

This is a classic example of how *value exchange* occurs. A site visitor will leave contact details only if he or she is rewarded for doing so with relevant, useful information or other exchanges of value. If you make this value exchange work, then you achieve two goals: 1) qualify the visitor and 2) gain permission to start a dialogue. No dialogue = No engagement, so getting this value exchange right is paramount.

Despite the rapid growth and democratization of search engine marketing, with average conversion rates at 4%, the *cost per action* remains high and over 90% of visitors to your site leave without a trace. This “bounce rate” is unacceptably high in the vast majority of cases.

The key to an effective *After The Click*™ marketing strategy is grounded in tested relationship marketing roots.

Predictive analytics

Refine offers for specific customer segments, such as gender, referral source, keyword, new or return visitor, and any others that can be mined. Now that you know something about your visitors, present them with content or offers that they will find interesting. From the anonymous browser to the identified customer, artificial intelligence modules can now detect the most promising prospects from their browsing behavior. Observe how people behave on your site and talk to them accordingly.

Relevant creative landing pages, micro-sites, offers

There is simply not enough affordable traffic to sustain business growth unless marketers optimize *both* the landing page and the search terms. This is the marketplace reality.

A landing page is one page that links the reader to a client's Web site or makes a simple call to action. A micro-site is multilayered, has more depth and serves as a launching pad for myriad marketing opportunities. A micro-site also ensures relevance to the search term. For example, if a customer searches for a high-yield savings account and clicks on a link, that link must take the customer to a page which specifically deals with that subject—not to a generic home page where he or she must find the product independently. With so many choices, customers most often will move to another site.

Offers must be relevant and based on insights and different scenario testing. Content must be relevant and meaningful. Design must reflect the needs and expectations of the target audience. The visitor's ease of completing the desired action is dependent on site-usability, which includes intuitive navigation and fast-loading pages.

This is where the creative idea is developed—perhaps the single most influential factor over time—so let the idea breathe here and test its reception and impact.

Test, optimize and test again

Each customer buying-experience involves more than a single page. *After The Click*™ not only develops the best landing page or micro-site, it extends this to multi-page, multi-session experiences as customers continue their journey. Doing so ensures continued relevance and, therefore, engages visitors more fully.

Test as many combinations of content variations as you can or want to, and track any and all sequences of conversion behavior. Use A/B split or a multivariate test campaign to meet conversion goals. Multivariate tests enable the analysis of many variables at once, while still being able to isolate the impact of each element individually. Most important, this method of testing can predict the optimal combination of input variables and levels for those variables so that site profit is maximized.

This does not have to be complex; however, it is important to phase the work. Start by testing one element and see its effect on conversion. Then move on from there. The process should be simple and logical, a series of consecutive steps to success. We need to ask ourselves what we can achieve by the end of the week and then next week, and so on...

Measure, measure and measure again

Changes in a Web site made without understanding real visitor behavior are merely educated (and sometimes not-so-educated) guesses.

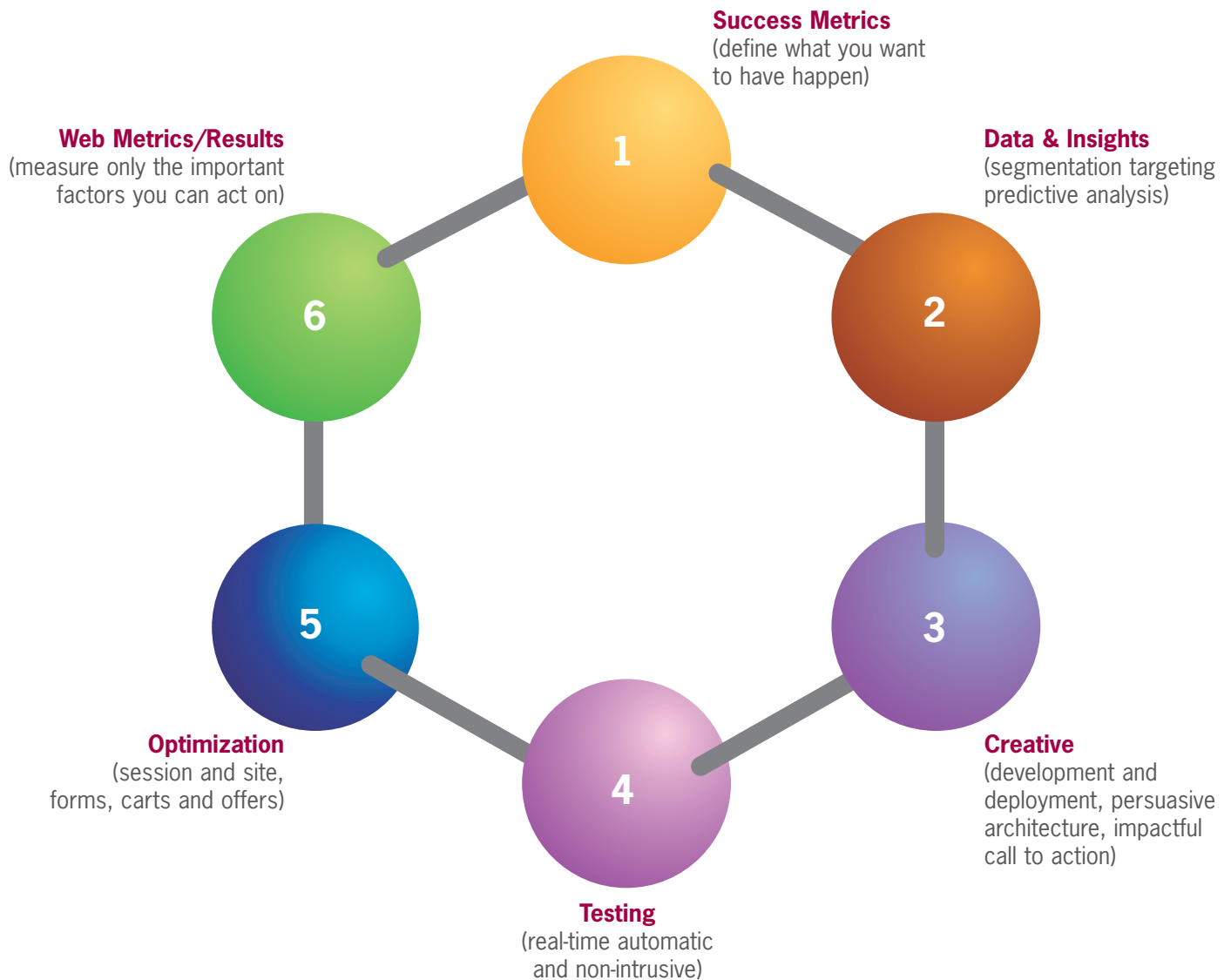
Web metrics provide a crucial foundation of certainty. Watching how customers behave and using the information to drive structure, offer placement or editorial improvements, is integral to increasing conversion. *After The Click*™ analyzes visitor behavior data in real time to better understand how people are using the site. This knowledge is absolutely necessary to improve site or offer performance.

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¹ Jupiter Research. *U.S. Online Advertising Forecast 2006 to 2011*, July 21, 2006.

² The Database of Intentions — The aggregate results of every search ever entered, every result list ever tendered, and every path taken as a result. — John Battelle.

The Science of *After the Click*™ In Six Easy Steps



The science of *After the Click*™ delivers greater results because it:

- ▶ Identifies your target segments and knows the origin of your best customers.
- ▶ Intelligently welcomes customers, no matter how they reach you, and leads them through the buying cycle.
- ▶ Listens to customers using sophisticated web metrics and responds to the feedback.
- ▶ Uses predictive analytics to understand online behavior.

The biggest advantage of online marketing is the abundance of data. This is also its biggest disadvantage. Just because you can measure it doesn't mean you should. The major Web analytics packages have more than a million reports out of the box. You don't need that many. You probably need four or five to tell you what you need to know. Set truly high-impact performance goals and measure against them, and only them.

**What does this mean for marketers?
After The Click™ is the bridge between search engine marketing and relationship marketing. It is a critical evolutionary step towards what our chairman and founder Lester Wunderman says is the ultimate advertising: Personal Advertising.**

Like a science, it is powered by the knowledge and technology that is applied to it. Its strength lies not only in its ability to enhance online marketing results today, but in its ability to build your brand one click at a time.

After The Click™ begins with two critical elements:

- *After The Click™ Site-Metrics Audit*: a way to determine a base level of performance and measures.
- *After The Click™ Business Impact Model*: a model of the business outcomes that your Web site should enable; financial value of each action on your site (such as purchase, registration, newsletter sign-up, simple contact, repeat visits, etc.); and a clear path on how to get there.

Put your site to the *After The Click™* test. In as little as six weeks, find out how to make your Web-based initiatives 25% more effective than they are today.

Success online depends on both the relevance of, and the customer experience with, content. Therefore varying the creative (offer, headline, format) to match a visitor's expectation and behavior is the key.

To learn more visit www.aftertheclick.com.



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You might call it practicing what you preach: mastering the ever-increasing links between marketing and technology to provide great solutions for clients.

As EVP, Digital Marketing Solutions, Mark Taylor ensures Wunderman is a recognized force in technology-enabled marketing across its global network, providing the low-cost, high added value marketing communications that these channels enable.

Mark is the chief architect of Wunderman's *After The Click™* scientific approach to online marketing. *After The Click™* bridges the gap between search engine marketing and relationship marketing. Mark is also the inventor of Wunderman's innovative **Adaptive Marketing Engine (ame)**, a proprietary global marketing platform that provides clients with real (and real-time) strategic and actionable insights to improve business performance.

He is further responsible for consolidating and standardizing our global best practices in delivering technology-enabled marketing solutions to Wunderman's key client partners, ensuring that data are fully integrated into the marketing process at a regional as well as local level—and that each Wunderman office, *irrespective of size or location*, has access to the best technology resources and talent.

Mark attended the University of Sheffield in England, where he received a degree in Economics and Public/Business Administration. He lives in New Jersey with his wife Isabelle and two sons, Charles and William.



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