



Coremetrics 2008 Client Summit February 25-28, 2008 Fort Worth, Texas

Session Descriptions

Increasing Cross Selling Revenue and Efficiency

Product cross selling via “May We Also Suggest” or “Customers Also Purchased” is a well-known strategy for increasing average order value and conversion. However, many companies still rely on manual processes for defining product-based cross sells, which can be expensive in terms of both labor and speed of implementation. Coremetrics Intelligent Offer generates highly relevant product recommendations using the rich data collected by Coremetrics, while at the same time giving merchandising experts oversight and control. In this session you will learn best practices for optimizing cross sell revenues, find out about new Intelligent Offer capabilities coming in 2008, and hear a real-world product recommendation case study from Blair.com detailing how they raised cross sell revenues by 70 percent and average order value by 5 percent.

Speakers:

Darren Schott, Senior Director of E-Commerce, Blair
Chris Mann, Senior Product Manager, Coremetrics

Segmentation 101—Examining Each Piece of the Puzzle

Segmentation is one of the most effective means to combat the many challenges that online businesses face. Which visitor group is most important? Does interaction with certain content make a visitor more valuable? Does higher engagement lead to increased loyalty? In this session you will learn how Coremetrics clients have used segmentation capabilities to validate and drive decisions in marketing spend and content placement, as well as to enable marketers to target visitors with appropriate content and offers.

Speakers:

Carol Ott, Senior Manager, E-business Analytics, Hanover Direct
Cristina Soto, Business Analyst, Coremetrics

Multichannel Measurement: Tying Online and Offline Together

Many sites grapple with measuring the impact of online behavior on offsite activity. Bank of America tracks the flow of their marketing across channels. For example, they track how their offsite advertising drives prospective customers to fill out online applications for loans, credit cards, and so on, and then they close the loop to see how applications submitted online are completed offline through the bank’s back-end approval system. Internal project management, close alignment with analytics vendors, and a solid technical understanding are all keys to creating a successful online/offline integration. Attend this session and learn best practices for managing measurement across channels.

Speakers:

Thomas Mann, Marketing Product Manager, Bank of America
William Greene, Senior Business Analyst, Coremetrics



Best Practices in A/B Testing

Although only about one-third of the market is currently using A/B testing, this group has realized some compelling benefits. Among this group, 79 percent of companies have increased registrations per visit, 74 percent have improved customer satisfaction, and 68 percent have increased conversion rates. Companies must establish clearly defined goals and processes before testing to gain actionable results. It's critical to first determine which elements to test and which areas will derive value from a testing strategy. Join this session on best practices in A/B testing and learn how to take the guesswork out of your marketing efforts.

Speakers:

Matt Cardwell, Director, eCommerce Marketing, Quicken Loans
Kate Heintz, Business Analyst, Coremetrics

Why Tagging Matters—Maintaining Data Value Through Tag Maintenance

Most websites will change over time—old functionality will be removed, new content will be added, and existing pages will be updated. It is important that these changes are tested to ensure that your Coremetrics tags are properly maintained and collecting the data you need. In this session you will learn how to incorporate tag reviews and Quality Assurance (QA) reviews as part of testing your site for both technical and business objectives, as well as how Coremetrics' testing tools can facilitate this process.

Speaker:

Eliot Towb, Manager, Implementation Services, Coremetrics

Web 2.0: Where Are We Now?

Web 2.0 continues to change the face of the Web and how sites build customer relationships. The page is no longer the lowest common denominator of site measurement, but is, rather, a container for multiple interactions (such as product hovers, Ajax tabs, interactive maps, and user reviews) and potentially a launching pad for distribution (widgets, video, diggs, and so on). As more and more sites evolve from a read-only medium to a truly interactive one, the demand for rich, granular analytics intensifies. Understanding how these interactions correlate to reach, retention, and conversion is vital for site growth, optimization, and budget allocation. In this session you will learn which Web 2.0 technologies are being adopted, what is measurable, and how leading companies are discovering opportunities and leveraging these analyses and technologies to drive marketing and site optimization.

Speakers:

Tony Keevan, Director, Project Management, Diageo
Brian Tomz, Senior Director, Product Strategy, Coremetrics

Valuing Your Website: Defining and Measuring Conversions That Make Sense

Web analytics produce a plethora of data, but success demands that you focus on the right data. One of the key pieces of information you need to understand is your performance against key conversion points. A conversion happens when a visitor takes a desired action, such as making a purchase. But what are the conversion points when nothing is sold? To define appropriate conversion points, you must start with a clear understanding of your site's goals. Attend this session and learn the four primary site goals, as well as examples of conversion points for each



type. Hear how Accoona effectively manages and communicates online success across multiple online properties—each with a unique business model—including search, lead generation, and commerce.

Speakers:

John C. Fernandez, Director of Marketing Management, Accoona Corp.
Ana Cardenas, Business Analyst, Coremetrics

Best Practices for Managing the Web Analytics Process in Your Organization

Whether large or small, organizations face ongoing challenges in managing their online activities based on web metrics. From initial deployment through changing online goals—along with associated tagging and reporting implications—the process is complex and multifaceted. As such, it requires a programmatic approach to deployment and ongoing management. This approach must be closely tied to business users and their goals. The payoff is huge: Companies that are successful at harnessing the power of their web analytics data are at a strategic advantage in their ability to leverage behavioral data about their online visitors. In this session you will learn techniques used by organizations to manage their web analytics solution across departments, multiple objectives, and dynamic environments.

Speakers:

Margaret Tsai, Cross Concept Product Management, Williams Sonoma, Inc.
Cindy Lincks, Senior Business Analyst, Coremetrics

Delivering Campaign Success with Targeting

As a knowledgeable multichannel marketer, how would you assess your company's capability to deliver relevant messages and content to targeted visitor segments? Are you just getting by with general brand awareness campaigns and basic email initiatives? Are you experimenting with transactional messaging beyond order confirmation and housekeeping messages? Are you reaching customers with relevant messages at appropriate times and in the context that can drive meaningful response? In this session we will discuss how you can use visitor behavior to increase success, effectiveness, and ROI by marketing directly to prospects through targeted email and display advertising.

Speakers:

Pam Hege, Director, Benchmark Brands
Mike Niemann, Director, Product Management, Coremetrics

How to Profitably Grow Paid Search

Search Engine Marketing (SEM) is becoming increasingly expensive and complex as keyword bid prices continue to rise. Before converting, people often search using many terms and respond to multiple marketing programs. To grow sales from paid search while maintaining profitability targets, marketers need to understand how people go from awareness to consideration to conversion, and bid accordingly. In other words, marketers need to find the right mix of nonbrand and brand keywords. The focus of this session will be learning how to use "attribution management" to profitably grow paid search sales. Attribution management is a powerful Coremetrics feature that enables a deep understanding of how consumers use search to research purchases.



Speakers:

Stefan Pioso, Search & Affiliate Marketing Manager, KODAK Gallery
Chad Baldwin, Product Manager, Coremetrics

Analyzing Attributes & Faceted Search: Think Like Your Visitors

Do your customers view a product because of its site placement, its price, or its brand? Is an article frequently read because of its author or its topic? Do particular visitor segments tend to book premium items more than a month in advance of travel? Are your English-language service pages that feature the healthcare industry more widely read than your German-language pages on the automotive industry? Which promotion codes drive Google Checkout purchases? Which advanced onsite search options drive conversion? Websites are increasingly looking for ways to describe the content being served. Whether capturing attributes of a page, a product, a transaction, an onsite search, a visitor, an event, or an element, this level of description allows site owners to fully understand the impact of their site and ultimately uncover the data correlations that will suggest vital changes to content, media, product mix, offers, site placement, and search results. Join this session to learn best practices for capturing, reporting, filtering, and segmenting attributes for optimal decision making.

Speakers:

Caroline Moore-Kochlach, Reporting Engineer/Business Analyst, Oodle
Brian Tomz, Senior Director, Product Strategy, Coremetrics

Measuring Engagement Workshop

What does engagement mean for my business? In this follow-on workshop to the keynote "Measuring Engagement in a Web 2.0 World," we will ground [the](#) concepts of engagement by delving into real-world examples of engagement based on audience questions. Join this highly interactive discussion and find out what engagement means in various online business models, as well as practical techniques for measuring it. Come with your questions about what engagement means in your environment and learn from your peers and industry gurus.

Workshop Leaders:

Eric Peterson, CEO, Web Analytics Demystified
John Squire, Chief Strategy Offer, Coremetrics

Effective Merchandising

Online merchandising is both an art and a science. The key to effective merchandising lies not only in building a strategy that revolves around product offerings, but also in creating collaborative processes that bring cross-functional teams together. To move beyond a purely visual strategy, merchandisers must become more scientific in their approach to online merchandising. Online merchandisers have a wealth of data they can leverage to ensure that they maximize conversions. In this session, you will learn how to successfully use Coremetrics to measure performance and drive optimization of key pages.

Speakers:

Patrick Livingston, Manager, E-Commerce Merchandising & Analytics, The Orvis Company, Inc.
Uma Jadhav, Global Business Analyst, Coremetrics



Search Engine Optimization: How to Play the Game

Search Engine Optimization (SEO) provides a cost-effective and strategic opportunity for improving the volume and quality of traffic that search engines naturally or organically deliver to your website. SEO can also target different kinds of search, including image search, local search, industry-specific vertical search, and user-generated content search. Learn strategies for increasing your site's relevance, as well as which SEO tactics should be incorporated into your website development and design.

Speakers:

Jessica Maier, Content Director, Calendars.com

Kelli Blankenbaker, Senior Consultant, Strategic Services, Coremetrics

Coremetrics Basics for the Busy Professional

How do I get the information I need, in the format I need, when I need it? The Web is fast, and web analytics should be, too. The right tools should not only provide relevant information, they should also deliver information quickly and in a format that is easily consumable. Join us for a tutorial on streamlining the information-gathering process to make web analytics move as fast as you do.

Speakers:

Seth Holladay, Manager, Web Analytics, Rodale

Beth Miller, Senior Business Analyst, Coremetrics