

Making the web user experience as relevant as possible

Digital Landscape, September 28
Gustaf Sahlman, Atex Polopoly



43 years old
Spent 1/3 of my life working in the
Internet industry
Co-founded Polopoly in 2000
Now running global digital in Atex

"We're not in the business of
turning analog dollars into
digital pennies"

Jeffrey Zucker, NBC CEO

So?

Remember the buzzwords
from the year 2000?

We were talking about web
content management and
eCRM

Content and customer
management.

"We" were selling our idea of
the future.

In most cases pretty basic
systems ...



Today the WCMS market is a
mature market where
systems evolution has been
rapid

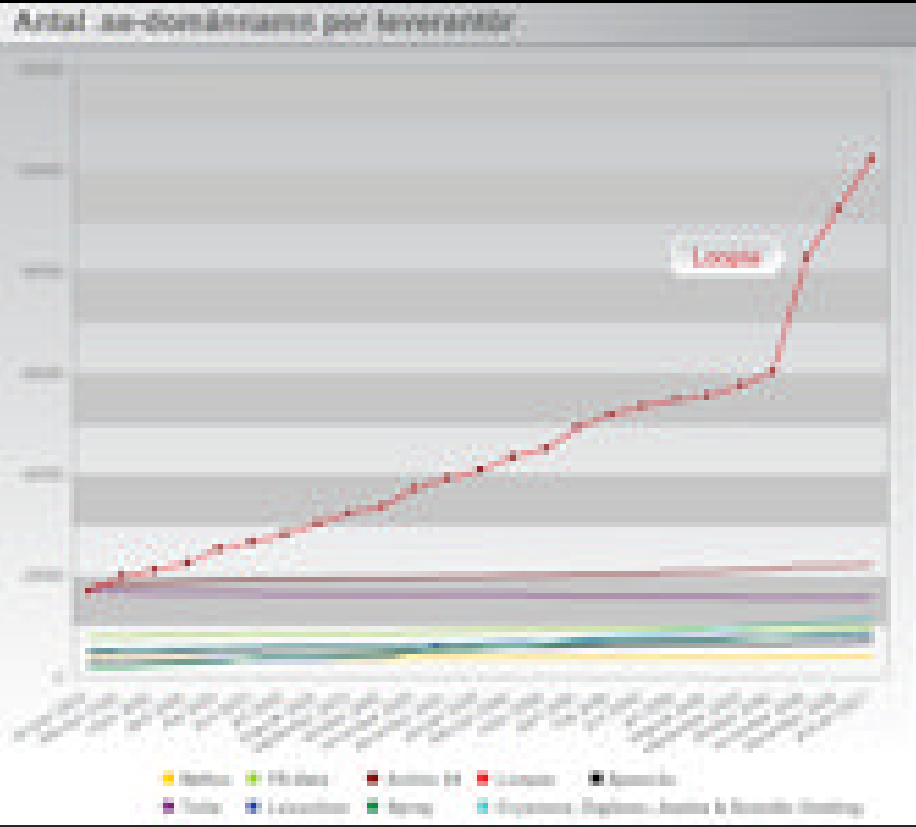
... metadata driven web site
production, multi-variate testing,
topic pages, text mining, SEO,
adaptive user interfaces,
integrated management of
traditional internet, iPhone, iPad,
mobile delivery ...

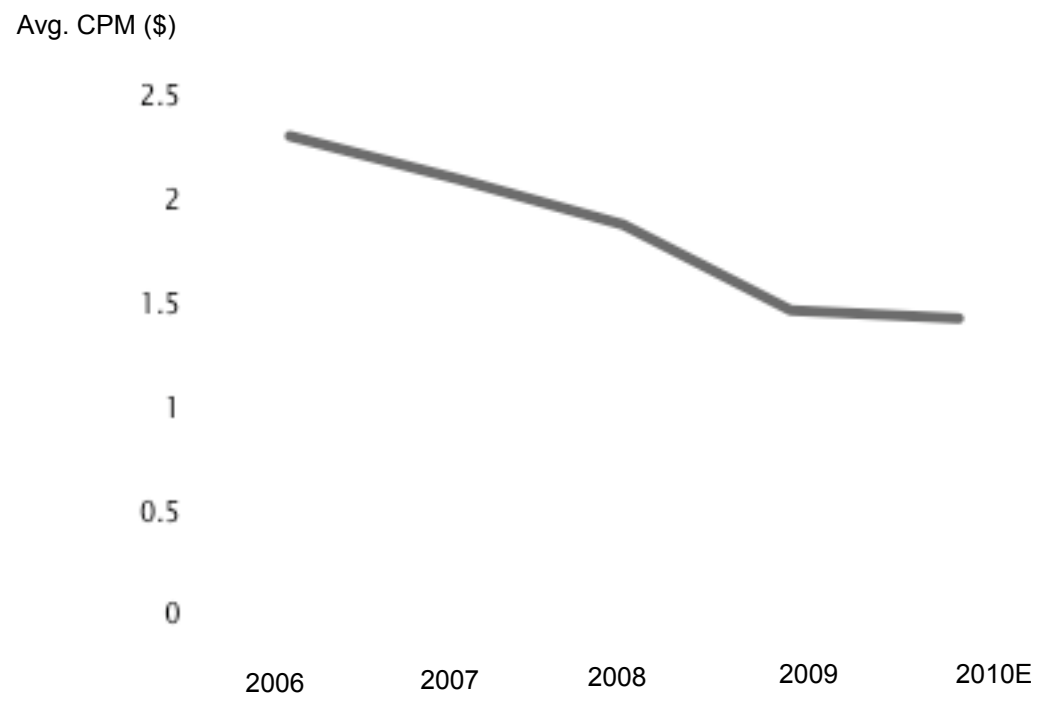
We know our content.

But what happened to ...
ehm ... eCRM?

We don't know our online
customers.

The core assets of any media property is (brand aside): a.) content b.) customers





Source: ThinkEquity

Consumer insight is key to
being successful on the net

... CPM rates are determined
by relevance, conversion rates
are determined by relevance
etc

This is the reason why online players like Expedia is selling customer information to ad buyers ... to enable retargeting

To achieve consumer insight you need:

a.) technology support (e.g. Polopoly) to build a nice, rich user profile based on online behavior (but also using other available sources). This user profile can then be used to create a more relevant web experience

b.) In order to monetize the consumer insight, you will need to have a business model to support the use of this data, e.g. target/retarget ad sales or by defining clear KPI's for desired customer activity on the site, where knowledge about user behavior can be leveraged

Look for inspiration!

Thank you!

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