



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!

Utilising the available information to market effectively

Having access to detailed business intelligence is essentially useless unless you can use that information to market to your customers more effectively.

Listen Marketing was designed from the start, not just to capture and store data, but to pro-actively use that data to increase conversion.

When a new visitor arrives at your website it is immediately possible to discover certain things about them:

- **What search query did they use?**
- **Where are they viewing your website from?**
- **Who were they referred by?**

These pieces of information are your first clues to who that person is and what they might be interested in buying; they give you a 'context' for that potential customer. Listen Marketing provides tools that use this context to communicate with your visitors in an effective targeted manner; driving conversion by delivering the right message to the right people.

Delivering the right message to the right people



Fig. 1: Targeted Content

Context based content

For example, Sarah arrives at a property education website after typing 'property auction' into Google. Listen Marketing immediately has a context for her visit, so shows her targeted content related to property auctions on her very first hit, significantly increasing the likelihood of conversion.

Context throughout the business

Contexts need not be established purely through search engine queries. They can be generated by a sequence of page hits on your website, the purchase of a certain product; any important event that characterises your customers. This data can be made available to your call centre operatives, your salesmen; anybody who needs to understand the interests of your customers.

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