



More Immediate Results from Your Online Channel

Visitor Conversion Management

Your website is not an end in itself but a means to realize your goals. Whether your goal is online product sales, self service, or providing specific information, Visitor Conversion Management returns better results from your website immediately. Monitoring your visitors closely makes it clear what they are looking for and which target group(s) they belong to. Through customized content and activities you can provide your visitors excellent service while at the same time improve conversion and results from your online channel.

How do you make sure you reach your goals and increase your website's bottom line? How do you help your visitors make the right choices or find the right answers? GX WebManager offers this support with Visitor Conversion Management with which you can optimize visitor conversion on your website. Visitor Conversion Management helps you understand each anonymous visitor better by tracking what they are looking for, how they act, and what they are interested in. Based on this information, every single anonymous visitor receives the right information at the right time. This means the visitor stays engaged and motivated and can proceed the way they are supposed to.

Your Advantage

- Higher client value
- Complete insight in visitor behavior
- The most effective content on your website
- Elaborate statistics to improve results

Better Results with Specific Campaigns and Ads

Visitor Conversion Management allows you to utilize what you know about your visitors in your online campaigns. You can improve the results from your website immediately with the help of specific information, ads, product recommendations, or customized landing pages. Detailed statistics provide real-time insight about the content you are viewing and show you how the results have improved. Optimizing your website has never been this transparent.

Higher Client Value

With each click of the mouse, a visitor tells you what they find interesting. This builds the foundation for customized content. Visitor Conversion Management helps your visitors to find the right information in order to make choices and purchases. The visitor's experience and involvement is thereby improved which means that a greater number of visitors will buy products and/or services. The result is higher value per customer at a minimal investment.

GX WebManager Solutions

GX WebManager offers you extensive and, above all, practical solutions for setting up Visitor Conversion Management in the best possible way. The following are the most important aspects of Visitor Conversion Management:

Get to Know Everything about Your Visitor with the GX Activity Collector

The best way to increase your website's bottom line is to pay close attention to what your visitors want. Every click made by a visitor provides you insight into his or her interests and by carefully tracking their behavior; you can adapt your website dynamically for each visitor's profile. GX WebManager offers support to closely monitor visitors through the use of Listeners. Visitors already known to you as well as anonymous visitors can be monitored which provides you complete information about where the visitor comes from, what they have searched for, and which content they have viewed. The GX Activity Collector collects this data and segments visitors into groups in real-time based on relevancy.

GX Profiler Offers You One Central Source for Your Online Marketing Data

Visitor data is often spread over several online sources, multiple channels, or other data sources. The GX Profiler gives you all relevant online marketing data bundled into one location. The GX Profiler is scalable, accessible, and secure and can be integrated effortlessly with CRM systems and external systems that use single sign-on mechanisms such as OpenID. GX Profiler makes it possible to optimize your website by presenting content in a target group-oriented fashion. This marketing data can also be used for offline marketing purposes.

Contact

For more information about Visitor Conversion Management or GX WebManager, please contact GX and visit the website.

North America: Tel: +1 617.663.5797

Fax: +1 617.663.4801

Europe: Tel: +31 24 3888 261

Fax: +31 24 3888 621

info@gxwebmanager.com | www.gxwebmanager.com

Customized Ads and Content

Website visitors prefer personal and relevant content. Visitor Conversion Management makes use of all pertinent knowledge to make your content personal and relevant. Your visitors receive more offers and advice geared toward them which in turn improves conversion. Furthermore, external sources such as advertisers are able to use that knowledge to place more targeted ads. This results in more personal and relevant ads which increases value for both the visitor and you.

A/B Testing and MVT

Different types of content are more effective than others. A specific image or title can lead to a much more effective conversion rate. To find out which content is the most effective you can use A/B Testing or Multivariate Testing (MVT). This allows you to test content alternatives that are dynamically alternated in order to immediately see what the effect would be. Through this process, your website can be continuously optimized.

Real-time Optimization of Your Content with Integrated Analysis Tools

Tracking and measuring visitor behavior is the best way to find out whether your website is successful. With integrated real-time analysis tools, GX WebManager gives you complete insight into how the content of your website affects visitor traffic and conversion rates. Editors have immediate insight into the performance of specific content while they are editing. These statistics offer insight into the number of visitors, their origin as well as the target group they belong to.