



Converting Visitors into Buyers

“Orchestrating the Experience”

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About the Speaker

- Dir. of SEM Technology at Idearc Media
- Former CTO of Inceptor
 - Developed BidCenter
- Inceptor was acquired by Idearc in 2006
- 9 years of SEM experience

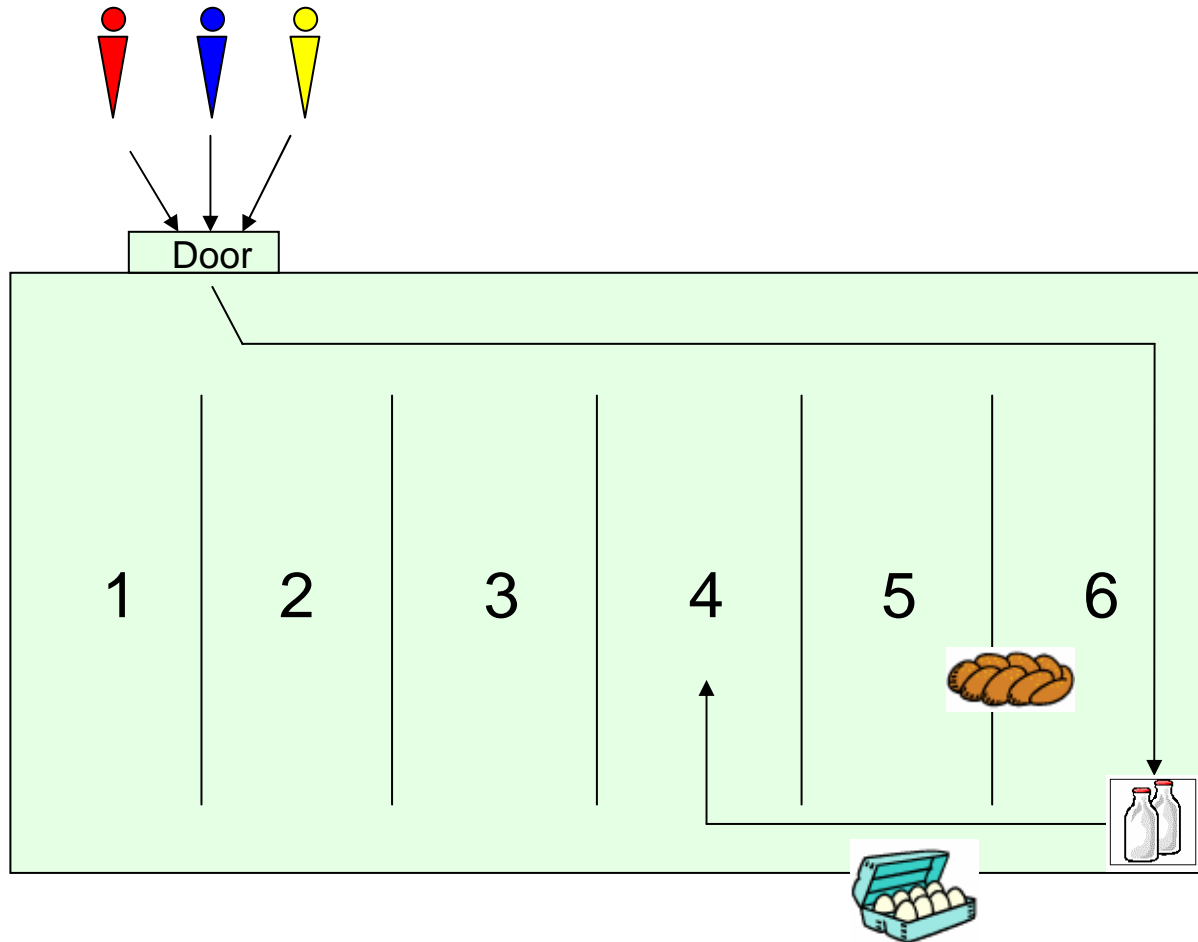
Why is milk always in the back of the supermarket?



What Happens in a Store?

- The experience is orchestrated
- Flow of the store is scientific
- Placement of product is tested
- Conclusion? What people see and when they see it affects buying patterns

Controlled Experience



What Happens Online...

- Homepages can be information overkill...
- Too many links – over 50 on this page
- Confusing navigation ...doesn't match the experience in the store

http://www.pricechopper.com/

Monday, September 5, 2005

Price Chopper **BEST in FRESH & LOW PRICES**
Serving communities in
New York, Massachusetts, Vermont, Connecticut, Pennsylvania and New Hampshire

Popular Features
[Fast Help](#)
[Answer Desk](#)
[Store Locator](#)
[Weekly Specials](#)
[Recipes](#)
[Shopping List](#)
[Baby Club](#)
[Kosher Stores](#)
[Upronise](#)

AdvantEdge Card
[About Our Card](#)
[Card AdvantEdges](#)
[Replace My Card](#)
[Get My Keytag](#)

Online Ordering
[Send Flowers](#)
[Deli Platters](#)
[Fruit Baskets](#)
[Party Cakes](#)
[Hickory Farms](#)
[Lobster Dinners](#)
[Gift Certificates](#)

Our Stores
[Meat](#)
[Produce](#)
[Floral](#)
[Cheeses](#)
[Seafood](#)
[Pharmacy](#)
[Our Brands](#)
[Jane's New Items](#)
[Suggest a Product](#)

Community
[Events Calendar](#)
[Scholarships](#)

About Us
[Our History](#)
[Golub Foundation](#)
[Employment](#)

Go can Crazy THIS WEEK'S SPECIALS!

You're Invited to Healthy U
Price Chopper's **Healthy U** is your place to learn how to make smart nutrition choices. Got a question? [Ask a Healthy U nutritionist!](#)

Help Hurricane Victims
Your purchase of a \$1 "Your Help Counts" pinup will be donated to the [American Red Cross](#) to help victims of hurricane Katrina. Track relief efforts at [WNYT](#).

Show Your School Spirit
[Sign up now](#) for Tools for Schools and help your school earn free equipment! Points accumulation begins August 28. Coordinators, [enroll your school.](#)

Mom! Send a Gift Certificate!
Give your college-bound student a great start to the academic year with a Price Chopper [gift certificate](#). We have [locations](#) conveniently near many colleges!

Get Cooking ... FREE
[Subscribe today](#) to our [Cooking magazine](#) for great party ideas, crowd-pleasing recipes, money-saving coupons and the other ways to make entertaining easy and fun!

Seniors: Get Networked!
Stop by any [Capital District](#) Price Chopper for a [sticker](#) that adheres to your AdvantEdge Card and entitles you to instant savings on a range of [goods and services](#).

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[Recipes](#)
[My Shopping List](#)
[Replace My Card](#)

Last Name

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PWS 8

Another example

The screenshot shows the Best Buy website homepage. At the top, there's a navigation bar with links for WEEKLY AD, STORE LOCATOR, HELP, RESEARCH CENTER, and CONTACT US. A search bar is prominently displayed with the text "SEARCH Entire Site" and a "GO" button. Below the search bar are category buttons for COMPUTERS, MUSIC, MOVIES & GAMES, ELECTRONICS, CAMERAS & CAMCORDERS, HOME & APPLIANCES, PHONES & COMMUNICATIONS, and OFFICE PRODUCTS. The main content area features several promotional banners:

- American Red Cross Hurricane relief efforts:** A banner with a red cross logo and the text "The family room just got promoted to stadium" and "ALL ON SALE TELEVISIONS HOME THEATER SYSTEMS DVD RECORDERS & PORTABLES AND MORE".
- Computers:** A banner for "ALL ON SALE DIGITAL CAMERAS and digital camcorders. Plus, get free shipping." and "LOST: SEASON ONE ONLY \$39.99".
- Save up to \$250 on a notebook:** A banner for Toshiba laptops.
- Gifts by Price:** A table listing gift categories by price range.
- Gifts by Recipient:** A table listing gift categories by recipient type.
- Must-Have Accessories:** A list of popular accessories like iPod, Computer, and Car Audio & Video.

On the right side, there's a "Welcome" section with a "Your Cart" summary showing 0 items and a subtotal of \$0.00. Below that, there's a "Your Account" section with links for Best Buy Credit, Order Status, Wish List, and Gift Cards. At the bottom right, there's a "HOME FIELD ADVANTAGE sweepstakes" registration banner.

Computers >>
Desktops
Notebooks
Printers
Software
Accessories
>> See all

Music, Movies & Games >>
Movies
Music
Video Games
Toys
>> See all

Electronics >>
Televisions
DVD Players
MP3 Players
Home Theater Systems
>> See all

Cameras & Camcorders >>
Digital Cameras
Camcorders
Camera Media
>> See all

Home & Appliances >>
Refrigerators
Washers & Dryers
Air Conditioners

Gifts by Price:	Gifts by Recipient:	Must-Have Accessories:
Gifts under \$25 Gifts under \$50 Gifts under \$100 Gift Cards	Gifts for Students Gifts for Teens Gifts for Kids Gifts for Her	iPod Computer Car Audio & Video Camera & Camcorder

WHAT'S HOT
Save now, while all Mobile Video Systems & GPS Receivers are on sale!

Research Center
Guide to Digital Cameras

HOME FIELD ADVANTAGE
sweepstakes
REGISTER

And another...

CVS/pharmacy

Welcome! [Sign in](#) or [sign up](#) for easier shopping.

 **Shopping Cart** [Quick View](#)

Items: 0
Current Total: \$0.00

[View Cart & Checkout](#)

Search

[HOME PAGE](#)

[ONLINE SHOPPING](#)

[PHARMACY COUNTER](#)

[HEALTH RESOURCES](#)

[EXTRACARE®](#)

[CVS STORES](#)

[PHOTO](#)

[Your Shopping List](#) [Your Account](#) [Shipping Info](#) [Help](#) [Contact Us](#) [Store Finder](#) [Our Company](#)

begin a new...
beauty routine

Shop the latest **technology.**

save 20%*



Online Shopping at a Glance

SHIP FREE!*

Diet and Nutrition	Online Shopping Aisles	Sexual Health
Health Care		Vitamins
Skin Care		Online Exclusives
		And more...

- [Baby & Child Care](#)
- [Cosmetics](#) - Save 25% on CoverGirl
- [Diet & Nutrition](#)
- [Gifts & Specialty](#)
- [Home Medical Supplies](#)
- [Household Items](#)
- [Medicine Cabinet](#) - Save 30%*
- [Natural Products](#)
- [Online Exclusives](#)
- [Personal Care & Bath](#)
- [Sexual Health](#)
- [Skin Care](#)
- [Vitamins & Supplements](#) - Save 30%*
- [Shop By Brand](#)
- [Special Offers](#)
- [Super Savers](#) - Save up to 50%
- [What's New](#)
- [More Shopping Aisles](#)

Pharmacy Counter

FREE Rx SHIPPING!*



- [Rx Refills for In-store Pickup](#)
- [Prescriptions Delivered to Your Door](#)
- [Refill Reminders](#)
- [Health Resources](#)
- [Medicare Part D](#)
- [Order Now](#) - Get FREE Rx Shipping*
- [Cares for You Screenings](#) - FREE
- [Extra Care for Caregivers](#)

ExtraCare



- [Check Coupons & Balances](#)
- [Update Your ExtraCare Account](#)
- [Join ExtraCare](#)
- [About ExtraCare](#)
- [Join Upromise](#) - Get 5% back online
- [FSA and CVS/pharmacy](#)

CVS/pharmacy Stores



- [Gift Cards](#) - Buy Them Here
- [Check Gift Card/Money Card Balance](#)
- [Photo Center](#) - Get 10 FREE prints*
- [Weekly Store Ads](#)
- [Store Finder](#)
- [MinuteClinic](#)
- [Careers](#)

Search Engine
STRATEGIES
CONFERENCE & EXPO®

Marketers Dream...

- If you know “Mike” is walking in the store
- And that “Mike” is more likely to buy if the “milk” is in Aisle 6....
- Then you put the milk in Aisle 6

Of course, that's HARD because:

You don't know it's "Mike"



Even if you knew it was “Mike”,
how do you move the milk?

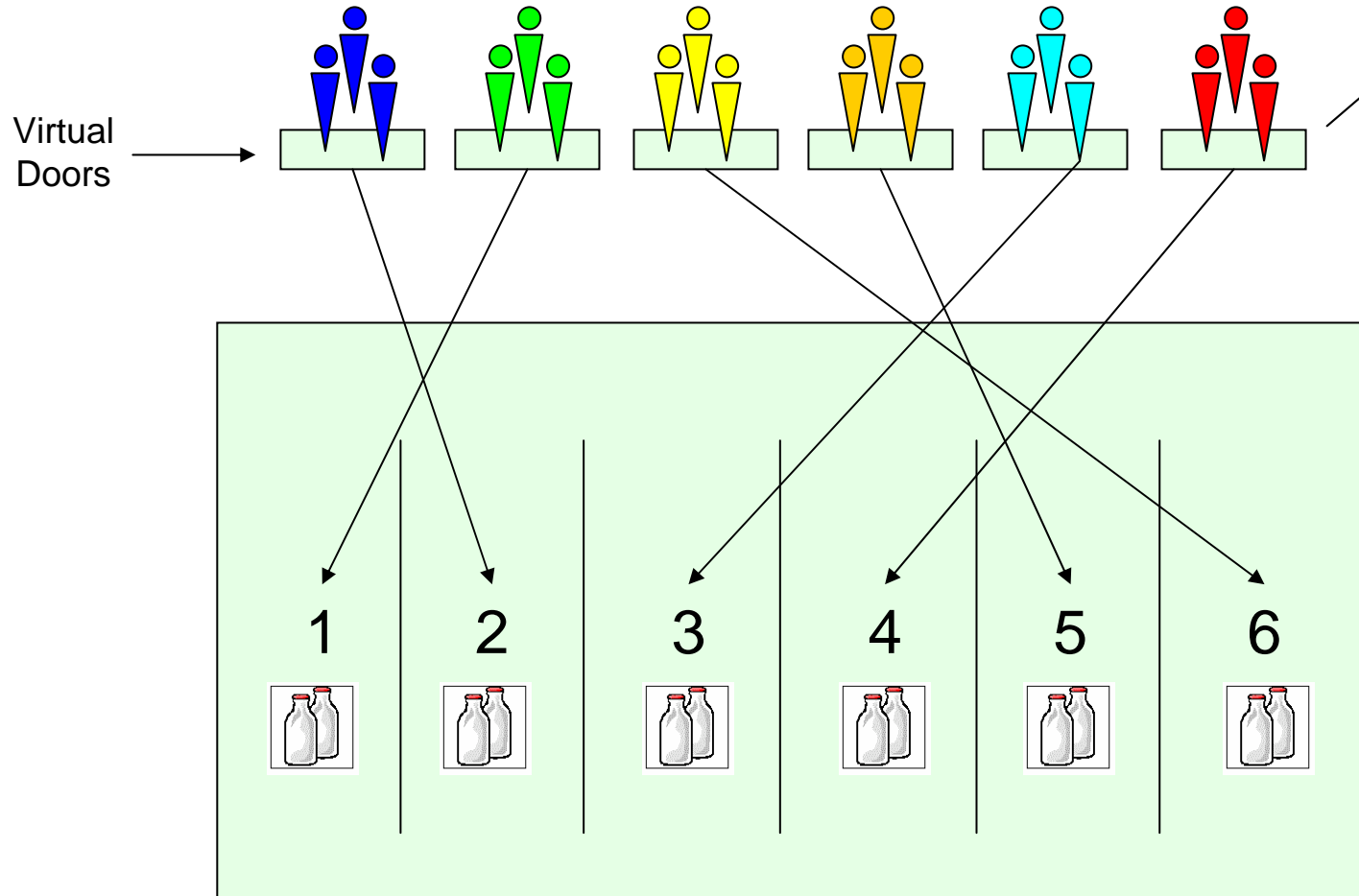


What Can You Do Online?

- Leverage the Medium –
 - Web is dynamic
 - Put the “milk” anywhere, at anytime
- Don't need to know “Who”
 - Web enables other methods of ID
 - Use “Virtual Doorways”

Virtual Doorways

“Chocolate Milk”
@ Google



Web Aisles

Applying the Concept

- Connect SPECIFIC searches to SPECIFIC landing pages
- Expand keywords into the “Tail”
- Test where you land visitors and what they see – constantly
- Use the analytics from your tests to adjust and improve conversions

Thank You



For more information or if you have questions, please contact:

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