

Alterian Integrated Marketing Platform

WebJourney

WebJourney provides marketers with the ability to know more than ever before about the behavior of their audience, providing data and information to help drive better targeted and more effective marketing communications than previously possible.

WebJourney

“An analytics solution for marketers that enables you to learn more about your website visitors -beyond just what pages they saw and into their intentions.”

By providing the ability to see deep into the actions and activity of your website visitors, you can create, refine and improve the communications you deliver to each individual based on that analytical understanding - a step change from the traditionally quantitative-only capability of today's web analytics products.

WebJourney gives marketers the ability to know more, faster about the effectiveness of their marketing campaigns, identifying the hot spots and providing the opportunity to report on metrics that have been traditionally unobtainable through existing website analytics tools. More precise targeting of more relevant messages ultimately leads to greater customer engagement – the holy grail of marketing effectiveness.

So, what's new?

WebJourney differs from traditional analytics tools in that it focuses on the individual, not the website. WebJourney allows the marketer to understand the visitor as they interact with the content and produces a series of meaningful events and actions. It begins to form a profile based on each and every act they perform – whether that is a click, a scroll, a forward – or even if they hit the back button immediately. Learning what your visitors don't like is equally important and knowing what does appeal to them. And knowing all of the ways that they interacted with your content, even without clicking, gives you much more meaningful information about their intentions.

For example if your homepage has a call to action on it that is “below the fold” of the visitor's screen, WebJourney can help you understand the number of times the item is seen, rather than just the number of times it is served on the page (but unseen) and hence enables accurate reporting of the effectiveness of the link. It also helps you understand browser behaviors in new ways, for example how many visitors scroll your homepage and does this decline with the number of visits - a vital piece of information if you have content that doesn't fit on their screen.

Significant benefits of the WebJourney solution include:

- **Creating a bridge between the email and website experience for subscribers**
- **Improving customer engagement through better understanding of behavior**
- **Identifying areas of interest even if there was no click**

- **Mapping of location and corporate data onto profiles**
- **Mapping of behavior-based data onto profiles**
- **Capturing addresses and make the web channel addressable**

The challenges it addresses:

- **The inability of traditional Web Analytical tools to capture qualitative visitor behavior**
With WebJourney, marketers can understand what site visitors did on the page, not just what links they clicked or pages they visited. WebJourney also provides data on browsing habits, such as the time spent viewing a web page or a specific element, as well as background data on a visitor's operating system, browser and screen resolution. All this information can be triangulated in order to provide deeper and much richer insight than page-hit statistics alone can ever hope to provide.
- **The difficulty of linking behavioral data to known user profiles**
WebJourney keeps a profile for every visitor to the site and can identify repeat visitors so that data collected across sessions can be preserved and analyzed. Whether visitors come from known sources, such as email or visit the site based on key word searches, WebJourney provides the deepest level of information it has about the visitor.
- **No way to bridge between known and unknown visitors**
Site visitors don't always follow the path you have chosen for them. Marketers cannot rely on all website visitors to dutifully log in and identify themselves on each and every visit to a site. This makes tracking what they do and how they act a tricky problem – one which WebJourney tackles head on. WebJourney tracks each and every visitor to a website, and associates those it can recognize to the correct profile and creates new profiles for completely new visitors. Should a “new” visitor subsequently turn out to be known, WebJourney intelligently and permanently links the profiles so that you can view them as a single entity.
- **Delays in getting actionable data for targeting purposes** One of the biggest challenges that marketers face is connecting the website behavioral data and the other information in their marketing database. WebJourney helps you bridge this divide and get all of the information into one place so that you can provide a more tailored and relevant experience using ALL of the data that you have, not just some of it. WebJourney provides a single source of information for marketers to extract, manipulate and analyze information about their site traffic and marketing campaigns' effectiveness. There is no need to undertake complex export/import between systems, and there is no data conflict. By creating a user-friendly and easy-to-understand view of visitors, marketers can be agile and responsive, fine tuning campaigns on the fly and watching the reactions on a near real-time basis.
- **Incorporates and builds on the reputation of Alterian in providing innovative solutions**

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Integrating WebJourney into your marketing activity

WebJourney can be fully integrated into Content Management Systems (CMS), marketing email programs, or used as a standalone tool.

- **By combining the power of WebJourney with your CMS, you will be able to adapt and tweak content to suit the way your visitor interacts with the page; you can construct sophisticated A/B variant testing to understand the effectiveness and reach of different messages; funnel visitors to content which you know are relevant or interesting to them; and lastly, you can tie up loose ends by identifying anonymous visitors.**
- **Email Marketing also gets a whole lot easier with WebJourney. Email campaign analysis has traditionally only been able to provide data based on a direct and explicit action by the recipient – what they click or whether they forward the email, for example. WebJourney looks at the whole picture – that is, what the recipient did after they clicked the link, and what they did, as well as what they didn't do. Based on the behavioral trends you see on the website, you can create new segments (or modify existing ones) that enhance your email marketing program and bring greater relevance to your subscribers.**
- **Even by itself, WebJourney can help you understand your customers and website visitors better. It identifies hits and misses in your messaging and allows you to truly understand how your visitors interact with your website. WebJourney provides reporting and statistical data on granular metrics not available with standard analytics solutions.**

“As Web sites are filled with more dynamic content, measuring pageviews becomes less of an accurate representation of visitor engagement. WebJourney enables marketers to use actual user behavior to optimize engagement on web sites and through other marketing efforts based on a deeper understanding of that individual and their needs and wants.”

– Ivan Chalif, Director of Product Marketing, Alterian

Want to find out more?

Visit our website www.alterian.com/webjourney

Email us: info@alterian.com



For further information about our products or how we can help you, please visit our website at www.alterian.com or email us at info@alterian.com

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