

Look Sharp, Look Deep

Bring Your Operational Effectiveness into Full Swing

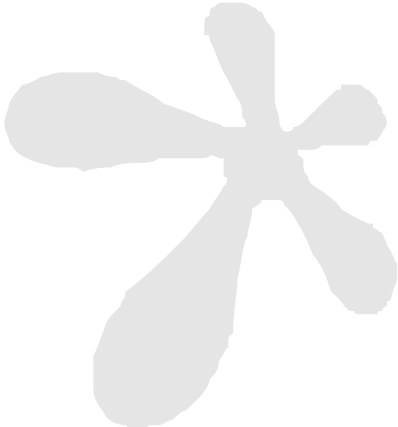
Lead Generation Model

By CCMedia



Professional Partner for Your Website Success

Don't scratch the surface, scratch deep



Blindfolded? / In the dark? / Lost?

Try WebNibbler

- Lead Generation Model**
- Analysis on Optimal Marketing Campaign**
- Optimal Web Content and Layout
- Analysis on Navigation
- Optimal Registration Process
- Summary

What is Lead Generation Model?

With the popularity of e-Commerce, most companies or organizations have their own websites. In addition to typical online purchase, a lot of websites do not provide order placement services because of complex product specs, high prices or demand of customization. These websites simply place the content related to product information and services on their website for interested customers' reference. Once these customers are really into your products, they could leave "leads"; that is, their contact information and preferences. This way, sales representatives can further provide interested parties with detailed introduction and quotation so as to guide them complete the purchasing process. The above description is the so-called Lead Generation Model.

The operational objective of these types of websites is to attract potential customers to leave their contact information and demands. Afterwards, the sales department is able to trace the leads and provide more product information and purchase details so as to help customers complete the purchase process. A majority of websites of industrial manufacturers, automobile companies and insurance companies' all belong to this type. For example, BMW Taiwan places all kinds of photos, specs, reference prices of all models. Due to its complex specs and high price, BMW Taiwan does not provide online order placement or transaction services. However, it puts links for interested parties to leave their contact information and preferences so the sales representative will contact them and guide them complete the purchasing process. The main operational indices of this model are Browse-to-Lead-to-Buy ratio and CPL (Cost Per Lead) or the average cost in terms of the creation of each sales lead.

WebNibbler offers you the analysis on optimal Web content layout, navigation, and registration process of your marketing campaigns. WebNibbler helps boost your Browse-to-Lead-to-Buy ratio as well as lower your CPL. This way, companies can cut down on costs to boost buying sentiments and further attract most visitors to leave their contact information and purchase orientation. Plus the promotion and contact by sales representatives, there will be more visitors enticed to place orders online.

Analysis on Optimal Marketing Campaigns

To generate more sales leads, marketing specialists usually initiate a series of marketing campaigns which contain banner ads and key word search on portals, commercials, leaflets, and bus ads to increase website traffic. In addition to traffic increase, marketing staves can also place online coupons, freebies and the like to make casual visitors be willing to leave their contact information and purchase orientation.

The analysis on external sites provided by WebNibbler helps you trace visitors' origin and also look for potential sources of visitors. This way, it assists marketing specialists in analyzing the effectiveness of your marketing campaigns in real-time as well as helps adjust your marketing mix. Suppose an automobile company realizes that many visitors come to its website via referrals after the adoption of WebNibbler, the analytics reports help you keep in touch with these potential referrals so as not to miss certain opportunities. Besides the analysis reports on alliance sites, you can also trace some potential referrals in order to comprehend which website refers more visitors to you. This way, you can opt for valuable referrals and therefore enhance your operational effectiveness.

Lead Generation Model**Analysis on Optimal Marketing****Campaign**

Optimal Web Content and Layout

Analysis on Navigation

Optimal Registration Process

Summary

Analysis on Optimal Web Content Layout

Your Web content and layout directly influence how visitors find what they want on your site and they further affect your successful registration rate. From the analytics reports provided by WebNibbler, you can analyze the page traffic and visitor segmentation from the perspective of both real and virtual structures.

In the analytics reports on real structure, Web administrators can realize pageviews and popular pages and what not. This way, they can realize the insidious problems of website structure and content design.

From the perspective of virtual structure, WebNibbler also enables you to define your own content segmentation and categorization at your disposal. Through detailed analyses, you can overview your website and find out the less popular pages. If the content of these less popular pages are not about important information of your product, you may consider removing them. By contrast, if these pages are the focus of your website, you can devise more marketing strategies to increase visibility.

The application of WebNibbler in analysis on optimal Web content and layout create a less complex and more efficient way for visitors to look for what they want. This way, you can make visitors be willing to leave their contact information and purchase orientation.

Analysis on Navigation

Before visitors leave their contact information on any shopping websites or Lead Generation websites, there is certain navigation process such as navigation to desire websites, browsing product pages, utilization of search engines, putting items in shopping cart, registration, login and

overview of orders. The powerful analytics tool helps marketing specialists grasp visitors' navigation, understand the percent of visitors willing to leave leads, realize how visitors use search engines and on what stage they exit your site. After knowing all of these, you can improve and optimize your website design to attract more customers.

Analysis on Optimal Registration Process

A successful purchasing process lies in several steps such as attracting visitors to leave their contact information, registering online, and filling in purchasing orientation form and at last enabling sales representatives to guide them to completing transactions. To most salespersons, the more columns to fill, the better to gather more customer information. In fact, a lengthy form might make visitors lose their patience and then either exit or fill in incorrect information. WebNibbler helps analyses on optimal registration process. The reports help you realize the rate of visitors completing the form and the exit page. This way, you can better design your website.

Summary

Lead Generation is a common website operational model applied in industrial manufacturers, automobile companies and insurance companies. It helps you lower your cost on collecting sales information and helps sales representatives guide customers to seal the deal. WebNibbler is a powerful Web analytics software helping you optimize website design, overview visitor navigation and budge allotment on key word search. It helps you attract visitors to browse your sites in the most efficient way. Besides, WebNibbler provides analysis reports to help you better your Web content and layout which enable you entice more visitors to fill in purchase orientation forms. The analysis on registration process helps you optimize the registration process so as to collect more customer information. Then your sales representatives can help complete more purchasing processes and boost your company revenues.

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