

Constant Testing Reveals Conversion 'Gold in Them There Hills'

Computer Geeks uses Sitebrand to target underperforming visitor segments with different lift strategies to discover what works...and what doesn't...

ComputerGeeks.com

→ Deal focused, direct-to-consumer eCommerce site

Location

Headquartered in Oceanside, California, US



www.ComputerGeeks.com

Key challenges:

- Underperforming visitor segments
- Inability to provide visitors with a unique, relevant site experience

Solution:

- Analysis of current and past site performance to reveal conversion opportunities
- Immediate implementation of proven lift campaigns including *Geo-Targeting*, *Lost Shoppers*, and *Shopping Cart Abandonment*
- Tests and recommendations for creative and message to target specific underperforming segments – referring URLs, repeat customers, natural key word search

Results:

- Invaluable lift data on each visitor segment – positive and negative results
- Demonstrated ability for these campaigns to return an associated revenue gain of 9%

For the past 12 years tech savvy enthusiasts have turned to ComputerGeeks.com for the best deals on a broad variety of computer and home electronic products. What distinguishes Computer Geeks from other eTailers is its unrelenting focus on offering the best deals. "We are a price point company," confirms Peter Green, Marketing Manager for ComputerGeeks.com. "We focus on close-out deals and excess inventory. So our products aren't necessarily the latest and greatest; but they do offer the best value." Although the company supports a token showroom in Oceanside, California 97% or more of the sales volume is online. While the company sells to visitors around the world, the lion's share of business comes from the United States.

Conversion is the name of the game

The website attracts anywhere from 50,000 to 60,000 unique visits a day depending on the season. Converting this steady and growing volume of traffic is a top priority. Although the company wasn't experiencing any obvious website problems, it was receptive to new and creative ways of engaging customers the moment they arrived on the Geeks site.

Specifically Geeks wanted to improve its ability to:

- Leverage visitor information, such as geo location and key word searches, to better address the specific needs and interests of a visitor
- Target all visitors with relevant information that would motivate them to make a purchase decision while on the site
- Deliver special, helpful messages or incentives to those customers who stayed on the site longer than average without buying

"In two months, Sitebrand was able to demonstrate an associated revenue gain of 9% or approximately \$540,000."

Peter Green, Marketing Manager for ComputerGeeks.com

Figure 1:
Sitebrand generated messages appear in Zone 1 on every page on the Computer Geeks website. This screen capture illustrates a 'Welcome Back' campaign that has been triggered by a returning visitor's computer IP address.



Ease of implementation critical

Like many organizations, Computer Geeks' programming resources were spread thin. Finding a solution that was easy to implement and use was extremely important. After a brief evaluation of options Computer Geeks quickly settled on Sitebrand as the solution of choice. "We did look at a couple of different personalization type software solutions," confirms Green. "We liked Sitebrand because it didn't require fundamental changes to our website's architecture. It was very much a "plug-and-play" type solution that enhanced rather than changed what we were already doing," he explains. The actual location of Sitebrand generated messages following the implementation is illustrated in Figure 1.

Sitebrand enables web marketers to quickly and easily change each visitor's web experience in real-time. It works by instantly presenting visitor segments with a campaign message that reflects their existing relationship with Geeks – a new or returning buyer – their interests, preferences, or needs. Visitors benefit from a more friendly and relevant experience while they navigate the site. Online marketers benefit from the ability to easily implement sophisticated and targeted segmentation campaigns that lead to stickier customer relationships and measurable increases in conversion.

Extensive analysis, training and support

Sitebrand works closely with all customers following implementation and integration of the tool. This professional service component, *Blueprint Success Services*, includes an extensive analysis of the site's performance and training on how to use the solution. "If we had implemented this ourselves, and they said 'okay, off you go, good luck,' we wouldn't have been able to drive the level of success as quickly," says Green.

Sitebrand immediately recommended a number of best practice campaigns to introduce Computer Geeks to the solution. These campaigns have a proven track record for immediately increasing revenue and profitability. They included *Geo-Targeting*, *Lost Shoppers*, and *Shopping Cart Abandonment*. "It was like having a customized tutorial on how to create a campaign, implement, execute, test, and evaluate," says Green of the Sitebrand approach. "This quickly showed us how the tool works, how it drove value, how to analyze the results and then, how to report this in clear terms that our company understood and found useful," he adds.

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Figure 2: Testing reveals what works for different segments.

Here an A/B split is used to test two campaigns targeting a referring URL segment (from EDealinfo). The test revealed that a discount based incentive ('SAVE 10%') was more successful than a value based statement ('Are You a Bargain Shopper?'), bringing in a 51.23% conversion rate lift.



Testing is the key to profitability

The ability to quickly test and evaluate campaigns is one of the most powerful features of the Sitebrand solution. Tests can be set-up with point-and-click ease using a very simple graphical user interface. Computer Geeks makes good use of this important feature to run ongoing A/B split tests to assess different creative approaches and the optimal placement of messages – where and when they get displayed during the shopping process.

Following an implementation of several campaigns Sitebrand conducted an analysis of the site's performance with Computer Geeks. This revealed three under-performing segments of visitor traffic that were not being targeted by the first round of Sitebrand campaigns. A decision was made to target and test the performance of the new segments against control groups.

The new segments tested were:

- Referral URLs – customers arriving from EDealinfo and Gottadeal (Figure 2 illustrates one of the campaigns tested for this segment)
- Historical Customer Behaviour – tactically managing the experience of a returning visitor by 'welcoming' them back
- Key Word Search – presenting specific offers to customers searching on 'video card'

Visitors who met this segmenting or targeting criteria were provided with messaging that varied from the default customer experience – meaning no impact from Sitebrand. This allows for accurate 'before' and 'after' reporting on segment specific campaigns. Targeting underperforming segments with multiple tests clearly resulted in an improvement in overall site conversion. "In two months, Sitebrand was able to demonstrate an associated revenue gain of 9% or approximately \$540,000," confirms Green of the test results and implications for the revenue potential. The actual test results from Sitebrand Reporting Manager for each campaign is summarized in figure 3 below:

Figure 3: Extrapolating from the overall campaign performance showed a revenue gain of \$539,129.73 for Computer Geeks over the course of a two month period.

| Campaign segment | Total campaign revenue generated | Sitebrand revenue increase per visit | Default performance extrapolation (i.e. results from a default, generic message) | Campaign impacted extrapolation (the increase or decrease generated from a Sitebrand message) |
|-------------------------------|----------------------------------|--------------------------------------|---|--|
| Referral URL #1 | \$ 1,324,127.28 | 24.76% | \$ 1,061,339.60 | \$ 262,787.68 |
| Referral URL #2 | \$ 483.40 | - 11.13% | \$ 544.98 | \$ - 61.58 |
| Historical Customer Behaviour | \$ 1,459,691.18 | 23.38% | \$ 1,183,085.74 | \$ 279,605.44 |
| Natural Key Word Search | \$ 985.32 | - 17.19% | \$ 1,187.13 | \$ - 201.81 |
| | | | | \$ 539,129.73 |

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Peter Green, Marketing Manager for ComputerGeeks.com



About Sitebrand

Retail focus

Eight-year track record of helping eTailers and multi-channel retailers convert more visitors into online or in-store buyers.

Unique real-time technology

Solutions use advanced predictive technology to personalize the website experience of every visitor in real-time.

Comprehensive services

Solutions are backed by professional services to ensure fast time to ROI.

Headquarters

Sitebrand
227 Montcalm Street, Suite 200
Gatineau, QC, Canada J8Y 3B9

Phone

1-800-975-0820

Fax

1-866-357-9375

Email

business@sitebrand.com

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All test results yield invaluable insight

Not all campaigns tested against “default” content had a positive impact on lift or revenue. In the case of one referring URL campaign, the default message actually outperformed the Sitebrand generated offer. Conversely, the Sitebrand report revealed that tactically managing the customer experience based on return visits – using hard (Save 10%) or soft (Welcome Back) campaign messages – resulted in 23.38% more revenue than the default site experience. This test also confirmed that of the two approaches – for returning visitors – the hard message achieved a 48.09% lift versus a 23.13% yield lift for the softer, ‘Welcome Back’ message.

All test results – positive and negative – are hugely important. They reveal how marketers like Green can use Sitebrand to target narrow segments with different offers to quickly discover what incentives their customers respond best to. “Being able to say definitively, ‘this approach works – and this doesn’t,’ has enormous value,” says Green about the test capability and marketing lessons that have been learned using Sitebrand.

Green acknowledges that he has only just started to tap the potential of Sitebrand to bolster his online marketing programs. As a marketer, what he values most is the ability for Sitebrand to demonstrate the value he brings to the company. “If you partner with a solution provider that can’t express the value they add in terms your company finds useful, walk away,” cautions Green. “Sitebrand reports performance [of marketing campaigns] as conversion lift, dollars, and converted customers. Those are terms everyone understands!”

Web 2.0 marketing strategies level the playing field...

Computer Geeks is following best direct marketing practices by testing different offers and approaches. Applying this tried, tested and true practice to the online world is resulting in Web 2.0 best marketing practices for converting the maximum number of site visitors. A closer examination of the Computer Geeks test results demonstrates that:

- Testing underperforming visitor segments with multiple relevant calls to action reveals what approaches produce optimal lift. Tests identify the right marketing programs to dramatically increase overall site conversion and profitability.
- The marketing department can deliver superior value to an organization – and play a more active role in driving conversions – when they are equipped with the right tools and methodologies.
- Conversion solutions that do not require the involvement or technical assistance of IT resources – or force significant changes to the existing web infrastructure – will allow marketers to react and implement new lift producing campaigns more quickly.

Computer Geeks shows how an organization can quickly and cost effectively implement sophisticated Web 2.0 marketing practices – without having to rely on IT support and programming resources. In a very real way, embracing Web 2.0 marketing solutions like Sitebrand enables an organization of any size to level the online playing field. Perhaps it is a flat world after all.