

Streaming the Online Population

The Challenge

The client operated a major UK Web portal very popular as a browser start page. However, most people landing on the portal were not engaging with it and consequently revenue opportunities were being lost.

The client wished to improve customer engagement with portal content using dynamic page and site content, whereby customers are segmented and presented with content that is most relevant or appealing to them.

The Solution

The richest data source for understanding site visitor behaviour was the portal Web logs, a rather large dataset with 11 million page impressions per day across over five million unique users.

We also appreciated the importance of gaining attitudinal, lifestyle and demographic data, as improving customer engagement would also require an understanding of customer preferences. Attitudinal, lifestyle and demographic data from over 90,000 customers was therefore data captured via a specific online competition.

By merging the specific behavioural data from the Web logs with the descriptive customer data from the online competition, we developed an online behavioural segmentation which enabled our client to gain in-depth understanding of the characteristics of different types of users and how they were interacting with the portal.

This then led to the development of differentiated and segment-specific site content for the five clusters identified.

The Results

On testing with relevant and appropriate content the segmentation proved very successful, generating an overall uplift of 20% and an improvement in excess of 300% for the most engaged segment.