

Best Practices for the Online Finance Industry



Customer Acquisition KPIs in Online Finance	2
Cost Reduction KPIs in Online Finance	2
Customer Retention KPIs in Online Finance	3
Lead Generation KPIs in Online Finance	3
Cross-selling KPIs in Online Finance	4

INDUSTRY OVERVIEW

In today's competitive marketplace, the Finance and Banking industry is compelled to establish a strong online presence and to conduct marketing activities that will enhance customer experience and support lead generation and cross-selling activities. Web Analytics has become a necessity for the Finance and Banking market, and to make the most of their web properties, businesses in this industry need to constantly analyze their online performance and to act on the intelligence gleaned from their analysis.

Based on our extensive experience gained by assisting Finance and Banking businesses to meet their reporting and analysis needs and maximize their ROI, our Professional Services division have designed a series of Best Practices that will help you enhance your marketing effectiveness.

We present you with five strategic objectives we deem essential for the success of any online business, and illustrate them with KPIs specific to the Finance and Banking industry.

- ▶ Customer Acquisition
- ▶ Cost Reduction
- ▶ Customer Retention
- ▶ Lead Generation
- ▶ Cross-Selling

Making these objectives the core of your Web Analytics strategy and paying attention to these KPIs will give you an advanced level of insight and trigger the most effective changes to your web property.

Strategic Objective	Essential KPIs/metrics/dimensions	Multi-dimensional analysis by:
Evaluate Customer Acquisition Patterns	<ol style="list-style-type: none"> Account sign-up Addition of new accounts Application downloads Pre-approvals Locate an agent 	Geography Customer type Loan type Card type Traffic source Channel Campaign Pages Content Groups Micro-sites
Reduce Interactions Cost	<ol style="list-style-type: none"> Emails/Calls from the web Web % of customer interactions Average cost per interaction Self-service visits 	
Enhance Customer Experience	<ol style="list-style-type: none"> % of accounts using extra services % of returning visitors % of accounts active online monthly 	
Measure and Promote Lead Generation	<ol style="list-style-type: none"> Contact an agent Request more information Email submission 	
Optimize Cross-selling Efforts	<ol style="list-style-type: none"> % of customers viewing product detail pages Accounts per customer Add-on uptake 	

CUSTOMER ACQUISITION KPIs IN ONLINE FINANCE

Knowing how you acquire customers is an extremely important consideration for the success of your website or online marketing strategy. It is important to know whether your content appeals to the target audience and elicits the desired response.

When focussing on acquiring customers, we have identified the Key Performance Indicators below as a means to measure achievement in this area.

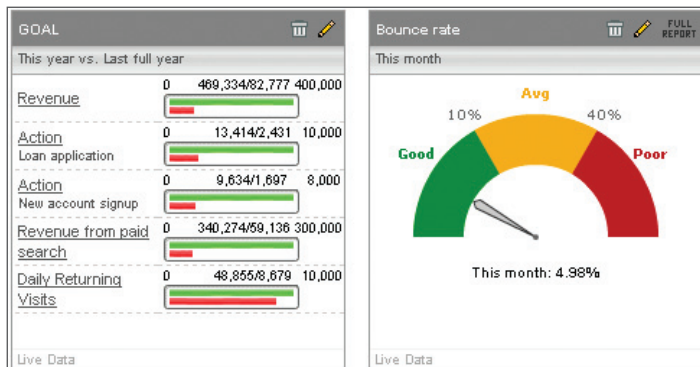
Customer Acquisition KPIs

- ▶ Account sign-up
- ▶ Addition of new accounts
- ▶ Application downloads
- ▶ Pre-approvals
- ▶ Locate an agent

Success in customer acquisition can be calculated by considering the number of accounts applied for by new customers. In addition, existing registered customers may add new account types to their profiles – perhaps as the result of a specific campaign. The number of loan / credit card / account application forms downloaded (if this is the means of registration as opposed to a fully online application) will also indicate customer interest. Loan / credit card pre-approvals can also be a means to evaluate the success of a campaign or a site content update. Finally, interest in products and services can be gauged by the number of visitors searching for agent information or bank branch locations.

HOW TO MEASURE AND OPTIMIZE WITH INDEXTOOLS

IndexTools provides you with a Conversion Tracking feature that allows you to track different forms of conversion on your site and understand how well your visitors are responding to your calls-to-action. You can define actions that will help you determine the performance of your web site in terms of account sign-up, newly added accounts, completed applications for financial services, etc. Once you have defined your most important actions, you can also examine them in conjunction with other metrics and across different segments.



You can get a snapshot of your strategic KPIs like, for example, conversion rate or volume of conversions, broken down by any dimension you might require, either in the form of a report, as illustrated below, or as part of your Dashboard, in the form of a chart, gauge or KPI box.

ACTION (01) - SALE (unique)																	
Channel (Intelligent)	Target market (Intelligent)	Vendor (Intelligent)	Keywords group (Intelligent)	Category (Intelligent)	Campaign (Intelligent)	Impressions	Clicks	Visitors	Returning	Bounce rate (%)	Cost	Revenue	Action	Conversion	ROAS (%)	CPA	ACC
Small Campaigns						0	453,109	283,693	48,291	32.25%	€1,622.85	€87,165.25	6,549	1.44%	42,263.99%	€8.21	€8.80
Other Campaigns						0	153,113	106,215	16,623	23.40%	€1,475.25	€86,422.21	4,169	2.72%	31,479.35%	€8.35	€8.80
Paid Search						0	1	1	1	50.00%	€8.85	€8.80	0	0.00%	8.80%	€8.80	€8.80
Total campaign activity						0	606,223	390,009	66,225	29.94%	€1,697.35	€1,551,437.58	10,718	1.76%	37,174.92%	€8.20	€8.80

Non-Campaign Traffic Sources (Intelligent)	First time	Returning	Visits	Revenue	Action	Bounce rate
Organic search	164,072	38,485	202,557	€75,898.86	6,783	24.29%
Other referrals	86,787	53,678	140,465	€58,551.80	5,481	39.68%
Direct access or bookmark	162,765	291,941	364,706	€2,089,213.75	26,265	17.38%
Total non-campaign activity	413,624	291,096	709,728	€3,984,862.75	38,529	23.76%

We also suggest you to track the use of any Internal Search function as a conversion event and to capture the search terms used by your visitors. Knowing what visitors are searching for on your site will help you tailor your offering to include products and services that match their needs and contribute to your bottom line.

COST REDUCTION KPIs IN ONLINE FINANCE

To optimize the performance of your Finance and Banking website, you need to be aware of the costs associated with servicing your customers, both directly and via online channels. You also need to monitor the marketing costs involved in bringing visitors to your site. We suggest looking at the following main indicators:

Cost Reduction KPIs

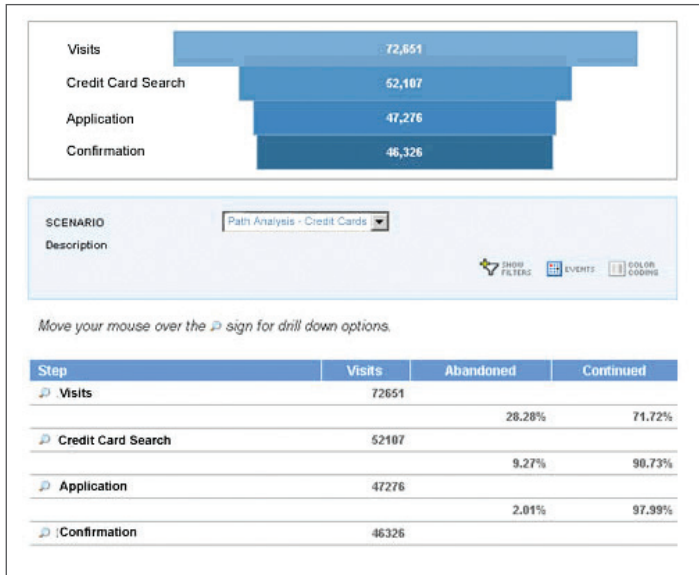
- ▶ Emails/calls from web
- ▶ Web % of customer interactions
- ▶ Average cost per interaction
- ▶ Self-service visits

As part of your strategy of reducing interactions cost, you need to steer your customers towards self-service visits and you also need to monitor the performance of your self-service content, by keeping track of satisfaction rankings (online or offline). Additionally, you can measure the popularity of various features and promotions on the site to understand whether visitors are interested in signing up for financial services, registering for loyalty programs, subscribing to your electronic newsletter or contacting your customer helpdesk.

HOW TO MEASURE AND OPTIMIZE WITH INDEXTOOLS

IndexTools allows you to examine the cost of your online interactions, by allowing you to define KPIs with regard to the cost associated with each customer interaction. You can monitor how much it cost you to direct visitors to the self-service portion of the site in terms of marketing cost, and associate those costs with various types of conversions. To measure the effectiveness of self-service funnels, you can use the Scenario Analysis feature to construct different paths a visitor might take and compare their popularity and capture abandonment and success rates at each scenario step.

Scenario Analysis will enable you, for example, to see how visitors progress through a credit card application funnel. It will allow you to obtain success and abandonment rates at each step of the process and let you perform an in-depth analysis at each point in the funnel to understand where abandoning visitors go and try to determine the causes for abandonment.



For example, if the largest proportion of visitors falls out of the funnel at the application step, this would signal that something is wrong with the usability features or content/design of this page (wrong buttons, too many questions, too many distracting messages, lack of privacy policy, etc.)

CUSTOMER RETENTION KPIs IN ONLINE FINANCE

Enhancing customer experience is a paramount strategic goal for the hyper-competitive Finance and Banking sector. Making sure your web site is attractive and your visitors can easily find the information they are looking for is a key objective in optimizing your website. The more you know about visitor preferences, the better you will be at improving site usability, optimizing content and functionality and, ultimately, increasing conversions and revenue. The KPIs below illustrate the methods you can use to measure customer retention.

Customer Retention KPIs

- ▶ % of accounts using extra services
- ▶ % of returning visitors
- ▶ % of accounts active online monthly

When a registered customer continues to actively use online services, you know that you are maintaining a relationship with them and can focus on means to preserve and improve that relationship. Improving or expanding the online services from which a customer can benefit will increase the incidence of retention. That could be, for example, allowing a customer with an online current account to pay bills from that account. Measuring the online use of accounts and services will permit you to see more clearly which packages are generating the highest level of customer retention.

HOW TO MEASURE AND OPTIMIZE WITH INDEXTOOLS

IndexTools can help you understand what visitors want from your site by letting you explore their navigation patterns, browsing behavior and what content and features are attracting their attention. Use Path Explorer 2, IndexTools' site overlay tool, to understand the navigation patterns of your visitors and examine which features of

your site are attracting your customers and which are failing to drive them through the pages in the manner desired. Use Path Explorer 2 to optimize the usability of your website and retain customers by enhancing their online experience.

IndexTools also offers a real-time segmentation feature that will let you create segments on the fly and apply them instantly, on both current and historical data. Applying visitor segments will allow you to identify who is applying, browsing, staying the longest, coming back most frequently, visiting particular parts of the site, viewing certain content or using certain features.

Use this feature to create a Returning Visitor Segment, for example, to identify those visitors who have an interest in features on the site but have not yet converted – they can perhaps be made the subject of a targeted campaign. Existing customers in this segment could be rewarded for their loyalty by being offered special interest rates etc.

Based on the insight gained, you can:

- ▶ target the right groups of visitors with the appropriate marketing message
- ▶ adapt content to visitor's preferences
- ▶ improve usability to fit your visitor's browsing behavior

LEAD GENERATION KPIs IN ONLINE FINANCE

One of the key business goals for any Finance and Banking site is to expand the customer base by actively promoting lead generation. To that end, understanding which traffic sources and referrers bring you qualified traffic is a prerequisite for attracting qualified visitors. This information will be the key factor in your online marketing strategy and distribution of marketing budget across channels and advertising partners.

Through, for example, tracking your online / email campaigns, you can follow the most effective path to lead generation. You will know if your customers are going directly to your site to contact an agent or clicking on a link in an email to request more information. You will know what drove your visitors to submit an email.

Lead Generation KPIs

- ▶ Contact an agent
- ▶ Request more information
- ▶ Email submission

HOW TO MEASURE AND OPTIMIZE WITH INDEXTOOLS

Use IndexTools to measure the degree to which visitors seek further information on your site by monitoring the "Contact Us/Contact an Agent" functionalities. By identifying such actions taken by your visitors as conversions, you can examine the lead generation capabilities of your site. IndexTools reports will allow you to know how visitors from different campaigns or visitor segments convert to leads. IndexTools Campaign Management feature will help you to accurately capture and attribute traffic to appropriate traffic sources and analyze the performance of each traffic source and compare them against one another on a number of levels (campaign types, individual campaigns, search keywords and listings, affiliates, individual creatives, etc.) to identify the best performers and focus your ad spend accordingly.

You also have the ability to analyze lead generation performance of non-campaign traffic sources, like organic search, direct access or referrals to measure the effectiveness of your Search Engine Optimization efforts or referrals from partner sites.

Integrated in IndexTools Campaign Management is the ability to capture costs and attribute them to conversions, so that you can understand how much it has cost you to acquire a new lead/customer and calculate ROI for a particular campaign. We can help you measure return on ad spend on all types of online marketing initiatives, from traditional display (banner) ads and classifieds to e-mail and affiliate marketing and, most importantly, paid-search campaigns.

In addition, you can use the Bid Management 2 product to retain control and maintenance of search engine marketing spend. With the Bid Management Retrieval Edition, you will save hours of manually setting up and maintaining campaigns. The Bid Management Pro Edition will enable you to gain insight into your return on ad spend, and again avoid the costly errors of manual management.

Using drill-down and drill-through functionality, you will be able to view, for example, the volume of applications for a particular loan or credit card that have been generated by a PPC campaign and what are the keywords that generated quality visitors.

With this level of detail, you will be able to build a flexible and effective marketing strategy to maximize your reach while keeping costs at an optimum level and increasing profitability.

CROSS-SELLING KPIS IN ONLINE FINANCE

To strengthen your online presence, you need to engage in a constant activity of up-selling and cross-selling new products and services to existing customers. This will ensure customer loyalty and will strengthen your brand.

You can start by measuring the number of customers (registered or unregistered) viewing the details of products on offer. Which visitors are looking at a home loan, for example, and also looking at a short-term loan or credit card? You can also view cross-selling in terms of customer loyalty, by means of calculating the number of accounts per household. In addition, when a visitor becomes a customer, you can determine cross-selling by which "add-ons", like bill-pay, for example, a customer has signed up for with an account application.

Cross-Selling KPIs

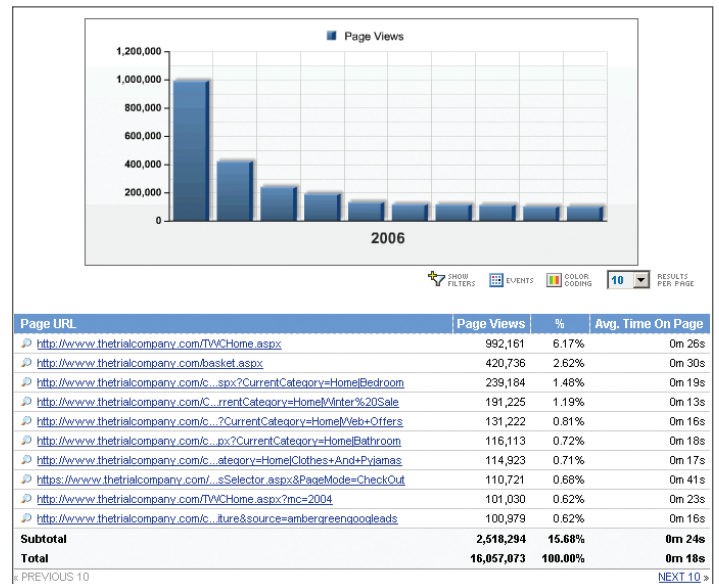
- ▶ % of customers viewing product detail pages
- ▶ Accounts per household
- ▶ Add-on completions

HOW TO MEASURE AND OPTIMIZE WITH INDEXTOOLS

IndexTools Sales reporting functionality lets you track and itemize each online purchase of financial services according to Booking ID, the time of sale, the associated revenue and the discount. You can also review full customer details (e.g., Date, Member ID, IP/Host, Country, Number of visits, Entry page, Visit path, Referrer, Search phrase (if applicable), Country, System details, etc.) to understand the profile and visit history of your customers.

Furthermore, IndexTools Merchandise reporting enables you to measure your website performance on service level and identify the best performing types of financial services. It allows you to track how many times applications for financial services were viewed, added to a shopping cart and purchased.

With Cross-sell Analysis, you can check which services were sold together within a shopping cart, for example a long-term saving account purchased together favorable loan conditions. Analyzing your customers' acquisition patterns allows you to fine-tune your cross selling efforts, by offering services that are known to sell well together.



With this knowledge, you can:

- ▶ improve the combined marketing of products which work well together
- ▶ modify site content to improve the visibility of those products which may be underperforming
- ▶ amend the selling points of products to make them more attractive to customers who may wish to, for example apply for a credit card as well as a home loan

CONCLUSIONS

Web Analytics is an integral part of successful online marketing strategy in Finance and Banking industry. The ability to measure and optimize results of your online initiatives, which is the essence of Web Analytics, will help you attract new clients, reduce costs and build brand loyalty.

IndexTools Professional Services division is committed to helping you optimize your website performance and increase the effectiveness of your marketing campaigns. We understand the specific needs of Online Finance and Banking industry and have the industry expertise, best practices and technical knowledge to help you deploy a successful analytics strategy based on our on-demand Web Analytics service.

To find out how our Professional Services division can help you measure and optimize the performance of your online business, contact us at services@indextools.com or +36 1 450 3017.