OPTIMIZE®

OPTIMIZATION SERVICES
Experts Deliver Outcomes, Not Just Software
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Expertly managed Optimization programs ramp-up quickly to speed results and produce the highest possible ROI from your marketing strategies.

OVERVIEW

OPPORTUNITY
Brands want to test content across digital channels to understand what customers want and will respond to, but it takes time and resources.

SOLUTION
Webtrends collaborates with you to accelerate the pace of optimization and develop an ongoing testing program.

BENEFIT
Higher conversion rates, better customer experiences, and more engaging content.

MAKING TEST OUTCOMES ACTIONABLE
Online testing is a complex undertaking involving multiple departments and disciplines. Teams often struggle with time and resources as they experiment with design and try to make the test outcomes actionable. All the while, they are under pressure to deliver higher conversion rates, better customer experiences, and more engaging content.
ACCESS TO THE EXPERTISE YOU NEED

Webtrends optimization experts remove the burden of success from marketing teams who rarely have budget for dedicated optimization resources.

Our experts provide:

- Full-scale online testing programs delivering optimal results in weeks or months, not years.
- Segmentation and targeting expertise that drives ongoing benefits of testing
- Strong working relationship identifies opportunities for continuous testing along multiple tracks.

“Webtrends stood out from the crowd because of their professional services. They helped get our testing off the ground and now continue to support us on a daily basis. We have a great working relationship with Webtrends.”

– Moneysupermarket.com
OPTIMIZATION EXPERTS: EXPERIENCED TEAMS FOCUS ON YOUR SUCCESS

Webtrends assigns optimization teams to your account to ensure consistency and an accumulation of knowledge surrounding your successes. An Optimization Consultant interacts with your organization on a daily basis and reports results to business owners during quarterly business reviews.

ROLES AND RESPONSIBILITIES THAT MAKE UP AN OPTIMIZATION TEAM INCLUDE:

OPTIMIZATION CONSULTANT

Optimization Project Lead
Strategy and Roadmap
Campaign Performance/ KPIs

PROJECT MANAGER

Scheduling
Resourcing
Workflow

CREATIVE SPECIALIST

Creative Strategy
Asset generation
Usability

WEB DEVELOPER

Build-out/Development
Implementation
QA
PROVEN METHODOLOGY: STRATEGIC OPTIMIZATION APPROACH

Our teams drive your optimization goals through a process where strategy informs the tactics, rather than trying to mold disconnected tactical tests into a default strategy. Our top-down approach is derived from – and can be directly measured against – your organizational goals.

STRATEGIC ALIGNMENT: YOUR GOALS BECOME OUR GOALS

Creating an optimization culture is the key to ensuring success of optimization programs. Executive sponsorship ensures appropriate assignment of resources and the establishment of clear success metrics. Before our optimization experts begin planning, we develop an understanding of your business objectives so we can tailor programs to deliver success.

To create this alignment, we work with you to:

- **Set strategic goals**: Long-term key performance indicators (KPIs) that communicate success within the organization.
- **Establish a vision**: Manage and communicate value of optimization and the results.
- **Identify sponsors**: Ensure buy-in from the consumers of the success KPIs.
- **Identify teams**: Assigned owners of optimization and business success.
- **Set tactical goals**: Test plans and ideas that inform the overall roadmap.
TESTING ROADMAP: HYPOTHESES MATTER; CHOOSE TESTS WISELY

After we know what to achieve, we have to decide how to get there. Our optimization solution offers A/B and advanced multivariate testing using a patented approach that produces valid results in a fraction of the time of other solutions. Segmentation and behavioral targeting lets marketers customize site content based on keywords, geographic location and other factors, and lets you score visitors to identify and target your most valuable customers with personal campaigns. Our teams provide a clear path to deciding what and how to test.

1. SET GOALS
   How does your page drive business goals?

2. OBSERVE
   Is your page meeting the goal?

3. INVESTIGATE
   Why isn’t your page meeting the goal?

4. PROPOSE
   Structure your hypothesis — “If I [do this], then [this] will happen.”

5. DESIGN
   Focus your test to support or reject your hypothesis – only.

6. MEASURE
   Run tests until results are statistically significant.

7. ANALYZE
   Should you accept or reject your hypothesis?
**PROVEN MODEL: CONCURRENT TESTING AND BUILDING**

Optimization teams follow a proven, efficient testing model that allows the Webtrends Optimization Consultants and Web Developers to overlap their activities, be more productive and provide continuous value to your organization.

*The figure below illustrates how we deliver results by always driving two concurrent tracks of activity.*

While one test is being planned, the Optimization team will evaluate the implementation by working with you to determine requirements for tests and conversion page tagging.

**ASSESS AND ADJUST: QUARTERLY REVIEWS RESET PRIORITIES**

Optimization Consultants manage quarterly meetings with key stakeholders in your business to review the accomplishments of the preceding quarter and how plans are progressing against the roadmap. If analytics are available to review the long-term results against baselines, this is when that information will be reviewed. As a result of the quarterly reviews, the consultants may recommend changes to the roadmap based on shifted organizational priorities, or may focus more on specific areas of the site based on lessons learned.
CONCLUSION: PATH TO RAPID ROI

Optimization requires organizations to adopt a culture of testing that feeds a sustained program. It requires expertise in designing tests and formulating hypotheses. It also requires a great deal of orchestration by project managers who understand strategies for online testing, content targeting and customer segmentation, and understand how to work with creative teams and web developers to deliver on your conversion goals. Engaging our optimization team removes the burden of success from your organization and takes advantage of our expertise to ensure rapid ROI.

ABOUT WEBTRENDS INC.

Webtrends offers a portfolio of digital solutions that help brands understand consumer behaviors and enable them to act on those insights in the very moment they need to act. Utilizing advanced big data analytics, Webtrends solutions provide a consistent customer experience across all digital channels on any device the customer uses, helping brands remain connected and relevant to their customers, increase productivity and maximize yield on investments.

Webtrends transforms digital experiences for more than 2,000 global brands including, Lloyds Banking Group, Barclays, HSBC, ASOS, Microsoft, BMW, Toyota, Play.com, AllSaints, The Telegraph and many more.