

# Omniture Teleconference: New Ecommerce Marketing Research: Metrics & Consumer Trends

Questions about this presentation?

Email:
feedback@
Marketing
Sherpa.com



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# Research drawn from: marketingsherpa Ecommerce Benchmark Guide www.MarketingSherpa.com (877)895-1717

# Facts not opinion: MarketingSherpa Methodology

#### 1. Primary Research

MarketingSherpa's Ecommerce Eyetracking Study MarketingSherpa's Ecommerce Benchmark Survey MarketingSherpa 100 Ecommerce Site Study

#### 2. Partnered Studies

MarketingSherpa & Directions Research Shopper Survey

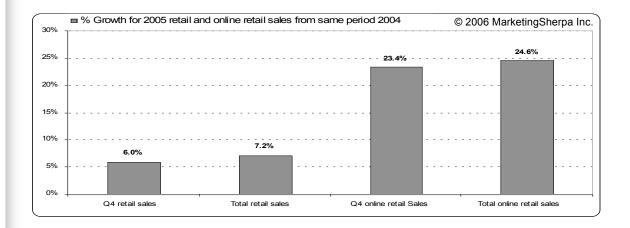
3. 'Best of' Secondary Research from 94 Sources, including:

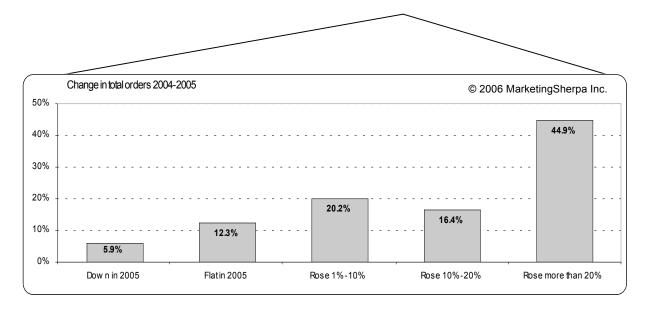
Atlas, Inceptor, AW eber, Informz, comScore, The Kelsey Group, Coremetrics, Lyris, Demandware, Nielsen/NetRatings, Doubleclick, Pivotal Veracity, EmailLabs, Return Path, eROI, ExactTarget, Silverpop, Fathom Online, Hitwise, and Truverse

4. Anecdotal Evidence from Marketing Sherpa's Own 3,300 Case Studies & Interviews



## **Ecommerce Growth**

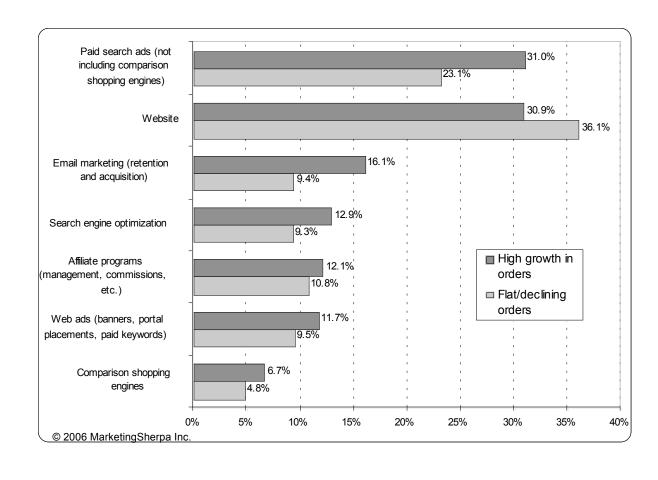




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# **Budgeting for Online Marketing Tactics**



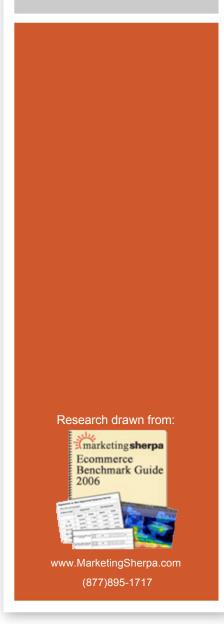




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# **Eyetracking – Bombay**

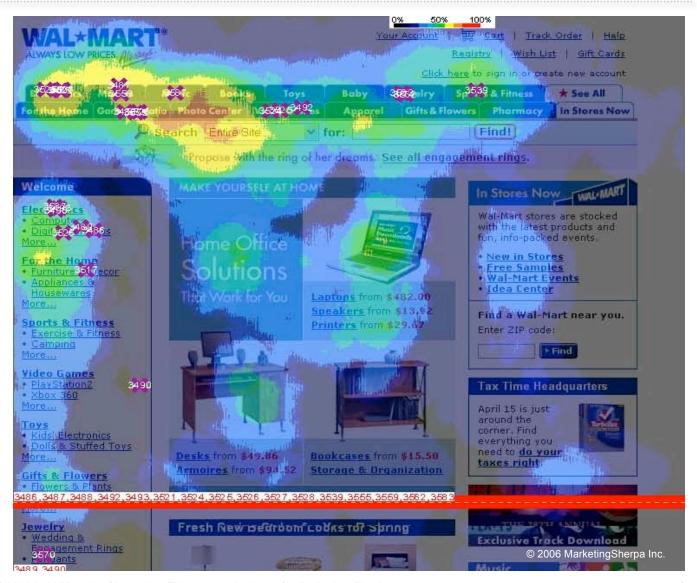






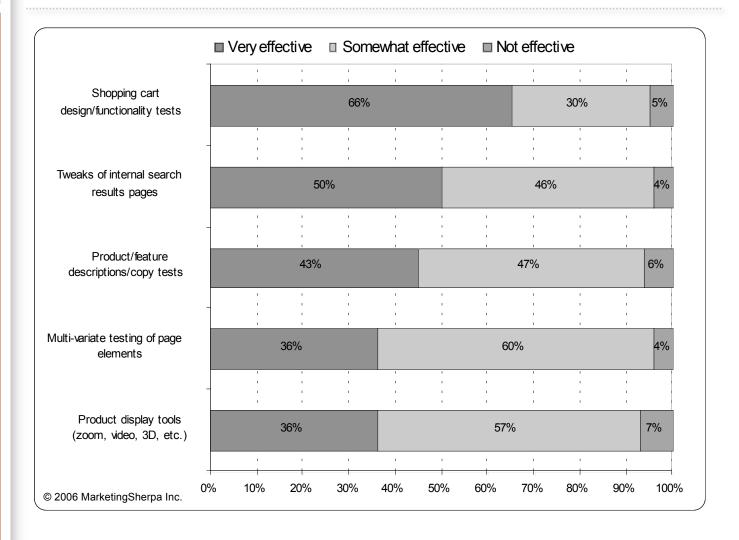
# **Eyetracking – Wal-Mart**







# **Performance of Site Tests/Tweaks**



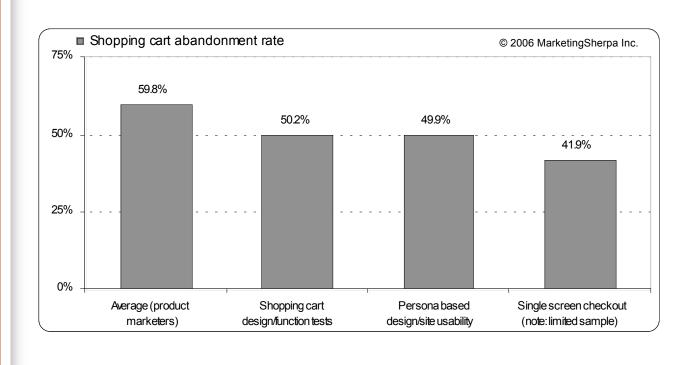
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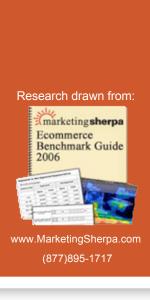


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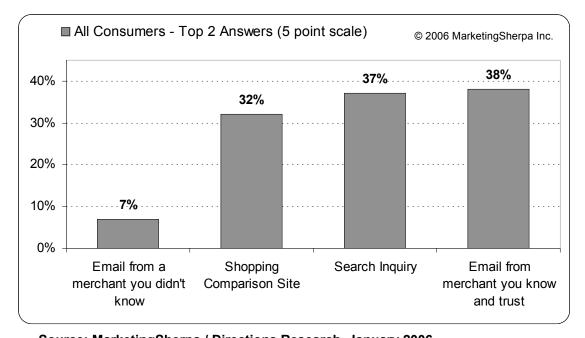
# **Abandonment – What Can You Do About It?**







# **What's Motivating Consumers?**



Source: MarketingSherpa / Directions Research, January 2006





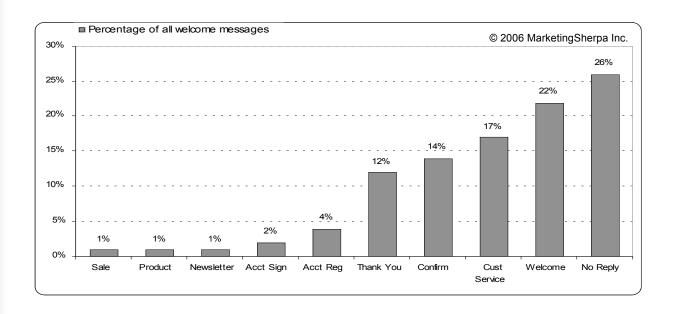


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# What's in a Welcome Message?



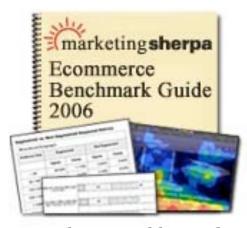


# Our research team welcomes feedback and/or questions.

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## **Omniture Client Profile: Alienware**

## Alienware Offering - High-end PCs and laptops

### **Challenges:**

- Gain deeper insight to analyze online channel Examples:
  - Conversion Fallout
  - Shopping Cart Abandonment
  - ROAS by Online Channels
- Optimize online channel to drive company growth
- Gain competitive advantage through advanced analytics
- Improve e-mail marketing effectiveness





## **Omniture Client Profile: Alienware**

#### Solution:

 Omniture SiteCatalyst selected for its real-time, ecommerce hosted analytics solution

 Omniture Discover delivers in-depth customer behavior reporting analysis

 Utilize automated e-mail performance dashboards to disseminate key data to decision makers of all

levels

#### **SAMPLE:**

Omniture
Performance
Dashboard





## **Omniture Client Profile: Alienware**

#### Results:

- 35 % annual growth in unique site visitors
- 105 % annual increase in online holiday sales
- Company-wide analytics adoption empowering 30 employee stakeholders to use Omniture
- Spreading insightful data to improve online performance
- Over \$100 million in annual online sales

SAMPLE:
Omniture
Analytics
Reports

Cha	nnel by Campaigns	Impressions 7	Click- throughs	<u>Orders</u>	▼ <b>Keyword Cost</b>	▼ Revenue ▼	ROAS 7
EQ.	Paid Search	6,646,284	18,618	416	\$22,301.07	\$275,034	1,233%
1.	Games Galore	2,767,024	7,745	175	\$9,332.38	\$118,666	1,272%
2.	New Computer Sale	1,756,649	4,975	112	\$5,896.47	\$79,956	1,356%
3.	Application Abandoned	1,668,125	4,639	105	\$5,541.20	\$60,871	1,099%
4.	Mobile Technology	454,486	1,259	24	\$1,531.02	\$15,611	1,020%
9	<u>Email</u>	4,389,621	12,215	309	\$14,652.63	\$177,596	1,212%
1.	Cross Sell Emails	Navigation					1
2.	New Computer Sale	mangadon					
3.	Continue Construence Frank	Home Page					
٠.	Spring Customer Email			_			
4.	Mobile Technology	Referrers, All Search	Engines and	64.35%	21.09%	Cuita	
	84	Referrers, All Search Bookmarked/Typed	Engines and	_		Exits	
4.	Mobile Technology	Bookmarked/Typed		_			%
4. 5.	Mobile Technology Newsletters	Bookmarked/Typed Previous Page	%	_		Next Page	%
4. 5.	Mobile Technology Newsletters Affiliate	Bookmarked/Typed Previous Page Campaign Landing Pa	% qe 3.7%	_		Next Page  Cated  Fall-out Report  Cated  Fall-out Report  Fall-out Report	Promise Management
4. 5. <b>Q</b>	Mobile Technology Newsletters  Affiliate New Computer Sale ZDNET	Bookmarked/Typed Previous Page	%	64.35%	21.09%	Next Page  Categ  Falout Report  Tourish the page	Promise Management
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4. 5. 1. 2.	Mobile Technology Newsletters  Affiliate New Computer Sale ZDNET	Bookmarked/Typed Previous Page Campaign Landing Pa About Us	% ge 3.7% 3.3%	64.35%	21.09%	Next Page  Categ Fabour Report  Categ Gard Resource Sequence  Cate	Promo (del.O
4. 5. 1. 2.	Mobile Technology Newsletters  Affiliate New Computer Sale ZDNET  Banner Games Galore	Bookmarked/Typed Previous Page Campaign Landing Pa About Us Popup Promotion Page	% qe 3.7% 3.3% E 3.3% 3.2%	64.35%	21.09%	Next Page Cated Pages to a sell to a	Promo SALO

