



webtrends™

DATASHEET / **RETAIL INDUSTRY**

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

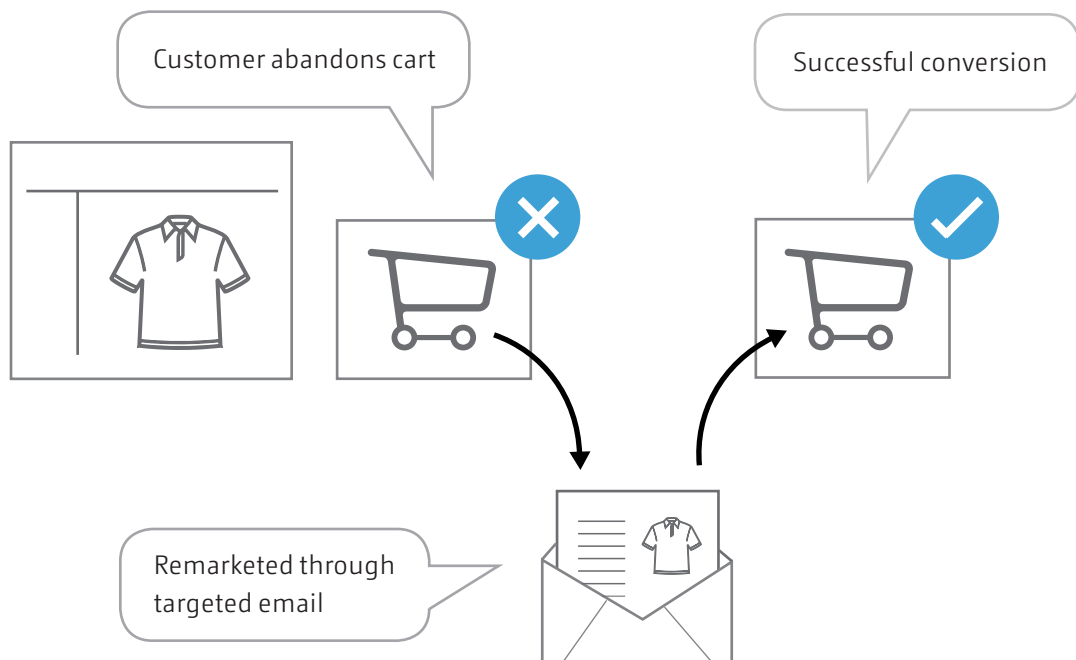
Webtrends Sales
1.888.932.8736
sales@webtrends.com

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

Maximize the Sales Potential of Your Retail Web Site

Retail companies today are a far cry from the old corner store. They must manage large, diverse product lines and coordinate their online and offline marketing, often on a global scale, while keeping pace with ever-changing consumer needs and preferences.

Webtrends Online Retail Generator provides the data-driven marketing insight and expert guidance to optimize web site sales, build customer retention and more easily manage the complexities of doing business online today. Dedicated Webtrends consultants help retailers put the industry's most precise and flexible analytics to work, uncovering the customer preferences, sales trends and targeted marketing and remarketing opportunities essential to online retail success.



The Webtrends Advantage

An analytics innovator and leader since 1993, Webtrends has a keen appreciation of the challenges retail companies face in using their web sites to build acquire, convert and retain loyal customers. Webtrends dedicated solution for the retail industry incorporates

knowledge gained from years of analytics and marketing optimization for many leading retailers, including American Eagle, Designer Linens Outlet and ShopNBC.com. Our solution enables you to:

Make the Most of Every Customer Visit

Webtrends dedicated solution for the retail industry incorporates the following:

Webtrends Professional Services

Retail marketing experts and analytics analysts help you identify online marketing opportunities and take the guesswork out of retail analytics. Experienced technical account managers handle time-consuming tasks and resolve technical issues related to the Webtrends solution.

webtrends Ad Director™

Reduce the time and costs associated with acquiring qualified customers. This self-learning SEM service automates and continuously optimizes bidding and ad placement.

webtrends Analytics™ 9

Gain a comprehensive view of web site and visitor activity from the service that delivers 100 percent of critical enterprise analytics functionality, according to Jupiter Research's Web Analytics Buyer's Guide, July 2008.

webtrends Marketing Warehouse™

Understand and market to your customers as individuals. This enterprise-class relational data base let you perform unlimited, multi-dimensional reporting and analysis and on-the-fly segmentation of visitor behavior.

webtrends Score™

Evaluate visitors' online behavior by measuring their interest and engagement in content and activities.

webtrends Visitor Intelligence™

Uncover the preferences of individual customers. This sophisticated presentation and analysis service provides the visitor-level insight to drive micro-targeted marketing.

webtrends Open Exchange™

Extend the value of your marketing through Webtrends close integration with leading providers of email marketing, CRM, ad serving and more – or virtually any other vendor that supports standards-based data exchange.

ACQUIRE CUSTOMERS MORE EASILY

- **Attract motivated customers through optimized paid search.** Webtrends unique self-learning SEM service continually fine tunes spending on your search channel to generate the highest return on advertising budget. Automated bidding and ad placement eliminates the impossible task of effectively managing a large inventory of keywords with a manual bid-management tool.

CONVERT CUSTOMERS MORE EFFICIENTLY AND CONSISTENTLY

- **Track customers across campaigns to conversions.** Unique cross-domain and visitor-level tracking makes it possible to determine attribution across campaigns and business channels to determine the impact of different marketing investments on customers who complete purchases.
- **Convert abandoned carts.** Receive automated, daily lists of customers who abandon shopping carts. This information can then be used to fuel ongoing targeted email offers.
- **Begin "searchandizing."** Correlate the search terms a person uses on your site with those used by customers who have purchased related products. These products can then be prominently promoted on pages that other like-minded customers visit.
- **Promote offline sales.** Determine customer segments that tend to research products on your web site and make purchases in your offline stores. Webtrends support for several open standards of analytics data export lets retailers integrate online and offline records, and uncover customers who should receive targeted information and incentives (offline coupons, driving directions, etc.) via email and SMS.

RETAIN CUSTOMERS AND BUILD ONGOING RELATIONSHIPS

- **Identify valuable customers for remarketing.** Measure ongoing engagement and value of customers using Webtrends patented scoring technology.
- **Build engagement.** Use Webtrends visitor-centric analytics data and segmentation to generate automatic and ad-hoc lists of customers who should receive targeted communications, promotions and interaction opportunities
- **Deliver targeted email, SMS mobile promotions.** Deliver targeted marketing and promotions through email and SMS service providers. Improve the effectiveness of these marketing efforts over time by measuring the subsequent online actions of recipients and adjusting content and promotional offers accordingly.

Webtrends Online Retail Generator in Action

American Eagle

The clothing and accessories retailer wanted to use sales and customer data to improve online sales, including remarketing to customers who leave the site before purchasing items in their online shopping cart.

Results:

- Remarketing revenues up significantly
- Relevant products promoted automatically to shoppers, based on browsing histories.
- Increased knowledge of revenue-generating links and content.

Designer Linens Outlet

This online retailer of bedding, bath and home décor products needed to reduce its overall marketing spend without hurting sales.

Results:

- Reduced online marketing spend by 30 percent while maintaining sales levels.
- Increased paid search revenue by 30 percent.
- Significantly reduced paid search administration.

ShopNBC.com

The televised shopping network, which manages a product database of more than 10,000 SKUs, needed to streamline SEM campaign management processes to deliver results, provide greater visibility and enable the company to adjust campaigns quickly.

Results:

- Growth in margin contribution dollars, online sales and customer conversions.
- Improved visibility into marketing investments.
- Significant budget added to most effective online marketing programs

GAIN MORE INSIGHT WITH LESS WORK

- **Gain quick access to the right data.** Webtrends performs data collection and analysis separately. This enables impromptu analysis and reporting without costly, time consuming retagging of web sites and pages.
- **Get all the right data in one place.** Convenient Webtrends dashboards and scorecards provide customized views of the sales, inventory, site performance and other data that different managers and executives need.
- **Align data to retail cycles.** Customized reporting translates online sales and marketing into the 4-5-4 calendar used by most retailers.

MAXIMIZE YOUR MARKETING INVESTMENTS

- **Get expert analytics without the staffing investment.** Marketing and web management teams that are already stretched thin for staff and resources can rely on Webtrends professional services to provide expert analytics guidance and ongoing technical support for their Webtrends solution.
- **Extend the value of online analytics offline.** Export analytics data to familiar analysis tools such as Excel, Crystal Reports or Cognos using one of several open, standards-based methods, including Open Database Connectivity (ODBC) and Web Services. Also, add rich, visitor-based customer insight to less detailed offline records by exporting Webtrends data to traditional business intelligence systems.