



Digital Body Language and the Revenue Engine

Buying and Selling in 2011

Steven Woods
CTO, Eloqua
@stevewoods

ELOQUA

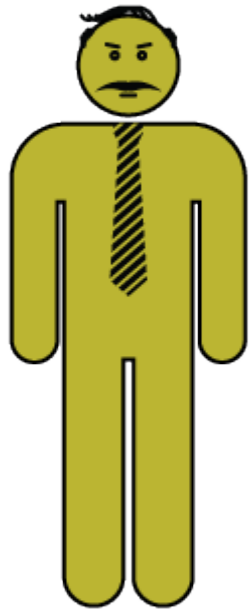


Buying: Simplified

Status Quo

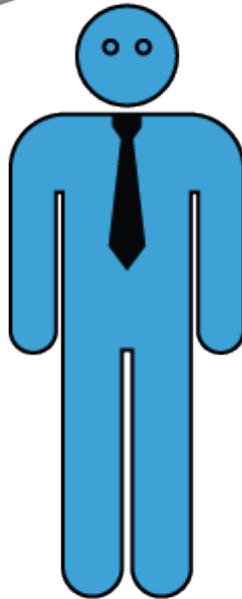
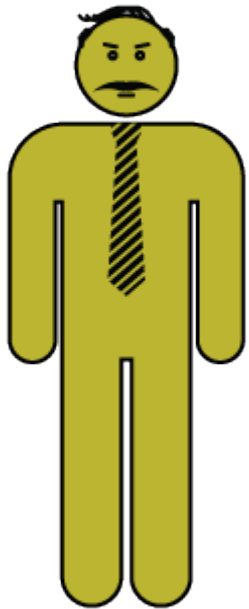


Interest is Piqued

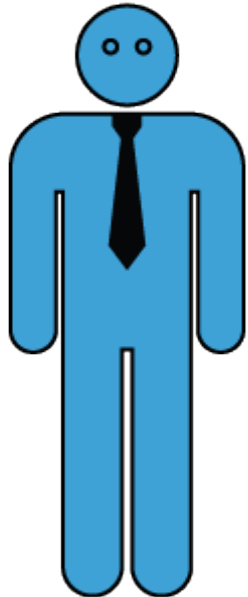


The Ask

I want more
web analytics
magic



Research



Web Images Videos Maps News Books Gmail more ▼

Google comparison of web analytics vendors Search Advanced Search

Search: ☒ the web ☐ pages from Canada

Web [Show options...](#) Results 1 - 10 of about 105,000 for comparison of web analytics vendors

Web analytics management Sponsored Links
immeria.net/wamm Roadmap to online analytics success Workshop for analysts & managers

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www.cmswatch.com Compare web analytics products. Get a free report sample.

Omniure Web Analytics
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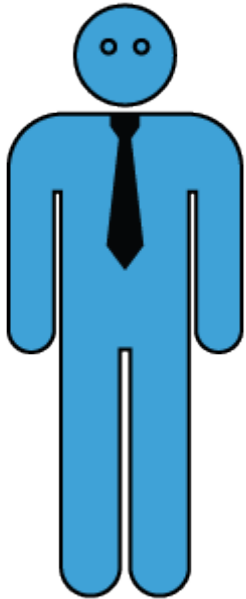
Web Analytics Vendor Tools Comparison (And One Challenge ...)
27 Aug 2007 ... Picking the right web analytics tool / vendor is perhaps one of the most critical decisions you'll make. Given the general struggle by all ...
www.kaushik.net/.../web-analytics-vendor-tools-comparison-and-one-challenge.html -
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Ultimate Web Analytics Comparison Resources - Web Analytics World Blog
Is there a matrixed comparison chart for web analytics tool: ... you are missing off your list one of the UK leading web analytics vendors Intellitracker. ...
www.webanalyticsworld.net/.../ultimate-web-analytics-comparison.html -
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Web Analytics Vendor Comparison | WebProNews
1 May 2007 ... This section goes into detail about the various features that were used to compare the various web analytics vendors: ...
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Social Influencers



Occam's Razor by Avinash Kaushik

27 Aug 2007 12:36 am

Web Analytics Vendor Tools Comparison (And One Challenge)



Picking the right web analytics tool / vendor is perhaps one of the most critical decisions you'll make. Given the general struggle by all Practitioners in the ecosystem it is apparent that many end up making a less than optimal decision.

There are lots of different web analytics vendors or not so hidden, agenda pieces, comparison reports / blog posts / analyst reviews / hidden,

When Eric requested me to be on the panel at the Search Engine Strategies conference in San Jose it provided a interesting opportunity for me to think about the web analytics industry. You see the talk was part of the track: Analyzing The Analytics Players.

Creating any presentation is part labor of love and part scary adventure, this one was a bit more of the latter due to the many hats that I wear. Author, Blogger, Founder, Analytics Evangelist.

In the end it was both a huge challenge to evaluate each web analytics vendor and a lot of fun to see if I could do it in a way that was very different.

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Analytics Evangelist.

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- About
- Site Map
- Speaking Engagements
- Occam's Razor - What?
- Web Analytics Videos, Podcasts
- Disclaimers & Disclosures
- Mi Pequeña Pasión
- Blog Goals

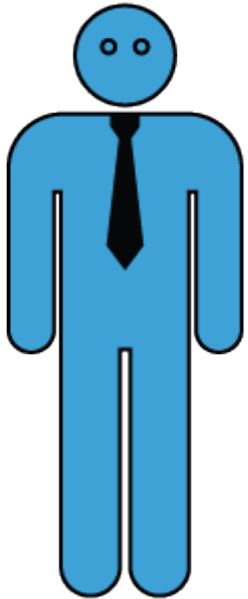
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blog @ kaushik . net

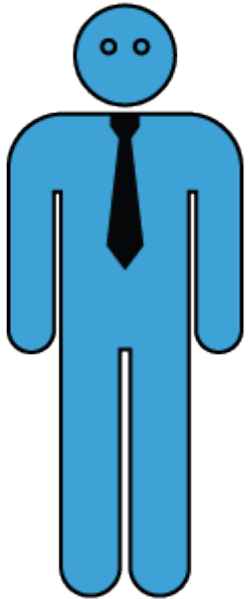
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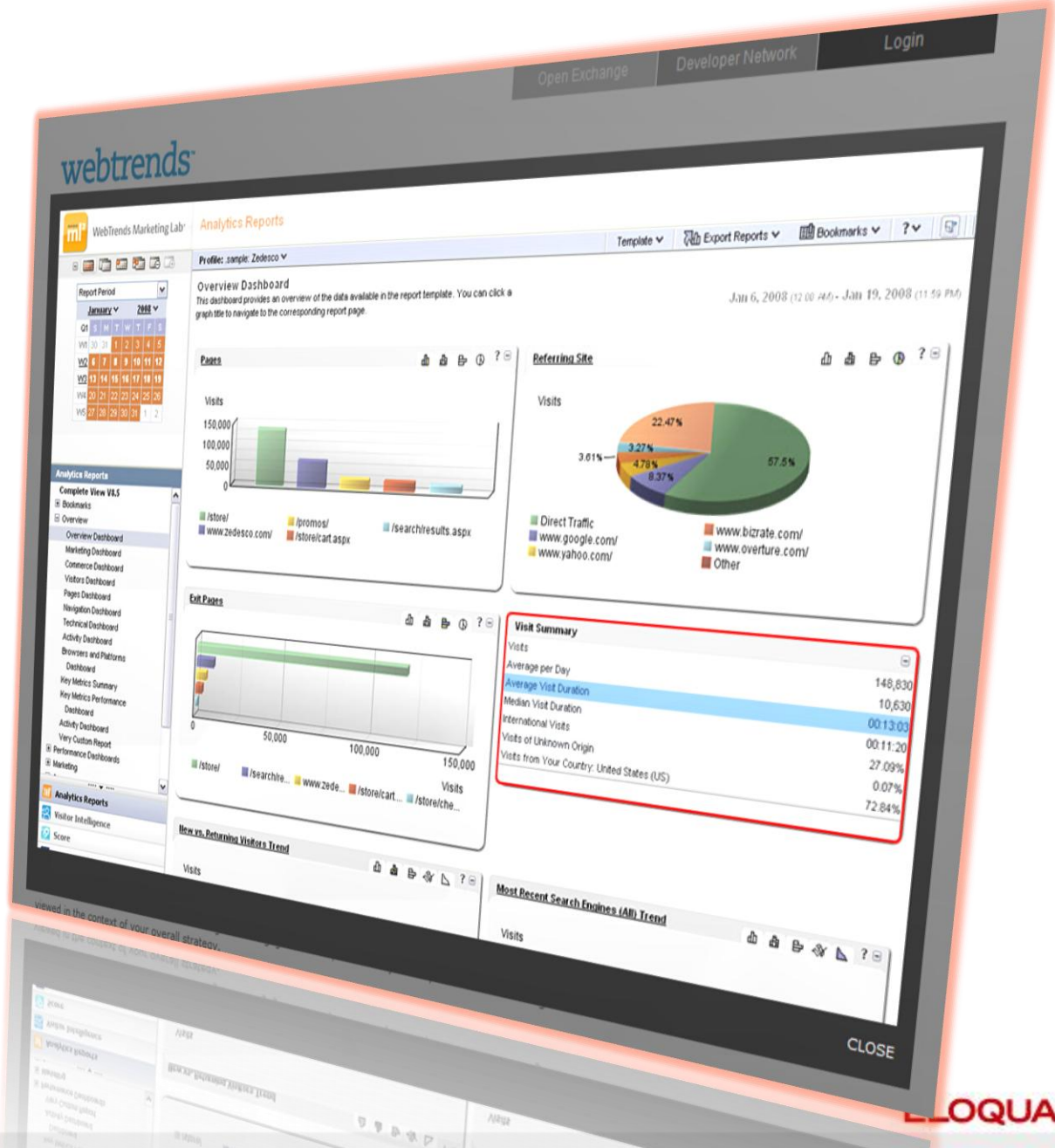
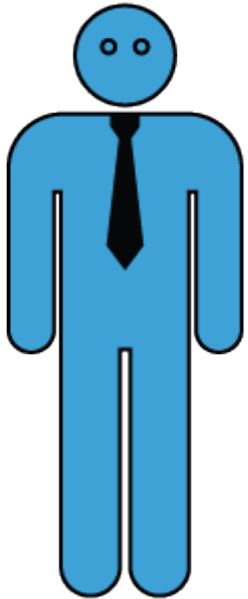
Solution Options



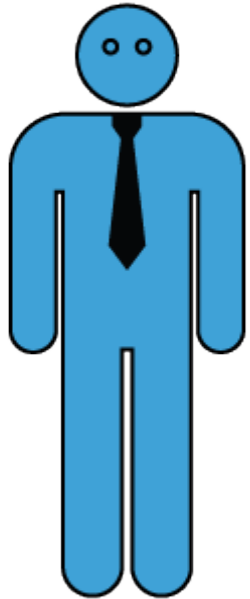
Web Presence



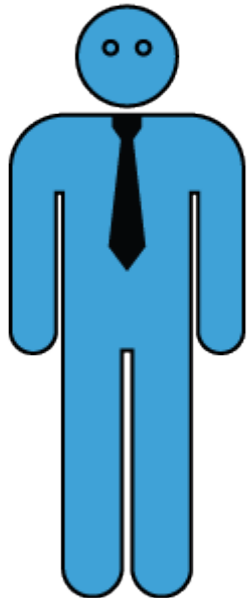
Visualization



Mobile Options



Whitepapers



Download The Details

Interested in the new Analytics 9 capabilities you've read about here? Download the data sheet to learn more.

Download The Details

webtrends

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Portland, OR 97204
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fax 1.503.294.7130

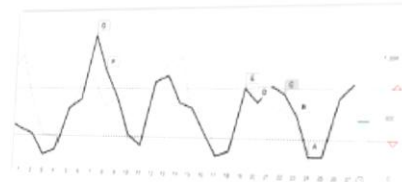
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sales@webtrends.com

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+44 (0) 1744 405 300
emea@webtrends.com

For offices worldwide, visit
www.webtrends.com

DATA SHEET / ANALYTICS 9

Customer Intelligence at the Speed of Your Business



Webtrends Analytics 9 transforms raw data from your web site into essential insight about your customers faster than ever before. Powerful data capture and analysis tools, open technology and elegant data visualization not found in other web analytics products – free or paid – help you quickly and easily uncover real-time and historical trends, and then place these trends into the larger business context you need to maximize your online results and ROI.

WITH WEBTRENDS ANALYTICS 9, YOU GET:

- More customer insight, less effort. Easily uncover trends and share results, using the industry's most intuitive analysis and reporting interfaces.
- The big picture in real time. Review real-time metrics alongside equivalent historical metrics and the results from other ongoing marketing investments.
- Unsurpassed data collection, analysis. Absorb even the largest spikes in site traffic without any downtime or worries about lost data.

The Innovation Never Stops

The Fall 2009 edition of Webtrends Analytics 9 follows fast on the heels of the product's initial release in August 2008. Significant additions and enhancements include:

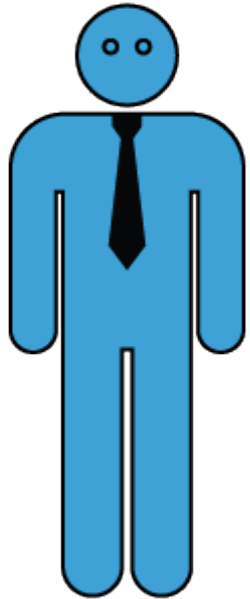
- Real-time metrics and alerts
- Mobile analytics access via an iPhone application
- Refined versions of the Insight and On Demand interface.
- Attach notes directly onto analytics graphs and data.
- Localization for French, German, Italian and European Spanish.

The new edition of Analytics 9 is available in hosted software only.

- Precise tracking. Follow visitors over time across domains with Webtrends' patented first-party cookie.
- Enterprise-wide perspective. Connect online and offline customer insight easily and without additional costs. View results from other marketing or business channels on top of your analytics data.

- Live updates. Customized alerts are available via e-mail, Twitter and a broad range of other services.
- Analytics insight, anywhere. An iPhone app and with your web site metrics and data while on the go.

Social Community




Webtrends.com Developer Network Login

webtrends
Open Exchange Find Solution

What Do You Need?

- Ad Serving
- Audience Measurement
- Behavioral Retargeting
- BI/Data Warehouse
- Campaign Management
- Collaboration Portals
- Content Management
- CRM
- Data Collection
- Data Visualization
- eCommerce
- Email Marketing
- Onsite Search
- Phone Call Tracking
- Site Audit/Monitoring
- Social Media
- Test/ Site Optimization
- Videos Analytics
- Voice of Customer

End the Isolation. Unite Your Marketing Tools and Data



No single vendor or technology can meet all of your enterprise customer intelligence needs. It takes a combination of products and services from multiple companies to get the job done.

Industry leaders that contribute to Open Exchange

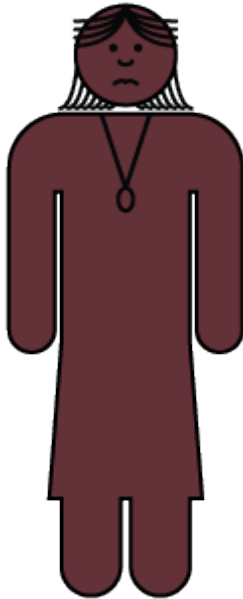
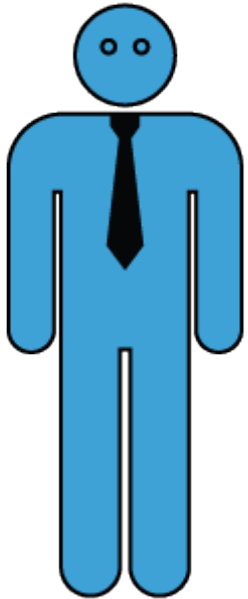
Logos of contributing companies: TERADATA, silverPOP, ENDECA, opinionlab, atg, Bazaarvoice, FORESEE RESULTS, Windows SharePoint Services, WebSphere software, salesforce.com, Responsys, ExactTarget, Quantivo.

Logos of contributing companies: silverPOP, ENDECA, opinionlab, atg, Bazaarvoice, FORESEE RESULTS, Windows SharePoint Services, WebSphere software, salesforce.com, Responsys, ExactTarget, Quantivo.

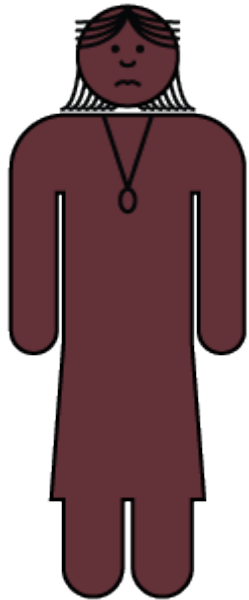
Implementation Questions



Will it
integrate?



Technical Research



Social Media Questions



Can I
integrate
everything?



Social Engagement



Blog Content



Jascha Kaykas-Wolff
VP Marketing WebTrends, father of 3, celebrity gossip aficionado

Blog About Jascha

« Does the rise of Social Media make web analytics more important? »

The "Marketing Stack"

Have you sat down with your IT organization lately to discuss your company's enterprise architecture framework? Did you know that having that discussion is crucial to your success as a marketer?

Our business as marketers has changed. We can attribute this change to data. Once a competitive advantage, data is now table stakes. It fuels our businesses. This is an oversimplified view for the purposes of this discussion, but it offers a framework within which to work. Here's what we do at Webtrends....

Marketing Stack Common Components

- Business Process
- Campaign Management
- Data Architecture

Webtrends Marketing Stack

- Webtrends Social Measurement
- Etiqua Marketing Automation
- Webtrends Optimizely
- Webtrends Marketing Warehouse
- Webtrends Analytics 360

Categories

- Industry Perspective
- Updates
- webtrends

Recent Posts

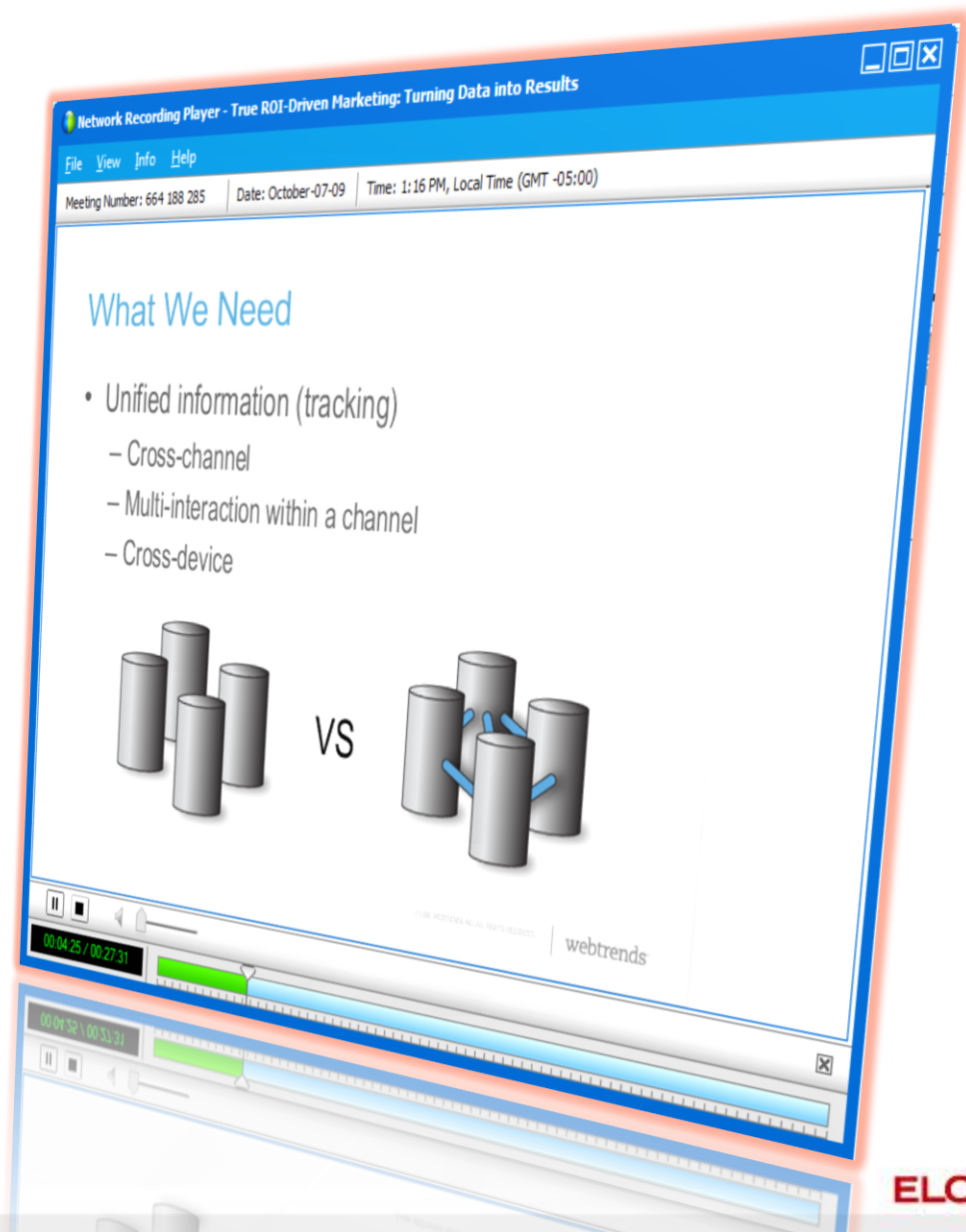
- The "Marketing Stack"
- Does the rise of Social Media make web analytics more important?
- See Jascha Kaykas-Wolff @ Web 2.0 Expo In New York
- Social Capital: Who drank my Tweet Juice?
- Who's paying for my information?
- Web Analytics Is Not Hard.
- Driving further adoption of e-Government with Analytics

Connect with Jascha

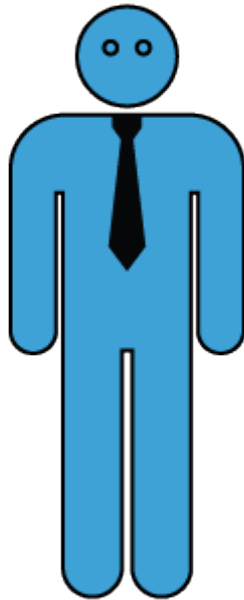
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Twitter updates

- Sanders Says: Being an effective loser <http://bit.ly/6wCBYg> about an hour ago
- I'm psyched! RT @ seanpower: pumped for Webtrends Engage 2010 in New Orleans. Considering weaving Louis Armstrong in my sprint somehow... about 4 hours ago



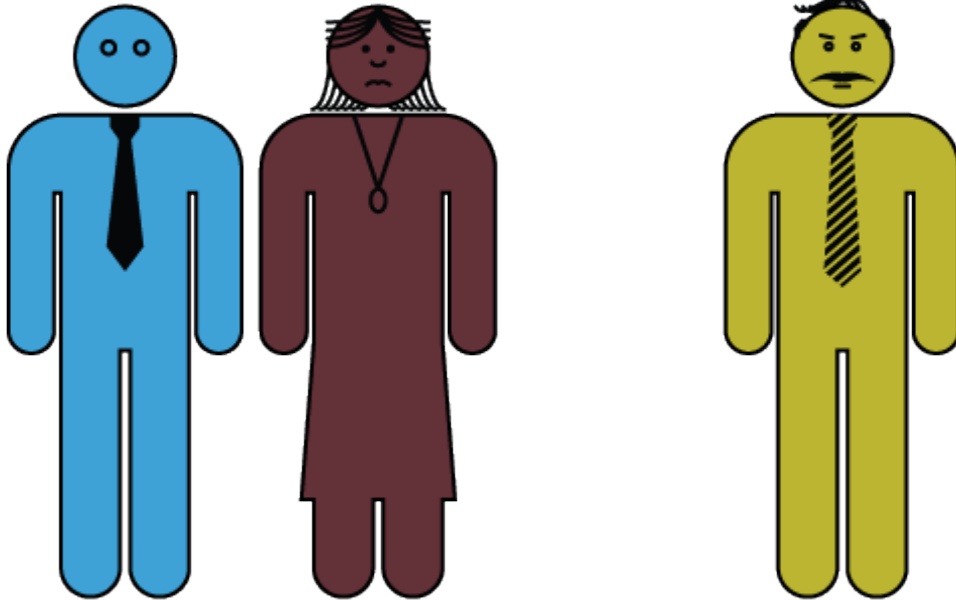
Team Consensus



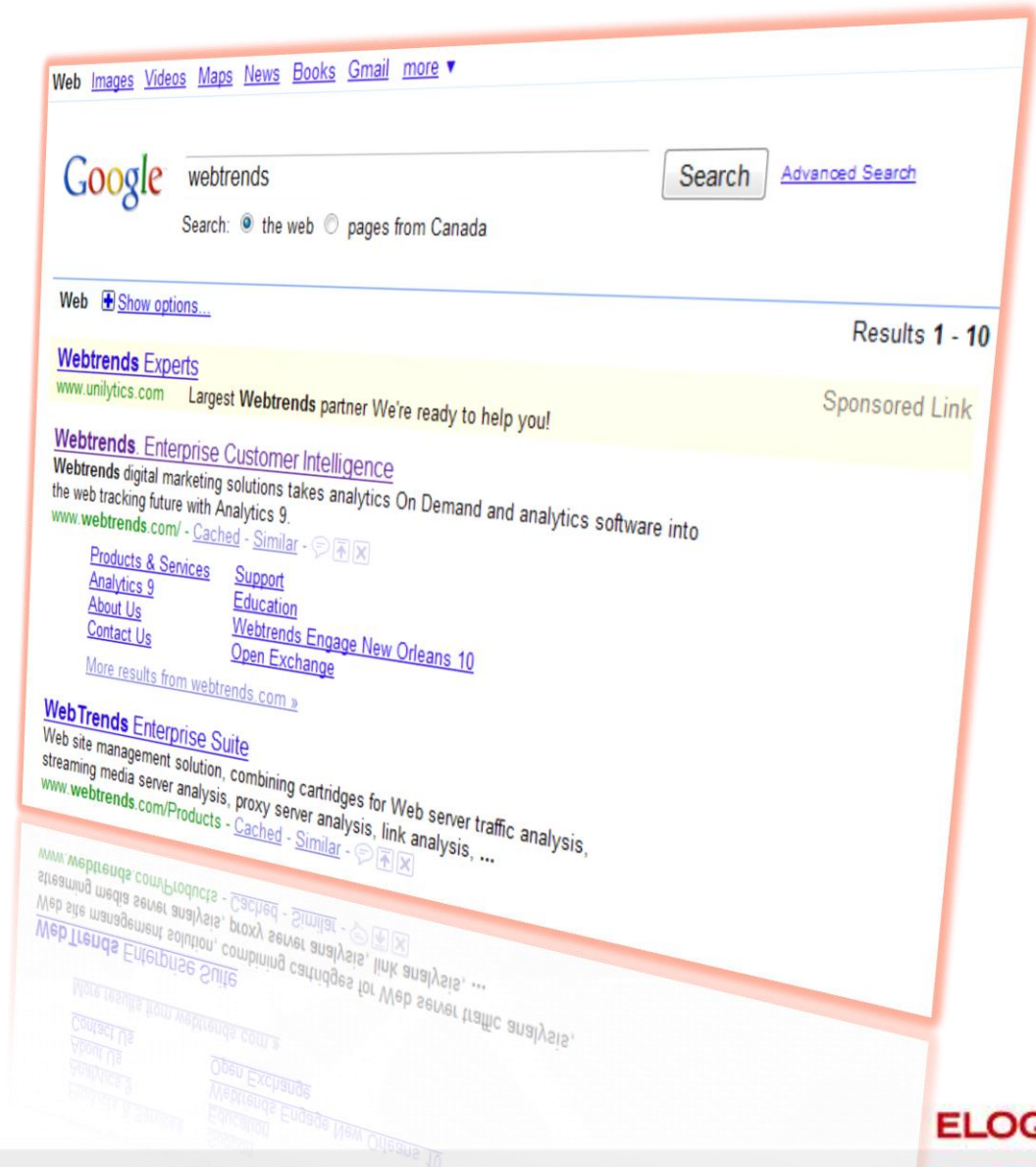
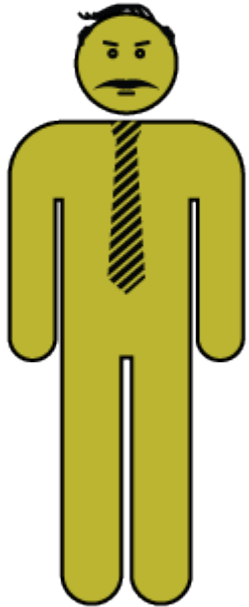
Purchase Attempt



can we
buy it?



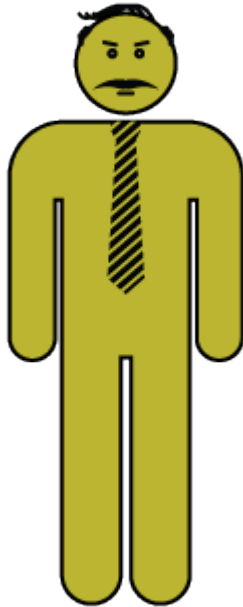
Decision Making



An optimally timed sales call

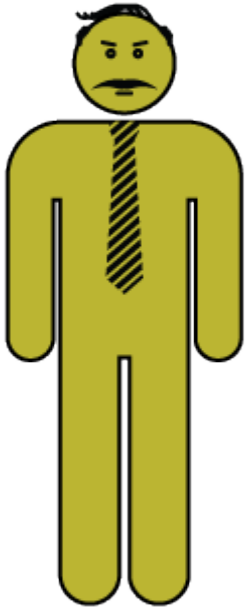


We're here
for you





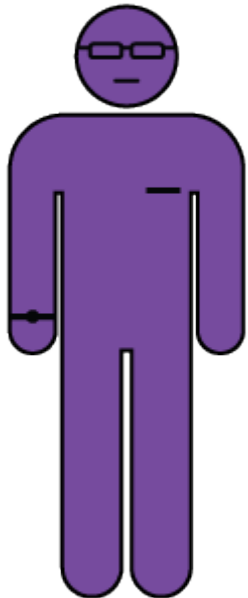
Looks
worthwhile



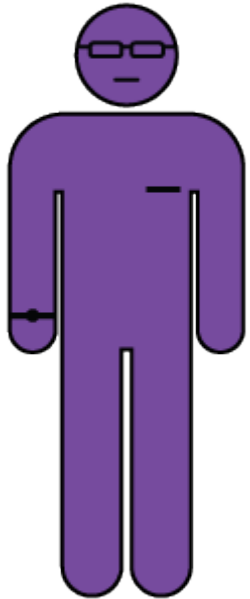
Undiscovered Stakeholders



Objection Hunting

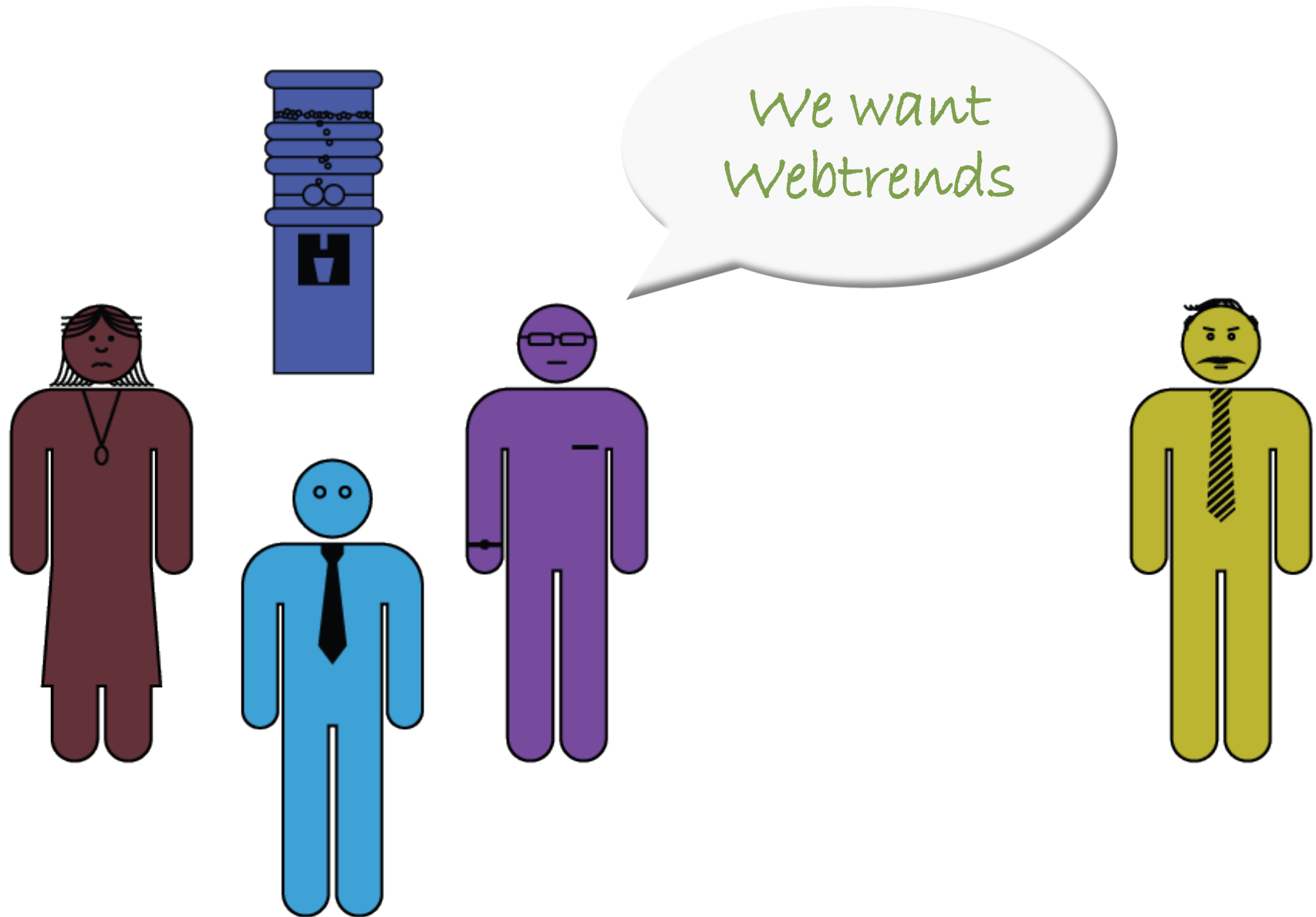


Support Portals



A screenshot of the Webtrends Support Portal. The page has a header with navigation links: "Open Exchange", "Developer Network", and "Login". Below the header is the "webtrends" logo and a search bar. The main content area is titled "SUPPORT" and includes links for "Support Plans", "Trial Support", "Knowledge Base", "SupportNet", "Upgrade Center", and "Contact Us". The article "Tracking RSS feeds with Webtrends" is displayed, with a sub-header "For products: Webtrends On Demand, Webtrends Analytics 8.x" and a "Last Modified: 9/14/2009" date. The article text describes how to track RSS feeds using Webtrends, mentioning the SmartSource Data Collector (SDC) server and the dcs.gif image. The text is partially obscured by a large, faint, rotated watermark that reads "The article description to the viewer to the article page. To do this, tag the target page with an SDC tag, include the necessary parameters in the link from the article description to the target page (for example, WT.rss=rss), and then use whatever parameter-based reporting in Webtrends effectively tracks this event." The page is framed by a red border.

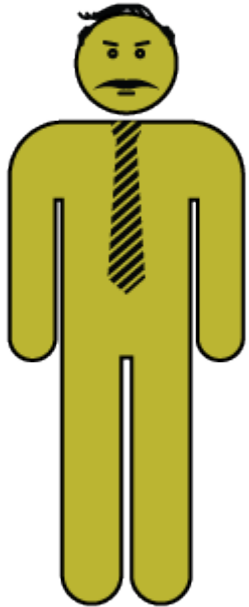
Consensus Again



The Purchase



Let's get
started



Buying Observations

- It's online
- It's about the buyer
- It's complicated

Buying Observations

- It's online
- It's about the buyer
- It's complicated

Changing World of Sales



Product
Price
Personality



“SPIN Selling”

—

Neil Rachman



“Hope is not a
Strategy” – Rick
Page



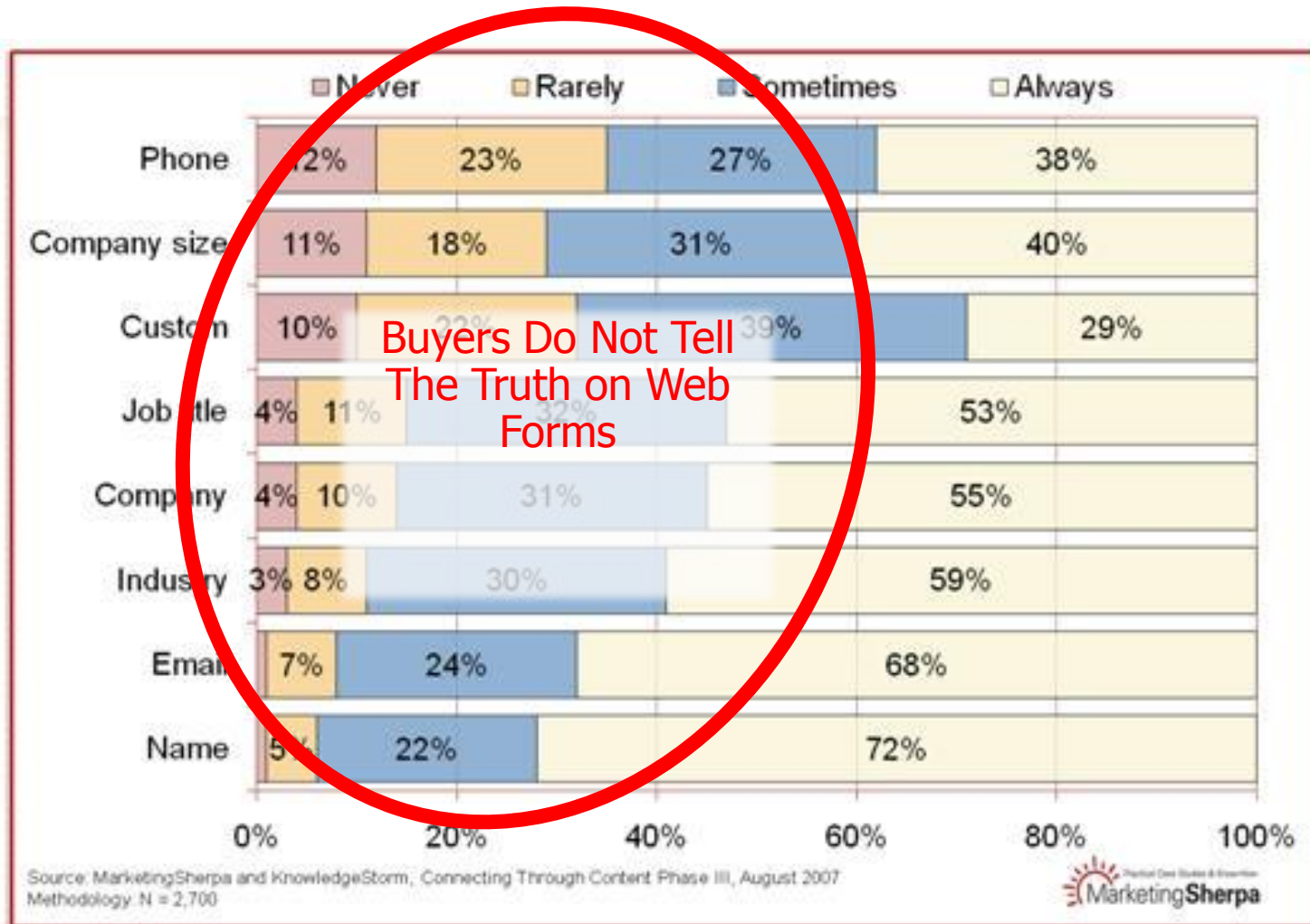
Time with Sales is Decreasing

78% of business decision makers reporting a decrease in time with sales reps

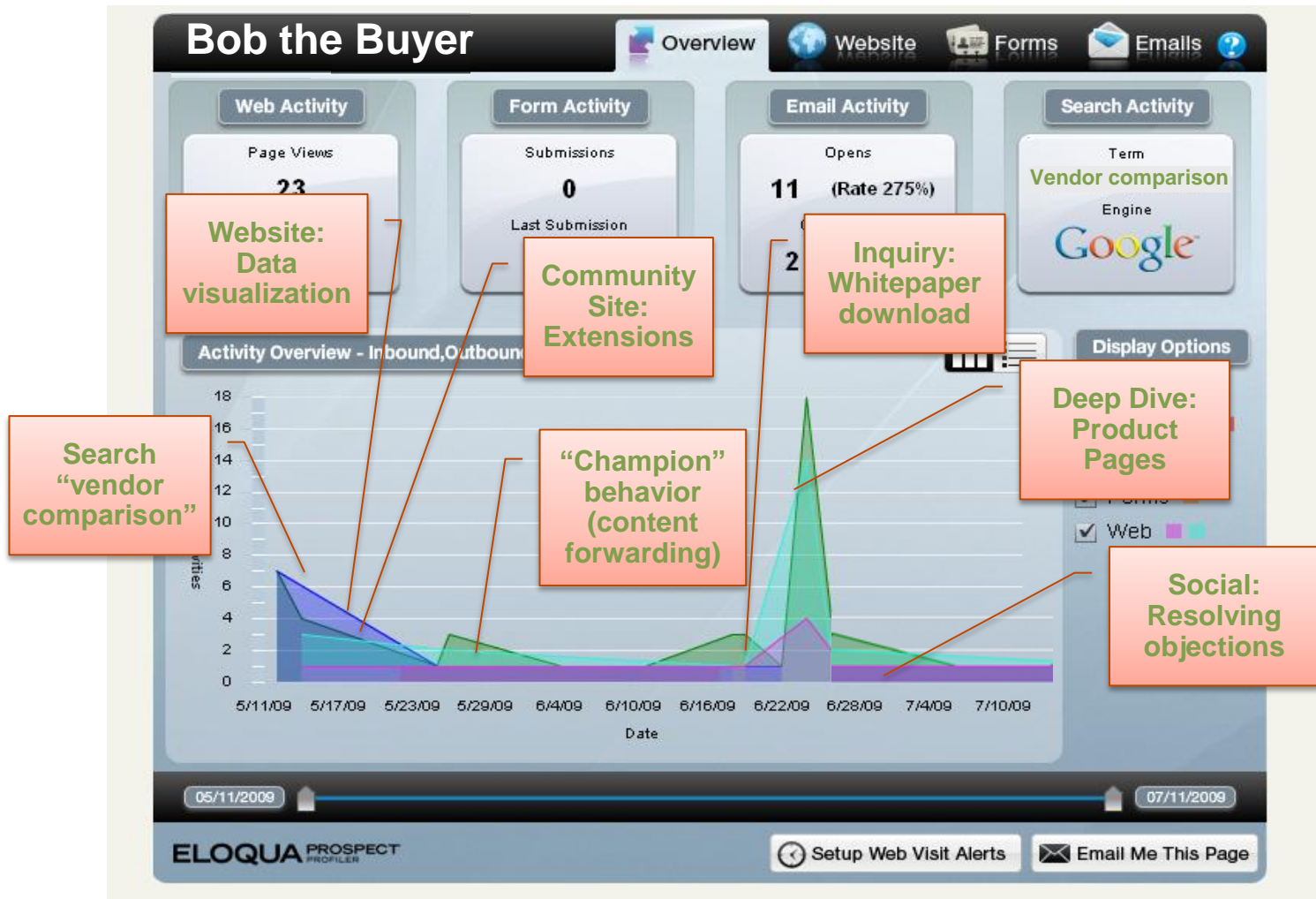
ABM's Digital Transformation study



Buyer Honesty is Low



Online: Bob The Buyer's Journey



Buying Observations

- It's online
- It's about the buyer
- It's complicated

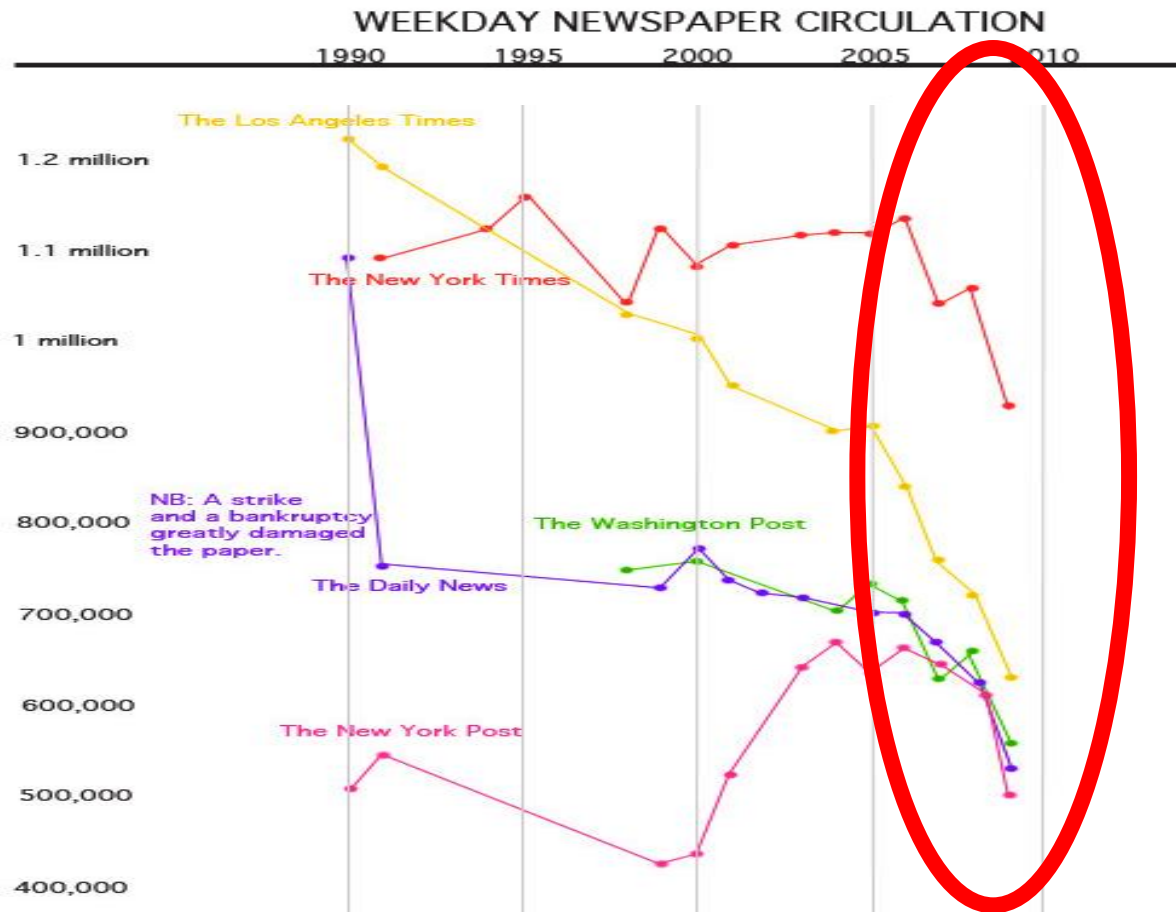
Economic Filters on Information



Filters and Mass Availability



But Something Went Wrong



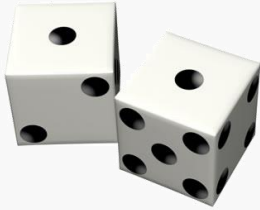


facebook



Biggest Users of Social Media

The Google logo, featuring the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red) with a trademark symbol (TM) to the upper right.The Bing logo, featuring the word "bing" in a blue sans-serif font with a small orange dot above the 'i' and a trademark symbol (TM) to the upper right.



Passive:

I happened to be ____
and I noticed...



Influenced:

I trust ____ and he/she
says...



Discovery...



Active:

I was looking for ____,
and I found...

Revenue Engine: Be Discoverable

How will you get attention? How is the buyer looking?	Paid	Earned
		
Active	SEM, Tradeshows	SEO, Quora Participation, Twitter Engagement, Support Communities
Passive	Advertising, Remarketing, Tradeshows, Email	Content Marketing, LinkedIn Groups, Viral Videos
Influenced	Klout, Foursquare Promotions, Promoted Tweets	Social Media Relations, Analyst Relations



Social vs Business

How do

“Tools for Apoptosis, Cytotoxicity, and
Cell Proliferation”

become talked about?

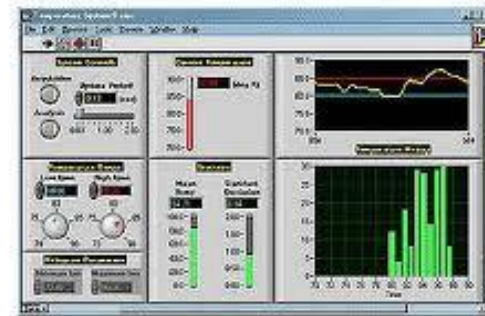
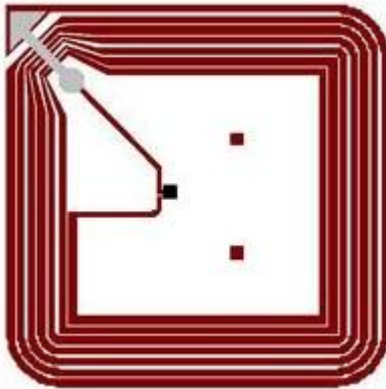
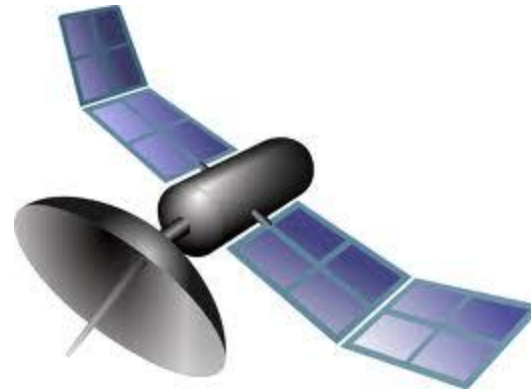


Buying Observations

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- It's about the buyer
- It's complicated

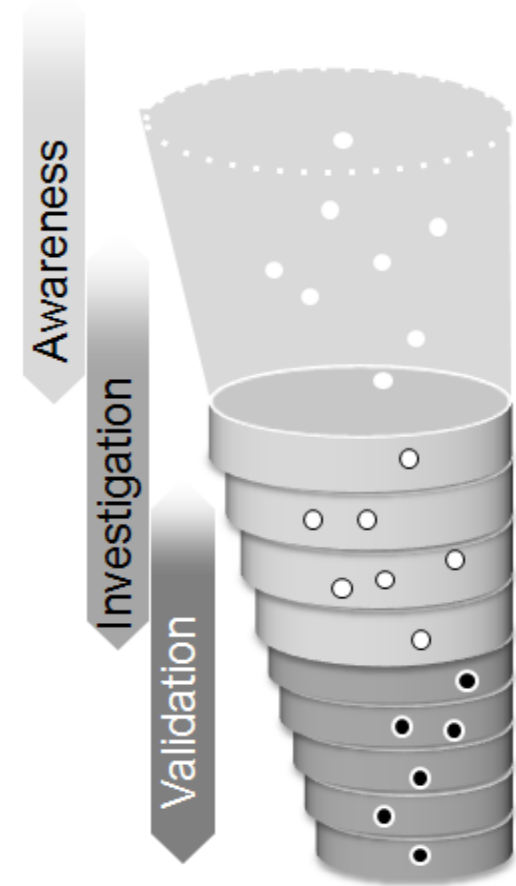


Why is *instrumenting* interesting?



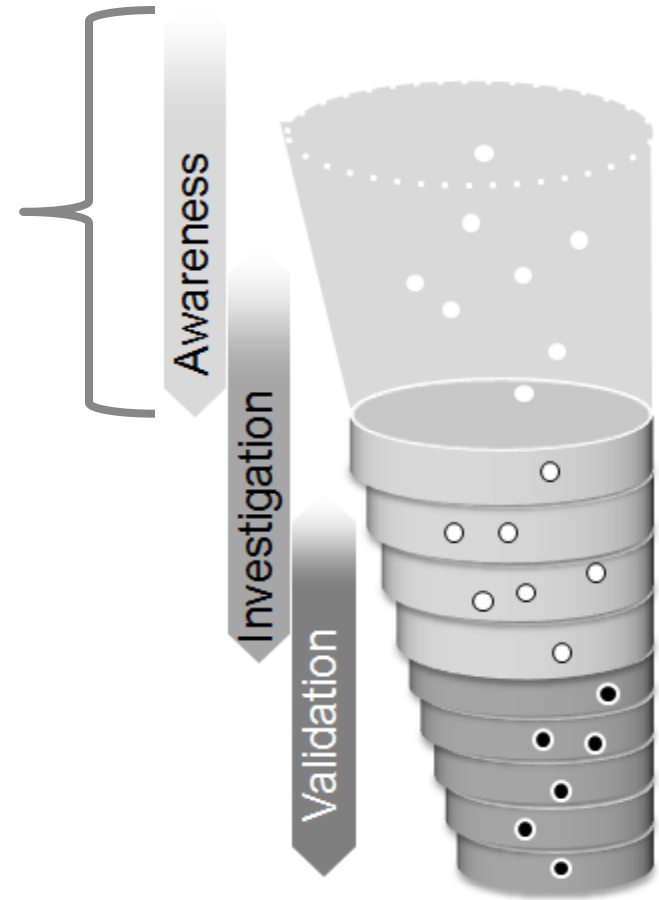
Systematize

- How do buyers learn?
- Are we present there?
- When do they need our help?
- Where can we improve?



How do buyers learn?

- What's important?
 - Audience
 - Share of Conversation
 - Traffic
 - Inquiries
 - Qualified

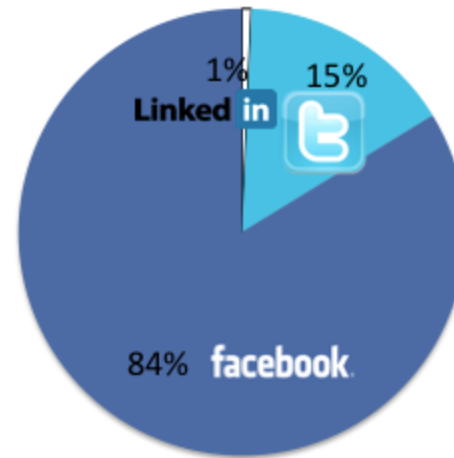


B2B and Social – really?

Social traffic sources for B2B and B2C customers

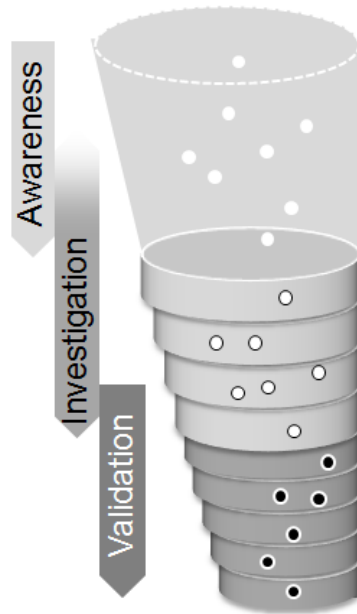
B2B

B2C



source: Eloqua Benchmark Data, 2010 full year

When do buyers need our help?

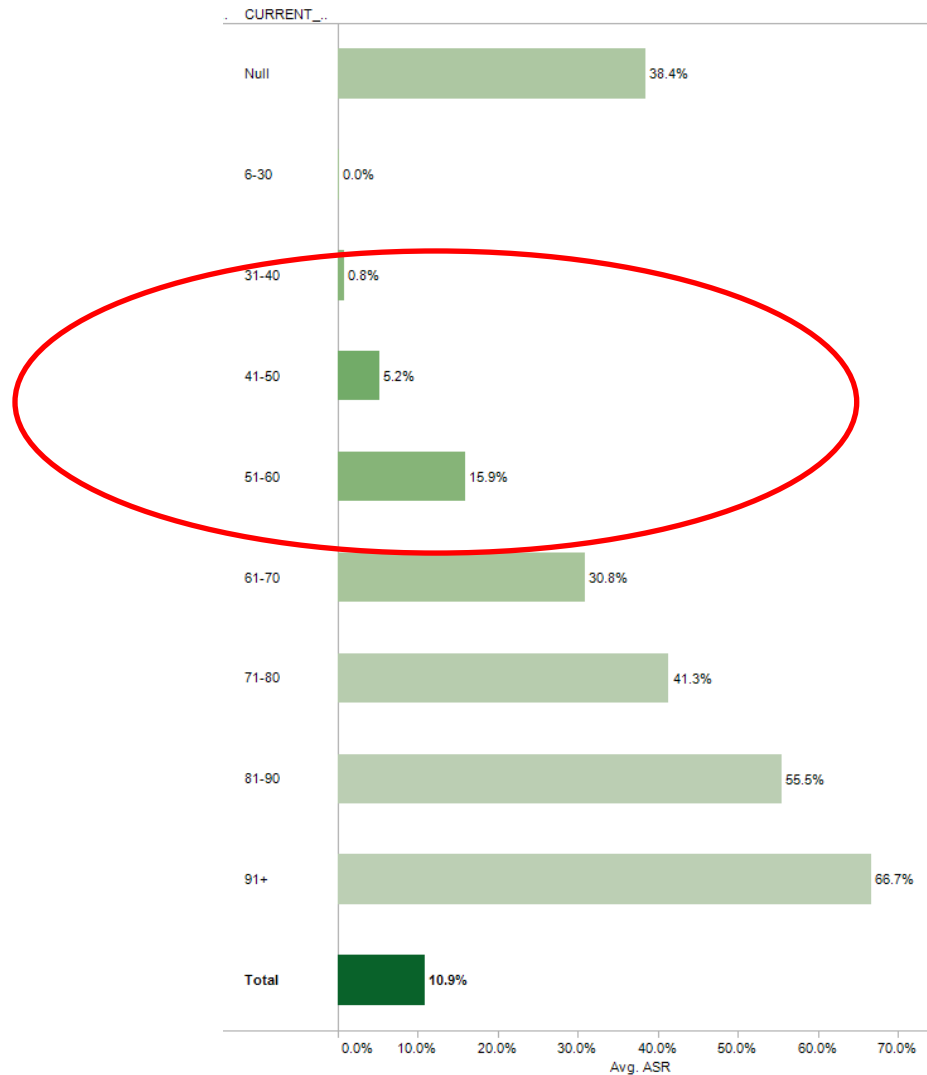


Analysis in All Industries



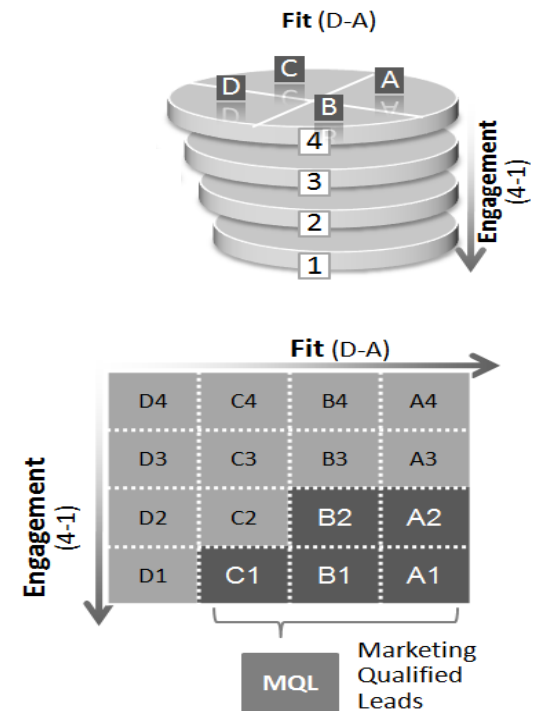
Date? *Check.* Location? *Check.* Memories? *Mark your calendar.*

Moneyball Marketing



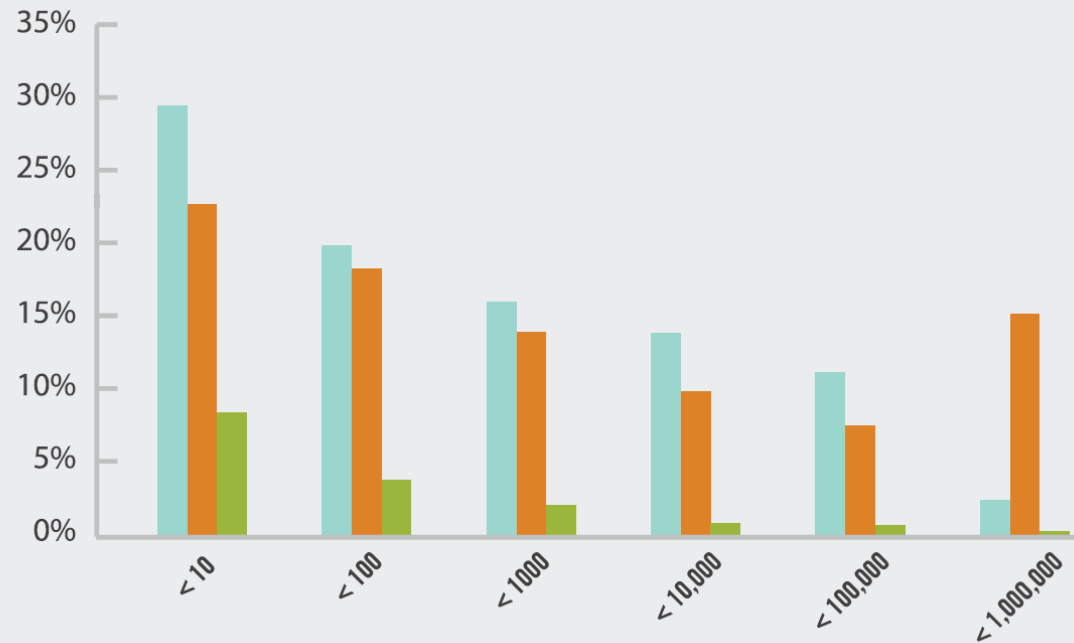
How many buyers need help?

Revenue Funnel		Q1	Q2	
		Actual	Actual	Growth % (Actual)
Total Names		100,000	110,000	10%
Names by Fit	D	25,000	27,500	10%
	C	25,000	27,500	10%
	B	25,000	27,500	10%
	A	25,000	27,500	10%
Names by Engagement	4	70,000	78,300	12%
	3	15,000	16,000	7%
	2	10,000	10,500	5%
	1	5,000	5,200	4%
Qualified Leads	A1	100	125	25%
	A2	100	125	25%
	B1	100	125	25%
	C1	100	125	25%
Total Qualified Leads	MQLs	400	500	25%



Why not talk to everyone?

Email Effectiveness by Campaign Size

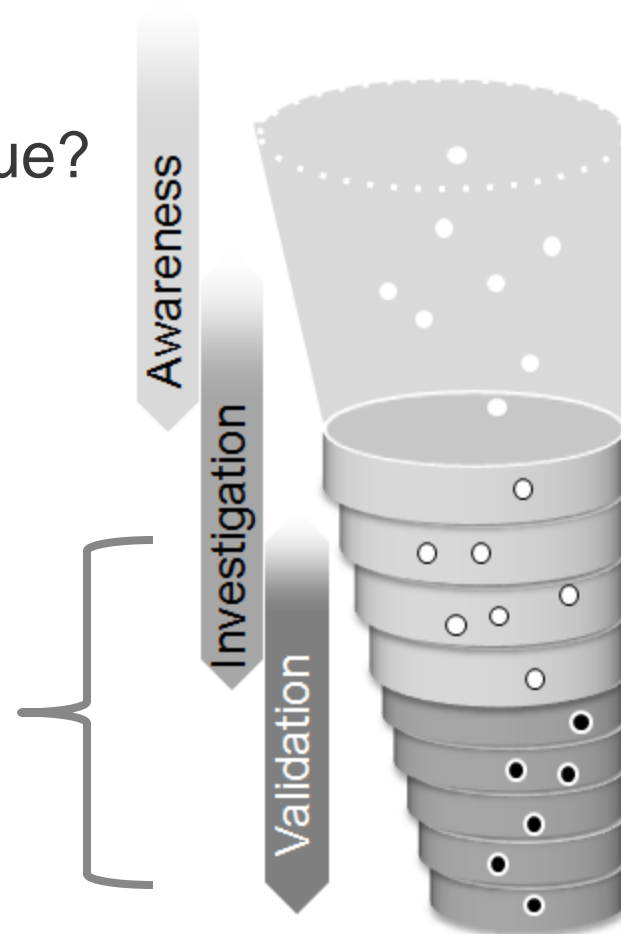


Average Open Rate	30%	19%	16%	14%	12%	3%
Average Click-To-Open Rate	23%	17%	14%	11%	9%	16%
Average Click-Through Rate	8.0%	3.5%	2.4%	1.7%	1.1%	0.5%

Optimize lead qualification?

- Is the team following up with leads?
- Is it a follow up issue or a quality issue?

Rep	Total Leads	Did not Connect	Wrong Role	Call back in 90	No interest	Oppty Created	MQL/SQO Conversion Rate	
Sally Jones	46	12	8	8	10	8	17%	
John Smith	39	10	12	8	3	6	15%	
Susan Alston	51	22	12	5	3	9	18%	
Brianna Jones	66	10	18	11	10	17	26%	
Preeya Gupta	38	8	2	9	8	11	29%	
Neil Johansen	50	14	10	8	9	9	18%	
Bob Clark	203	140	11	26	18	8	4%	
Andy Weston	170	123	12	8	18	9	5%	
Jane Chen	182	138	5	25	5	9	5%	



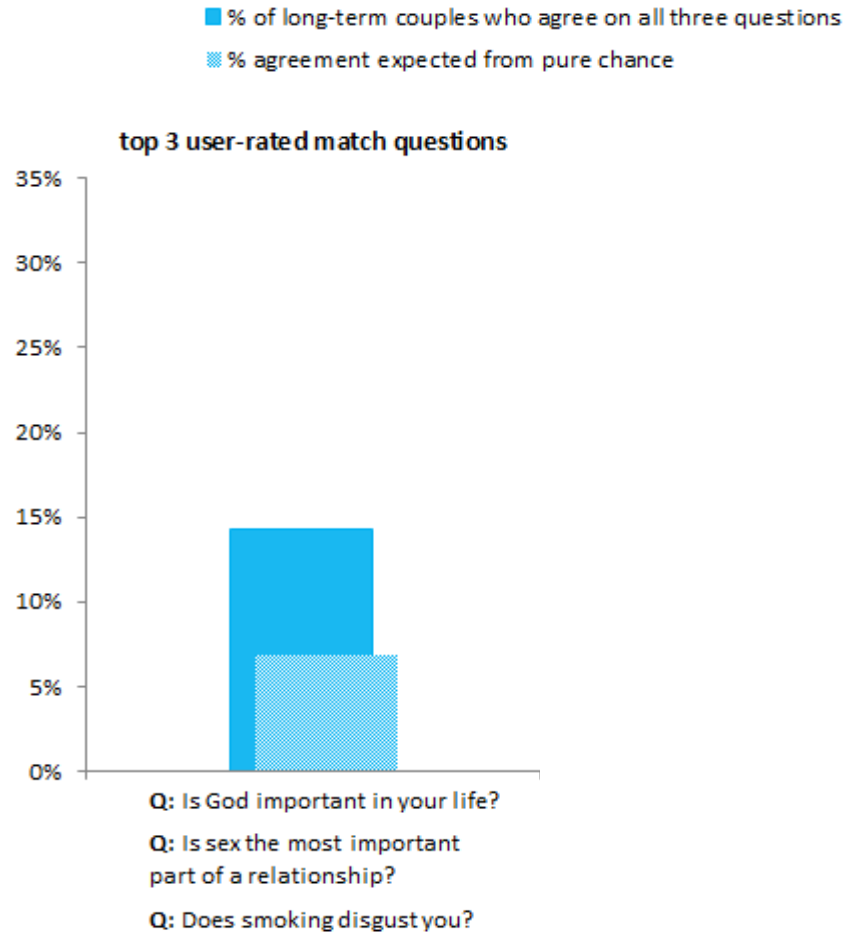
High number of leads,
BUT very low conversion

Compatibility

- How do we predict?
- Data beats intuition



Data Beats Intuition



Optimize buying audience?

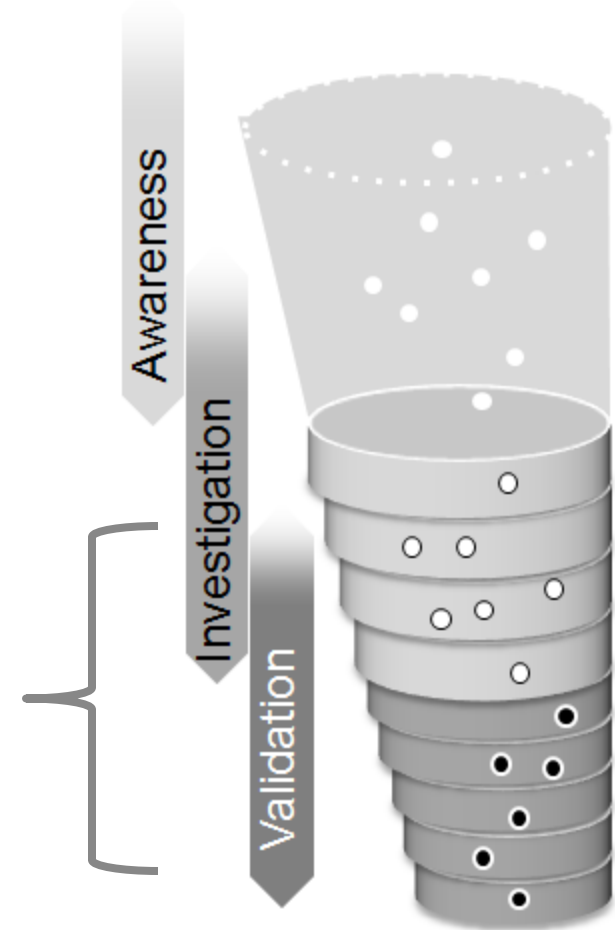
- Buyer behavior and stuck deals

Planning to Win

		Q1			Q2		
Sales Opportunities	Opps	Pipeline (\$k)	Stuck Opps (>60 days)		Opps	Pipeline (\$k)	Stuck Opps (>60 days)
e Needs Analysis	800	\$8000	\$2000		1000	\$10,000	\$3500
d Solution Presentation	800	\$8,000	\$2000		900	\$9000	\$3500
c Solution Proposal	200	\$2000	\$1000		230	\$2300	\$1000
b Commitment /Negotiation	200	\$2000	\$500		190	\$1900	\$500
a Closed Won	100	\$1,000			90	\$900	
		\$20,000			\$23,200		

! Opps are stuck at early stages, - poor qualification of leads

! Even with strong MQL growth, deal flow will likely decrease as many deals continue to be stuck in early stages



To Recap

Buying:

It's online

It's about the buyer

It's complicated

Selling:

Instrument everything

Be discoverable

Systematize processes



Build a Revenue Engine



Thank you

ELOQUA