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CASESTUDY / **FRY**

Fry Designs a Site and Delivers a \$1.2 Million Sales Growth

“We used Webtrends to analyze, step-by-step, customer checkout behavior before and after a change. We were able to document that it resulted in more completed checkouts, and a \$1.2 million annual increase in revenue.”

- **AMY HYET, SENIOR DATA ANALYST, FRY, INC.**

BUSINESS OVERVIEW

Fry, Inc. designs, develops, builds and hosts some of the world’s most-recognized and visited e-commerce web sites, including Eddie Bauer, Godiva Chocolatier, Home & Garden Television, Crate and Barrel, Brookstone and Hickory Farms. Founded in 1994, Fry specializes in systems engineering, managed services, information architecture, creative design, usability and brand strategy and has offices in Ann Arbor, Chicago and New York.

Fry’s sites have been cited by the press for their fast loading time, uptime records, ability to handle heavy traffic, high visit-to-purchase conversion rates and excellence in web integration.

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BUSINESS CHALLENGE

Fry’s focus is developing e-commerce sites that not only look great, but more importantly, generate a substantial Return on Investment for its clients. Driven by this objective, the company is committed to the use of metrics that thoroughly analyze the visitor experience in order to improve its clients’ web sites. Fry uses Webtrends On Demand to analyze site effectiveness, in conjunction

with its scenario-based approach to site design and its full-service integration of development and hosting.

“We use Webtrends to identify actions we could take to improve a site,” says Rudy Pataro, Vice President and Chief Technology Officer for Fry and head of the data services group. “And sometimes we use it to check on the effectiveness of changes we’ve already decided to make. We also use Webtrends as a redesign tool when we take on a site that was originally developed elsewhere. Webtrends can handle all sorts of log files, and we’re usually able to obtain old log files and get a head start on understanding the strengths and weaknesses of the site. It’s a terrific

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supplement to the rest of our strategic redesign process.” Pataro adds, “We view every web site as serving several kinds of visitors, as well as visitors who are at different stages of a consumer-retailer relationship—from simple awareness to post-purchase events. Webtrends On Demand is a great solution for developing metrics regarding the success of a site in these different scenarios.”

WEBTRENDS SOLUTION

“The more we use Webtrends, the more we find we can do with it,” explains Amy Hyet, Senior Data Analyst. “The range of features makes the solution very versatile. We use the Custom Reports feature heavily. This allows the reports to be customized for the site’s characteristics and the client’s information needs. The things that differentiate these reports from those of other vendors include being able to create specialized page groups, doing one- and two-way tabulation of URL parameters such as product SKUs and on-site search terms and specifying different starting pages for path analysis. Having that kind of information is critical. And we can change how it’s set up in a matter of minutes. This has resulted in us doing one-off reports to look further at specific issues in more depth. A lot of those one-time reports involve special filters—looking only at visits from a certain referrer site or e-mail marketing code, for example.”

The screenshot shows the Fry, Inc. website homepage. At the top left is the Fry logo (F, R, Y in a grid). To its right are navigation links: [OUR SOLUTIONS](#), [OUR CLIENTS](#), and [OUR STORY](#). Further right are links for [Press](#), [Jobs](#), and [Contact Us](#). Below the navigation is a large hero image of a person in a retail setting. Underneath the hero image is a banner with the text: "Everything it takes™" followed by "Driving transactions end-to-end... Strategy, Branding, Usability, Design, Enterprise Integration, Application Development, Hosting, Data Analytics. End-to-end solutions and everything in between." Below the banner are three main content blocks: 1. A "#1" ranking badge for "Kmart Web Site ranked No. 1 by Forrester Research". 2. A "FEATURED CLIENTS" section with two entries: "AAA" with a landscape image and "GODIVA" with a chocolate box image. 3. A "FRY TODAY" section with three news items: "June 2005 Manufacturers Becoming More Web-savvy", "June 2005 Old Dogs, New Clicks", and "June 2005 Online Retailer Finds Its Own Special".

RESULTS

Use of Webtrends has been effective for both Fry's clients and the firm itself. Clients have benefited by having web sites that are demonstrably more successful. For example, the e-commerce 'process' is one area that Pataro and his team watch closely. Fry's information architecture framework includes the belief that shopping carts are browsing tools for the users, similar to turned-down pages in print catalogs. As such, "abandoned shopping carts" are to be expected.

However, once customers start the checkout process, they should be expected to finish it, and any unfinished checkouts are a matter of concern. "We wanted to be able to closely track the progress of visitors through the checkout process to determine at which stage and why they were leaving the web site without purchasing," says Pataro. "Even a small increase in the percentage of visitors completing checkout can substantially increase sales. For example, increased sales occurred when we streamlined the checkout process on one of our e-commerce sites. We used Webtrends to analyze, step-by- step, customer

checkout behavior before and after the change. We were able to document that the change resulted in more completed checkouts, and a \$1.2 million annual increase in revenue. With that analysis, we are in a position to show our customers that this kind of redesign is worth paying for."

Fry designers also use Webtrends to understand the process by which users navigate through a site. They analyze page effectiveness in getting visitors to go

further into the site or make a purchase—a level of understanding that requires in-depth analysis of visitor traffic patterns. It's not as straight-forward as it would appear. For example, they have used Webtrends to develop several different measures of the value of a web site page or section, such as the amount of traffic it receives and, perhaps more importantly, the quality of that traffic. The balance of all these metrics is what influences whether a page or section should be made more prominent in the navigation scheme, among other things. Fry also uses reverse path analysis to discover problem pages that lead visitors to get help at customer service. Its analysts use forward path analysis to make sure navigational systems are in line with actual behavior on a series of pages, and to help identify unclear links and jumps. They conduct "early leaver analysis" to determine where and when visitors leave a site and, more importantly, to suggest changes to the site to reduce those numbers.

Demonstrating its faith in the Webtrends tools, Fry analyzes its own web site with Webtrends. Daily, weekly, and monthly reports allow Fry to find out what types of visitors use the site; relevant information is then relayed to the sales department to measure the effectiveness of their prospecting efforts and as a source of new leads. Setting up customized parameters that track traffic flow to specific pages allows the marketing team to gauge interest in a particular announcement or offer. The rate at which documents are downloaded from the site is monitored, revealing the type of information to which visitors are most responsive. Pages of the site that are bookmarked by users and the

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results of keyword searches in a particular search engine are revealed in the reports. When the site underwent a major redesign, Fry relied on data from Webtrends to establish goals for the new site. Seeing that certain areas of the previous site were not well-trafficked, Fry altered the navigation schema on the redesigned site to drive traffic to the sections of the site that Fry wanted to promote. The use of Webtrends tools before and after the redesign confirmed that those goals were met.

Helping companies achieve business objectives is Fry's promise to its clients—and Webtrends helps them deliver on that promise. Fry clients continually report how much they rely on Webtrends to help them make informed decisions about their e-commerce sites. Informed decisions that drive business performance.

About Webtrends Inc.

Webtrends is a trusted analytics advisor in the business of collecting, analyzing, delivering and ultimately transforming data into understanding. Webtrends delivers the industry's most recognized search engine marketing, visitor intelligence, and analytics solutions to enable companies to understand their customers, drive engagement, and enhance marketing and brand awareness. Thousands of global organizations, including Microsoft, Reuters, General Mills and Ticketmaster have chosen Webtrends business solutions and client services expertise to optimize their customers' online experiences. Webtrends was the first web analytics company, founded over 15 years ago.

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