

Omniure Teleconference:  
New Ecommerce Marketing Research:  
Metrics & Consumer Trends

Questions about  
this  
presentation?

Email:  
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Marketing  
Sherpa.com](mailto:feedback@MarketingSherpa.com)



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MarketingSherpa



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# 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, AWeber, 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 MarketingSherpa's Own 3,300 Case Studies & Interviews

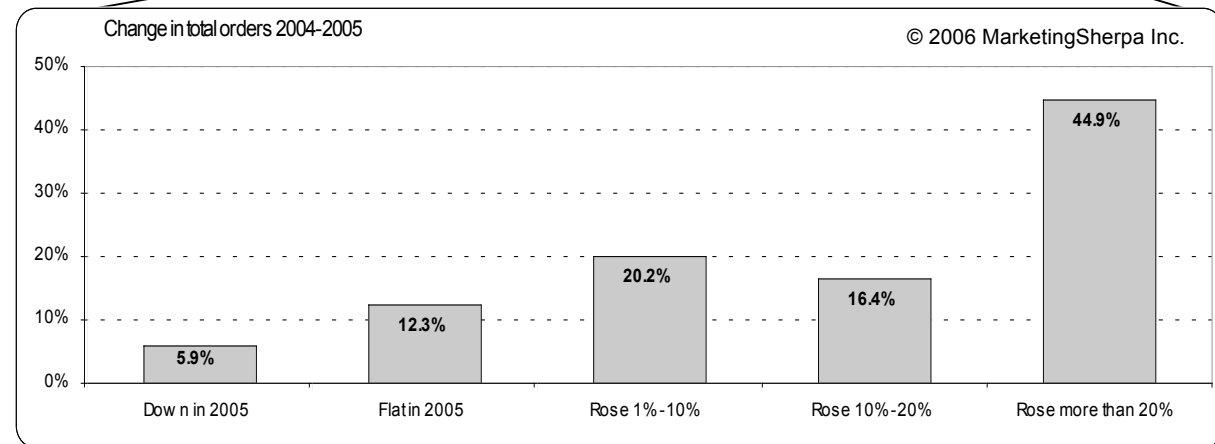
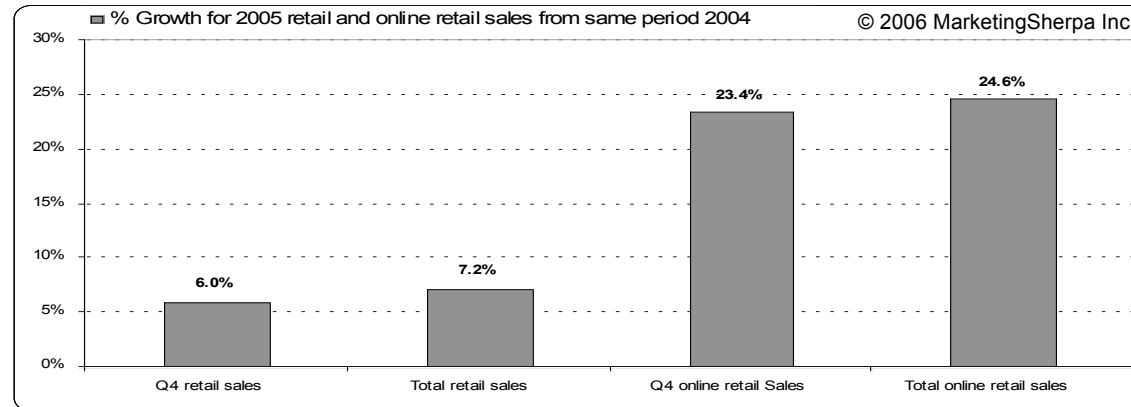
Research drawn from:



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# Ecommerce Growth



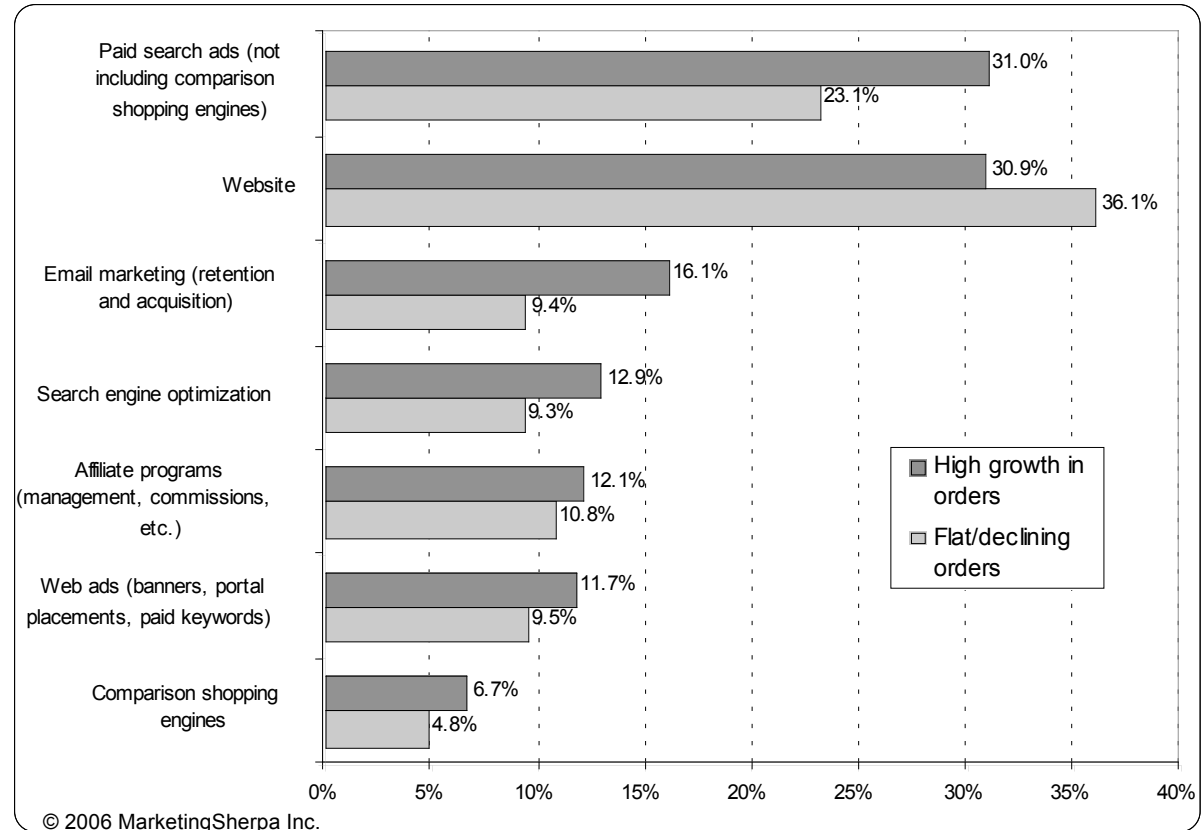
Research drawn from:



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# Budgeting for Online Marketing Tactics



Research drawn from:



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# Eyetracking – Bombay



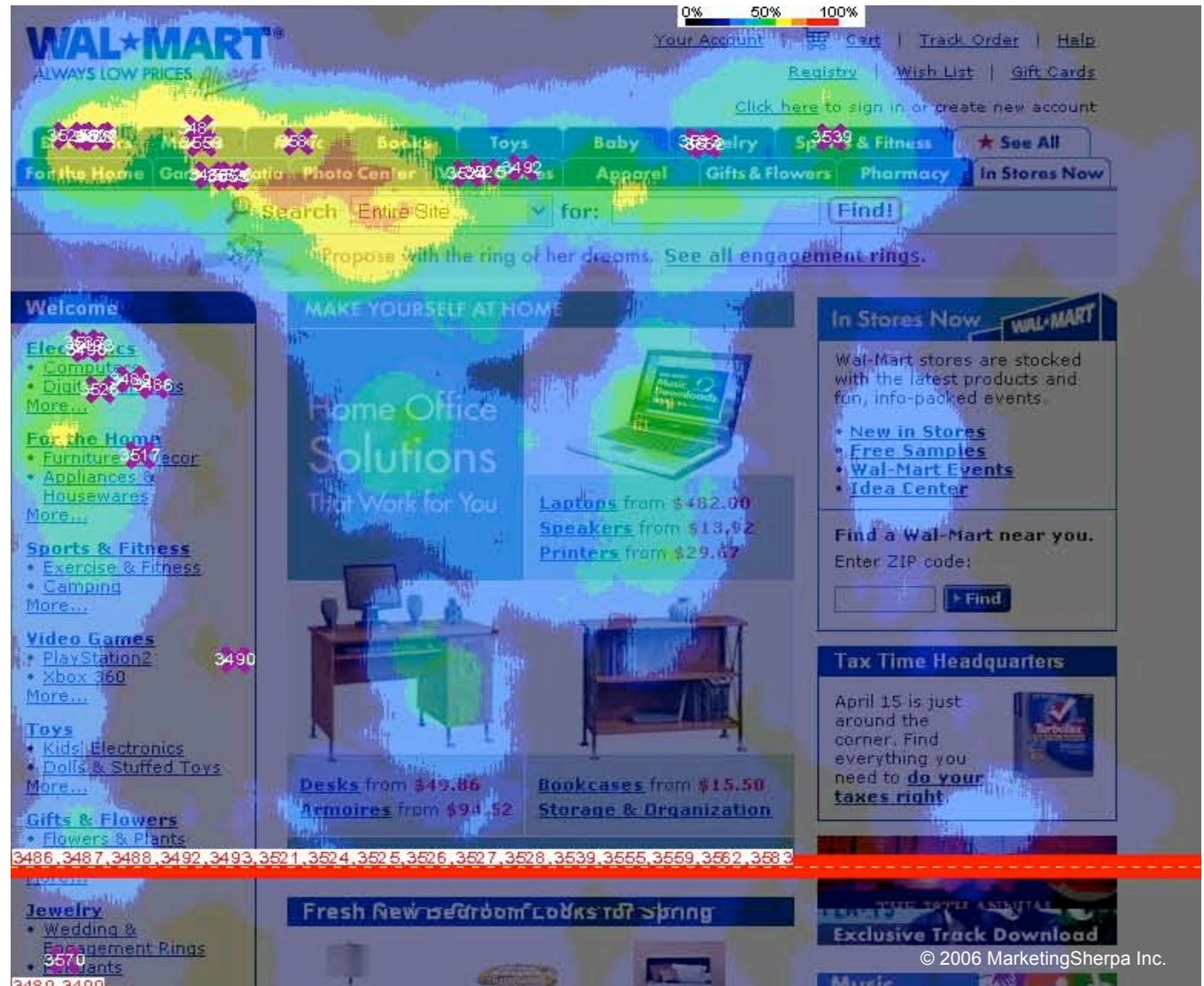
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# Eyetracking – Wal-Mart



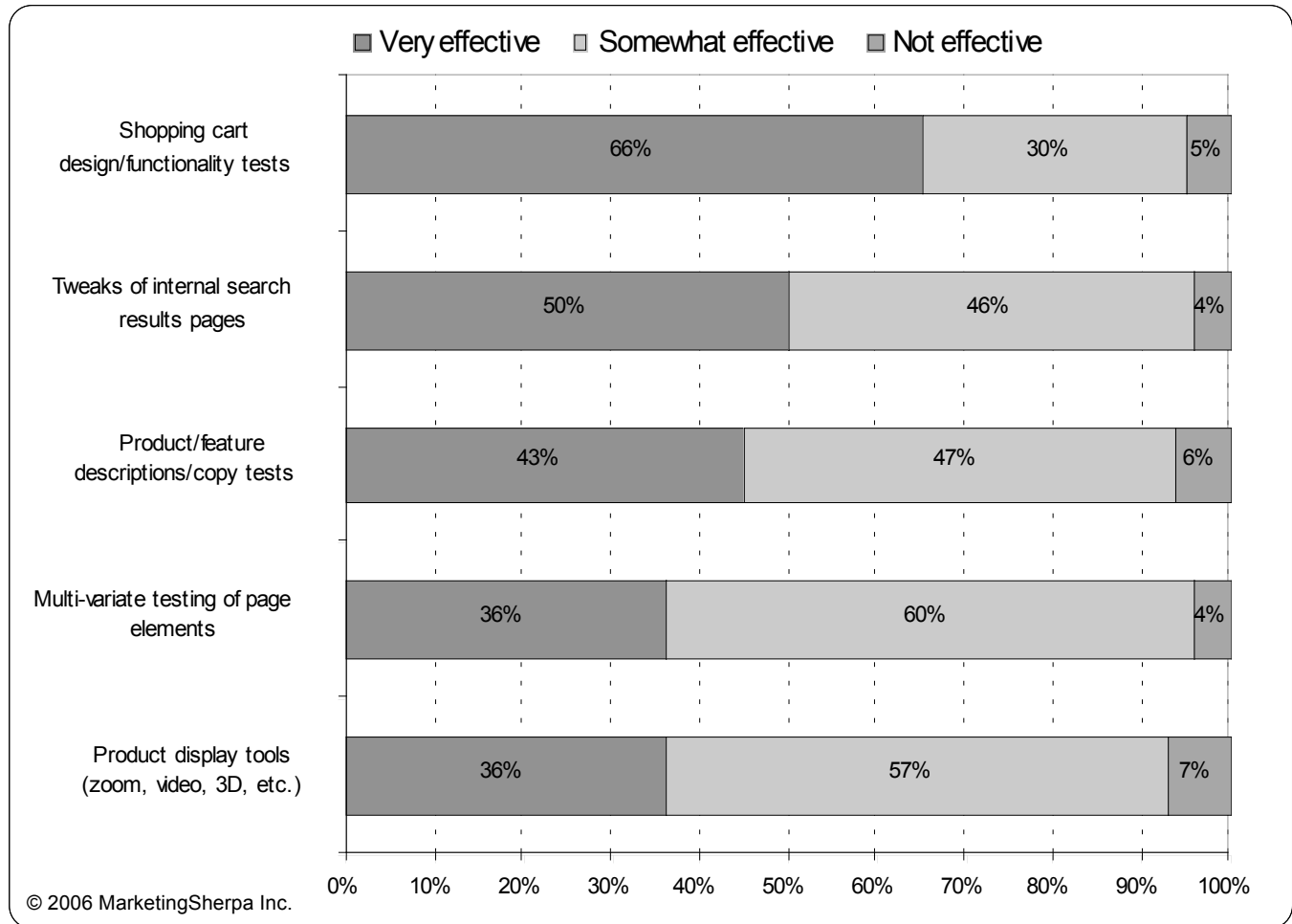
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# Performance of Site Tests/Tweaks



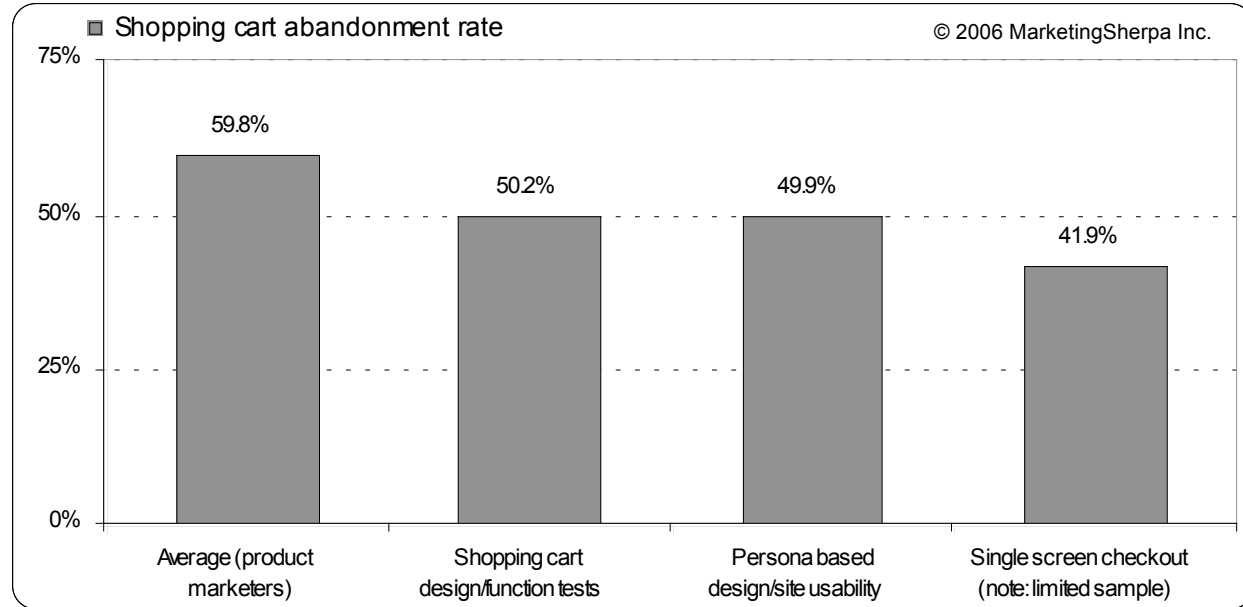
Research drawn from:



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# Abandonment – What Can You Do About It?



Research drawn from:

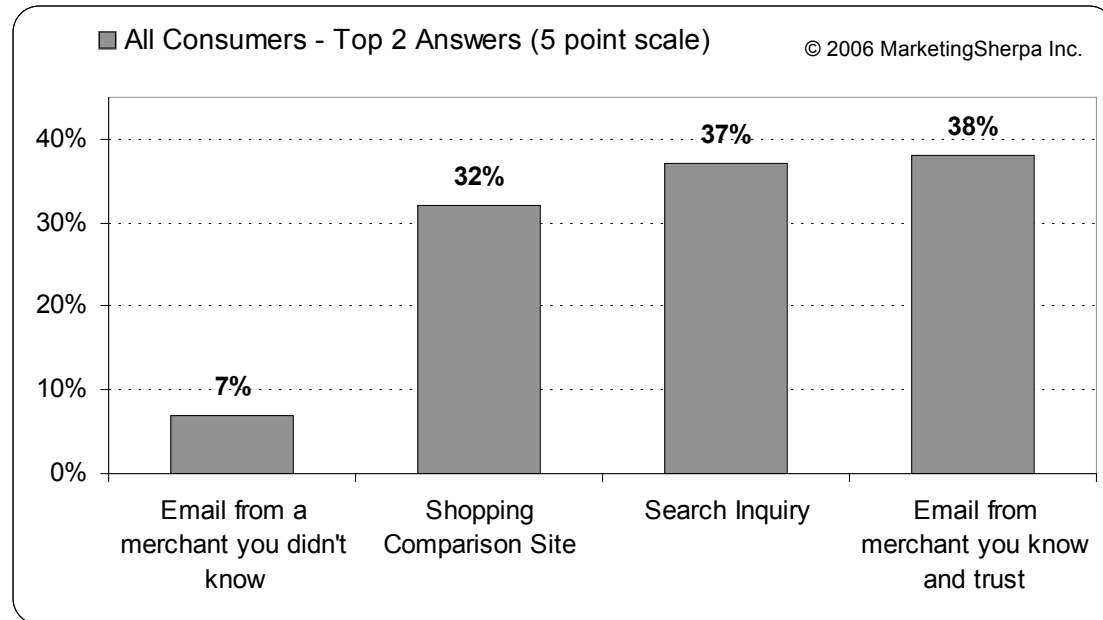


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# What's Motivating Consumers?



Source: MarketingSherpa / Directions Research, January 2006

Research drawn from:



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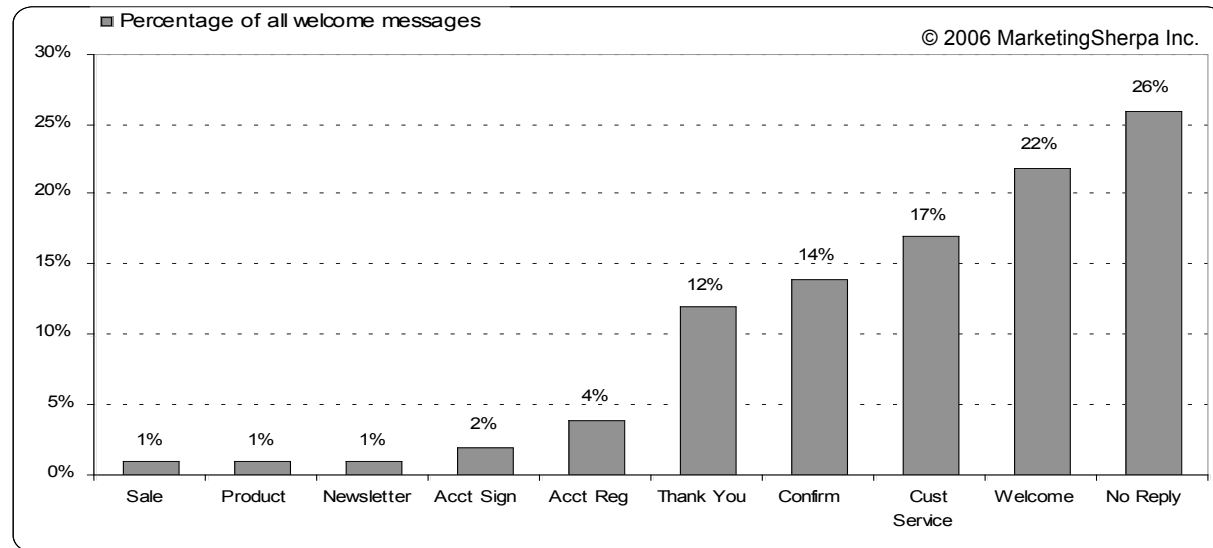
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# What's in a Welcome Message?

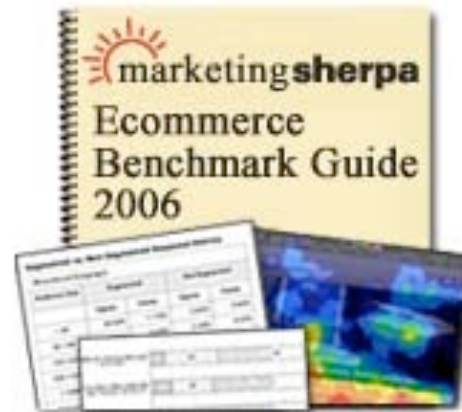


Our research team  
welcomes feedback  
and/or questions.

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- ✓ Raise ecommerce conversions

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# Omniture Client Profile: Alienware

## Alienware Offering - High-end PCs and laptops

### Challenges:

- Gain deeper insight to analyze online channel

#### Examples:

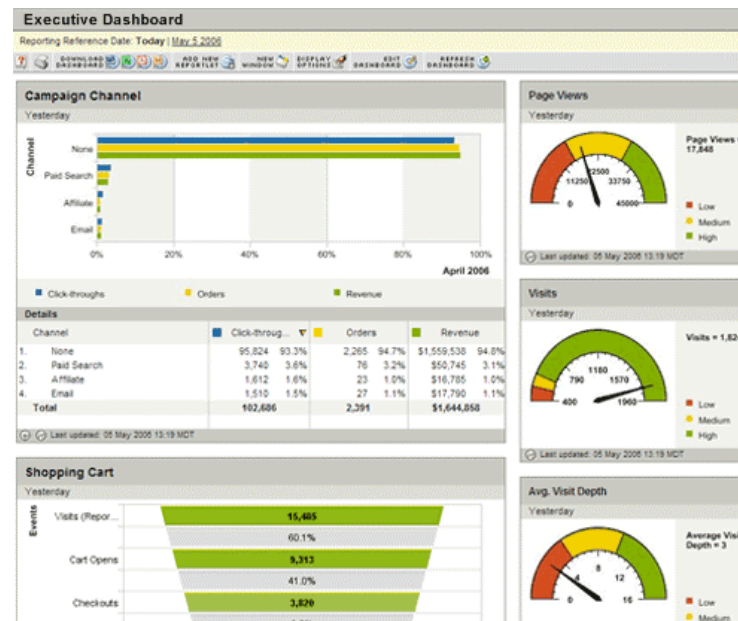
- Conversion Fallout
- Shopping Cart Abandonment
- ROAS by Online Channels
- Optimize online channel to drive company growth
- Gain competitive advantage through advanced analytics
- Improve e-mail marketing effectiveness

# Omniture Client Profile: Alienware

## Solution:

- Omniture SiteCatalyst selected for its real-time, e-commerce 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

