

Look Sharp, Look Deep

Performance in Full Swing

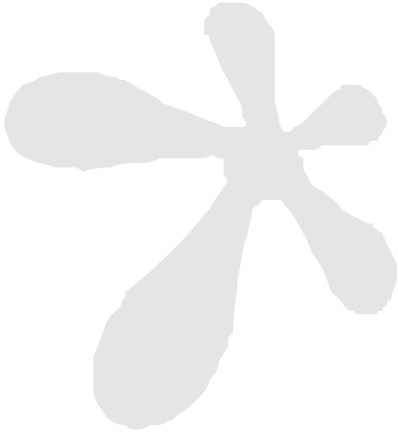


Professional Partner for Your Website Success

# WebNibbler Applied in Insurance Websites

By CCMedia

Don't scratch the surface, scratch deep



Blindfolded? / In the dark? / Lost?

Try WebNibbler

## Application in Insurance Websites

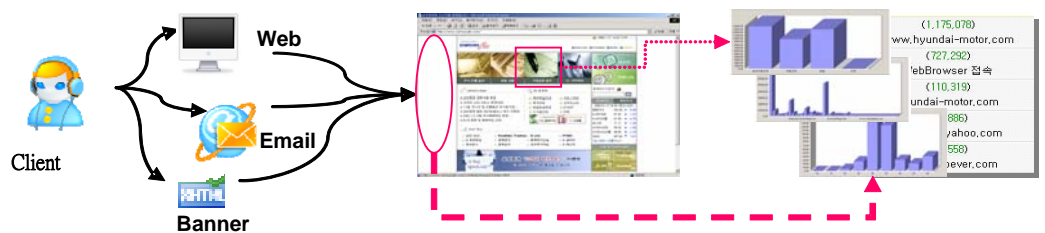
Internet application in Korea is the most pervasive in Asia. Utilization of Web analytics to comprehend customers' needs and enhance service quality is commonly adopted amongst successful website operators in Korea. WebNibbler has long been renowned for its professional eCRM analysis technique in the marketing place. Our clients are world-famous enterprises such as Samsung Securities, LG Securities, Hyundai Securities, Samsung Electronics, Hana Bank, eBay, Hyundai, the Chosun Ilbo and dizzo.com. We boil down our accumulated years of experiences in successful application in insurance websites.

- **Overview the performance of different campaign activities to opt for the best marketing channel**

With the overview of external sites provided by WebNibbler, users are able to realize which referrals bring in most pageviews. This can be a preliminary reference for marketing resources allocation.

Users are able to get to realize the actual effectiveness of promotion campaigns through specific analyses on their external websites. For example, users can link membership application information to external sites and obtain the conversion rates by the analysis of WebNibbler. Also, users can overview the effectiveness of their e-mail marketing performance. Suppose the campaign organizer gives its disclosure in the electronic media such as TV, users can overview the variation of the number of visits, and initial visits with the WebNibbler analysis. In this way, users are able to make comparisons amongst different sessions of media publicity.

Illustration: WebNibbler analyzes visitors from different media



Integrated with actual calculation of costs and net profits, it helps you gain ROI in different campaigns. Based on the ROI analysis on different campaign activities from various target groups in diverse marketing channels, users can refer to it while devising strategies in terms of future marketing campaigns. Similar information can be referred to external negotiation on pricing as well.

- **The optimization of Web structure and content layout enables visitors to access information easily while you can also enhance returning visits and maintain customer loyalty.**

Initial and returning visits constitute basic customer information. If the number of returning visits is low, you shall have to figure out why. According to the ranking of popular pages, you can adjust or improve the Web content. Based on the analysis on navigation, you can overview if visitors' browsing paths are in accordance with your original design and you can further improve your Web structure. From duration per visit and exit page, you can tell if your page content is enticing to your visitors. Last but not least, you can estimate customers' satisfaction level about related insurance information from the analysis on the number of clicks from different theme-pages.

Illustration: Layout planning of homepage

Application in Insurance  
Websites  
Comprehensive Services



- **Overview the utilization of Web page content so as to enhance marketing campaigns and improve content layout**

Users can realize the condition of utilization on different themes from analyses on page preferences. Based on click rates on different categorized pages, users can observe the ratio of visits to realize the cause of the variation in different market shares as well as defects of your Web content. By doing so, you can make it a reference for your improvements of Web structure, content and marketing campaigns. Freed from the constraint of real structure, WebNibbler helps you analyze different specific clients' need and improve your Web content efficiently.

Illustration: Analysis report on page preferences

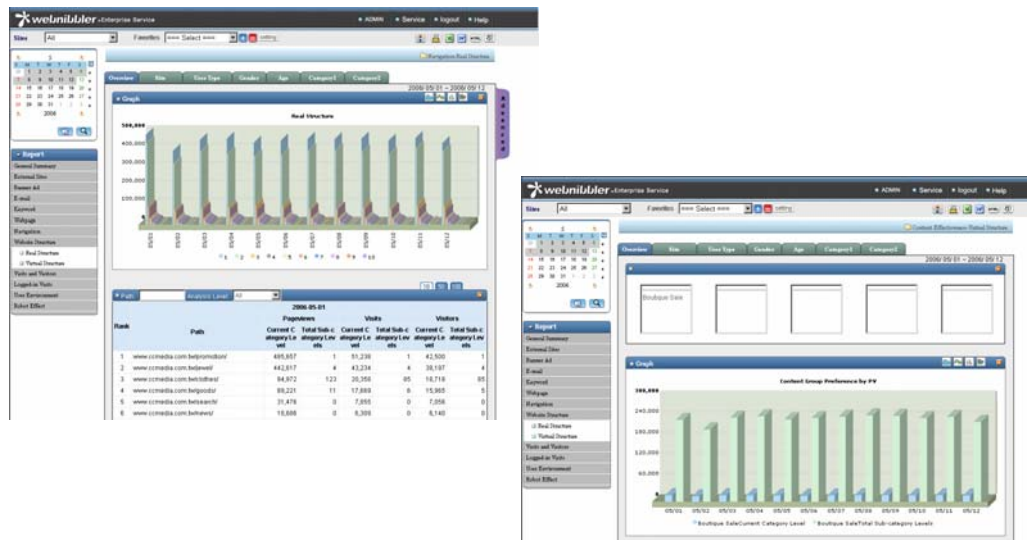
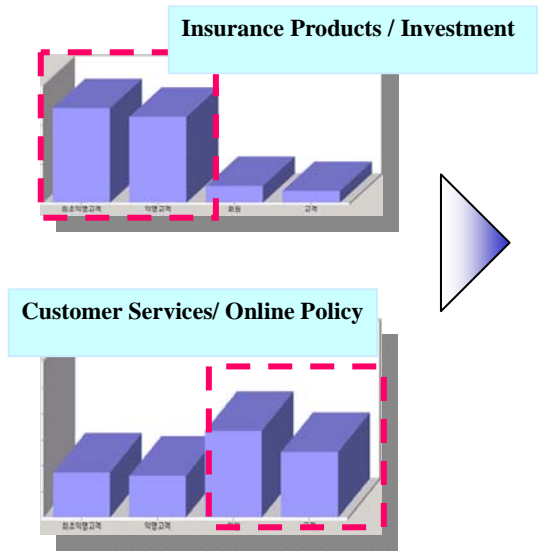


Illustration: Analysis report on page preferences

Application in Insurance Websites Comprehensive Services



< Analysis >

Initial and casual visitors are more interested in insurance products and investments while authenticated members are more interested in customer services and online policy.

< Strategy >

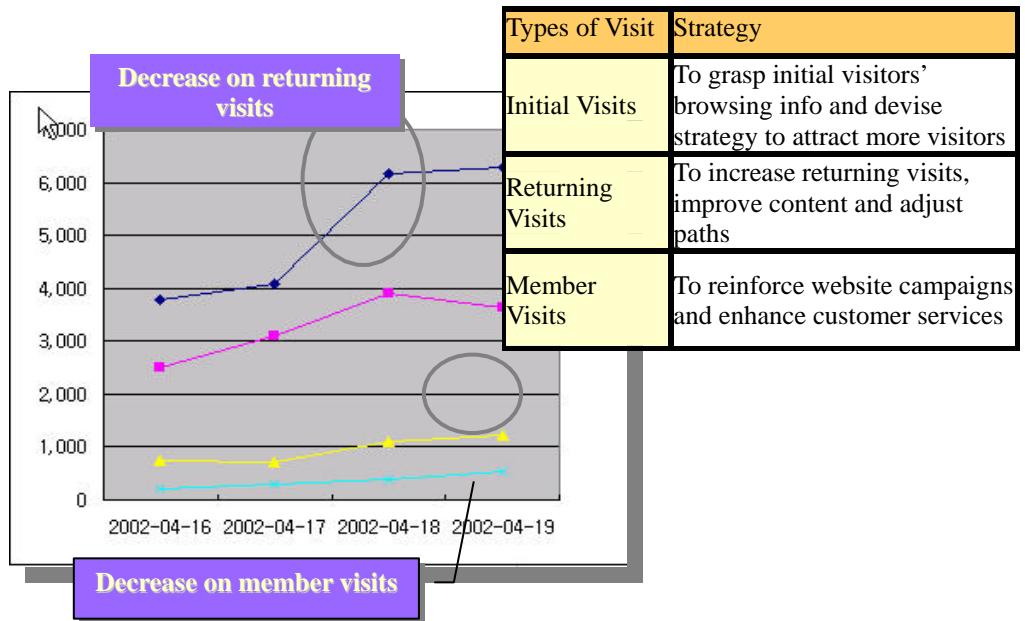
To direct casual visitors to pages of membership information to boost conversion rates

■ Enhance conversion rates amongst target groups

WebNibbler provides users with default analysis on visitor types --- initial visitors, returning visitors and members. Users can overview conversion rates amongst different groups.

Users can overview the reach rate of new members by specific flows. As for pages with low reach rates, users need to probe into the issue and improve it.

As for the targets with low conversion rates, users can analyze their Web structure and content with WebNibbler so as to boost conversion rates.



■ **Boost the number of members**

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WebNibbler provides users with default visitor types to differentiate levels of target groups.

WebNibbler categorizes customers according to their attributes (such as gender, age, profession and regions of residence). Users need to realize different demands and concerns from customers in order to plan the most effective Web content. To different target groups, users can adjust page content to enhance its service quality with the ranking of popular pages.

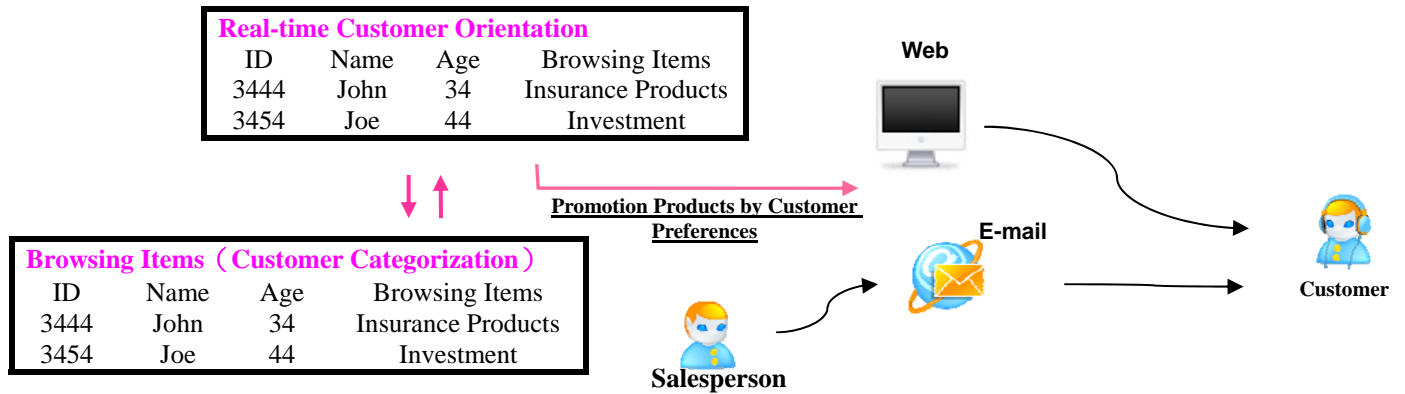
Users can overview if paths are in accordance with the Web planning so as to improve Web structure.

With analyses on duration per visit and average visits, users can overview the focus of different members and the frequencies of visit so as to enhance service quality.

Getting rid of the real structure, users can further analyze different needs from customers of various attributes with the help of WebNibbler.

Enterprises can incorporate WebNibbler into their business strategy and overview the browsing behavior they're concerned about.

Illustration : To obtain analysis on members and make it a reference for marketing



### Comprehensive Services

WebNibbler provide users with integrated eChannel technique and the best eCRM solution to customer behavior. The leading analysis technique is not only applied in user behavior but also in E-mail, Instant Messengers, securities transaction system, WAP and PDA.



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