ClickTale - Real Networks Case Study

- ⇒ **THE CHALLENGE** – *Optimizing download funnel and content page interactions for one of the web's most popular media brands*

- ⇒ **THE SOLUTION** – *Usability and content insights based on individual tracking of tens of millions of download and content page visitors*

- ⇒ **THE BENEFITS** – *600% increase in interaction from social traffic, 5% growth in conversions*

THE BUSINESS

RealNetworks creates innovative applications and services that make it easy for people to connect with and enjoy digital media. RealNetworks invented the streaming media category and continues to connect consumers with their digital media both directly and through partners, aiming to support every network, device, media type and social network. For more information, please visit www.realnetworks.com.

THE CHALLENGE

Creators of the popular media player and a top-tier content provider, RealNetworks is a veteran web marketer and advertiser, and drives massive traffic to the company's various brand web sites. Owing to this, the company's online marketing team works continuously to optimize the visitor experience and raise conversion rates.

For several key download pages and sub-brand content pages, RealNetworks was looking to drill down into actual visitor behavior, with the aim of optimizing the site to significantly raise conversions, interactions, and user retention.

RealNetworks had conducted in-depth analysis using traditional web metrics, and had also run in-person usability testing. However, they found that changes made based on this testing only minimally impacted conversions or interactions. RealNetworks was seeking a deeper understanding of how users interacted with each page, and in more minutely examining the conversion funnel.

THE SOLUTION

RealNetworks chose ClickTale to conduct a thorough review and analysis of actual web site visitor behavior, tracking tens of millions of visitors as they interacted with content pages or proceeded through download conversion funnels.

Over the course of several days, ClickTale tracked **RealNetworks**, **Reality Nation**, and **SuperPass** visitor mouse moves, clicks and scrolls, and created playable videos of entire customer browsing sessions, in addition to powerful visual aids and behavioral reports. ClickTale then provided RealNetworks with a detailed analysis of findings.

RealNetworks leveraged the **ClickTale Referral Suite** to better understand the content preferences of visitors arriving from different referrers. Based on this, RealNetworks was able to deliver more targeted content to specific visitor segments, ultimately seeing a 600% increase in the ratio of social shares to visits driven by the share.
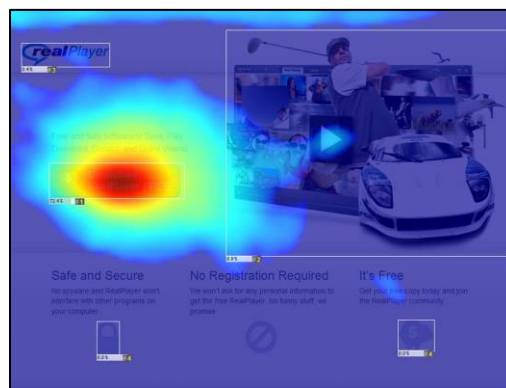
Moreover, RealNetworks used the **ClickTale Heat Map Suite** to create a comprehensive, visual representation of what visitors were focusing on key content and download pages.

On one content page, for example, ClickTale analysis of how and when users initiated chat sessions helped the team streamline page layout, resulting in higher user satisfaction and engagement, and increased retention based on chat length.

On a key download page, the ClickTale heatmap (below left) demonstrated how users were distracted by numerous page offerings, and were therefore less likely to click on the call to action button. The redesigned page heatmap (below right) shows more focused user behaviour, which led to markedly increased conversion rates.
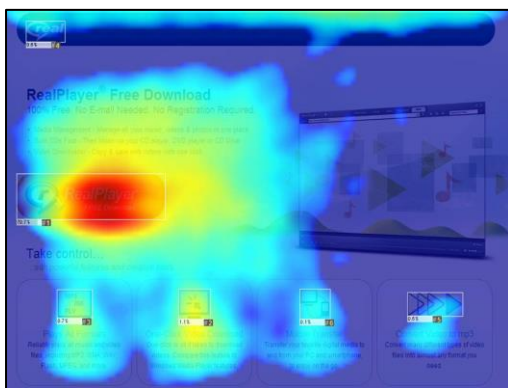
Original Page Heatmap   *Redesigned Page Heatmap*

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THE BENEFITS

With ClickTale, Real Networks gained insight into the specific content relevant to user segments from various referral sources, the amount of content optimal on certain pages, the exact placement of calls to action, and the actual appearance of site graphics.

Following simple and low-cost changes to the above parameters, RealNetworks saw a **5% rise in conversions, a whopping 600% increase in interaction from social traffic, and notable growth in user retention.** On sites with hundreds of millions of monthly hits, this level of change is extremely significant.

Using ClickTale's powerful visitor behaviour analysis tools, RealNetworks was able to uncover the "golden path" to conversions, interaction, and retention - the small changes and tweaks, simple and easy to effect, that had major impact on site performance and marketing ROI.

WHAT THEY'RE SAYING

"ClickTale allowed us to understand customer behaviour in a way that we hadn't ever before. A small time investment in ClickTale's analysis and site tweaking paid off in a notable rise in conversions and user retention."

XX, POSITION, RealNetworks