

## Ad Agency Keeps Auto Maker's Web Sites Running Smooth

10 % ▸ TUNING UP THIS PROCESS WITH A SIMPLE PAGE-FLOW REDESIGN BOOSTED REQUESTS BY 10 PERCENT.



CASE STUDY



# JWT

AUTOMOTIVE



# JWT

## OVERVIEW

JWT uses SiteCatalyst to power online marketing by streamlining page flow and performing real-time market research. JWT (aka J. Walter Thompson) knows a thing or two about advertising and brand management. Its expertise and innovative marketing ideas have helped this 140-year-old advertising agency retain a major automotive account for more than 75 years. JWT's new company mantra insists that they need to create work that people choose to spend time with. "We need a clear understanding of what visitors are interested in when they spend time on automotive sites," insisted Chris D'Alessandro, director of Web analytics, JWT.

### CHALLENGE

JWT's American automotive client has a tremendous Web presence with 2,000 Web sites and intranets, including 20 public-facing sites. Clearly, this level of investment and commitment to Web-based activities requires the company to leverage all it can from on-demand Web analytics.

On its public-facing sites, this automotive leader wanted to determine cross-shopping behavior for various automobile lines to better target customers. It also needed to empower product managers with more timely market research. The company believes strongly in the value of brand research, but needed a more affordable way to gain more timely insights.

"Our client needed to know what customers are responding to and discover if they are cannibalizing their own brands," recalled D'Alessandro. JWT and its client had been using the Revenue Science product, but the analytics vendor had changed its business model, moving more into behavior modeling.

### SOLUTION

In early 2004, this big-three auto manufacturer began an extensive review of Web analytics providers and invited several JWT consultants to sit on its RFQ review panel. After mapping out the company's Web-related business objectives and defining what the team wanted to achieve with Web analytics, the panel reviewed leading Web analytics solutions. In addition to Omniture's SiteCatalyst, other products included Coremetrics, WebSideStory and WebTrends.

"The review included multiple categories that evaluated pathing, scalability, data collection, technographics and the user interface on a five-point scale. Omniture emerged as the clear winner," recalled D'Alessandro.

After a five-month trial of SiteCatalyst, the company deployed it across all its public-facing sites. "Deploying SiteCatalyst was as simple as cutting and pasting code from one place to another," explained D'Alessandro, who remembered that they also needed shorter page titles to work better in the search engine.

High-performance, versatility and value best describe this automotive giant. These same characteristics quickly became apparent when they began using SiteCatalyst. Within weeks, the active user base grew from two Revenue Science users to twenty-five SiteCatalyst users. Marketing managers are the most frequent users, who use SiteCatalyst primary to see how their product lines are doing.



Deploying SiteCatalyst was as simple as cutting and pasting code from one place to another.



The SiteCatalyst reports treat our customers like an anonymous, action-based focus group—except we gain valuable insights in real time.

Chris D'Alessandro, Director of Web Analytics, JWT

## RESULT

The automotive Web site allows visitors to create a personalized, detailed brochure on the fly that displays their local dealers and incentives. SiteCatalyst helped JWT determine where people who started a brochure request were abandoning the process. "We found the biggest drop-off rate was choosing the brochure delivery format people wanted—PDF, customized mail or a customized PDF," explained D'Alessandro. With this knowledge, JWT simply removed the splash page to streamline traffic flow from the Home Page directly to the Choose Your Brochure Page and then the Personal Information Page. Tuning up this process with a simple page-flow redesign boosted requests by 10 percent.

According to D'Alessandro, JWT also used SiteCatalyst to figure out consumer perceptions of the new vehicles. In particular, one model offers a car-like ride and fuel economy but looks like an SUV. Determining where visitors went after they left the product page helped answer this question. "The SiteCatalyst reports treat our customers like an anonymous, action-based focus group—except we gain valuable insights in real time," stated D'Alessandro.

SiteCatalyst can also determine what vehicles are being considered during the customer decision-making process. "SiteCatalyst does cross-domain reporting. This allows us to learn if people looking at one product line are also considering another one somewhere else on the site. These insights help us better target customers. For example, we can give them a personalized message," reported D'Alessandro.

JWT is very excited about a new feature that's included in SiteCatalyst 12. Automotive Web sites use Flash extensively for interactive presentations that give users 360-degree views of models, allow users to change color schemes, and include music and audio to enhance the experience. "We are big believers in Flash technology. The new Flash clickmap overlay feature will provide better capabilities to track user behavior in Flash-based programs and interactive demos," concluded D'Alessandro.

Thanks to SiteCatalyst, JWT's Web sites are built for the road ahead. 



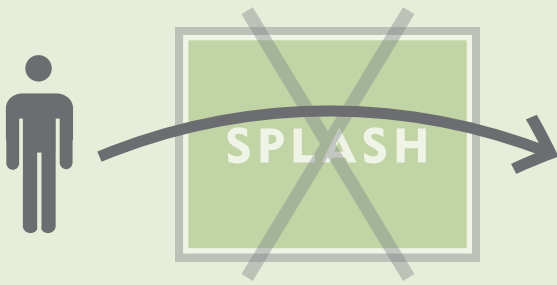
### ACTIVE USER BASE BEFORE AND AFTER SITECATALYST



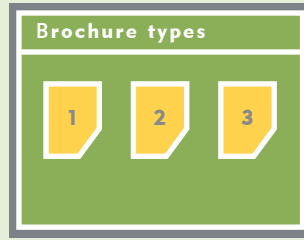
BEFORE SITECATALYST



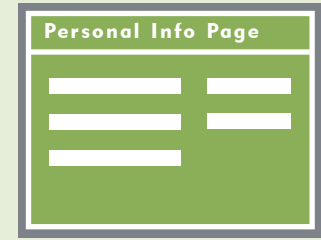
AFTER SITECATALYST



Eliminating a splash page directed traffic flow more effectively.



Visitors responded more quickly to being directed to the 'Choose Your Brochure' page.



Giving visitors what they wanted more quickly boosted requests by 10 percent.

**PAGE FLOW REDESIGN BOOSTED REQUESTS BY 10 PERCENT**

“ We are big believers in Flash technology. The new Flash clickmap overlay feature will provide better capabilities to track user behavior in Flash-based programs and interactive demos.

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 comprehensive view of activity on a company's Web site that includes historical and real-time analysis and reporting. 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, Overstock.com, GM, and Hewlett-Packard. [www.omniture.com](http://www.omniture.com).

**OMNITURE™** UNIQUE QUESTIONS, PRECISE ANSWERS.  
 550 East Timpanogos Circle  
 Orem, Utah 84097

©2005 Omniture, Inc. Omniture, the Omniture and SiteCatalyst logos are trademarks of Omniture. All other trademarks and logos are the property of their respective owners. All rights reserved.