



In the modern competitive business environment website analytics does not provide the right information on which to base business-wide decisions. Without relating the cost of acquisition to the true lifetime value of the customer you cannot hope to measure return on investment. If you cannot measure return on investment you cannot make informed decisions for the future.



What exactly does Listen Marketing do?

- (Listen Marketing is a next generation tool designed to improve your marketing effectiveness using integrated Web 2.0 technologies.
- (Listen links website tracking to your back-end databases and Customer Relationship Management (CRM) systems to give you accurate return on investment (ROI), relating front end sources to back-end profitability.
- (Listen also helps increase conversion at your front-end by identifying where you lose customers & delivering dynamic targeted web content to drive sales.

It's marketing made easy!

Advanced Sales Funnel Analysis

Understanding the performance of your sales funnel is absolutely key to driving the maximum possible revenue from your customers. Marketeers place too much focus on customer acquisition, yet acquisition can only drive revenue if those customers move smoothly, and more importantly, quickly through your sales funnel.

Conversion Rates & Lag Time

The relationship between conversion rates and lag times (the time it takes customers to convert) is absolutely critical in maximising profits. If the time it takes to move from one stage of your sales funnel to the next doubles, you will probably see a four-fold drop in conversion.

Listen Marketing is designed to expose this data and inform your decision making. For any segmentation, you can view the conversion rates and lag times for your entire sales funnel, quickly exposing customer segments that convert poorly thus enabling you to act to encourage those customers.

A customer is most likely to buy again just after a previous purchase:

*lower lag time
= higher conversion*

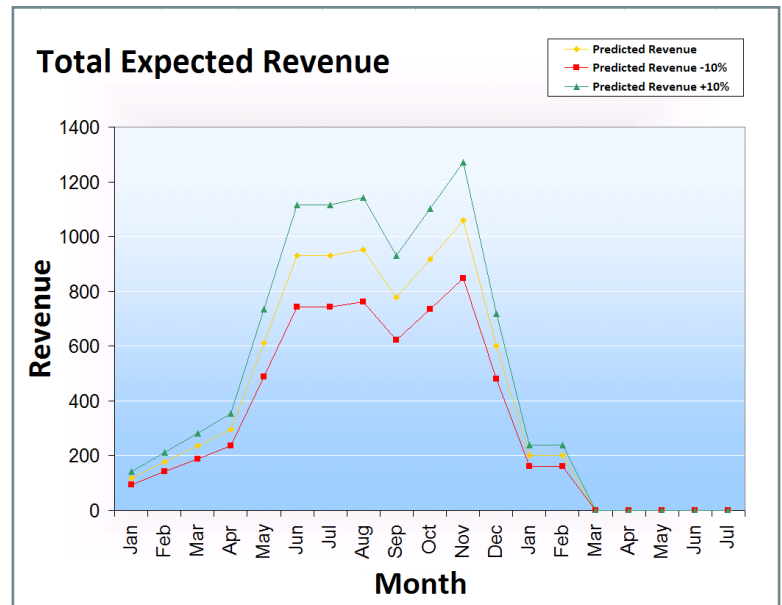


Fig. I: Cash flow prediction for a group of leads

Cash Flow predictions

With a total understanding of the conversion rates and lag times of your customers, it's possible to make highly accurate predictions about your future cash flow. Based on both the historical performance of a particular segment and the overall performance of all of your customers, it is possible to predict not only how much money you are likely to make from a new set of leads, but also when you are likely to receive that money and when you will be able to use it to launch new marketing campaigns.

Custom Sales Funnel Segmentation

Listen Marketing comes pre-packaged with the segmentations you need to understand your digital marketing: organic search, pay-per-click, email campaigns etc. It doesn't stop there, Listen Marketing can be easily extended to segment your sales funnel on any available data relating to you customers.

- Do women outperform men?
- Which postal regions provide the best customers?
- Do people who opt-in to your newsletter convert more quickly than those who don't?

Re-engaging dropouts

What about the customers who do not make it through your sales funnel? Listen Marketing can tell you exactly which customers dropped out, who they are, and how you can contact them.



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