



Discover, understand, improve

Convert more traffic into transactions

RedEye's data analytics service can help you identify what elements of your e-business are working and through expert support and training will help you find out how to make it work harder.

“npower now has the ability to ask almost any question from RedEye's product; this is why we chose them. I don't need to pay for a massive in-house marketing database or a team of amazing analysts and statisticians because when I need help and advice RedEye is there to assist me. This is great and at a relatively low cost the service provides great value for money.”

e-Delivery Manager, npower

RedEye historically has the most comprehensive installation process;

- A full team (not a technical support line) including commercial people that design the tagging to deliver the outputs we know are needed
- You can be installed and seeing results in one month

Our unique method of data capture and storage is customised totally to your site requirements. This allows us to query the data in an infinite amount of ways, with **unlimited segmentation**, rather than just providing you with predefined and inflexible reports.

Call RedEye on:
0845 094 1114

Actionable analytics – providing genuine insight

RedEye doesn't believe that web analytics is merely about producing lots of reports in an interface. Our primary focus with web analytics is to measure and improve your online business and we look at this in three ways.

Acquisition

- Using our unique Media Mix tool we help you understand the complete journey and how different media channels interact
- This knowledge allows you to guide your investment into the most profitable channels and gives you the power to build genuine attribution models to best plan **marketing spend**

Conversion

- **Segmented User Journey Analysis:** Combining the data we hold with **unlimited segmentation** RedEye will optimise your site and analyse it from all perspectives
- **Usability Analytics:** By combining the what and why of analytics and usability, RedEye **identifies the problems and produces the solution**
- **Behavioural Email:** RedEye's integrated analytic and email systems drive communication to re-engage and convert customers

Retention

- **User Centric Approach:** RedEye's single customer view allows analysis to be completed at a personal level with deduplication algorithms used to target true individuals
- **Predictive Modelling:** By using the online database with a team that has over 20 years experience with customer retention models, RedEye helps its clients solve online retention before other companies have even realised it's an issue

At the heart of these techniques is our industry leading client services department with managers (not salespeople) working on only a small amount of accounts. RedEye is unique within the analytics industry by having a dedicated client services team from its inception. This produces a fully managed service comprising of advanced software and a high level of service and consultancy.



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Case study - Analytics proves value of key content on willhill.com

William Hill decided not to remove an expensive to maintain content area from its website, when RedEye proved that the 6% of visitors that viewed this area accounted for 30% of all the profits made.

The Challenge

The general opinion within William Hill was that some of the expensive to maintain sections of the website were not justifying their cost, but this could never be substantiated.

The Solution

Segmentation allowed William Hill to look at the question of whether the expensive content areas should be retained and answer it with hard facts as to their effectiveness. Using data collected by RedEye three segments were tested;

- Segment 1 – Bettors that used content area X
- Segment 2 – Non-bettors that used content area X
- Segment 3 – Bettors that did not use content area X

The Results

Of all bettors, those using content area X had visited on average twice as many times during the month. The users of content area X placed more than 5 times as many bet slips as the site average, and despite those using content area X only accounting for 6% of visitors, they accounted for over 30% of bet revenue placed on the site.

Case study - Asda maximises deliveries through analytics

RedEye helped ASDA understand the interaction between its retail and online business. It is now able to see which stores do not have enough delivery slots, and use this information to distribute and re-distribute postcodes across stores to maximise its ability to deliver.

The Challenge

Supermarket chain ASDA wanted to check that delivery schedules were being effectively distributed across its stores to ensure it was maximising its ability to deliver and meet its customer's expectations.

The Solution

By downloading delivery area postcodes into the system, alongside the store / delivery depot that they belong to, RedEye could analyse the activity of Asda customers broken down by store. This included information on the availability of delivery slots, and isolated how many sales were lost due to unacceptable delivery times and dates.

The Results

As well as being able to redistribute online deliveries across the stores to better cope with demand, ASDA were able to identify stores with regular spare delivery slots. These stores can now be the focus of in-store marketing, highlighting the benefits of shopping online in the knowledge that the store will be able to deliver.

