

Keynote WebEffective™

Customer Experience Research for E-Business

Keynote WebEffective™ is an on-demand software application for conducting in-depth customer experience research. WebEffective enables you to gain valuable insight about your customers' online behavior and attitudes, and to leverage that insight to drive a more effective Web presence.

Key Benefits

Behavior & Attitudes

Combine information on user behavior and attitudes to reveal their on-site and cross-site activity, and their true motivations and perceptions.

Reliable & Accurate

Leverage large, targeted samples to ensure statistical accuracy.

Impactful Insights

Combine key features of usability labs, surveys, and web analytics to produce comprehensive insights that help impact the bottom line.

Robust Functionality

Tackle tough marketing issues by measuring brand impact, gathering competitive intelligence, testing new online features, analyzing customer acquisition, and assessing site effectiveness.

Self-Service Application

Use an intuitive, on-demand solution to develop, launch, and analyze unlimited numbers of studies.

WebEffective allows you to invite large samples of online users (typically 200-500 people) to engage in specific tasks on your Web site and across competitor and other industry sites. WebEffective then tracks the users' behavior as they navigate online, and asks questions in context to get immediate feedback. You are able to conduct un-moderated, scenario-based research on any Web site, at any time.

The WebEffective solution is comprised of three fully-integrated, easy-to-use tools that enable you to manage all aspects of designing, conducting, and analyzing sophisticated customer experience studies. The proprietary WebEffective technology was developed by market researchers for market researchers.

WebEffective Tools

TestScripter

Designing and Scripting Studies

- Define and automatically manage participant quotas
- Utilize pre-defined questions and logic from a template library
- Trigger actions and question flow based on user responses or behavior
- Randomize study sections and questions
- Create script variants to build between-subject or within-subject studies
- Create skins to customize the look (branding) of evaluations
- Recruit panelists: Intercept site visitors, place a link on your Web site, email invitations, use the 160,000-member Keynote Research Panel, or build a private panel
- Localize content: Supported languages include Chinese (Simplified & Traditional), Dutch, English, French, German, Italian, Japanese, Korean, Portuguese, Russian, and Spanish (Iberian & Latin American)

Types of Research Studies

Brand and Value Proposition

Learn how the online experience affects customers' perceptions of your brand, and measure how well your Web site communicates key messages.

Competitive Intelligence

Compare your site against competitors to identify specific strengths and weaknesses, and to learn from industry best practices.

Customer Acquisition

Track panelists as they navigate the Web in order to learn about their unguided habits and preferences, and to gain insights into thought processes around marketing campaigns.

Product Development

Test online product concepts and improve existing features and content.

Web Site Effectiveness

Let users test-drive your site and provide feedback on how to improve it. Test before and after site redesigns and product enhancements.

Continuous Benchmarking

Monitor Web sites over time with easy-to-execute periodic site assessments.

Data Collection

- Track user behavior on any site, even behind a firewall
- Track behavior on sites that use dynamic content from Flash and AJAX components
- Track navigation across sites
- Capture screenshots of actual pages viewed
- Capture browser interactions, such as back/forward buttons, opening of new windows, and bookmarks
- Utilize advanced behavior-based triggers to provide higher levels of interactivity
- Support test participants using virtually any platform or browser

CustomerScope Reporting & Analysis

- Display key study metrics including task success, failure, and give-up rates
- Segment and filter by panel responses or demographics for side-by-side comparison of groups
- Leverage auto-correlation analysis and automatic clustering of comments by theme or tone
- Follow aggregated clickstreams to identify common paths and drop-off points. Follow individual user paths of every page viewed, together with corresponding demographics and qualitative responses
- Export data to Microsoft Excel or SPSS for further analysis, or to Microsoft Word or PowerPoint for sharing results with external audiences

	Usability Labs	Online Surveys	Web Analytics	WebEffective
Task-based approach	X			X
In-context questioning	X			X
Realistic environment/natural setting		X	X	X
Large samples		X	X	X
Intercept site visitors		X		X
Qualitative data	X	X		X
Behavioral data	X		X	X
Analysis & reporting tools		X	X	X
Studies in multiple languages		X		X

WebEffective is the most powerful user experience research tool on the market, combining the behavioral analysis of a usability lab with the statistical reliability and rich data of online surveys.