

“WHEN WE CUSTOMIZED OUR HOMEPAGE OFFERS WITH NEUSTAR AUDIENCE DATA, WE SAW OVER 40% LIFT IN CONVERSION RATE!”



THE FIGURES:

OVER 30%

higher hero banner click-through rate

OVER 40%

growth in U.S. website order conversions

OVER 25%

more revenue per visitor

“It’s tough to sell online when over 40% of the visitors are those you’ve never seen before,” says Siping Roussin, Senior Manager of Optimization and Personalization at Lenovo.

“As with most OEMs [original equipment manufacturers], there’s no need to authenticate in order to browse information around Lenovo machines or get self-service support for existing machines,” Siping says. “The visitor activity files are generally limited to web behavior. If a visitor visits once or twice, the data is not very telling on who the visitors are or what they are looking for.”

“WE NEEDED TO UNDERSTAND WHO OUR VISITORS WERE.”

“Personalization is something we want to move to as a dotcom organization. We know the technologies exist to serve the personalized experience but we lacked the data points to get us there,” says Siping.

To understand visitors better, Lenovo worked with Neustar to segment visitors into “profiles,” based on anonymous online household-level data – for example, what TV shows audiences watch, what media they read, and where and how they shop.

The Lenovo team’s Neustar platform cross-references this data to categorize visitors into a number of key audience groups based on product propensity and company priorities – and then shows them a specific homepage banner targeted towards their group’s preferences.

“OUR WEB DESIGNERS CAN NOW CRAFT BANNERS WITH A SPECIFIC AUDIENCE IN MIND.”

“For example, someone who watches Saturday Night Live and subscribes to business magazines would see a different banner and product as opposed to someone who likes The Amazing Race and country music radio stations” says Siping. “With the additional audience profile information, our designers can now craft banner ad messages with specific audiences in mind.”

The results of the Neustar initiative have been phenomenal. There’s been a 40 percent lift in order conversion, with an increase of 25 percent lift in revenue per visitor. “With a more complete view of our visitors,” says Siping, “we can now tell a consistent, unique story to each key audience profile.”