

# LIVEPERSON SUCCESS STORY

*An interactive agency uses LivePerson real-time visitor information to optimize its clients' online marketing initiatives*

## About BGT Partners

BGT Partners, a global award winning interactive agency, develops interactive solutions that strengthen business relationships, raise productivity and increase brand value. BGT's service offerings include award winning design, search marketing (PPC / SEO), closed-loop marketing strategies, strategic analytics, and Web Development / CMS Integrations. BGT services a wide range of clients, including many Fortune 500 companies and has unparalleled experience in the verticals that these companies target.

The BGT Search Engine Optimization and Search Engine Marketing teams utilize LivePerson solutions to achieve competitive dominance and to maintain granular campaign control and rapid ability to respond to possible early campaign pitfalls. LivePerson is one of the BGT Partners secrets responsible for consistently high conversion rates across client SEM campaigns.

## The Challenge

By choice, BGT Partners measures its success by how well the programs they develop for their clients perform. For the Search Engine Optimization (SEO) and Search Engine Marketing (SEM) teams, the stakes are particularly high. SEO and SEM programs are becoming more costly, and pay-per-click (PPC) keywords that are implemented in too broad a geography, or are not tempered with the appropriate match types (broad, exact, phrase, negative), can result in tens of thousands of dollars in cost overruns for clients.

To deliver the best value to their clients, BGT Partners needed a way to observe how their campaigns performed in real time so they could implement any necessary adjustments or react to problems immediately.

## Limitations of Web Analytics

Like all leading interactive agencies, BGT Partners' SEO and SEM teams use Web analytics programs to observe trends from aggregated visitor data and track campaign ROI. What BGT Partners' specialists discovered, however, is that Web analytics, by definition, can only provide insight on events that have already occurred. To ensure a campaign's success, BGT Partners needed access to visitor trends as they happened.

## The Solution

BGT Partners' SEO/SEM specialists turned to LivePerson to obtain real-time visitor trends. The Operator Console lets specialists monitor visitors who come on site via one of their campaigns, and observe click stream behavior. This insight enables the specialists to implement any required adjustments and ensure success.

Moreover, watching individual visitors as they interact with a site reveals details that are not intuitive with regular Web analytics attributes (geo-location and the paid search term used to reach the site) to specific outcomes (such as leaving a site immediately or making a purchase). Once these details are identified, the specialists go back to the Web analytics report to validate their discoveries. Real-time monitoring is essential to unlocking these clues.

## Extended Optimization

BGT Partners cites numerous ways that tracking visitors in real time helps them optimize SEO and SEM campaigns, website content they've developed for clients, as well as email marketing promotions. Below are some examples.

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## SEO/SEM Campaign Optimization

### Negative Keywords

"LivePerson is great for spotting common negative terms that should be added to a negative match, especially when the client is advertising under broad match terms or phrases with pay-per-click," says Nicole Fraley, Online Marketing Director for BGT Partners.

Ms. Fraley once worked with a furniture client that manufactured a popular night stand. The client had asked BGT Partners to help them launch a PPC campaign strategy. "Within minutes of launching we knew we had to add the word 'one' to the negative match list. The phrase "one night stand" was not going to bring us qualified leads. We had a similar situation with a travel and leisure client that specializes in cruises. We had to add the name "Tom" to their negative list. The key is to make the changes early on in the campaign so that the client doesn't incur exorbitant costs attracting inappropriate visitors," added Ms. Fraley.

### Pay-Per-Click Campaign Deployments

BGT Partners relies on real-time monitoring to quickly spot mistakes in pay-per-click deployments, such as setting a campaign globally when it is better served targeted at a specific region.

"The ramifications of too wide a deployment are tremendous," explains George Stanger, Metrics Manager for BGT Partners. "In a matter of hours, retailers can incur ten thousand dollars worth of costs. Since all of our PPC services are performance based (ROI / CPA), our PPC managers use the LivePerson Operator Console as our safety net. When a campaign launches, they are at the Console monitoring traffic and are prepared to make whatever changes are required ASAP."

### Keyword Optimization

Monitoring traffic in real time helps BGT Partners identify ineffective generic keywords. "Generic keywords that produce numerous bounces with no customer retention are a clear sign that a landing page needs optimization or that we need to immediately review all competitor offers and landing pages for the generic keyword and lower bids until we can ensure at least some form of visitor retention," said Mr. Stanger.

For example, BGT Partners launched a client campaign that was very focused on a specific industry term tied to products. After they launched the campaign, a key competitor upped the ante by offering free overnight delivery and a lower price point causing immediate abandonment of their client's products.

By changing the promotional offer to include free overnight shipping, a free gift and a better price, BGT Partners was able to grab these customers that were exiting and retain the ability to provide great customer service to keep these one-time customers coming back.

## Fraud Detection

There are many ways that real-time monitoring can help websites spot fraud. Click fraud occurs when publishers who receive a commission for referring traffic to a site flood that site with hits in an effort to drive up their earnings. "If we see hits coming from a pool of users, each of whom click on a site repeatedly and stay on the landing page with no further site traction, we know its fraud," explained Ms. Fraley.

Other red flags that LivePerson helps BGT Partners bring to the attention of their clients include visitors who place multiple orders for the same product from the same IP address, or orders placed by visitors whose billing address is out of sync with the visitors' IP address.

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”

George Stanger  
Metrics Manager for BGT Partners



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## Content Optimization

### Site Errors

Monitoring visitors in real time with LivePerson lets BGT Partners identify site errors and other obstacles that prevent visitors from accomplishing their goals for coming to a site. "All sales promotions are essentially Web processes. Visitors should go from point A to point B to point C. If we see visitors stopping at point B, then we know there's an error that needs to be fixed," said Ms. Fraley.

Issues can be wide ranging, from site instability, to errors on a page or the page getting dropped. Fortunately, BGT Partner's specialists are excellent interpreters of the click stream patterns, and can identify and address the problems very quickly. Clients are alerted immediately so that they can take steps to decrease Web inaccessibility, particularly during key web shopping periods. BGT Partners has staff pinned to LivePerson during the busiest holiday periods to ensure campaigns are running smoothly and ads are delivering the proper amount of site traffic and conversions.

### Visitor Path

"One of the things we value about LivePerson services is that we can see how every visitor on the site got there, who referred them, their geo-location, what they did once they arrived and if they have been to the site before the current visit. We use this real-time data to spot details about user paths for entry, purchase and exit. BGT Partners is an Omniture certified partner and LivePerson helps us pinpoint trends that we should be looking for in Omniture. It's all there, right in front of us and we find that LivePerson is a great complement to Omniture SiteCatalyst", said Mr. Stanger.

## Email Marketing Optimization

### Email Campaigns

Mr. Stanger likes to tell a story about a long-time client who decided to experiment with some new creative and messaging in an email campaign. The client has a healthy customer base that always responds favorably to his campaigns. As a best practice, whenever a bulk email goes out, Mr. Stanger and his colleagues log in to the Operator Console to monitor response. Immediately, BGT Partners knew that something was amiss with the creative because no one was responding. After some investigation, they were able to determine that the client had confused his customers with the new look and messaging; his loyal customer base didn't recognize the sender and ignored the email.

Real-time monitoring also allows the specialists to identify which links within the email are clicked most often (and lead to the most sales) simultaneously with the launch, as well as recognize returning visitors and customers. "We like to see returning customers onsite, because they're more likely to make a purchase," said Ms. Fraley.

## A Recommendation to All Clients

Due to the overwhelming success they've experienced using LivePerson, and in recognition of all insights gleaned from monitoring visitors in real time, BGT Partners SEO/SEM specialists now include LivePerson in all SEM client engagements. Today, the teams rely on LivePerson for more than just SEO/SEM optimization; it is now one of their most important tools for analyzing and improving Web content, Web processes, and a wide range of campaign optimization.

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## About LivePerson

More than 7,000 small and mid-size business (SMB) customers use LivePerson's award-winning live chat and contact center solutions to improve customer service, increase online sales, and manage interactions across all channels: chat, voice, email, and self-service knowledgebase.

## Contacts

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The screenshot displays the LivePerson Campaign Viewer interface. At the top, there are navigation tabs for 'Take', 'Next: Response', 'Invite', 'Engage', and 'Ticket [28]'. Below this is a table of visitor data with columns for Country, Campaign Medium, Campaign Source, Contact ID, State, and Operator. The table lists several visitors, including those from the United States, Ukraine, and United Kingdom, with various campaign sources like Google and Google AdWords. Below the table, there is a 'TicketID' section with fields for 'Name' and 'Subject'. The main content area shows a 'List' of visitor search history, including a search for 'Google AdWords chat services' with a corresponding URL.

Hi...	Country	Campaign Medium	Campaign Source	Contact ID	O. State	Operator	Cur
	United States	Organic	Google	www.mhagc.org	Out of Site		
	United States	Organic	Google	70-90-53-78-Fresno.h...	In Site		
	Ukraine	Organic	Google	mail.mitridat.com.ua	Out of Site		
	United States	CPC	Google AdWords	ool-182d0304.dyn.opt...	In Site		
	United States	CPC	Google AdWords	216-163-83-13.client.c...	In Site		
	United Kingdom	CPC	Google AdWords	cpc5-cosh7-0-0-cust38...	In Site		
	United States	CPC	Google AdWords	cpe-24-175-117-62.ho...	Chatting	Rebecca	
	United States	CPC	Google AdWords	IT	In Site		
	United States	CPC	Google AdWords	Susan	In Site		
	United States	CPC	Google AdWords	c-24-12-236-51.hsd1.il...	In Site		
	United States	CPC	Google AdWords	69.15.231.174	In Site		

**TicketID:** **Subject:**  
**Name:** c-24-12-236-51.hsd1.il.comcast.net

Alert | Info | Navigation | Page Viewer

List | Previous | Next

**Google AdWords** VISITOR SEARCH:  
**chat services**

URL: <http://www.google.com/search?hl=en&q=chat services&btnG=Google Search>

[Help](#) with Live Keyword

Campaign Viewer lets agents see in real time how visitors arrived on site (Campaign Medium), who referred them (Campaign Source), search terms they may have used, along with their navigation path. This intelligence can be used to optimize SEO and SEM campaigns, as well as finesse content.