

T H E E L E C T R O N

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LEARNED AND PROFESSIONAL SOCIETIES ANNUAL LUNCHEON

The Learned and Professional Societies Annual Luncheon at the House of Lords, hosted by The Foundation for Science and Technology, is a regular feature of The Institution of Electronics calendar, and this year it was held on 7th. October.

Each year there is an invited speaker and this year the honour was given to Andrew Hind CB, Editor of Charity Finance and formerly Chief Executive of The Charity Commission.

His subject was ‘The Big Society and protecting the Charity Ecosystem’, and in this the speaker urged all charities to remember where they have come from. Many, for example, have their roots in religion, and in some cases this is still recognizable, as with St. John Ambulance. Others owe their existence to the Elizabethan Statute of 1601, which defines ‘the heart of charity’ and codified its provisions for the first time in the form of advancing education, advancing religion, and helping to relieve poverty, in addition to including other provisions that the courts of the day feel should be added.

Further reform came in the Victorian era when professional bodies emerged, and in the 20th. Century charities emerged in abundance. Oxfam, for example, was formed in 1948, Childline in 1986, and we are now at a point where some 5000 plus charities are being formed every year, with 200,000 registered charities now existing across the U.K. These have a combined income of £50 billion a year or 3 – 4 per cent of GDP, and employ 150,000 paid staff.

Out of the above 200,000 charities about 40,000 receive government funding for public service contracts, which represents a growth of 9 per cent from 27 per cent to 36 per cent over 25 years. The speaker described this as “a lot of monetary growth”.

With the present cuts in public spending, however, charities in David Cameron’s ‘Big Society’ are now being hit. Very small charities are tending to avoid much of the pressure because they are based largely at community level. Similarly very large charities, such as the R.N.L.I. and The National Trust, are able to weather the storm because they have a very large membership base that even outstrips political parties. The ones in between, though, are finding times tough and “are being eroded”.

The above circumstances give rise to an important question, namely by what manner and to what extent should trustees be remunerated? More is undoubtedly going to be expected of trustees in the years ahead, with greater innovation and diversification of sources of funding being required as a tail-off of public support looms ahead.

Mr. Hind then put the case for better training in leadership skills for those who operate in the world of charity. Following the 2006 Charities Act the Charity Tribunal, which represents the High Court, changed the definition of a charity so that, for example, community newspapers could soon be recognised as being charitable, which will add to the diversification and affect the squeeze on some charities to an even greater extent.

In the question session that followed this point was taken further with an assertion that charities are increasingly going to have to deliver at the highest level, giving rise to a conflict between the need to acquire a higher standard of professionalism and the need to retain a strong voluntary component. As for the payment of trustees, evidence from the US has shown that there is no correlation between the performance of a not-for-profit board and the amount paid to trustees. This naturally makes the payment of trustees a very questionable option, and it may well be down to the individual nature of the charity and the extent of the contribution made by the trustees to determine whether it is in fact equitable.

The overall conclusion has to be that not all charities are going to survive and unless there is a marked change in the way in which some of them are led, many will find it difficult to adapt to the changing landscape.

ADTECH LONDON 2011

Since 1988 ad:tech has provided agencies, brand marketers, publishers and solution providers with the tools and techniques that they need to succeed in a changing digital world. With 10 shows in 7 countries its globally respected roster of speakers, workshops and exhibitors make it a key resource and destination for digital marketers.

Dedicated exclusively to interactive advertising and marketing such as social media, search engine marketing, email marketing, mobile marketing, online TV and e-commerce, ad:tech London is a major event for professionals seeking to stay ahead of the latest interactive media, advertising and marketing trends.

This year the event took place on 21st. and 22nd. September at London's Olympia Exhibition Centre and brought together over 8,000 advertisers, publishers, media buyers and planners with leading digital providers to reveal the latest trends and market figures, share best practices and address industry challenges.

There were over 200 exhibitors, an educational programme featuring over 100 seminars and a strategic conference divided into 'Audience and Markets' and 'Media and Platforms' where leaders came together to discuss industry developments and the future of the digital landscape.

In their foreword in the Event Guide, Event Director Christophe Asseline and Event Manager Anthony Hull describe the present time as “a fascinating time to be a digital marketer”. They state:

“As digital marketing continues to take ever larger proportions of the marketer’s budget, we’ve seen an emphasis on the marriage of online and offline to create a stronger, more holistic marketing offering. Data is the new king, yet at the same time we see digital used to harness the power of the brand as much as it’s about qualifying leads, acquiring new customers and counting the pennies.”

Below are featured just some of the main elements of the event that are of potential interest to electronics practitioners working in this field.

More information about the event itself may be obtained from dmg events (UK) limited, Northcliffe House, 2 Derry Street, London W8 5TT. Telephone: 020 3180 6510. www.ad-techlondon.co.uk

CREATING DIGITAL INTIMACY

A key speaker at the event was Laust Sondergaard, Chairman of Sitecore UK, who highlighted the emerging concept of digital intimacy.

In introducing the concept Mr. Sondergaard presented the view that content management in itself is no longer the business goal:

“Gone are the days where your only goal with a website was to organise your content in a nice hierarchy allowing people to arrive at the front page and browse their way to the desired content.”

Today the more important game is to turn online presence into “an engagement machine”, that is to say, create digital intimacy:

“With an exploding number of channels to bring people to your website, and less or no control over how they get there, your concern is how to respond once you’ve been found.”

The challenge therefore is how to keep people engaged, create or reach any other goal on the website, and how to make one’s website a regular part of someone’s digital life.

Successful online marketing is consequently dependent on the selection of the right technology, which must assist in engagement with web visitors. This, says Mr. Sondergaard, is “a platform of which content management is the basis”, and the selection of these platforms “is moving away from IT teams and standard procurement processes to becoming a strategic decision involving executive management groups.”

This can be a complex decision requiring identification of those aspects of the online marketing programme that need a solid foundation to provide a stable platform for daily operations and assessing ROI:

“There’s a pervasive mistake in the online marketing realm of focusing on the content management system (CMS) feature set. Don’t shop for functionality, volume of functionality or the totality of what software can do out of the box. Too many companies start their selection process by copying existing RFPs and milling through CMS feature lists to design a best-case-scenario requirements list for their CMS full-stop.”

This approach, according to Sitecore, needs to change. Instead the advice is to focus on understanding what will make a difference to the daily needs of customers, clients, business users in different departments, web visitors and the technology teams who will inevitably need to extend the capabilities of the web presence.

The emphasis here is clearly on sensing and adaptation:

“By determining the end-to-end online experience you want to create, you’ll be in a better position to decide what functionality you require from your platform.”

It is argued that it is now more important than ever to consider how a technology platform can help to deliver an online marketing programme that can continually adapt to marketing changes, constantly varying customer preferences and shifts in technology. Creating digital intimacy forms an important starting point.

Seminar series sponsor Sitecore may be contacted at www.sitecore.net

IN PRAISE OF HTML 5

Gartner research predicts that mobile internet users will overtake online by 2014, with HTML 5 being the dominant technology.

In the September 2011 issue of *Mobile Marketing* Dimitrios Kontarinis, Vice President for Innovation at Velti, examines the appeal of HTML 5 for mobile apps, sites and advertising.

HTML 5 is a comparatively new technology that is used to develop rich media applications over latest generation, 4th. screen devices (PCs, mobile phones, tablets and connected TVs) and resolves mobile landscape fragmentation. It brings together online and mobile internet, sites and applications, and is the technology of choice for rich media ads. Both Google and Apple are endorsing it with others following.

According to the author HTML 5 offers the following advantages:

- (i) It gives mobile sites application-like characteristics such as caching, which enable a site to function even when offline, or access to GPS and other phone sensors, enabling location and context-relevant functionality in the browser.
- (ii) It can be used to create extremely interactive ads within mobile apps through the use of Software Development Kits (SDKs), so HTML 5 in-app ads can get access to level controls of the phone, making them engaging and fun to interact with, possibly explaining why HTML 5 ads tend to have a higher rate of acceptance from consumers than traditional ads.
- (iii) With the use of native OS wrappers, HTML 5 can be used to create native apps for platform use, giving the developer freedom to select the distribution or marketing channel through which an app can be distributed.
- (iv) It can bring new capabilities to digital advertising, similar to Flash, but without the need for a plug-in.
- (v) It allows for very granular activity tracking, enabling advertisers to fine-tune their targeting.

The author states:

‘Creating sites and apps in HTML 5 is easy with tools like 5ml, which makes the building of a site as easy as making a presentation slide. It also opens up the creative arena to minds that do not necessarily have the coding skills needed to develop HTML 5, facilitating collaboration among people with different skillsets.’

Mobile Marketing is published four times a year and subscriptions are priced at £30 per year for the UK and £40 per year for the rest of the world.

Details are available from the publishers Dot Media Limited, 15 Loraine Gardens, Ashted, Surrey KT21 1PD or www.mobilemarketingmagazine.com

DEVICE INTELLIGENCE AND FINGERPRINTING

As online payment methods evolve there is an increasing challenge for e-commerce merchants to stay one step ahead of methods being used by fraudsters.

Whilst it has always been important to validate the authenticity of the credit card user in an online transaction, it is now becoming increasingly important to verify that the transaction is coming from a legitimate source.

In order to assist in this task Optimal Payments have deployed device intelligence and device fingerprinting in an effort to reduce fraud. They state:

‘With true device intelligence you can stop fraudsters from compromising customer accounts and using stolen credit cards in card-not-present purchases – the first time and every time. The more you know about the device used in an online transaction – whether it’s a new account sign-up, a customer making an online purchase, or an account login – the better you can determine the intent of the person at the device.

Some of the techniques used by fraudsters to commit online payment fraud include using stolen customer credentials, spoofing IP addresses, and manipulating web browsers in an attempt to assume a legitimate card holder’s identity. With this assumed identity they can create false accounts, or log in to existing accounts, and then make fraudulent purchases. The ThreatMetrix ® solution uses a non-invasive method of device fingerprinting to recognise whether a computer is a new or returning visitor to your web site and if the user is trying to alter the computer’s configuration to mask their true identity.’

In real-time the ThreatMetrix ® solution gathers over 150 pieces of information about the computer or device initiating the online payment transaction including which country it is located in, whether the computer is hiding behind a proxy computer, and if this computer has previously generated fraudulent transactions. This additional information gives merchants a more complete view of the transaction and becomes a powerful weapon in reducing fraud and minimising losses.

Four security strategies are used:

- (i) Device Identification – to identify the computer attempting the transaction, a profile is created in real-time gathering over 150 attributes from the TCP/IP packets.
- (ii) Risk Assessment – to assess the risk level of accepting a transaction from the computer, that device undergoes an exhaustive forensic risk assessment including determining whether it is attempting to hide its identity.
- (iii) Reputation Check – to further define the risk that this computer might cause, it is compared to an intelligent database of known devices and previous attempts at fraudulent transactions.
- (iv) Transaction Scoring – data gathered during the profiling is used to establish a Risk Score from which a decision can be made whether to accept or decline the transaction.

Further techniques that are applied include:

- Anomaly Detection – acting like an invisible trip wire, TCP/IP packet inspection technology detects attempts by fraudsters to hide their tracks.
- True IP Address and Geolocation – real-time device forensics and computer proxy piercing technology allows determination of the real originating IP address and geolocation of the device.

- Botnet and Detection – risk profiling makes it possible to detect if a fraudster is using a botnet to compromise the computer that is attempting to make the transaction.
- Reputation Network – a computer’s previous experience and whether it has any history of committing fraud on the Internet is determined by using a ‘device intelligent network’.

Optimal Payments are a trusted leader in card-not-present payment processing technology since 1999 and a single source provider of online payments solutions for e-commerce, MOTO, and multi-channel businesses. They offer merchant account solutions and a secure proprietary online payment gateway for processing credit and debit cards and risk management services to assist merchants in reducing and managing online payment fraud. They also provide international business and government agencies with customised payment solutions designed to meet their card-not-present payment processing needs.

They may be contacted on 01223 554 010 and at sales@optimalpayments.co.uk

FRAUD CHALLENGE FOR E-RETAILERS

Online credit card fraud cost e-commerce businesses an estimated \$10 billion in 2007 and research suggests that 60 per cent of all credit card fraud now occurs online.

Online retailers are naturally vulnerable, as are financial institutions with web presences, which are also targeted by fraudsters with bogus credit card and loan applications. These fraudsters thrive on geographical anonymity, which allows them to target any enterprise from anywhere in the world.

E-retailers already use a number of tools to predict online fraud but one tool that is frequently overlooked is reviewing a customer’s location when they place an order online. In order to close this loophole Quova have developed Internet geolocation technology that instantly determines a web visitor’s real-world location from country level down to a city area. This is done by identifying the Internet Protocol (IP) domain of origin.

By comparing the billing and shipping addresses provided by the customer during the transaction with the actual location data provided by Quova the business can immediately detect any inconsistencies, flag the transaction as potentially fraudulent, and take the appropriate action. The Internet Location Intelligence platform deploys real-time techniques to help online businesses locate virtually any visitor to their web site, regardless of the network connection or device they use for Internet access. Quova state:

‘Quova can show the specific IP address elements that need to be reviewed for every transaction and will work with you to design rules to activate the data. You’ll be able

to detect and prevent more online fraud than ever before. All without adversely affecting your legitimate customers.’

Application of this technology has brought the following benefits:

- Fraud reduction of over \$100,000 a month for a customer by finding mismatches between customers’ IP locations and their home addresses.
- Fraud reduction of 12 per cent for a US credit issuer in the first 90 days of deploying geolocation to flag overseas transactions.
- Identification of more than 70 per cent of potentially fraudulent transactions by a customer within hours of installing Quova Internet geolocation data.

Clear Commerce has identified 15 nations that serve as origination points for some 60 per cent of fraudulent transactions, led by Nigeria, where over 10 per cent of transactions in the second half of 2007 were found to be fraudulent. From other specific locations the incidence of fraud can be even greater, as with one IP domain in Indonesia where it was found to be 38 per cent.

Automatically flagging or blocking transactions from those locations can reduce fraud losses by at least 10 per cent on all online transactions and up to 25 per cent on overseas transactions in particular.

Quova’s customer base includes the world’s top three search engines and thousands of Internet retailers, interactive agencies, ad networks, broadcasters, banks, gaming operators and government agencies.

Details from www.quova.com

CASE STUDY: BBC WORLDWIDE

BBC Worldwide is the UK’s leading international TV operator and exporter of television programmes. Managing a total of seven operating businesses focused on publishing and selling content, the organisation’s aim is to deliver profits back to the BBC, supplementing the BBC’s licence fee. In 2008 BBC Worldwide achieved sales of £916 million.

In 2007 BBC Worldwide gained BBC Trust Approval to introduce advertising to the international traffic to bbc.co.uk. The service, bbc.com, was launched in November 2007 and is visible only from outside the UK. The revenues obtained allow BBC Worldwide to invest in the web site so as to make bbc.com the showcase for the BBC’s key brands.

Statistics from comScore show that bbc.co.uk attracts from outside the UK an audience of 29 million unique users equating to a total of 1.4 billion page impressions from outside the UK each month.

The above backdrop presented bbc.com with two major challenges:

- (i) Fulfil contractual obligations to advertisers by ensuring that adverts are served to all non-UK visitors to the web site.
- (ii) Ensure that licence-paying UK-based users are shielded from all advertising.

The above required a solution that identified where visitors were coming from before reaching out to advertisers. Quova provided the required solution, delivering a detailed analysis including geographic and network characteristics for each IP address:

‘Today, when a user visits bbc.com, BBC’s system instantly accesses their geographic location using the IP look-up data from Quova. If that user is deemed to be based outside the UK, access is granted and the agreed advertising is served. If that user is deemed to be within the UK, they will be automatically redirected to bbc.co.uk without being served any advertising. In this way, bbc.com delivers content only to customers within the predefined, contractually restricted geographic territories, monetising all non-UK traffic, and ultimately helping to drive advertising revenues through a cost per million (CPM) impressions model.’

A 99.96 per cent country accuracy rate has since been reported for visitors to the site. Initially a number of email queries were logged in relation to the advertising, a high percentage of which came from British citizens abroad who were unaware of the technology underlying the process of directing traffic. They wanted to know why they were being served adverts. It took just one month for these to fall to under 10 per week, under 0.001 per cent of traffic.

Three advertisers launched with bbc.com. Luxury watchmaker Hublot advertised on the news home page, British Airways advertised within the news and sports pages targeting European users, and aircraft manufacturer Airbus chose the bbc.com landing page to target its international audience.

Jean Louis Acafrao, Head of Technology for bbc.com, BBC Worldwide, commented:

“Following the success of the initial rollout, BBC Worldwide is now considering using IP geolocation for a number of other initiatives including localised in-country content, helping to drive new localised social networking content and to protect licencing rights for DRM protected downloadable content on an international basis.”

Details from Quova as above.

GSMA MMM CORE REPORTS

GSMA Mobile Media Metrics (MMM) aligns the dual power of anonymised census mobile Internet with rich demographics to unveil the most powerful view of the who, what and where of the mobile web.

The mobile network operators provide irreversibly anonymised census-level data for mobile Internet usage. Demographic data is ascribed onto the unique persistent ID for each anonymous user in the census data. The demographic data is collected with consent from a representative sample of mobile users. Wi-Fi traffic, not seen in the mobile network traffic, can be captured in server-side logs of media owners and ad networks by tagging with comScore.

Delivered via the sophisticated comScore MyMetrix interface, GSMA MMM Core Reports address key questions such as:

- How large is my site's audience and how is it growing over time?
- How engaged are my site's users and how do I stack up against my competitors?
- How well does my site perform in attracting the demographic segments that are most important to advertisers?
- Which sites are most efficient and effective in reaching the desired target audience?
- Which mobile handsets are driving the most engagement amongst the desired target audience?

Census-level data removes the traditional sample limits to analysing mobile browsing behaviour within a six-tier site classification structure.

The audience can be segmented by demographics, by detailed mobile handset specifications and by 115 content categories.

Michael Smith of the Central Office of Information for the UK Government comments:

“Now that this measurement is available we will absolutely be looking to work with our agencies to ensure that they understand how mobile can play a role within the communications activity.”

More information is available from www.comscore.com

IMPROVING TRANSPARENCY AND ACCOUNTABILITY IN ONLINE ADVERTISING

Digital publishers frequently leverage a number of channels for advertising revenues that include exchanges, networks, trading desks, and direct buys leveraging third party ad tags and a growing number of fourth party tags. All of these have the potential to introduce latency, distribute malware and collect unauthorised data.

To help combat these problems Adometry have developed TagScan to give publishers visibility into and control of what may be running on their sites.

When a web site accepts a third party ad tag control is relinquished. There are now hundreds of companies in between advertisers and publishers exposing publishers to the risks of:

- (i) Data leakage – fourth parties may drop cookies, Flash cookies, or other technologies to capture visit data without permission.
- (ii) Compromised performance – extra ad latency and violation of ad specifications can lead to a poor visitor experience, a loss of traffic and a loss of revenue.
- (iii) Imported malware – at any point during the ad flight malware may be introduced, infecting visitors and resulting in site blockage.

The TagScan protects by:

- Enabling publishers to test both ad tags and entire web pages for all third party activity, as well as tag performance (creative size, latency).
- Configuring to test ad tags or web pages repeatedly to monitor any changes or additions that an advertiser may have made.
- Giving publishers the ability to take control of their site and enforce their policies around data collection and creative performance.

TagScan also provides analytics functionality such as searching by company involved in any tag or URL tested, category of company involved, or originator of test. It also allows publishers to see quickly the number of violations for a particular company or group of companies. Summary reports across all scans allows publishers to see averages across all tests for metrics such as load time, CPU utilisation, size or malware. TagScan also tests and alerts on excessive CPU utilisation and Blank Ads being served.

The key features of TagScan are:

- Monitoring of specific ad tags or entire web pages.

- Reporting on the size and performance of tags and pages, including third party calls.
- Distinction between polite calls (after page loads) and immediate calls that impact page load times.
- Scheduling of tests to run at regular intervals and sending an alert upon any changes.
- Customizable policy creation to match publisher ad tag specifications.
- Monitoring which third party companies are called, with descriptions of nearly 300 tracking companies.
- Listing exactly what companies are using cookies to track users, including Flash cookies.
- Searching all tags on site for a specific vendor.
- Detection of errors that cause ads to fail or load slowly.
- Generation of a full creative or web page screenshot.
- Enabling of publishers to filter invalid traffic and increase average quality.

TagScan is delivered via software service (SaaS) collecting and reporting in real-time. A browser-based dashboard puts important tag verification information at the publisher's fingertips without the need for separate testing and reporting tools.

More information is available from info@adometry.com

CASE STUDY: TUI TRAVEL

TUI Travel is the world's leading leisure and travel company, operating in over 180 countries with more than 30 million customers in 27 key source markets. Its Specialist Holiday Group includes leading UK brands offering ski, destination specialist and luxury flexible holidays including Crystal, Hayes and Jarvis and Citalia.

In January 2011 the Specialist Holiday Group sought to improve the tracking of its online campaigns and manage the many marketing tracking tags on its web sites more effectively. Tess Bedard, Head of Online Marketing at TUI Specialist Holiday Group stated:

“The problems posed by multiple tags on our sites were numerous, but included the basic issues of implementing new tags and technologies, as well as more fundamental

challenges such as how to gain a single view of the data all those tags provided. While the information from each channel – paid, search, email, display, affiliates and so on – is valuable, it is only by joining it all together that we could possibly get an insight into how all those channels work together to attract and convert customers and so plan our spend and campaigns more effectively.”

The solution to this was provided by TagMan, a tool that uses its smart container tag to remove all the third party tracking tags from its sites and re-house them in an independent tag management and reporting system.

The raw data provided by TagMan showed the exact path to conversion of any single customer in order, in detail, and in real-time. This included, for example, the precise creative, media placement, and timing of an exposure to a display banner and the exact search term (whether paid or natural) used during the purchase journey.

The reporting interface combined this data to reveal the contribution of any channel to sales in the following terms:

- Conversions – how many times any one channel or campaign is the last click.
- Assisted Conversions – the number of sales in which a channel appeared in the path to conversion, at any stage.
- Attributed Conversions – the amount of sales in which a channel appears in a path to conversion divided by the total number of events in that path.

This data has allowed the role and value of each channel to be seen, not just in converting customers, but in attracting them and keeping them engaged throughout the research phases of the purchase cycle. This has transformed how much the company spends on different marketing channels, particularly search:

‘With click-throughs from natural search results tracked alongside all paid-for campaigns – including their role in delivering customers higher up in the path to conversion – search engine optimisation (SEO) was shown to be crucial in attracting customers and driving them throughout the journey to a sale. As a result the company has increased SEO spend by more than 500 per cent.’

With this realisation any site changes that are aimed at improving natural search rankings are pushed through as a priority by internal IT teams and providers.

While the contribution of ‘converting’ paid search terms, such as brand terms, has gained less attention with a view of the complete sales process, the valuable role of generic terms – related destinations and activities, for example – in driving customers to a sale has become clear. As a result the company has increased its generic paid search spend by three times. Tess Bedard states:

“We can implement new campaigns straight away thanks to tag management and are now able to plan all our activities against a complete view of our customers’ online journeys.”

More information on this feature is available from www.TagMan.com

CASE STUDY: TED BAKER

Ted Baker is one of the fastest growing lifestyle brands in the UK. Launched as a shire specialist in Glasgow in 1988 they have become a leading lifestyle brand for menswear, womenswear, accessories, fragrance, footwear, eyewear, jewellery and watches. They have also become a global brand with a reputation for providing high quality with retail, wholesale and licence expansion from Europe to the Middle East, Africa, Asia, Australia and North and South America.

Significant business expansion has increased the popularity of Ted Baker online and the company now wants to bring the personality of the brand to online shoppers. The objective is to make the ‘No Ordinary Designer Label’ brand come alive through the online channel, making it ‘No Ordinary Designer Website’.

Ted Baker are unusual in that they are one of the few brands to be built into an international designer label without an above the line advertising campaign and an approach to marketing the brand that has been primarily by word of mouth. Their team therefore wanted a way to support those customers online who need guidance in exploring the variety of collections. In stores the teams could help customers in face-to-face conversation, but online this was more difficult.

The challenge was resolved by LivePerson live chat. This enabled the customer service teams to connect with shoppers in real-time to help them find the relevant products and answer questions about products and services.

The LivePerson team worked with Ted Baker through a six week testing period to develop and test several different invitation designs in keeping with the brand online. The acceptance rates of each were measured and compared before a final design was selected. This led to a 68 per cent improvement in chat acceptance rates.

In order to identify those web site visitors who could benefit from help the LivePerson business rules engines collect data on Ted Baker’s web site visitor population and uses this to intelligently invite visitors who exhibit specific key behaviours.

Results have shown that visitors are four times more likely to make a purchase than if they are just self-served:

‘Visitors are offered the option to chat through a customised invitation of a pink hand holding a Ted Baker business card, which asks “Would you like a helping hand?” One

of Ted's Personal Shopping Assistants then connects with the shopper to chat about what they are looking for. With this information Ted's sales assistant will help with any questions and make specific suggestions about products to guide the customer through the purchase process. Introducing this type of assistance, in real-time, helps Ted instantly connect with shoppers at a much deeper level.'

Eve Henrikson, Head of E-commerce at Ted Baker comments:

"LivePerson has given us the ability to connect in a more personal, relevant and meaningful way with our visitors and make sure they are getting the most out of their online shopping experience. Live chat provides the rare opportunity to offer shopping advice and recommendations in real-time, which has enabled us to achieve an increase in sales and also average order values."

LivePerson is the leading provider of online engagement solutions that connect businesses with consumers on the web. LivePerson's intelligent platform supports more than 8,500 companies including Aviva, Barclays, BT, EDF, HSBC, O2, Sky, Vodafone and Virgin, who rely on LivePerson to maximise the impact of the online channel. Details are available from LivePerson (UK) 200 Brook Drive, Green Park, Reading, RG2 6UB or www.solutions.liveperson.com

CASE STUDY: ADFONIC MOBILE ADVERTISING

Global mobile advertising marketplace Adfonic enables advertisers to bid for display advertising space on mobile sites and applications to extend their reach, and publishers to maximise the earning potential of their mobile traffic. They run on average 3,000 campaigns a month for clients such as Samsung, Warner Brothers, eBay, McDonalds, Groupon and Google, and reach an estimated 100 million unique mobile users monthly.

With mobile rapidly gaining a greater share of advertising budgets and average monthly spend over \$100,000 in developed markets, maximising the reach of customers' campaigns is essential to Adfonic's strategy. For this Adfonic needs to be able to render campaign creative flawlessly across all handsets in use in the market and ensure that campaigns can be targeted by device type, platform and capabilities. They also need to be able to accurately identify and measure which devices are requesting content from their network in order to provide the metrics and targeting capabilities that clients demand. In addition, to provide a seamless user experience, device detection must be carried out at high speed for billions of requests each month.

These requirements are complex particularly in an environment where there are thousands of different devices with different capabilities and screen sizes in use and more variants appearing on the market every week. Specifications can vary substantially across platforms and even within smartphone platforms like Android the variety of screen dimensions and device capabilities is such that advertisers and publishers may not be aware of all of them.

All of this leads to a requirement for a full-featured device detection engine powered by a rich device database, provided by a device management partner that is capable of being responsive to the ever-changing demands and requirements of the mobile advertising market.

The requirement was fulfilled by DeviceAtlas™, whose high speed APIs are capable of making over a million detections per second for each server deployed. The server footprint is also low, ensuring that infrastructure costs are minimised, and data accuracy is ensured as data is sourced from multiple industry partners and over 7,500 unique devices supported.

Adfonic was able to quickly deploy DeviceAtlas™ to power its rich device detection and analytics for publishers and advertisers. DeviceAtlas™ automatically provides data updates on a daily basis ensuring that device data is always current with no need to manage constant data updates, and a low total cost of ownership:

‘DeviceAtlas adds significant value to Adfonic’s business by ensuring it can provide the reach and detailed reporting metrics advertisers and publishers demand. DeviceAtlas is highly scalable as both a technology product and service proposition, so as Adfonic continues its expansion into new markets and territories, the team is confident that their device detection strategy will be able to support and more with them.’

Information: www.deviceatlas.com

DIGITAL TOMORROW TODAY

Digital Tomorrow Today is a forward-looking digital consultancy that assists brands, agencies and media owners future-proof through consultancy, insight and training. Key questions which they seek to answer include:

- (i) Which social media channels should be targeted for investment and what ROI might be expected?
- (ii) How might businesses prepare for the digital technologies of tomorrow, today?
- (iii) How are competitors using digital and social channels and how can this be improved upon?
- (iv) How is customers’ usage of digital and social channels changing and how might marketing spend be optimised so as to build loyalty?

Digital Tomorrow Today have developed their own research tools under the name of Birdsong (DTT), which gives a unique perspective on platforms such as Facebook and Twitter. These tools give brands the information they need to create more effective, relevant and powerful Twitter and Facebook campaigns, identifying and comparing performance metrics such as engagement time and update type. They enable the following questions to be answered:

- When is the best time of day for my brand to tweet current followers?
- What is the best day of the week for engagement?

- When are my competitors most active or inactive?
- How many of my followers are also following my competitors?
- How are my followers accessing Twitter – mobile, desktop or television?
- What software are my followers using – Tweetdeck, Seesmic or Hootsuite?
- What software are my competitors' customers using?
- Are my competitors tracking their links?

The answers to these questions can be used to optimise ongoing and future performance against a number of Key Performance Indicators (KPIs), such as follower volumes, audience importance, targeting, creative, brand awareness, campaign phasing, and customer engagement (for example, clicks, sales and re-tweets). Other channel analyses include Flickr, YouTube and Foursquare.

The Founders of Digital Tomorrow Today, Katherine and Jamie Riddell, state:

“Using Birdsong, our proprietary research tool, we build strategies that are supported by data. By monitoring brand activity on Facebook, Twitter and Google+, we can identify and recommend the optimum messages, timing and metrics to deliver, track and measure campaign success. This can also take your competitors’ activity into account by tracking how active they are on Facebook and what they are saying to the customers and most active followers on Twitter.”

Recent work includes creation of a digital engagement strategy for a drinks brand including use of social networks, apps and dedicated communities, and a case study of Virgin Atlantic vs British Airways on how their social media strategies differed during the snow disruption of 2010.

Information: www.digitaltomorrowtoday.com

BRANDSPECTOR

A new method for measuring both the effectiveness and efficiency of advertising campaigns has been developed by leading online panel and survey technology provider Toluna in partnership with technology provider nurago.

Known as BrandSpector, the new method uses tracking cookies and in-depth profiling on panellists from Toluna’s global online community to give advertisers, planners and media buyers a much deeper insight into the effectiveness of their marketing campaigns.

BrandSpector works by tracking exposure to an online advertisement, measuring its effectiveness, and delivering live data, enabling optimisation of the online campaign. It flags panellists from Toluna's online community with no-rag cookies while integrating counting pixels into online ads. This enables an in-depth profile to be built up of those people who have been exposed to the campaign using the 750 plus data points that Toluna holds per panellist. This means that compared to more traditional methods of ad tracking, such as onsite recruitment, Toluna can provide more in-depth profiling on those individuals who have been exposed to a campaign. Toluna state:

'By surveying panellists who have and have not been exposed to the advertisement, we can measure the extent to which the online campaign has changed brand perceptions. We deliver the data in real-time, allowing you to make any modifications needed in order to optimise the efficiency and effectiveness of your ad.'

The results from a study can be statistically weighted to represent the total online population and are delivered in PDF, Excel or SPSS and PPT, which include factors such as age, gender, household income and social grading.

Pre and post testing interviews are conducted to establish if the online campaign has changed an individual's perception of the brand. Those panellists who have come into contact with the online ad and those who have had no contact are asked to respond to identified benchmarks such as brand recognition, ad awareness, brand awareness, interest in product and purchasing interest.

In addition to the above a number of covariates can be integrated when analysing the campaign's effectiveness, for example the number of times an individual has been exposed to a specific ad, ad contacts in specific environments and/or with certain advertising formats. Differences in responses to the surveys can be attributed to specific online advertising in various contact frequency classes.

More information is available from Toluna, 8 Walpole Court, Ealing, London W5 5ED. Telephone: 020 3058 5000. www.toluna-group.com

CASE STUDY: ROYAL MAIL

When Royal Mail sought to improve its customer insight programme and engage more with its customers it turned to marketing communications agency Brass to develop an online research community.

Prior to July 2009 Royal Mail's ad hoc B2B research panel had consisted of monthly surveys emailed to a database of around 5,000 business customers. Whilst this had been useful in its time, falling response rates, a lack of two-way dialogue and a limited ability to target specific segments rendered the process no longer fit for its purpose.

The brief to Brass was to develop “ a new, exciting and engaging way to interact with customers to help the business move forward”. In order to do this Brass required a proven operational platform, which they found in the form of PanelPortal™ from Toluna. This was then used to build the ‘Royal Mail Opinion Forum’ to a bespoke specification:

‘Comprising advanced survey software, panel management and web community management, PanelPortal enabled Brass to manage the entire panel creation, management and data collection process through a fully integrated and extremely intuitive interface. The functionality of Toluna’s software meant that Brass could tailor how the web site would appear to both business and personal customers, ensuring relevance and symmetry with Royal Mail’s brand guidelines and tone of voice.’

Ultimately two separate web portals were created – one each for business and personal customers – along with separate discussion zones based on business size and sector. A multi-functional agency-client team was established and a research programme planned. Customer insight then became available ‘on tap’.

In 2010 Royal Mail and Brass won an MRS award for the creation of The Royal Mail Online Forum. In terms of return on investment it outperformed equivalent face-to-face and ad hoc by a factor of two, with shorter time frames and lower costs. Toluna state:

‘300 to 500 completed online survey interviews in 1 to 2 days and survey response rates at 50 to 70 per cent are significantly higher than traditional surveys.’

Details from Toluna as above.