

Capability Sheet

At-A-Glance

- Enables targeted marketing that can persuade site visitors to take specific actions, such as buying a product, signing up for a trial offer, or upgrading to a more expensive subscription plan.
- Allows non-technical business users to easily create, publish, and maintain persuasive content for the Web.
- Empowers marketers to segment customers and tailor campaigns, content recommendations, and promotions using simple forms.
- Includes usage analysis capabilities to capture data on visitors and their actions that can be used to fine-tune campaigns and promotions.

How FatWire... Enables Targeted Marketing

Earn More from the Web with Persuasive Content Delivery

Web sites that simply display the same content to all site visitors do little to turn browsers into buyers. Companies that want to leverage the Web to increase sales need to use content to persuade site visitors to take actions that support this goal. With targeted marketing, visitors can be persuaded, for example, to sign up for a trial offer, buy a product, or upgrade to a more expensive subscription plan. By delivering persuasive content, marketers can more effectively use the Web to convert browsers to buyers, increase brand loyalty, and drive repeat business.

FatWire Software makes it easy to create persuasive targeted marketing applications for the Web. With the FatWire Content Server product suite, marketing teams can:

Create Persuasive Content

FatWire Content Server allows non-technical business users to easily create, publish, and maintain content for the Web.

- Marketing writers use Word to write persuasive copy and with FatWire's Word integration, simply save it to Content Server.
- Editors and writers quickly and easily modify live content using Content Server's InSite Editing features that allow changes to be made within the context of the site.
- Product managers or merchandisers use the catalog management features to create rich product information and organize products into hierarchical categories that facilitate sophisticated product relationships and make maintenance easy.
- Graphics people use Content Server's DocLink module to drag-and-drop product images and other multi-media files into Content Server.
- Simple and complex workflows can be applied at any step in the process to ensure collaboration and quality control.

Segment Customers

Targeting persuasive content to specific segments of visitors based on interests or other attributes will more effectively convince visitors to take action than broadcasting the same promotions to everyone. With FatWire Engage, developers:

- Create and define the necessary visitor attributes, history attributes, and history definitions using simple forms. Then, they program the appropriate site pages to collect and store that data. When visitors browse the site, the information they submit and their actions are stored in the Content Server database.

And then marketers:

- Use simple forms to segment site visitors based on all types of visitor data and historical activity, including geography, gender, customer type, or purchase history.
- Create as many or as few customer segments as needed. Segments can be extremely broad (e.g., all first-time visitors) or very focused (e.g., all first-time visitors who own digital cameras and live in Alaska).
- Incorporate detailed customer history information into segments, spanning complete purchase histories or only a specified time period. Segments can also be limited to customers who have purchased specific products. For example, a segment could contain just visitors who have spent at least \$50 on socks during the previous month.
- Leverage customer data from existing CRM or marketing automation systems.

Build Campaigns and Promotions for Targeted Delivery

FatWire Engage empowers marketers to target content delivery with campaigns, content recommendations, and promotions. Its simple, wizard-driven interfaces let these non-technical users:

- Create and define recommendations, delivery rules, and promotions all without needing a programmer.
- Target content delivery based on visitor segments, context, and sophisticated business rules.

Targeted Marketing

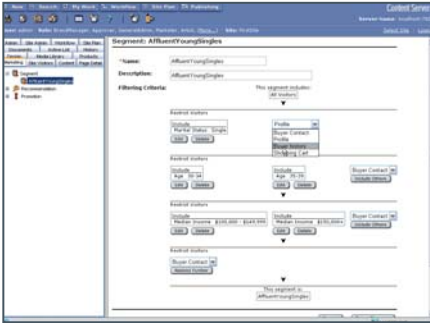


Figure 1: Marketers create and define customer segments using simple forms.

- Upsell and cross-sell by building relationships between content; these can be further refined and limited by visitor segments.
- Run promotions, such as price reductions or discounts on shipping, that can apply to all or specific visitor segments. Easy-to-use tools enable marketers to define discounts, promotion duration, applicable customer segments, display elements, and page location for promotions.
- Tie recommendations or promotions to shopping cart data, such as the total value of items in the cart or specific products.
- Incorporate sophisticated ratings that handle conflicts, placement, and sorting of offers for specific visitor segments.
- Put recommendations and promotions through workflow to make collaboration across the marketing team easy.

Analyze Site Activity & Conversion Rates

Marketers need to be able to track the success of a campaign by understanding how well it was received by site visitors and how often these visitors were converted to buyers. With the usage analysis capabilities in FatWire's Analytics Bridge module, you can:

- Gather the feedback needed to close the marketing loop. Marketers can incorporate usage data to improve the effectiveness of campaigns.
- Collect data on what content is viewed and log detailed information about site visitors, such as clicks and page views, visitor demographics, cart items, and abandoned cart information. This data can be used to fine-tune recommendations, promotions, and positioning of content on the page. It can also highlight the behavior of valuable customers and segments so that content can be better tailored to them.
- Ensure site performance isn't degraded. Usage data can be written to a database in off-peak hours.
- Log data to the Content Server database or integrate it with third-party analytic tools via an HTTP-based interface.

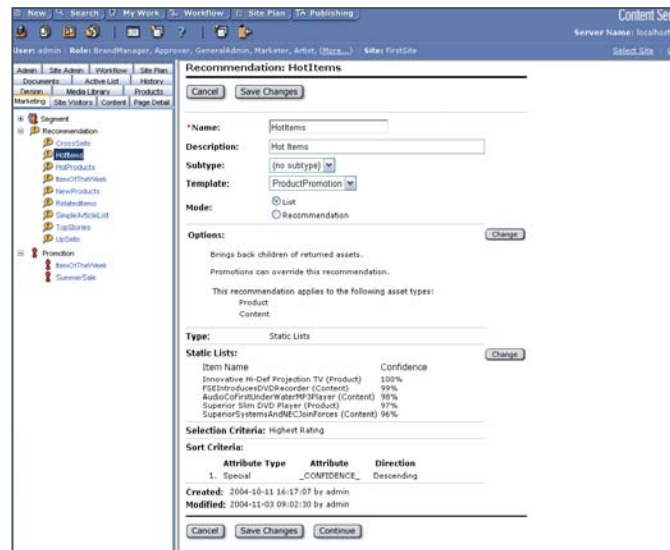


Figure 2: Marketers can easily create promotions and control the sorting, placement, and display of recommended content.