



How to convert more
visitors to customers

Joshua Porter, Co-founder

The Big Problem

2%

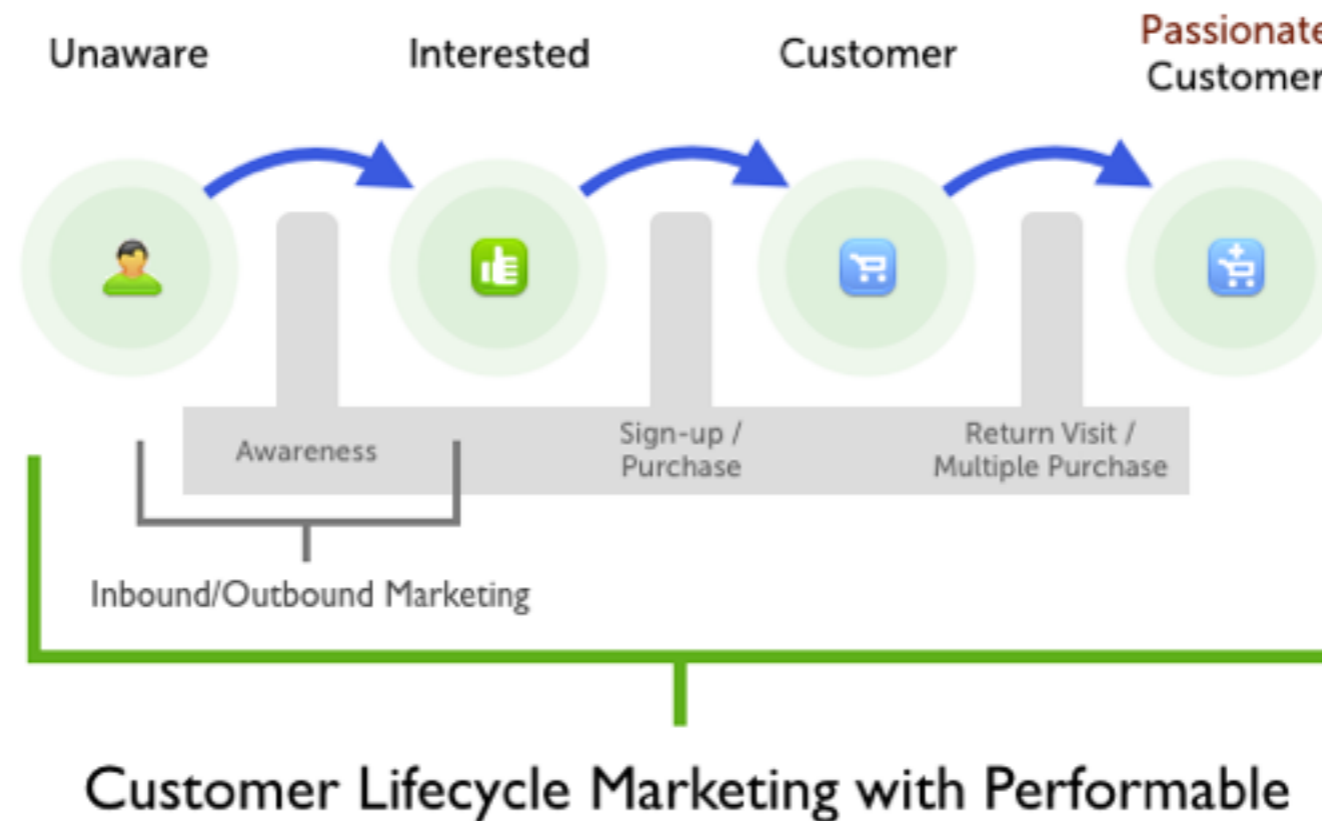


“The average conversion rate whether you're selling elephants or iPods.”

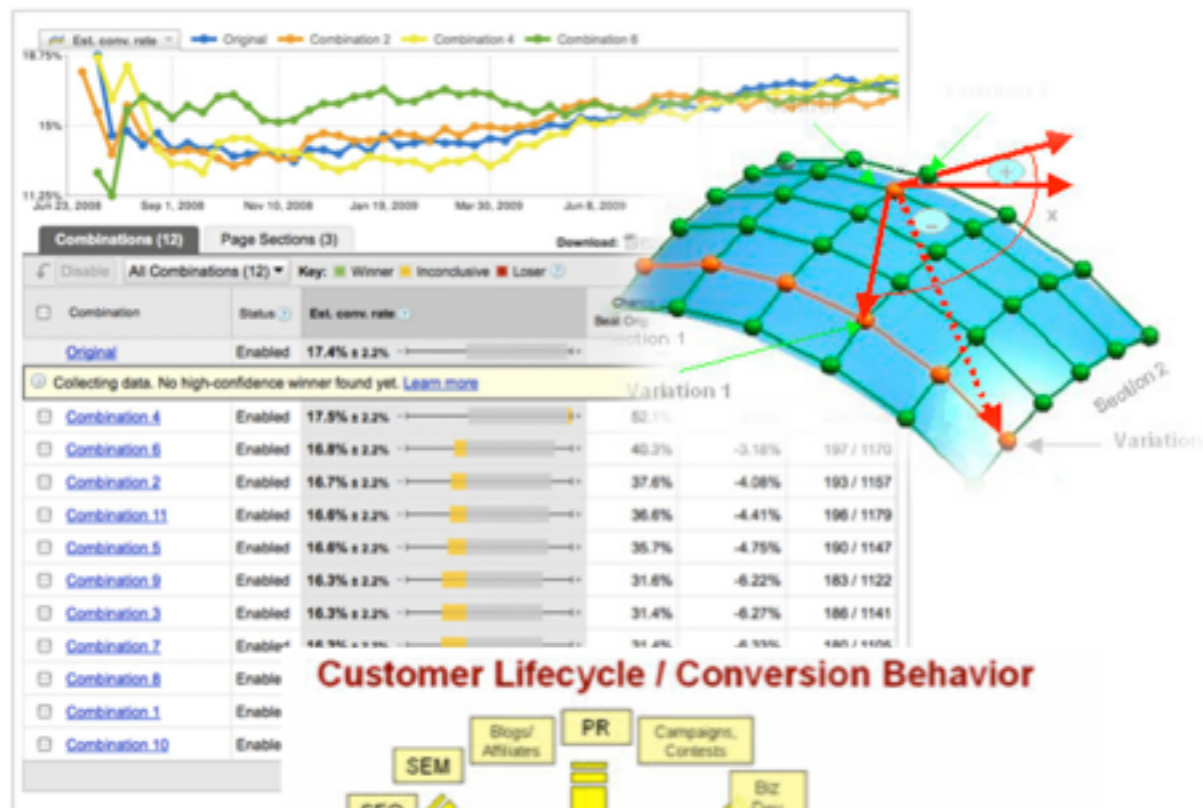
Avinash Kaushik - Analytics Evangelist, Google

Customer Lifecycle Marketing

- ★ Most Inbound/Outbound marketing software & services focus on getting more eyeballs...from awareness to purchase.
- ★ What professional marketers increasingly need are answers across the entire customer lifecycle, from awareness to purchase to becoming a passionate customer.



Critical marketing questions span the entire customer lifecycle



Customer Lifecycle / Conversion Behavior



1. Where do the right people come from?
2. What content are the right people interested in?
3. How do I engage prospects once they reach my site?
4. How can I generate more leads for sales that will convert?
5. How can I segment customers based on our unique customer lifecycle?

Where do the right people come from?

- ★ Track bottom-line revenue numbers
- ★ Multi-channel insights and metrics (email, web site, phone, etc)
- ★ The marketing campaigns that result in the best customers
- ★ Specific recommendations on how to improve marketing

Event: Successful Purchase

Summary

People

Organizations

Trends

357	People	\$28,955.99
291	New Visitors	\$21,945.99
66	Returning Visitors	\$7,010.00

Top referring domains:

187	(direct)	\$12,205.00
81	google.com	\$7,440.00
50	(email)	\$5,008.00
11	nytimes.com	\$250.00
8	twitter.com	\$186.00

Top search phrases:

203	no keyword	\$21,675.99
7	hiking boots	\$840.00
5	high heels	\$60.00
5	flip flops	\$250.00
4	warm boots	\$25.00

Top Campaigns (utm_campaign):

101	email_weekly	\$18,030.99
44	twitter	\$5,785.00
8	overstock_deals	\$520.00
6	last_season	\$640.00
4	best_deal	\$50.00

Recency:

190	less than one day ago	\$17,620.00
44	1 day ago	\$6,150.99
32	2 days ago	\$2,785.00
12	last week	\$795.00
11	last month	\$1020.00

What content leads to conversions?

Performable Analytics tells you:

- ★ The pages and content that are highly correlated with your conversions.
- ★ What content you should highlight on your high traffic pages
- ★ Which links should to be more prominent on your page



Reverse Funnel Analysis

Assist Pages:

67% www.shoes.com

32% www.shoes.com/sales

31% www.shoes.com/latest

21% www.shoes.com/landing

17% www.shoes.com/womens

See which pages contributed
to a conversion.

How do I engage first time visitors?

- ★ Match your web site's message to individual advertisements, customer segments, and acquisition channels
- ★ Create pages in seconds for every advertisement
- ★ Use Dynamic Content and Geo-Targeting



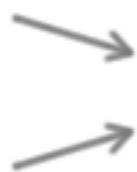
Old Way - Untargeted

50% Off All Flowers Today

Join Others Who Have Saved 50%
Plus Get Same Day Delivery!
www.BloomsToday.com

Special Sale on Flowers Today

Join Others Who Have Saved 50%
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Performable - Targeted

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How do I know what design works?

- ★ A/B Test just a section of a page, a region or an entire page
- ★ A/B Test your homepage
- ★ Be alerted when a test has reached statistical significance



How can I generate more leads?

- ★ Undiscovered leads - companies that visited your site and are interested in learning more about you but did not register
- ★ Send them to Salesforce




Event: Visited your site

[Summary](#) [People](#) [Organizations](#) [Trends](#)

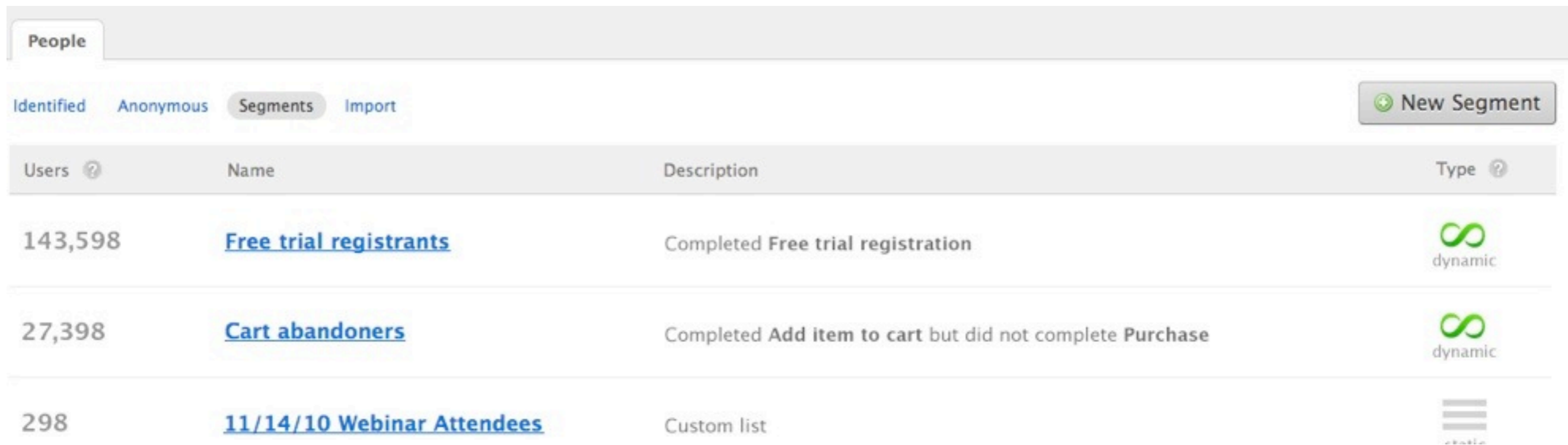
Showing all people in organization: Google

Company **Google Inc**
Address **1600 Amphitheatre Pkwy
Mountain View, CA 94043-1351 USA**
Phone **+1.650.253.0000**
Industry **Software & Internet Other**
Employees **50K - 100K**
Revenue **\$21,795,600,000**

	Name	Social Links	Fi
	Anonymous Atlanta, GA, US / Google		yesterday
	Anonymous Ann Arbor, MI, US / Google		yesterday

How can I segment customers based on our unique customer lifecycle?

- ★ Simple query: show me a list of my customers. (and their activity)
- ★ Complex query: Show me people who have added items to a cart and abandoned within the last 24 hours.

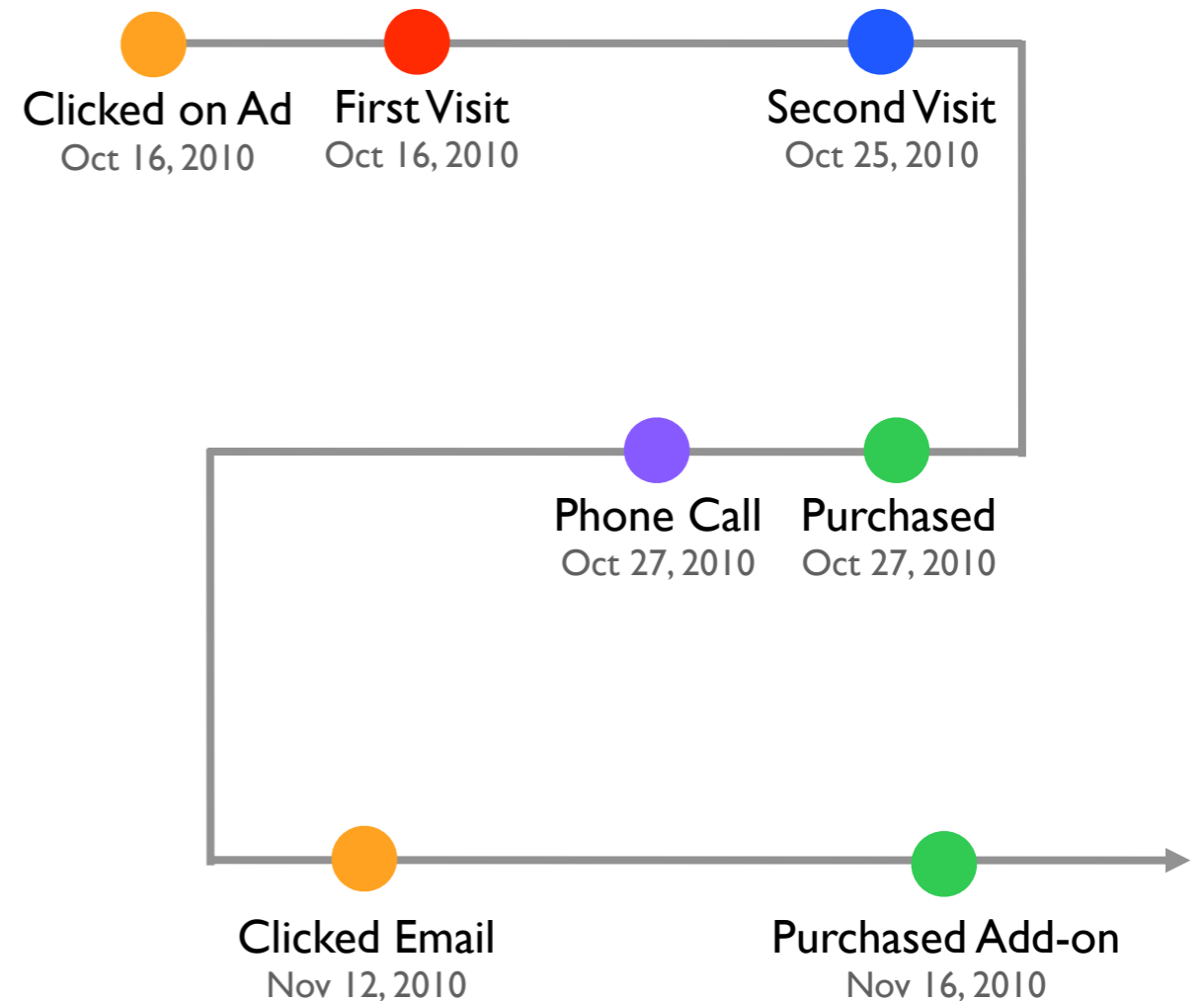


The screenshot shows a user interface for managing customer segments. At the top, there is a 'People' tab and navigation options for 'Identified', 'Anonymous', 'Segments', and 'Import'. A 'New Segment' button is located in the top right. Below this is a table with columns for 'Users', 'Name', 'Description', and 'Type'. The table lists three segments: 'Free trial registrants' (143,598 users, dynamic), 'Cart abandoners' (27,398 users, dynamic), and '11/14/10 Webinar Attendees' (298 users, static).

Users	Name	Description	Type
143,598	Free trial registrants	Completed Free trial registration	dynamic
27,398	Cart abandoners	Completed Add item to cart but did not complete Purchase	dynamic
298	11/14/10 Webinar Attendees	Custom list	static

See customer interactions over time

- ★ Keep track of each customer interaction and see quickly where they are in the lifecycle.
- ★ Compute the lifetime value of a customer by adding up the revenue-generating actions they've taken.
- ★ Discover the long-term engagement patterns of your best customers.



How can I increase customer engagement?

- ★ Establish email marketing automation routines to:
 - ★ Nurture Leads - build trusted relationships with customers that lead to purchases.
 - ★ Segment customers based on engagement criteria.
 - ★ Prevent Churn - automatically identify churn risks and re-engage those customers either individually or as a whole.

The screenshot displays the Performable dashboard interface. At the top, the Performable logo is visible, along with navigation tabs for Dashboard, People, Reports, and Manage. Below this, there are tabs for Landing Pages and Emails. The main section is titled "New Automated Email Flow". It features a "Name" field with the value "6 Month Remarket". Under the "Conditions" section, there are two conditions: "Visitor has purchased a product" and "Visitor has not purchased a product in 6 months", both connected by an "and" operator. The "Send" section shows the email is sent via "Silverpop" (ESP) and is part of a campaign named "0142 - Remarketing: Follow-on purchase offer".

How can we customize analytics to our business needs?

- ★ Use your own custom CSS, HTML and Javascript or our Rich Python-based markup language - Performable Markup Language (PML)
- ★ Quickly build templates & widgets or modify ones from our library
- ★ APIs & Webhooks for data integration
- ★ Fast and flexible Javascript API
- ★ Host on our two content delivery networks (CDN)



How do I get stuff done in my existing workflow?

- ★ Integrate with other services
- ★ Mobile-optimized pages
- ★ Video pages
- ★ Agency Dashboard



Comparing Performable with Omniiture and Google Analytics

More personal than Google Analytics



Actionable Web Site Insights	Yes - Performable provides you with insights specific to <u>your</u> business's goals	No
Lifetime Customer Tracking	Yes - Track customer interactions with your company throughout their lifetime	No
Clickstream Analysis	Yes - Down to the specific user	No
Cohort Analysis	Yes	No
Customer Profiles	Yes - A unique user profile for each visitor containing valuable information	No
Event View	Yes - Down to the specific user	Yes - At an anonymous level
Support	World Class - Check out tweets about us	Web Only
Reporting	Yes - Performable provides you with insights specific to your business's goals	Yes - Heavy customization needed and data is at an anonymous level
Trending	Yes	Yes
Data Export	Yes	Yes
Data Integration with Optimization Tools	Yes - Automatic integration with most tools	Yes - Manual integration required
Marketing Suggestions	Yes - Smart marketing recommendations based on your web site's performance	No

More agile & affordable than Omniture



Cost	Plans starting at \$200/month	\$15K setup and \$15K/year
Setup + Integration	Quick and easy	6 weeks of developer time
Expertise Necessary	Any marketer can use	Requires an Omniture professional or training
Landing Pages + Redirecting Traffic	Yes	No
Clickstream Analysis	Yes, see clickstreams of specific visitor and customers to find out what interactions they've had with your business.	No
Customer Profiles	Yes, a unique customer profile for each visitor containing valuable information.	No
Reverse Funnel Analysis	Yes	No
Cohort Analysis	Yes	No
Support	Performable offers world class support, live people answer your questions quickly.	Expensive & time delayed.
Reporting	Yes, Performable provides you with insights specific to your business' goals.	Yes, heavy customization is needed & data is anonymous.
Multi-Channel Reports	Yes	No
Lifecycle Reports	Yes	No

The Future of Web Analytics is Here.

- ★ **Simple** - Easy to use and not overwhelming
- ★ **Actionable** - Powerful tools that allow you to take action
- ★ **Multi-channel** - Analytics that goes beyond the web to email & phone
- ★ **Social** - Find out about what your customers are doing on the web
- ★ **Predictive** - Know about customer behavior before it happens
- ★ **Results** - We give you insights that drive conversions



Call us: +1 (888) 268-6035

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