

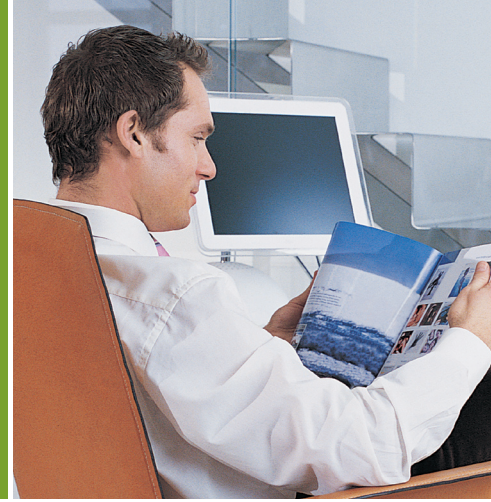


## Thomson Records Thousands of Dollars in Savings with SiteCatalyst™

15 %



SEES ITS CONVERSION-TO-ACTION RATE SOAR FROM 6 TO 15 PERCENT



CASE STUDY



RETAIL



### OVERVIEW

Thomson's business model for its RCA audio-video Web site requires it to educate visitors about RCA products and then drive them to purchase items at one of its dealer's sites or retail stores. But a lack of reliable Web metrics prevented Thomson from effectively monitoring visitor behavior and using the data to improve its conversion-to-action rate. Thomson also needed dependable analytics to show dealers how effective rcaaudiovideo.com was at driving business their way. SiteCatalyst produced the detailed, accurate and reliable data the company needed to monitor and influence visitor behavior and prove to dealers it was increasing traffic. Results show that Omniture helped increase Thomson's conversion-to-action rate from 6 to 15 percent.



**LOCATION:** Indianapolis, Indiana  
**URL:** www.thomson.net  
**INDUSTRY:** Retail/eCommerce

### CHALLENGE

- Wanted to replace existing software-based Web analytics tool, which was producing unreliable data.
- Needed to establish a way to test new product sales in order to recommend the top sellers to dealers.

### SOLUTION

- Using SiteCatalyst, Thomson could generate reliable, accurate data and perform A/B testing and other analytics to make changes that pull visitors into the site and increase its conversion-to-action rate.
- Thomson can use SiteCatalyst analytics to monitor sales and determine the best sellers to recommend to its dealer base.

### RESULT

- Thomson's conversion-to-action rate nearly tripled, increasing from 6 percent to 15 percent.
- Thomson established a cost-effective method to test the sale of new products on the market.

### THE CHALLENGE

Thomson operates more than 100 businesses worldwide. One of its strategic brands is RCA, the leading brand name in consumer electronics and the flagship for Thomson products in the Americas. Because of RCA's long-established position in the global retail market, the goal of Thomson's RCA audio-video Web site is to drive visitors to their dealer-partners' Web sites or bricks-and-mortar retail stores to purchase an RCA stereo, DVD player or other product. "The primary purpose of rcaaudiovideo.com," said Chris Heacock, systems architect for Thomson Global Marketing and Sales, "is to give visitors enough information to make a decision to buy and then point them to a dealer."

The Web site was designed to quickly lead visitors to data about products they are interested in and keep them on the site until they feel comfortable buying the items. One big problem for Thomson's information technology (IT) team was monitoring and influencing visitor behavior. "We could never gather

the metrics we needed to understand why visitors followed the paths they did on our site," explained Heacock. "For example, we noticed that visitors were immediately leaving several key landing pages that we specifically built to lead them deeper into the site. Our Web analytics were so unreliable that we often made assumptions about what they meant and guessed which percentage of the data was trustworthy. Managers stopped asking for the numbers because they proved misleading and unhelpful."

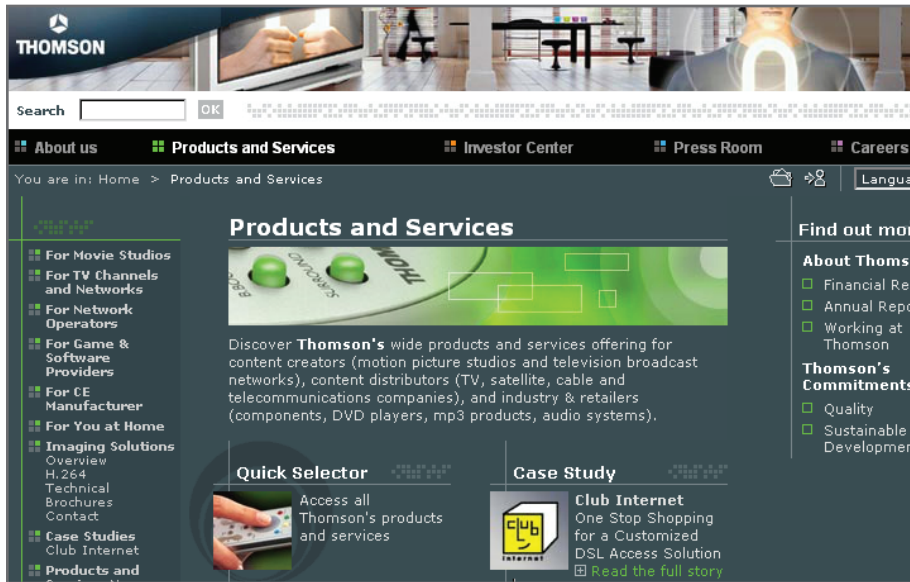
Thomson also needed dependable metrics to prove to its dealers how effective rcaaudiovideo.com was at driving business their way, test new product sales on their site before recommending the items to their dealers, and quickly adapt to market changes and dealer needs. "We were using one of the more well-known software-based Web analytics products on the market," noted Heacock. "But it took hours and even days for the system to produce a report and even

then, we couldn't trust the numbers. Because it collected and crunched gigabytes and gigabytes of data, it was constantly crashing and reprocessing the information all over again. So when we needed reports, they weren't there. We were also tired of maintaining the system's infrastructure. We were constantly worrying about the capacity of the application platform and storage disks. The application was a money pit and we did not get our money's worth."



The surveys, which we were also doing before because our metrics were unreliable, cost \$5,000 or more each. With Omniture, we were able to eliminate the surveys, which saves us tens of thousands of dollars each year.

CHRIS HEACOCK, SYSTEMS ARCHITECT FOR THOMSON GLOBAL MARKETING AND SALES



## THE SOLUTION

Thomson began to search for a high-performance Web analytics tool and specifically wanted an on-demand Web analytics system. "After our first experience," continued Heacock, "we did not want to spend time and money supporting another platform, so an on-demand system was very enticing. When we started the review process, a friend recommended Omniture. During my research of SiteCatalyst, I read AOL's review of the product, which covered everything from Omniture's financial stability to SiteCatalyst's ability to execute. AOL's review was so thorough and impressive that I called Omniture and asked for a contract to sign. The account rep said he would come over and tell me more about SiteCatalyst and let me test it, but I said I was ready to close the deal. We knew what we wanted and Omniture met every requirement. The rep said it was the fastest SiteCatalyst sale ever."

Five weeks later, SiteCatalyst was implemented on rcaudiovideo.com and several other Thomson sites. The

company, which operates more than one hundred Web sites, is rolling out the product on all of them. "In no time we were measuring data and using it to make business decisions," said Heacock. "We were seeing solid, rich data right from the beginning. I knew the numbers were good because I saw a lot of correlations that made sense. But management still didn't trust the numbers, so we conducted several outside surveys that proved the accuracy of SiteCatalyst. The surveys, which we were also doing before because our metrics were unreliable, cost \$5,000 or more each. With Omniture, we were able to eliminate the surveys, which saves us tens of thousands of dollars each year."

Using SiteCatalyst, Thomson was able to perform A/B testing to determine why visitors were leaving their key landing pages, which used Flash movies to hold visitors' attention and move them deeper into the Web site. "We created another set of pages that were identical in every way," explained Heacock,

"except that we replaced the Flash movies with graphics. We discovered that visitors stayed on the graphics pages, but were still leaving the Flash pages because the movies either didn't download or took too long to download. Armed with this information, we were able to persuade the managers who wanted to keep the movies that they were not working and received permission to change the pages."



Because of the business goals established for rcaudiovideo.com, we measure our Return on Investment (ROI) in the actions visitors take, not money. By that ROI standard, SiteCatalyst has more than paid for itself and continues to generate a return.

## RESULT

Removing the Flash elements was one of several modifications initiated by SiteCatalyst reports that helped Thomson increase its conversion-to-action rate to 15 percent. "Before, we estimated we had a rate of 6 percent," said Heacock, "but that was only a guess because of the poor data quality. SiteCatalyst has helped us increase our dealers' sales, which improves our bottom line and reinstilled trust in our Web metrics. Managers are now requesting analytics and because they are on-demand, I can produce reports even minutes before a meeting. Now that we have excellent data integrity, management is relying on the SiteCatalyst reports to make more accurate, informed decisions."

Using SiteCatalyst's Custom Insight™ reports, Optimum Path™ reports, fall-out, visitor segmentation and others, Thomson can now effectively monitor visitor behavior and show it is moving traffic to dealer Web sites and stores. "We know we're sending more people to our dealers," stated Heacock. "What we would like to do eventually is have our dealers implement SiteCatalyst so we could monitor visitors to their sites and verify every single sale we generate, which would enhance our relationship with our current dealers and help

us bring new ones onboard because we could prove how effective we are at improving their bottom lines. SiteCatalyst would also be instrumental in testing new products on our site. We could monitor sales and see which products perform the best and which ads, links or other elements are most effective at generating sales. With this information, we could prove the viability of new products to our dealers and, hopefully, persuade them to carry the items."

Thomson also plans to use Omniture to determine the best way to work with its partners and dealers, so that no matter what changes take place in the market, Thomson will be agile enough to respond. "With SiteCatalyst," said Heacock, "we will no longer say, 'We think this or that is a good idea. Let's try it and see what happens.' We will have concrete, quality data backing up every decision that we make. No more shooting from the hip. No more guessing or spending money to find out if one tactic is better than another. Because of the business goals established for rcaudiovideo.com, we measure our Return on Investment (ROI) in the actions visitors take, not money. By that ROI standard, SiteCatalyst has more than paid for itself and continues to generate a return." ■

1.877.722.7088

[www.omniture.com](http://www.omniture.com)  
[info@omniture.com](mailto:info@omniture.com)

EMEA +44.845.226.1205

**ABOUT OMNITURE** Omniture, Inc., headquartered in Orem, Utah, is the pioneer of on-demand Web analytics technology that delivers the essential intelligence needed by Web commerce leaders and innovators to drive the business decisions that increase ROI. Omniture is the largest on-demand Web analytics provider by revenue, and Omniture's SiteCatalyst is the most mature and comprehensive technology on the market, offering industry leading scalability and flexibility combined with an intuitive user interface. Omniture is the only company in its market to offer a third-generation platform that combines instant response times with the power to view Web data across any dimension. In addition, Omniture offers knowledgeable professional service teams, experienced in helping customers determine the questions they must ask to arrive at the answers they require. Proof of its world-class technology and outstanding team, Omniture has the highest level of retained and satisfied customers in the market, including eBay, AOL, Wal-Mart, Gannett, Microsoft, Oracle, GM and HP. [www.omniture.com](http://www.omniture.com).

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550 East Timpanogos Circle  
Orem, Utah 84097

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