

Business Challenge

Our client is a large US based media company that has an interactive division responsible for managing over 60 different web sites. While some of these online products are intentionally segregated from the others, the majority of them share similar content types (news) and site functionality (navigation & design). Most of the sites support a single geographical area and do not commonly share users.

Their user registration process varied significantly across sites from both an end user and back-end data storage perspective. This variance negatively impacted the consumer experience, marketing plans and advertising opportunities as well as customer segmentation and targeting capabilities. They needed new registrants to continue to grow revenue through advertising sales opportunities; however, they were experiencing a slight decline in registration growth year over year. In addition, new product development teams usually needed to *'reinvent the registration wheel'* since there were no standards.

Our client requested our assistance to evaluate their current registration processes and ensure that they were able to maximize the acquisition, retention and utilization of all user provided data points.

Business Solution

AmberLeaf played a pivotal role in helping our client to:

- Define internal and external registration benefits
- Identify new product offerings that enhanced registration benefits
- Establish a direction and roadmap for registration that would be followed and executed
- Deliver an architecture design for a single backend repository to consolidate user data across systems

The most substantial challenge we encountered during the project was to gain agreement from the group as to what the perceived value was to the consumer that convinced them to register to access their site(s). As a large media company, the client had historically viewed their content alone as value enough to their consumers. However, given the continued proliferation of news based web sites, content sharing capabilities and social media competition (user generated content), they realized that they needed to offer their customers more if they wanted them to share personal information about themselves.

There were two primary components within our solution:

Quick hits. Given the inconsistencies in the registration flows and extreme levels of registration abandonment across products, it was obvious to our client that we needed to act fast and simplify the process. The upfront user registration was made easy for the user and required only the most valued data point or two. As users interact with the site over time and look for more personalized interaction, we can always prompt them for more information about themselves or preferences.

New product development. Defining new value propositions for their customers quickly became the focus of the second initiative. We performed an intensive competitive analysis, applied our established best practices and met with department heads throughout the organization. In the end, we identified more than 30 sound new online product ideas that effectively supported our client's long term goals for registration growth. For each new idea, we rated its benefit to the customer, to sales, and to the company as a whole and then weighed it based on implementation and usage complexity. This rating drove which products were initiated and in what order.

As a result of these efforts, our client realized that when a request for information is mutually beneficial and targeted, users are far more likely to respond. Even when done in small pieces, you will soon enough have a complete user profile that can be used for the most basic or elaborate sales campaigns. Choosing to do otherwise loses customers.