

Custom Media Day

Digital Magazine Workshop

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WE KNOW YOUR ISSUES

**american
business
media** 

The Association of Business Information Companies

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Agenda

1. Custom publisher samples
2. Best Practices
3. Measurement & Reporting

1. Custom Publisher Samples

❖ Zappos.com



❖ IBM



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Example #1

- ❖ Segment: Consumer
- ❖ Client: Zappos.com
- ❖ Custom Publisher: King Fish Media
- ❖ Technology Partner: Texterity, Inc.

Solution Overview

- ❖ In 2007, Zappos, a purely ecommerce firm, began publishing a printed catalog (4x)
- ❖ In 2009, Digital Magalog (magazine catalog) launched using digital editions
 - “If customers go to Zappos.com, they can actually go through visually digitally page by page and shop in that manner as well” [1]
- ❖ Integrated with Zappos site & e-commerce
- ❖ Can be used as “digital insert” in magazines

[1] Jeanne Markel, Zappos's director of casual lifestyle and performance
Practical eCommerce, May 19, 2009, Quick Query: Zappos Exec on Benefits of Printed Catalogs
<http://www.practicalecommerce.com/articles/1108-Quick-Query-Zappos-Exec-on-Benefits-of-Printed-Catalogs>

User Experience

- ❖ Users enter catalog from Zappos.com site
- ❖ Navigation elements include page advancing, visual page view (“thumbnails”), table of contents
- ❖ Rich media elements personalize experience with Zappos.com ethos
- ❖ Clicking on items opens Zappos.com catalog and enables click-to-purchase
- ❖ Interactive help available as well...

Demonstration



Example #2

- ❖ Segment: Business-to-Business
- ❖ Client: IBM
- ❖ Custom Publisher: IDG Custom Group
- ❖ Technology Partner: Texterity, Inc.

Solution Overview

- ❖ IBM needs leads & to demonstrate “thought leadership” in leveraging information
- ❖ IDG created unique micro-site – “IDG Tech Guides
- ❖ Original white paper content accessed via Texterity Lead Management System to track and report all leads and report on engagement
 - “Texterity’s ability to integrate their solution with our reporting systems has provided tremendous value to IBM.” [1]
- ❖ Integrated with back-end centralized database to track engagement
- ❖ Provides “footprint” on the web bringing in new leads via SEO (in addition to outbound marketing)

[1] Charles Lee, VP Business Development, IDG Corporate Sales
IDG Tech Guides site - <http://www.idgtechguides.com/>

User Experience

- ❖ Users enter site (co-branded with IBM and ComputerWorld)
- ❖ Navigation elements include page advancing, visual page view (“thumbnails”), table of contents
- ❖ Rich media elements (video and flash) and multiple “surveys” asking reader opinions
- ❖ User gets follow-up call within days (Sales rep has access to documents read, pages read, time spent, and survey responses)

Demonstration



techguide
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Leveraging Information

Help business leverage the power of their information assets. It improves efficiency, manageability, performance, and cost effectiveness of the information infrastructure, while improving information security, access, quality, and insight.

Additional Resources from IBM

- » Data Warehousing Buyer's Guide
- » Next Generation Data Warehousing
- » Advances in Data Warehouse Performance
- » Whitepaper: Leveraging Information for Innovation & Competitive Advantage
- » Whitepaper: Tiered Information Infrastructure
- » Information as a Service to the Enterprise

Managing Information for a Purpose

There's a lot of data out there, but using it wisely is a challenge. In this Executive Briefing, we look at the theory and practice of data-driven decision making. We hear from experts and examine successful implementations of information management technologies.

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SOURCE: COMPUTERWORLD

Business Intelligence

Business Intelligence has moved beyond mere data mining to become a central way to identify hot sellers, cut costs, and discover new business. New concepts such as BPM and CPM are pushing the envelope even further, and IT is playing a more central role in steering business than ever before.

Includes:

- The Age of Real-Time Intelligence
- CPM: The Right Information, Right Now
- BPM: The Click-and-Drag Enterprise
- Trickle-Down Business Intelligence
- Seeing the Future with BI

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SOURCE: INFOWORLD

IT for IT

Instrumenting our systems and networks has generated a wealth of data about the health of the corporate nervous system, so much so that it has grown beyond the capabilities of man to comprehend what it all means. But a slew of new tools have emerged that enable systems to begin to care for themselves. The result: increased efficiency, faster recovery

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SOURCE: INFOWORLD

2. Best Practices

- Establish Clear Goals & Objectives for Custom Projects
 - Brand building or Brand extensions
 - Lead generation (closed but shareable)
 - Promotional (open and available)
 - Direct revenue (e.g., drive to purchase)

2. Best Practices (Con't)

- Determine Available Resources
 - Repurposing of editorial content
 - New content generation
 - Rich media: video, audio, flash
 - Survey and “pop” questions: what is the audience interested in?

2. Best Practices (Con't)

- Launch / Setup Meetings
 - Capabilities sharing/brainstorming
 - Demonstrate “preview” of content to client
 - Include all parties: client, custom publisher, platform provider(s) and functional areas!
 - Review (again) existing resources

2. Best Practices (Con't)

- Apply Digital Edition Capabilities
 - Landing pages/lead-ins to content
 - Rich media introduction/interactive help
 - First issue “instant delivery”
 - Split editions (demographic targeting)
 - Look Inside (viral sharing with control)

2. Best Practices (Con't)

- Monitor and Track Results
 - Delivery messages (% open, CTR)
 - Landing page success
 - Engagement in content by end user
 - Sharing metrics

3. Measurement & Reporting

- Delivery measurement: Email
 - E.g., email message delivered to target audience
 - Type of message: direct, mixed (e.g., newsletter with link), sidebar (ad)
 - Messages sent, delivered, opened, clicked-through, and shared

3. Reporting (Con't)

- Usage Tracking & Reporting
 - Overall “Web Stats” – Unique Visitors, Page Views, Time Spent
 - Specific “Digital Edition Stats” – Most popular articles or pages, links clicked (to ads to offers)
 - Geographic/demographic tracking

Reporting Demonstration



The screenshot displays the Texterity Reporting & Tracking interface. The main content area shows a 'summary trend' report for the selected site 'www.mediabusinessdigital.com' and issue 'mediabusiness200905' for the period 'Mar 16, 2009 - Jun 14, 2009'. A table compares the current period with the 'period before' (12/15/08 - 3/15/09).

description	selected period	period before
selected period	3/16/09 - 6/14/09	12/15/08 - 3/15/09
unique visitors [...]	357	0
pageviews	3,923	0
returning visitors (of the 357 visitors)	127 (35.6%)	0 (0.0%)
pageviews per visitor (avg)	11.0	0.0
time viewing per page (avg)	24s	00s
number of visits	454	0
number of single event visits (s.e.)	115 (25.3%)	0 (0.0%)
visit time (avg): single event (s.e.) visits excluded	04m 35s	00s
sum total time of all visits added up	1 day 1h 56m 25s	00s
number of visits per unique visitor (avg)	1.3	0.0
pageviews per visit (avg)	8.6	0.0
visits coming from referring links [...]	19 (4.2%)	0 (0.0%)
visits coming from search engines [...]	1 (0.2%)	0 (0.0%)
visits by typing address, using bookmark, or referred by email	435 (95.8%)	0 (0.0%)
visits leaving through exit links [...]	25 (5.5%)	0 (0.0%)
tracking since	January 27, 2009 (Tuesday) 2:48:16 PM	

The interface includes a navigation sidebar on the left with options like 'traffic analysis', 'visitors', and 'top navigation lists'. A calendar for June 2009 is visible, and the bottom of the page shows a Windows taskbar with various open applications.

Thank You!

For More Information:

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