

Knowing your customer is one of the great professional challenges of the marketer. And most customers like web sites to understand them in some way – it saves them time and effort, builds brand affinity plus it can deliver an online equivalent of hospitality.

Most web sites serve the same content to all visitors but many leading companies have come to realise that if you take a law of averages with your content, you'll have to settle for an average conversion. Conversion rates are critical to competitive advantage and their pro-active management underpins media spend and ROI. A web site with an underperforming conversion rate cannot compete effectively.

Onsite behavioural targeting is a different and distinct process from the targeting used successfully by advertisers. Onsite BT is specifically concerned with a web site's visitor experience and how this can be targeted and refined to increase conversion rates.

It is good news for marketers because:

- **More conversion equals greater profit**
- **Multiple niches can be developed effectively**
- **Retention can be improved through better content relevance**

For online and commercial marketers, consumer behaviour has two key strands:

- Understanding the nature of customers demands and positioning your products and services to best exploit this
- Understanding your customers behaviour and managing your site's user experience to optimise conversion rates

Maxymiser's CONTENT BT focuses on the second of these two elements. Onsite behavioural targeting is the process by which your site's content can be targeted to create uplift in conversion rates of individual user segments. That uplift is the increase in conversion rate that targeted content achieves against that of non-targeted default content.

By delivering behaviourally targeted user experience, sites can capitalise on the minutia of visitor behaviour enabling you to:

- Improve the relevance of landing pages and cut bounce rates
- Refine targeted content experiences by combining testing and targeting capabilities
- Find effective targeting criteria or behavioural attributes
- Cut stages in forms and checkouts based on your prior knowledge of a customer from previous visits to a page or the site
- Deliver targeted promotional content to visitors throughout the user journey

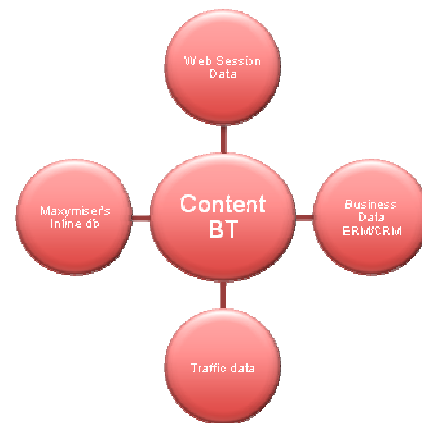


Figure 1. Data Sources for Behavioural Targeting.

Content BT allows behavioural targeting in two ways.

1. Its continuous optimisation algorithms can propose the best performing content based on all the relevant visitor criteria
2. Its rules engine allows you to combine visitor attributes and target them with specific content.

How are visitors identified?

Onsite Behavioural Targeting works by assigning each visitor an unique ID which is held in a cookie. Once this ID is in place Content BT can monitor a visitor's behaviour and relate this ID to other data. For instance a "logged in" visitor might have login ID which is included in a URL string, and various other data such as gender, premium customer or sports fan. Content BT can then create rules around these attributes individually or in segmented groups. In the segmentation scenario, a visitor record may need to include multiple attributes for the rule to be activated.

How do you know you are using the right content?

Content BT includes all the testing functions of Maxymiser's multivariate technology, Content MVT. This means that once you have concluded which visitors you want to target, you can use testing to conclude the best combinations of content within those target groups.

Within a particular target group, Content BT also allows you to adjust a weighting that determines how many visitors in that group are served the targeted content. This means you can test your assumptions about who you are targeting in an incremental way until you are confident that you have the correct targets.

You can refine your content serving throughout a campaign or change the content variants to seek further uplift

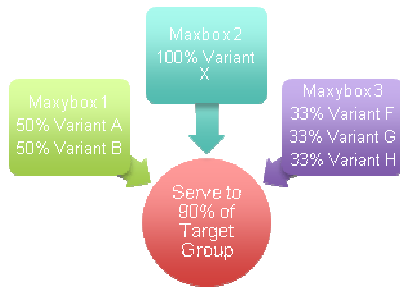


Figure 2. Refinement Controls

Refinement of targeted content can take place on three levels:

- Changes to the content variants
- Changes to the weightings of variants served in each Maxybox*
- Changes to the overall rule weighting determining how many target group visitors are served any of the combinations of variants

Content BT enables targeting campaigns to be built across pages and dependencies between content variants to be created in the campaign structure.

Context Content BT campaigns

There are a number of scenarios where behavioural targeting is highly effective. Here are two examples that can be considered independently or as part of a broader segmentation effort.

Interest Area

Visitor or customer interest has a straight-forward relationship with onsite behaviour and propensity to act. Interest area can be captured or defined through a number of methods:

- Browsing history on the site including page categories, sections or page impressions
- Click action history such as purchases, click throughs on particular solicits and processes
- Declared preferences like those defined in a form
- CRM or Analytics data which aggregates or segments past behaviour, tied to an ID
- Traffic source data in keyword, campaign or source might define specific interest and intent

Submission behaviour

Where visitors have previously take actions on a site, perhaps without completion, this history can be used to streamline their next conversion. This can take a number of forms:

- Removal of process stages
- Default selection of most probable entry
- Targeted persuasion architecture
- Targeted promotions based on last actions
- Replacement of duplicate promotional content

Automatic or Manual

There are a number of ways to run a campaign and so far we have considered the manual approach. Where targets and content are less well defined or very numerous, a mathematically driven approach may be more appropriate. CONTENT BT can run in Continuous Optimisation mode so that decisions are taken by the system based on Maxymiser's self learning algorithm. In this mode, CONTENT BT considers the following information as a basis for targeting:

- A users' behavioural record based on all data inputs in figure 1
- Content Variant and Page Combination Performance
- Conversion history on the targeted clicks

CONTENT BT will then learn which combinations of content are most likely to solicit a conversion, then the Content Generator will automatically call that content to the page. Finally, we measure the conversion rate as a basis of improved performance

And Finally

Getting started is quite straight forward. Most CONTENT BT campaigns can have a progressive element whereby initial target groups are defined in content variant preparation then implemented in a manner that best suits your business.

Maxymiser is a Software and Service company. We enable you to manage your conversion rate through a combination of innovative solutions and full service support.

For further information call Mark Simpson now on

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