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CASESTUDY / **SHOP NBC**

## How ShopNBC Drove Sales and Improved its Contribution Margin Dollars with Webtrends

### CHALLENGE

To streamline campaign management processes to deliver results, provide visibility, and be able to adjust campaigns quickly.

### RESULTS

- Growth in margin contribution dollars, online sales and customer conversions
- Improved visibility into marketing investments
- Shift in analysis from detailed web data to business metrics
- Significant budget added to most effective online marketing programs

Consistently making money from online marketing investments is no simple feat. Figuring out how to profitably scale online traffic acquisition efforts is an even greater challenge, especially in the dynamic, highly competitive world of e-commerce.

The ever-expanding range of online channels, networks and creative formats provides new opportunities to get customers to your site. However, the time and effort needed to determine which online tools are effective for your business often can be overwhelming.

*“Through Webtrends Ad Director, we have been able to drive sales and improve our contribution margin dollars. We have also been able to greatly expand our search efforts. As a result, impressions, click-through, and revenue have all grown significantly.”*

**- LORAN GUTT, DIRECTOR OF CUSTOMER MARKETING, SHOPNBC**

ShopNBC, a televised shopping network with a significant ecommerce presence, manages a product database of more than 10,000 SKUs. In promoting these products through search engine marketing, the company encountered a growing challenge facing many e-commerce retailers: how to streamline campaign management processes to deliver results, provide visibility and be able to adjust campaigns quickly.

Originally, it was hard to gauge the return on campaign investments, given the lack of off-the-shelf measurement tools. “Until 2005 ShopNBC didn’t have a dedicated resource focusing on search,” explains Loran Gutt, director of customer

marketing at ShopNBC. “There was one person doing a lot of things.” While the company was well ahead of the curve in its overall online marketing efforts, reporting and visibility required a manual, spreadsheet-based approach. Often, reports took weeks to compile. By the time they were finished, the analysis provided was often too late to capitalize on results quickly enough to improve the next promotion or individual campaign.

Gutt began to scope out a new approach and evaluated both existing vendors and new solutions for campaign management. “We weren’t efficient in top line sales or expenses and knew we could get better results,” adds Gutt.

Webtrends executed a low-risk test of ShopNBC’s online campaign management tool. The initial goals of the Webtrends Ad Director implementation were modest: “If we like what we see we will continue to use the product.”

After getting insight into the company’s challenges and business objectives, Webtrends implemented a program that delivered the immediate, quantitative results ShopNBC needed. Webtrends also provided a fresh way to look at how their business goals might be met, as well as what online marketing channels and technologies would best deliver improved results. Through the automated optimization of Webtrends Ad Director, ShopNBC grew its online marketing budget—and the profitability of its e-commerce operation.

“With Webtrends Ad Director in place we were able to look at our goals for each online campaign and ask some tough questions about what we expected to achieve,” explains Gutt. “We’ve been able to drive sales and improve our contribution margin dollars. We’ve also been able to greatly expand our search efforts. As a result, impressions, click-through and revenue have all grown significantly.”

### **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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