

2017 Mid-Year Digital Marketing Trend Report



Advanced Performance Examples



Digital Trailblazers



Areas of Digital Investment

Featured Brands:



ADDEPAR

smartasset™



PROGRESSIVE

INSURIFY



ASB

Actionable Intelligence to Grow Digital Success

About NorthPage

NorthPage Digital Marketing Intelligence delivers actionable insights and pinpoints opportunities to improve digital program performance. We answer the following questions:



WHY

Why are my digital programs at current levels?



HOW

How do I drive better results?



WHO

Who is best in my space and how do I compare?

About Our Report

This E-commerce Trend Report is a collection of best-in-class digital marketing programs from Q1 & Q2 of 2017.

This is how NorthPage built the report:

1. Just like Google, NorthPage caches public information about websites
2. We run that information against 5,000+ best practices for digital marketing
3. Our output is formatted into an easy-to-read report

Table of Contents



Advanced Performance Examples

- 4 - Litehouse: Advanced Recipe Merchandising
- 5 - Ally: Advanced Rewards Merchandising
- 6 - Lloyd's Bank: Time Expectation Merchandising
- 7 - Addepar: Intra-Page Navigation
- 8 - SmartAsset: Mobile-Optimized Quick Links
- 9 - Glad: Action-Based Calls-to-Actions



Digital Trailblazers

- 10 - Progressive: Insurers Are Investing in Deployment of Commercials
- 11 - Insurify: Interactive Conversion Path
- 12 - Valiant: Interactive Conversion Path

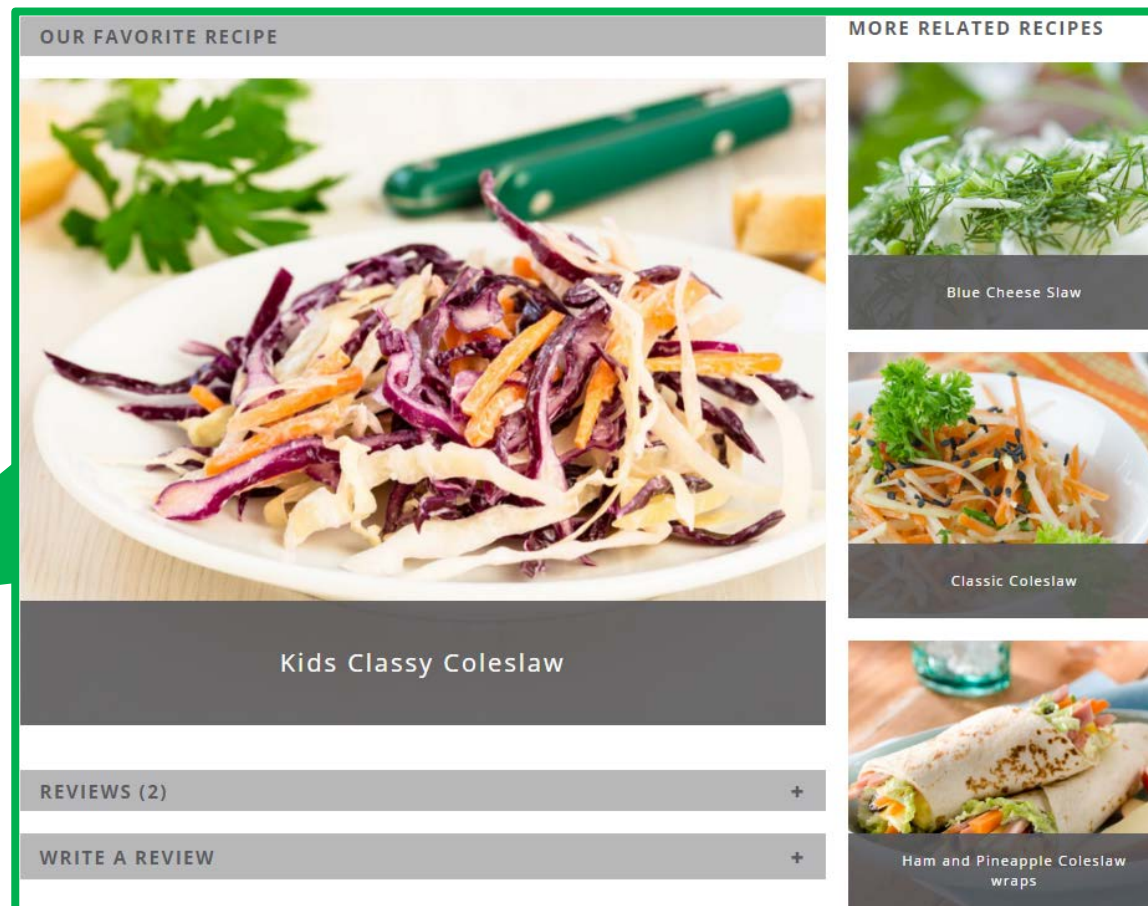
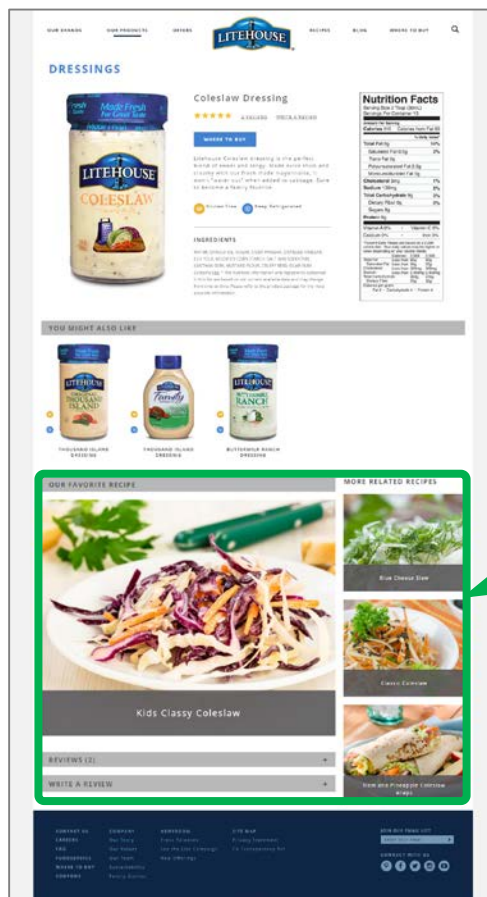


Areas of Digital Investment

- 13 - ASB: Search-First Navigation Interface



Advanced Recipe Merchandising



Litehouse product pages provide visitors with a large recipe images to enhance product merchandising



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Page 4



Advanced Rewards Merchandising

Ally Cashback Credit Card page

Ally Home > Ally CashBack Credit Card

Credit Card: 1-888-916-2559 • Open 24/7

Ally CashBack Credit Card

Managing your account is easy

Get the service you need, when you need it. [Log in](#) or talk to a representative 24/7 at 1-877-247-2559.

Rewards | See how much you'll earn

Use our [rewards calculator](#) to see how much you can get back.

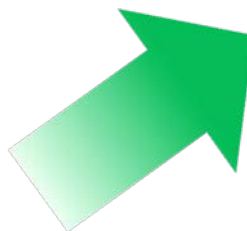
2% CASH BACK (Gas) + 2% CASH BACK (Groceries) + 1% CASH BACK (Other) = \$0 Total Annual Cash Back (includes Bonus Cash)

10% Ally Deposit Bonus \$0 Bonus Cash

Enter your monthly spending

You'll earn 2% cash back on purchases from grocery stores and gas stations. Gas and groceries purchased from superstores and warehouse clubs may only earn 1% cash back. For more information see the Ally CashBack Credit Card [terms and conditions](#).

Scroll Down



Visitors adjust spending

2% CASH BACK (Gas) + 2% CASH BACK (Groceries) + 1% CASH BACK (Other) = \$0 Total Annual Cash Back (includes Bonus Cash)

10% Ally Deposit Bonus \$0 Bonus Cash

Enter your monthly spending



Visitors view potential reward earnings in an interactive graph

2% CASH BACK (Gas) + 2% CASH BACK (Groceries) + 1% CASH BACK (Other) = \$26 Total Annual Cash Back (includes Bonus Cash)

10% Ally Deposit Bonus \$2 Bonus Cash

Ally Bank's product pages allow visitors to calculate rewards based on spending categories and then view the distribution in an interactive graph





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Time Expectation Merchandising

Registration Path

LLOYDS BANK


Safe & Secure 

Your Details

Step 1 of 6 We should be able to give you a decision within 5 minutes

Please fill in all fields unless they are marked 'optional'.

We may use your email address to update you about this application or any incomplete applications.

NEED HELP? 

- You're aged 18 or over
- You're a UK resident
- You have a regular income
- You're not currently declared bankrupt, have any county court judgements or subject to Individual Voluntary Arrangement

Information about you

To complete your application you'll need to tell us about the following:

- Your current UK address details, plus your previous address if you've moved in the last 3 years
- Your phone number and email address
- Your annual income
- Your main bank account number and sort code



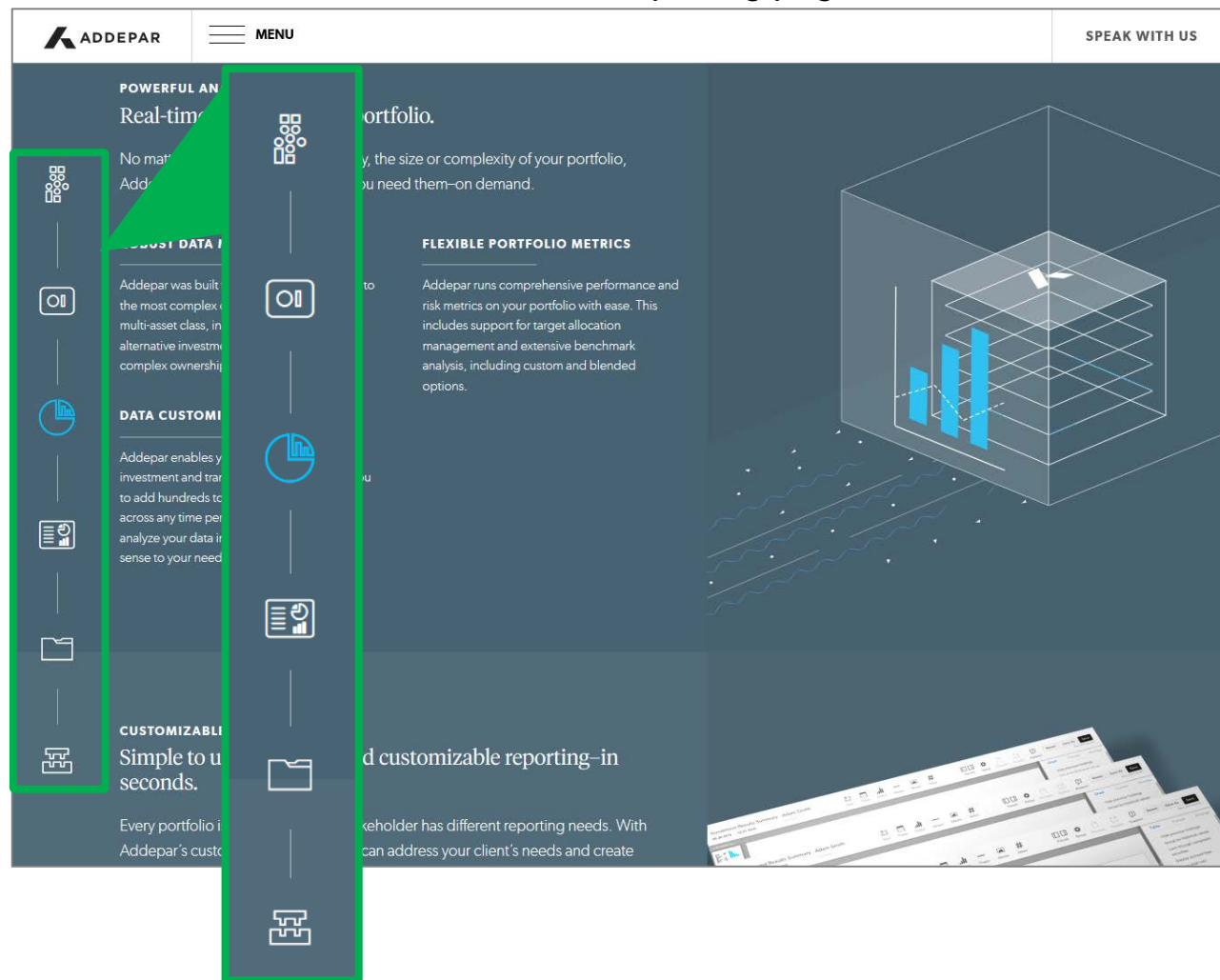
PLATINUM BALANCE
TRANSFER CARD

Lloyds Bank's registration path page promotes the expected time required to complete the process, enhancing conversion drivers



Intra-Page Navigation

Performance Reporting page



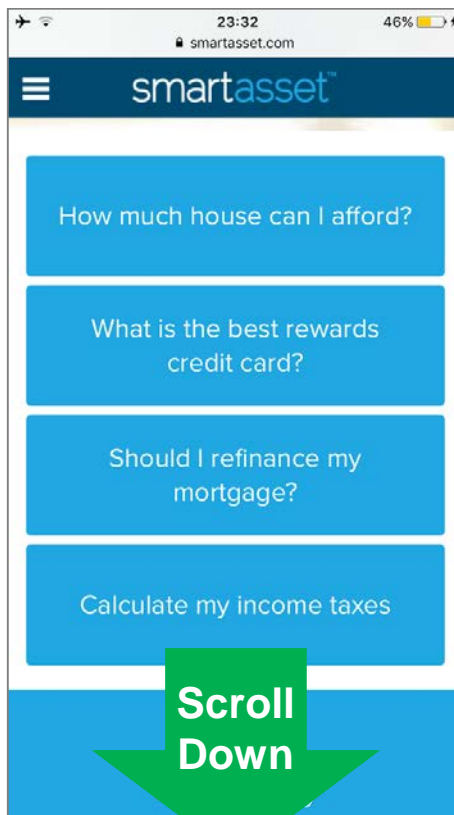
The Addepar website has intra-page navigation throughout product pages, enhancing website usability. Visitors click on a menu item and navigate to the page location.



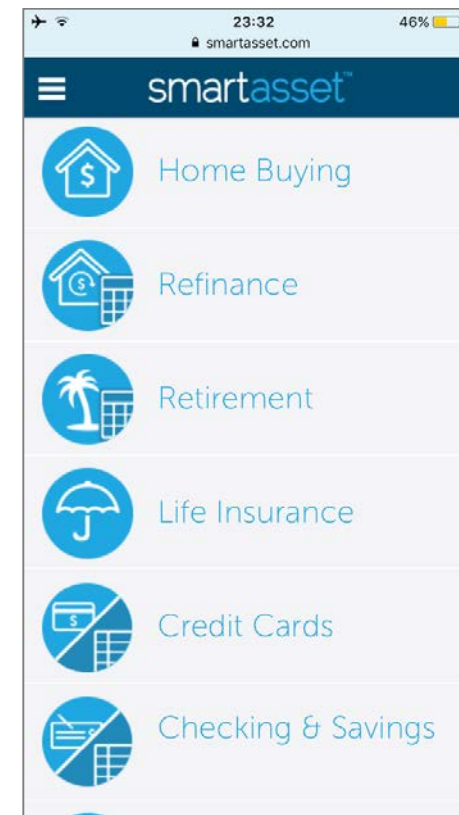
Mobile-Optimized Quick Links



Mobile-optimized quick-link paths



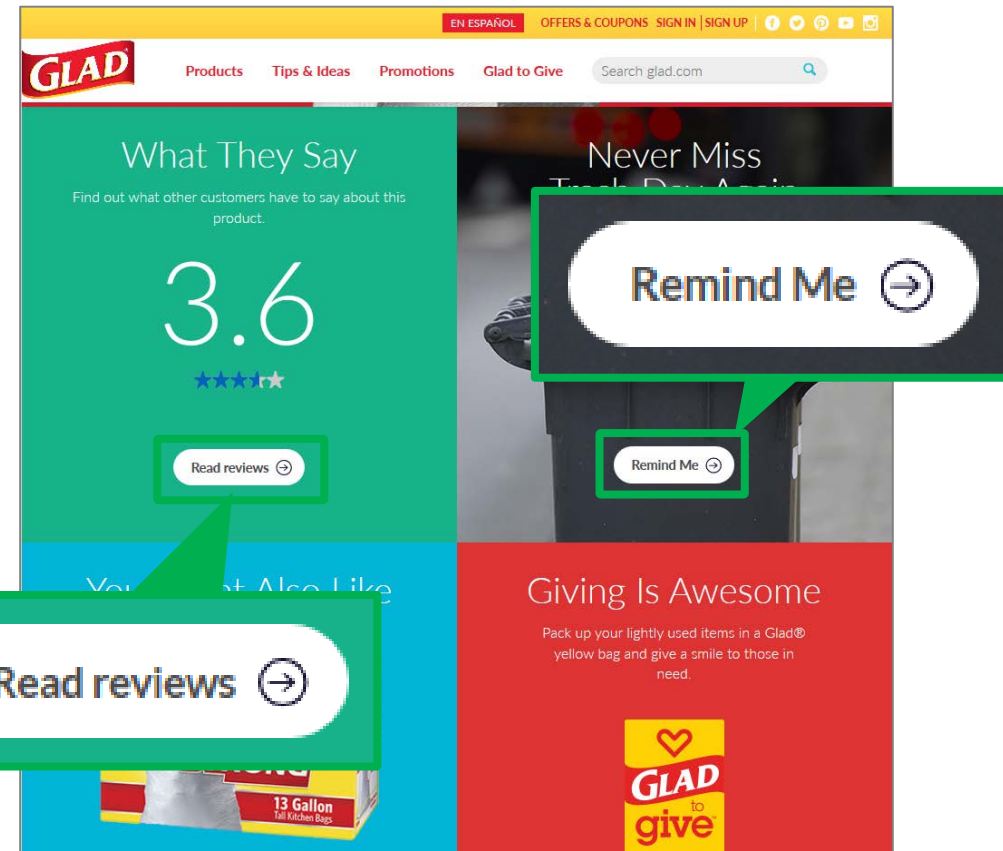
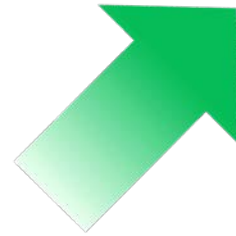
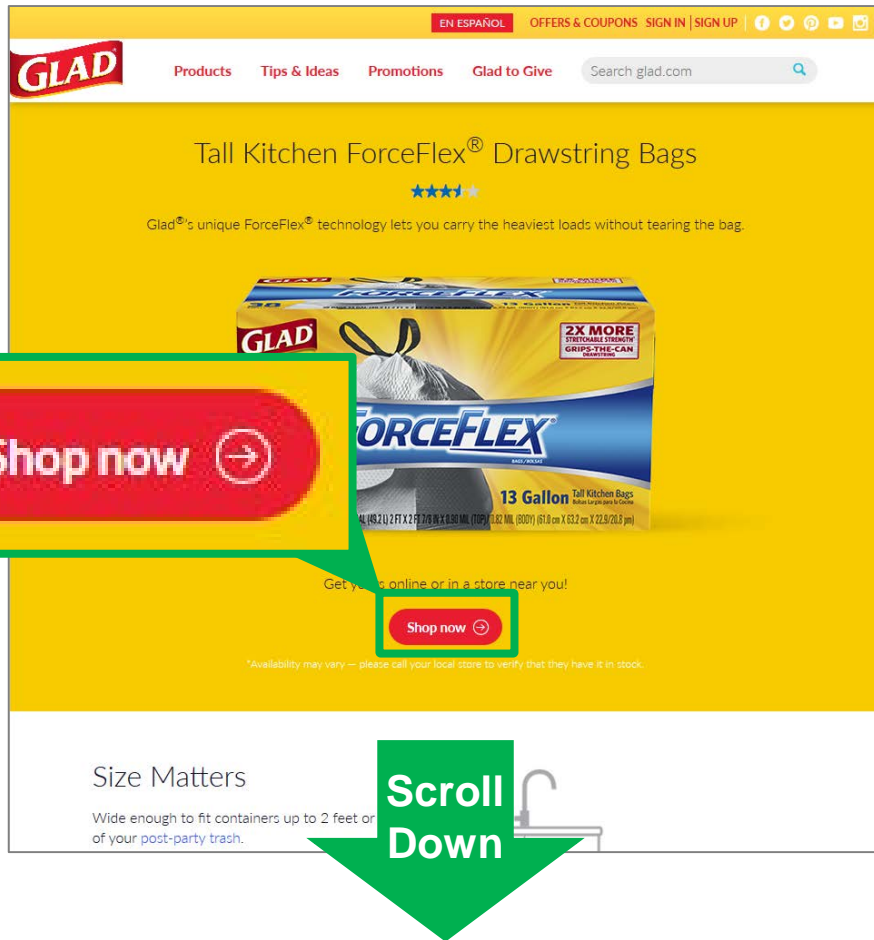
Large quick links to category and product pages



SmartAsset's home page has mobile-optimized quick links to key website pages and tools, streamlining product discovery



Action-Based Calls-to-Action



Glad's website promotes verb-based calls-to-action, enhancing the visitor experience and streamlining conversion



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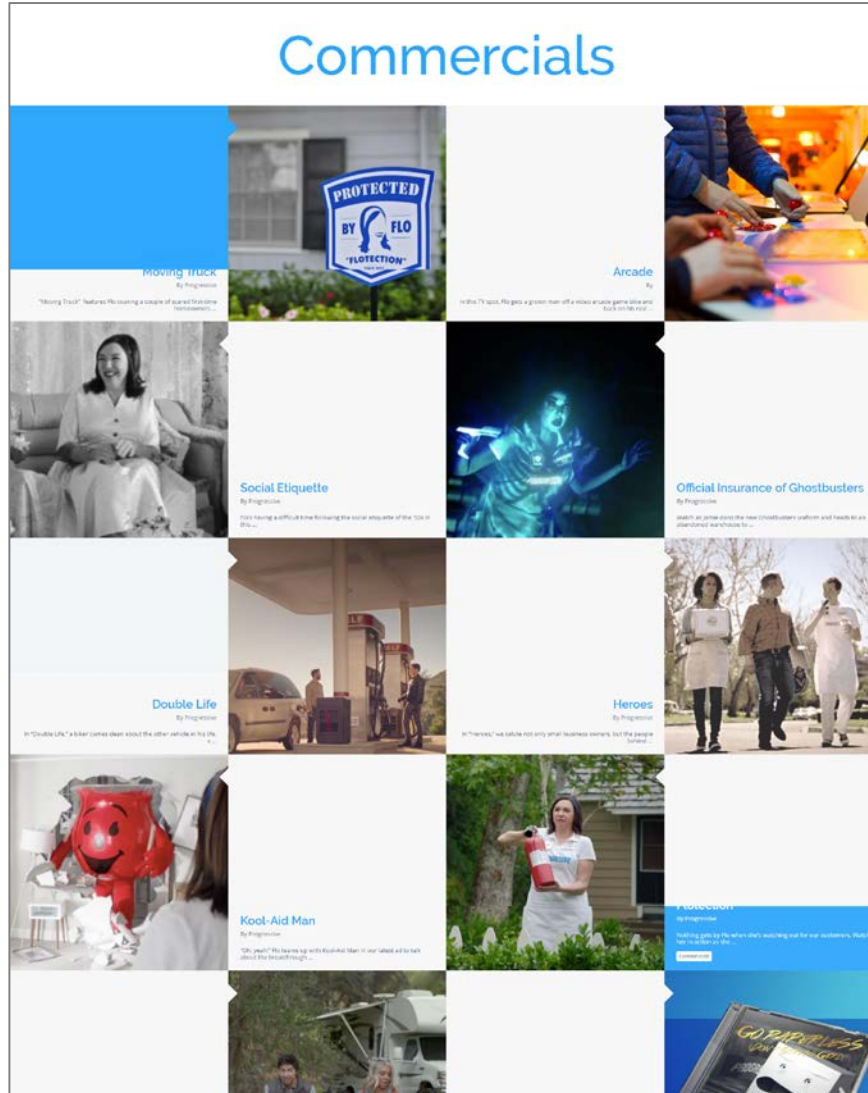
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Page 9



Insurers are Investing in Deployment of Commercials



The Progressive website has
a Commercials page

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Page 10



Interactive Conversion Path

Compare Car Insurance page

INSURIFY

Finish on the phone now (877)-270-1159

\$113 SAVINGS ESTIMATE

7% ACCURACY CONFIDENCE

1. CARS 2. DRIVERS 3. QUOTES

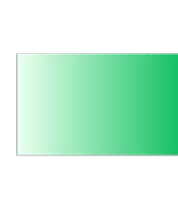
Tell us about your Audi

I primarily use my car to

Commute to work Commute to school Vacation/pleasure Rideshare Driver

Tell us about your Audi

Commute to work Commute to school Vacation/pleasure Rideshare Driver



INSURIFY

Finish on the phone now (877)-270-1159

\$113 SAVINGS ESTIMATE

7% ACCURACY CONFIDENCE

1. CARS 2. DRIVERS 3. QUOTES

Tell us about your Audi

I primarily use my car to

Commute to work Commute to school Vacation/pleasure Rideshare Driver

Distance each way 5 10 15 25 50 75+ miles each way

Car payment status Paid in full Own, still making payments Lease

+ Add another car

Insurify has an interactive conversion path that personalizes the quoting process after answering questions

INSURIFY

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Interactive Conversion Path

Valiant Wizard page

Need a hand? ☎ 1300 780 568

Hi there! Let's get started and find you a great business loan!

How much do you need?*

\$

What will the funds be used for?*

GET STARTED!

SO FAR WE'VE FOUND **42** LOAN OPTIONS

The Valiant website has a question-based, interactive path that personalizes the conversion process



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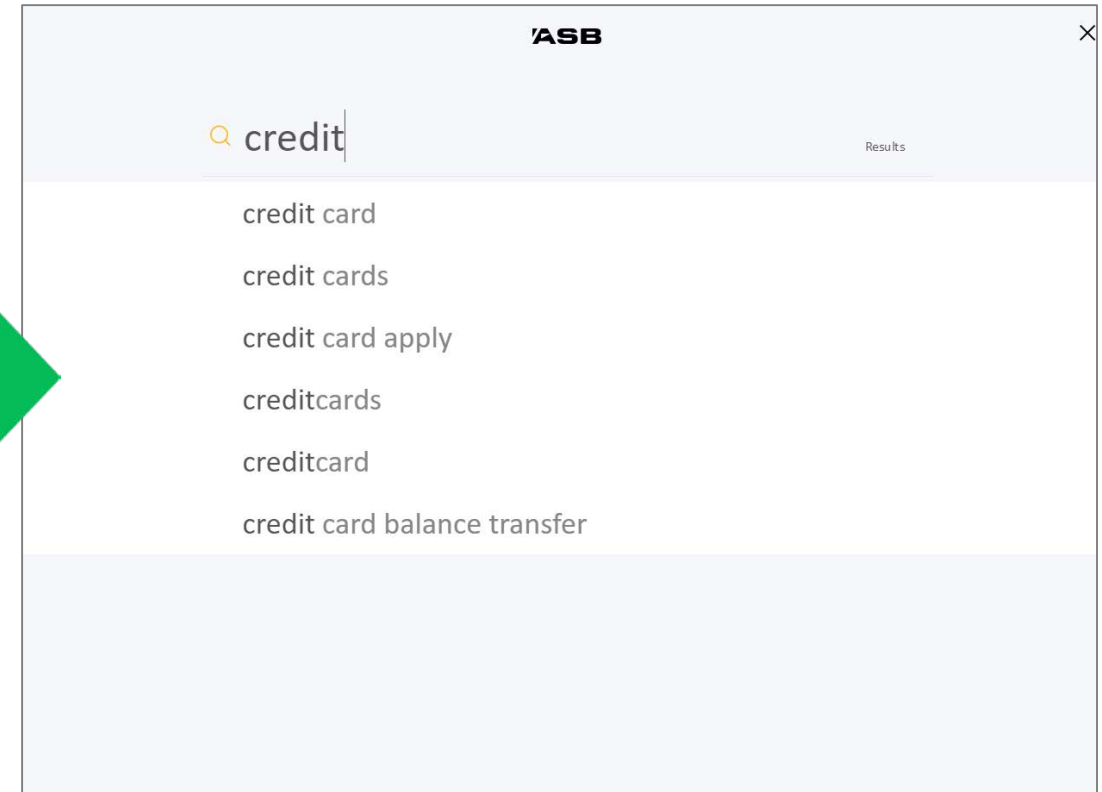
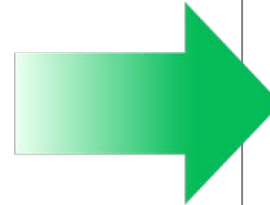
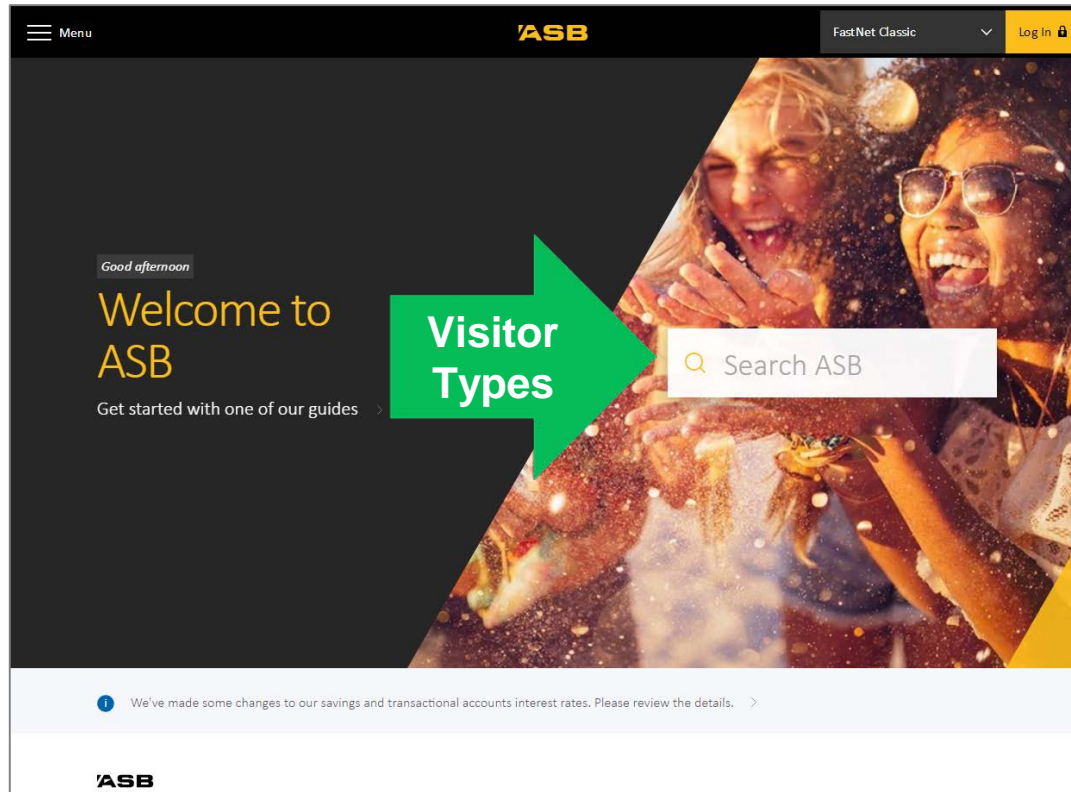
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Page 12



Search-First Navigation Interface

Home Page



ASB has a minimalist home page with a site search box as the primary navigation interface (as opposed to quick links or a main menu)



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Page 13

Thank you

This Trend Report is just a small sample of the information NorthPage provides

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- Telecom
- CPG
- Pharmaceuticals
- Retail
- Consumer Electronics
- Technology
- Hospitality

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*Newell Rubbermaid*TM

IBM



Lilly

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Page 14