



## Ciao Achieves Significant Cost Savings with Omniture

“With Omniture, we can now test our ideas and get actionable data from Omniture to substantiate—or negate—our hypotheses”



CASE STUDY



RETAIL



### OVERVIEW

Ciao Group operates Europe’s leading comparison shopping portal, connecting over 15 million consumers every month with merchants and advertisers throughout Europe. Ciao offers consumers a comprehensive shopping solution, including detailed specifications of more than 1,000,000 products, a proprietary price comparison engine featuring the Web’s leading merchants, and more than 4 million consumer product reviews. The company also provides an effective marketing venue for merchants and advertisers—including eBay, Amazon and hundreds of smaller merchants—where they can market to prospects while they are in the midst of purchase decisions. Ciao operates six shopping portals in different languages with unique data and content—including Germany, the U.K., France, the Netherlands, Spain and Italy.



**LOCATION:** Munich, Germany  
**URL:** www.ciao-group.com  
**INDUSTRY:** Media  
**PRODUCTS:** Omniture SiteCatalyst®

<p><b>BUSINESS OBJECTIVES</b></p> <ul style="list-style-type: none"><li>• Optimize user experience</li><li>• Increase company revenue</li><li>• Improve online campaigns</li><li>• Reduce costs</li></ul>	<p><b>CHALLENGE</b></p> <ul style="list-style-type: none"><li>• Inability to distribute data throughout the organization in an efficient manner</li><li>• Multiple sources of data did not provide a good way to correlate information</li><li>• Considerable time spent generating manual reports resulting in semi-reliable information</li></ul>	<p><b>SOLUTION</b></p> <ul style="list-style-type: none"><li>• Omniture SiteCatalyst™ selected for its advanced technology and intuitive interface</li></ul>	<p><b>RESULTS</b></p> <ul style="list-style-type: none"><li>• Cost savings achieved through termination of poor-performing affiliates</li><li>• Advanced analytics informs product marketing strategies</li><li>• Ability to measure results in real time</li></ul>

### BUSINESS OBJECTIVES

To fully optimize their online marketing initiatives, increase revenue, improve the user experience and reduce costs, Ciao needed a way to consolidate their reporting and Web site management into a single source. “A key goal in deploying Omniture was to provide one interface and repository for all company-wide Web analytics,” says Matthias Schmidt, senior business analyst at Ciao Group. “This was a crucial piece that would enable us to achieve higher goals of optimizing campaigns,” he adds.

To accomplish these objectives, the company knew they needed a better way to analyze how users interact with their sites, and how they move through channels and pages to find products. “We wanted to understand which pages were working and which pages could be improved. We were also determined to optimize the user experience across all of our Web portals, making them easy to use and navigate,” says Schmidt.

### CHALLENGE

Before Omniture, the company faced many obstacles in capturing accurate Web data. There was no analytics solution in place that everyone could access, understand and rely on. “We used several low-level solutions that we developed in house,” says Schmidt. “Different tools were used to capture subsets of data. It was very time consuming to get numbers we needed, and to maintain those applications. We had to go to different tools to compile data, which was usually just a slice of what we really needed to see. It was impossible to correlate data from all these sources into cohesive analytics.”

Analytics reporting responsibilities were spread across the company. “Twenty people throughout Ciao were accessing various analytics reports on a regular basis. We found that parts of the company were not even aware that certain reports existed,” says Schmidt. “There were definite inefficiencies within the system since many of us were pulling reports manually—and not getting good data after all that time and effort.”

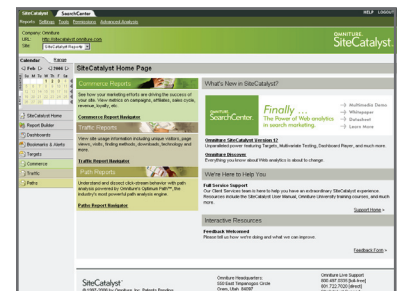
### SOLUTION

Ciao Group developed a short list of leading Web analytics vendors including WebTrends, WebSideStory and Omniture. Ciao took their time, evaluating each solution carefully over three months before deciding on Omniture. “We knew it was a long term decision for us, so we wanted to find a leading technology partner that would be with us—years down the road—when new trends and technologies emerged. We wanted to partner with the leader in Web analytics,” says Schmidt. “Another factor was the outstanding user interface and all the great features within Omniture. We found that every button, page layout, process and feature in SiteCatalyst allowed us to get exactly what we needed from the system. The way the data is presented, and the business processes within SiteCatalyst are so well thought out. Our users were comfortable with the tool from the beginning.” Ciao’s online business model is unique since they are both an e-commerce channel and a content provider. “We found that Omniture was very flexible. We could easily adapt it to fit our unique business model,” says Schmidt. “The other vendors provided less flexible solutions.”



“Omniture supports our business goals because it’s made us much smarter and more sophisticated as a company. It’s allowing us to provide a better product and run a more profitable business”

MATTHIAS SCHMIDT, SENIOR BUSINESS ANALYST. CIAO GMBH



“We are constantly using Omniture to test out new ideas and processes to continually improve our sites”

## RESULTS

“We now have the ability to measure the performance of our affiliate partners, which is extremely valuable to us,” says Schmidt. SiteCatalyst has given Ciao new insight into the amount and quality of traffic their affiliate partners generate. Poor-performing affiliate partnerships are either fine-tuned to improve online performance, or eliminated. “SiteCatalyst has opened a vast new window into affiliate partner performance, which is impacting our bottom line,” concludes Schmidt.

Omniture also helps Ciao improve keyword marketing performance—trimming ad spend and bulking up revenue. Ciao now has the ability to test and validate new concepts and strategies before deploying them to a Web site. “Before, when we designed a new site feature or developed a new site area, often our decisions were mainly based on guesswork,” says Schmidt. “With Omniture, we can now test our ideas and get actionable data from Omniture to substantiate—or negate—our hypotheses.” It is now standard practice to test and measure site improvements or changes via SiteCatalyst before they ‘go live’ on a site. “Being able to test even minor

changes, such as moving a link from top to bottom of a page, positively impacts both revenue and the user experience,” says Schmidt. “With A/B testing, we can make a change and, the very next day, find out if more or less people are clicking through. The sum of those small improvements really adds up over time.” With Omniture, there’s a constant stream of insight and analytics for continual improvement. “We are constantly using Omniture to test out new ideas and processes to continually improve our sites,” says Schmidt.

The company now has just one tool for managing, analyzing and optimizing their six online properties. Ciao employees spread across five European countries access real-time analytics to monitor and improve business performance. “Everyone is looking at the same numbers now, which is a real breakthrough,” says Schmidt. The content development group within Ciao has found Omniture extremely useful in developing go-to-market strategies. “They can look at Omniture data and figure out where it makes sense to add new products or categories,” says Schmidt. Using SiteCatalyst, the content

group analyzes Ciao’s internal search engine activities. “If people are searching for products we don’t carry, the content group adds those items to give visitors what they want.” They can also analyze which categories get the most traffic, compare performance across categories, or investigate why traffic in a given category is diminishing.

“Omniture supports our business goals—it’s made us much smarter and more sophisticated as a company. It’s allowing us to provide a better product and run a more profitable business,” concludes Schmidt. ■

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**ABOUT OMNITURE** Omniture, Inc., is a leading provider of online business optimization software, enabling customers to manage and enhance online, offline and multi-channel business initiatives. Omniture's software, which it hosts and delivers to its customers on-demand, enables customers to capture, store and analyze information generated by their websites and other sources and to gain critical business insights into the performance and efficiency of marketing and sales initiatives and other business processes. In addition, Omniture offers a range of professional services that complement its online services, including implementation services, best practices, consulting services, customer support and user training provided through Omniture University. Omniture's customers include eBay, AOL, Wal-Mart, Gannett, Microsoft, Oracle, GM and HP. [www.omniture.com](http://www.omniture.com).



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