

Wingify

# Online Targeting Demystified

How targeting is going to change the way online marketing is done

# Did You Know?

“ Behaviorally targeted ad  
spending will reach \$4.4  
billion by the end of 2012 ”

Source: eMarketer

“ Nearly one-quarter of online marketers now use behavioral targeting ”

Source: Forrester

# Targeting is NOT just a buzzword

See how marketers today are using  
targeting to maximize results...

# Behavioral Targeting

Using clickstream data to predict visitor interests and purchase intentions.  
Common to see CTR increase by 50-100%

# Daypart Targeting

Website visitors who see an ice-cream ad are most likely to click it during noon. Visitors are targeted based on when they visit

# Geo-Targeting

Present website content customized to the city and country of the visitor. Localization of adverts skyrockets results

# Re-Targeting

Targeting the would-be customers with the product they abandoned in the shopping cart are very likely to buy it

# Affinity Targeting

Which section of the website is the visitor spending most time on tells a lot about his interests

# Retail's RFM Targeting

Retail industry's favorite model: most recent, most frequent and most monetary profitable customers are the most valuable ones. Target them!

# Referral Targeting

Visitors from organic searches bounce a lot often than direct hits. Don't loose them, they are valuable

Are you doing enough to  
target your customers online?

# Presenting...

*Hold your breath*

Just kidding, you can breathe :)

# Wingify

A dead simple targeting solution that even your grandma can use to deliver maximum ROI

# Real-time Targeting

As customers interact with your website, target them in real time

# Multiple Targeting Options

Target content, ads, prices, categories  
products, services. Options only limited by  
your imagination!

# You Decide How to Target

## Priority-based Targeting

Users belong to multiple segments  
You decide which segments are more important

## Segment-level Targeting

Target only a specific segment  
Or, target subset of a segment

## Random Targeting

Two segments equally important?  
Decide to target choose one at random

## Recency-based Targeting

Users occupy multiple segments  
Target most recent segments only

# Want even more flexible targeting?

Use recency, priority and random based targeting in one complex rule

# Exploit 30+ Dimensions

and their combinations to target your  
customers...

## Day and Time

Hour of the Day  
Day of the Week

## Geolocation

Country, City

## System Variables

OS, Browser  
Hostname

## Referral

Referral URL  
Ad-campaign, Organic  
Search keywords used

## Recency

Number of days since last visit  
Number of times visited

## Frequency

Frequency of visit  
Number of times seen the page

## Clickstream

Pages visited  
Ads clicked  
Time spent on Page

## Goals/Monetary

Goal total value  
Time taken to achieve goal  
Average goal value

# Advanced Optimization Engine

Perform A/B (split), multivariate tests to know what really works for a segment and what doesn't!

## Multiple Flavors!

Run tests on content, pricing,  
ads, page styling, full pages

## Traffic Channelizing

Channelize specific percent  
of traffic on a variation

## Segment Specific Tests

Run tests on a specific segment only  
Targeted tests yield better results!

## Experiment Calculator

Your time is precious, don't keep waiting  
Know how many days your experiment should run

## Instant Reports

Extensive nicely formatted reports  
Get instant reports on how tests are performing

## Multiple Tests on a Page

Run multiple non-overlapping  
or overlapping tests on a page

## Statistics-based Results

Statistical significance and confidence bounds  
Know if results are significant or just random

## Site-wide Tests

Perform a test across the site  
The user experience remains persistent

# Powerful Reporting Interface

Visual Data Mining! Know who are clicking what and when. Track even individual visitors

## Nice Curves ;)

Graphs that look nice and feel good

## Compare Segments

Compare metrics across the segments

## Export to Excel Compatible CSV

Want to run your analysis on data?

*No problem!*

## 30+ Metrics

Know Clickstream data, OS, Browser,  
Country, City, Bounce Rate

All standard analytics metrics included

## Visual Data Mining

Compare metrics across X and Y axis

Contrast different segments

## Individual Tracking

Individual-level reporting possible

# One-line Javascript Integration

Integration is a breeze. Just one line  
of Javascript to integrate.  
API for tighter integration

So?

# Analyze your web strategy today

Ask yourself....

If you know all about your  
customers and visitors?

Who are the most loyal ones?

Who are most profitable ones?

Who are just about to buy?

*Do you segment users at all?*

If you know exactly what is  
relevant to them?

Are you selling X to someone interested in Y?

Are your customers finding shiny new  
shopping cart unusable?

*Do you test what works on your website?*

If you are doing a good job  
treating them as individuals?

Do you cross-sell to loyal users?

Does a CEO visiting your website see the  
same content as a job applicant does?

*Do you target content to your visitors?*

**We're glad to help you answer**

Shoot an email to [info@wingify.com](mailto:info@wingify.com)

or head to [www.wingify.com](http://www.wingify.com)

*Thank You!*