

# WebOptimizer

Evaluate, compare, optimize... your website within its competitive environment

## → A study of your website tailored to your needs

- 'One Shot' audit
- Pre / Post test for website rewriting
- Tracking

## → Your website assessed

- |                   |   |
|-------------------|---|
| • PROFILING       | Who are precisely the visitors to my website ?                            |
| • MOTIVATIONS     | What are their objectives and what is the motivation behind their visit ? |
| • ORIGIN          | How do they know my website, where are they from ?                        |
| • SATISFACTION    | Are they satisfied ? Why? (open questions)                                |
| • IMPACT          | What is the impact of their visit on the image, the purchase intention ?  |
| • LOYALTY         | How effective is my website in developing loyalty ?                       |
| • VIRAL POTENTIAL | Do Internet users talk about my website ? How ?                           |



## → Your results put into perspective

- BENCHMARKS      Average of competitive websites environment, Min and Max.

## → Optimization and development opportunities

- From key indicators analysis and follow-up, verbatim and IDM's experts' advice.

## → How does it work ?



### Quick and easy setting up

- Activation/deactivation in 48 hours
- Customized questionnaire + invitation mode, optimized location on the website



### Optional (price on request)

- Multi-country version
- Bespoke issues : ad hoc questions, specific targets ...

**Starting rate : One-shot €4 900 - Pre / Post test €7 350 - Tracking €10 290**  
**Multi-country version (price on request)**

