

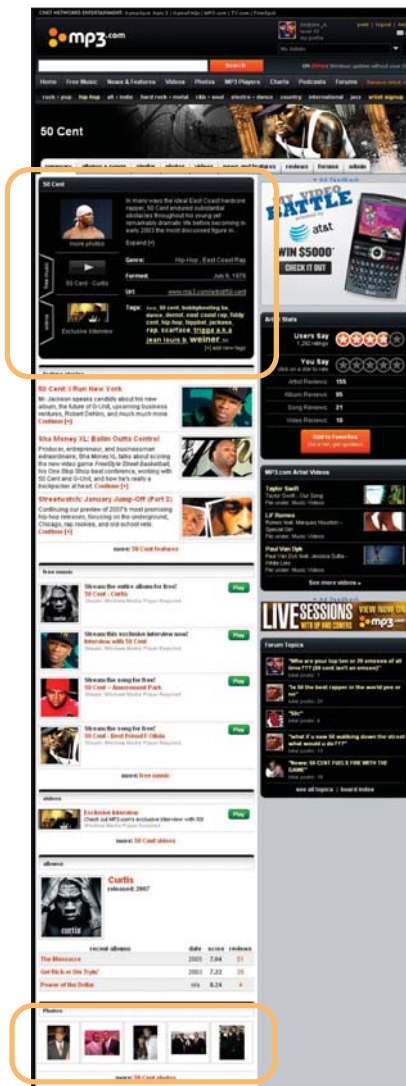
AN OFFERMATICA CUSTOMER SUCCESS STORY

CNET Moves the Relevance Needle

CNET Networks, passionate about interactive content, is one of the world's largest online publishers and is known for being the thought leader on user engagement metrics. Providing a compelling experience to CNET visitors is a central focus for everyone at CNET. Andrew Anderson, Product Manager, explains, "We are always looking to improve user engagement. One of the ways we try to do this is provide relevant content to our visitors." But delivering relevant content can be a challenge. Anderson, explaining a key CNET strategy, says "By using Offermatica to both define segments based on user behavior and target content to those

and target content to those visitor groups, we are efficiently able to do just that."

A recent example on CNET's music download site MP3.com illustrates the use of Offermatica to deliver content based on user behavior. Anderson knew that the artist summary content, which provides MP3.com visitors with easy access to photos, videos, and music for a particular artist, was the single most engaging element on the site as measured by click-through rate (CTR). Anderson's team also knew that visitors who interact with their photo image viewer, presented on the page far below the artist summary area, spent more time on site than



FAR LEFT: MP3.com's artist summary section is the site's most engaging content. The photo image viewer at the bottom of the page is also relevant despite its location.

LEFT: For users who had interacted with the photo image gallery in previous visits, Offermatica targets the images above the artist summary section. This profile-based campaign increased overall user engagement by 12.7% compared to an untargeted experience.



visitors not interested in photos. Focusing on increased CTR, Anderson hypothesized that user engagement for the segment of visitors that interact with the image viewer could be improved by moving the image viewer above the artist summary area in order to provide a more relevant experience. “We were interested in improving performance for our users who interacted with our image viewer,” said Anderson.

In a matter of minutes, Anderson was able to setup a behavior-based segment in Offermatica and change the site experience for photo viewers. This targeted experience, which leverages Offermatica’s marketer-controlled behavioral profile, increased user engagement by 12.7% compared to an untargeted experience. “We have a number of ways of measuring success and have deep insight into our users’ interactions with our various content paths. Using Offermatica to target content relative to user behavior, we were able to immediately see a huge increase in user engagement,” said Anderson. “We no longer have to guess what visitors want to see; we actually know what the visitor interests are in real-time and can provide relevant content based on visitor selections and behaviors.”

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PRODUCT MANAGER, CNET