

Look Sharp, Look Deep



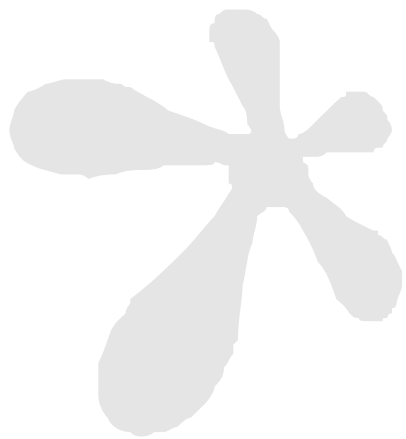
webnibbler
Professional Partner for Your Website Success

Performance in Full Swing

**WebNibbler Applied in
Telecommunications Website**

By CCMedia

Don't scratch the surface, scratch deep



Blindfolded? / In the dark? / Lost?

Try WebNibbler

How to overview the performance?

Search for the best E-marketing method.

What kinds of customers are attracted to your Program?

To comprehend how visitors are concerned about

To find out the most appealing reward model

The Convenient Online Exchange Platform

How to overview the performance of Reward Points Program on telecommunications websites with the utilization of WebNibbler?

With the advancement and keen competition in the information technology sector in recent years plus the insignificance amongst products and services, one needs to not only entice more clients but also keep long-term relationship with them in order to maintain competitive edge and therefore grab some more market shares. “The management of customer loyalty” has positive impact on corporate financial performances; it also boosts customer conversion rates due to their increased purchases. In this way, a long-term customer relationship is forming.

Reward Points Program is commonly adopted as the means of managing customer loyalty no matter in brick-and-mortar venues or on the Internet. To enterprises with certain member base, they expect to stimulate customers’ purchasing momentum with particular incentives generated by Reward Points Program. Besides developing stable and loyal customers, they also manage Reward Points Program as the platform to enable clients to consume points and further make more purchases. This becomes the second-time profit making model on the website.

However, if one wants to know whether an excellent Reward Points Program is symbolic of customer satisfaction and loyalty, a set of marketing tools which overviews the customers’ participation in Reward Points program is required. The tools also help operators and managers figure out the best model of Reward Points Program.

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Search for the best E-marketing method of Reward Points Program

While service providers are ready to let consumers learn about their newly launched Reward Points Program, promotion campaigns on the Internet are inevitable other than printed, electronic and outdoor media. If service providers decide to resort to e-letter, banners, keyword search or other co-branded campaigns on external sites, a series of marketing analyses will be conducive to helping them estimate the potential traffic and profits. In this way, service providers are able to know better what kind of Internet marketing tool brings more profits to them and therefore allocate effective budget and cut down on unnecessary costs.

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Advertisement Perspective	<p>You are able to know the potential profits generated by the utilization of e-letter, marketing campaigns, and other media exposure via WebNibbler.</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> To know the best marketing model which is able to bring in most traffic <input checked="" type="checkbox"/> To look for the best marketing channel for your website <input checked="" type="checkbox"/> To assist you in devising the optimized marketing strategies
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What kinds of customers are attracted to your Reward Points Program?

The Website is an important medium and platform to advocate and implement Reward Points Program. Service providers put the reward content on their website and design the interface for consumers to access. Also, they need to promote their campaigns through a variety of advertisements. The next thing is to pay attention to who are attracted to the site. These people can be divided into three groups overall; that is, visitor, members and customers. Take any Reward Points Programs for example, “visitor” refers to the total traffic to the site, while “visitor” is subcategorized into initial visitors, returning visitors and login visitors. Since login visitors have left their personal information on the site, they can be upgraded as “members”. As for members who have already exchanged reward points on the site, they are upgraded as “customers”.

No matter what types of these people are, you can conduct Summary Analysis, Visit Analysis and Visitor Analysis as long as they are enticed to the Reward Points Program on the site. You may explore potentials or detect risks with all the analyses provided.

Visitor	<p>Based on the traffic, visitor analysis and visitor behavior, WebNibbler helps you generate profits and enables you</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> To comprehend the source of visitors and their behavior <input checked="" type="checkbox"/> To assess if the composition of visitors are valuable to your analyses <input checked="" type="checkbox"/> To estimate visitors’ preferences and the stickiness to your site
Member	<p>Based on visitor behavior, and collectable member information, WebNibbler helps you generate profits and enables you</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> To calculate the conversion rate <input checked="" type="checkbox"/> To comprehend the composition and source of members as well as their browsing preferences. <input checked="" type="checkbox"/> To realize the increase and decrease on the number of members as well as the impact on the site

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Customer	<p>Based on visitor behavior and collectable transaction records, WebNibbler helps you generate profits and enables you</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> To calculate the conversion rate <input checked="" type="checkbox"/> To comprehend the composition and source of members as well as their browsing preferences. <input checked="" type="checkbox"/> To realize the increase and decrease on the number of members as well as the impact on the site
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To comprehend how visitors are concerned about your Reward Points Program

With the utilization of Summary Analysis provided by WebNibbler, service providers are able to be in total control of the statistics of daily visits, pageviews and the like. It is an inevitable and efficient Web analytics tool for you to overview your management. The statistics are the most important indices to your web management.

WebNibbler features its unique user-setting menu helping you make comparison amongst different target groups or conduct sifting analysis as shown in the following red frame. After helping web operators recognize visitors' characteristics, WebNibbler can further help you differentiate various browsing behavior and preferences. Once you realize the actual variation between real visitors and the characteristics of your target group, you can also single out the second significant target group.

Once you are able to compare target groups and make sifting analysis by user-setting, you can further resort to Visit Analysis and Visitor Analysis to comprehend how these visitors are concerned about your Reward Points Program.

To find out the most appealing reward model to consumers

Adoption of Reward Points Program is an ideal marketing strategy to maintain customer loyalty. Once you are determined to launch the campaign, the crux of planning shall be on designing "a convenient participation method" and "incentive of appealing rewards". Due to the fact that it is no easy task to grasp consumers' preferences and behavior, they may not participate in your Reward Points Program even if they are successfully attracted to the site. The phenomenon is pretty common to most Internet marketing staff.

If there is a set of analytics tool tracking visitors' preferences, you are able to tell what really attracts visitors. You may also figure the cause of their unsuccessful campaigns and adjust the strategy in a timely manner in order not to waste more resources. This

way, you can maximize the performance effectiveness.

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Inducement Offering	<p>Based on the analysis on visitor behavior, WebNibbler helps you generate profits and enables you</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> To find out how popular certain theme-based pages are <input checked="" type="checkbox"/> To realize if content layout is effectively utilized <input checked="" type="checkbox"/> To overview if certain marketing content is able to entice visitors
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The more incentives you find to consumers, and easier you can manage your Reward Points Program. Take FAREASTONE for example, the reward points can be exchanged through phone, venue, and the Internet. In addition, there are four types of rewards; that is, "deduction in bill payment", "exchange products for free", "convert points to cash" and "convert points to deduct product prices". We need to probe into the reward types that appeal to consumers the most. At this stage, we do not need to consider the costs consumers need to pay or campaign effectiveness. You can easily tell the variation with the Usage Analysis provided by WebNibbler on tracking pageviews amongst the four reward types.

If the whole structure of your Reward Points Program is well-organized yet the pageviews are unsatisfactory, you may consider its position is inappropriate or unremarkable. You may also increase its exposure on the media to boost its pageviews. A Navigation Analysis would be more helpful to you when you adopt WebNibbler.

<p>▲ Usage Analysis provided by WebNibbler</p> <p>contains :</p> <ol style="list-style-type: none"> 1. Webpage Analysis 2. Webpage Analysis by Site 3. Popular Items Analysis 4. Popular Items Analysis by Site 5. Real Structure Analysis 6. Real Structure Analysis by Site <p>WebNibbler provides you with Popular Items Analysis and Popular Items Analysis by Site. It also analyzes the variation of demands from different target groups. This way, you can take it for reference to your future content improvements.</p>

The Convenient Online Exchange Platform for Reward Points Program

The construct of Reward Points Program lies in spurring more consumption on the site through more reward points for customers for future use. Providing customers with alluring reward points is the main strategy to attractive customers. However, as time goes by, another challenge to the program arises; that is, how to make customers utilize the reward points in a convenient manner.

★To create the second-time profit-making model

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To customers, “how to accumulate reward points” and “how to cash in on the points” are actually the same issue. In order to maintain customer loyalty, service providers need to reckon every possible convenient way for customers to redeem points while promoting their Reward Points Program. Take FAREASTONE for example, it offers three ways to exchange through phone, venue, and the Internet. Also, there are four types of reward items; that is, “deduction in bill payment”, “exchange products for free”, “convert points to cash” and “convert points to deduct product prices”. Still, three ways to exchange points have respective limitation. The lack of extension is the problem for exchange through phones. While the limitation of space and time makes exchange through venues somewhat inconvenient. Moreover, “deduction in bill payment”, “exchange products for free”, “convert points to cash” are actually neutralizing service providers’ net profits. The effective way to make second-time profits is to convert points to deduct product prices. This way, customers can find it valuable to accumulate points and exchange points to real deduction on prices while service providers do no need to sacrifice their net profits in order to maintain their Reward Points Program.

★The importance of click paths

To construct an accessible online platform for customers to utilize their accumulated points is an important means to influence their loyalty and satisfaction. It is also the platform to make second-time profits. Apparently, it is not sufficient to provide incentives online. At this time, service providers need to overview the accessibility of the click paths to make further estimation and judgment.

★To look for the solution from click paths

Besides planning an organized click path in the initial stage, adoption of a Navigation analysis is important in terms of making members have access to all the functions to your Reward Points Program and make purchases with their accumulated points. A Navigation Analysis is utilized to overview the variation between actual visitor behavior and programmed navigation. It also helps to check the transaction process; this way, you can find out the cause and then improve it.

<p>Website Design</p>	<p>With the statistics provided by WebNibbler, you can overview the Web structure and navigation planning. WebNibbler brings you benefits as</p> <ul style="list-style-type: none"> ☑ Knowing the pages your visitors click and their navigation pattern ☑ Knowing how visitors comprehend and accept your Web structure ☑ Evaluating the existence of current pages
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<p>Transaction</p>	<p>With the analysis on how members place orders online, you can have the following benefits,</p> <ul style="list-style-type: none"> ☑ Knowing if the process completion is smooth ☑ Estimating if your design needs improvements in terms of transaction process ☑ Knowing the stability of your cash flow in terms of order-placing process
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The first step to improve your online reward points program is to comprehend the navigation of visitors and therefore you can make comparisons between original structure and path planning so as to figure out the optimal combination. The statistical information in the analytics report is the reflection of customer behavior; therefore, it can be your reference for adjusting your page content or navigation design in order to meet visitors' needs.

★Conversion rate is another index of online performance

The second step to enhance your Reward Points Program is to calculate the conversion rates of successful exchange or redemption. From the Navigation Analysis on conversion rates, WebNibbler helps you realize the number of members successfully exchange or redeem their rewarded points throughout the whole navigation. By means of the analysis, you can overview the performance of your Reward Points Program. Once the conversion rate is low, you need to check if the problem comes from the flow of online interaction in the process of navigation.

★How are visitors referred to specific webpage?

Besides the two above approaches to improving your online Reward Points Program, you may also want to know how many visitors are referred to the specific page of your Reward Points Program. Navigation Analysis provided by WebNibbler offers you such a reach rate analysis report, which helps your marketing staff familiarize themselves with the traffic source. They simply set the specific page as "referred page". This way, WebNibbler analyzes the traffic source and helps your marketing staff realize the traffic of certain webpages is generated before or after these visitors enter your site. Or is it even generated from external sites? The significance of the report is also conducive to your marketing staff to ponder on the navigation design of your online Reward Points Program.

If you find that many visitors can't reach your specific page of Reward Points Program through your desired navigation paths or visitors give up halfway, please give heed to this issue and adjust your Web structure or navigation. After all, better late than never. Opportune adjustment is the only way to retain customers.



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▲ Navigation Analysis provided by WebNibbler

- which contains :
1. Analysis on click paths
 2. Analysis on reach rates
 3. Analysis on conversion rates

WebNibbler makes complete records of the navigation on specific webpages from visitors. It helps Web operators overview the discrepancy or variation between the actual visitor routes and your desired navigation process. The analysis assists Web designers in adjusting or improving the more customer-oriented structure. Conversion rate analysis provided by WebNibbler offers you the actual rate of the navigation processes completed so as to overview your online performance.



Professional Partner for Your Website Success

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