



## **Building an effective online sales channel through search engine marketing and permission-based email marketing**

There's a saying that goes, "Launching a website is like opening a business on a dead-end street." Not a very comforting thought for business owners, but how true it is. The bottom line, whether you're selling product or offering a service regardless whether the transaction is taking place online or offline, if you want visitors, you must find them, and give them a reason to come. The reality is the building and the subsequent launching of the website is only the first step in a perpetual process. So, what's a business to do?

According to a recent Forrester Research Group study, entitled, "Searching for Digital Marketing's Growth", online spending is increasingly shifting to permission-based email and search engine marketing with roughly half being spent on each. "As internet use continues to grow at a rapid pace, two forms of interactive marketing have emerged as the clear winners in the customer acquisition space: Search Engine Marketing and Email Marketing", said the study.

Two separate studies seem to validate this. According to a recent Jupiter Research survey, nearly 90% of all new visitors to a website originate from major search engines. And, a new study by the Winterberry Group, a New York-based research and consulting group showed that permission-based email marketing brings in \$15.50 per campaign dollar spent—roughly 17% more than in direct-mail campaigns and 73% more than telemarketing campaigns. The study concluded by predicting that the coming year will see email sales rise to \$16.70 per dollar spent.

### **Search Engine Marketing**

#### **Lasting Results**

A top search engine ranking will continue to deliver visitors to a website for as long as the ranking is maintained. A top ranking in a search engine can often mean hundreds or thousands of targeted visitors per month. Multiple rankings across multiple engines can yield a steady stream of highly targeted traffic for an extended period of time. Consider this: a new study by Oneupweb found that a site ranking in the top 3 pages of Google results for the first time can expect an exponential increase in traffic and double the number of conversions. The study found that in the first month a site appears on Google's first page of results, its conversion rates rise 142 percent, according to the study. The second month, conversion rates nearly doubled (194 percent) compared to the month prior to entering the first page of results. In terms of unique visitors, the average site appearing in Google's first page of results could expect a whopping 337 percent increase in traffic in its first month and a 627 percent increase in the second month.

#### **Shortened sales cycle**

A search engine visitor typing a keyword phrase into a search box has clearly identified a problem, or is looking for a product or solution. At the very least, their search attempt reflects a clear level of interest. The individual is likely ready to buy your product or service, or at least engage in a dialog with your company. In essence, the searcher has already moved *into* the sales cycle—a huge advantage over traditional marketing and advertising where you often don't know if your prospect even thinks he/she needs your product or service.

#### **People use search engines—big time**

Search engines are by far the most important place for finding companies on the Internet. Fully nine out of ten web users visit a search engine each month (Neilson/NetRatings, May, 2003), making searching the second most popular Internet activity (behind sending email). Further, major search engines attract more distinct visitors than all other websites combined. In fact, 7 out of 10 most-visited websites are search engines (Media Metrix study).



## Relevant Ranking

It's important to realize that a high ranking, in and of itself, doesn't directly equal website traffic, and traffic doesn't directly equal sales. Rankings only mean something when they correlate to *qualified* traffic that result in *measurable* revenue. Put simply—a business does not care (nor should it) whether or not their website is attaining high rankings in the search engines if this achievement does not result in a measurable increase in revenue (regardless of whether or not the website is actually selling something, or is simply a sales and marketing site). Thus, we need to speak in terms of a *relevant* ranking—the holy grail of search engine optimization.

## Importance of keyword phrase selection

The key to obtaining a high relevant ranking begins with the selection of relevant keyword phrases. The importance of this task cannot be overemphasized. Attaining a high ranking for keyword phrases that searchers are not using is senseless. Keyword phrase selection entails not only understanding the business for which the keyword phrases are being developed, but also understanding the competitors, and understanding the potential customer, or searcher. Once this research is complete, it becomes possible to develop a list of relevant keyword phrases. The emphasis here is on the word, "phrases". Rarely, if ever, is it desirable to optimize a website for a single keyword. Remember—the goal in search engine optimization is attaining *relevant* rankings likely to drive *qualified* traffic to the website (i.e. traffic that is likely to result in the acquisition of that visitor as a customer). The most efficient way to achieve that goal is to target specific keyword *phrases*.

For example, targeting the general keyword, "homebuilders" for a homebuilder who works exclusively in the Philadelphia area would not be desirable. Adding geographic modifiers (in this case "Philadelphia homebuilders" or "homebuilders in Philadelphia") makes for a better quality keyword phrase, more likely to attract much more targeted visitors, who in turn are more likely to need the services of the homebuilder.

Another example is a travel agency that specializes in vacation cruises. In this case, targeting the general keyword, "travel" is not desirable. Consider the possibilities for someone doing a search for the general keyword, "travel". They could be helping their child with a paper on some aspect of travel; looking for the Travel channel; looking for information on time travel; looking for driving directions for their travel across the country; looking for a travel club such as AAA. You get the point. In fact, most people do not search using such general keywords anyway. Experience using search engines has taught most searchers that using a general keyword is likely to result in many millions of results—none of which is what the searcher was looking for. In this example, our travel agency would be much better served by targeting the keyword phrase, "Caribbean cruises".

## Search engine marketing vs. Traditional marketing

Search engine marketing is arguably the most affordable and dependable form of marketing available to businesses today. While targeting the right prospect with traditional marketing methods is inherently difficult (or at best, very expensive), the very essence of search engine marketing allows the targeting of prospects who are already seeking the products or services that your business provides. We're not suggesting abandoning traditional marketing campaigns. Search engine marketing and traditional marketing can work to compliment each other. The table on the next page summarizes the various media tactics in terms of cost, and reach.



Medium	Cost	Terms	Audience Reach
Local Television	A 30-second commercial on a local station in a top 10 market ranges from \$4,000 to \$45,000+ during top rated shows.	Airtime can be purchased throughout the year but is often scheduled in flights that center on sales, and product introductions.	As a broadcast medium, television reaches a large number of consumers. It is extraordinarily expensive to use to reach smaller target audiences. Targeting is difficult.
Network Television	A 30-second commercial in prime time ranges from \$80,000 to \$600,000, depending on ratings, averaging from \$120,000 to \$140,000.	Network spots are also purchased in flights but can be much smaller than local and cable flights due to the high cost.	As a higher-cost solution, one can determine the best possible time and show for a spot to run in order to capture the most targeted audience for the product. Even so, the return on investment is still very low.
Cable Television	A 30-second spot in prime time runs between \$5,000 and \$8,000 depending on the network.	As a more affordable solution, the dynamic of cable television offers themed channels as an outlet for advertisers to approach target audiences.	With a larger number of channels to choose from, companies can more effectively target audience demographics in hopes of higher returns.
Radio	Commercials range from \$200 to \$1,000 for a 60-second spot and all depends on the time of day that it runs and each program's ratings.	Radio is also purchased in flights that center around specific events.	Many factors affect the effectiveness of radio advertising. Stronger stations charge premium rates to get your message to a large audience. While listeners are a captive audience, typically listening in their cars or at work, it is difficult for them to respond to an ad.
Magazines	Ads in regional editions of national magazines cost an average of \$50 per 1,000 issues in circulation. The average cost of an ad in a local magazine is about \$120 per 1,000.	Magazine ad sales can be sold as annuals, specific months of publication or special issues	Magazine editorial allows advertisers the ability to target audiences more effectively than broadcast and allows for delivery of more information.
Direct Mail	The most common forms include promotional info in letter-sized envelopes costing \$15 to \$20 per 1,000. Single sheet newspaper inserts cost between \$25 and \$40 per 1,000 issues circulated.	Direct mail is limitless in its development style and delivery frequency.	From postcards to free samples, direct mail can deliver anything. Unfortunately, demographic research into neighborhoods only goes so far, often delivering your message to more people who won't respond than to those who do.
<b>Search Engine Optimization (SEO)</b>	<b>As a custom marketing option, search engine optimization can vary in price for specific needs and goals. Typical programs can range from \$3,000 to \$30,000 per year.</b>	<b>Search engine optimization programs run monthly or quarterly.</b>	<b>As a narrowcast medium, search engine marketing services target those who are already seeking information about products or services in your industry. Return on investment numbers are exceptionally high as visitors to your website become regular customers.</b>



## Natural vs. Pay Per Click

Search engine marketing can be broken down into two distinct models. Natural (or organic) and Pay Per Click.

Natural search engine listings refer to the "editorial" search results often residing on the left-most three-quarters of the search results page. These listings are, in essence, "non-biased" – meaning that the search position was not paid for. The websites appearing in the natural listings are their on their own merit. The search engines have deemed them the most important websites for the given search term (see "How Engines Determine Ranking for Natural Search Results" below).

This is quite different than the paid advertising (Pay Per Click) model that appears in the "sponsored" or "featured" results of the search engine results page. In this model, higher positions are awarded to the companies willing to pay the most for a given search term per visitor (or "click-thru").

## Natural Search Engine Marketing

Fully 85% of searchers click on the natural search results after performing a web search. In general, searchers who understand the difference between paid and natural results are more likely to favor the natural results. Similar to a person reading a newspaper article about a product or service, they would be more positively influenced by an article than by a paid advertisement from the company that sells it

## How Engines Determine Ranking for Natural Search Results

The sole task for the search engine is to return quality, relevant results to the searcher. To that end, search engines consider hundreds of factors in determining which websites are most relevant to a query, including the popularity of the site (as determined by the *quality* of inbound links to the website from websites the engines deem to be worthy and related, and popular themselves), the position of the search terms within the site, and the proximity of the search terms to one another on the page. Perhaps most important, however, is the website content itself. Properly written website content "teaches" the search engine about the "theme" of the website. Tightly themed websites are important because a search engine that understands a website's theme will be better equipped to identify and reward relevant incoming links as well as identify the relevant keyword phrases related to the website's theme.

More sophisticated search engines, such as Google also apply machine-learning techniques to improve performance automatically by learning relationships and associations within the data it stores on each website. This data is obtained when a search engine indexes a website.

Because search engines such as Google closely guard the exact formulas they use to calculate relevance, and tweak the formulas to improve quality and performance, it is, in essence, a constant battle to not only attain, but, more importantly, to *retain* a high relevant ranking for important keyword phrases. This is why it is vital for businesses to involve an experienced search engine marketing firm.



## **Pay Per Click Search Engine Marketing**

In simple terms, pay per click search engine marketing works like an auction where advertisers bid for placement of their site in the search results page when a web searcher uses their keyword phrases. Advertisers then pay a per-click rate based on the number of clicks on a listing. The website is typically listed separately from the other results on the results page under a "Sponsored Links" heading.

## **Pay Per Click Players**

Today, the two big players in Pay Per Click advertising are Google and Overture. Both distribute their results to a number of other search engines. Google shares its results with AOL, AskJeeves, Teoma, Netscape, iWon, Lycos, and Hotbot. Overture shares its results with Yahoo, AllTheWeb, MSN, and AltaVista. In addition to sharing results with other search engines, both Google and Overture share their results with thousands of "content provider" websites. This is easiest seen, on major news websites where both Google and Overture results will show alongside news stories containing subject matter relevant to the advertiser's keywords. For example, a home re-modeler in Florida bidding on the keyword phrase, "Florida re-modelers", would likely have seen his ad on the same page as news stories about last year's storm damage in Florida. These content providers number in the thousands, and include email newsletters and syndication feeds, so your potential audience includes non-searchers as well.

## **How Engines Determine Ranking For Pay Per Click Results**

In addition to your bid amount, search engines also take into consideration the popularity of your website as measured by the number of clicks it has received over its lifetime as a sponsored link. In effect, your position is determined in large part by its past performance. In essence, an advertiser bidding less money on the same keywords as yours could conceivably rank better because their click rate is higher. Thus, the highest bidder doesn't always win. Instead, the advertiser with the smartest campaign wins. It's easy to see how keyword analysis, bid management, and strategic ad writing all play an important part in maximizing a Pay Per Click campaign. It's also easy to understand why the setup and ongoing management of a successful campaign is best left to expert online marketers.

## **An ongoing process**

Successful Pay Per Click campaigns begin with a business analysis in order to develop a list of keyword phrases. This is the same method used for natural search engine marketing. The keywords are then placed on bid in accordance with any budgetary concerns. Multiple ads are developed for each keyword phrase. These ads then undergo a vetting process in order to identify which ones are most effective. The setup phase leads directly into the ongoing management phase where results and conversions are tracked and the campaign is adjusted, often on a daily basis in order to maximize the campaign effectiveness.

An effective Pay Per Click campaign can mean instant website traffic, and since you're only paying for actual visits, you are, in essence paying for results. A properly managed campaign has the capacity to dramatically increase your website ROI.



## **Natural or Pay Per Click**

If 85% of searchers are clicking on the natural search results (as discussed above), then why even consider spending advertising dollars on pay per click search engine marketing? The answer might surprise you. The same argument cited above for engaging in natural search engine optimization (searchers generally understand the differences between the natural results and the paid results), is the very same argument for engaging in pay per click search engine marketing. It seems that a greater percentage of the searchers who click on the natural search results are involved in preliminary research compared to those who click on the paid results. In general, the paid listings attract searchers who are ready to buy your product or service sooner than those who click on the natural listing. That said, since more searchers are clicking on the natural listings, it would seem logical to conclude that it is not inconceivable that natural and paid listings are of equal importance.

A well managed pay per click campaign can provide valuable and instantaneous insight into the keyword phrases that are most effective. This information can be used in a natural search engine marketing campaign to ensure the correct keywords are being targeted. Likewise, natural search engine marketing efforts could be concentrated on more specific keyword phrases while a pay per click campaign being run simultaneously could concentrate on more general terms. Another important point is that a website that is properly optimized for natural rankings will lend itself to higher conversion rates, which make pay per click campaigns more successful and cost effective

It is thus strongly recommended that businesses consider both natural and pay per click search engine marketing.



## Permission-based Email Marketing

Spam, the bane of the electronic age, has, in many ways, tarnished email marketing in the eyes of prospective marketers. The thought process seems logical on first impression. What business would want to be associated with sending thousands of unsolicited emails in the hopes of selling a product or service? From the marketer standpoint, these messages would be detrimental to reputation, untargeted, and thus, highly ineffective. True. However, the difference between spam and legitimate email marketing is summed up in one word: *permission*. Much like it does with other forms of marketing, permission-based marketing turns email marketing into a highly effective marketing strategy. The idea is simple, and time-tested. Deliver highly relevant and personalized email messages to customers and prospects. Looked at another way, while spam delivers random messages to random customers/prospects at random times, legitimate permission-based email marketing delivers the right messages to the right customers/prospects at the right time.

## Opt-In Email Lists

Opt-in email lists are simply email addresses from people who voluntarily elect to receive messages on certain topics. With the pervasiveness of spam, however, do people actually volunteer, or opt-in to receive emails? The resounding answer: Yes. A February 2004 study by Harte-Hanks found that 74 percent of business and technology manager respondents have opted in to at least one e-mail list during the past 24 months. Of that figure, 14 percent have opted in to 10 or more lists, and 39 percent have opted in to between five lists and nine lists

Such lists can be built from the ground up via an existing website (often done on a contact form, or checkout page), or, much like direct-mail address lists, they can be obtained from list providers, the most reputable of which offer *double* opt-in email lists. Such lists add an extra level of insurance by sending an email to the opt-in addressee asking that person to confirm that he or she did indeed sign up to receive promotional email on topics of interest. Then, and only then is the name added to the list. This is the highest and most effective form of email permission marketing. Double opt-in email list providers are compliant with state and federal privacy, permission, and anti-spam legislation and are members of the Email Services Provider Coalition of the NAI (National Advertising Initiative), and the Internet Alliance ([www.internetalliance.org](http://www.internetalliance.org)), an advocacy organization of Internet policy professionals representing the online industry in all 50 states.

## List planning and research

Online researcher eMarketer reports that well-executed permission-based email marketing campaigns can have a positive impact on consumer attitudes towards the companies they are receiving email from. This is according to a recent survey from Quris which found that a large number of consumers believe that the quality of email permission campaigns influence their opinions about the companies sending them. The study found that 67 percent of US consumers said they liked companies who, in their opinion, did a good job with permission email marketing. Around 58 percent of consumers said they opened those companies' emails, while 53 percent said that such emails affected their personal buying decisions.

The key here is targeting the correct recipients and this comes down to list planning and research. Simply making use of an opt-in permission email list will not guarantee acceptable response rates. Instead, when planning the permission-based email marketing campaign, leveraging data such as demographic, geographic, purchase history, personal interests and message frequency preference can generate significant campaign response rates.

## Targeting existing customers

Perhaps the best example of successful permission-based email marketing is online giant Amazon.com. Through sophisticated mining of their own databases, Amazon.com is able to devise highly relevant and customized email



messages targeting their existing customer base. The retailer is able to anticipate what types of products their customers are likely to want to purchase by sending emails announcing the availability, or offering discounts on such products.

How can this be accomplished in your business? Realize that it is not necessary to be an online retailer in order to reap the benefits of permission-based email marketing. In fact one does not necessarily need to be in the business of selling product at all. For example, an email newsletter sent monthly to your customer-base is a great way to inform your customers of new or discounted services while at the same time providing interesting and valuable industry-related news and information. The newsletter accomplishes two goals, then. Not only does it introduce new or discounted services or products relevant to your customers, but it also helps establish, or confirm your company as a knowledgeable industry leader. The point is, your clients want to hear from you—it lets them know that you're still around, that your business is still alive. Permission-based email is the perfect way to keep your business in the forefront of your customer's mind. Thus, it is vital that your business constantly build its own double opt-in email list. In fact, a 2004 study by NOP World Research entitled, "Consumers Appear to Appreciate Email Marketing", found that 86 percent of all adults, and 94 percent of all adults who currently subscribe or have received a permission-based email in the last 3 months, said they made a purchase from at least one of the retailers referenced in the study. The study further found that those who made a purchase from a retailer and then received a follow-up permission-based email were more likely to make another purchase and recommend the retailer to others versus those who made a purchase and then did not receive a follow-up permission-based email. In other words, targeting your existing customer-base through permission-based email marketing actually works to build trust, loyalty, and repeat business.

## **Targeting new prospects**

As discussed above, businesses should develop their own permission-based double opt-in email lists in order to engage in customer retention strategies. However, permission-based email marketing is also extremely effective when the goal is customer acquisition.

Indeed, a recent, widely discussed research release by Gartner's G2 research unit makes it clear that permission-based email marketing has all but "overthrown" direct postal mail as the preferred direct marketing vehicle for both customer acquisition and retention objectives. The research release stated that permission-based email "will continue to be amongst the most cost-efficient means of customer acquisition and retention available. Furthermore, many expect that the future availability of more accurate, richer subscriber data, larger and more highly-targetable email lists, multi-list de-duplication capabilities, improved subscriber segmentation technologies, and the like will lead to further, incremental increases in direct email marketing ROI".

Acquiring new customers through permission-based email marketing should involve both in-house permission-based double opt-in email lists of prospects as well as the use of commercially available double opt-in email lists from reputable email service providers.

## **Create a dialogue with prospects and customers through e-mail**

The email marketer's goal is to maximize customer value through an ongoing dialog based on an understanding of customer needs. In other words, it is necessary to devise a relevant and personalized message, whether to existing customers or new prospects.

According to the DoubleClick survey cited earlier, the major factors contributing to the conversion of the reader of an email into a customer are: the content of the email, the subject line of the email, and the address from which the email is sent.



## Message customization

The key then to developing potent permission-based email is to deliver customized messages directly to the recipient's desktop. This is done by segmenting your subscriber list and tailoring content, according to the detailed interests and demographics of your subscribers, to meet the needs of the individual recipients. How is this accomplished?

Dynamic message assembly is an email marketing technology that automates the personalization and production aspects of permission-based email marketing campaigns. At its core, it entails segmenting your email list. For example, a book retailer may want to segment based on the types of books customers buy. A travel site might segment based on vacation destination interests and an apparel site might segment based on sex and past purchase habits. The key to determining how you want to segment your customers is to assess how actionable the segmentation categories are. In other words, do you have the information, resources, and content/merchandise/services needed to actually deliver relevant emails to each of your segments?

Consider for a moment an online organic food retailer that simply asks, "Would you like to receive periodic emails containing recipes of your favorite organic food items?" on its checkout page. By doing so, the retailer is easily able to build an in-house database of opt-in subscribers. By confirming their permission, it becomes a powerful double opt-in list. On a monthly basis, this retailer compiles recipes that utilize their most popular food items. They then utilize their customer database to automatically send highly customized emails, showcasing the recipes most likely to be of interest to individual subscribers. In other words, subscribers who previously purchased fresh organic herbs would see recipes involving organic herbs first in the email, while those who purchased organic meat would first see recipes involving organic meat. The recipes would have links directly to the product-specific pages on the website for the ingredients available from this online retailer. Talk about powerful! Think about it—the email is coming from a company the subscriber has previously done business with and trusts. Further, the subscriber previously gave permission to receive emails (and confirmed their permission separately), and, finally, the email is highly targeted, and of interest to the subscriber. This is truly the beauty of permission-based email marketing, and the email "open and read" rate for such a scenario is impressive: fully 70% of respondents of this kind of highly targeted email from a trusted source will open and read the email in its entirety.

Though this example involved an online retailer, it is important to note that permission-based email marketing is hardly solely for online retailers. For example, it is easy to imagine how a small B2B CPA firm might utilize email marketing to promote its service-based business. Depending on what business their clients are in, a periodic email can highlight news of interest or changes in tax laws pertaining to individual clients, and invite the client to call the office to set up an appointment. The possibilities for every other kind of business whether online, offline, service-based, or product-based are unlimited.

The two examples just cited underscore the importance of utilizing current and previous customers to build in-house double opt-in email lists. However, the two examples would also work using a third-party double opt-in list of people, who elsewhere, have agreed to receive the same such emails and who have buying habits conducive to your business.

## Measuring Response

Traditional marketing programs can take months to create and implement. Then, you wait another few months to analyze the results in order to determine success. By contrast, permission-based email marketing campaigns can be executed and analyzed almost instantaneously—in days. Technology is at a point, where the campaign can be analyzed not only by how many successful messages were delivered, but also by how many messages were opened, how long the message was opened for, how many messages were forwarded to other recipients, website action (number of new recipients that clicked on a link in the email, number of repeat recipients that clicked on a link in the email), bounce rates, and number of unsubscribe requests.



It's easy to see that permission-based email is also an ideal testing medium, offering a range of trackable events. Because it is so cost effective, you are able to test different list sources, combinations of interest categories, and creative approaches.

### **Best practices: The "Trust" factor in permission-based email**

Trust is the cornerstone of permission-based email marketing, and it is the reason why it is so effective. Thus, building and maintaining trust should always be in the forefront of each permission-based email marketing campaign. But this goes beyond only using opt-in email lists and honoring unsubscribe requests. Indeed much of what constitutes trust-building techniques in email marketing is actually mandated by law.

The CAN-SPAM act of 2003 was passed by the U.S. Senate on November 25, 2003 and signed into law on December 16, 2003. An acronym for Controlling the Assault of Non-Solicited Pornography and Marketing", the law essentially establishes a framework of administrative, civil, and criminal tools to help America's consumers, businesses, and families combat unsolicited commercial e-mail (spam). All companies that send or otherwise initiate commercial email must comply with a number of specific requirements. Key requirements of the act include: refraining from sending any message with a misleading subject heading; including a valid return email address; including a physical postal address in the body of each message; including the option to unsubscribe (and honoring such requests within 10 business days of their receipt).

In addition to adhering to the above CAN-SPAM Act requirements, companies should take additional steps to increase and convey a greater level of trust between itself and existing customers and prospects. Consider adding a separate email policy to your website, and add a link to it from the email sign-up page. Similar to a privacy policy, an email policy provides details on how email addresses are collected, and used, as well as how, and when you communicate. Additionally, adding a profile update page on your website enables customers and subscribers to easily update their email address after they opt-in. It also provides an additional place to opt-out. Finally, if your company uses pre-checked form boxes (also known as "passive" opt-in) as the basis for permission-based email sign-up (for example, the checkbox next to "Would you like to receive periodic emails" defaults to being checked), it is recommended that you change these boxes to default to being unchecked.

Taking the permission and trust "high road" will go a long way in ensuring your permission-based email marketing campaigns remain effective.

Permission-based email marketing works because it embraces today's marketing paradigm. It's based upon trust and personal preferences. Permission-based email marketing can provide organizations with perhaps it's most efficient and cost-effective means of marketing and building relationships with both prospects and existing customers. By its very nature, it is quick to deploy, offers immediate highly measurable results, enables advanced segmentation and personalization and delivers a high return on investment.

### **Bringing it all together: Search Engine Marketing and Permission-Based Email Marketing**

Combining search engine marketing (natural and pay per click) with permission-based email marketing makes sense. Working together, an effective search engine marketing campaign can capitalize on its strength of attracting first-time prospects to the website while an effective permission-based email marketing campaign can then concentrate on its strength of continuing to bring the prospect-turned-customer back to the website in the months and years ahead.