



## – Optimize & Measure Your Web Campaigns

### INTRODUCING EPISERVER CMO

Any marketer knows that one of the pillars for a marketing initiative to be worthy of being called a campaign is that the results can be tested and measured. Preferably the campaign can be adapted in real time to ensure that the desired ROI is achieved. Most marketers would also agree that testing and monitoring campaigns are often too complex and too hard to fit into their daily marketing workflow. With EPiServer Campaign Monitor and Optimization (CMO) you can easily measure and monitor online campaigns and optimize your landing pages.



CMO Campaign statistics gadget showing how your campaign is performing

Now you have a tool at your fingertips where you get an instant answer on how your campaigns are performing and which landing pages are delivering the best results. You don't need any technical skills and can easily test and analyze the results yourself. It has never been easier to measure your web presence.

### KEY BENEFITS

- Find out exactly how effective your online communication is on your website(s) through real time monitoring. You will receive immediate feedback and an instant understanding of how your web users are responding to your campaign.
- Ability to clearly measure performance against campaign goals. Set as many KPIs as you like and view your KPI performance displayed graphically in real time. Complete analysis from easily generated print views, which can also be exported to Excel and to other programs.
- Easy optimization of the campaign by analyzing and testing your landing pages. Set the test period and then choose the winner and kill the losers. Ability to run perpetual testing; new challengers versus the champion.
- Complete access to vital statistics such as number of visitors, new and returning visitors, page views, visit duration times, user info, browser types.
- Ability to act immediately on test results and shorten the time to market and deployment for the campaigns since EPiServer CMO is completely integrated with EPiServer CMS.

## CAMPAIGN MONITOR

Campaign Monitor is an intuitive, graphical dashboard that shows you in real time how your campaigns are performing. Campaign Monitor allows you to select which web pages you want to include in a campaign. You can monitor and get detailed information about the campaign pages through different functions:

- Conversion path monitors the users' conversion rates between predefined web pages. You can use the conversion path function to reach a deeper understanding of your web visitors' behavior to optimize the website and achieve better results.
- Key Performance Indicators gives you the possibility to define and measure different predefined actions on the web pages. KPIs are converted into KPI values, for example, market value or points. You can plan and budget for an estimated KPI value for the campaign period and monitor the result in real time. KPI values can be set on actions like downloads of files, web form postings, web page visits, incoming traffic to a page from a specific URL (to track users from specific websites) banner ads and more.
- Live Monitor gives you a real-time view of visitors to the campaign pages on the website including the originating source information of your visitors.
- General Statistics gives you detailed statistics of the campaign pages, including number of visits, new and returning visitors, number of page views, visit duration times, user information, browser types. General statistics can be collected and monitored for all pages in a campaign during the campaign period.

## KEY FEATURES OF EPISERVER CMO

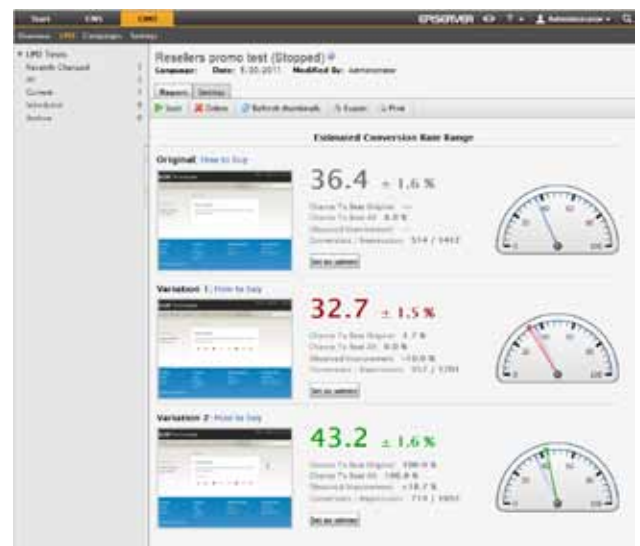
- Campaign management, analysis and statistics
- Budget and measurement of your online activities
- Live and real-time visibility of your Web visitors
- Real-time measurement of activities through KPIs
- Monitoring of the conversion rate against predefined goals
- A/B testing and analysis
- Easy Export of statistics and test data
- Mobile support (iPhone).

## A/B TESTING

How do you know when a page is working? The answer lies in multivariate testing, also called A/B testing. For those that aren't aware of this approach, it means creating multiple similar pages and randomly serving them to visitors. Each page's performance is then assessed and the most effective is kept as the core page for future use, and for testing against new variants. It is a form of survival of the fittest.

Typically, the changes between test pages are relatively minor. The trick is to isolate specific components, eg a banner, a button, a form and assess how well it is performing versus an alternative. And you can see big effects. Changes in form structure have delivered over 50% increases in sign-ups, changes in design have meant increase of over 1,000% in clickthroughs\*.

- The Landing Page Optimizer (LPO) allows you to test the performance of different versions of a web page in EPiServer CMS. Starting with the original page you want to test, you can easily create alternate versions of that page.
- LPO varies the traffic between your original page and your alternate versions. You can discover what users respond to best by monitoring the test result. At any time you can choose to finalize the test by selecting a winner. The winning version will then automatically become the new published master page.



Report showing thumbnails and results for each page version in the A/B test.

\* Source: Anne Holland's Which Test Won?, <http://whichtestwon.com/past-tests>

## SYSTEM REQUIREMENTS

### Supported EPiServer CMS versions

EPiServer CMS 5 SP3 , R2, R2 SP1, R2 SP2, CMS 6.0, R2

### Server Operative Systems and Supported Databases

Microsoft Windows Server 2003/2008 IIS6/IIS7, Microsoft SQL 2005/2008

### Client Requirements for CMO users

Microsoft Windows XP, Vista, MacOSX 10.5

Supported browsers IE 6, 7, 8 and Firefox 3

Microsoft Silverlight 3

## EPISERVER

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### ABOUT EPISERVER

EPiServer is the leading supplier of solutions that enable true on-line engagement and drive business results for end customers. 4,000 customers worldwide use EPiServer's technology platform that combines content, community, commerce, and communications with a configurable metrics dashboard. EPiServer CMS is the foundation for more than 20,000 websites and is used by more than 130,000 web editors daily. The EPiServer platform is delivered through an extensive network of over 500 partner companies in 30 countries. EPiServer combines the stability and support of a commercial product with EPiServer World, a thriving developer community of more than 14,000 developers. EPiServer is a Microsoft Gold Certified Partner with an AAA-ranking by Dun & Bradstreet since 2000. The company was founded in 1994 and has offices in the United States, Sweden, Denmark, Norway, Finland, The Netherlands, South Africa, Australia and the United Kingdom. EPiServer is controlled by the IK2007 Fund. IK Investment Partners is a European private equity firm with Nordic roots, managing €5.7 billion in fund commitments.