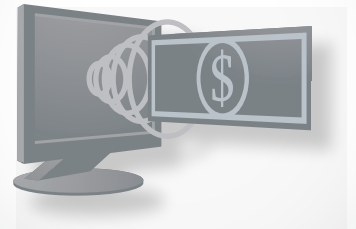


INDUSTRY GUIDE

Lead Generation & B2B Sites



- KEY TRENDS
- ESSENTIAL KPIs
- CASE STUDY
- RESOURCES

OMNITURE®
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KEY TRENDS: B2B & LEAD GENERATION

BRENT DYKES, BEST PRACTICES CONSULTANT

OMNITURE, INC.

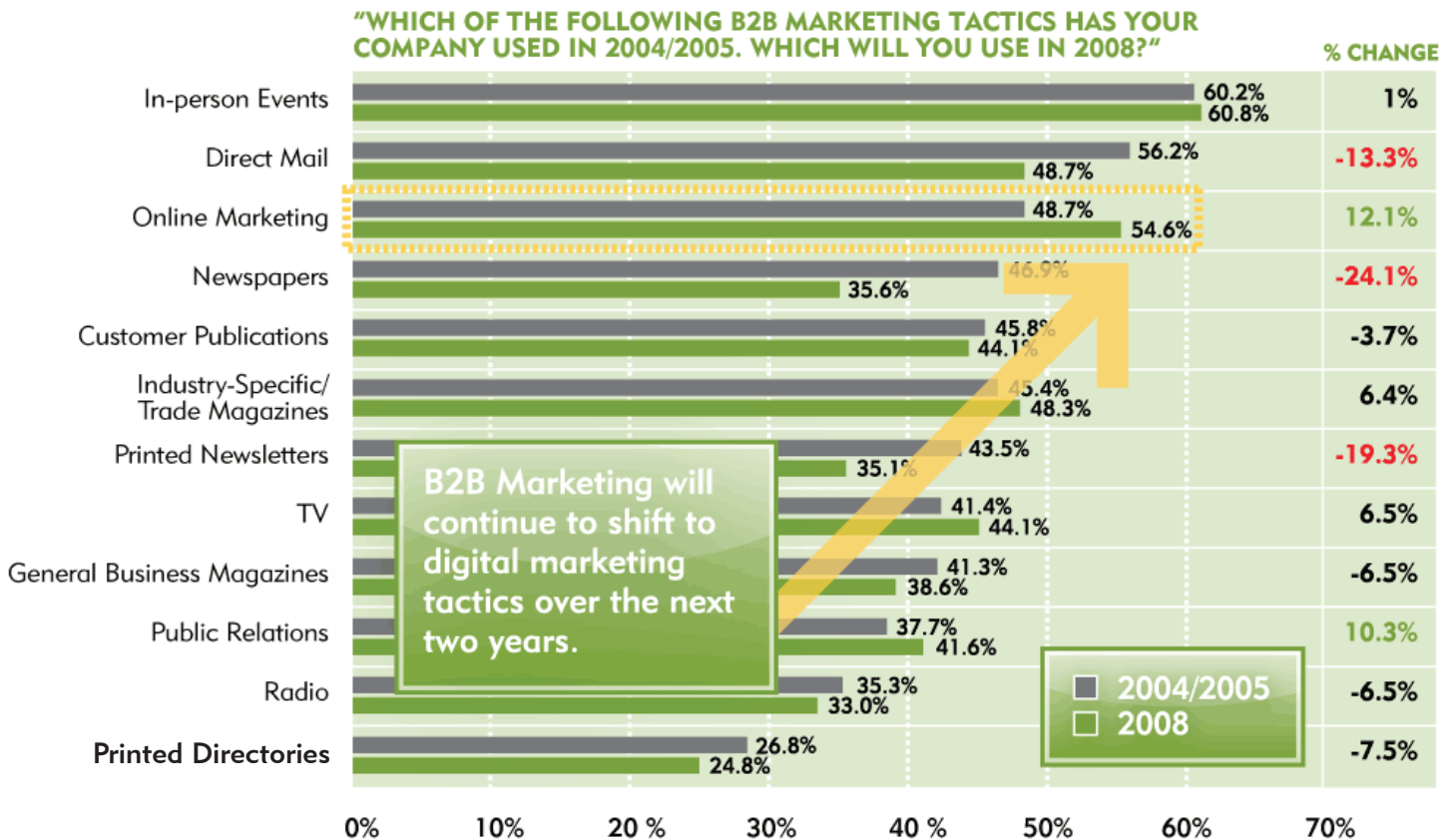
Reference : Define What's Valued Online, CMO Council/KnowledgeStorm (Sept 2005)

A recent survey of Lead gen. technology buyers found that 45.4% of the respondents spent more than five hours a week researching product information. Two of the main benefits of researching technology online were "ease of access and availability" (53%) and "breadth and depth of information" (43%).

For nearly 70% of respondents, their online research began with a search engine. Google was by far the preferred search engines for technology buyers at 96.5%, followed by Yahoo! (52.9%), and MSN Search (28.6%).

Once the Lead gen. buyers found a vendor website, the most frequently downloaded or shared files were vendor white papers (58.3%), product reviews (53.8%), and analyst research reports (52.2%). The survey results indicated that online content was having a significant impact on their purchase decisions.

Eight-nine percent of business users and IT professionals felt that online content had a moderate-to-major impact on vendor preference and selection.



LEAD GENERATION & B2B KEY PERFORMANCE INDICATORS

OVERVIEW

There are hundreds of critical elements that lead to victory in a top performing Lead Generation Sites, but there are also a few that provide a clear, high level view of overall performance. What are these Key Performance Indicators (KPIs), and how can you leverage Omniture products to measure performance and take action? This document will outline industry best practice examples of KPIs for Lead gen. sites, and will act as a quick-start guide to help you continue to leverage Omniture products to improve your marketing effectiveness.

LEAD GENERATION OBJECTIVES

There are generally two main components of lead generation sites. The first is a pre-sale component with a focus on acquiring new visitors and converting these to customers. Objectives include: building awareness; increasing visitor interest to the point of consideration; and finally, converting visitors to qualified leads. The second component is the post-sale support where customer retention is critical. Research finds that 68% of customers who have a bad experience with post-sale support will discontinue service (Gartner). With new customers costing 4 to 10 times as much to acquire, the obvious objective is to make the self-service component of Lead gen. as effective as possible. When you understand your customers through targeted analytics, you have the power to take action. This document will identify some of the strategic metrics you should be monitoring and acting on to be successful with a Lead gen. site.

KEY PERFORMANCE INDICATORS (KPIs)

Key Performance Indicators are the critical gauge of a site's success or failure. Monitoring and acting on information from these metrics will allow you to steer your business from a higher vantage point. As metrics shift, you can make necessary adjustments to compensate and improve performance.

Lead gen. sites have many KPIs, which may vary depending on products and business model. This document will describe the critical, strategic KPIs. It is important to note that these metrics are directed at high level strategy. More specific metrics are required for more tactical measurements.

This document is not intended to outline metrics for all levels of application. For more information on the listed KPIs, and on specific metrics for tactical applications, please contact Omniture Best Practices.

HIGHLIGHTED IN THIS DOCUMENT

Key Performance Indicators

1. Leads Generated
2. Lead Conversion Ratio
3. Cost per Lead
4. Web Inquiries
5. Web Inquiry Failure Rate

For each KPI, this document will describe:

- How to Setup and Measure
- Quick Wins (What to look for, Actions to Take)

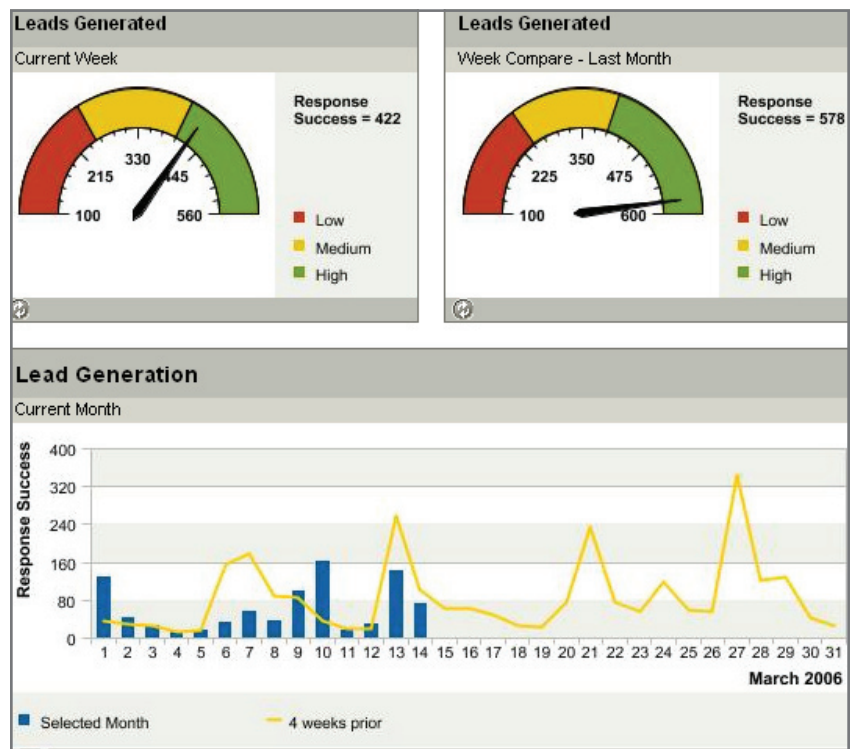
LEADS GENERATED

Leads generated is purely quantitative, and is an excellent measurement of success when considered with other indicators. By itself, leads generated provides insight into how effective your site and marketing efforts are at acquiring visitors and converting them to leads. As noted, it is important to measure total leads in consideration of other metrics which indicate lead quality.

HOW TO MEASURE

- **Calculation:** Leads for the reporting time frame

Sample Reports:



It is suggested that once you configure the date range and reporting style to your liking, that you create a dashboard view of this report and save it under the category of "Strategic KPI" for easy viewing and scheduled delivery. You may also consider creating an alert to notify you or key stakeholders of any significant changes in this metric.

QUICK WINS

The number of leads generated is a key indicator of marketing effectiveness. This metric is very high level and should be considered a long-term trended KPI. As traffic fluctuates, leads will naturally fluctuate. The goal is to increase leads over time, as long as more leads result in more sales.

- **Increasing Visitor Counts** – More traffic means more opportunities for leads! Identify the most effective marketing channels and optimize around these. To do this, breakdown lead metrics by campaigns and marketing channels. Compare this information to target market (demographics, geographic, etc.) and optimize around the top performing channels and creatives.
- **Increasing Conversion** – You already have the visitors, now you need to help them take the next step. The easiest place to start is with path and fallout analysis. Begin by running a fallout report related to the path users are expected to follow. Then, analyze exit pages and run Previous Page Flow analysis from these. Are there patterns? Does something need to be fixed? Optimize navigation and design with A/B testing.
- **Qualified Traffic** – Although lead numbers alone do not measure lead quality, another angle is to understand the quality of visitors, or the propensity of visitors to convert to leads. This is a sub level of quality and should be optimized to: decrease cost per lead, increase conversions, and improve lead quality. Breakdown campaign and marketing channel information by leads. This will point to marketing efforts which produce the highest number of leads. Now compare these campaigns to demographics and geographics. Look for patterns and optimize marketing efforts around top performing elements.

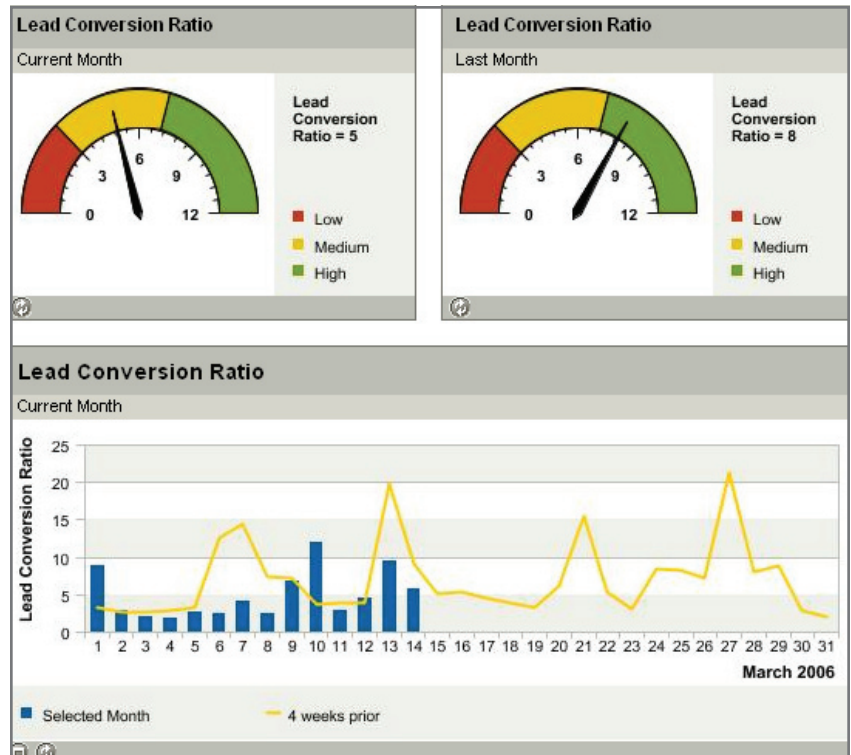
LEAD CONVERSION RATIO

All forms of lead generation are based on conversion of visitors to leads. This KPI is critical to your success, and should be monitored closely. As noted in the Leads Generated KPI, the conversion ratio is generally influenced positively by incentives (including offers) and negatively by barriers (like poor navigation or security concerns). Although visitors generally convert across visits on Lead gen. sites, this KPI is optimized to measure the ratio of conversions within a visit. Therefore, this metric generally measures the effectiveness of a site's ability to convert visitors who are more than casual browsers.

HOW TO MEASURE

- **Calculation:** Total Leads/Total Visits

Sample Report:



It is suggested that once you configure the date range and reporting style to your liking, that you create a dashboard view of this report and save it under the category of "Strategic KPI" for easy viewing and scheduled delivery. You may also consider creating an alert to notify you or key stakeholders of any significant changes in this metric.

QUICK WINS

Many Lead gen. visitors will access your site in phases. The first may be a discovery phase where they stumble across your site and hit a few pages, if interest grows, visitors may return to perform some form of research. It is during this information gathering phase where conversions are critical, this is the conversion phase the Lead Conversion Ratio targets.

- **Barriers** – This is all about navigation, design, and trust. Where do visitors seem to stop in the lead conversion process? Start with path flow analysis. Run fallout reports to understand where visitors are dropping out. Perhaps visitors are not following the predicted flow. Next look at the paths visitors are taking. How does this differ from the predicted path? Where do they exit the path? What are the possible barriers? Run ClickMap or custom link reports to understand how visitors may be using menus and links. Try some controlled A/B tests to measure and optimize navigation, design, and trust elements (form security, etc.).
- **Incentives** – What motivates visitors to advance through a "conversion step"? Offers can be a compelling incentive. These free or low cost incentives provide enough value to visitors to grab their interest and make them want to provide you with their information. Measure the success of your offers and other incentives and compare successful offers with those that are less successful. Optimize your incentives around the top performing results.

- **Qualified Traffic** – Visitors with a purpose are more likely to convert. It is possible to create interest for new visitors, but it is far easier, and more effective to convert visitors who came to your site with understanding and intentions to learn more or even purchase. Analyze conversion ratio trends. Compare these to campaign performance and channels which drive the most leads. Optimize budgets and creatives around the top performing channels and marketing efforts.

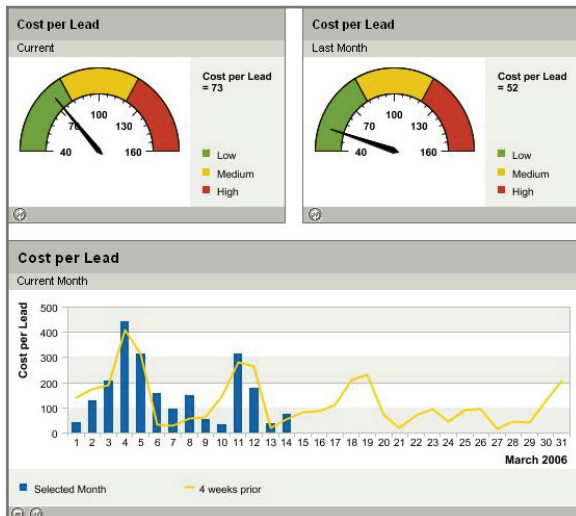
COST PER LEAD

How much do your leads cost? This is a KPI you want to keep in check, and part of that check is balance between cost and effectiveness. Cost per Lead indicates trends of costs compared to the number of leads generated over time. Long term trends may point to marketing efficiencies across the board, while short term trends will point to specific channels and campaigns running at the report time frame. Cost per Lead is a ratio and strategic metric. It is important to reference other KPIs along with Cost per Lead. Total leads, for instance, should always be considered with Cost per Lead because it adds a quantity perspective to the Cost per Lead ratio. Another consideration should be revenue. Cost per Lead should never be managed independent of revenue.

HOW TO MEASURE

- **Calculation:** Total Costs/Total Leads

Sample Report:



It is suggested that once you configure the date range and reporting style to your liking, that you create a dashboard view of this report and save it under the category of "Strategic KPI" for easy viewing and scheduled delivery. You may also consider creating an alert to notify you or key stakeholders of any significant changes in this metric.

QUICK WINS

The goal is to reduce Cost per Lead, but only if it compliments the eventual goal of driving overall profit. From the strategic level, this metric should be analyzed over your entire site as a trend. By itself, it cannot point to success or failure. It must be measured with KPIs that point to lead quality.

Note: Understanding lead quality is attainable by measuring leads with sales, or revenue. Lead gen. sites don't generally recognize revenue online though. Omniture's Data Sources allows offline transaction information to be paired with unique lead IDs for qualitative measurements in the SiteCatalyst interface, giving you powerful lead quality information. An explanation of Data Sources is outside the scope of this document, for more information, please contact your Omniture Account Manager.

- **Campaign Channels** – Run short term cost per lead report and compare trends to campaigns by lead (be sure to consider campaign volume and lead volume). Look for top campaign channels and creatives, then optimize budgets and offers for success.
- **Quality of Leads** – To understand lead quality you will need to associate a value to each lead. This can happen in real-time if your product is sold online, or if leads have a predefined value. If leads have a predefined value, create a calculated metric of the number of leads multiplied by the predefined value in SiteCatalyst. If there is no pre-defined metric, SiteCatalyst includes a powerful Data Sources tool for importing revenue, or you could leverage the Omniture Excel integration for this calculation. Measure Cost per Lead with lead quality and compare this to Cost per Lead trends. Reference campaign and channel performance trends to gauge whether these may be influencing Cost per Lead and quality of leads.

WEB INQUIRIES

A web inquiry is an instance of a visitor not getting support through the site. With a web inquiry, a visitor finds an alternative way to get help from the company (chat, email, forum, request a call, etc.). This failure to provide automated support is costly. Not only did the company incur costs for the web site, but it now must provide a secondary means of support. The obvious goal is to reduce a dependency on redundant support. This is made possible through optimizing a self-service component of a Lead gen. site in order to help customers help themselves.

HOW TO MEASURE

- **Calculation:** Total number of web inquiries for the reporting time period

Sample Reports:



It is suggested that once you configure the date range and reporting style to your liking, that you create a dashboard view of this report and save it under the category of "Strategic KPI" for easy viewing and scheduled delivery. You may also consider creating an alert to notify you or key stakeholders of any significant changes in this metric.

QUICK WINS

The goal is to reduce web inquiries. A reduction in web inquiries (all other metrics held constant), signifies a more efficient site. Over time, trends should show a gradual reduction of web inquiries compared to overall traffic. In the short term, monitoring web inquiry activity is essential for analysis of immediate changes to the site. Look for spikes and correlations between new content, design, or functionality.

- **Content Performance** – Content is the backbone of self-service components. If the information provides the answers customers are looking for, your site has been successful. Measure specific content by "article", and category. Event participation (noted in Implementation Requirements) can provide insight into the number of inquiries related to each article. Understanding the relationship between the content and web inquiries will help point to success and failure of information.
- **Search** – Can visitors find what they are looking for? Search is one of the main components of self-service navigation. Measure search inquiries. Which phrases are searched for most often? How do web inquiries relate to search results? Capture search phrases on the content landing page and compare the web inquiry event participation to these pages. If visitors are searching for content that doesn't exist, or is not helpful, consider adding content which addresses the need.
- **Navigation and Design** – Run previous page flow analysis to understand which pages visitors may be accessing before making web inquiries. Find ways to reduce barriers through improved navigation and content flow. Use A/B testing to improve navigation and design.

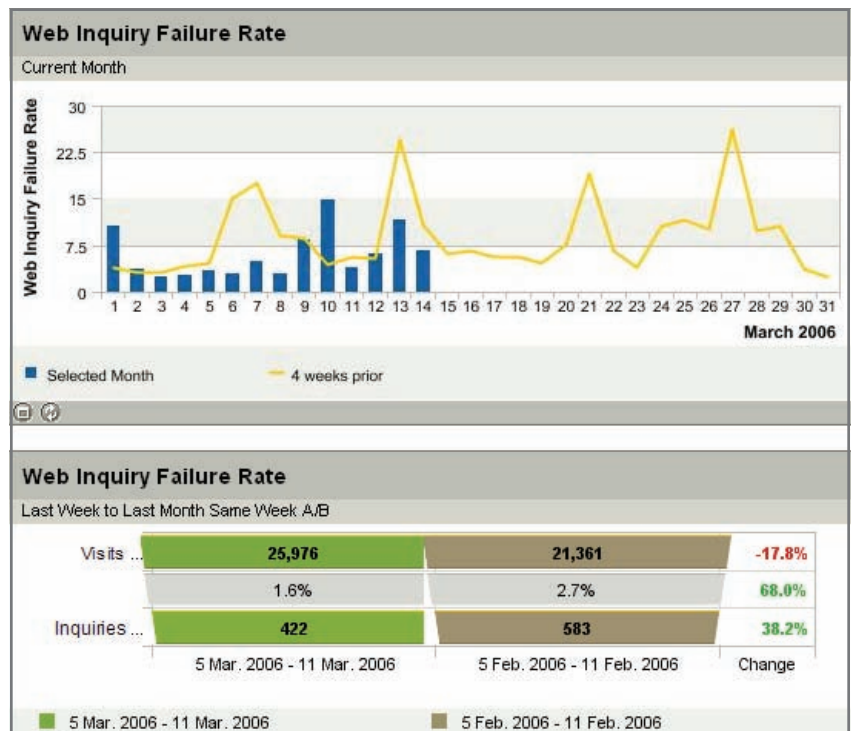
WEB INQUIRY FAILURE RATE

The Web Inquiry Failure Rate KPI is a conversion ratio. The goal is to reduce the rate of failure, by increasing visits and reducing overall web inquiries. This KPI accounts for activities within visits and does not cross sessions. It points to problems with content, navigation, and overall user experience.

HOW TO MEASURE

- **Calculation:** Total Inquiries/Total Visits It is suggested that once you configure the date range and reporting style to your liking, that you create a dashboard view of this report and save it under the category of "Strategic KPI" for easy viewing and scheduled delivery. You may also consider creating an alert to notify you or key stakeholders of any significant changes in this metric.

Sample Reports:



QUICK WINS

The goal is to reduce the rate of failure per visit, so reporting should be configured for days to focus on optimizing around site performance and content. It is also important to understand the failure rate trends over time. In particular, comparing conversion rates to similar events over time as a measure of long term effectiveness.

- **Product Service Launch** – Does your company regularly release products or adjustments to services? Compare failure rates between launches (trend view). This will provide insight into trends in the overall success of content and efficiencies of the site. It is important to measure across launches because activity will generally increase immediately after a launch and taper off for each product/service over time.
- **Navigation/Design** – What are the barriers to success? Measure conversion with path flow analysis. Optimize using A/B testing as noted in Web Inquiries.

CONCLUSION

Key Performance Indicators are comparable to the gauges on the dashboard of an automobile. They do not provide all the answers, but do offer enough information to strategically manage operations. Based on indications from these metrics, you can quickly understand the direction of your online business, and if adjustments are needed you can look to more diagnostic metrics.

Use KPIs to drive action. Your business will be successful if you use information to your advantage. KPIs give an early indication of success and failure. Take advantage of this information to make the move before your competition does.

In addition to leveraging Omniture products, you may want to consider services from Omniture's Best Practices consulting team. This team is made up of industry experts from all fields. In addition to helping you with strategic KPIs, they can customize actions around diagnostic metrics according to your unique business needs. For more information, please contact your Omniture Account Manager.

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30% ▶ ENKEBOLL DESIGNS DRIVES ONLINE REVENUE UP 30% WITH WEB ANALYTICS



CASE STUDY



Enkeboll 
DESIGNS

MANUFACTURING/B2B eCOMMERCE



OVERVIEW

Enkeboll Designs is the leading producer of architectural wood carvings, serving 12,000 customers from company headquarters situated in a striking tudor castle in Carson, California. The company designs and manufactures architectural wood elements made of the finest quality red oak, hard maple and cherry. The wood-carved luxury kitchen and bath designs are inspired by antique pieces and folk art across Europe and Asia. Unlike many competitors who outsource to offshore manufacturers, Enkeboll Designs oversees the entire process in Carson, California, from initial design to finished product. Serving mostly interior design firms and general contractors, Enkeboll uses proprietary technology in their design process, employing sophisticated CAD/CAM systems and tools to create new products. Today, the company's product line has expanded to include over 600 items produced by over 220 employees.

LOCATION: Carson, California
URL: www.enkeboll.com
INDUSTRY: Manufacturing/B2B eCommerce

CHALLENGE	SOLUTION	RESULT
<ul style="list-style-type: none"> • Limited Web analytics capabilities with low-level solution • Inability to substantiate the value of an online channel to senior management • Failure to leverage Web analytics technology to gain competitive advantage 	<ul style="list-style-type: none"> • Omniture selected for its deep reporting capabilities • SiteCatalyst implemented quickly and easily 	<ul style="list-style-type: none"> • 30 percent increase in online revenue • Analytics lead to improved go-to-market strategies for new products • Enhanced online user experience • Significant administrative cost savings

CHALLENGE

When Richard Enriquez first joined the company Enkeboll Designs used Mach 5, a very basic Web analytics tool with limited capabilities. “With Mach 5 we really didn’t know what was happening on our Web site,” he explains. “We didn’t have a deep understanding in terms of what people were searching for or where they were coming from. We didn’t even have path analysis.” In terms of improving or making changes to the site, Enriquez relied on hunches and guesswork with no data to validate his decisions. “We were really shooting in the dark,” he adds. Enriquez knew the value of the Internet and eCommerce but needed to convince senior management to invest more money in that portion of the business.

Enriquez proposed a redesign of Enkeboll’s Web site, complete with a new eCommerce (“eStore”) solution and online product catalog. “Without metrics and analytics to support my proposals, it was very difficult to substantiate the importance of the online channel to our executive

team,” he says. Without an increased investment in Web technology, Enriquez knew the company would miss substantial revenue opportunities.

In rethinking the Web, Enriquez also saw an opportunity to lead the industry and increase Enkeboll’s competitive edge through the use of technology. “Our Web business really needed to catch up with our product development group in terms of using cutting edge technology,” says Enriquez. In a business sector that he describes as “behind the ball” in terms of utilizing the Internet and eCommerce, Enriquez saw an occasion to lead and innovate.

SOLUTION

Enriquez eventually gained the support of key executives and redesigned the Enkeboll Web site while also launching eStore and an online catalog. He garnered support in replacing Mach 5 with a comprehensive Web analytics solution that would provide insight and tools to optimize their Internet business. “We looked at Omniture and other solutions, but found that Omniture provided much more detail in terms of the reporting and data it could provide,” he says. “We really liked the user interface, workflow functionality and some of the unique features like interactive dashboards and ClickMap. The Dashboard capabilities seemed perfect for our senior managers, giving them quick views to customized reports.”

Omniture SiteCatalyst™ was first deployed in concert with Enkeboll’s new interactive online catalog. This proved successful and gave the company the confidence to move forward with a full SiteCatalyst deployment. Subsequently, Enkeboll deployed SiteCatalyst to track and measure their entire Internet



“Omniture SiteCatalyst is a dream come true from a marketing standpoint. You have all the data you need in real-time. It doesn’t get better than that.”

RICHARD ENRIQUEZ, DIRECTOR OF MARKETING, ENKEBOLL DESIGNS



Getting real-time analytics with SiteCatalyst, Enkeboll increased their online revenue by 30%.

business. The complete implementation went quickly and smoothly. “The implementation was a lot easier than I thought it would be. Omniture’s documentation was especially helpful and their support team was great when we needed them,” says Enriquez.

RESULTS

SiteCatalyst has uncovered key insights that are moving the company forward. “Getting real-time analytics from our online catalog has dramatically improved the way we go to market with new product introductions,” says Enriquez. “I can see exactly what products our visitors are looking at and buying, and track which product sizes are most popular. I take this information back to our designers and say ‘here’s what our customers want’. It has created a more efficient, targeted product development process, which positively impacts our business.” As a result, Enkeboll has seen a 30 percent increase in Web-generated revenue with SiteCatalyst.

Enriquez believes the company has become smarter and more efficient due to SiteCatalyst. “It’s allowed us to take a fact-based approach in Web decisions. We can now validate the investments and decisions we make with hard data,” says Enriquez. When Enkeboll redesigned their Web site, SiteCatalyst gave them the data to

determine which items to feature prominently on the home page in order to maximize Web real estate and clickthroughs. During the redesign process of eStore, SiteCatalyst showed hundreds of visitors entering the eCommerce site, but very few actually purchasing products. This caused the team to rethink the navigation and streamline the checkout process. By adding real-time credit card authorization and automatic password generation, users are now more inclined to purchase.

The company has also reduced costs and improved efficiencies by placing their price list and other customer-related documents on the Web site. While some within the company were originally skeptical about posting the price list, SiteCatalyst validated the decision with metrics showing hundreds of visitors downloading the price list. With self-service in place, Enkeboll is saving time and money on postage, faxing and mailing price lists.



“Our use of technology gives us a competitive advantage in the industry.”

RICHARD ENRIQUEZ, DIRECTOR OF MARKETING.

Enriquez uses SiteCatalyst daily to monitor key metrics and shares reports regularly with the executive team. With a customized dashboard, Enriquez has his finger on the pulse of Enkeboll.com, tracking revenue, most popular pages, search engine inputs, pathing, and most downloaded files. “I use the ClickMap feature every day. I absolutely love that feature,” he says. With ClickMap, Enriquez can browse the site to view graphical information about how visitors interact with site content, as metrics are superimposed over the pages of the site. It’s also a great tool for sharing analytics information across the company. “With ClickMap I can easily show my colleagues what’s happening on any corner of the site,” he adds.

“SiteCatalyst is my dream tool that helps me maximize online revenue,” concludes Enriquez. “I can now measure my decision-making with hard facts, which gives me the power to make the appropriate changes to grow our online business.” ■

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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 Hewlett-Packard. www.omniture.com.



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