty

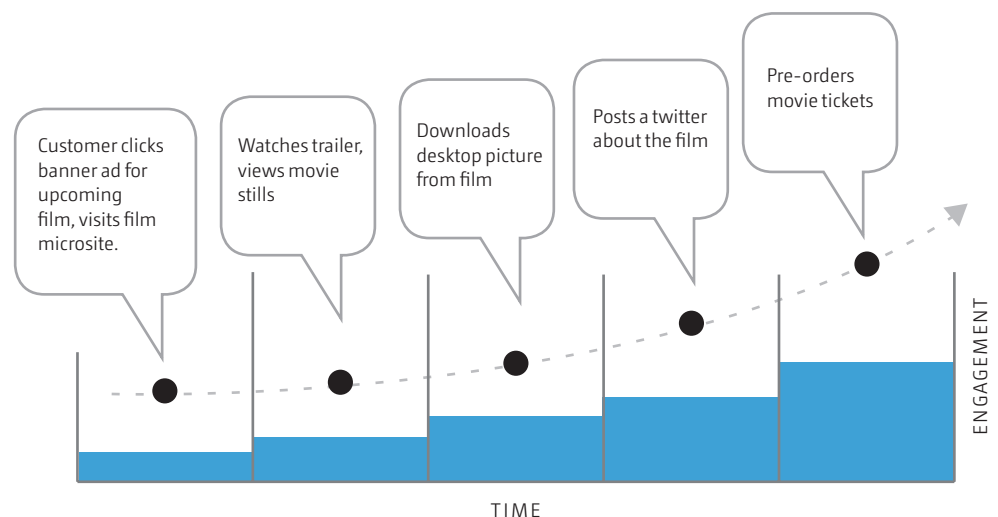
The worldwide movies and entertainment market is expected to grow by nearly 23 percent from 2007 to 2012 to become a \$170 billion business, according to ReportLinker.com. As the entertainment industry continues to experience rapid growth, increased competition for consumers' limited time is making it difficult for companies to attract and retain customers.

Not only are entertainment companies competing with other businesses that offer similar content and services, but also with a growing assortment of digital media, electronic and other newer entertainment. Some entertainment companies, such as those in the recording and movie industry, must also compete with pirated content providers, which have severely reduced profits in recent years.

In this environment, entertainment companies – which consist of both producers and distributors of public entertainment formats, such as movies, music and sports – are increasingly turning to their web sites as a way to build brand loyalty. But while they invest millions of dollars each year on their web sites, they often see little formal evidence of a return on their investment.

**Webtrends Customer Retention** is an essential marketing optimization solution for entertainment companies striving to turn their web sites and other online channels into non-stop customer engagement engines. Expert consulting and online measurement tools help you:

- Improve customer loyalty
- Attract and retain new customers
- Build a better online experience
- Increase the return on your marketing investment
- Obtain a 360-degree view of your customers



## A Dedicated Entertainment Industry Solution

*Webtrends Customer Retention* incorporates the following analytics and marketing optimization software and services:

### Webtrends Professional Services

Webtrends' industry leading marketing and analytics experts take the guesswork out of using web site data to create and maintain strong relationships with consumers online. Webtrends' technical account managers handle time-consuming tasks and resolve technical issues related to the Webtrends solution.

### webtrends Ad Director™

Automated SEM technology and expert consulting reduce the time and cost associated with promoting brand- and product-related keywords online.

### webtrends Analytics 9

Measure all aspects of your company's online presence, from static site content to Web 2.0 interactions, with the only solution that offers 100 percent of critical enterprise analytics functionality, according to the Jupiter Research 2008 Web Analytics Buyer's Guide.

### webtrends Marketing Warehouse™

Gain a visitor-level understanding of online customers by performing multi-dimensional correlations and on-the-fly segmentation. This enterprise-scale relational database serves as the engine for Webtrends Visitor Intelligence and other analysis tools.

### webtrends Score™

Target messaging, improve conversions and build long-term customer loyalty with the industry's only patented solution for uncovering the visitors who offer the most potential value to your business.

### webtrends Visitor Intelligence™

Uncover the individuals within the crowd, and build highly relevant marketing based on one view of your customers and their online and offline interactions with your organization.

### webtrends Open Exchange™

Extend the value of your analytics through Webtrends platform for standards-based data access and integration, information sharing and partner integration.

## The Webtrends Advantage

An analytics software and services leader since 1993, Webtrends provides the web analytics and marketing optimization solutions trusted by top entertainment companies, including AMC Entertainment Inc. and TicketMaster. Our solution enables you to:

### PARTNER WITH ANALYTICS AND MARKETING EXPERTS

**Get expert consulting.** Webtrends consultants have years of experience partnering with entertainment companies to increase online traffic and engagement. Our consultants can provide one-time or ongoing expert assistance in the following areas:

- Streamlined implementation
- Identification of key performance indicators (KPIs), best practices and standard metrics
- Analytics training and guidance
- Technical assistance, including time-consuming tasks such as tagging and building reports

**Capitalize on an open partner platform.** Webtrends has built lasting partnerships with other leading marketing optimization companies, including leading providers of:

- Content management
- Ad serving
- Customer relationship management
- Email marketing
- Enterprise campaign management
- Targeting and optimization
- User experience and website monitoring
- Site search

In addition, Webtrends' support for standards-based data extraction and integration makes it possible to create new solutions with the best-of-breed marketing tools of your choice.

### ATTRACT MOTIVATED CUSTOMERS

In today's fragmented and highly competitive entertainment industry, companies can't simply sit back and wait for customers to find them. Webtrends advanced search engine marketing (SEM) tools help entertainment companies proactively and efficiently attract new customers online.

**Optimize SEM spending.** Webtrends' self-learning technology secures keywords, terms and paid-search placements that are relevant to their customers at the optimum price. Expert consultants regularly update keywords and SEM strategy, based on changing business goals and opportunities.

**Extend SEM investments.** Webtrends integrated advertising partners can deliver targeted banner ads to visitors who click on SEM ads but don't remain long on a company's site.

## **BUILD A BETTER ONLINE EXPERIENCE**

To keep customers engaged on their web sites, entertainment companies must evaluate the effectiveness of content and campaigns to determine the extent to which they build customer loyalty. Webtrends Customer Retention provides the most accurate methods of measuring web site traffic and interactions, including:

- **First-party cookie.** Webtrends' patented cookie technology provides the most accurate method of visitor tracking available, with the lowest rate of cookie rejection.
- **Cross-domain tracking.** Determine how easily customers find information and complete tasks – as well as where and why they drop off before completing online applications or other activities. This insight can be used to remove content or navigation roadblocks and increase online conversions.
- **Click-level tracking.** Track individual clicks on any number of links, promotions or content, and use these results to determine which web site pages and elements are attracting the most attention and driving traffic most efficiently to desired locations.

**Evaluate Web 2.0 investments.** Webtrends offers the most advanced video measurement and analytics reports available today, capturing all of the essential metrics of online video:

- **Engagement.** Find out how much, where and what part videos visitors watched.
- **Effectiveness.** Learn whether the video extends visitors' stay or prompts them to do something else desirable.
- **Viral appeal.** Determine where the video is hosted and who's linking to it.
- **Business outcomes.** Learn whether the interaction with the video player advanced your company's business goals.

In addition to online video tracking, Webtrends provides detailed reporting on other rich media, including RSS, blogs and widgets, enabling entertainment companies to determine the relative value of these new online investments.

**Track visitors who use mobile devices.** The breadth of mobile devices in use and the varying capabilities of each make a single approach to understanding visitors who use these devices unrealistic. Webtrends offers tracking that aligns content already optimized for mobile devices, ensuring you capture all of the activity, regardless of device. Also, because some devices don't support cookies, Webtrends offers other ways to accurately identify these mobile visitors.

## **GAIN THE INSIGHT YOU NEED, WHEN YOU NEED IT**

The value of web site analytics is determined not only by the volume of data you analyze, but also by how broadly and effectively that data is used throughout an organization. Webtrends' highly customizable reporting and data visualization tools promote data-driven decision-making throughout organizations, from the marketing department to the IT team.

**Choose from different levels of reporting analysis.** Webtrends provides entertainment companies everything from summary-level to full-length analyses of their web site activity:

- **Full or express analysis.** Webtrends full analysis engines create sophisticated custom reports and provide detailed visitor history a minimum of two times a day. Webtrends express analysis engines provide real-time, tactical reporting within minutes of the pages being viewed.
- **Flexible analysis.** Webtrends keeps data collection and analysis separate. This allows impromptu analysis and reporting of analytics data without costly, time-consuming retagging of web sites and pages. Marketers can pose new questions on the fly, and obtain swift answers that help them quickly adjust marketing programs and investments.

**Gain customized insight to meet your needs.** Webtrends offers the opportunity to pose “what if” scenarios, gain a 360-degree view of customer interactions, and track customers’ progressions through specific online scenarios:

- **Performance dashboards.** Stay on top of key performance metrics across the organization. Also, benchmark key performance and pose predictive “what if” scenarios to identify where to focus marketing efforts.
- **Scorecards.** Keep on top of multi-channel campaigns with Webtrends digital scorecards, which combine performance data from online and offline sources to get a more holistic view of web site visitors.
- **Funnel reports.** Webtrends scenario analysis tracks visitor progression through defined scenarios that entertainment companies want visitors to complete, such as registering for an online campaign or voting for their favorite product or service. These reports show how visitors complete these scenarios and where they drop off, providing insight into the content that needs to be optimized to improve conversion results.

## **MAKE THE MOST OF EVERY CUSTOMER RELATIONSHIP**

It costs six to seven times more to acquire a new customer than it does to retain an existing one. Entertainment companies need to understand the distinct groups of visitors who comprise their mass audiences, as well as how the interests of these visitors change over time based on age, income, family status and broad customer trends. This detailed insight helps these companies to:

- Deliver the right message at the right time, based on the specific entertainment interests of different customers.
- Motivate visitors to spend more time on their sites by providing direct access to the most relevant content and experiences.
- Create powerful one-to-one relationships with customers by integrating visitor data with customer relationship management (CRM) and other marketing applications to improve their service.

**Segment different types of customers.** Webtrends' flexible segmentation capabilities help entertainment companies identify and target groups of consumers based on their web site interactions and entertainment preferences. You can track pre-defined segments, such as new vs. returning visitors, time between visits, and geographic location. You can define segments specific to your business such as visitors who watch comedy versus fantasy movies, or visitors who enjoy rock versus classical music. You can then automatically generate lists of customers to receive communications and promotions based on their specific entertainment interests.

**Obtain a holistic view of customers.** Webtrends' support for standards-based methods of data integration streamlines integration of visitor-level online data with call center and other offline customer information, so entertainment companies can gain a 360-degree view of their customers and all of their interactions with your company, and more accurately serve their evolving interests.

**Cultivate valuable customers.** Webtrends' patented scoring technology quantifies the value of customers, based on their entertainment interests, influence on social media sites and other characteristics. Extra promotions and targeted resources can then be channeled toward these customers. Score data also can be integrated with CRM systems and segmented to gain a deeper understanding of customer motivation and specific interests.

**Increase cross-selling.** Webtrends can introduce customers to services they're likely to be interested in by correlating their on-site searches and navigation with the services purchased by like-minded customers. Webtrends automatically integrates product performance data with on-site ad-placement applications.

## **BUILD A FLEXIBLE, SCALABLE ANALYTICS INFRASTRUCTURE**

**Build a flexible analytics infrastructure.** Webtrends is the only analytics vendor that provides on-premise software or On Demand software as a service (SaaS), along with the option to switch from one format to the other. This provides organizations the flexibility to adjust their data storage infrastructure and investments – without sacrificing their analytics investments.

**Get scalability to spare.** Webtrends On Demand offers the highest level of data collection availability and scalability. Each tier of the data management system scales independently, so each component operates at peak efficiency. This reduces bottlenecks in reporting caused by web traffic spikes in data collection, especially on hosted analytics solutions where all components—collection, analysis and reporting—are done on the same machine. Even at peak hours, Webtrends On Demand is specifically engineered not to exceed 50 percent capacity, and is usually at a much lower utilization.

**Never lose data.** Webtrends On Demand is the only hosted web analytics service to offer a proven, fully-redundant data collection environment. Most web analytics software vendors have only one system for both data collection and processing, which can result in the potential loss of days of customer data in the event of a failure. Webtrends does not lose customer data.

## Webtrends Customer Retention 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 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 Customer Retention*, you work with your Webtrends account manager to develop a set of key performance indicators (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. Moreover, you can easily 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 services and 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 for a video game company, you decide to launch an online campaign to get consumers to vote for their favorite installment of your most popular game franchise. 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 Customer Retention*, 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.