



USER GUIDE SERIES

# EXPERIENCE & INTENT BENCHMARK™

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## INTRODUCTION

At iPerceptions we serve over 700 million survey invitations a year across 80 countries in over 32 languages for over 3,500 organizations. As a result, we offer the industry's largest comparative experience and intent database with over 20 million standardized data points per year. With 15+ industries, 7 site objectives and the ability to segment by intent, overall experience and task completion, iPerceptions provides a robust foundation to shed light on how your site compares to others.



iPerceptions' Experience & Intent Benchmark™ is made up of 100% real customer insights to provide you with the right context for your industry and site objective, without the need to leverage panel research. Through Active Research website surveys, we engage visitors' in the most critical moments of their experience using our advanced engagement technologies to understand their online experience. We leverage a structured framework approach to collect the most relevant, reliable and actionable insights. One of the key benefits of this approach is the ability to accurately compare your results to others'. iPerceptions leverages the same customer experience, purpose of visit and task completion questions to create standardized metrics that can be compared to all websites that monitor these KPI metrics.

iPerceptions' Experience & Intent Benchmark™ is supported by interactive reporting available in the Active Research SaaS Platform. Within the platform you have the flexibility to compare your performance to any or all of iPerceptions' 15+ industries and 7 site objectives trended monthly, quarterly or yearly. With an intuitive interface and intelligent text you can effortlessly zoom in on your performance, identify your strengths and uncover vulnerabilities. Quickly export graphs to Adobe® PDF® and PowerPoint® to easily share with colleagues or export the data to Excel® for more advanced analysis

This document provides an introduction to iPerceptions' Experience & Intent Benchmark™ capabilities, including an overview of the interactive reporting available in iPerceptions' SaaS Active Research Platform.

## Research Design Notes

One reason a standardized metric is an important KPI to an organization is its ability to benchmark against others. Context is essential to the meaningful interpretation of data. Factors like seasonality, industry, site objective and promotions can affect the lens by which website experiences are evaluated. It is therefore essential to compare a website's key measures against those of similar websites. Benchmarking adds context to the understanding of how a website is performing and how it should evolve.

A website's business objective determines how it is structured, promoted and measured. For example, websites that sell products or services online are best compared to other sites that have the objective of increasing conversion, rather than sites whose main objective is to build an engaged audience by publishing content to a recurring audience. Though online properties may have several objectives, it is best to choose one objective that is considered most important to the goal of the research project. In addition to benchmarking to site objective, industries have idiosyncrasies such as seasonality and buying cycle, therefore it is important to compare results to projects within the same industry.

By creating essential standardized metrics and providing them widely to iPerceptions' client base, we have built the largest database of websites measuring Intent, Task Completion and Overall Experience ratings in the digital Voice of Customer industry. This provides a broad array of websites against which to compare, while allowing companies to use the rest of their survey to focus on the specifics of their individual business, such as metrics that drive ROI from outcomes such as conversion, loyalty and word of mouth. When tracking the success of a strategy and tactics, the distance from the benchmark, reaching it or exceeding it by a certain percentage, will be one KPI among many.

iPerceptions' Experience & Intent Benchmark™ capabilities are based on the following metrics:

- **Overall Experience:** How would you rate your overall experience on the website today?
- **Purpose of Visit (also known as "Intent"):** Which of the following best describes the primary purpose of your visit?
- **Task Completion:** Were you able to complete the purpose of your visit today?

## CREATING AN IPERCEPTIONS SURVEY WITH BENCHMARKING CAPABILITIES

### Selecting an Industry and Site Objective

When creating an iPerceptions survey, fields are provided on the “Project Info” page to classify the Industry and Site Objective which best classifies your company and the primary objective of your website:

### Create new project

New Project
1 Select Framework
2 Project Info
3 Select Questions

Please provide the following information with regards to this research project.

#### Project Info

**Project name:**   ⓘ Name entered here will be used for identifying project in portal and invitations

**Project language:**   ⓘ Language selected here will be the primary language the project is programmed in

**Collect IP Info:**   ⓘ Choose whether or not to collect respondents' IP addresses

#### Site Info

**Site name:**   ⓘ Name entered here will be used for identifying site in certified experience questions

**URL:**   ⓘ The site URL entered here is for reference purposes only

**Site industry:**   ⓘ The industry selected here will be used for bench-marking your site

**Site objective:**   ⓘ The primary site objective selected will be used for bench-marking, and cannot be changed once selected

Refer to **Appendix 1** for a list of industry categories.

The 7 Site Objectives available are:

- **Community:** Focus on building an online community through information and content sharing
- **Corporate information:** Focus on sharing and educating investors, job seekers and the media
- **E-commerce:** Focus on driving online conversions through selling products and/or services online
- **Media:** Focus on developing and growing an engaged audience through disseminating news, entertainment, education, data, or promotional messages
- **Product information:** Focus on building brand awareness of a product and driving visitors to next steps through the use of interactive tools, promotions, reviews, etc.
- **SaaS:** Focus on developing an engaged user base through the use of software as a service
- **Service information:** Focus on building brand awareness of a service and driving visitors to next steps through the use of interactive tools, promotions, reviews, etc.

**NOTE**

You have the flexibility to change your Industry at any time on the “Project Info” page in the Active Research SaaS Platform. The **Site Objective cannot be changed** once selected.

### Categorizing Your Purpose of Visit Answers

When creating or editing the benchmarked Purpose of Visit question for your survey, each answer needs to be categorized according to predefined categories that are dependent on the Site Objective that you had assigned to your survey. The list of Purpose of Visit categories for each Site Objective is provided in **Appendix 2**.

2 Which of the following best describes the primary purpose of your visit? (ID-2) EDIT MODE

**Full text** | Reporting Description (optional)

**Question** ?

Which of the following best describes the primary purpose of your visit?

---

**Answers**

Category ? <b>1</b>	Purpose of visit ? <b>2</b>	<b>3</b>	<b>4</b>
Buy	Book a lesson	<input type="checkbox"/> fixed position	
Speak	Report a problem	<input checked="" type="checkbox"/> fixed position	
Account	Check my account	<input type="checkbox"/> fixed position	
Other	Other (please specify) - with text input box	<input checked="" type="checkbox"/> fixed position	

+ Add answer **5**

- 1** Select the category of the Purpose of Visit that will be added as an answer choice to this question
- 2** Type the Purpose of Visit answers in the text fields provided
- 3** Selecting the “Fixed Position” checkbox for an answer choice ensures that it will always be shown in the same position for all respondents. In the example above, “Report a Problem” will be shown as the second answer choice for all respondents, and “Other (please specify)” will always be shown as the last answer choice.
- 4** Individual answer choices can be removed by selecting this icon. Note that the historical benchmarking data for deleted answers will be accessible in the reporting.
- 5** Additional answer choices can be added by selecting this button.

## INTERACTIVE REPORTING

iPerceptions' Experience & Intent Benchmark™ reporting is visualized through interactive reporting available in the Active Research SaaS Platform.

Three reporting views are available:

- **Industries and Site Objectives:** Compare your performance to any or all of iPerceptions' 15+ Industries and 7 Site Objectives in terms of Overall Experience and Task Completion.
- **Trended Benchmarks:** Provide context to your results with monthly, quarterly or yearly trending of your Task Completion and Overall Experience scores relative to any or all Site Objectives and Industries.
- **iPerceptions Intent Benchmark™:** Compare your website's Task Completion by Purpose of Visit against websites with the same business objective.

For all reporting, data is refreshed at the beginning of every month.

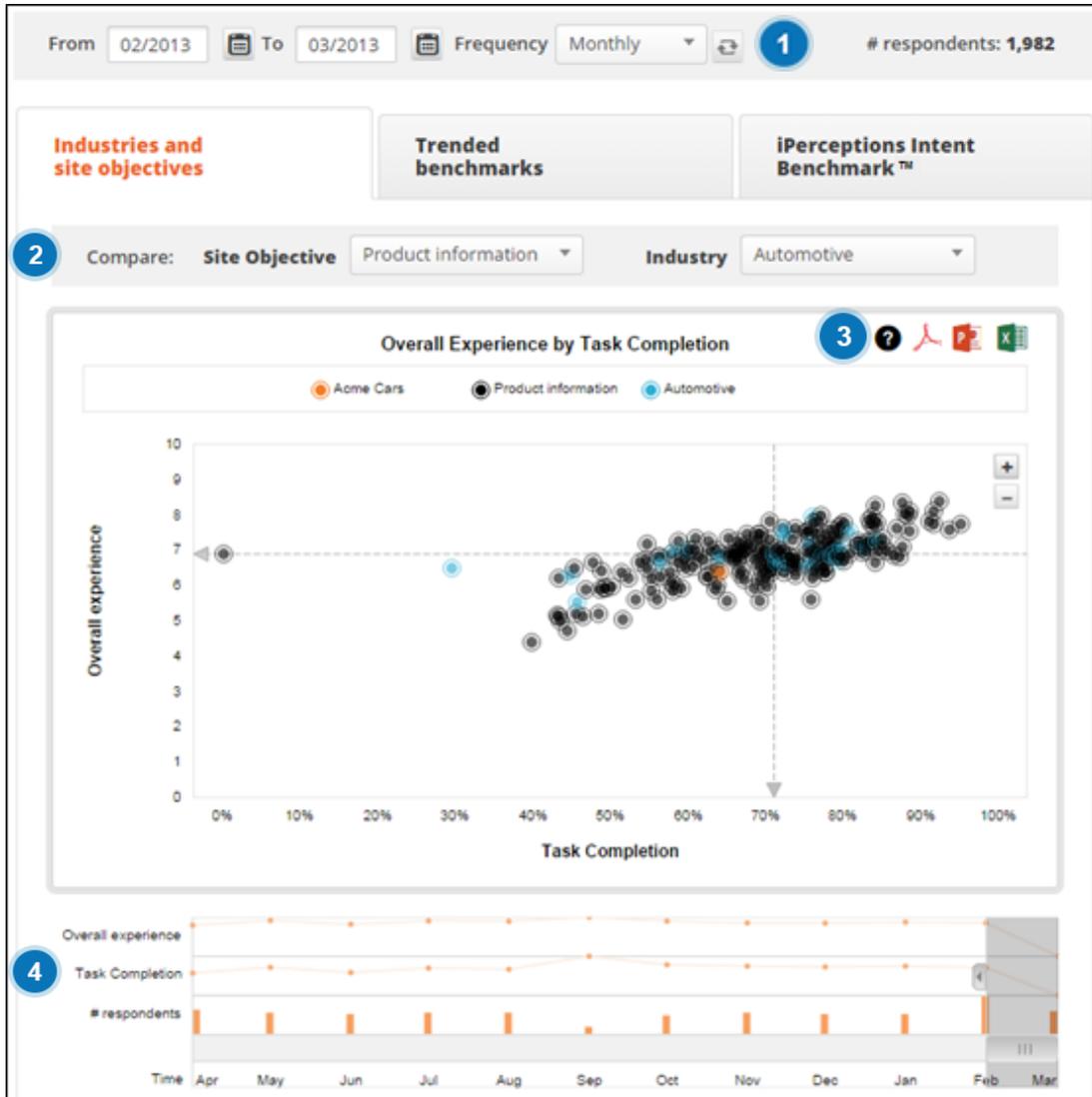
The following section provides details on iPerceptions' Experience & Intent Benchmark™ reporting, as well as instructions on how to navigate the interactive reporting.

### NOTE



Removing or turning off the benchmarked Overall Experience, Purpose of Visit or Task Completion questions in the survey will result in the absence of data in benchmark reporting.

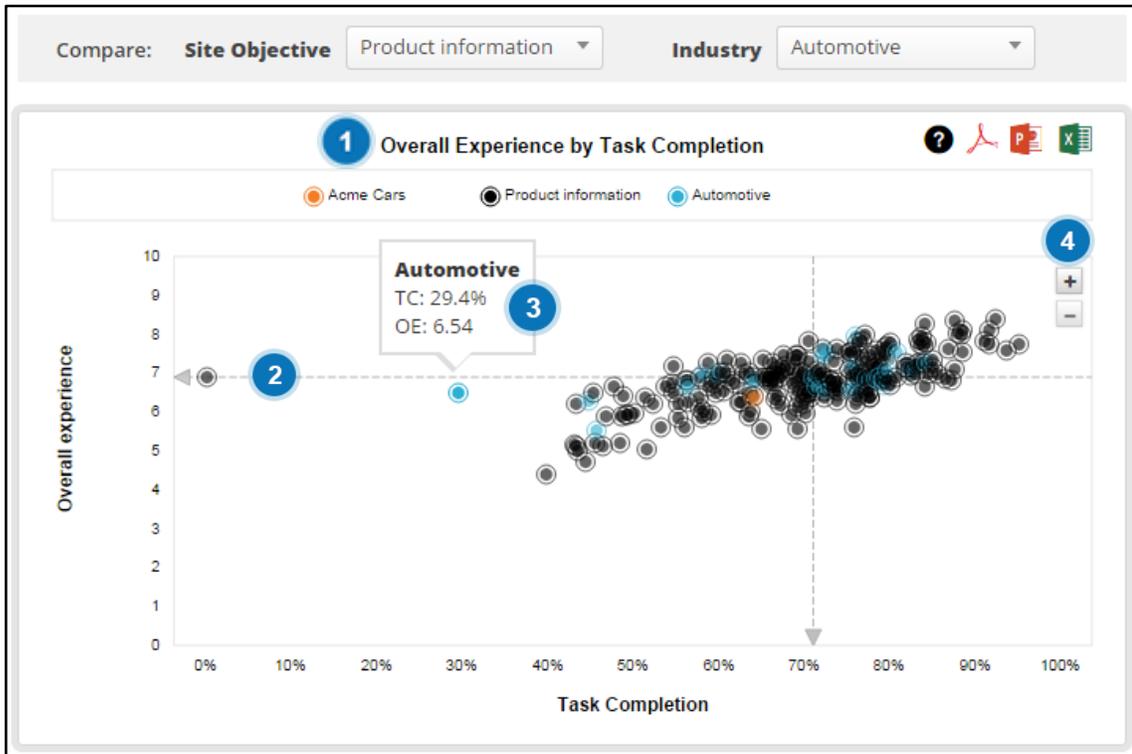
Features Available With All “Benchmarks” Tabs



- 1 Select and apply the time frame (Monthly, Quarterly, or Yearly) for the analysis.
- 2 (Except for iPerceptions Intent Benchmark™) Select the **Site Objective** and **Industry** against which to benchmark your site.
- 3 Export graphs to PDF and PowerPoint, or export data to Excel.
- 4 This chart provides a trended view of your site’s Overall Experience and Task Completion ratings, as well as the number of respondents for your survey. A timeframe can be specified by clicking and dragging the grey area in this chart.

## Industries and Site Objectives

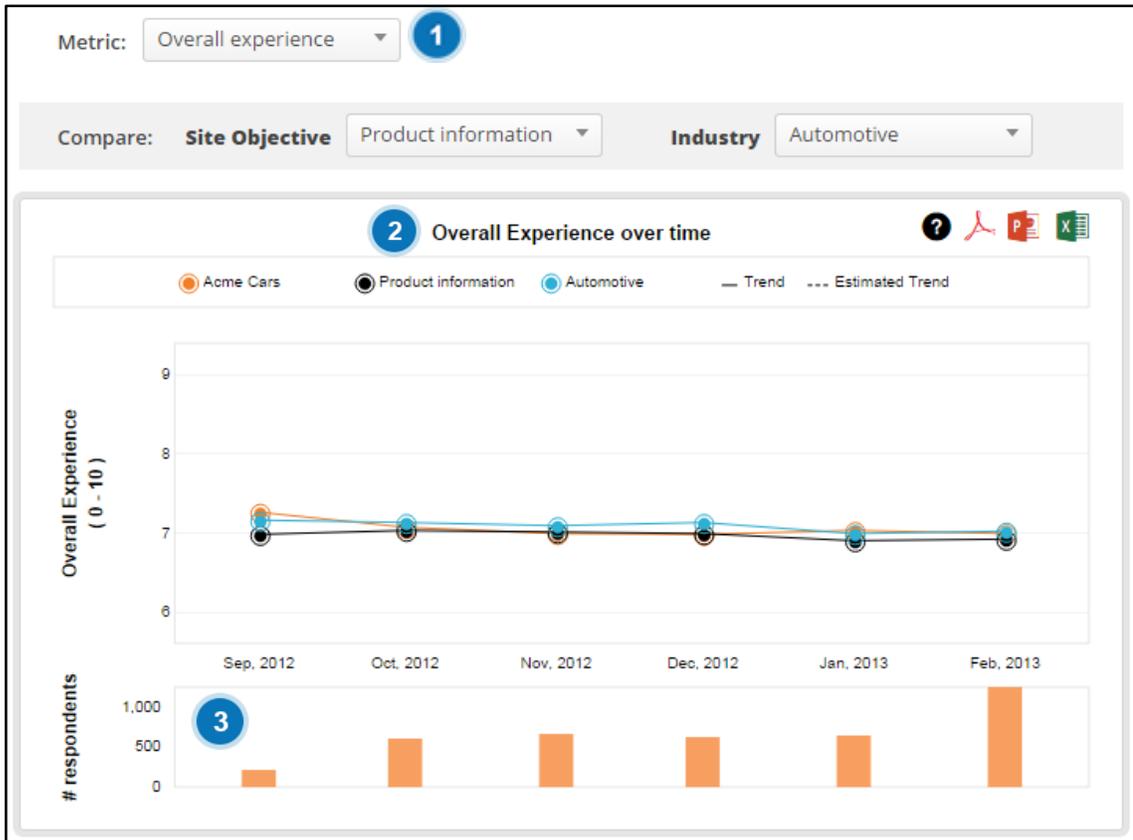
The “Industries and Site Objectives” view compares your website’s performance to any or all of iPerceptions’ 15+ Industries and 7 Site Objectives in terms of Overall Experience and Task Completion.



- 1 The “Overall Experience by Task Completion” chart examines how your website compares to other individual websites within the Industry and Site Objective that were selected.
- 2 The dotted lines represent the median Overall Experience and Task Completion ratings for the websites within the selected Industry and / or Site Objective.
- 3 Hovering over a bubble provides the Overall Experience and Task Completion ratings for that particular website.
- 4 Zoom in and out for a more detailed view of individual surveys’ Overall Experience and Task Completion ratings.

## Trended Benchmarks

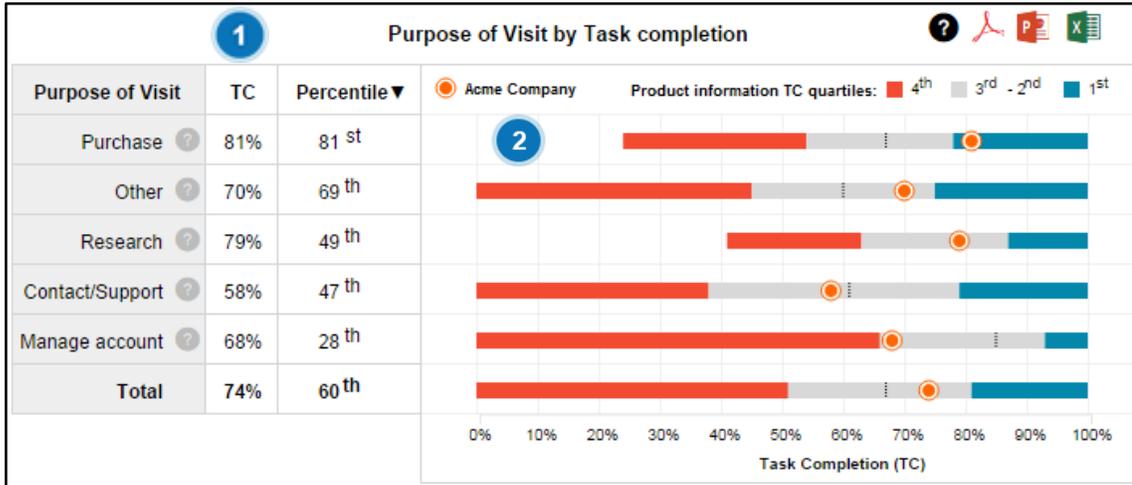
The “Trended Benchmarks” tab provides context to your results with monthly, quarterly or yearly trending of your Task Completion and Overall Experience scores relative to any or all Site Objectives and Industries.



- 1 Select the metric (Overall Experience or Task Completion) by which to benchmark your website.
- 2 The “Overall Experience over time” chart trends your website’s performance according to the metric selected in #1, as well as the selected Industry and Site Objective.
- 3 This chart trends the number of responses that were collected for your survey within the selected time frame.

### iPerceptions Intent Benchmark™

Based on visitors’ Purpose of Visit (intent), this report examines how your website compares to others with the same Site Objective in terms of visitors’ ability to complete their task.



1 The “Task Completion by Purpose of Visit” table provides visitors’ Task Completion ratings based on their Purpose of Visit and percentile relative to sites with the same Site Objective.

Hovering over the “?” icon next to each category specifies the different Purposes of Visits that have been classified in this category. Consult **Appendix 2** for more information on Purpose of Visit categories.

2 This diagram illustrates the spread of Task Completion scores according to the respective Purpose of Visit categories aligned to your Site Objective.

The graph presents the upper, lower quartile and inter-quartile range of the data set. A quartile divides the data set into four equal percentile groups:

- 4<sup>th</sup> quartile: 1<sup>st</sup> – 25<sup>th</sup> percentile
- 2<sup>nd</sup> to 3<sup>rd</sup> quartile: 26<sup>th</sup> – 75<sup>th</sup> percentile
- 1<sup>st</sup> quartile: 76<sup>th</sup> percentile – 99<sup>th</sup> percentile

The orange circle represents your website’s Task Completion percentile, and compares your website to others with the same Site Objective for each of the Purpose of Visit categories examined. The dotted vertical line provided for each of the bars in this chart represents the median score for all websites with your site objective for that particular Purpose of Visit category. Hovering over the quartiles and median displays intelligent text for easier comprehension.

## APPENDIX 1: INDUSTRIES AND SITE OBJECTIVES

Industries		
Agriculture	Financial services, Insurances & Real Estate	Marketing
Automotive	Food/Beverage Services	Media/Publishing
Business Services	Government	Natural Resources, Energy & Mining
Consumer Electronics	Health Care	Organizations
Consumer Goods and Services	Hospitality/Tourism	Retail
Education	Industrial Goods & Services	Telecom
Entertainment & Gaming	Information Technology	Transportation

Site Objectives	
<b>Community</b>	Focus on building an online community through information and content sharing
<b>Corporate information</b>	Focus on sharing and educating investors, job seekers and the media
<b>eCommerce</b>	Focus on driving online conversions through selling products and/or services online
<b>Media</b>	Focus on developing and growing an engaged audience through disseminating news, entertainment, education, data, or promotional messages
<b>Product information</b>	Focus on building brand awareness of a product and driving visitors to next steps through the use of interactive tools, promotions, reviews, etc.
<b>SaaS</b>	Focus on developing an engaged user base through the use of a software as a service
<b>Service information</b>	Focus on building brand awareness of a service and driving visitors to next steps through the use of interactive tools, promotions, reviews, etc.

## APPENDIX 2: PURPOSE OF VISIT CATEGORIES BY SITE OBJECTIVE

When creating or editing the Purpose of Visit question, each answer added needs to be categorized according to predefined categories that are dependent on the Site Objective assigned to your survey.

The Purpose of Visit categories for the 7 available Site Objectives are:

<b>Community</b>	<b>Corporate Information</b>	<b>eCommerce</b>	<b>Media</b>
Browse	Careers	Careers	Browse
Careers	Compare	Compare	Careers
Contact / Support	Contact / Support	Contact / Support	Contact / Support
Interact with others	Learn	Manage account	Interact with others
Manage account	Other	Purchase	Manage account
Register		Register	Register
Specific content		Research	Specific content
Use site features		Use site features	Use site features
Other		Other	Other

<b>Product Information</b>	<b>SaaS</b>	<b>Service Information</b>
Careers	Careers	Careers
Compare	Compare	Compare
Contact / Support	Contact / Support	Contact / Support
Learn	Manage account	Learn
Manage account	Purchase	Manage account
Use site features	Register	Use site features
Other	Research	Other
	Use site features	
	Other	



iPerceptions is a leading digital customer research company that enriches marketing technologies with the Voice of the Customer. The company's solutions are powered by the Active Research™ SaaS Platform, which captures visitors' intent, needs, and experiences in the moment of truth using advanced engagement technologies. iPerceptions is revolutionizing market research with Active Recognition™ which recognizes the intent of anonymous website visitors in real-time to provide personalized experiences. With over 20M visitor intent datapoints collected every year across 3,500 brands and in 32 languages, iPerceptions is the trusted research solution of customer centric organizations.

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