

Case Study



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Honda Increases Online Conversions through Website Optimization with Interwoven

Honda Motor Company's Website already performed well, ranking high in industry surveys for quality and usability. At the same time, designed to serve multiple audiences including owners, enthusiasts, and shoppers, the site hadn't been designed with a single-minded focus on driving sales. "We wanted to better leverage Honda's online presence to drive conversions into key shopping activities such as competitive comparisons, vehicle configuration, and dealer location," explains Fern Shlauer, VP and Management Supervisor for Interactive at Rubin Postaer and Associates (RPA), Honda's longtime U.S. advertising and marketing agency.

RPA designed a media campaign targeting vehicle consumers within 60 to 90 days of a purchase, who were directed to special landing pages with a more focused range of options, all shopping-oriented. To maximize the effectiveness of these pages in driving conversions, RPA turned to Interwoven Optimost for multivariable testing. Says Shlauer, "Optimost offered the necessary combination of technological infrastructure, strategic services, and hands-on guidance for executing the program."

"These tests have shown that Website optimization through Interwoven Optimost delivers measurable results of a substantial magnitude—not just marginal or incremental bumps—and that we should do it whenever we can."

Fern Shlauer, VP and Management Supervisor for Interactive at Rubin Postaer and Associates

Optimizing Complex Conversion Funnels

Optimost gave RPA the flexibility to tackle an especially tricky optimization challenge. Rather than presenting a single, linear conversion funnel, the Honda Website offered consumers multiple paths from each model's landing page through to a conversion. At the same time, there were multiple definitions of "conversion." "Since this isn't a retail site, it's not as simple as having a completed purchase count as a conversion," says Shlauer. Interwoven Optimost allowed us to assign a different weight to multiple metrics to arrive at a composite number that meaningfully reflected our priorities."

Improving Marketing Efficiency

Interwoven conducted Website optimization on four landing pages on the Honda Website, one for each of four models, to maximize their effectiveness in delivering consumers to subsequent pages in the funnel. The results were dramatic: customers who viewed the optimized landing pages were up to 34.2 percent more likely to reach the confirmation or "thank you" page for a given conversion funnel. As a result, RPA has gained increased efficiency in its media budget on behalf of Honda. "With the same media spend, we can deliver that much more activity on the Website, and ultimately help reduce the cost of sales," says Shlauer.

Industry

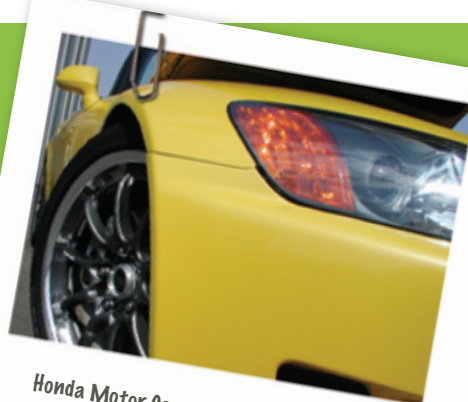
Automotive

Challenges

- Maximize the effectiveness of landing pages designed to drive conversions into key shopping activities
- Analyze a complex conversion funnel in a way that yields a single, meaningful composite figure

Benefits of Using Interwoven

- Customers were 34.2% more likely to reach the "Request a Quote—Thank You" page for the Honda Accord
- Customers were 26.2% more likely to reach the "Request a Quote—Confirmation" page for the Honda CRV
- Customers were 19.3% more likely to reach the "Request a Quote—Confirmation" page for the Honda Civic
- An optimized landing page for the Honda Pilot outperformed the control by a composite metric of 28.8%



Honda Motor Company is the 5th-largest automobile manufacturer in the world with 2007 revenues of \$94.24 billion.

Solution Overview/Increasing Online Conversions with Interwoven Optimost

Interwoven Optimost provides complete, managed Website optimization solution, from test planning and design through implementation and data analysis, to enable companies to optimize their Web presence. Delivered as software-as-a-service, Interwoven Optimost helps create a compelling, engaging, and relevant online experience that improves customer satisfaction, increases conversion rates, and maximizes ROI.

Along the way, RPA has gained valuable insight into the kinds of design factors that influence a site's effectiveness. "Each Honda model has a different audience and buyer, and each responds differently to things like text, color, and layout," says Shlauer. "The same types of things don't necessarily work for every model, and even minor changes can have a bigger impact than you'd expect. You can't really know what will work best for a given page until you quantify it through the kind of hard data that Optimost provides."

Leveraging Data as a Better Way of Doing Business

Shlauer especially values the active, hands-on role played by Interwoven Optimost throughout the testing process. "It would be difficult for any company to do testing of this sophistication in-house," she says. "Having Interwoven at our side to provide recommendations, feedback, and strategic and technical resources has been key in helping us achieve our goals." The experience has made believers of both the agency and its client. "These tests have shown that Website optimization through Interwoven Optimost delivers measurable results of a substantial magnitude—not just marginal or incremental bumps—and that we should do it whenever we can," says Shlauer. "This will definitely influence the way we do business moving forward."

About Interwoven

Interwoven, Inc. (NASDAQ: IWOV) is a global leader in content management solutions. Interwoven's software and services enable organizations to maximize online business performance and organize, find, and govern business content. Interwoven solutions unlock the value of content by delivering the right content to the right person in the right context at the right time. Nearly 4,400 of the world's leading companies, professional services firms, and governments have chosen Interwoven, including adidas, Airbus, Amnesty International USA, Avaya, BT, Cisco, Citi, Delta Air Lines, DLA Piper, FedEx, Grant Thornton, Hilton Hotels, HKMP LLP, Hong Kong Trade and Development Council, HSBC, LexisNexis, MasterCard, Microsoft, Samsung, Shell, Sky Italia, Qantas Airways, Tesco, Virgin Mobile, and White & Case. A community of over 20,000 developers and over 300 partners enrich and extend Interwoven's offerings. To learn more about Interwoven, please visit www.interwoven.com.

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