

Reader's Digest Optimizes Online Offers with Omniture Test&Target

OMNITURE®

47% ▶ GLOBAL MEDIA COMPANY INCREASES ONLINE CONVERSIONS BY 47 PERCENT IN ONE WEEK

→ SUCCESS STORY

CHALLENGE

Reader's Digest is continually seeking ways to increase the loyalty of visitors to www.rd.com while also maximizing their site's ad revenue. What's more, the content publisher must also effectively drive magazine subscriptions on multiple sites for its print products. To assist in these efforts, Reader's Digest sought a solution that would enable accurate measurement of customer behavior and retention, as well as tools to help ensure that they were presenting their audience with relevant content and offers.

SOLUTION

Reader's Digest deployed Omniture's Suite of Online Business Optimization Applications to measure consumer preferences and track the success of multiple campaigns. Utilizing the A/B testing capabilities of Omniture Test&Target allowed Reader's Digest to simultaneously test several magazine subscription offers, each varying in price—then measure conversion for each promotion.

"We were limited in the types of testing we could conduct before Omniture—we only had static, fixed offers without any insight into how to optimize them," said Jim Olstrom, Director, Research & Reporting, Reader's Digest.

The company also takes advantage of Test&Target's real-time data and results to test alternate site designs, and then make real-time adjustments based on visitor activity—ensuring that their customers were having a satisfying and relevant user experience.

47% INCREASE IN CONVERSIONS

"Within a week of conducting our testing, we were able to see a clear winner to our promotional subscription rate variations, leading to a 47 percent overall increase in conversions. Such outstanding results from the first test proved to be key in establishing the value of these solutions to our online strategy," said Olstrom.

Reader's
Digest

"Within a week of conducting our testing, we were able to see a clear winner to our promotional subscription rate variations, leading to a 47 percent overall increase in conversions."

JIM OLSTROM, DIRECTOR, RESEARCH & REPORTING, READER'S DIGEST

CUSTOMER PROFILE

LOCATION

Pleasantville, New York

URL

www.rd.com

INDUSTRY

Media

PRODUCTS:

- » Omniture Test&Target selected for its ability to deliver more relevant and more engaging offers to online visitors
- » Omniture SiteCatalyst selected for its robust analytics reporting and measurement capabilities
- » Omniture Genesis selected for its integration with the Yesmail email marketing solution

RESULTS:

- » Increased online conversion by 47% in one week
- » Increased insight and reporting capabilities across various campaigns through integrated Omniture products
- » Integrated email marketing with Web analytics for a complete picture of email campaign performance

Using Omniture SiteCatalyst with Test&Target provides Reader's Digest with hands-on access to campaign performances across a variety of metrics, all within a common interface.

In addition, Reader's Digest also combines Omniture SiteCatalyst with Yesmail through Omniture Genesis, a platform that integrates complementary third-party marketing applications with Omniture products. The SiteCatalyst-Yesmail integration provides a complete picture of email campaigns through detailed reporting that measures emails sent, delivered and opened, through to click-through conversions and revenue.

ABOUT THE READER'S DIGEST ASSOCIATION, INC.

The Reader's Digest Association, Inc., is a global multi-brand media and marketing company that educates, entertains and connects audiences around the world. With offices in 45 countries, it markets books, magazines, and music, video and educational products that reach a customer base of more than 100 million households in 79 countries. It publishes 92 magazines including 50 editions of Reader's Digest, the world's largest-circulation magazine, operates 65 branded Web sites generating 18 million unique visitors per month, and sells approximately 68 million books, music and video products across the world each year. Global headquarters are in Pleasantville, NY.



OMNITURE HELPS READER'S DIGEST INCREASE CONVERSION BY IDENTIFYING WHICH ONLINE PROMOTIONS DRIVE THE MOST REVENUE.

“We were limited in the types of testing we could conduct before Omniture—we only had static, fixed offers without any insight into how to optimize them.”

OMNITURE—THE LEADER IN ONLINE BUSINESS OPTIMIZATION

Over 5,000 companies around the world rely on the Omniture Online Business Optimization suite of products and services to better understand customer needs, boost the power of online marketing and achieve higher ROI across multi-channel business initiatives. Omniture products offer superior usability, support multiple languages and currencies, and are delivered securely via an on-demand infrastructure that is designed to scale with customer needs.

Powered by the industry's leading Web analytics platform, the suite is supported by world-class services and a rich ecosystem of partners, developers and agencies. Omniture Client Services include ClientCare, with flexible support options and global access; Omniture Consulting, with a world-class implementation methodology and industry best practices; Omniture University with on-demand and in-class certification programs. Omniture Genesis is an accreditation program for partners that integrate their products and services with Omniture.

OMNITURE®

WEB: omniture.com
 EMAIL: sales@omniture.com

AMERICAS

+ 1.877.722.7088 TEL
 + 1.801.722.7001 FAX

UK

+44 (0)20 7380 4400 TEL
 +44 (0)20 7380 4401 FAX

FRANCE

+33 (0) 1 70 37 53 56 TEL
 +33 (0) 1 77 72 56 38 FAX

GERMANY

+49 (0) 899 0405 408 TEL
 +49 (0) 899 5464 252 FAX

NORDICS & BENELUX

+ 45 (0) 36 98 89 50 TEL
 + 45 (0) 36 98 89 51 FAX

JAPAN

+ 81.03.6418.6600 TEL

AUSTRALIA

+ 612 8211 2707 TEL

SWEDEN

+ 46 (0) 8 601 30 91 TEL

KOREA

+ 82.2.2008.3228 TEL

HONG KONG

+ 852 2168 0873 TEL