

Kimberly-Clark Builds Interactive Brands with Webtrends CPG Solution

CHALLENGE

Kimberly-Clark, a global provider of health and hygiene products, maintains No. 1 or No. 2 position for brand share in more than 80 countries. To maintain its brand position and build stronger online relationships with its customers, Kimberly-Clark has moved from a traditional to multimedia customer engagement model. This requires precise, ongoing measurement of interactive initiatives on web properties for more than a dozen brands, including Huggies, Kleenex, Scott Products, Cottonelle, Kotex and more. To increase social media interaction, Kimberly-Clark strives to capture and promote the “voice” of its customers online.

SOLUTION

Webtrends CPG Engagement Builder provides Kimberly-Clark a highly consultative analytics and marketing optimization solution. Customized dashboards, scorecards and reporting provide:

- **Real-time insight** into collective customer trends across web properties and channels and media, including Web 2.0 and interactive branding activities.
- **Visitor-centric interactions** for precise customer segmentation.
- **Patented visitor scoring** to identify and promote relationships with highly engaged or influential customers.

“Without Webtrends, all the customer data we capture on our web sites and portals would be impossible to make sense of. We’re now putting this data to work to create much more engaging experiences for our customers and build truly interactive identities for our brands.”

**Dirk Hoerter, global digital/Internet manager,
Kimberly Clark**