

Does the content on your site resonate with your target audience and deliver a memorable shopping experience?

Content is the lifeline of the online business and one of the key contributing factors in engaging visitors to your site. Engaging and personalized content not only delivers a memorable site experience, but, also raises the switching costs for online shoppers.

Content is no longer monopolized by internet business owners. Social networks, blogs, wikis and sites like Kaboodle.com have given a completely new definition to content. There is an increasing amount of consumer-generated content on sites that is influencing buying decisions and creating opportunities for personalization.

There are now thousands of interactive applications and widgets across multiple channels, giving visitors the opportunity to download and share content with their friends and family members.

In this cluttered environment where data has become so cheap, actionable insight is becoming more and more expensive--and valuable. But with the help of the 3TouchPoints, you'll be able to define meaningful performance indicators against your site content, creating ongoing opportunities for optimization.

Our team is proficient in the usage of some of the leading A/B and Multivariate Solutions like Google Web Optimizer, Omniture Test and Target and SiteSpect.

With our Content Effectiveness package, here are some of the questions you'll be able to answer:

- What A/B and Multivariable Campaigns are performing best?
- What Recipes or Combinations are driving the most engagement?
- How does visitor segmentation impact the engagement and bounce rate on key landing pages?
- How are current targeting rules impacting return visit percentage?
- What percentage of online visitors are engaging with online videos?
- What percentage of visitors are reading and writing product reviews?
- How much traffic is being generated by blogs and social networks?
- What type of content is being shared on social networks like Facebook, Twitter and MySpace?
- How frequently are site visitors engaging with syndicated content from manufacturers?
- What is the impact of online content on offline sales?

The 3TouchPoints team believes in the power of content in generating higher engagement and bringing visitors closer to the conversion path. To learn more about our services, please contact us.