

Understand your website visitor to optimise your site performance

Website Profile Monitor
- WPM ©

MetrixLab's Website Profile Monitor will help you measure and understand visitors to your website. As a crucial part of any company's marketing mix, Website Profile Monitor will tell you about the people who visit your site, taking you way beyond the 'numbers' that are available through server log and other measurement approaches.



Measuring the impact of your website

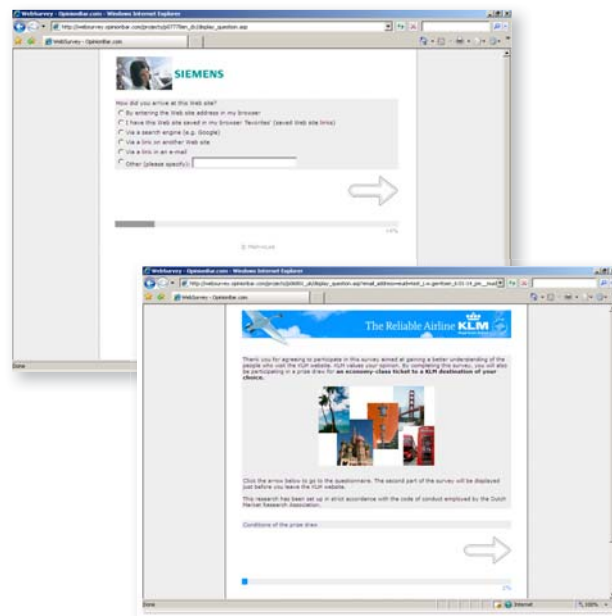
The service continuously collects a range of information, including who is visiting your site, the reasons for their visit to your site, and if they were successful in achieving their purpose in visiting.

This service has been designed to be fully tailored to your research needs for your website. MetrixLab's Website Profile Monitor provides the insight to help you adapt and improve your site. The approach has been used successfully by many companies, including Philips, Siemens, KLM and Canon.

Get to the heart of your site visitors to ensure your site delivers visitor satisfaction

- The Website Profile Monitor methodology provides benchmarks so you can compare your performance against best practice in the market, and your own competitive set
- Each Website Profile Monitor project is designed to meet your specific objectives to help your business get the most from your website
- We use the online environment to its maximum capability, creating interesting, fun and relevant questionnaires for respondents. Our surveys are comparatively short in length, fully interactive and enjoy higher than average response rates
- Online surveys can be carried out in several online destinations or countries simultaneously, allowing you to compare and contrast consumer opinions on your website and adapt your strategy accordingly

- The surveys are extremely simple to add to your website, and will not affect your visitors' surfing behaviour in any way
- Throughout the project you will have your own team of MetrixLab consultants and research experts to help customise the research techniques to meet your business needs
- During the research your team will have access to an online tracking system to measure response rates and get insight in the questions and answers by using the online reporting system. At the end of the programme, your experienced MetrixLab research team will present the findings back to you in a workshop, discussing the key findings and their implications for your business.



on-site surveys in the look & feel of your website

Working together to understand your website's visitors

Website Profile Monitor works by surveying your website visitors on a range of key metrics on entry or exit from your site.

We start by **monitoring** your site visitors. At this stage, we gather a range of information on your visitors using a short survey as they enter the site including their demographic details. We ask them if they are customers or new to your site, as well as profiling them on social class, age, income and gender amongst other measures. We also ask their reasons for visiting your site.

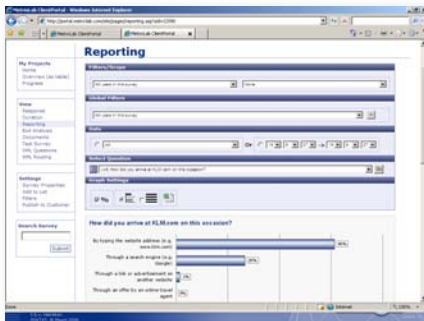


Once they have completed their visit on your site, we use a longer survey on exit to evaluate if they have been successful in achieving their objectives in visiting the site, and to assess their satisfaction levels with the overall experience of using your website. We probe your visitors about their surfing activity to see if they have visited other websites to compare your offering, and if so, we evaluate how many sites and in which order.

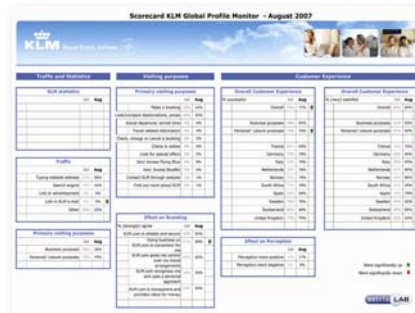
Next we **evaluate** the reasons for their responses. What are the important processes, and how does your site perform? How do you compare to the experience offered

by your competitors' websites? We provide you with benchmarks for your own performance from both your competitive set and best examples from other sectors. We use the benchmark approach to help put your performance in context, and to start to evaluate improvement options.

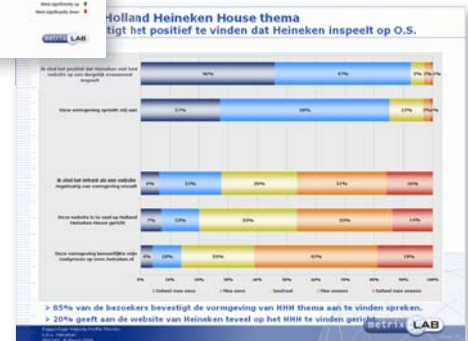
We bring all the research outputs together to discuss the findings with you and agree a relevant programme of improvements. The areas we focus on include your overall website usability, the content of the site, its design, the communication of key messages and the impact that has on your branding.



extensive online reporting functionalities



Full analyses and powerpoint reporting by MetrixLab consultants



The MetrixLab e-Business Performance research methodologies

We have been working with clients to help them understand and maximise their websites for a number of years, with our two methodologies [Website Profile Monitor](#) and [Website XSment](#). Website Profile Monitor provides insight into the profile of your visitors, their visiting reasons and overall sites satisfaction levels with your website. [Website XSment](#) is employed by clients who want to understand the usability of their site to maximise its performance and effectiveness. Combining both qualitative and quantitative approaches, both use innovative, interesting and engaging surveys that benefit from higher-than-average response rates and low drop out rates. Results are provided with analytics tools to interrogate the data to understand visitor responses.

About MetrixLab – An innovator in online research

MetrixLab is a global online research company, specializing in the areas of new product development, brand communication, e-business performance and stakeholder management. Over the past seven years MetrixLab has grown to be one of Europe's leading online research companies. With offices in Rotterdam, London, Munich, Hamburg and Madrid, MetrixLab conducts online research in 44 countries worldwide and works with 52 of the top 100 global brands such as Microsoft, Philips, Unilever, Siemens, PepsiCo, KLM, Canon and TNT. We are the major supplier of online and cross media campaign tracking, advertising pre-testing, online product concept and pack testing, global consumer communities, website user testing and client and employee satisfaction research.

Our strategic goal is to be recognised as the online research thought leader in delivering high-quality information and profound consumer insights that help our clients improve marketing ROI. Our experienced team continually tests the boundaries of consumer research innovation, combining cutting-edge online technology with scientifically proven qualitative and quantitative research methodologies. For more information about MetrixLab please contact:

MetrixLab
www.MetrixLab.com



Online Consumer Research
Rotterdam London Hamburg Paris Madrid

Netherlands

Wilhelminakade 312
3072 AR Rotterdam
T +31 (0)10 2030700
F +31 (0)10 2827469

Germany

Weidestraße 120 b
22083 Hamburg
T +49 (0)40 6921 4077 - 1

France

178 Rue du Temple
5003 Paris
T +33 (0)1 42 76 91 69

United Kingdom

20 Garrick Street
Covent Garden
London WC2E 9BT
T +44-(0)20-3178 6276
F +44-(0)20-7664 7878

Spain

Albadalejo, 4 2ª planta
puerta 44-45, 28037
Madrid
T +34 (0)915 780 064

Understand your website visitor to optimise your site performance

As a crucial part of any company's marketing mix, Website Profile Monitor will tell you about the people who visit your site, taking you way beyond the 'numbers' that are available through server log and other measurement approaches. The service continuously collects a range of information, including who is visiting your site, the reasons for their visit to your site, and if they were successful in achieving their purpose in visiting.

Software

Going beyond web statistics to assess KPIs

A leading global software manufacturer wanted to go beyond their existing web statistics to understand their visitors, to measure satisfaction levels and to monitor the success rates of their nine channels.

MetrixLab used the Website Profile Monitor to provide continuous tracking of Key Performance Indicators across the nine channels. We created a dashboard delivery system that allowed our client to compare and contrast performance across channel and measure on a monthly basis.

The approach delivered real time reporting on the KPIs. This not only gave the client valuable reporting but also allowed them to anticipate developments across the channels and plan for them.

Financial Services

Continuous website monitoring for competitive advantage

A large European insurance company wanted to expand and improve its online presence to help remain competitive in a challenging online environment.

MetrixLab employed the Website Profile Monitor to help them measure performance on a monthly basis on the key metrics of satisfaction with the website, brand impact and conversion rates.

To ensure that the company continually improves its website and remains competitive in a challenging market, MetrixLab provides additional research that segments the website visitors, assesses their online behaviour and expectations and uses this information to make recommendations for site improvements.

Consumer Electronics

Monitoring brand impact on a global basis

A leading global consumer electronics company had changed its strategy and brand statements and wanted to ensure that the visitor satisfaction level had improved, and that the brand message was getting across. The client wanted to carry out the research simultaneously in 20 countries to a tight deadline.

MetrixLab measured website profiles and satisfaction levels across the different countries through an interactive survey that enjoyed very high response rates of 65% on average.

The results proved to be extremely valuable in illustrating the different views of the products and brand perception by visitors in the countries being studied. In particular the benchmark data proved invaluable. The recommendations from the research were implemented and the project has been extremely positive for the client.

Consumer Electronics

Improving customer support services

The support team of a leading global consumer electronics company wanted to understand the effectiveness of its website at a range of functions, from handling incoming enquiries to after sales enquiries, product upgrades and repairs. The client aims continually to improve its service to customers and wanted to work with MetrixLab to help it achieve this aim.

Website Profile Monitor was used to research customer views at three key stages of their search for information.

With a high proportion of visitors leaving the website with low satisfaction levels and success rates, the research highlighted a number of areas that needed immediate attention to allow visitors to achieve their

objectives in visiting the website.

As a result of the research, improvements were made to the overall experience of visitors. The client has been able to increase the number of visitors who leave the support section of their site satisfied that their enquiry has been dealt with efficiently.

Automotive

Generating leads

A leading global automotive manufacturer came to us to understand the role of their website in generating sales leads and interest in the brand. They had three websites and wanted to use Website Profile Monitor to assess the sites' effectiveness and value to the business.

The research identified the type of visitors coming to the three sites, and their reasons for the visit. It revealed that whilst the websites were fulfilling their role of generating leads, overall satisfaction levels could be improved upon in order for visitors to fulfil their reasons for visiting.

When compared to benchmarks, several recommendations were made to make the sites more useful in terms of the information they offered and more engaging and involving for the visitor. In particular, small changes were made to add to the overall brand experience.

Medical

Reaching the right target market

A European medical company wanted to understand if their websites were reaching the right target market and to learn visitors' opinions of the sites, as well as of the company itself.

MetrixLab used Website Profile Monitor to understand visitor opinions. The results showed that the client was attracting the right group of people to its sites, and that satisfaction levels and number of return visits were very high. The research also highlighted that medical professionals were visiting the site, unbeknown to the client.

As a result, we recommended that the medical company expand their site offering to encompass these other healthcare professionals, as well as activities to encourage even more people to visit their site.

Government

Research for website redesign

A large government department wanted to understand who its website visitors were, and how they were using its website and particular areas of its site as part of a major redesign project.

MetrixLab used Website Profile Monitor over a period of six weeks to assess visitors' reasons for visiting the site, which parts of the site they used and if they found the information they were looking for in that part.

The results were presented to the client and web designers in a workshop, revealing insights that were unexpected. As a result, the client was able to move onto the next stage of redesign with more confidence that visitor needs were being met.

Online publishing

Increasing page views

A major publisher discovered from analysing its own website metrics that whilst unique visitors to its site were increasing, pages viewed were declining.

MetrixLab used Website Profile Monitor on a continuous basis on entry and exit to identify the website visitor, understand their reasons for visiting the site, monitor visitors' experience and provide insights into performance and effectiveness. Importantly, we were also able to understand why a visitor left the site.

The results were segmented into visitor profiles, allowing our client to improve the site design and the overall customer experience of their website. The ultimate goal of our client, to increase page views, was achieved as a result of this project.