



WAO!™

Web Analytics & Optimization

An Anthem Marketing *Solution*



Our unique, comprehensive site audit and analysis solution ensures that you are intimately connected to your site's performance. We arm you with valuable insights and direction to improve both your new customer acquisition processes as well as in-site conversion.

Key Product Benefits

Improve Conversion

- Answer questions key to drivers in visitor behavior
- Properly evaluate campaign performance
- Better understand user preferences and decisions
- Understand product positioning and cross-selling optimization

Improve Customer Satisfaction

- Attract visitors who will model ideal behaviors
- Monitor and optimize visitor paths
- Improve overall brand experience

Improve Strategic Channel Decisions

- Understand and apply industry best practices
- Allocate space and direct behaviors according to overall business objectives

Make effective marketing investment decisions

- Identify your ideal channel campaign mix and allocate investments accordingly
- Gain a competitive edge by understanding industry and brand specific visitor traits, behaviors and

At A Glance

- 1. Strategy Consultation**
 - a. Business Objectives & KPIs
- 2. Acquisition Audit**
 - a. Audit Current Acquisition Strategy
 - b. Current User Analysis
 - c. Search Engine Audit/Search Optimization Strategy
 - d. Competitive Audit/Best Practices
- 3. User Experience Audit**
 - a. Site and Page Design Audit
 - b. Search behavior audit and alignment
 - c. Content and Brand alignment
 - d. Industry and Best Practices Audit
 - e. Design Recommendations for Search Optimization
- 4. Behavior Monitoring**
 - a. Ongoing analysis of user behavior
 - b. User segmentation and targeting
 - c. Unique user path and conversion analysis
 - d. Monthly behavior dashboard reporting
- 5. Ongoing Analysis**
 - a. Custom Monthly Dashboard Reporting with actionable recommendations regarding acquisition design and conversion

In the thousands of metrics offered by services such as Google Analytics and WebTrends – how do you form a clear picture that unveils strategic opportunities and provides actionable insights?



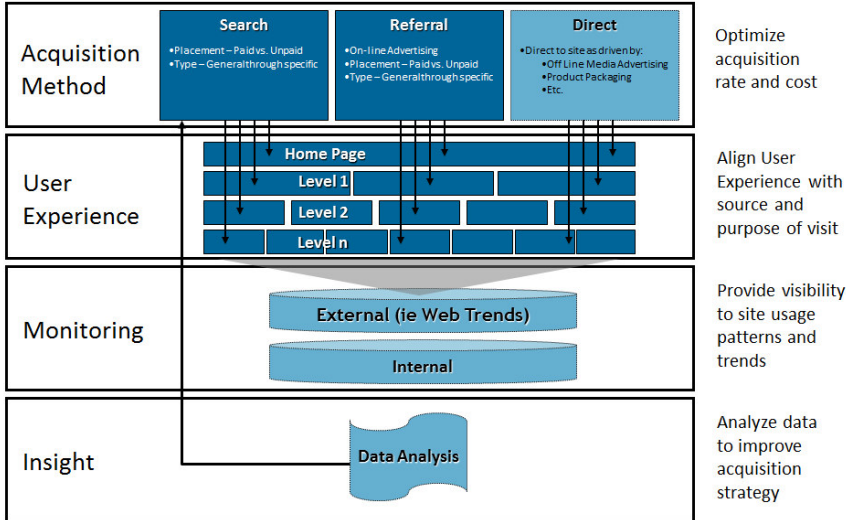
WAO!™

Web Analytics & Optimization

An Anthem Marketing *Solution*



Online User Acquisition Optimization



Get Your Vexing Questions Answered

- Are my online results in-line with my business objectives?
- Where are my best customers coming from?
- How are they moving through my site?
- How can I target “like” customers through diverse acquisition channels?
- Is my site directing the desired behavior and producing the desired results?

Our **100% customizable** suite of web analytics capabilities and solutions will help answer these questions **plus** give you the insights and direction to improve overall channel performance.

AGENCY PARTNER PROGRAM



We offer an array of strategic, tactical and solution-implementation options through the Anthem Agency Partner Program.

“We’ve all heard the classic conundrum of businesses today – “Half of our Marketing efforts are working, we just don’t know which half”.”

Let us help you optimize your entire online strategy – and get you the results you need.

Customer & Market
ANALYTICS
& INSIGHTS



Marketing & Media
STRATEGY



Customized
EXECUTION
As your partner

For more information or a risk free assessment call us at 1.312.441.0382 or email us at solutions@anthemedge.com.

About Anthem Marketing Solutions

Recognized by Inc. Magazine as one of the nation’s fastest growing companies, Anthem Marketing Solutions provides data-driven solutions to today’s omni-channel marketers, focusing on growing long-term customer value.