

# Kick off a New Era in Online Marketing Effectiveness

Your marketing team is skilled, agile, and efficient, applying years of specialized expertise to every project you undertake. Yet to increase the effectiveness of online messaging and campaigns, you've had to rely on highly complex optimization technology that isn't developed from a marketer's point of view. And that means you've had to put the team through extensive training, add a tech specialist to the budget, or rely on an already busy IT department for every campaign adjustment.

Now there's a premier alternative. Developed by marketers for marketers, CrownPeak Web Content Optimizer (WCO) is the easiest enterprise-grade web content optimization solution available today, and it's used by everyone from Skype to Nissan to EMI Music. The highly productive CrownPeak optimization environment keeps everything close at hand so your team can swiftly make use of custom views, tools, and actionable analysis to make informed, strategic decisions.

## → WEB CONTENT OPTIMIZER

CrownPeak's Web Content Optimizer (WCO) allows web site managers to capture data on individuals and target content based on user identity, location and/or behavior.

## OTHER PRODUCTS

**WEB CONTENT MANAGEMENT**  
Easy, enterprise-grade web content management.

**SERVICES & GLOBAL HOSTING**  
24/7 Managed Services to help you succeed.



## AN EMPOWERING WEB CONTENT OPTIMIZATION ENVIRONMENT

Everything about CrownPeak is architected for "easy." Implementation? Generally takes a few hours. Integration? CrownPeak Web Content Optimizer plugs right into nearly every enterprise tool, technology, and platform. CrownPeak's software as a service (SaaS) architecture is optimized for the global enterprise. Tightly integrated with CrownPeak Web Content Management, WCO equips you to track leads from click to close as you:

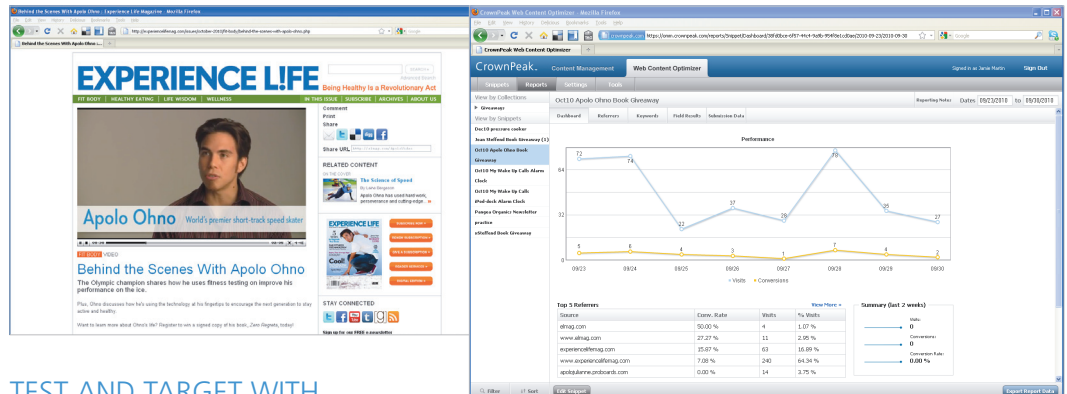
- Attract the right prospects to the right landing pages
- Capture leads and targetable data from visitors and submit directly to Salesforce.com or other customer relationship management (CRM) systems
- Effect more conversions
- Monitor campaigns in real-time and measure ROI

- Measure, analyze, and re-launch within minutes

And your team can do all of this independently—without needing professional services from I.T.

## GET THE RIGHT INFORMATION TO THE RIGHT PERSON IN THE RIGHT PLACE AT THE RIGHT TIME

The demands of online marketing and the expectations of online customers seem to grow exponentially each year. You are optimized for Web 2.0, and now expectations about Web 3.0—the portable, personal Web—are beginning to take hold. With CrownPeak WCM and optimization, every website, microsite, and message you create will be easily targeted for delivery to the right person in the right place on the right platform at the right time—and targeted to who they are and what they do on each visit.



→ KEY BENEFITS

- Test & Target
- Lead/Data Capture
- Real Time Analytics
- Custom Integrations

TEST AND TARGET WITH EXTREME SPEED AND FLEXIBILITY

Strategize. Test. Measure. Repeat. When full testing cycles take so little time to execute, you’ve got what you need to re-aim and make each message pitch-perfect. Working with customizable workflows and ready-to-use tools, it’s unbelievably fast and easy for teams like yours to manage A/B or multivariate testing as needed.

CrownPeak lets you test, target, and capture data using Snippets, which are segments of your content delivered via a simple line of JavaScript that offer virtually unlimited possibilities for optimization. Snippets let you optimize your web content wherever it might live – web pages, mobile sites, and even third-party websites - to adjust messages and web content automatically for each visitor type, or last site visited, browser version, ad clicked through, and so on.

FULLY ENGAGE AND CONVERT YOUR VISITORS WITH STREAMLINED DATA CAPTURE

From quick surveys and entry forms to more complex registration forms, CrownPeak makes it easy to get started even for your least technical team members. Capture any amount of form data you need from landing pages to surveys to registration forms—and mash it up with A/B testing to find just the right mix of fields to use.

Your data—such as number of registrants, visits, events, and more—becomes read-

ily available in a report format for you to review and can be automatically fed directly into Salesforce.com or other CRM systems.

TARGET CONTENT IN A WIDE VARIETY OF WAYS

Now you can create multiple landing pages with custom messaging and content, all optimized for converting every key prospect type. CrownPeak lets you target web content based on multiple metrics including ambient, form, and behavioral data. You can apply these rules in any configuration, whether by single Snippets, entire pages, or by groups of visitors based on defined audience criteria. To prepare audience segments, you can create “playlists” of criteria, and target content to audience segments based on implicit and behavioral criteria.

MAKE FASTER, MORE INFORMED DECISIONS WITH ACTIONABLE ALERTS

CrownPeak Web Content Optimizer has built-in, powerful metrics tools that measure page views, visitors, and popular content for individual or multiple marketing campaigns. Instead of being overwhelmed with mountains of raw data, you’ll be presented with the meaningful intelligence you need now through your use of:

- A global website analytic dashboard
- Individual campaign analysis of landing pages and conversion metrics
- Campaign-vs-campaign analysis of visits and conversions.