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CASE STUDY



Nestlé Goes Web 2.0: Global Foods Specialist Optimizes its Web Sites Around the World with Intelligent Reporting and Analysis

Challenge:

Vegans, fruitarians, LOHAS – There’s arguably never been a time when food has been so closely scrutinized or hotly discussed by more people than today. Nestlé, the world’s leading nutrition, health and Wellness Company, offers a wide range of news on food, diet and health and safety on its web sites to help its customers make informed dietary decisions. The company has also added the Nestlé Ernährungsstudio (Nestlé Nutrition Centre) to address consumer demand for entertaining information presented in engaging ways online. The center offers interactive health checks and tests, a body mass calculator, a diet Wiki, a blog for people to discuss weight loss strategies and other Web 2.0 content.

What Nestle lacked was consistent, intelligent web analytics to learn more about their customers and determine how well its online resources were meeting customer needs. The company had been using a host of different web analytics tools in Germany, but incompatible data acquisition methods and metrics made it impossible to do significant performance comparisons. Also,

because Nestlé web sites are developed and maintained by individual brand marketing departments and their creative agencies, a great many people with varying levels of technical sophistication needed access to analytics data.

Solution:

After a comprehensive market evaluation, Nestlé chose a Webtrends solution that centrally measures and evaluates the performance of its web presence across all countries, brands and media --including more than 50 different web presences in Germany alone.

Centralization lets Nestlé uniformly measure and evaluate the performance of its web sites and the success of its campaigns, as well as compare performance in different countries based on global benchmarks and standards.

“We work daily with Webtrends and are hugely impressed with its sophisticated solution” Belke said. “Because we use standardized reports, it is a huge advantage to have access to globally uniform data for the majority of our reports. With regard to Web 2.0 applications, it is also highly likely that we will further expand our reporting options in the future.”

In addition to page impressions, page views, visits/visitors and visit duration are also measured as key performance indicators (KPIs).

“We knew that only a solution with a holistic approach would provide real information advantages”, explained Jürgen Belke, E-Business Manager from Nestlé Deutschland. “We were already familiar with Webtrends as the market leading solution. Our own market evaluation then also showed that the solution is an outstanding tool that can be configured centrally, thus providing globally uniform information on aggregate online data.”

Results:

The power of the Webtrends solution has been most clearly demonstrated in the measurement of Nestlé Nutrition Centre. The site, which offers 45 million pages of impressions a year, requires in-depth analytics to capture and analyze the broad range of interactive options and opportunities.

Sophisticated pixel tracking captures accurate information on unique and returning visitors, as well as the use of the interactive site’s forum, Wiki and blog. This data is then used to optimize the web site and gauge brand awareness and customer satisfaction. “This improves our understanding of our customers so that we can adapt the web site accordingly, as well as use that information for future product alignment,” Belke said. “Webtrends is therefore making a key contribution towards our product development”

Uniform data, differentiated comparison:

Initial fears about staff handling analytics data were allayed in Webtrends workshops, where Nestlé web masters were able to teach staff everything they needed to know to interpret the web analytics reports and put this understanding to work.

About Nestlé Deutschland AG

Nestlé is the world’s foremost nutrition, health and wellness company. For more than 140 years, Nestlé has been creating quality food and beverage products for people across the globe. From mineral water and baby food, over coffee and confectionary, through to soups and sauces – Nestlé products represent excellence in quality and taste around the world. With approx. 13,000 employees, Nestlé Deutschland is the third largest foreign market of the Group. Want to know more about Nestlé in Germany – more about our products and brands, our traditions and our future?

Then please visit www.Nestlé.de.

About Webtrends Inc.

Webtrends turns data into understanding. We’re undeniable experts at crunching numbers. All the numbers you care about – on your web site, blogs, SEM campaigns, you name it. And we’ve been doing it longer than almost anyone else: 15+ years. A single philosophy – Open Exchange – guides the development of our technology and the way we run our business. We believe in the free flow of data among systems, transparency with our customers and collective problem solving with our partners. We succeed when our customers and partners do first.

For further information, please visit www.Webtrends.de.

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