

IMAB Seminar

Measuring Web Return on Investment

WELCOME!



IMAB Seminar

Measuring Web Return on Investment

Agenda

Wednesday 22nd October 2003

- | | | |
|---------|---------------------------------|---|
| 9.30am | IMAB Survey Results Summary | Angela Bartlett, Clients Director
MarketingNet |
| 10.30am | Measuring Return on Investment | Rosie Fetzer, Marketing Manager
Ample, AMP Group |
| 11.15am | Break | |
| 11.30am | Meeting 2005 Government Targets | Pauline Meecham, IT Services Manager
Milton Keynes Council |
| 12.15am | What next for eCommerce | Andy Morrey, General Manager
New Channel Development
Argos Retail Group |
| 1.00pm | Concluding Comments | Angela Bartlett |





IMAB Benchmarking Survey - 2003

Measuring Web Return on Investment

MarketingNet Ltd.



Introduction to IMAB

- > Launched in 1998 by MarketingNet
- > Forum for eBusiness and marketing professionals - more than 500 now
- > Previously conferences and workshops
- > 2003 - IMAB community asked for a benchmarking survey

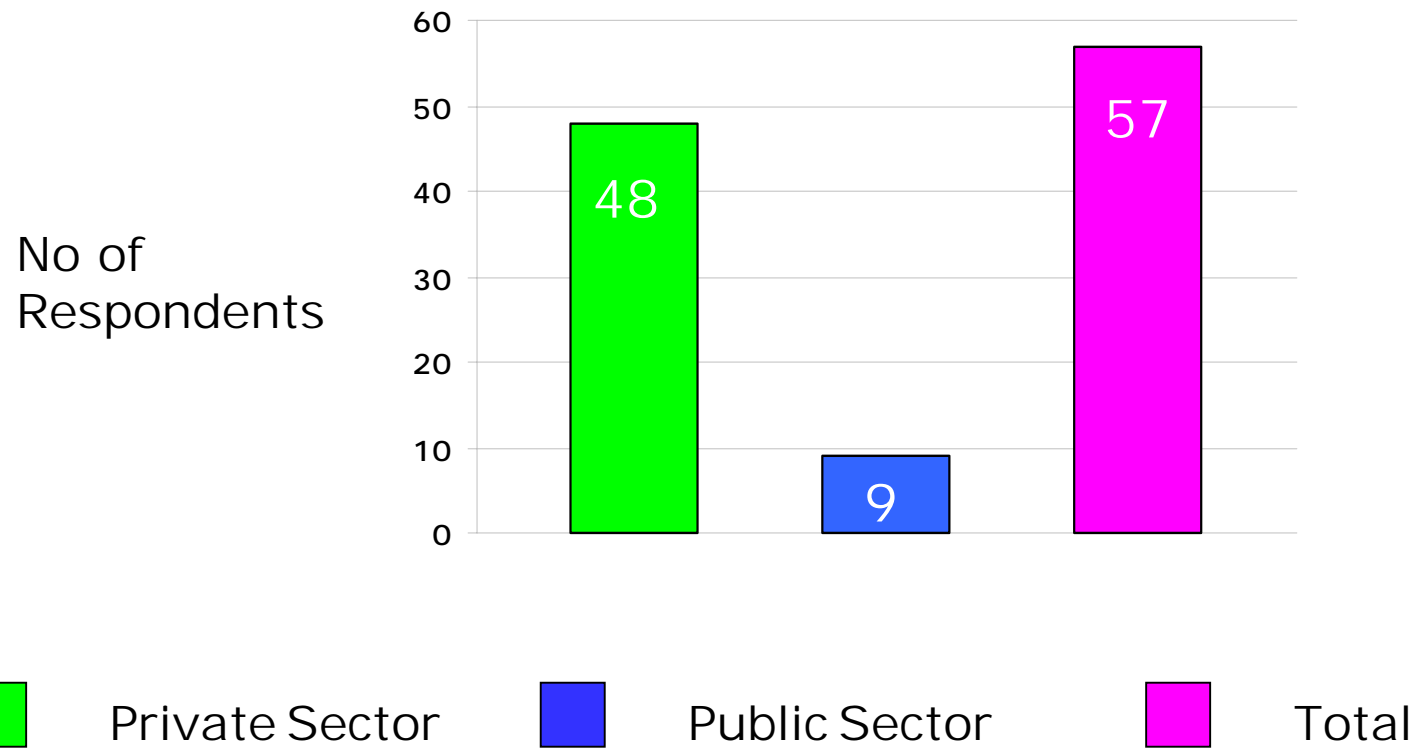


The 2003 Survey

- > Launched in July 2003
- > Closing date was 12th September 2003
- > Questions requested by IMAB community
- > Areas covered:
 - Strategy and Measurement
 - Legislation
 - Technology and Security
 - Marketing your Sites
 - Site Content
 - Budget



The Respondents



Public Sector

- > Bracknell Forest Council
- > Chelmsford Borough Council
- > Coventry City Council
- > Environment Agency, UK
- > Essex Police
- > London Borough of Camden
- > Milton Keynes Council
- > Welsh Development Agency
- > Westminster City Council



Private Sector

- > 3M
- > ABB
- > Aberdeen Asset Management
- > Agfa-Gevaert
- > Alliance and Leicester
- > Allianz Cornhill Insurance
- > Allied Domecq
- > Allied Domecq Spirits and Wine
- > Amtico Company
- > Amerada Hess
- > Amway UK
- > Argos Retail Group
- > Automobile Association
- > AXA PPP Healthcare
- > Barclays Bank
- > Barclays Bank plc
- > Bayer plc
- > Birmingham Midshires
- > Clifford Chance
- > Datacom Systems
- > Dollond and Aitchison
- > Diamond Trading Company
- > Dunlop Aerospace
- > Endsleigh Insurance
- > Gerrard
- > GKN Driveline
- > Halifax Share Dealing
- > Hewitt Bacon and Woodrow
- > Intervet UK
- > Ipc Media
- > Lloyds TSB Asset Finance
- > Network Rail
- > Norwich Union
- > Prudential
- > Prudential UK and Europe
- > Readers Digest Association
- > Royal & Sun Alliance
- > Schroders
- > Shell International
- > Smile
- > The Body Shop
- > West Bromwich Building Society
- > West of England Ship Owners Insurance Services
- > Worldpay



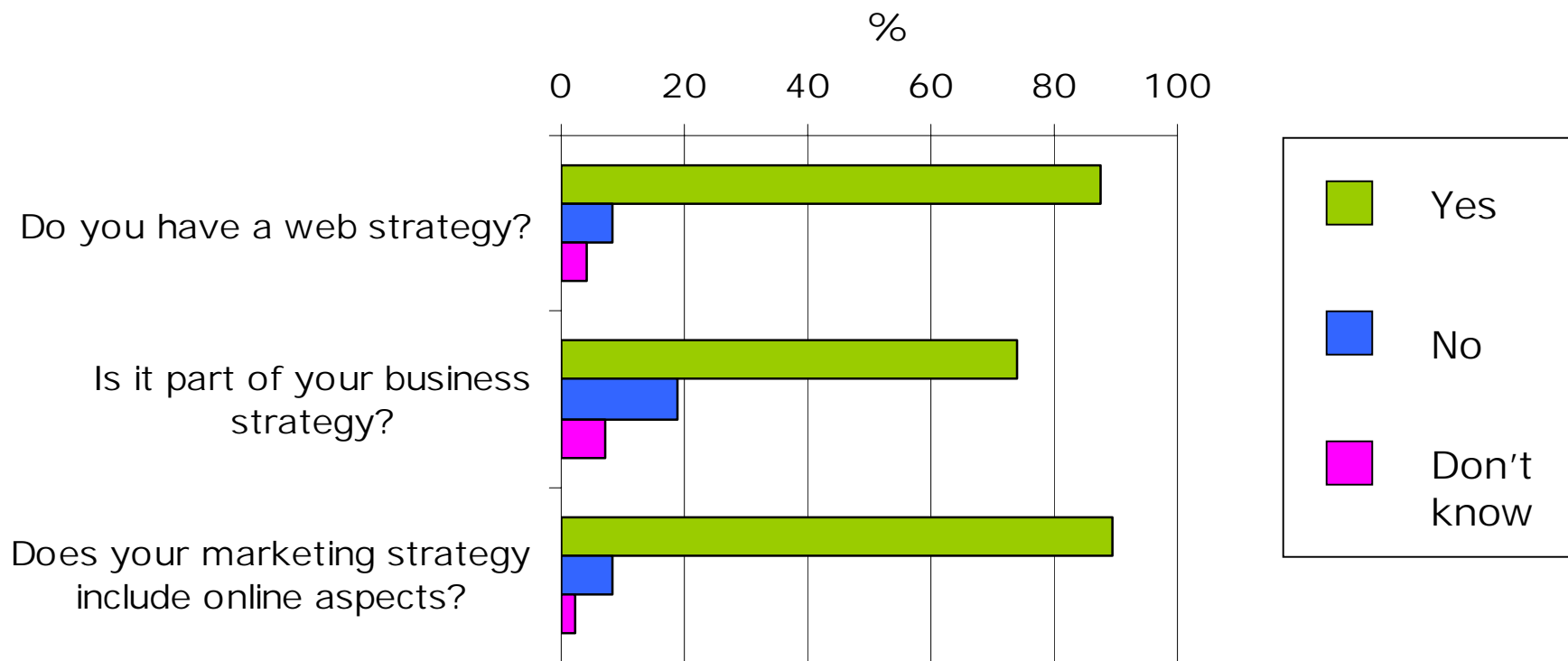
The Survey Results

- > Results are not attributed to participating organisations
- > General comments are also not attributed
- > Results are shown as %'s of total number of respondents unless otherwise stated
- > Some organisations made more than one response
- > Thank you to every-one who participated



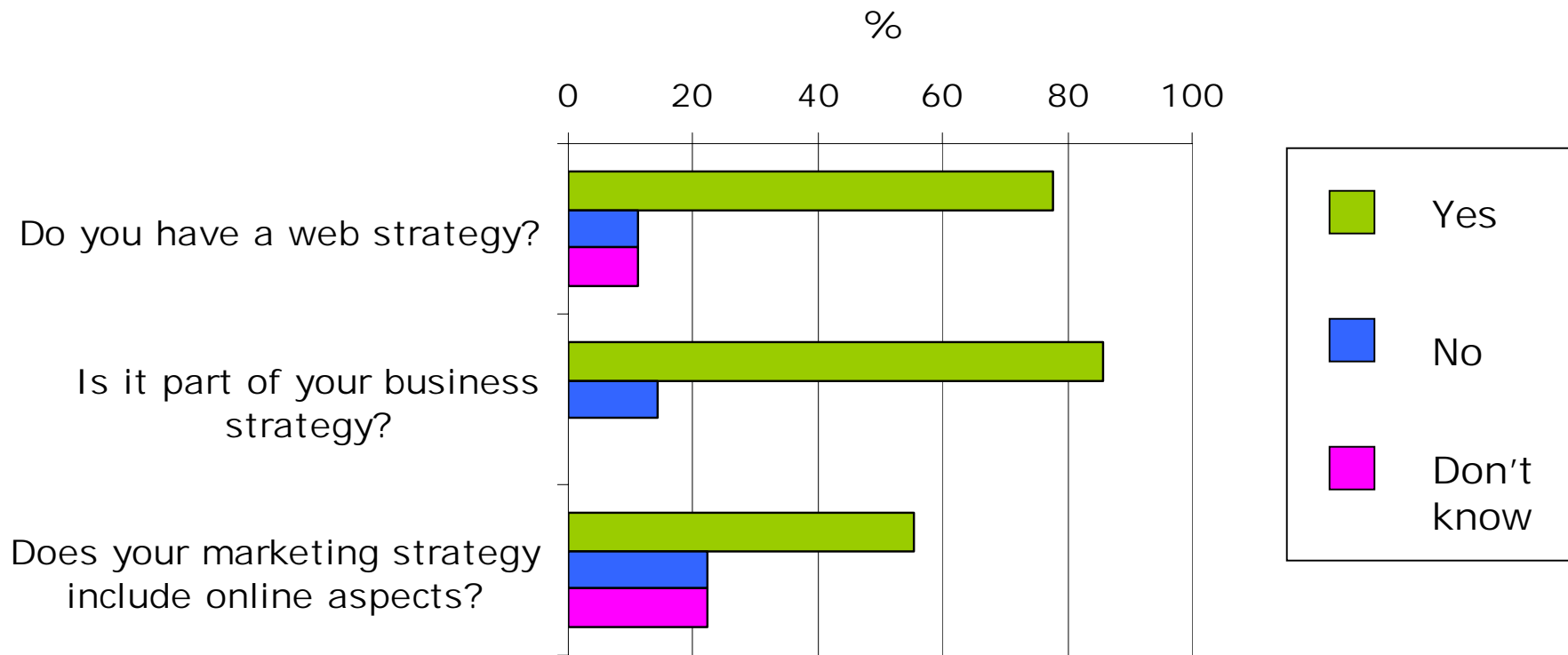
Strategy and Measurement

> Private Sector



Strategy and Measurement

> Public Sector



Strategy and Measurement

> Private Sector - 57% outsource

Top 4 Outsourced Elements:

- > Design
- > Hosting
- > Development
- > Search Engine Optimisation

Main reasons:

- > Lack of in-house skills/resource
- > Expertise, ideas
- > Economies of scale, cost
- > Legacy
- > Quality of offering



Strategy and Measurement

> Public Sector - 71% outsource

Outsourced Elements:

- > Portal service provider
- > eMarketing
- > Channel strategy
- > CMS support and maintenance
- > Benchmarking

Reasons:

- > Cost
- > Skill
- > Resource



Strategy and Measurement

> Do you measure ROI?

Private Sector

- Yes: 45%
- No: 42%
- Don't Know: 13%

Public Sector

- Yes: 11%
(1 respondent)
- No: 89%



Strategy and Measurement

>How do you measure ROI?

Private Sector

- >Customer satisfaction/feedback
- >Number of sales/leads/conversions, retentions
- >Cost per sale/deal
- >Profit per account
- >Click throughs to purchase
- >Number of hits, number of users
- >Business process improvements

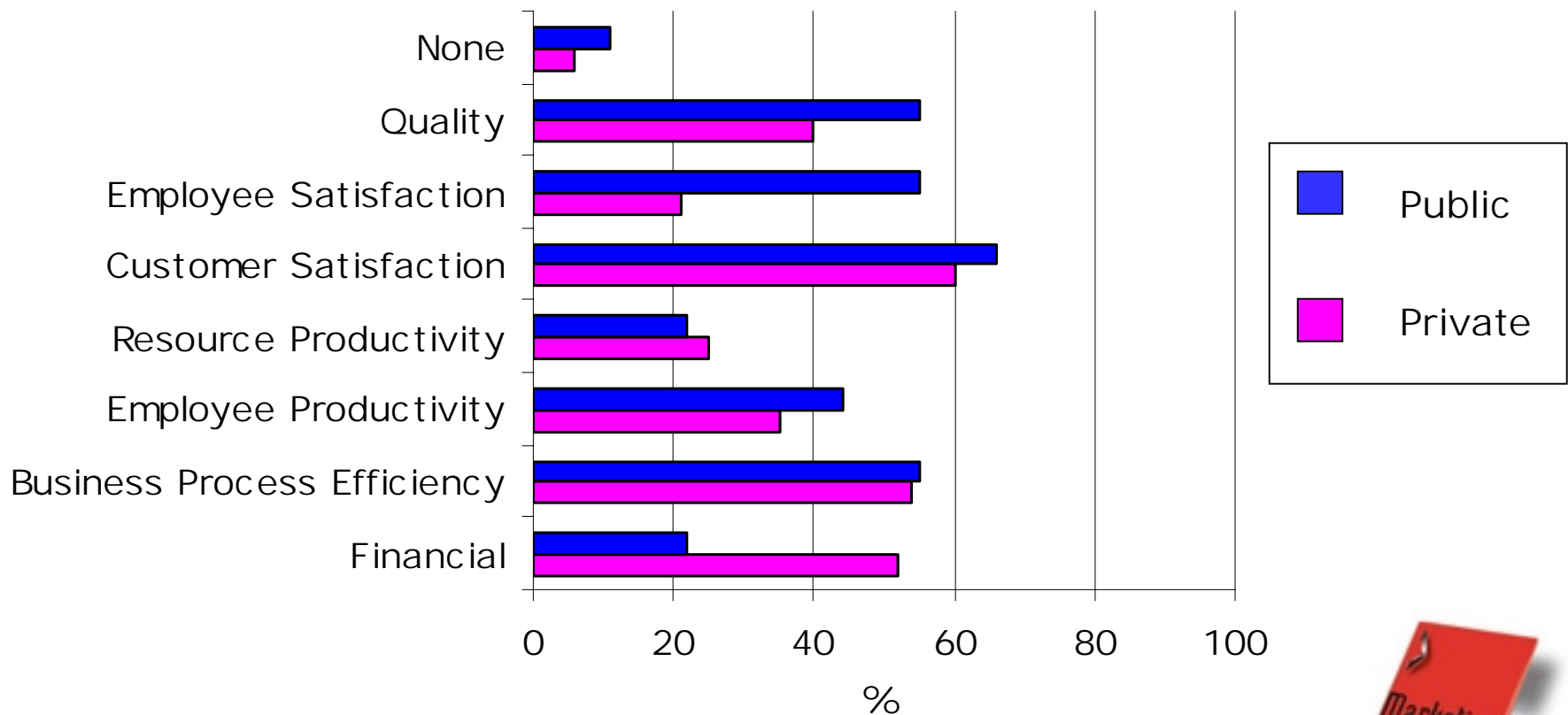
Public Sector

- >Cost per transaction for self service against other channels



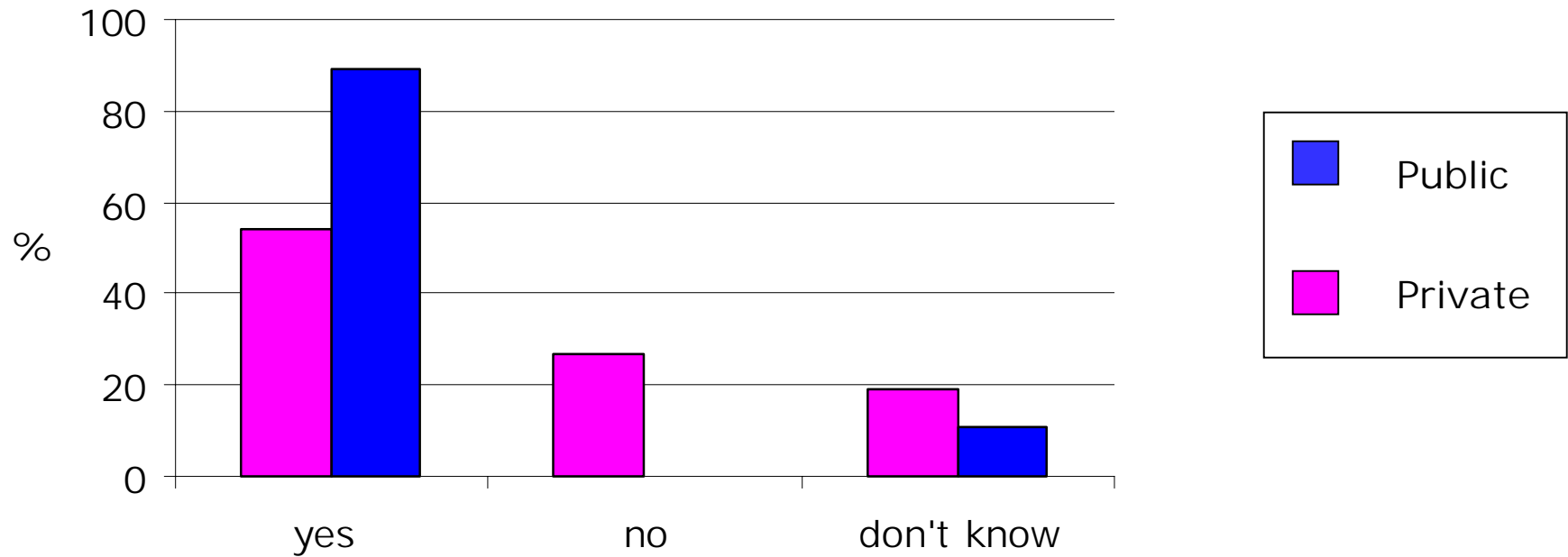
Strategy and Measurement

> From what positive returns have you benefited?



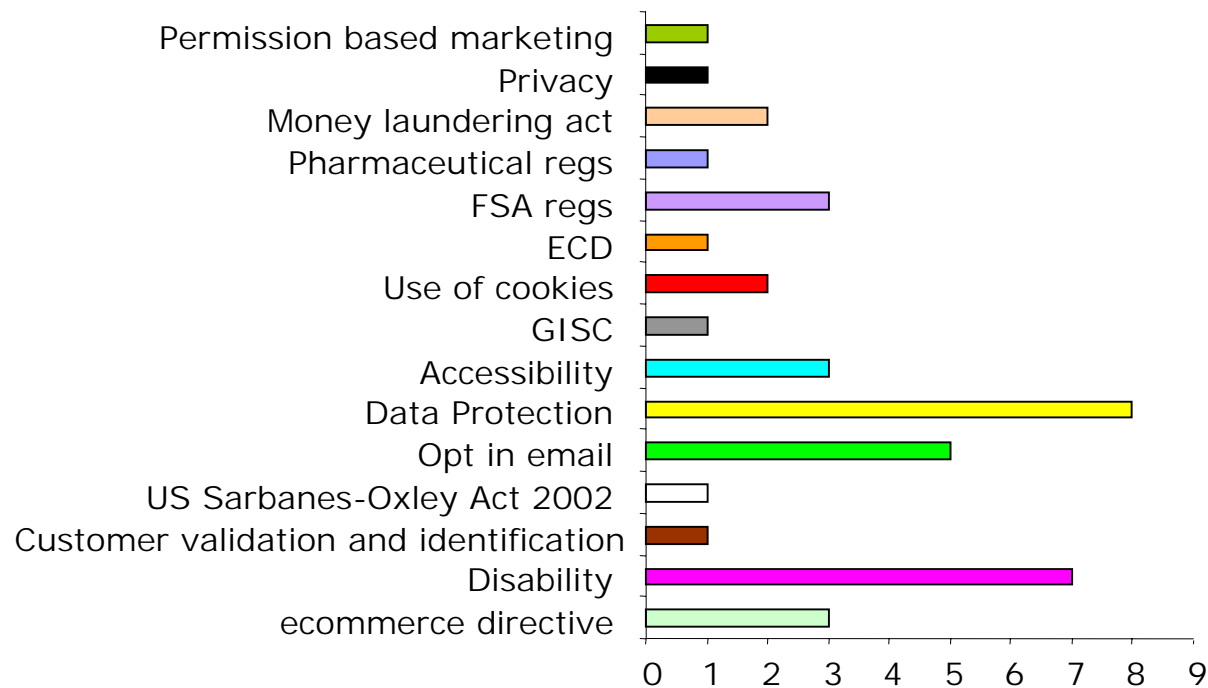
Legislation and Compliance

> Are you affected by legislation?



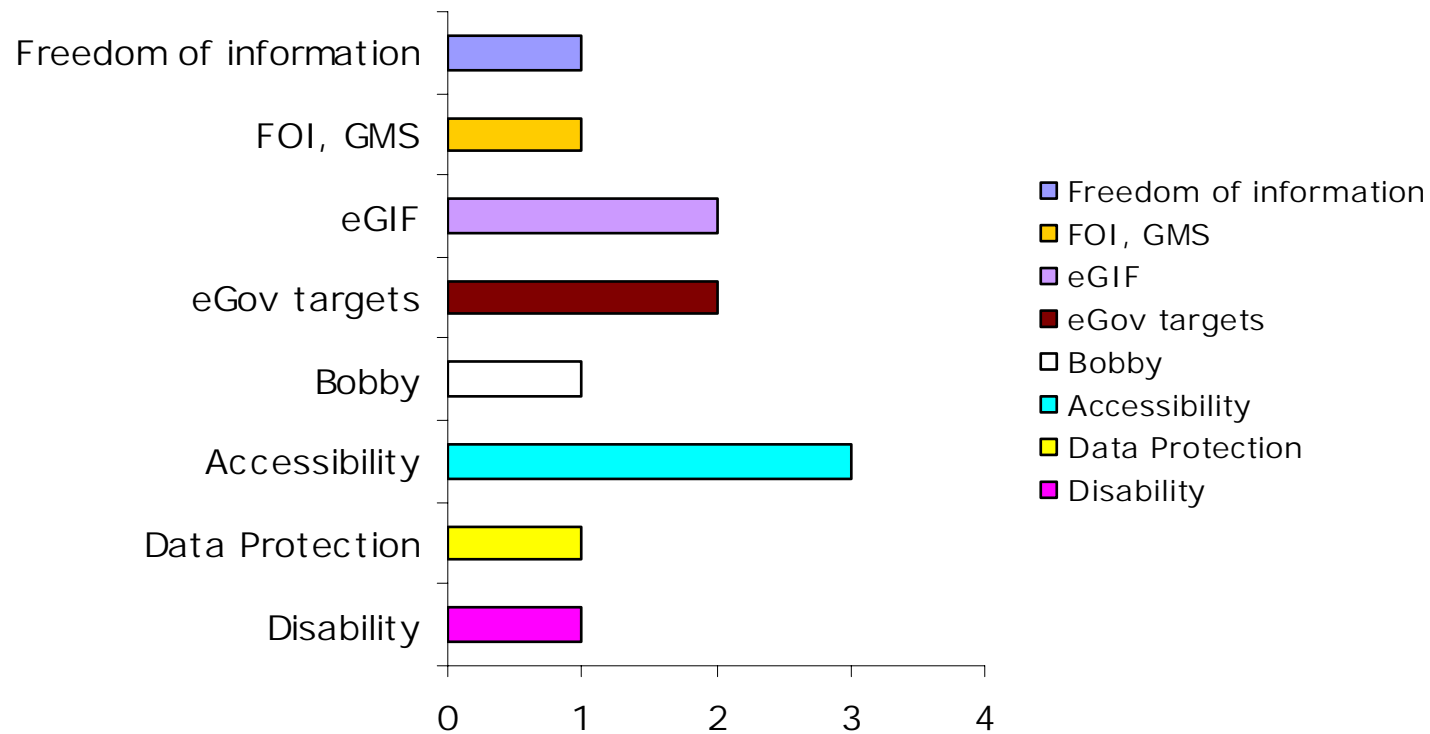
Legislation and Compliance

> Private Sector - What aspects affect you?



Legislation and Compliance

> Public Sector - What aspects affect you?



Legislation and Compliance

- > Private Sector - How are you affected?
 - > Changes to website - coding, design and back end processes
 - > Migrating customer emails from opt out to opt in
 - > Changes to security
 - > Limits extent to which some processes can be conducted online
 - > Increased focus on accessibility
 - > Implemented Internet CMS processes and technology
 - > Care in recording source of contacts
 - > Ensuring we store and use the data correctly
 - > Ensure people know we are collecting personal data



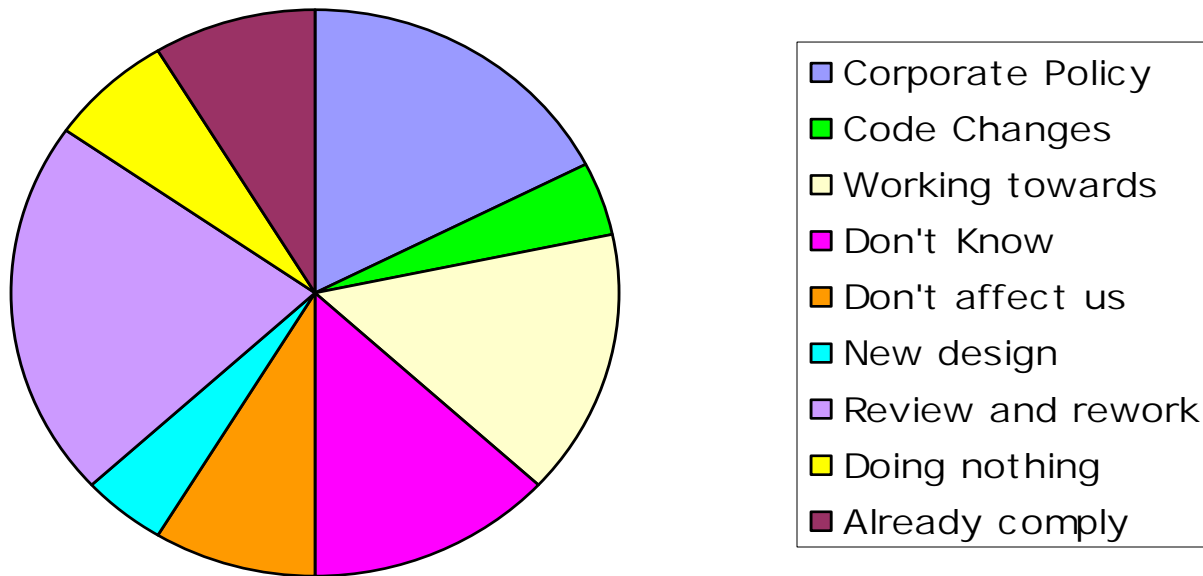
Legislation and Compliance

- > Public Sector - How are you affected?
 - > Have to make changes to web site
 - > Obligated to publish online and ensure site adheres to legislation
 - > Constantly moving goalposts
 - > Document management and publishing processes
 - > Massive increase in workload whether or not it is cost justified or if there is ROI
 - > Cost and resource implications



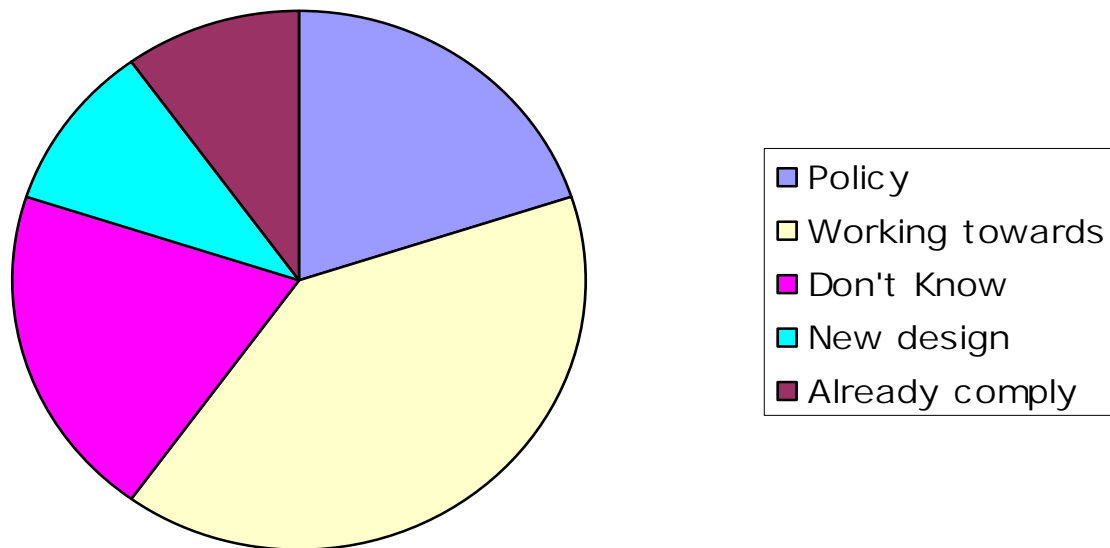
Legislation and Compliance

> Private Sector - How are you addressing the Disability and Discrimination Act requirements?

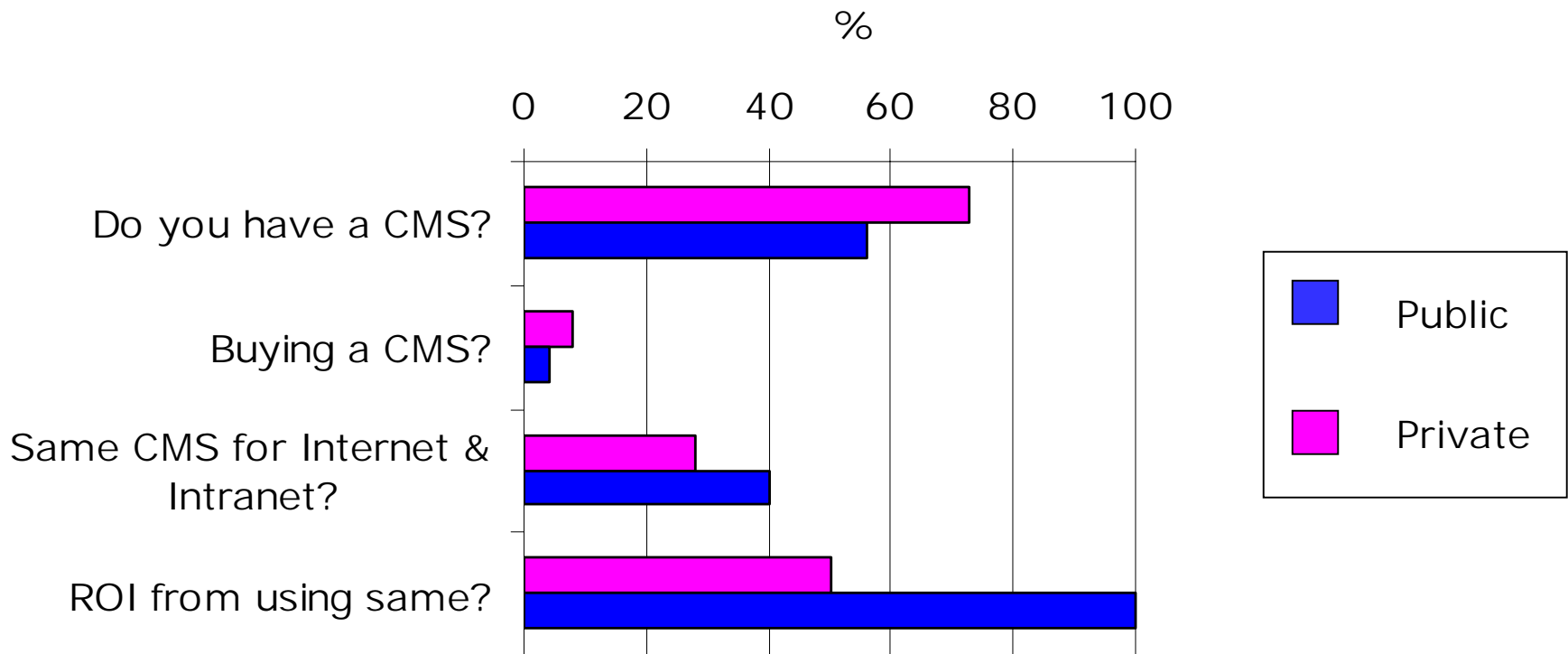


Legislation and Compliance

> Public Sector - How are you addressing the Disability and Discrimination Act requirements?



Technology and Security



Technology and Security

>What content management systems are you using?

Private Sector

- > Lotus Notes based
- > Interwoven
- > Vignette
- > Bespoke
- > Built in-house
- > Websphere
- > Divine
- > Percussion
- > Red
- > Mediasurface
- > Domisphere
- > NetDevPlus
- > Tridion

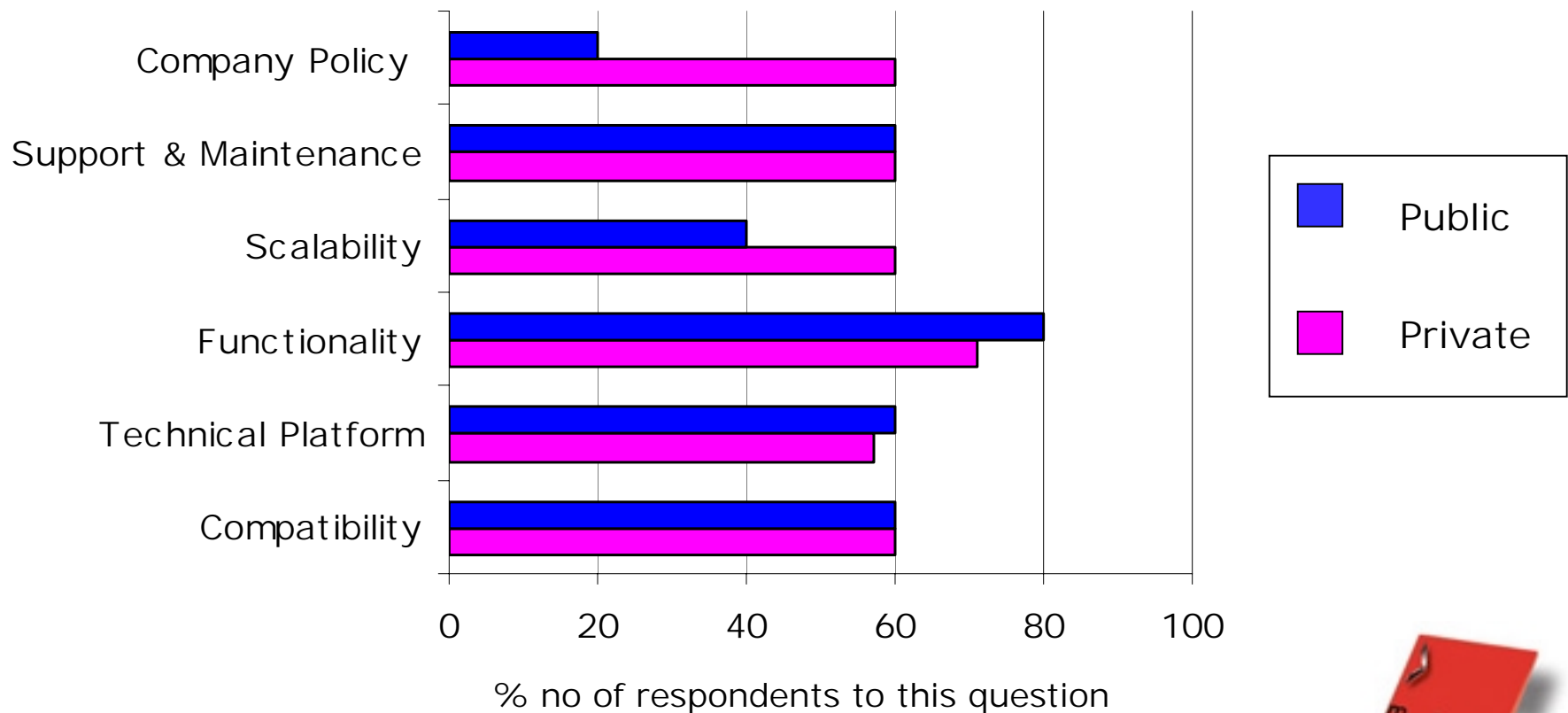
Public Sector

- > Kosmos
- > Aplaws
- > Mediasurface
- > Coldfusion
- > Commonsport
- > Apollo Digital Portal Constructor



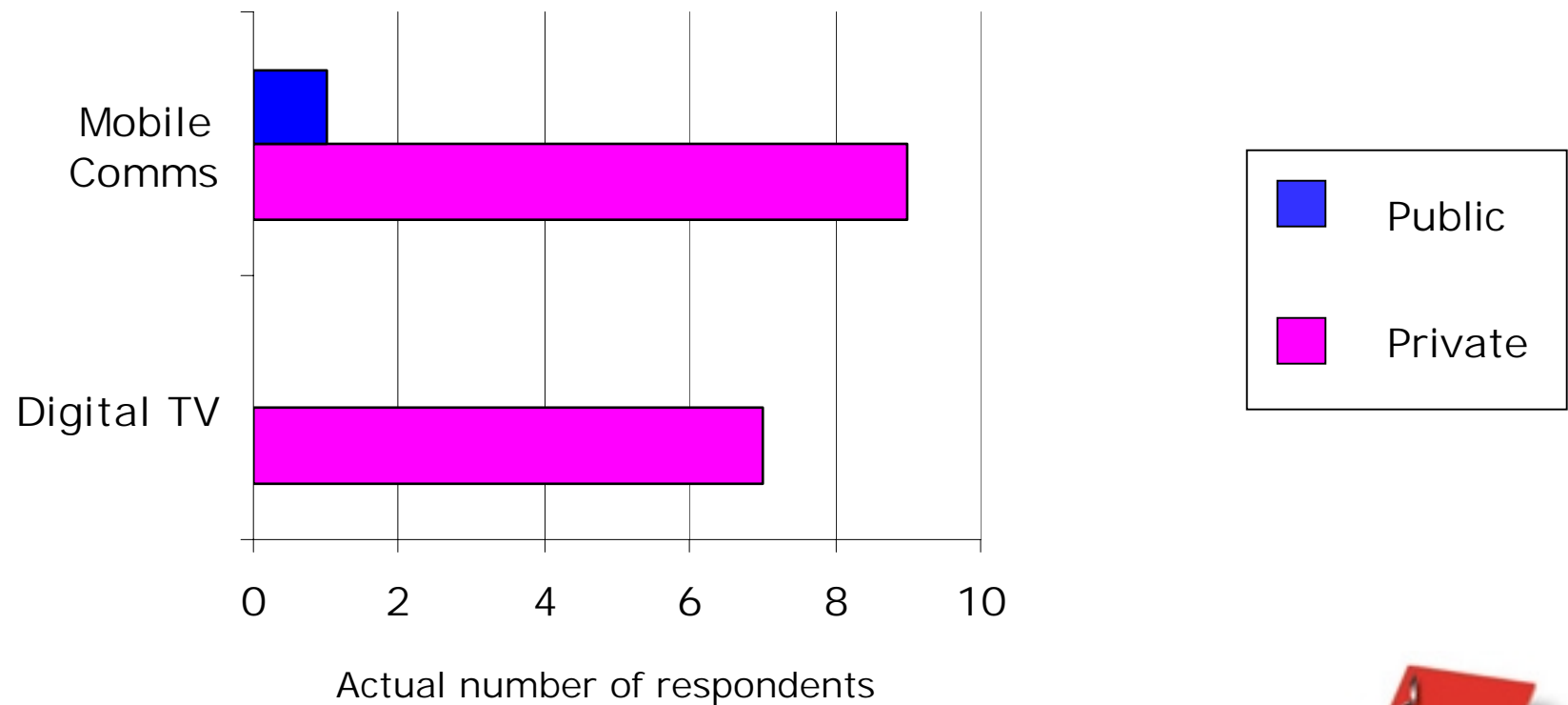
Technology and Security

> What factors did you take into account when selecting a CMS?



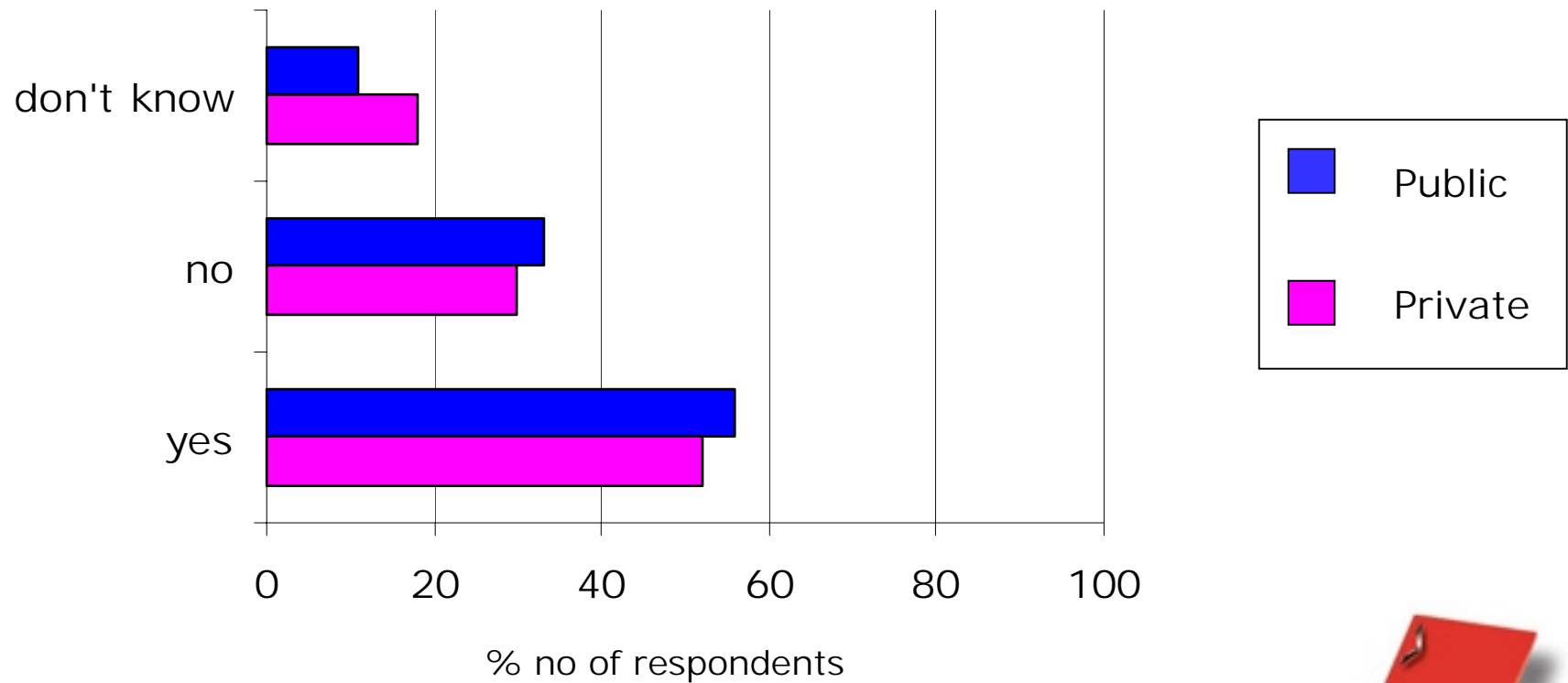
Technology and Security

> Do you distribute data via other channels?



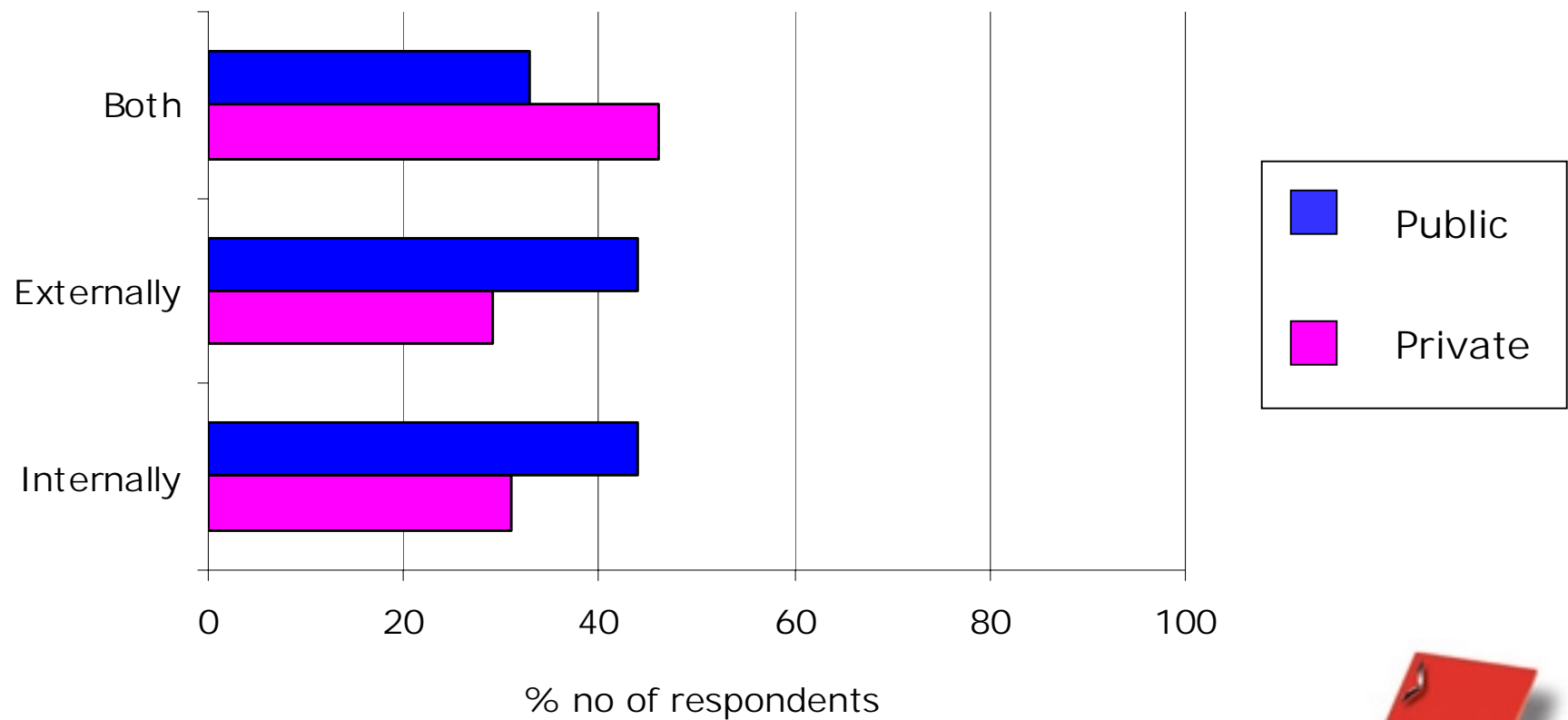
Technology and Security

> Do you have a back office integration strategy?



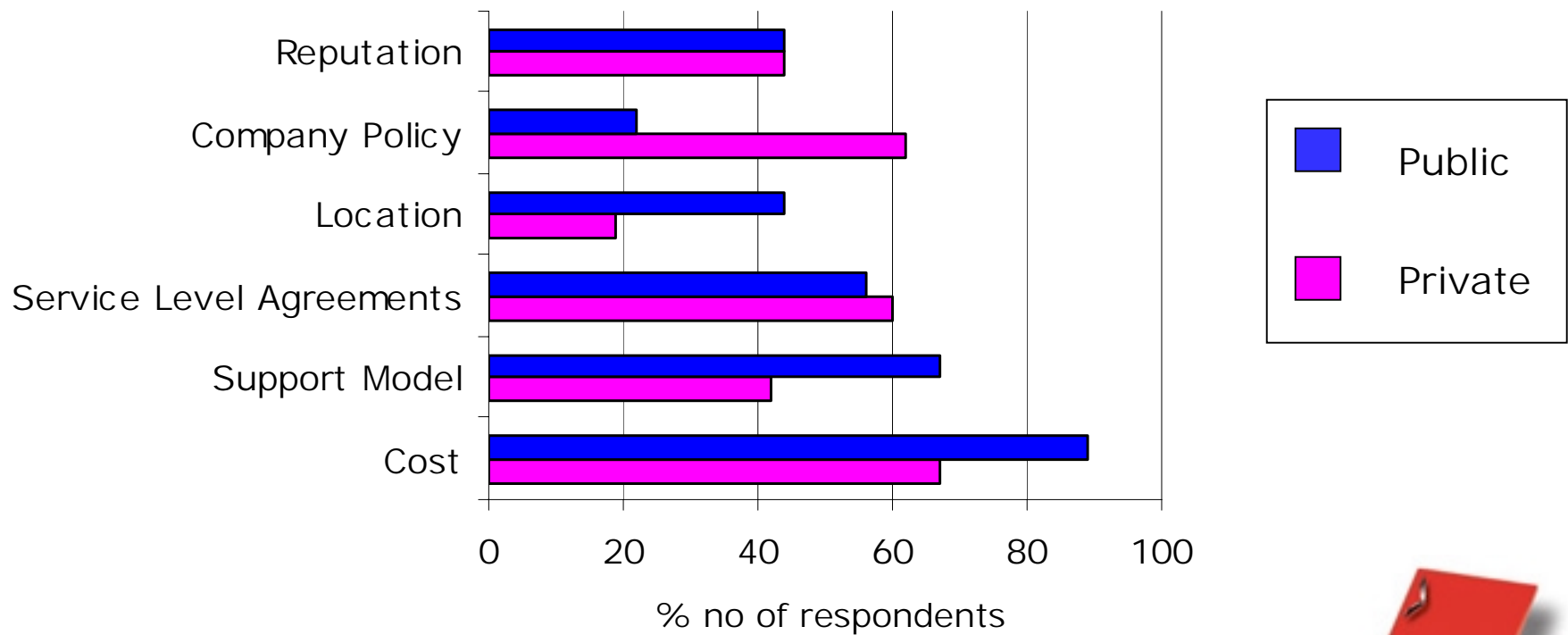
Technology and Security

> Where do you host?



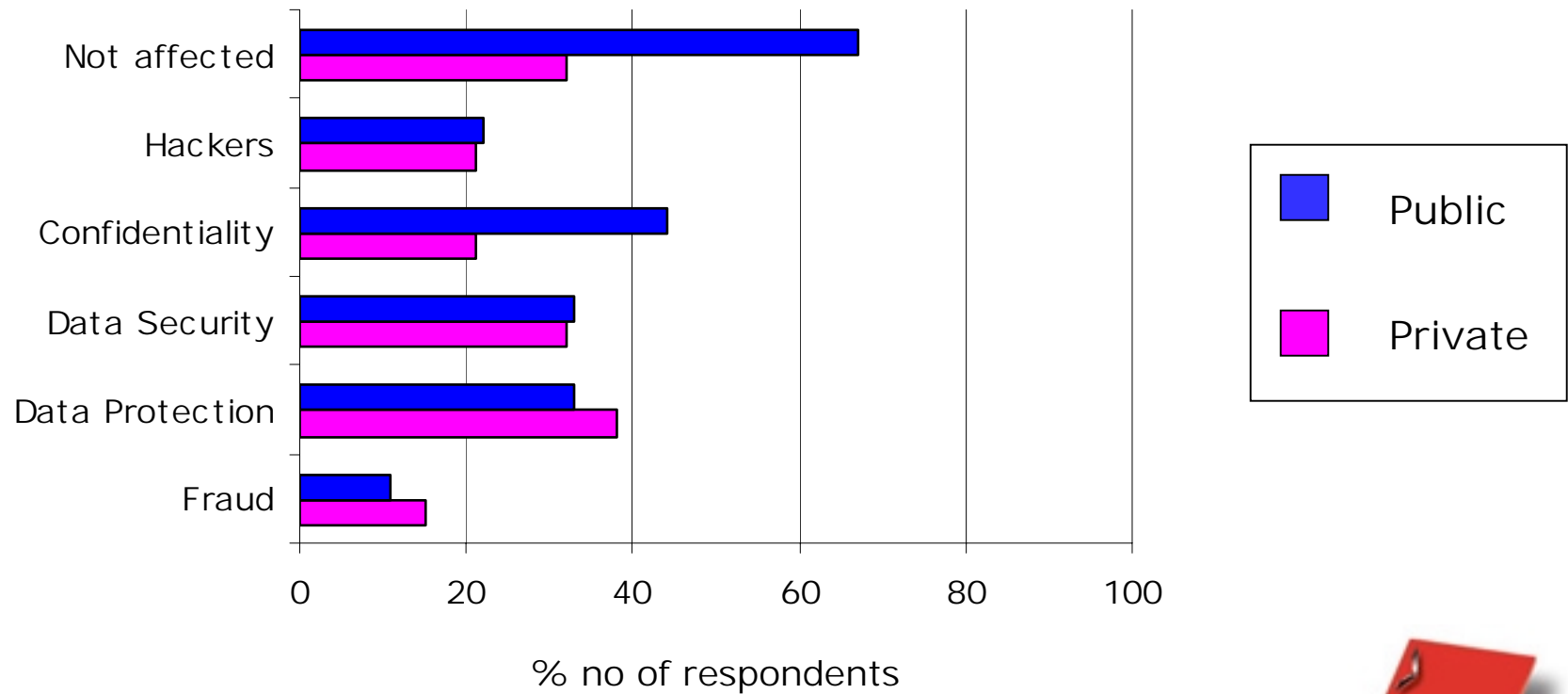
Technology and Security

> What factors did you take into account when deciding where to host?



Technology and Security

> Which web security issues have you been affected by?



Technology and Security

- > How have you overcome the security issues?
 - > Technical changes, applications development, backups
 - > Testing, monitoring, audits
 - > Firewall/virus protection
 - > Upgrades, regular patching
 - > In-house team
 - > Secure access
 - > BS7799 implementation
 - > Risk management strategy
 - > Internal hosting
 - > Follow Government guidelines



Technology and Security

> Implementation and Impact of Personalisation

Private Sector - 38%

Public Sector - 22%

Positive

- > Improved customer satisfaction
- > Increased intranet usage
- > Client feels more individual
- > Usability improvements
- > Increase in system usage

Negative

- > Very low - poorly developed
- > Limited to provision of information relevant to user
- > Content mgt complications
- > Users unaware of its existence
- > Limited



Technology and Security

> How do you avoid data duplication?

Private Sector

- > One strategic architecture
 - > Single repository
 - > Integration
 - > Manual de-dupe
 - > Reduction in legacy systems
 - > Admin of backend systems
 - > Group databases
 - > SAP
- > We try but don't succeed!
 - > With difficulty!
 - > Very badly
 - > We don't!
 - > Don't understand question
 - > Problems weed themselves out through time



Technology and Security

> How do you avoid data duplication?

Public Sector

- > Integration where appropriate
- > Backend system consolidation
- > Covered in back office integration strategy
- > Addressing this issue with a CMS
- > Rely on data validation and back office system checks

- > Don't know - will ask!



Marketing Your Sites

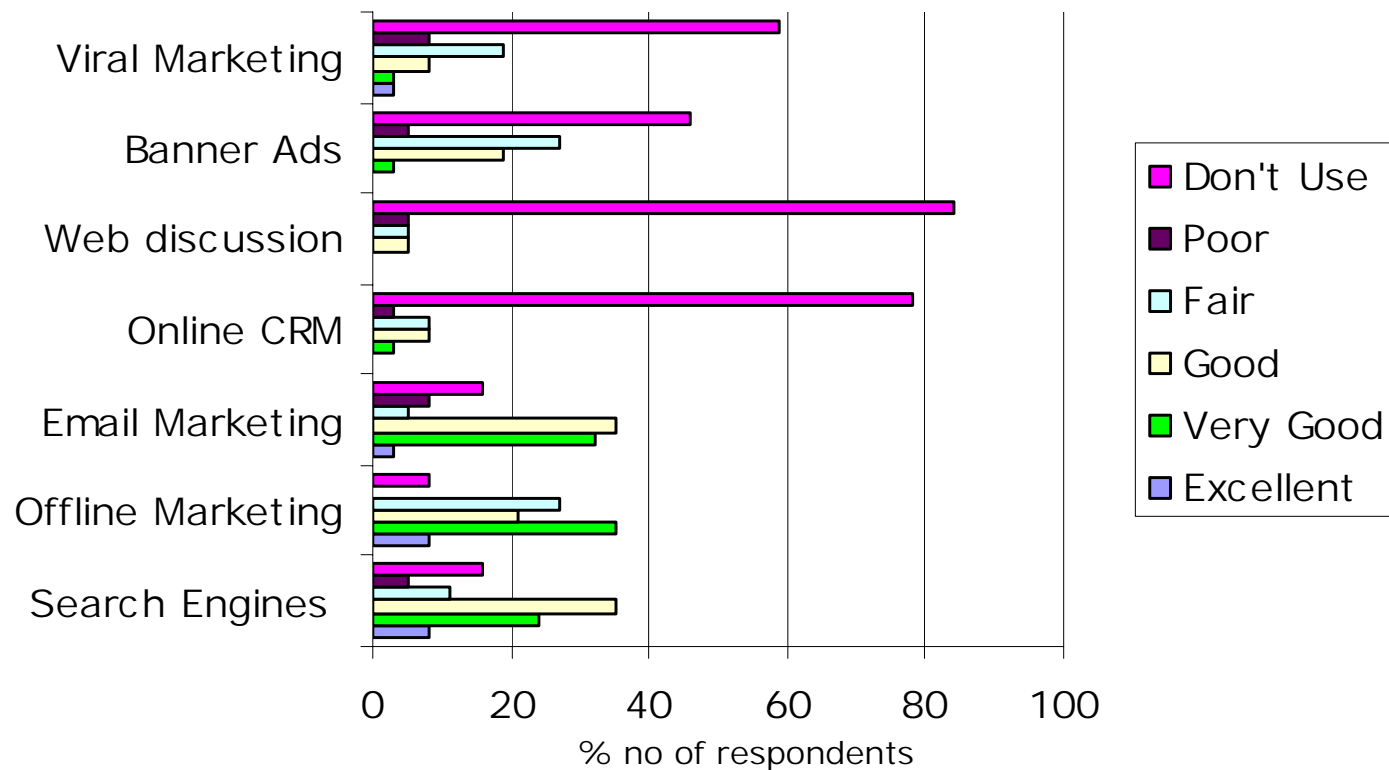
- > Do you market your Internet sites?
- > Private Sector - 77% yes
- > Public Sector - 67% yes



Marketing Your Sites

>How effective are your marketing methods?

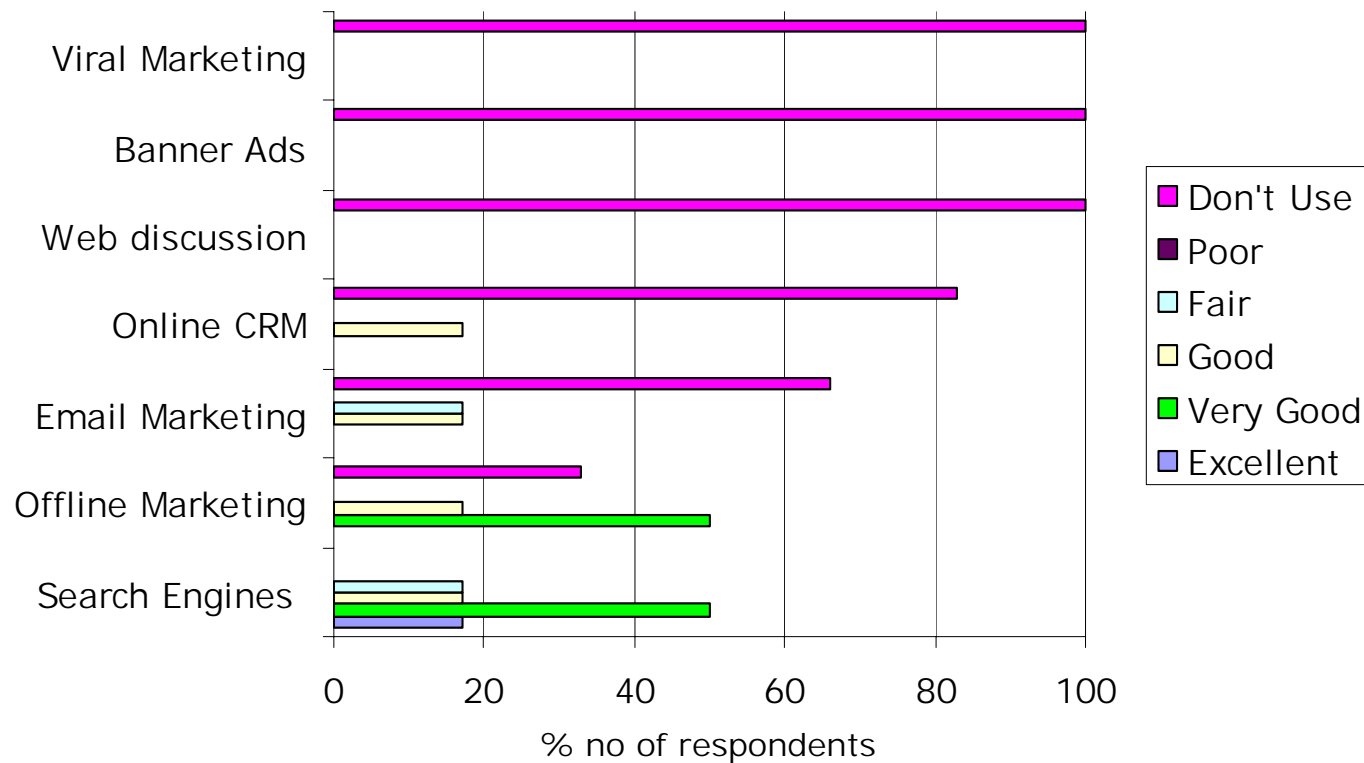
Private Sector



Marketing Your Sites

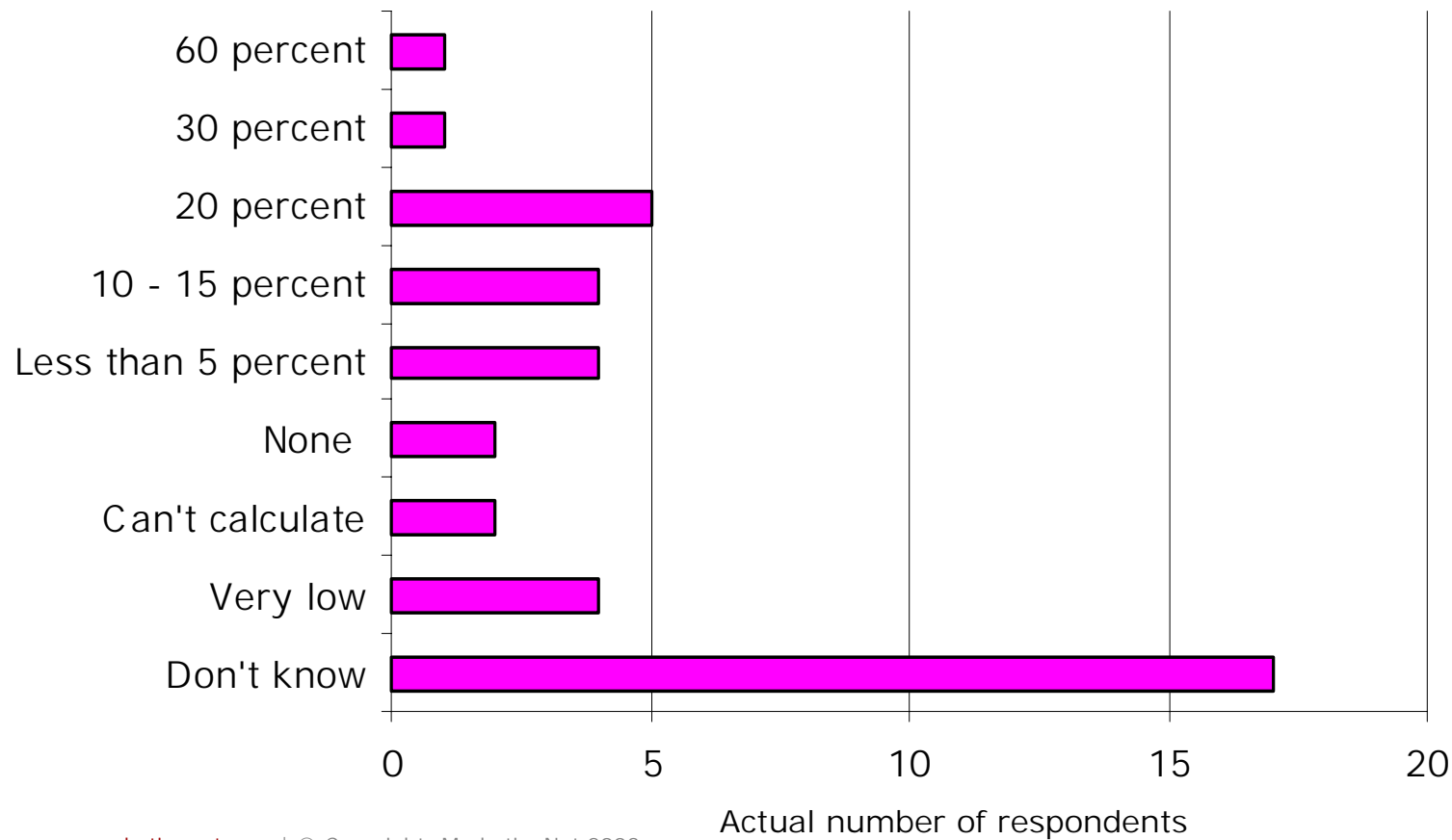
>How effective are your marketing methods?

Public Sector



Marketing Your Sites

>What % of your budget for online services is spent on marketing them?



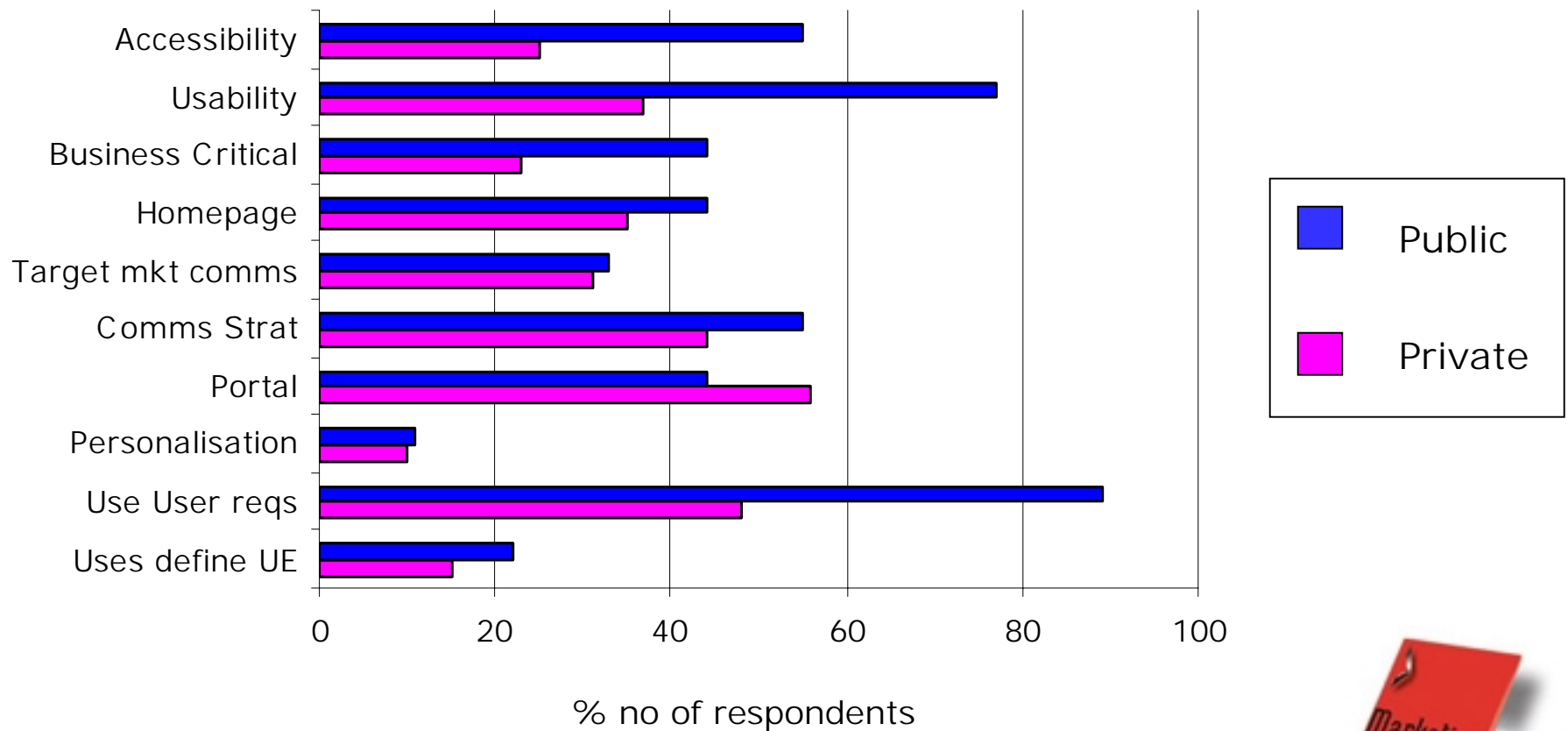
Marketing Your Sites

- > What has proven to be more effective in promoting the use of online services?
- > General campaigns
- > Online one off deals
- > Targeted campaigns
- > Persistent integrated activity
- > Free P&P - had noticeable increase in online use
- > Search engines
- > Embedded service within product campaigns



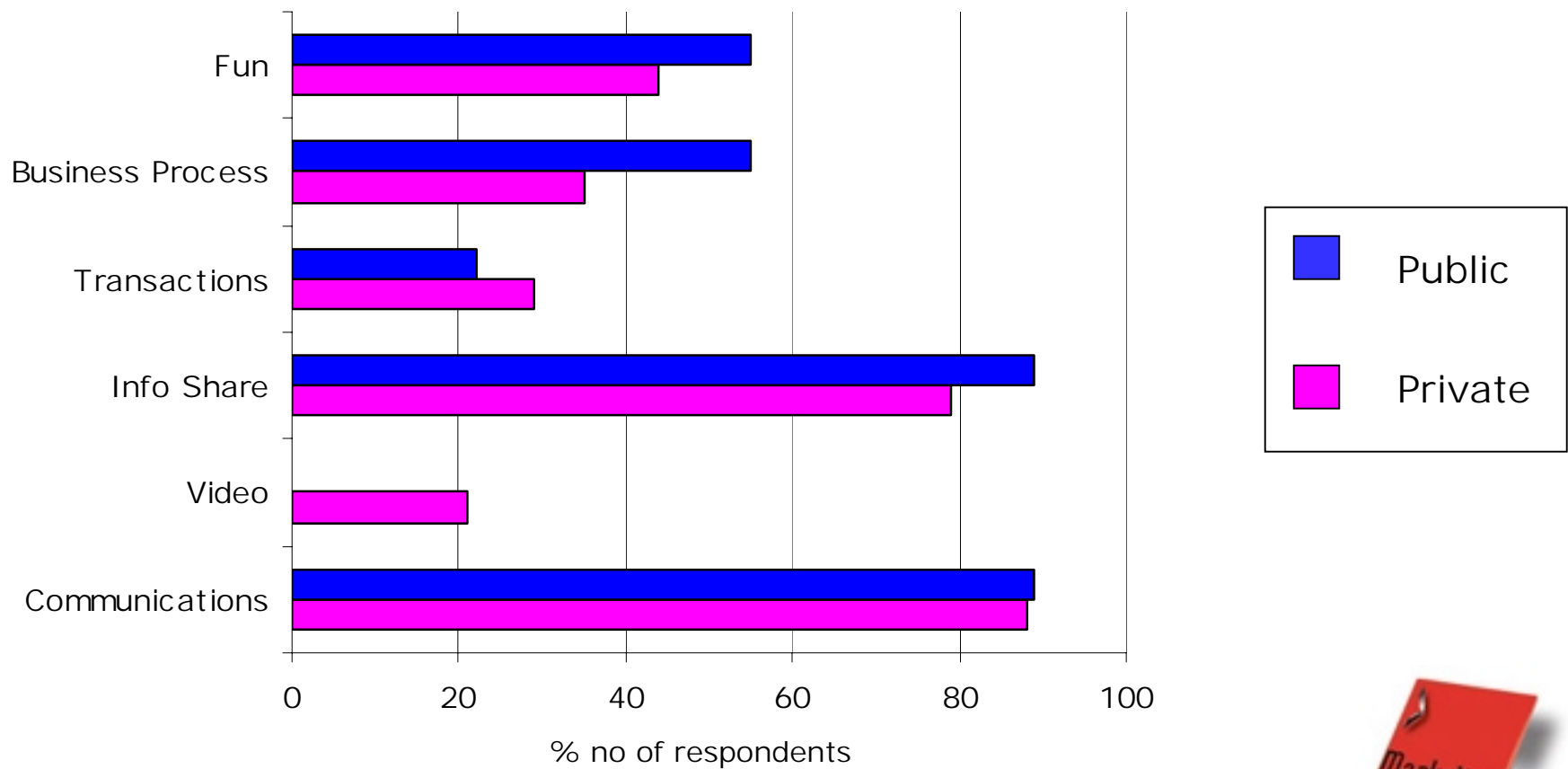
Marketing Your Sites

>How do you secure and maintain user buy-in to your intranet?



Site Content

>What do you use your intranet for?



Site Content

>How does your intranet make the user feel?

GOOD

- >Part of something big!
- >Belonging to same company and team
- >Impressed by breadth of business relevant content
- >Most feel comfortable
- >Great (I hope)
- >Notified and up to date
- >Knowledgeable
- >Empowered, enabled
- >Looked after

BAD

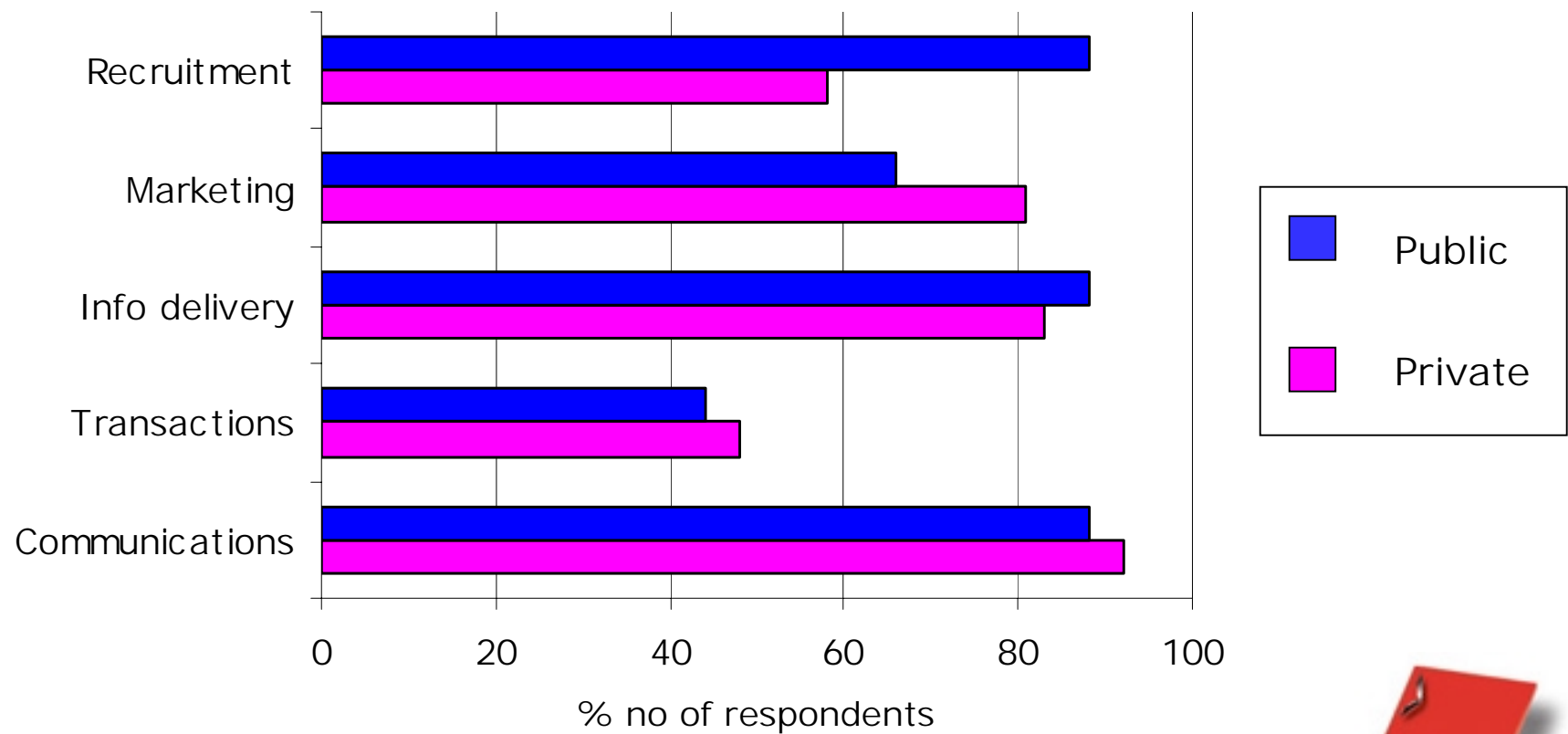
- >Bored
- >Informed
- >Frustrated
- >Confused
- >Annoyed by poor performance
- >Not many find it relevant to their daily work
- >Not as good as it should

Don't know x23



Site Content

>What do you use your Internet site for?



Site Content

>How do you decide what content goes online?

Private Sector

- >User relevance
- >Customer driven
- >Feedback
- >Business driven
- >Product/event driven
- >Internet strategy
- >Cost and effectiveness
- >Value based
- >Duplicate offline content

- >Driven by:
 - Marketing, sales
 - Press office
 - Senior management
 - Committee
 - Brand VP's and agencies
 - Business owners
 - Divisional controllers
 - Departments responsible



Site Content

> How do you decide what content goes online?

Public Sector

- > Service related
- > Web team, content owners, managers, individual publishers
- > Driven by Media and PR departments
- > User relevance
- > Central Government guidelines
- > Toolkit on IDEA website
- > Workshops, internal feedback
- > Customer demand
- > Corporate priorities



Site Content

> What are the 'killer applications' in the pay per view market?

Private:

- > Don't know x32
- > Software upgrades
- > Services and diagnostics
- > Information on the web before the papers
- > Custom content like the FT
- > Adult entertainment
- > Digital syndication of text, graphics, good search engines ie Autonomy, porn
- > Something people can't get elsewhere eg films
- > None for financial services but entertainment in general
- > Loyalty to brand (football clubs)
- > Mobile subscription payments

- > Pay per view won't and can't work
- > I avoid them all like the plague



Budget

>How do you justify web spend?

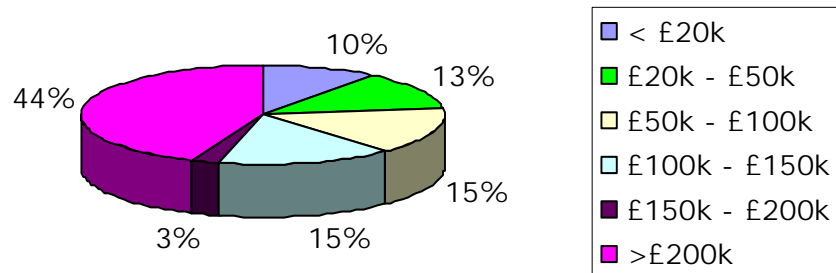
Private Sector

- >Don't know x23
- >Don't have to
- >Comparisons to print runs
- >Case by case
- >Sales volumes
- >Cost per sale
- >No of new clients
- >Leads, new business
- >Customer satisfaction and retention
- >Awareness and buy-in compared to efficiency
- >Brand recognition
- >Integral to projects
- >Process efficiency
- >Duplication & distribution savings
- >Business profitability
- >Reduced servicing costs
- >Cross sell of products
- >Need for customer comms

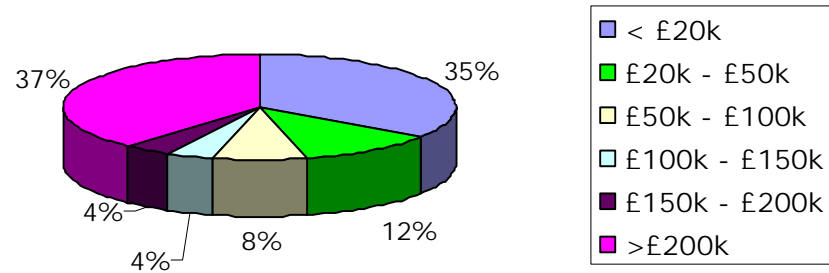


Budget - Private Sector

Internet

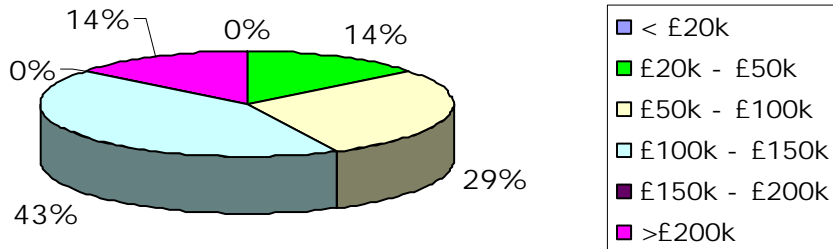


Intranet

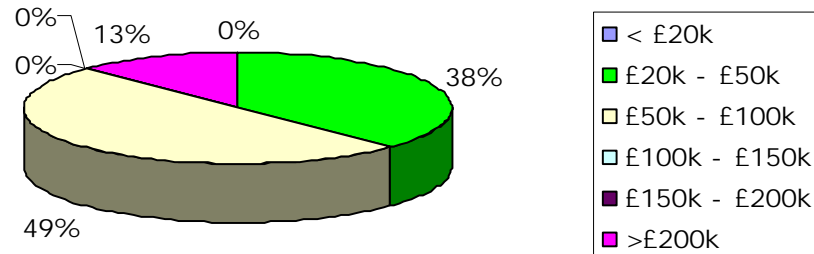


Budget - Public Sector

Internet



Intranet



Thank you for completing the survey!

