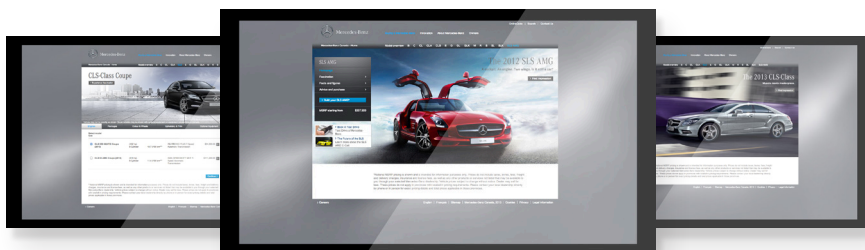


MARKETING EFFECTIVENESS CASE STUDY



Mercedes-Benz

After Mercedes-Benz USA launched a redesigned website last year full of rich media, it didn't take long for it to identify and fix glitches to ensure a positive shopping experience for its customers, the company says.



"We had just relaunched our web site last July, and we felt it was critical that we got it right," says Eric Jillard, manager of the digital marketing and customer relationship management department at Mercedes-Benz.

"it was critical that we got it right"

The car maker noticed soon after the relaunch, for example, that its build-your-own vehicle configurator was not as easy to use as site designers had expected. But before it directed its web developers to rebuild the build-your-own tool, it used iPerceptions to determine exactly how site visitors were using the tool and what they thought of it.

Focus groups are one way to gather this type of information, but Mercedes figured this approach would take too long, Jillard says. Instead, iPerceptions enabled Mercedes to get the confirmation it needed and begin developing a fix the same day.

MERCEDES-BENZ LETS WEB VISITORS DRIVE SITE CHANGES

"Within hours of having a hypothesis about a problem, we're able to identify the issue quickly and get the information into the right hands to fix the problem—instead of taking much longer to form a focus group."

– CRAIG CHAPLICK,
Supervisor of Digital Marketing
and Customer Relationship Mgmt,
Mercedes-Benz.

IPERCEPTIONS' SURVEY TECHNOLOGY

iPerceptions' unique intercept survey technology presents a pop-up window to randomly selected site visitors asking them to take a site usability survey; visitors who agree are presented with a survey window as they leave the site. Survey results, including ratings as well as comments by participating site visitors, are instantly available for review on iPerceptions' dashboard accessed through its SaaS portal.



Act faster with
real-time insights



Benefit from
iPerceptions' experts



Proven return on
investment

"WE CAN'T GET INTO THE CUSTOMERS' HEADS WITH JUST WEB ANALYTICS."

Mindy Hatton, a digital marketing and data analyst for MBUSA.com, was able to quickly run a report on the voice-of-customer data to show specific comments visitors had made about using the build-your-own tool, she says. She then passed that on to the web development team to update the tool's functionality.

Once developers addressed the problems with the configurator tool, Mercedes-Benz then was able to see through ongoing customer feedback that visitors were reporting an improved site experience.

Mercedes has worked with iPerceptions in other ways as well. When a competitor suffered a rash of negative publicity last year over news about drivers who experienced problems with car accelerators, Mercedes-Benz built on its own reputation for safety with a video series that highlighted the positive reports it had received from customers about their personal experiences with Mercedes-Benz vehicles.

The car maker then posted those videos on its web site, and ran a TV ad that directed viewers to its site to view the videos. Mercedes then used iPerceptions to survey the customer response to the videos. The car maker learned that the TV ad was an effective means of driving repeat visitors to MBUSA.com, and that those who viewed the videos on MBUSA.com thought better of the car maker's brand compared to site visitors who did not watch the videos.

impact on brand perception"

Mercedes also uses Webmetrics Inc.'s analytics technology to determine how these visitors clicked through the site before and after seeing the videos. But the analytics alone wouldn't provide as comprehensive an understanding of what visitors think of the Mercedes-Benz brand, Hatton says.

ABOUT MERCEDES-BENZ USA

Mercedes-Benz USA (MBUSA), headquartered in Montvale, New Jersey, is responsible for the distribution, marketing and customer service for all Mercedes-Benz and Maybach products in the United States. MBUSA offers drivers the most diverse line-up in the luxury segment with 14 model lines ranging from the sporty C-Class to the flagship S-Class sedans and the SLS AMG supercar.

MBUSA is also responsible for the distribution, marketing and customer service of Mercedes-Benz Sprinter Vans and smart in the US.

"We can't get into the customers' heads with just web analytics."

- **MINDY HATTON**,
digital marketing and data analyst
for MBUSA.com



About Us

iPerceptions offers the most complete SaaS-based multi-channel Voice of Customer (VoC) solution suite. iPerceptions is the inventor of **Active Research™**, the most innovative and accurate method to conduct digital research.