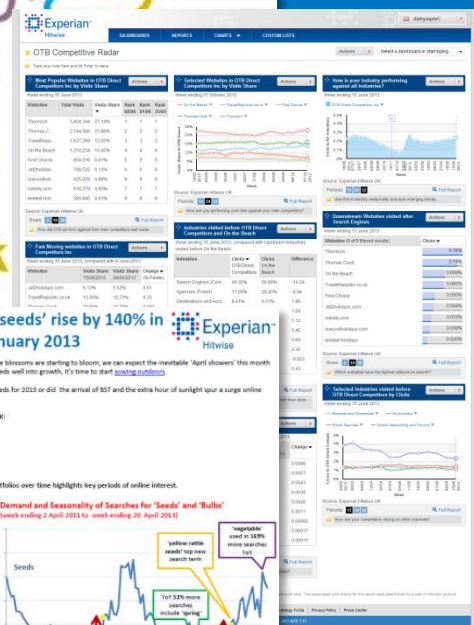


# Hitwise Client Services Support Packages

## Hitwise Training



Want to get the most out of the new Hitwise? Get started with our free online training modules, available to all Hitwise clients.





- ## What are the benefits?

- Improved usage of Hitwise will maximise value to make actionable decisions
- Free up more time to focus on business critical activities
- Gain valuable insight, knowledge and expertise from our dedicated support team
- Solution based training to meet key business needs, objectives and challenges
- Continuity of service in the event of users leaving the business
- Provide timely, relevant and actionable insight through Hitwise Inspire and Insight reports



Want to get the most out of the new Hitwise? Get started with our free online training modules, available to all Hitwise clients.

➤ Training: Introduction to Hitwise

# Service Package Overview

Deliverables	Silver Support	New Client Support	Gold Support	Agency Support	Consultation Package
Access to Online Support Portal	✓	✓	✓	✓	✓
Account Customisation and Dashboard Setup	✓	✓	✓	✓	✓
New User Training Session	✓	✓	✓	✓	✓
Regular Inspire Reports	✓	✓	✓	✓	✓
Reports and Whitepapers	✓	✓	✓	✓	✓
Research Webinars	✓	✓	✓	✓	✓
Seminars / Speaking engagements	✓	✓	✓	✓	✓
Training Video Guides	✓	✓	✓	✓	✓
Training Webinars	✓	✓	✓	✓	✓
Support and Resolution of In-bound queries	✓	✓	✓	✓	✓
Support Services Welcome Pack		✓	✓	✓	✓
Tailored Account Plan		✓	✓	✓	✓
5 Stage New User Training Programme		✓	x	x	✓
Health Check Calls			✓	✓	✓
Solution Based Training			✓	✓	✓
Quarterly Consultation Sessions			✓	✓	✓
On-Site Agency Training Workshops			x	✓	✓
Insight Reports		1	1	x	1
Strategic Analysis					1
Pushed Data Engagement					✓

	Included in				
Fee per Annum	Subscription	£5,000	£5,000	£5,000	£15,000

# Gold Support Package

Deliverables	Gold Support Package
Access to Online Support Portal	✓
Account Customisation and Dashboard Setup	✓
New User Training Session	✓
Regular Inspire Reports	✓
Reports and Whitepapers	✓
Research Webinars	✓
Seminars / Speaking engagements	✓
Training Video Guides	✓
Training Webinars	✓
Support and Resolution of In-bound queries	✓
Support Services Welcome Pack	✓
Tailored Account Plan	✓
Health Check Calls	✓
Solution Based Training	✓
1 Insight Report	✓

**Fee Per Annum:** £5,000

Optional Bolt-Ons	Cost
1x Insight Report	£2,000
5 Stage Training Programme	£2,000
1x Strategic Analysis	£7,500
4x Agency Review	£1,500

**Hitwise Gold Service Package** delivers our premium level of added service to your Hitwise subscription. Our Gold Support Package provides an introductory scoping session, where a tailored account plan will be drawn up designed to provide end-to-end support.

Key features include:

- Initial Scoping Session
- Customised Hitwise settings
- Access to the Support Web Portal
- 1 Insight Report
- Dedicated Client Services Executive providing office-bound support and resolution of In-bound enquiries
- Hitwise Health Check calls
- Solution Based Training Sessions.

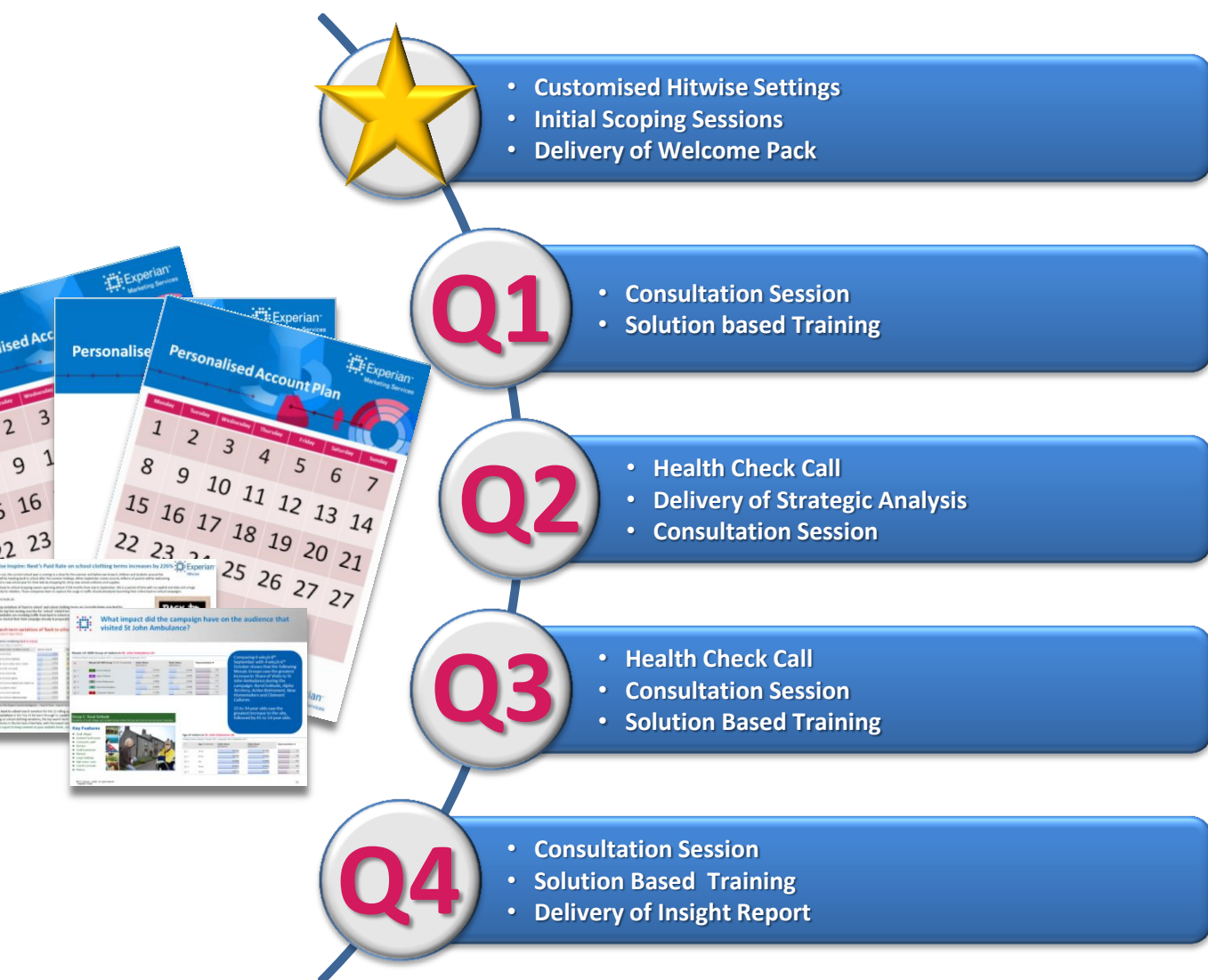




Example

# Tailored Account Plan

Starting with an introductory scoping session, where a tailored account plan will be drawn up according to your needs. Each pack will be designed to provide end-to-end support in –line with your objectives and timelines.



Included in **Gold** Client Support Package

Q1

Q2

Q3

Q4

# Hitwise Insight Reports

## State of the Market

The State of the Market Insight provides online visibility of your company's industry or competitive set that you are looking to enter or compete within, helping to support with any strategic decisions.

Determine the most effective online channels that drive traffic to your chosen industry

Deliverables: 12 page report in PDF format. Annotated findings supported by Hitwise graphs and reports

**Cost: £2,000**



## Audience Profile

The Audience Profile Insight compares the type of people who visit your site to a key competitor or industry. Using Socio-Demographic data and Experian's Mosaic or FSS, find out which people you are missing out on. Do your competitors attract a more desirable audience? Find out with this report

Deliverables: 12 page report in PDF format. Annotated findings supported by Hitwise graphs and reports

**Cost: £2,000**



## Product Performance

Reporting on up to 2 of your key products. This insight would include analysis on the seasonality of searches for each product and downstream traffic analysis of each to inform positioning. It also identifies new threats and provides an analysis of your performance against key competitors over the past 6 to 12 months.

Deliverables:: 12 page report in PDF format. Annotated findings supported by Hitwise graphs and reports

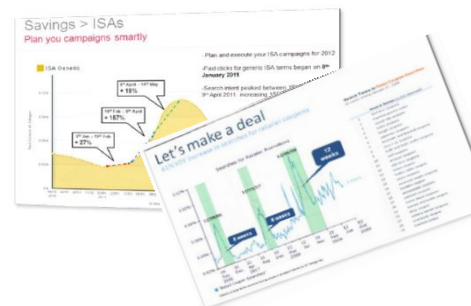
**Cost: £2,000**

## Campaign Analysis

Our Pre- and Post-campaign Insight will show you how to measure the effectiveness of a campaign and develop new KPIs that will qualify success. What impact did your campaign have in driving more visits? Did competitors see an uplift traffic? What impact did Social Media have? All answered with the campaign analysis.

Deliverables: 12 page report in PDF format. Annotated findings supported by Hitwise graphs and reports

**Cost: £2,000**



# Glossary of Terms

<b>Research Webinars</b>	<i>Presented by our research and insight team, these webinars provide essential insight into key trends impacting online consumers and how they interact across key sectors (retail, travel, finance) and channels (including social media and search).</i>
<b>Training Webinars</b>	<i>These regular webinars aim to help our clients maximise the value from their Hitwise usage, ensuring clients are continually up to speed with key Hitwise tools, applications and latest products.</i>
<b>Training Video Guides</b>	<i>Our video guides are designed to deliver a step by step guide to using the Hitwise functionality and application to further optimise their Hitwise usage across Benchmarking, Search Marketing, Content Development, Audience Segmentation and Partnership Identification.</i>
<b>Reports and Whitepapers</b>	<i>Written by our research and insight team, these reports cover a range of industries (including media, finance, travel, retail, automotive, social media) to help clients keep abreast of key trends and changes and how they may impact their business.</i>
<b>Seminars / Speaking engagements</b>	<i>Hitwise regularly hosts industry specific seminars which clients are available to attend free of charge, enabling them to network with industry peers and understand the key issues impacting their business.</i>
<b>Account Customisation and Dashboards setup</b>	<i>At the start of your Hitwise subscription, our Support team will setup your account in line with a client's digital requirements, competitors and top search terms. Dashboards will be setup by the Support team to address and report on the client's ongoing business needs.</i>
<b>Support and Resolution of In-bound queries</b>	<i>Dedicated support team will resolve any inbound queries with Hitwise, including questions on Hitwise functionality, application and bugs.</i>

# Glossary of Terms

## Inspire Reports

- *Relevant and actionable insight snapshot report based upon recent online trends, news and events*
- *Report introduction, Hitwise graphs and 5-6 actionable findings & recommendations*
- *Delivered in email / PDF format*

## Insight Reports

- *Top line, easily digestible competitive / market overview report delivered in line with client requirements*
- *Report includes introduction, annotated findings, trends and summary recommendations*
- *Template insight reports include State of the Market, Audience Profile, product Performance or Campaign Analysis*
- *Typically covering 3 datasets across 10 pages of insight*
- *Delivered in PPT or PDF format*

## Strategic Analysis

- *In depth overview of market using custom categories, search term portfolios and historic data.*
- *Analysis of competitive environment using benchmarking and search data, including brand analysis.*
- *Analysis of key acquisition channels including Search, Affiliates, email and Social Media.*
- *Analysis of search behaviour, including generic, product and brand search; paid and organic*
- *Demographic analysis of market / competitive landscape using Experian Mosaic, FSS, UK Regional or Postal Area data.*
- *Key findings and actionable strategic recommendations presented via teleconference with client.*

## Agency Review

- *Comprehensive usage report based upon Agency user's engagement with Hitwise*
- *Delivers visibility to client on the datasets, search terms, reports and websites their agency are using on their behalf.*