Optimizing the Web 2.0 User Experience

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A BEST PRACTICE GUIDE FOR RICH INTERNET APPLICATIONS

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- **Forrester Research:** From RIA to Rich User Experiences

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- **Omniture ActionSource:** Enabling Marketing Professionals to Measure and Optimize Rich Internet Application

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- **Scripps Networks Case Study:** Omniture ActionSource™ Enables Real-Time, High-Performance Analysis of 2006 HGTV Dream Home Giveaway

Forrester Research:
Best Practices for Rich Internet Applications

June 7, 2006

From RIAs To Rich User Experiences

To Add Real Value, Firms Must Focus Rich Internet Technologies On Users' Needs

by Ron Rogowski
with Kerry Bodine and Caroline L. Carney

EXECUTIVE SUMMARY

Much of the buzz about Web 2.0 is around the proliferation of rich Internet applications (RIAs), which promise numerous user experience benefits. But building a Web application using fancy technology doesn't ensure a better user experience. As firms rush to incorporate RIAs into their site designs, they should create a solid understanding of users' needs and implement structured testing techniques to understand and validate appropriate use and design of RIAs.

TARGET AUDIENCE

Customer experience executive

RIAs ADD VALUE TO THE USER EXPERIENCE

RIAs are taking a stronghold in the world of Web 2.0. Through technologies like Ajax and Flash, RIAs overcome traditional page-based Web browser constraints to deliver more interactive and responsive Web functionality.[1] RIAs beget rich user experiences when they help users:

- **Sort large data sets.** If diamonds are a girl's best friend, then selecting the right one can be a guy's worst nightmare. Variables like color, cut, clarity, polish, symmetry, and weight can make one's head spin — even under the guidance of an expert gemologist. Blue Nile's diamond search function enables users to dynamically sort through thousands of individual gems. Using interactive sliders and column sorting, users can narrow the list by the criteria that are most important to them — a task that would take countless attempts if done via traditional forms, which don't provide insight into how the input parameters affect the results (see Figure 1).

- **Control multistep processes.** One of the biggest limitations of page-based HTML functionality is that multistep processes require linear task flows. But, by replacing traditional HTML forms with a Flash application, MINI USA gives users all of the information and functionality that is required to build a MINI Cooper in one screen.[2] Users can select options like vehicle color, upholstery, wheel style, and transmission in any order they choose. As users add or delete selections, the vehicle image, option prices, and grand total update on the same screen (see Figure 2).[3]

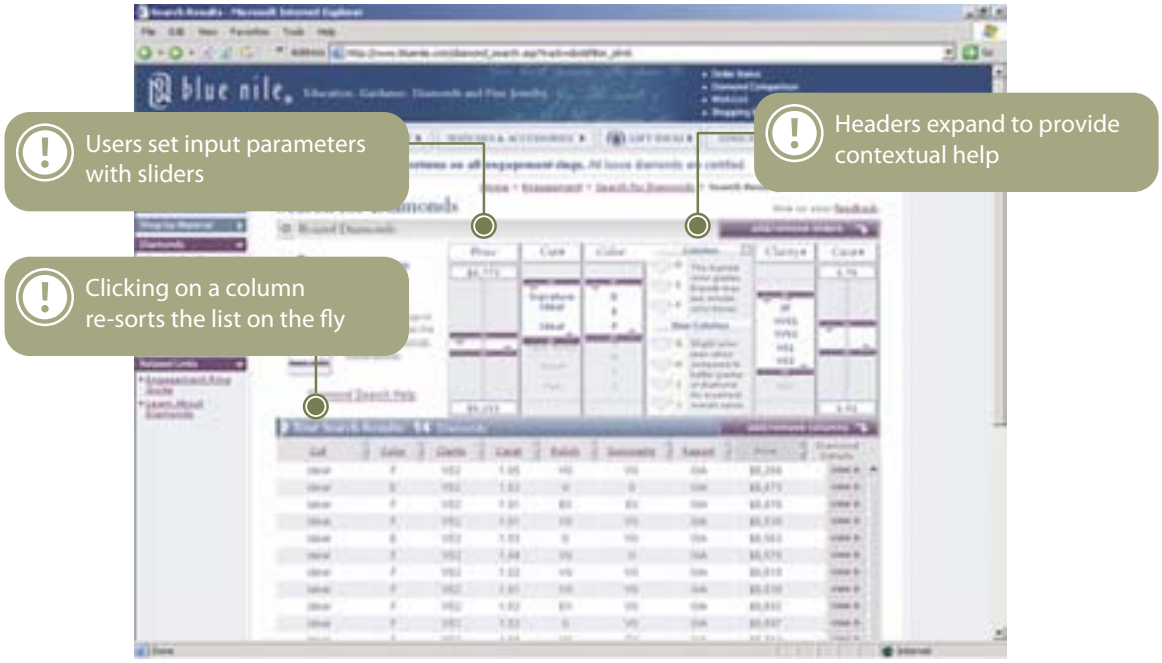
- **Manipulate images.** Rather than forcing users to download a separate image for each different view of the new Mustang, an in-page Flash application gives Fordvehicles.com visitors a 360-degree view that they can easily pivot with left and right arrow controls (see Figure 3). JanSport.com users can

"paint" backpacks: When they click on a color swatch underneath a picture of a backpack, the image immediately updates with the chosen color without loading an entirely new page. If they want to get a closer look at backpack details, users just need to mouse over the image too see a magnified version that temporarily replaces the product description (see Figure 4).

- **Get information that's hidden or out of view.** Traditional online mapping sites require full page refreshes to recenter a map. But Google Maps enables users to pore over large expanses of land by dragging the image across the screen as one would slide a map across a table.[4] Zillow.com — a real estate site — extends this functionality by overlaying the estimated selling price for each property on the current map view. Clicking on any price displays additional information about the property — like the square footage and how many bedrooms and bathrooms the house has – in the context of the property's location.

- **Use familiar controls and features.** Many desktop applications — like email — have Web-based counterparts that make simple tasks like sorting messages, managing folders, and previewing mail feel cumbersome. The reason? The Web apps lack features like dynamic column sorting, drag-and-drop, and pane resizing that users have learned to count on. Enter Laszlo mail: a Web-based email service that looks and acts like a desktop application. Instead of using HTML form elements like check boxes and drop-down lists, users can move selected messages to a folder through drag-and-drop functionality. They can also alter the size of panes for folders, headings, and message previews (see Figure 5).

Figure 1 Blue Nile Allows Users To Sort Through Thousands Of Diamonds



39576 Source: Forrester Research, Inc.

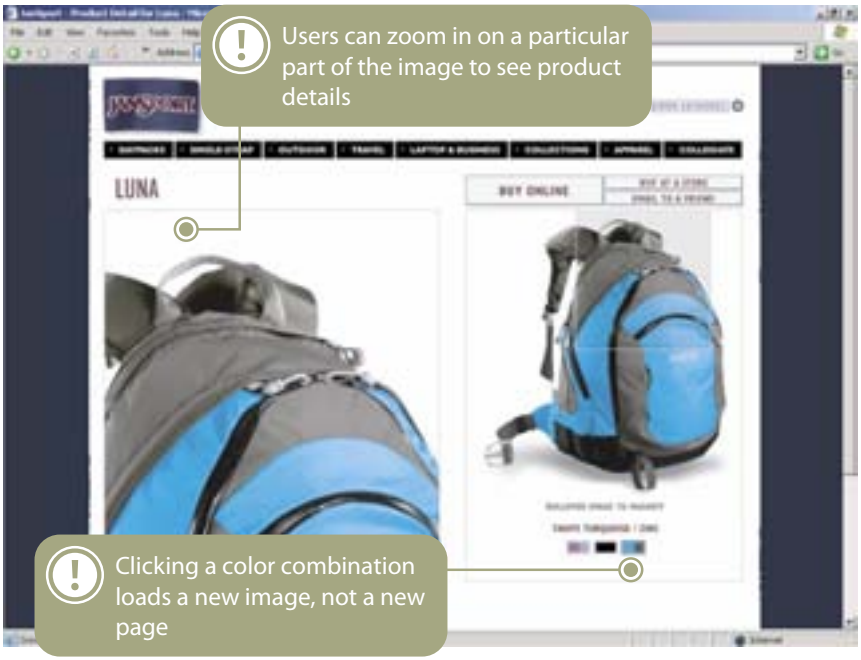
Figure 2 MINI USA's Single-Screen Configurator Dynamically Updates User Selections

39576 Source: Forrester Research, Inc.

Figure 3 Ford Helps Users Manipulate 360-Degree Views Of The 2006 Mustang

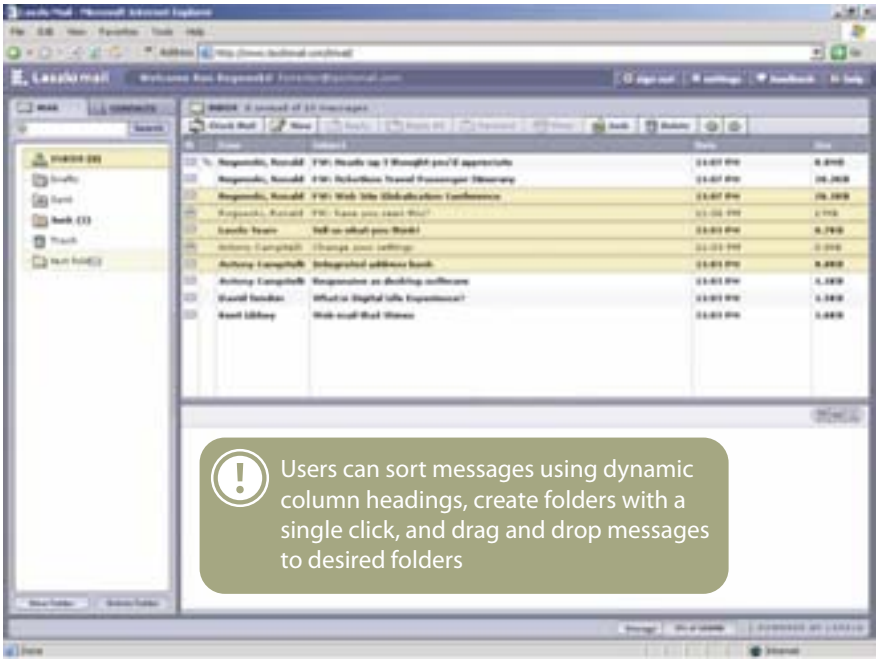
39576 Source: Forrester Research, Inc.

Figure 4 JanSport Allows Users To Hone In On Product Details



39576 Source: Forrester Research, Inc.

Figure 5 Laszlo Mail Brings Desktop Conventions To A Web-Based Application



39576 Source: Forrester Research, Inc.

Rich Internet Technologies Don't Guarantee Better User Experiences

Just because a firm employs rich Internet technologies — like Ajax and Flash — doesn't necessarily mean that it's building RIAs — or that it's adding value for users. Ajax and Flash fail to provide the desired benefit when:

- **Roadblock ads hide valuable content and functionality.** Motorola's home page is a showcase for its handheld products. But users have to endure more than 15 seconds of a Flash intro before they're able to browse through images of popular Motorola phones. If users want to learn more about the voice, data, music, image, and Internet features of the new Q smartphone, they're hit with more than 30 more seconds of Flash-based product marketing before they can actually select product features to view.

- **Nonstandard interfaces frustrate users.** RIAs break Web interaction conventions such as underlined links, reconstruct familiar widgets like scroll bars, and obviate browser navigation buttons like "back" and "forward." These changes can be disorienting for users who have spent the last 10 years using traditional Web functionality. In addition, smaller than normal display areas and the desire for slick interface functionality can lure designers into making poor decisions like reducing font sizes to microscopic levels, hiding information behind rollovers, and camouflaging navigation elements that users need to maneuver within an application.

RECOMMENDATIONS

DESIGN RIAs FOR THE MOST CRITICAL USER TASKS

RIAs are often more effective than their page-based HTML counterparts in replicating real-world tasks online. But, to ensure that RIAs will add value to users — and, in turn, to the bottom line — firms need to:

- **Build a business case.** Executives need to challenge their design teams with questions like: "What are the business goals for this design?" and "How does this investment help us meet those goals?" Using simple ROI models can help companies determine what it will take for their investments to provide returns and identify the right indicators to monitor for measuring success.[5]

- **Use Scenario Design to uncover user needs.** Before starting any RIA development project, firms need to determine if and how their users will benefit from an RIA. Scenario Design helps firms figure this out by focusing them on three questions: Who are our primary users? What are their key goals? And how can we help them achieve these goals?[6] By asking these questions, firms can determine what application functionality to build and how much richness users expect.

- **Determine relative effectiveness with A/B tests.**[7] When T.J. Maxx redesigned its shopping cart with Flex, the firm kept its HTML version and tested them both concurrently — serving the Flash version to some users and the HTML version to others.[8] The Flash cart, which kept the entire checkout process on a single screen, netted 50% more conversions over the less dynamic version.[9]

ENDNOTES

[1] The attraction of the Web as a means to deliver applications to a wide user audience, both internal and external, without the costs of desktop installation has always been tempered by the limitations of HTML as an application platform. Designed for presentation and linking of content, HTML was never intended to represent application behavior. RIAs attempt to overcome the shortcomings of HTML alone through a variety of additional technologies, and in so doing, they provide benefits that are more usually associated with desktop applications like interactivity, responsiveness, and richness. See the April 10, 2006, Trends "The Rise Of Rich Internet Applications."

[2] While flawed, the MINI USA site brought significant innovation to Web site design — and set the new standard for online customer experience as one of the Web's first RIAs. See the September 16, 2003, Brief "MINI USA Highlights The Future Of Site Design."

[3] Other examples of online configurators include the shoe customization tool at nikeid.com that allows users to see get instant visual feedback of the shoe they are designing, and Design Within Reach's "FLOR designer" that allows users to dynamically customize a carpet by selecting the desired coverage area and "painting" in carpet tiles chosen from a set of palettes.

[4] Web users have become grudgingly accustomed to the navigation controls on most mapping sites: to recenter the map, click arrows or a location; to zoom in or out, click the intervals on a slider — and then sit back and wait while a server somewhere builds you a new map image and sends it down the pipe. Google Maps is completely different: Users can click on the map plot and drag it to recenter or even use the arrow keys to traverse the map. See the April 11, 2005, Quick Take "What's So Cool About Google Maps?"

[5] Although Internet leaders like Dell, Fidelity, and Staples routinely measure the business results of Web redesigns, some companies don't even buy into the concept that design projects affect the bottom line. Other firms do know that design can increase sales and reduce costs but struggle to put a dollar value on these improvements. That's unfortunate, because members of our Customer Experience Peer Research Panel say that the overwhelming majority of their site design projects in 2005 were successful at achieving their business goals. By constructing simplified straw-man models of the ROI that is produced by Web site design projects, we show that even with conservative assumptions, the logical conclusion for most companies is to just do it. See the March 17, 2006, Best Practices "The ROI Of Web Redesigns Made Simple."

[6] Firms know that customer experience is important — but they deal with it haphazardly. As a result, customers suffer through needlessly painful interactions. That's why firms need a more disciplined approach to customer experience. Forrester recommends that companies adopt Scenario Design, a concept built on a simple assumption: No experience is inherently good or bad, it can only be judged by looking at how well

it helps customers achieve their goals. This approach requires companies to continually ask — and answer — three questions: Who are your users? What are their goals? And how can you help them achieve those goals? See the July 14, 2004, Forrester Big Idea "Scenario Design: A Disciplined Approach To Customer Experience."

[7] Direct marketers and manufacturers have long used A/B testing or "split run testing" — a subset of experimental design — as a disciplined, quantitative way to tailor ad campaigns and create higher quality products. Online channels like a Web site, email, and banner ads provide rich, addressable media — an environment ripe for application of these experimental techniques. See the August 25, 2004, Best Practices "A Primer On A/B Testing."

[8] Due to supply chain realities and realignment of business objectives, T.J. Maxx withdrew from online selling in fall 2005.

[9] In 2004, retailer TJX launched a site for its flagship brand, T.J. Maxx. Working with Web design agency Molecular, the retailer baked in an A/B test of two very different checkout processes: a typical multistep version built with HTML and a single-screen version created with Flash. See the February 23, 2005, Best Practices "Flash Shopping Cart Boosts Conversion Rates."

Omniture ActionSource™
Enabling Marketing Professionals to
Measure and Optimize Flash Apps

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ActionSource™

OMNITURE®

Omniture ActionSource™

Enabling Marketing Professionals to Measure and Optimize Flash ActionScript Based Applications

OMNITURE ACTIONSOURCE™

Omniture ActionSource™ is a new patent-pending solution which improves analytics for rich internet media and applications that use the ActionScript programming language (Flash, Flex, etc). Because it uses native ActionScript analytics, the obstacles and dependencies on other scripting languages, like JavaScript, are removed. Another demonstration of Omniture's commitment to helping you measure, improve, and optimize overall business performance.

Until now, tracking Flash use, while maintaining accurate visitor metrics with other web site activity, has been dependent on two programming languages: ActionScript and JavaScript. Communication between these technologies complicated the implementation process and introduced technical barriers. For Flash developers who did not understand the nuances of JavaScript, it has been complicated to put analytics solutions in place. Even for those who could deploy the JavaScript solution, limitations based on language and browser communication have caused performance and data integrity problems including the following.

- Cancellation of analytics when Flash attempted to communicate through the browser to JavaScript for analytics and to link out to another browser page
- Limitations of 508 characters per data transmission from Flash through the browser to JavaScript
- Playback delays for animation while JavaScript is executing
- Localized tracking only—JavaScript must be present on the same page as the Flash file to execute analytics tracking

Omniture's ActionSource was developed based on customer feedback. Our customers want detailed analytics related to rich media, without performance or data inconsistencies introduced by communication between ActionScript and JavaScript. Omniture ActionSource simplifies the implementation process and improves performance and accuracy. Its native ActionScript engine removes the dependency on JavaScript and maximizes application portability and accuracy. Some of the key benefits of this solution are listed in the table below.

Table A: Why ActionSource?

SOLUTION BENEFIT	DESCRIPTION
Omniture AutoTrack™ for automatic Flash analytics	An industry first. Omniture ActionSource can "listen" for appropriate click activity and automatically transmit appropriate information to Omniture for analysis. For some implementation s, this can effectively eliminate the need to add analytics code to each click event in a Flash application, thereby saving development time and money.
ClickMap™ for Flash	Omniture's visual overlay, ClickMap, is now integrated into Flash tracking through ActionSource. Depending on the state of the application, ClickMap can run and display an overlay of where users have clicked, and how much each click has contributed to other site activity.
Familiar Programming Language	Using ActionScript, Flash developers can quickly employ the Omniture analytics engine in a familiar programming language.
Incredible Performance	With one programming language, Flash does not have to channel through browser actions and page level scripting. This allows for immediate code execution and high-speed data transactions.
Transparent Analytics	Some JavaScript commands can cause the browser to render a "click" sound and/or hesitate animation playback. ActionSource executes independent of JavaScript and is so efficient that tracking is "transparent" to the user experience.
Portability	Using native ActionScript technology, Omniture tracking can accompany Flash applications wherever they are accessed, even across domains and devices.
Accurate Visitor Metrics	Omniture ActionSource maintains unique visitor counts across technologies, even though it is capturing and transmitting metrics data independent of JavaScript. User privacy is upheld, and traditional cookies are used to maintain consistency with privacy advocates. This solution supports first-party cookies to help consumer comfortable levels and reduced cookie blocking.

File Size	Flash applications (swf, exe, …) are compiled, and very efficient. The code for this solution is only about 4KB in size.
Larger Data Transmission Sizes	Internet Explorer limited the amount of data that could be passed from Flash to JavaScript. Only 508 characters could be sent through the browser. Omniture's native ActionScript solution is not dependent on communicating with JavaScript through the browser and is not subject to this browser limitation.
Accurate Link Tracking	Flash analytics through JavaScript requires communication through the browser. Executing a link from Flash also requires communication through the browser. When trying to track both at the same time (tracking the click of a button that redirects the browser is a very common Flash activity), the browser will often drop one of the commands. ActionSource solves this problem by eliminating the need to use the browser (JavaScript) for analytics.
Flash Analytics Debugging	Omniture clients now have the ability to run a specialized debugger on Flash files to understand what information is being transmitted from the application.

QUICK WINS

Rich Internet Applications (RIA)

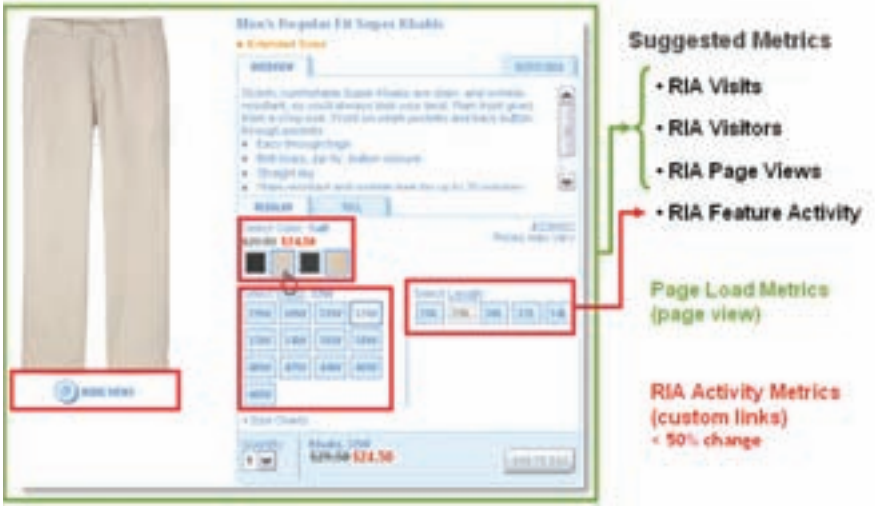
Rich Internet Applications (RIAs) are changing the face of the Web. They bridge the gap between the promise of on-demand technologies for the masses and more realistic user experiences. While RIA has many forms and supporting technologies, the most common, and perhaps most widely adopted, are AJAX and Flash (including Flex). It is important to understand that the technology is not what defines an RIA, but instead, its usability and application.

RIAs look cool but should you use them on your site? This is an area where caution is important. Rich Internet Applications are expensive to develop. Don't jump in without a clear plan and make sure you use SiteCatalyst along the way to test, verify and validate their effectiveness. Here are some recommendations:

A/B Testing

Omniture strongly recommends that if possible, RIAs be run in parallel to standard and similar functionality. If this is not possible, or simply doesn't make sense for the application, consider running a parallel version of the application with slightly different features. This type of A/B testing provides valuable insight into efficiencies and application effectiveness. It also creates a fallback option if the RIA isn't creating the desired results.

FIGURE 1 A: EXAMPLE



What to Measure

One of the most commonly asked questions with RIAs is how to track micro-level activity separate from macro-level activity, and when it is appropriate to do either. For example, say you have an application that allows customers to uniquely configure a product. The application may have significant steps to which users are exposed. Are these steps considered page views? In addition, there are micro-level activities within each step. Should these activities be tracked as page views? What if you want to understand the flow between activities, or which features get the most activity? The trouble with defining what is or isn't a page view in a RIA is that each application is unique. They are designed to mimic realistic actions, and since actions are relative to the situation, the possibilities are endless. However, most applications have a few major components that are similar to other applications: milestone steps, features, and micro-level actions within features. So, while each application requires some consideration as to what specifically should be measured, there are some generalizations that can be applied to RIA tracking.

See **figure 1-A** for examples of macro level data (visits, visitors, page views), and micro level activity.

Macro-Level Activity

Macro-level activity usually constitutes the loading of the application, which provides information on visits, visitors, instances, value to future actions, etc., but it can and should also represent major steps in the process. A good rule of thumb is that if an RIA action changes the application more than 50% (or whatever is considered significantly changing the user experience or content), then it is macro-leveland should be tracked as a page view. See figure 1-A: Macro level activity includes, but is not limited to visits, visitors, page views.

Micro-Level Activity

Micro-level activity includes any changes less than 50% (or not considered as significantly changing the user experience or content). Toggling between color selections, for instance, would be considered micro-level activity. Omniture recommends that micro-level tracking be related to features. For example, in the case of toggling between colors, is it really important to understand which colors were considered? Or is it more important to know that the color selection feature was used? Perhaps both are important, and if so, capture both; but, when measuring the effectiveness of RIA, consider the feature level activity as being more valuable. All micro-level activity should be tracked as "custom links" with specifics measured through associated "traffic" variables (props and even eVars if the use needs to be measured against success events). This will ensure that page views are not inflated by micro-level activity and allows for path analysis through the traffic variable.

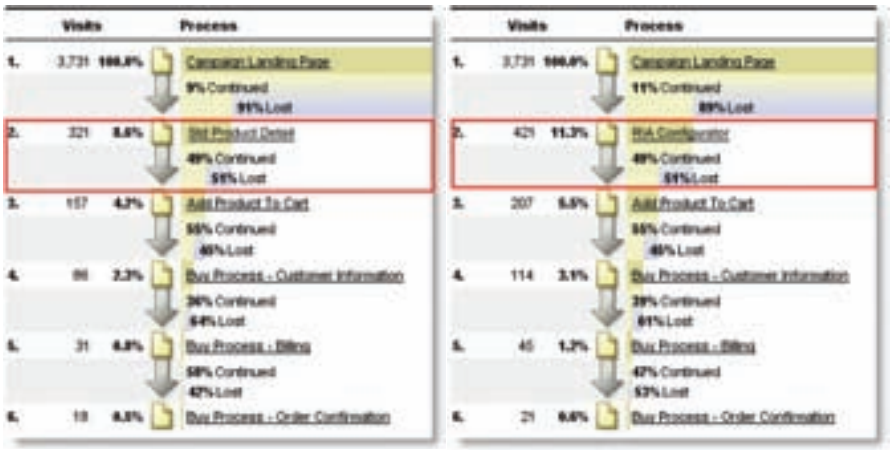
What to Analyze

It is important to understand how effectively your RIA is driving success. Success is measured through conversions. A/B comparison becomes critical at this point. Run conversion analysis from the macro-level metrics to success metrics and compare this between the control and the test. A macro-level analysis will provide insight into effectiveness as a whole. Micro-level analysis may provide insight into which features help drive conversion. Omniture customers who have performed this type of analysis (macro and micro) have been surprised by the differences between control and test. What will you find?

Next, you can measure efficiencies. This is an analysis of micro-level activity relative to the RIA macro metrics. Do users have to run through more steps to arrive at the same goal? Alone, this analysis points to user actions for the application relative to a control, but, coupled with effectiveness measurements (conversions), it provides insight into whether users like the activity or not. Analysis metrics include visits/features activity; page views/feature activity, visitors/feature activity, etc.
Finally, Omniture recommends that analysis be conducted on path flow and fall out. Are users avoiding the RIA and finding another path to the goal? This analysis can point to incentives, barriers, and usability. Run SiteCatalyst fallout reports built around the architected site flow. Compare the control to the test to gain insight into potential problems. Run path analysis from landing pages to gauge the true traffic patterns. Look into barriers and incentives to channel users toward the goal.

FIGURE 1 B: EXAMPLE

Standard Control—Not RIA (8.6%) **RIA Test (11.3%)**



Suggested Metrics

- RIA Visits
- RIA Visitors
- RIA Page Views
- RIA Feature Activity (Custom Links) measure click activity by feature

Suggested Analysis

- RIA Feature Activity / RIA Page Views
- RIA Feature Activity / RIA Visits -
- RIA Page Views / Success Metric—Conversion Ratio: measures application effectiveness
- Total RIA Activity / Success Metric—Conversion Ratio: measures application efficiency
- Feature RIA Activity / Success Metric—Conversion Ratio: measures application feature efficiency
- Path Flow to and from RIA
- Fallout Rates through RIA conversion process

Multimedia Tracking—Video and Audio

Audio and video on the Web are booming in popularity. It is estimated that rich media advertising will spike to nearly three times its current level by 2010 (eMarketer 2006). With the growth and adoption of broadband connections, it is very likely that you have considered using audio or video on your site.

Audio and video have many playback options. Content can be played through popular media players outside the browser or through embedded browser controls. Third-party media players, outside the browser, cannot be tracked effectively. For this reason, the following suggestions are based on the assumption that your media is either being played back through browser controls or through a proprietary media player where custom scripting is available, like Flash architected players.

Measurement

Like RIA, video and audio can be measured based on levels of detail. Most of the measurement is at the page view level, including visits, visitors, and impressions, but detailed analysis provides critical insight into how users consume specific media and media types.

Analysis

Page level metrics provide insight into how effective marketing efforts are at getting people to access the content. These metrics point to how many visitors are finding the content and how compelling collections of content are for the target market. Suggested metrics include Visits, Visitors, Page Views, and Content Categories. Effectiveness is measured by comparing marketing campaigns to these page level metrics. Detailed metrics offer information about specific content and how effective individual media clips are at retaining customer attention and driving further content consumption. Suggested metrics include clip impressions, ad impressions, and % completion. Effectiveness is measured by % completion.

Suggested Metrics

- Clip Visits: Visits to content
- Clip Visitors: Unique visitors to content
- Clip Impressions: # of times content accessed
- Clip Page Views: Views to page containing clip(s)
- Ad Impressions: # of times ads accessed
- Playback %Completion: % of content played back

Suggested Analysis

- Clip (And Ad) Impressions/Visit
- Clip (And Ad) Impressions/Visitor
- Clip Path Analysis
- Clip Fallout Report
- Avg. Playback % Completion: Content Starts/ Percent Complete
- Clip % Completion Rank: Content report broken down by Avg. Playback Completion
- Clip Conversion Rank: Content report broken down by success metric
- Time on page: time on page containing clip(s)
- Demographic trends: Breakdown clip by demographics captured (requires correlation between "Clip Name" traffic variable and related demographic variable
- Geographic trends: Breakdown clip by geographies captured (requires correlation between "Clip Name" traffic variable and geo-segmentation variables

For More Information

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Scripps Network:
How Scripps Networks optimizes Flash with Omniture ActionSource™

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55,000 ▷ OVER 55,000 VISITORS MEASURED THROUGH NEW FLASH PLAYER

CASE STUDY →

SCRIPPS NETWORKS

HGTV®

MEDIA

OVERVIEW

The dynamic Web sites created and supported by Scripps Networks Interactive attracted an average of more than 12 million unique visitors per month in 2005, a growth of nearly 30 percent from the previous year. The Scripps Networks Interactive properties—HGTV.com, FoodNetwork.com, DIYnetwork.com, FineLiving.com, GACtv.com, HGTVPro.com, HGTVKitchenDesign.com, HGTVBathDesign.com and DIY Woodworking—are not only extensions of Scripps Networks leading lifestyle brands providing users programming information and additional instructional content but also exciting destinations for original content, engaging video and powerful interactive tools.

SCRIPPS NETWORKS

HGTV®

LOCATION: Knoxville, Tennessee
URL: www.scripps.com
INDUSTRY: Media
PRODUCTS: Omniture SiteCatalyst®, Omniture Discover®, Omniture ActionSource™

BUSINESS OBJECTIVES

- Establish online leadership position for key cable brands
- Measure rich media applications to increase online visitor attraction and retention
- Measure rich media applications to determine promotion effectiveness

CHALLENGE

- Limited Web analytics capabilities of log file system
- One week reporting time lag to access analytics data
- Inability to effectively track Flash and streaming video media

SOLUTION

- Selected Omniture ActionSource, Discover and SiteCatalyst products
- Analyzed data to improve site navigation and optimize offerings
- Deployed Omniture ActionSource™ for real time analysis of major online media event

RESULTS

- Key online media event draws more than half a million server calls
- Event attracts 120,000 unique visitors
- Over 55,000 visitors tracked through new Flash player
- 65 percent increase in response time page loads

BUSINESS OBJECTIVES

Behind the Omniture Web analytics initiative was a desire within the company to provide a powerful online presence to support Scripps Networks' five major cable TV networks.

Additionally, Scripps was interested in attracting more visitors to their Web sites and turning them into repeat visitors by more accurately monitoring Web site effectiveness and traffic patterns. "As a content publisher, our goal is to increase page views and lengthen our visitors' time spent on our sites," says Chad Parizman, Director of Online Analytics at Scripps Networks.

Specifically in 2006, Scripps was determined to effectively and reliably analyze conversion and traffic of streaming video during its largest promotion of the year—the HGTV Dream Home Giveaway℠.

CHALLENGE

Before deploying Omniture, the company relied on crude log file analytics reports, which required time-intensive, manual processes of pulling and formatting raw data. "We had no way to capture and analyze Web traffic and page view data in real-time. We didn't have the tools to evaluate the results of our online decisions," says Parizman. "The rudimentary data we did have was not very useful since it took about a week to pull log file reports." Log file reports did not allow for any kind of in-depth analysis and were static—as opposed to interactive. These pain points, in addition to Scripps growing volume and traffic, drove a concerted effort to move to an ASP solution.

As Scripps Networks Interactive continued to develop Flash and streaming video across their sites, it was difficult to track or analyze visitor behavior. Historically, developers have had to manipulate data through both Java Script and ActionScript in order to generate Web analytics reporting on Flash-based applications. Not only is this two-step process complicated and cumbersome, but the integrity of the data can be compromised during the translation process from one language to the other, rendering unreliable results. "There's a lot of industry buzz about tracking rich media like Flash," says Parizman. "It isn't as easy as dropping a tag on a page. For the most part, everything has to be manually modeled—and like most companies, we didn't have an efficient, accurate method of capturing it."

> "We had no way to capture and analyze Web traffic and page view data in real-time. We didn't have the tools to evaluate the results of our online decisions."

"As leaders in lifestyle media, engaging our audience through rich media interactions is a key business strategy. Omniture delivers powerful solutions to help us effectively measure and optimize all of our online offerings."

CHAD PARIZMAN, DIRECTOR OF ONLINE ANALYTICS, SCRIPPS NETWORKS

55,000
VISITORS MEASURED THROUGH NEW FLASH PLAYER

65%
INCREASE IN RESPONSE TIME PAGE LOADS

SOLUTION

After an extensive evaluation, Scripps selected Omniture SiteCatalyst as its Web analytics partner. "We were ready to move to an on-demand solution," says Parizman. "Omniture offered the right blend of functionality, reporting capabilities and an outstanding user interface that could engage our employees at all levels."

Scripps immediately deployed SiteCatalyst to measure their offerings across six online properties. "We quickly identified the most popular links and offerings across our sites, and brought those items to the forefront to increase clickthroughs," says Parizman. "We also started using path analysis and the ClickMap™ tool to understand visitor behavior, and began making adjustments to improve site navigation. Omniture also helped us identify odd patterns and problem areas where things weren't working as expected. It's very powerful to have a tool that shows you what's working—and what's not working. We have a panoramic view of all our online initiatives."

In 2006, with the HGTV Dream Home Giveaway on the horizon, Parizman and his team approached Omniture about efficiently tracking their rich media initiatives. Omniture responded with the industry's first Flash-based solution to measure rich media applications—Omniture ActionSource. "The ActionSource solution accurately measures and optimizes the impact and appeal of rich Internet applications—without compromising performance or the quality of the user experience," says Parizman.

With native ActionScript tracking, Omniture ActionSource eliminates the programming communication barrier—capturing data directly from the source to provide accurate metrics, while also simplifying the analysis process. "The development of the tracking functionality didn't have to happen separately from the development of the Flash player itself—it was all engrained so the same person could actually build in the tracking as they were building the applications," he says. Because ActionSource is independent of any JavaScript interaction, this method not only provides precise and easy reporting, but also enables the portability of applications across Web properties. "AutoTrack, a key feature of ActionSource, allows us to measure Flash activity without the need to code individual elements of the Flash application," says Parizman.

Scripps Networks deployed Omniture ActionSource on their Flash-based media player to analyze conversion and traffic of streaming video during its largest converged event to date—the 2006 HGTV Dream Home Giveaway, a live on-air special immediately followed by a live online broadband presentation. During the on-air broadcast, HGTV encouraged viewers to visit HGTV.com for the live continuation of Dream Home action, touring the home for the first time with the winner and being among the first to know the location of the 2007 HGTV Dream Home. "Throughout the online event we were able to capture real-time data—fed directly into the SiteCatalyst interface—from our Flash media player to understand how visitors were responding to the content we provided," says Parizman.

Scripps ran Flash applications for an hour, changing the time-coded interface periodically. "The entire usage of the page changed without the user having to hit refresh; you could basically go to the

site and stay there the whole time and go through the whole experience without having to navigate away from the page," he says. "This was the first time anyone had done something like this. As leaders in lifestyle media, engaging our audience through rich media interactions is a key business strategy. Omniture ActionSource makes it easier to accurately measure and optimize the impact and appeal our media is generating—without compromising performance or the quality of the user experience."

RESULTS

With Omniture's new ActionSource technology, Scripps Networks was able to accurately measure the results of the HGTV Dream Home Giveaway online media presentation. In just one hour, HGTV.com registered more than half a million server calls, including 120,000 unique IDs (first-time visitors to HGTV.com) with over 55,000 site visitors logging on to the live video, according to Parizman. Response time page loads also performed 65 percent better than industry average.

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ABOUT OMNITURE Omniture, Inc., is a leading provider of online business optimization software, enabling customers to manage and enhance online, offline and multi-channel business initiatives. Omniture's software, which it hosts and delivers to its customers on-demand, enables customers to capture, store and analyze information generated by their websites and other sources and to gain critical business insights into the performance and efficiency of marketing and sales initiatives and other business processes. In addition, Omniture offers a range of professional services that complement its online services, including implementation services, best practices, consulting services, customer support and user training provided through Omniture University. Omniture's customers include eBay, AOL, Wal-Mart, Gannett, Microsoft, Oracle, GM and HP. www.omniture.com..

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