

## **Customer Acquisition Technology Review – September 2002**

**Which technologies are effective for customer acquisition? Which ones are hype?  
And how do the best technologies work together to create maximum value?**

It is difficult to find an industry that has not been transformed by the Internet. Even one of the oldest of businesses, farming, is using the Internet to radically improve the way that agricultural products are [sourced, produced, marketed and sold](#).

With such great promise of revolutionary performance increases, many firms have acquired a mish-mash of different Internet-enabled strategies, processes and technologies. Some have worked, many have failed, and most don't work together in a cohesive fashion to drive new business. It's time to take stock of the situation. What have we learned from a few years of trial and error, applying different Internet-inspired technologies for sales and marketing?

My company, Eloqua Corporation, focuses on the digitization of front-office processes, particularly customer acquisition processes for companies that market complex, relationship-sold products and services; consequently, executives often ask our consultants about the necessary, versus nice-to-have, technology components of an Internet-leveraged customer acquisition strategy.

In this article, I'll discuss a few of the most promising technologies that we have come across over the past few years – with a particular emphasis on how non-commodity businesses can take advantage of them. Some of these are technologies that Eloqua develops and markets; others are technologies that are produced by Eloqua partner firms that we make available to our clients; others still are technologies that we are keeping an eye on, waiting for some of the initial business results to become available.

### **Using Email (House File) for Marketing, Lead Generation and Selling**

There is doubt about this one – email has dramatically changed the way that products and services are sold and marketed. Marketers use email to drop the marginal unit cost of distribution to nearly zero, while gaining a simultaneous increase in response rate and measurability. Sales professionals use email as a quick and effective means of building relationships and accelerating the sales cycle.

The impact of email can be seen clearly when looking at how marketing budgets are shifting in its favor. DoubleClick and Greenfield Online's Marketing Spending Index (MSI) indicates that email marketing spending is increasing by 17% this year, greater than all other forms of promotion tested, and at the expense of direct mail which is declining by 7% this year. For the first time ever, email and direct mail now have an equal proportion of budget, about 24.5% share each. Along with direct mail spending, print, radio and telemarketing spending is also forecasted to decline. The MSI data is backed up with studies from eMarketer and Forrester.

**North American B2B\* E-Mail Campaign Click-Through Rate, by Purpose of E-Mail, August 2001-August 2002**

	CTR rate average	High range	Low range
General marketing	1.3%	25.0%	0.2%
Market research	4.1%	21.0%	0.5%
Sales promotion	1.7%	10.3%	0.1%
Offline seminar invitation	1.0%	9.2%	0.1%
Subscription offer	1.4%	3.8%	0.1%
Online seminar invitation	1.0%	3.6%	0.0%

*Note: \*primarily telecom and technology*  
Source: Harte-Hanks, August 2002

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Figs. 1,2. Email generates significantly higher response rates than other forms of direct marketing.

	Direct Mail (\$1.00 / piece)	Email (\$0.10 / piece)
Cost	\$200,000	\$20,000
Response Rate	0.5%	5%
Speed	2 weeks	48 hours
ROI	\$200 / lead	\$2 / lead
Measurability	No	Yes

Source: eMarketer, Jupiter MMXI

Moreover, 65% of marketing executives use email to generate leads for the sales force, more than all other uses tested. As use of email systematically **by** the sales force is in an early stage, quantifiable budget information is not available, but anecdotal information plus our own sales

**E-Collateral:** personalized to sales reps and recipients  
Customized by sales reps/marketers for each recipient.

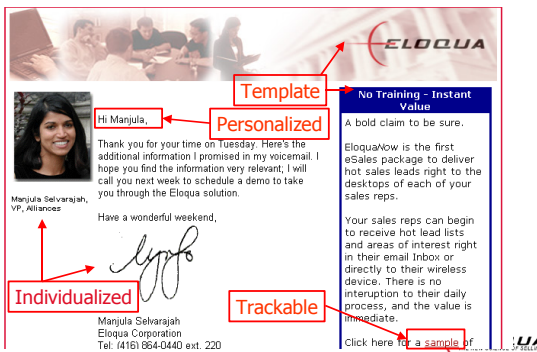


Fig. 3. Personalized and customized "e-collateral" can be used by and on behalf of sales reps to convey value and build relationships. Email brochures are also potent lead generation tools, when combined with trackable hyperlinks and pixels. The email opening/forwarding and web site activities, predicting purchase intent and needs, are tracked and made available to sales reps for granular, individual prospect data, and marketers in a aggregated form.

results indicates a very rapid adoption of email technology by the sales function for prospecting and relationship building. Eloqua develops and markets a sophisticated email lead generation system used both by the sales and marketing functions.

One of the most important things that we have learned is that email is a very effective tool for building relationships with known prospects, but a far less effective tool for generating the leads in the first place. As both consumer and business prospects become inundated with email messages,

gaining permission to market to them has become *de rigeur*.

The best way to cut through the email clutter is to be recognized by the recipient; additionally, the spam problem has cast this issue in an ethical light, especially for B2C businesses. Other things we have learned: messages should definitely be highly relevant and personalized – both to the recipient and from a sales professional when appropriate, displaying the face and signature of the individual responsible for the recipient’s satisfaction with the sending firm.

So – make sure you are gathering those permission-based email addresses! They’re worth gold to your business. Put a newsletter subscription field on your site; have your telemarketers and sales people ask for email addresses on calls; get them on printed business reply cards. Wherever you touch your customer, you have an opportunity to engage them with the lowest-cost and most effective marketing channel that I know of, by gaining permission to communicate with them electronically.

### **“Offline” Communications: Direct Mail, Telemarketing and Fax**

#### **a. Direct Mail**

While I am a great fan of email as a means of growing the top line cost effectively, it should not by any means be the only way to communicate with your prospects. The great strength of email lies in its incredible personalization and response capabilities and in its low unit costs. But in order to be effective, you need to gain permission to market to your prospects electronically – you need those addresses in the first place. How to get them in a systematic and cost-effective manner? That is where the offline techniques take center stage.

Like email, direct mail has some incredible and unique properties. It’s most important characteristic is its tangibility. When you receive an attractive and relevant piece of direct mail, even from a firm that you do not recognize, you have to pick it up – even if you end up filing it away in the “circular file”. This is in marked contrast to the typical response to an unsolicited email message from an unfamiliar source – recipients have an itchy delete finger these days with these messages. Unfortunately, direct mail is relatively expensive, at over ten times the unit cost of email – and it is far less responsive and measurable to boot.

Is there a way to take advantage of the tangibility and attention-getting properties of direct mail, while minimizing cost and response rates?

Some of our experiments with the medium, in addition to observing the initial results of a couple of pioneering direct marketing firms, indicate that great increases in direct mail performance are possible, and indeed contribute greatly to a lead generation digitization strategy. The key is to use direct mail for one purpose only – **driving prospects to a web site**. When used in conjunction with a personalized microsite strategy (see next section), both B2B and B2C companies are generating qualified email addresses and leads very cost-effectively.

The response rates on a direct mail-to-website process have topped 15% before for Eloqua and Eloqua partners’ – over ten times the responsiveness of typical direct mail campaigns, with a lot more measurability to boot because of the web tracking involved. Not only this, but you don’t necessarily need that \$2 piece any more to attract attention – even an ultra-

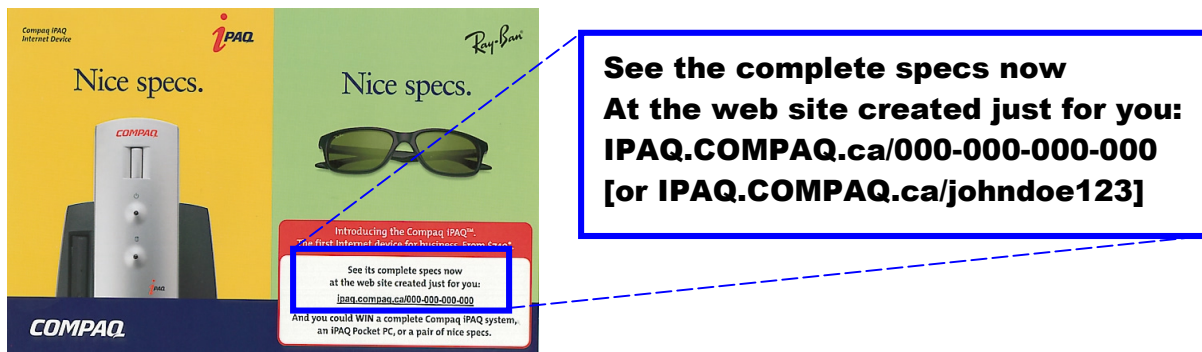


Fig 4. Personalized URL's on direct mail pieces leverage natural curiosity and a low barrier to action to generate response rates that are 10X or more the average response generated by traditional inbound call or business reply card calls to action.

cheap postcard has been shown to work very effectively, when combined with a personalized URL that is the call to action of the piece.

#### b. Telemarketing/Telesales

Telemarketing also has a unique property – it involves a thinking human being, conveying warmth, knowledge and confidence through the use of his or her voice. Unlike direct mail or email, telemarketers have the ability to modify the pitch on the fly, and build a real relationship with the prospect, often in the first two minutes of the call. Unfortunately, like direct mail, it is expensive – particularly with the ubiquity of voice mail.

However, if you make the object of the telemarketing call not necessarily to generate the sales meeting (or the sale itself), but instead to acquire permission for electronic marketing, or to drive the prospect to a web site, you will find that response rates go up considerably and costs come down. Firstly, you will not need as sophisticated systems and highly trained people to do the task, which cuts down the cost by at least 50%. Secondly, prospects are much more likely to consent to providing their email address or visiting your site than buy something right over the phone or agree to a lengthy sales meeting. We have been able to generate a throughput of over 5 senior decision-maker email addresses per hour, using relatively junior sales development personnel to make the calls.

#### c. Fax marketing

Faxing as a means of acquiring customers has a checkered past. Its defining characteristic is its low cost and very high list selectivity, which has led to "junk faxing" abuses.

Unfortunately, the majority of the cost of this marketing technique is borne by the recipient, in terms of replacing paper and toner, plus taking the time to throw the pieces in the garbage upon receipt. In August 2002, Fax.com got slapped with a \$2.45M lawsuit for sending millions of unsolicited fax messages to businesses and individuals.

Because of these concerns, I do not recommend systematic faxing as a means of reaching out to potential customers. However, many customers would rather receive information by fax, once they give you permission. For example, we have found this to be true for our clients that have physicians as end-customers – these individuals tend to prefer fax messages to email messages once they are engaged. Sales people should have an easy way to send formatted fax-collateral pieces for prospects that ask for information this way. Of course, these pieces should also drive prospects to a website – and gain permission for email communications going forward if possible!

#### **Rented Email List Marketing**

Building an in-house email file from scratch is difficult – expensive and time-consuming. Many of our clients have opted to "rent" lists from a third-party – usually a list brokerage house, who will do the mailing on behalf of the client. The client does not "own" the names, unless the recipients visit the client's web site and fill out a form there, or contact the client in some off-line manner (phone, in-person visit, etc.).

How effective are rented email lists? Two critical metrics to look at here are cost and response rate. Forrester Research compared the cost and response rates of rented lists used for acquiring customers with in-house lists used for retaining them. According to Forrester, lists cost about \$200 per thousand messages sent. (From our experience, this should more accurately be \$250-350, when selections and other factors are taken into account.) In-house lists cost only \$5 per thousand messages, on average. Click-through rates (CTR's) for rented lists average 2.5%, much lower than the 6% for the average B2B in-house list.

This means that the cost per lead with a rented email list, is about 100 times higher than the price of using an in-house list – a big reason why we encourage all of our clients to build up their permission-based in-house email files without delay.

While these statistics do not look positive, I am slowly making a U-turn in my assessment of rented email list marketing. Eloqua consultants experimented with it extensively in 2000 and early 2001, and the results were far below expectations. The lists were much less selectable than direct mail or telemarketing lists, the trackability was poor, and the response rates were abysmal compared to house list marketing. But some of our clients, prospects and partners are telling us now that they are receiving good results with rented email lists. Perhaps it is time to take a closer look.

## Personalized Microsites

The use of personalized microsites in the lead generation process is one of the most promising techniques that I have seen in the past two years. This technique involves the creation of personalized URL's, such as [www.myeloqua.com/johndoe123](http://www.myeloqua.com/johndoe123) that pique the curiosity of

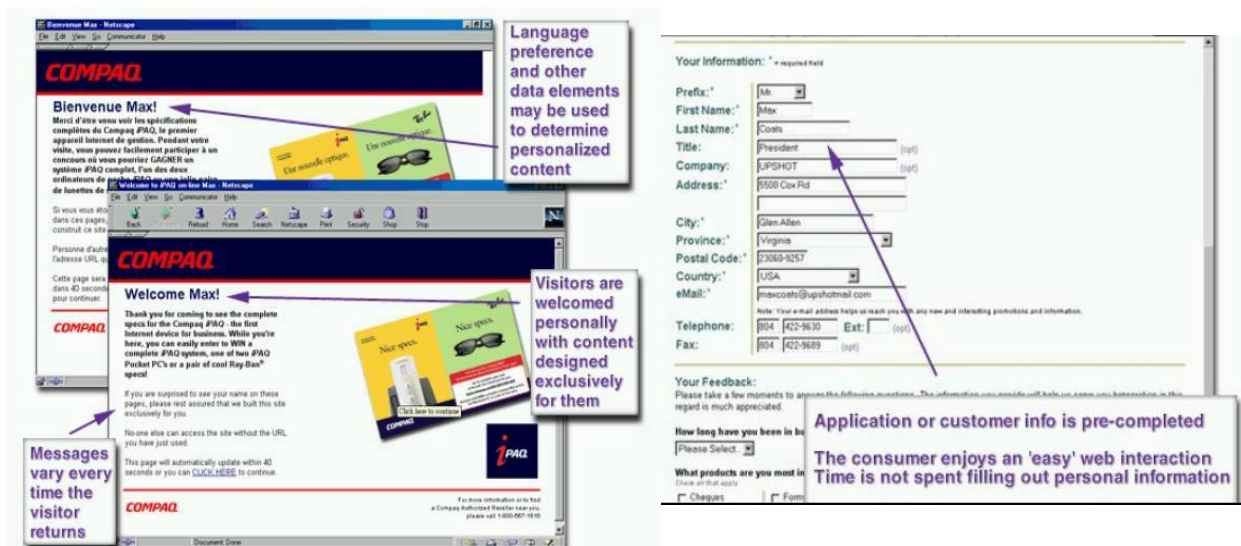


Fig 5. Personalized microsites convert curious visitors into qualified leads. Incentives and pre-filled forms encourage prospects to volunteer information about themselves and their needs, making intelligent automated and human follow-up possible for a low cost.

recipients to visit the site. Once the visitor arrives at their personalized site, they can be greeted by name, have their personal information forms pre-filled on the site, receive customized directions to a physical sales center, and can trigger follow-up responses such as a telemarketing call, email or physical fulfillment of literature.

Personalized microsites work most effectively when combined with other aspects of the digital customer acquisition strategy, such as the offline communication techniques for generating attention; e-collateral for ongoing relationship building; and web tracking to monitor activity on the personalized microsite as well as the main website itself.

Going forward, we expect this concept to flourish. The properties that have enabled dramatic early adoption – ability of marketers to quickly produce content without involving IT, high response rates, and relatively low cost – will only become more important in the next few years. Soon we anticipate that sales professionals will have their own personalized microsites, where they will be able to post their own content to drive prospects to read – tracking how, when and why prospects are visiting and what their interests and needs are. Indeed, the financial advisory



industry has been successfully taking advantage of this concept for at least the last two years and reported results have been positive by financial advisors, clients, and senior sales management.

### **Online Proactive Sales Support**

Companies that sell complex products, requiring a relationship in order to distribute product effectively have always had their share of challenges selling online. Early adopters to website selling have been commodity retailers like Amazon.com on the B2C side and Dell on the B2B side. Clients are comfortable – and often prefer – the “catalog-like” experience of purchasing on these sites, particularly with the excellent customer service enhancements that great online retailers provide. However, companies that offer advice and service as critical parts of the value

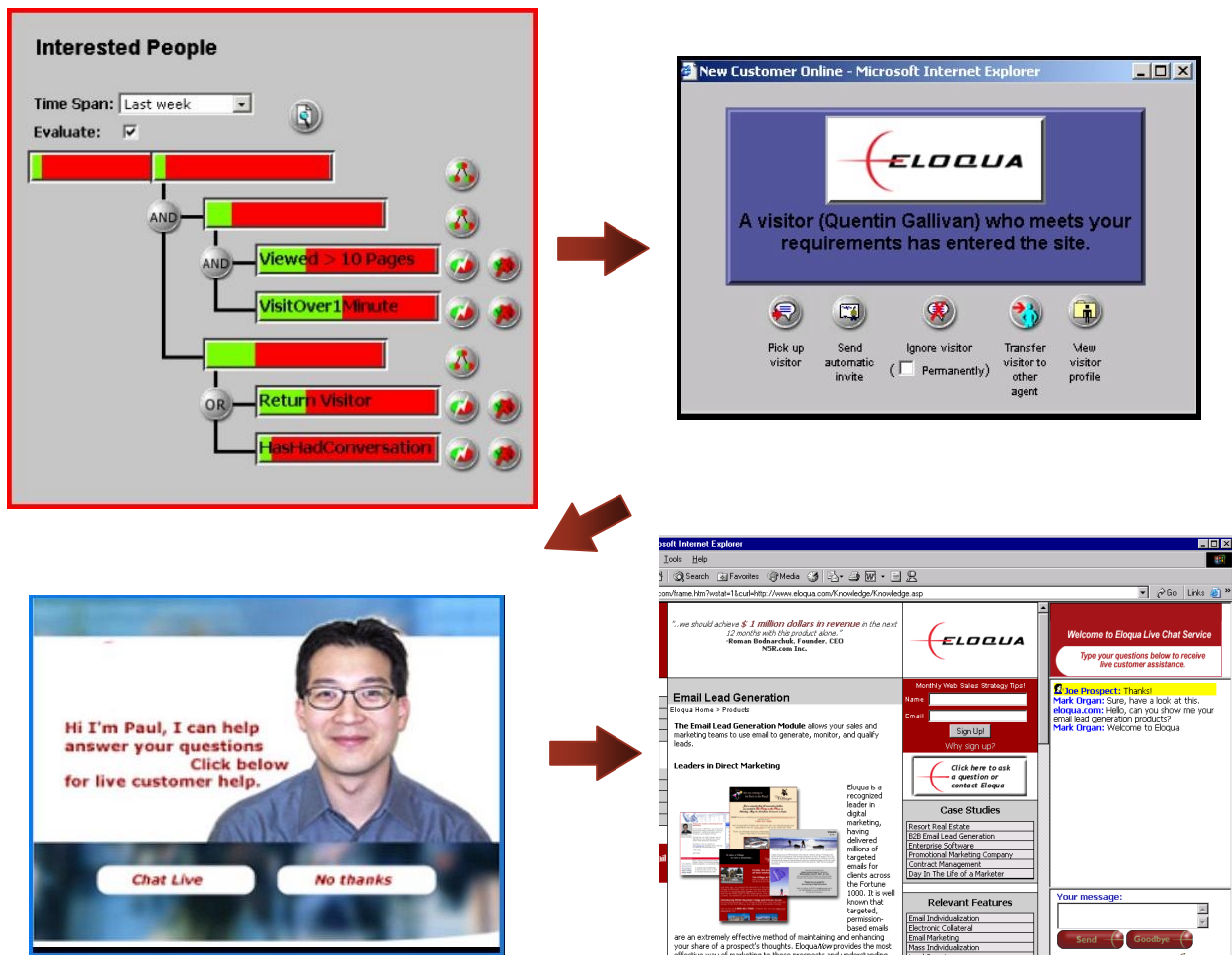


Fig 6. Using programmed business rules, inside sales reps are alerted to the presence of a “hot prospect”. The sales rep can then invite the prospect into an instant messaging (chat) session online. The rep can “push” web pages and files to the prospect, building the relationship to the point where the prospect can be qualified, email address sourced, and lead generated.

proposition have often just used their websites as little more than somewhat interactive



brochures – “brochureware” in the vernacular – because the technology had not been available to create great relationships on the website.

Enter online proactive sales support technology. This technology enables the creation of business rules that alert inside sales reps when “hot prospects” – visitors exhibiting high interest behavior such as multiple visits, email response, downloads, and significant time on key pages – are present on the site. Then the reps can invite the prospects into an instant message session online, and conduct online sales presentations by “pushing” web pages and files to them.

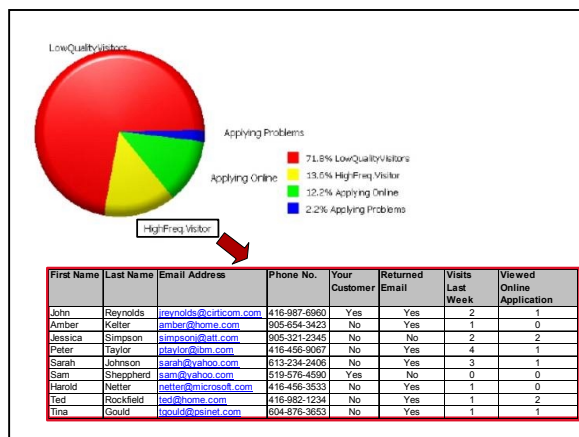
As with the other technologies detailed here, proactive sales support ties in to other key pieces like email marketing and follow-up and web analytics. Online consultations are great tools for gathering permission email addresses, kick-starting the low-cost email relationship building process; as well, if tied in to the email marketing process, web visitors can be identified by name, enhancing the relationship-building quality of the online consultation.

As [Jim Dickie, President of Insight Technology Group](#) and a noted expert on sales and marketing effectiveness solutions says, “Chief Marketing Officers are looking to tie together disparate touch points such as the call center, web site and email campaigns. Proactive chat systems have the capability to tie these touch points together, turning passive web site visitors on the web site or returning from email campaigns into active sales calls. We’re seeing companies achieve 40, 50 and even 60% hit rates on permission-based chat sessions online.”

### **Website and Email Tracking**

Management theorists going back to Frederick Taylor have emphasized the importance of measurement when optimizing a process; in the modern age, the success of statistical programs like Six Sigma at GE, Motorola and Allied Signal have lent even more support to the critical role of measurement and rigorous analysis for process improvement and product design. Clearly, if you are looking to incorporate email and websites into your customer acquisition process, you need to gather critical metrics about your process, and optimize them continuously.

What kind of metrics do you need to know? Most important in my opinion is knowledge of who is visiting your site and what they are doing there. Unfortunately, most website analytics packages are not sufficient for customer acquisition requirements, because they deliver data at a level that is too aggregated – for example, reports like “most frequent path through site” or “% of visitors from non-U.S. countries”.



Sales professionals need reports that indicate the contact information of the prospect visiting the site, and their activities on the site, such as the time spent on the site, number of pages, email response, and downloads. Marketers need aggregated statistics, but on issues that they track, such as RFM statistics (recency, frequency and monetary value), and activity spent on areas of the site that

are correlated with sales.

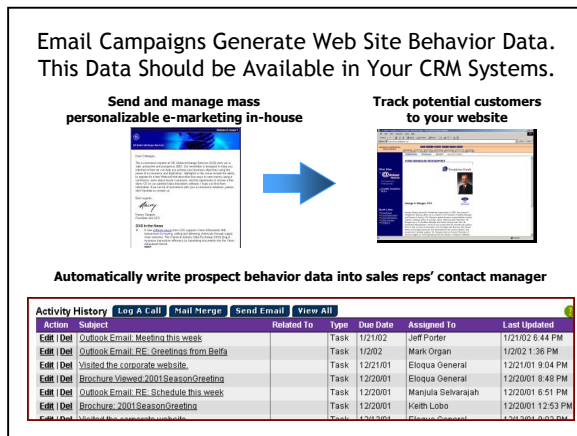
The real coup occurs when marketers are able to associate "hot prospect" site behavior with the different promotions that they use to draw the prospects to the website in the first place. For example, at Eloqua we are able to optimize our search engine placements more frequently and with more accuracy than by relying simply on cost-per-click (CPC) measures, because we are able to correlate site behavior with specific searches. We do not have to wait for a sale to be made to realize when certain keywords are successful.

For email response tracking, we look at four key measures. First, the number of times an email is opened (the "open rate"); second, the number of click-throughs; third, the number of forwards; and fourth, the number of unsubscribes. Email response tracking is very effective when combined with website tracking, because then specific website behaviors can be associated with individual contacts and email response behaviors.

When armed with information on email response, sales people can effectively understand which organizations have a high interest level in their services, and can sell at the appropriate level in the organization.

### **Sales Force Automation (Contact, Account and Opportunity Management)**

SFA, like website and email tracking, is an important technology for measurement and analysis of the sales process. Whereas the tracking technologies measure the quantity and quality of funnel-filling, SFA software tracks prospects through to the sale, allowing measurement of critical measures like funnel velocity/sales cycle length and average order size, and also enable the correlation of revenue to the marketing initiatives that fill the funnel.



There is a natural synergy between the tracking technologies and SFA systems. Putting the two together enables a true closed-loop, optimizable customer acquisition system.

Additionally, email and web activity is highly relevant to both sales and marketing departments – by making

detailed activity available to front-line personnel, you will enable a higher quality of decision-making and better sales results because of it.

## Search Engine Optimization

Chances are that you search for businesses on the Web every week – perhaps even every day. Search engines like Google and Overture are like the Yellow Pages on steroids. If prospects are in the market for the services that you provide, then your company needs to be on the list when they execute searches – ideally high on the list.

A case in point: According to Media Metrix, users looking for products are far more likely to type the product name into a search engine's search box (28%) than browse shopping "channels" (5%) or click on ads (4%).

We work with search engines in a couple of different ways. First, we have an ongoing cost-per-click (CPC) program, where we bid for ads that get displayed and clicked on whenever prospects search for information relevant to Eloqua; second, we continually modify our web site meta tags (the bits of data that are relevant to the search engines) in response to the interest levels and needs of our website visitors. We call the latter program "basic SEO" and the former as our "CPC program".

Print or Export

**Visitors by Segment**

Segment: ContactsMark **Is in Segment:** In Segment

Susan

Visitor Information

Profile

**Not On Site**

<b>Customer Info</b>	
ChatName:	Susan
InternetSite:	webport-cl6-cache1.llford.mdip.bt.net
Company DNS Name:	mdip.bt.net
SubjectMostRecentResponse:	FirstName, here's your Eloqua e-Newsletter: Show
Sender Of Latest Email Respons:	steve
IPAddress:	213.120.56.33
Country (from DNS):	
Country (from GEOIP):	
Time Zone:	Greenwich Mean Time (GMT)
Most Recent Referrer:	http://www.google.com/search
Most Recent Search Query:	generate leads
<b>Site Activity</b>	
Last Visit:	5/15/2002 1:22:00 PM
TotalVisits:	2
TotalPages:	6 pages
CurrentVisitTotalPages:	1 Pages

Fig. 9. Providing search engine data to sales reps directly in prospect visitor profiles allows for better quality follow-up communications.

The CPC program has definitely been effective for us in generating qualified opportunities, and anecdotally it has been very effective for our colleagues as well in various industries. Steven Woods, who manages the CPC program at Eloqua, says, "Search engine positioning has been one of the most effective ways that we have gone to market. It costs less than \$0.25 per site visitor and there is minimal wastage, as we only pay for site visits."

When combined with a website tracking program, the results are compounded.

Optimization can be executed with greater frequency and accuracy due to the richer data available on website visitors. Proactive sales support is also a natural synergistic fit – people who come to your site after searching for the "right" keywords are very qualified prospects, and should be approached online.

### **Partner/Linking Sites**

Use of partner website to draw qualified traffic to your web site is an important component of an online lead generation process. We have seen excellent results here, particularly in the software and technology industries, where there are many niche players and full solutions require several applications to be effective. Moreover, it is often very inexpensive (and often free) to promote your company in this manner. But how do you make the most of your links that are out there in cyberspace?

Once again, you have to measure it to manage it. Pairing up a partner site program with website analytics enable you to correlate partner site linkages with desirable site behaviour; when you add SFA to the mix, you can track right through to the sale. Similar to search engine optimization, proactive sales support becomes much more effective when your reps know why the prospect is on your site – the greeting and conversation can be steered in the direction that the prospect is likely interested in.

### **Outsourced Sales Development**

While not a “technology” *per se*, we see the outsourcing of prospect development as an important and even necessary component of a digital sales and marketing process. The fact is that many sales forces are not skilled at both generating leads and qualifying opportunities. We have seen this in two of the major markets that Eloqua serves, software/technology and real estate development:

*"What [homebuilders leading the industry in internet-sourced sales] are doing is making Internet follow-up the sole responsibility of a single employee or department. Larger companies may hire a full-time person or create a department devoted to Internet follow-up, while smaller companies may utilize someone who is already on staff as a part-time employee or who fills in during peak times in the sales office. The focus of this person's or department's job is to set appointments, confirm appointments, and follow up after visits. Their job also includes fulfillment of requests for information, such as sending out brochures and answering emails. Typically, these "appointment setters" are paid an hourly wage."*

- American Home Guides' Homebuilding News

*"If you want your sales team to sell more, teach them how to effectively cold call senior executives. Of course, this is much easier said than done. More times than not, many IT salespeople with sales experience of five years or more feel that cold calling is below their station in life, and they are the "closers" in the sales organization.. The fact is most IT salespeople never have enough qualified leads. So, you have an option. Have your most expensive senior salespeople cold call or allow them to just cost you money as they wait for leads."*

- Paul DiModica, President, DigitalHatch Inc. and Editor of the HighTechCEO newsletter

When we engage with companies that do not have aggressive inside sales forces, we tend to recommend the outsourcing of their sales development function. Eloqua has partnered with a number of leading firms with specialization by industry and familiarity with many of the technologies described in this article, for the shortest possible learning time and maximum throughput.

If you engage with an outsourcing organization, you should insist that they use advanced tools to maximize their effectiveness (and stretch your dollar farthest), and that they integrate their processes with yours seamlessly. I have been impressed with the effectiveness of web-based SFA tools such as salesforce.com for this purpose. If your agency is using a web-based application to track and qualify leads, then there is no synchronization processes required to

hand the qualified leads over to your sales department. Tracking and reporting can be executed in an integrated fashion.

I've also seen really interesting synergies when outsourced sales development is combined with personalized microsites and/or trackable email campaigns. For example, you can have your outsourced sales development agency contacted when named prospects engage in "hot prospect" behavior on the personalized microsite or your main web site. This way prospects are contacted when they are at their desks when they are most interested in your product or service.

### **Summary**

The Internet has enabled a number of techniques and technologies that have proven effective for generating qualified leads with greater effectiveness than ever before. Now that the technologies are starting to mature, it is clearer to determine the situations where each should be used, how to maximize the unique strengths and minimize the weaknesses of each technology, and the technologies that are synergistic when used in tandem.

The following is a chart that summarizes our thinking on the key technologies underpinning the digitization of customer acquisition processes:

<b>Technology</b>	<b>Strength</b>	<b>Weakness</b>	<b>Synergies</b>
<b>Email (house file) marketing &amp; lead generation</b>	<ul style="list-style-type: none"> <li>♦ Inexpensive</li> <li>♦ Most trackable</li> <li>♦ Most measurable</li> </ul>	<ul style="list-style-type: none"> <li>♦ Requires permission</li> </ul>	<ul style="list-style-type: none"> <li>♦ Email and web analytics (to maximize trackability)</li> <li>♦ Proactive sales support (to take advantage of qualified traffic)</li> <li>♦ SFA (to maximize trackability)</li> <li>♦ Personalized microsites (to cost-effectively generate permission)</li> </ul>
<b>Direct mail</b>	<ul style="list-style-type: none"> <li>♦ Tangibility (generates attention)</li> <li>♦ High selectivity</li> </ul>	<ul style="list-style-type: none"> <li>♦ Expensive</li> <li>♦ Weak trackability</li> <li>♦ Weak response rate</li> </ul>	<ul style="list-style-type: none"> <li>♦ Personalized microsites (to maximize response rate and trackability)</li> <li>♦ Email marketing to transition interested prospects to a low cost communications channel</li> </ul>
<b>Tele-marketing</b>	<ul style="list-style-type: none"> <li>♦ Relationship-building and flexible</li> <li>♦ High selectivity</li> </ul>	<ul style="list-style-type: none"> <li>♦ Expensive</li> <li>♦ Weak trackability</li> <li>♦ Weak response rate</li> </ul>	<ul style="list-style-type: none"> <li>♦ Personalized microsites (to maximize response rate and trackability)</li> <li>♦ Email marketing to transition interested prospects to a low cost communications channel</li> </ul>
<b>Fax</b>	<ul style="list-style-type: none"> <li>♦ Very inexpensive</li> <li>♦ High selectivity</li> </ul>	<ul style="list-style-type: none"> <li>♦ Highly annoying; brand damaging and risky</li> </ul>	<ul style="list-style-type: none"> <li>♦ Telemarketing – use to generate interest, and permission-based, pre-formatted fax to follow up</li> <li>♦ Personalized microsites to generate email address and behavior tracking</li> </ul>
<b>Rented email lists</b>	<ul style="list-style-type: none"> <li>♦ Permission-based</li> <li>♦ Relatively inexpensive (compared to DM and telemarketing)</li> </ul>	<ul style="list-style-type: none"> <li>♦ Not very selective</li> <li>♦ Weak response rates</li> </ul>	<ul style="list-style-type: none"> <li>♦ Personalized microsites to generate email address and behavior tracking</li> <li>♦ Proactive sales support to build relationship and generate email address</li> </ul>
<b>Personalized microsites</b>	<ul style="list-style-type: none"> <li>♦ High degree of personalization builds relationships</li> <li>♦ Excellent tracking characteristics</li> </ul>	<ul style="list-style-type: none"> <li>♦ Fixed costs required for set-up</li> <li>♦ Novelty may wear off over time</li> </ul>	<ul style="list-style-type: none"> <li>♦ Offline communication (direct mail, telemarketing, and fax) and rented email lists to maximize traffic</li> </ul>



<b>Web tracking</b>	<ul style="list-style-type: none"> <li>◆ Cost-effective way to generate permission</li> <li>◆ Generates best available intelligence on prospect interest levels and needs</li> </ul>	<ul style="list-style-type: none"> <li>◆ Requires training to make information useful for front-line personnel</li> </ul>	<ul style="list-style-type: none"> <li>◆ Website analytics for tracking across main site as well as personalized microsite</li> <li>◆ Trackable email marketing to enable drill-down to known individual web visitor level</li> <li>◆ Search engine optimization to correlate searches with desirable web behaviors</li> <li>◆ Partner/Linking sites to correlate linking activity with desirable web behaviors</li> <li>◆ SFA to correlate desirable web behaviors with revenue generation</li> <li>◆ SFA to make email response available to front-line sales reps and marketers</li> </ul>
<b>Email tracking</b>	<ul style="list-style-type: none"> <li>◆ Prospect intelligence that is easiest for front-line personnel to use and understand</li> </ul>	<ul style="list-style-type: none"> <li>◆ Less insightful and actionable than web tracking intelligence</li> </ul>	
<b>Sales Force Automation (SFA)</b>	<ul style="list-style-type: none"> <li>◆ Tracking of sales process from prospect qualification through to the sale</li> </ul>	<ul style="list-style-type: none"> <li>◆ Weak incentive for front-line personnel to use</li> </ul>	<ul style="list-style-type: none"> <li>◆ SFA-integrated, trackable email marketing to provide powerful incentive for front-line personnel to use</li> <li>◆ Web analytics to correlate paying customers with desirable web site behaviors</li> </ul>
<b>Search engine optimization</b>	<ul style="list-style-type: none"> <li>◆ Relatively inexpensive means of reaching unknown customers</li> </ul>	<ul style="list-style-type: none"> <li>◆ Difficult to acquire lead</li> </ul>	<ul style="list-style-type: none"> <li>◆ Proactive sales support to acquire qualified web leads</li> <li>◆ Web analytics to correlate searches with desirable web behaviors</li> </ul>
<b>Partner / linking sites</b>	<ul style="list-style-type: none"> <li>◆ One of the most inexpensive means of</li> </ul>	<ul style="list-style-type: none"> <li>◆ Difficult to acquire lead</li> <li>◆ Less information</li> </ul>	<ul style="list-style-type: none"> <li>◆ Proactive sales support to acquire qualified web leads</li> <li>◆ Web analytics to</li> </ul>

	reaching unknown customers	provided than with search engine tracking	correlate searches with desirable web behaviors
<b><i>Outsourced sales development</i></b>	♦ Best-in-class processes for lead generation	♦ Very expensive, up-front and ongoing	♦ Email lead generation to improve efficiency ♦ Proactive sales support to improve efficiency ♦ Personalized microsites for real- time lead generation ♦ SFA to precisely align outsourced sales development and sales processes