

# Marketing Time

or rather Online Marketing Time

or even better Digital Marketing Time , -)

# Miroslav Jirků – Kentico Software

Marketing Team Leader & WebPro Team Product Owner

[mirek.jirku@gmail.com](mailto:mirek.jirku@gmail.com)

[linkedin.com/in/miroslavjirku](https://www.linkedin.com/in/miroslavjirku)





# What will we talk about

- Market
- Marketing abouts
- Business decision making – What,  
How For Whom
- Marketing Process
- General Marketing Disciplines
- Online Marketing
  - Social Media
  - AdWords
  - PR - Blogs - Forums
  - SEO & Content Marketing
  - Display
  - Email Marketing
  - Analytics and Research
- Key Takeaways



# Market [ing]



# Market[ing]

iphone 4s

Cell Phones & Smart... ▾

Search

Advanced

Related: [iphone 5](#) [iphone 4s unlocked](#) [iphone 4s verizon](#) [iphone 4s att](#) [iphone 3gs](#) [samsung galaxy s3](#) [iphone 4s sprint](#) [iphone 5 unloc...](#)

Include description

**Categories**

Cell Phones & Accessories

Cell Phones & Smartphones

**Features** [see all](#)

- 3G Data Capable (2,903)
- Bluetooth Enabled (3,333)
- GPS (3,209)
- Internet Browser (3,225)
- Music Player (3,238)
- Speakerphone (3,323)
- Touchscreen (3,292)
- Wi-Fi Capable (3,268)

**Style** [see all](#)

**Contract** [see all](#)

**Condition** [see all](#)

- New (127)
- New other (see details) (160)
- Manufacturer refurbished (45)
- Seller refurbished (138)
- Used (5,732)
- For parts or not working (832)

[All Listings](#) [Auction](#) [Buy It Now](#)

Sort: [Best Match](#) ▾

View: ▾

7,034 results for **iphone 4s** [+ Follow this search](#)

iPhone 4s ▾

[Compare iPhone models](#)



**Carrier**

All Carriers ▾

[About Unlocked Phones](#)

**Storage Capacity** ⓘ

16 GB

32 GB

64 GB

**Color**



[Clear all refinements](#)

[Update Results](#)



Apple iPhone 4s - 16GB - Black (Verizon) Smartphone

**2,238.14** CZK

3 bids

2h left (Today 11:23AM)

Customs services and international tracking provided

# Market[ing]

iPhone 4S Purple 16GB Unlocked faulty not charging

NOW YOU CAN FILE A CLAIM FOR UP TO 30 DAYS AFTER DELIVERY

With **MONEY BACK GUARANTEE** your purchase is protected

**ebay** MONEY BACK GUARANTEE



LIFESTYLE

# top free new+



## Amazon Mobile

AMZN Mobile LLC

free 1372 ratings ★★★★★



## Allrecipes

ALLRECIPES.COM, INC.

free 1095 ratings ★★★★★



## eBay

eBay Inc.

free 1332 ratings ★★★★★



## Newegg

NewEgg INC.

free 569 ratings ★★★★★



## Tip Calculator

Smile Products

free 664 ratings ★★★★★



## Discount Calculator



9:20

Categories

Top Charts



Paid

Free

Top Grossing

1



### Clash of Clans

Games

★★★★★ (14 022)

+ FREE

2



### Candy Crush Saga

Games

★★★★★ (7 499)

+ FREE

3



### Game of War - Fire Age

Games

★★★★★ (3 425)

+ FREE

4



### Pandora Radio

Music

★★★★★ (1 098)

+ OPEN

5



### Big Fish Casino - Free Slots, Vega...

Games

★★★★★ (2 667)

+ FREE



16

Featured

Top Charts

Near Me

Search

Updates

# Google

Google Search

I'm Feeling Lucky

# Market[ing]

```
<!doctype html><html><head><meta http-equiv=<meta http-equiv="X-UA-Compatible" content="IE=8"><meta http-equiv="content-type" content="text/html; charset=UTF-8"><title>Google</title><script>window.google={kEI:"gINfTaDdAcSF5Aa58_n5Bq",kEXPI:"17259,17311,26727,27893,28305,28450,28454,28545,28607",kCSI:{e:"17259,17311,26727,27893,28305,28450,28454,28545,28607",ei:"gINfTaDdAcSF5Aa58_n5Bq",exp1:"17259,17311,26727,27893,28305,28450,28454,28545,28607"},ml:function(){},pageState:"#",kHL:"fr",time:function(){return(new Date()).getTime()},log:function(c,d,b){var a=new Image,e=google,g=e.lc,f=e.li;a.onerror=(a.onload=(a.onabort=function(){delete g[f]})):g[f]=a;b=b||"/gen_204?atyp=i&ct="+c+"&oad="+d+"&zx="+google.time();a.src=b;e.li=f+1,lc:[],li:0,j:(en:1,l:f,google.fl=true),e:function(){google.fl=true},b:location.hash&location.hash!="#",bv:5,pl:[],mc:0,sc:0.5,u:""),Toolbelt:()};(function(){var c=google;};window.onpopstate=function(){c.pac=1};for(["ad","bc","is","p","pa","ac","pc","pah","ph","sa","slp","spf","xx","zc","zz"][d++]);(function(a){c[a]=c.pl.push([a,arguments])})(b)});window.google.sn="webhp";var i=window.google.timers={};window.google.startTick=function(a,b){i[a]=(c:(new Date).getTime()),bfr:!(b)};window.google.tick=function(a,b,c){if(!i[a])google.startTick(a);i[a].t[b]=(new Date).getTime()};google.startTick("load",true);try{window.google.pt=window.external&window.external.pageid}&window.google.pt()}{v}()window.google.jart_kill=1;</script><style id=gstyle>body{margin:0}#gog{padding:3px 8px 0}td{line-height:.8em}.gac_m td{line-height:(margin-bottom:20px)body,td,a,p,.h{font-family:arial,sans-serif}.h{color:#36c;font-size:20px}.q{color:#36c;padding:0}.ts{border-collapse:collapse}em{font-weight:bold;font-style:normal}.lst{height:25px;float:right;width:496px}div.ds{width:512px}.ds{border-bottom:solid 1px #e7e7e7;border-right:#e7e7e7;display:-moz-inline-box;display:inline-block;margin:3px 0 4px;margin-left:4px}input{font-family:a.gb1,a.gb2,a.gb3,a.gb4;color:#11c !important}#gog{background:#fff}#gbar,#guser{font-size:13px;padding:important}#gbar{float:left;height:22px}#guser{padding-bottom:7px !important;text-align:right}.gbh,.gbd{top:1px solid #c9d7f1;font-size:1px}.gbh{height:0;position:absolute;top:24px;width:100%}#gbs,.gbm{background:#fff;left:0;position:absolute;text-align:left;visibility:hidden;z-index:100}.gbm{border:1px solid;border-color:#c9d7f1 #36c #36c #a6c7e7}#gbs{border-right:1px solid #c9d7f1;border-bottom:1px solid #c9d7f1}.gb1,.gb2,.gb3{z-index:1}.gb2{display:block;padding:.2em .5em}.gb2,.b{border-top:1px solid #c9d7f1;border-bottom:1px solid #c9d7f1}.gb1,a.gb2,a.gb3,a.gb4{color:#00c !important}a.gb2:hover{background:#36c;color:#fff !important}body{background:#fff;color:blue;moz-box-sizing:content-box}a{color:#11c;text-decoration:none}a:hover,a:active{text-decoration:underline
```

Market[ing]

M

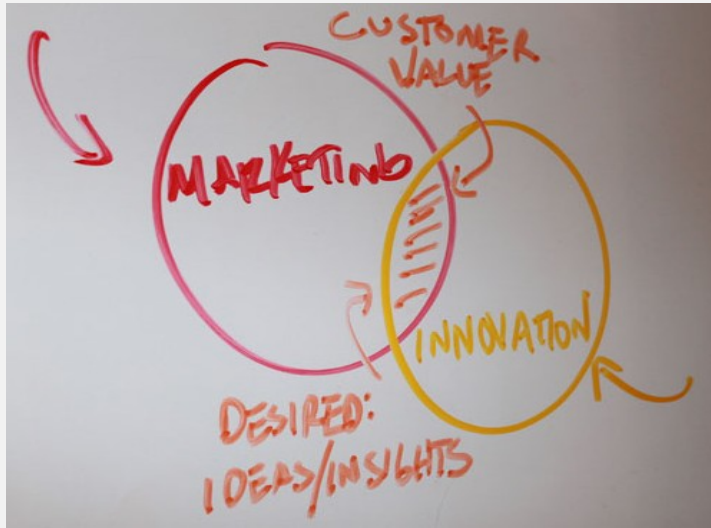
T



## Marketing Abouts

*“Business has only two functions – marketing and innovation.”*

Milan Kundera

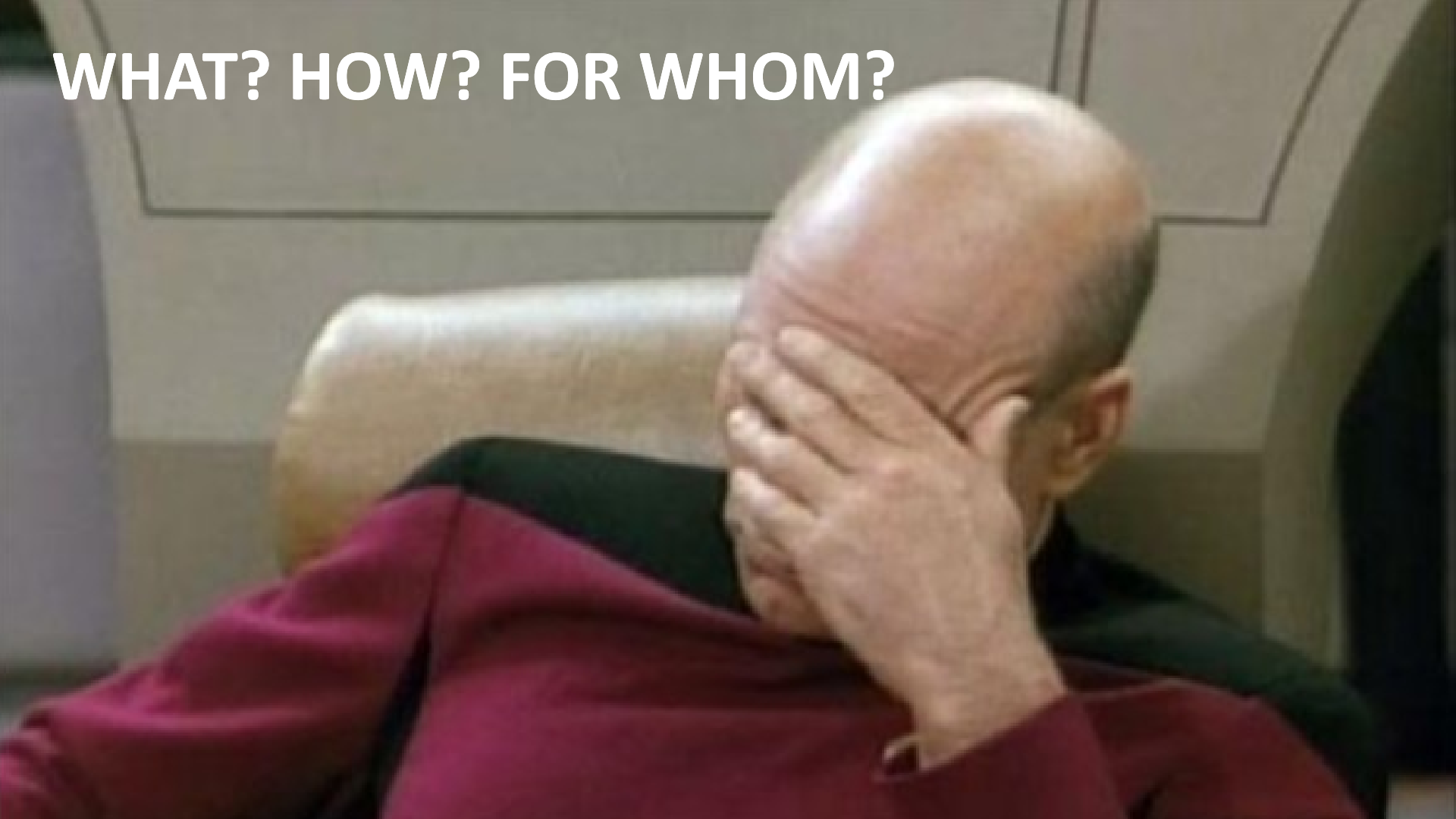


**WHAT? HOW? FOR WHOM?**





**WHAT? HOW? FOR WHOM?**



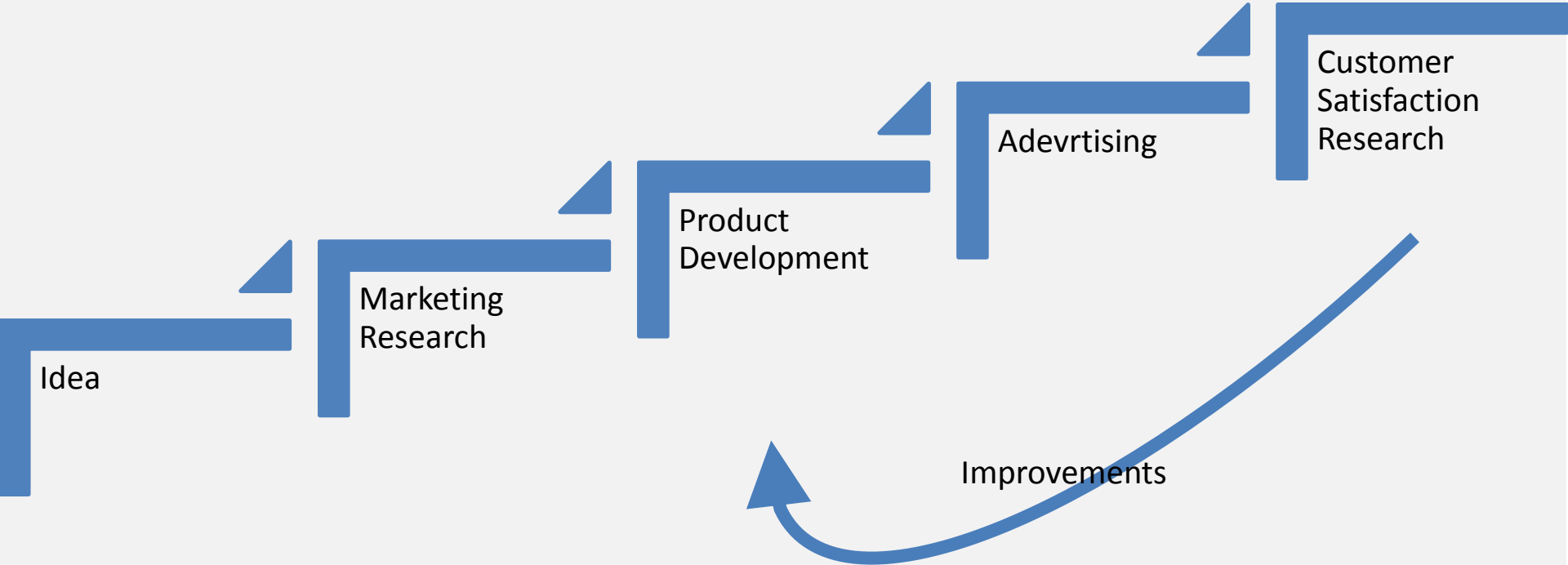


# Marketing Abouts – Marketing Process

**WHAT?**

**HOW?**

**FOR WHOM?**



Idea

Marketing  
Research

Product  
Development

Adevertising

Customer  
Satisfaction  
Research

Improvements

# **Online Marketing**

# **Online Marketing**

# Online Marketing - Categories

SEO  
Content Marketing

In out Bound

Newsletters  
Emailings

Landing pages  
Minor releases

Videos

PPC

Analytics

3D goodies

Social media

All websites

Whitepapers

PR

Listings

Vertical campaigns

# Online Marketing - Categories

- Social Media
- AdWords
- PR - Blogs - Forums
- SEO - Content Marketing
- Display
- Email Marketing
- Analytics and Research

# Online Marketing – SM & AdWords

- **Social Media**
- **AdWords**
- PR - Blogs - Forums
- SEO - Content Marketing
- Display
- Email Marketing
- Analytics and Research

# Online Marketing – PR – Blogs - Forums

- Social Media
- AdWords
- **PR - Blogs - Forums**
- SEO - Content Marketing
- Display
- Email Marketing
- Analytics and Research

# Online Marketing – PR – Blogs – Forums





## Online Marketing – PR – Blogs – Forums

- PR – stay in touch with journalists, editors and bloggers
- Forums – be active and ready to help



# Online Marketing – PR – Blogs – Forums

Blog - have one on your website, write regularly, be relevant, fresh and interesting

Successful content – how to get there:

- Pick your topic
- Make a research before you start
- Write your own way

# Online Marketing – PR – Blogs – Forums

Blog - topics that people usually like to read

- Guides/Tutorials/How To's
- Lists – “Top Ten Places to find your Remote Control!”
- Contests/awards
- Answers to FAQ's
- Reviews
- “Web gemologist” – reposting blogs in meaningful lists
- Success Stories/Failures (case studies)

# Online Marketing – PR – Blogs – Forums

- Predictions
- Interviews or guest blog
- Checklists (purchase, processes...)
- Research results (hard to obtain)
- Recycling own content (press releases, newsletters...)

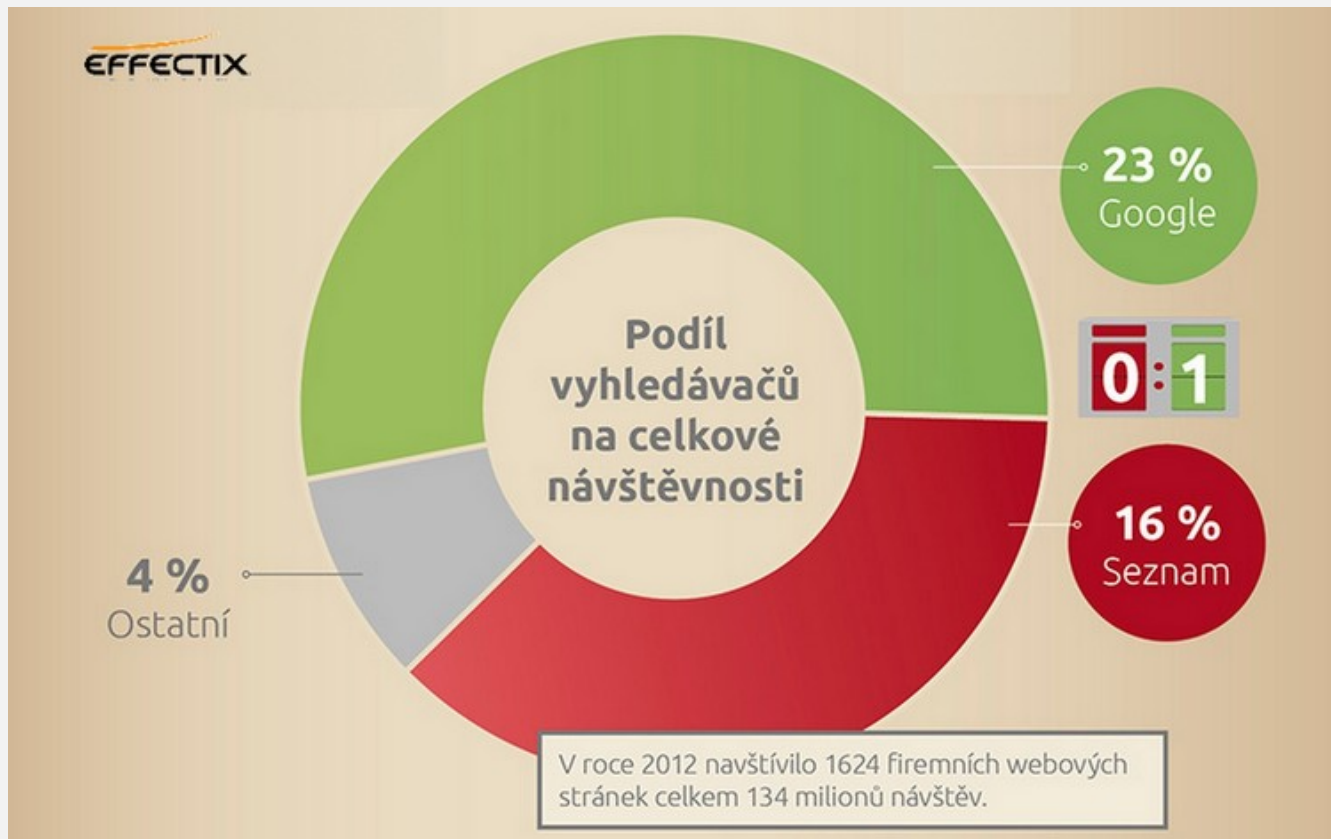
# Online Marketing – SEO – Content Marketing

- Social Media
- AdWords
- PR - Blogs - Forums
- **SEO - Content Marketing**
- Display
- Email Marketing
- Analytics and Research

# Online Marketing – SEO – Content Marketing



# Online Marketing – SEO – Content Marketing



## Vývoj podílu návštěvnosti vyhledávačů dle metodiky Google Analytics





Web

Images

Maps

Videos

News

Shopping

More

Třebíč

Change location

Show search tools

Ads related to **boty** ⓘ

### [Značkové boty | MALL.cz](http://www.mall.cz/Znackove-boty)

[www.mall.cz/Znackove-boty](http://www.mall.cz/Znackove-boty)

Dámské a pánské značkové **boty**. Výrazné slevy + rychlé dodání!

337 people +1'd or follow MALL.CZ

Novinky - Výprodej - slevy až 70% - Nově - bundy, kabáty - Značkové doplňky

### [Buty - Ostrava - 12.12 | smsticket.cz](http://www.smsticket.cz)

[www.smsticket.cz/](http://www.smsticket.cz/)

Přijďte 12.12 do klubu Garage na skvělý koncert. Vstupenky zde:

### [Boty značky F&F | ffmoda.com](http://www.ffmoda.com)

[www.ffmoda.com/cz](http://www.ffmoda.com/cz)

Obujte se podle poslední módy se značkou F&F za přijatelnou cenu!

Nový vánoční speciál magazin F&F - Inspirace na dárky v F&F

### [Boty, Dámské boty, pánské boty, obuv, obuv obchod - botyk.cz](http://www.botyk.cz/)

[www.botyk.cz/](http://www.botyk.cz/) - Translate this page

**Boty**, obuv, internetový obchod – značkové **boty**. Nejnižší ceny, největší výběr. **Boty** Bronx, Diba, Blink, Camora, Szmidt a jiné. Kozačky, jehly, polobotky ...

Dámská obuv - Sandálky - Výprodej - Lodičky, počet na stránce 100

### [Baťa - Obuv, Boty, Kabelky, Doplňky a Oblečení nakupujte on-line](http://www.bata.cz/)

[www.bata.cz/](http://www.bata.cz/) - Translate this page

Velký výběr obuvi a doplňků, módní trendy a pověstný zákaznický servis. Rychlé doručení a bezplatné vrácení na každé prodejné Baťa.

AKCE - DÁMSKÁ STYLOVÁ KOLEKCE - TRENDOVÁ KOLEKCE - Doplňky

### [Kvalitní kožené boty a obuv | Stroll obuv, a. s.](http://www.stroll-obuv.cz/)

[www.stroll-obuv.cz/](http://www.stroll-obuv.cz/) - Translate this page

Stroll obuv, a. s. - specialista převážně na koženou společenskou, vycházkovou dámskou a pánskou obuv.

### [Obuv Rejnok - kvalitní boty pro celou rodinu | boty-obuv.cz](http://www.boty-obuv.cz/)

[www.boty-obuv.cz/](http://www.boty-obuv.cz/) - Translate this page

Vyberte si zimní **boty** pro letošní sezonu za super ceny na BOTY-OBUV.CZ. V naší nabídce najdete trendy dámské kotníčkové **boty**, polokozačky i kozačky na ...

Ads ⓘ

### [Obuv za skvělé ceny.](http://www.najduto.cz/)

[www.najduto.cz/](http://www.najduto.cz/)

Slevy na obuv až 90%.

Vybírejte z nejlepších slev v okolí

### [Boty Macbeth](http://www.slap.cz/boty-macbeth)

[www.slap.cz/boty-macbeth](http://www.slap.cz/boty-macbeth)

Chcete **boty**, jaké nosí Blink 182?

Nabízíme všechny modely Macbeth.

### [Skateshop Swis-shop.cz](http://www.swis-shop.cz)

[www.swis-shop.cz/](http://www.swis-shop.cz/)

Vans, Roxy, Burton, Dc, Volcom, Fox Horsefeathers, Dakine. Vše skladem

### [Dámské boty](http://www.bonprix.cz/boty)

[www.bonprix.cz/boty](http://www.bonprix.cz/boty)

Moderní **boty** za super ceny. Neváhej a objednej. bonprix - it's me!

### [Boty](http://www.klingel.cz/)

[www.klingel.cz/](http://www.klingel.cz/)

Obuv od KLINGEL vás nadchne svou pohodlností a tvarem.

### [Výprodej sportovních bot](http://www.monkeysports.cz/)

[www.monkeysports.cz/](http://www.monkeysports.cz/)

Pro velký zájem jsme prodloužili výprodej - slevy až 80% trvají!

### [Dámská obuv levně](http://damska-obuv.heureka.cz/)

[damska-obuv.heureka.cz/](http://damska-obuv.heureka.cz/)

Porovnejte ceny různých prodejců.

Kupte za nejnižší cenu na Heureka!

### [Prstové boty FiveFingers](http://www.livecool.cz/)

[www.livecool.cz/](http://www.livecool.cz/)

About 647,000 results (0.31 seconds)

## Google

[www.google.com/](http://www.google.com/) ▾ Google ▾

Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what you're looking ...

[Sign in](#) - [Translate](#) - [Videos](#) - [Google Calendar](#)

## Google Images

[www.google.com/imghp](http://www.google.com/imghp) ▾ Google ▾

Google Images. The most comprehensive image search on the web.

## In the news



### Official Gmail Blog: A new day for Google Calendar

[Gmail Blog](#) - 4 hours ago

Posted by Ian Leader, Product Manager Today we're introducing a brand new Google ...

Google has an all-new Calendar app for Android, and it's coming to the iPhone too

[The Verge](#) - 3 hours ago

Google Just Released a Brand New Google Calendar App

[TIME](#) - 3 hours ago

[More news for google](#)

## Google Translate

## Google

Internet company



Google is an American multinational corporation specializing in Internet-related services and products. These include online advertising technologies, search, cloud computing, and software. Most of its profits are derived from AdWords. [Wikipedia](#)

**Full name:** Google Inc

**Customer service:** +1 650-253-0000

**Stock price:** [GOOG \(NASDAQ\)](#) \$555.22 **-3.86 (-0.69%)**

Nov 3, 4:00 PM EST - Disclaimer

**CEO:** [Larry Page](#)

**Founded:** September 4, 1998, [Menlo Park, California, United States](#)

**Headquarters:** [Mountain View, CA](#)

**Founders:** [Larry Page](#), [Sergey Brin](#)

## Recent posts on Google+



Google

5,857,746 followers • Shared publicly

Follow



From top issues to candidate voting records, check out what people are searching for leading into Election Day in the United States



weather



Web Maps Images News Videos More Search tools

About 138,000,000 results (0.32 seconds)

Warning: This page is a tool for AdWords advertisers to test their ads. For full Google functionality return to the Google homepage.

# Mountain View, CA, USA

Tuesday 6:00 AM

Clear

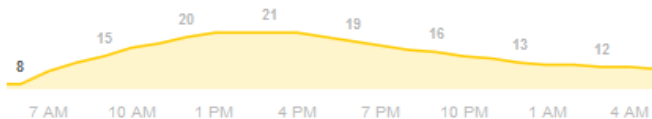
8 °C | °F

Precipitation: 0%

Humidity: 94%

Wind: 0 m/s

Temperature Precipitation Wind



Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue
22° 11°	26° 11°	24° 12°	23° 12°	24° 13°	25° 12°	22° 12°	22° 12°

The Weather Channel - Weather Underground - AccuWeather

Feedback

National and Local Weather Forecast, Hurricane, Radar and ...

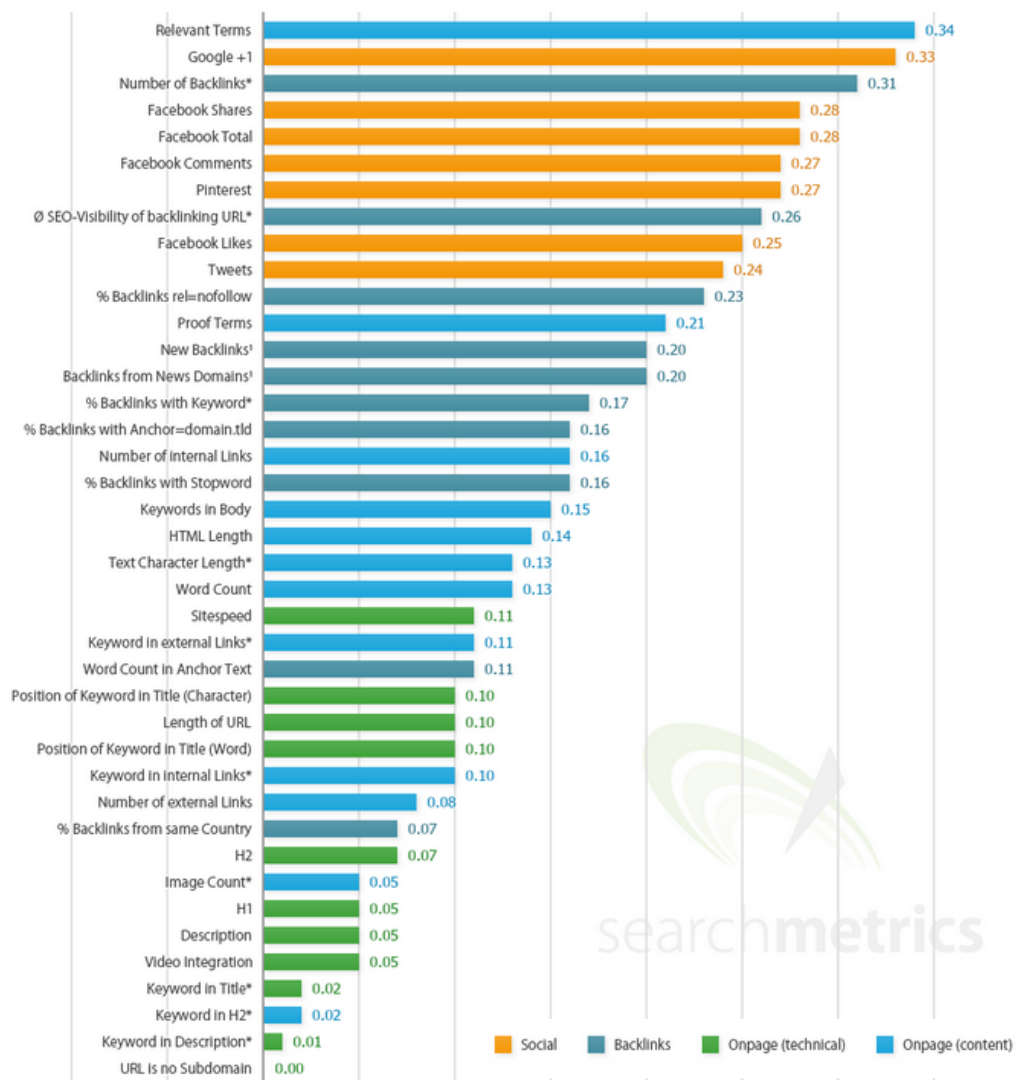
[www.weather.com/](http://www.weather.com/)

The Weather Channel and weather.com provide a national and local weather forecast for cities, as well as weather radar, report and hurricane coverage.

# Online Marketing – SEO

## Search Ranking Factors

- Content relevancy
- External backlinks
- Social signals
- Internal backlinks
- Sitespeed



# Online Marketing – SEO – Content Marketing

## Content Relevancy

- Relevant and interesting content optimized on relevant keywords
- [adwords.google.com/KeywordPlanner](https://adwords.google.com/KeywordPlanner)
- [www.wordtracker.com/](https://www.wordtracker.com/)
- [www.ubersuggest.org/](https://www.ubersuggest.org/)



# Online Marketing – SEO – Content Marketing

Keyword	Volume
about dog food	3,527
best dog food	3,177
best dry dog food	15,681
best grain free dog food	3,209
dog allergies food	2,512
dog food	8,817
dry dog food ratings	863
healthy dog food	2,569
homemade dog food	1,019
merrick dry dog food	908

Find out how much traffic you could be getting

[CONTINUE YOUR RESEARCH](#)

# Online Marketing – SEO – Content Marketing

- Optimized Page Titles , Page Description, Relevant page titles (H1, H2) and Image Alt texts
- Character limits: Page Title ~ 55, Page Description ~ 140

## Use Lead Scoring to Identify your Qualified Leads ... - Kentico

[www.kentico.com/Product/All-Features/.../Lead-Scoring](http://www.kentico.com/Product/All-Features/.../Lead-Scoring) ▾ Kentico CMS ▾

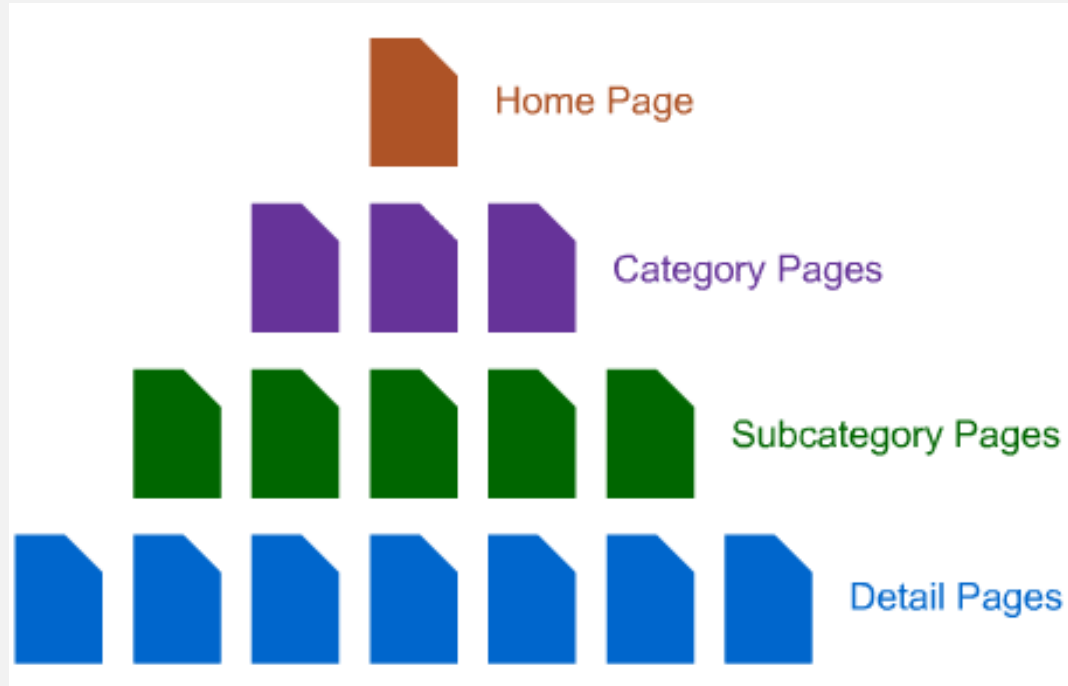
Dec 21, 2012 - Score your leads and increase sales effectiveness with qualified leads.

Boost your revenue potential with Lead Scoring integrated in Kentico ...

```
1 <!DOCTYPE html>
2 <html >
3 <head id="head"><title>
4     Use Lead Scoring to Identify your Qualified Leads and Increase Sales |
5 </title><meta name="generator" content="Kentico CMS 7.0 (build 7.0.5179) "
6 <meta name="description" content="Score your leads and increase sales effec
7   potential with Lead Scoring integrated in Kentico CMS. " />
8 <meta charset="UTF-8" />
9 <meta name="keywords" content="CMS, .NET, ASP.NET, C#, VB.NET, portal, cont
```

# Online Marketing – SEO – Content Marketing

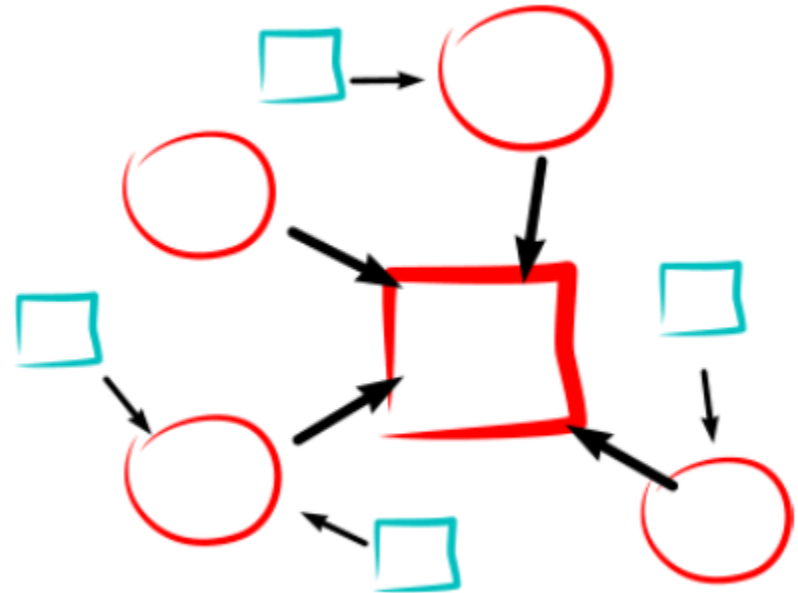
- Good and logical page navigation and page interlinking





## External Links – Link Building

- Get links from relevant pages
- Get links from Social Media (engagement)
- Guest blogging
- Backlink requesting
- Catalogs and Listings
- Be careful about poisoned links
- Check GWT and Opensite Explorer



# Online Marketing – SEO – Content Marketing

## YouTube SEO

- The same principles as on Google
- Good chance to get on Google with video snippet
- Interlink videos and link back to your website
- Views counts, their source even more
- Embed YouTube videos into your page

personalization youtube

Web

Shopping

Videos

News

Images

More ▾

About 10,600,000 results (0.32 seconds)

### [What Content Personalization is & How to Use It - YouTube](#)



[www.youtube.com/watch?v=RyGDoLTxvkg](http://www.youtube.com/watch?v=RyGDoLTxvkg) ▾

Oct 3, 2013 - Uploaded by Kentico

<http://www.kentico.com/Content-Personalization> 6 m

learn everything you need to know about content ...

### [Skinit.com - Powering Personalization - YouTube](#)

[www.youtube.com/user/SkinitTV](http://www.youtube.com/user/SkinitTV) ▾

Welcome to the official YouTube page for Skinit.com! Skinit.com - your source for the ultimate in **personalization**. From device skins to wallskins and even sk...

### [PersonalizationMall - YouTube](#)

[www.youtube.com/user/PersonalizationMall](http://www.youtube.com/user/PersonalizationMall) ▾

Check out a behind the scenes video of the PMall Production Warehouse v...

# Online Marketing – Display

- Social Media
- AdWords
- PR - Blogs - Forums
- SEO - Content Marketing
- **Display**
- Email Marketing
- Analytics and Research

3:1 rectangle  
300x100px

Leaderboard  
728x90px

Full Banner  
468x60px

Half Banner  
234x60px

Vertical  
Banner  
120x240px

Medium Rectangle  
300x250px

Pop Under  
720x300px

Button 1  
120x90px

Micro Bar  
88x31

Button 2  
120x60px

Vertical  
Rectangle  
240x400px

Half Page  
300x600px

Wide  
Skyscraper  
160x600px

Skyscraper  
120x600

Square Pop-Up  
250x250

Large Rectangle  
336x280px

Rectangle  
180x150

Square  
Button  
125x125px

# Online Marketing - Categories

- Social Media
- AdWords
- PR - Blogs - Forums
- SEO - Content Marketing
- Display
- **Email Marketing**
- Analytics and Research

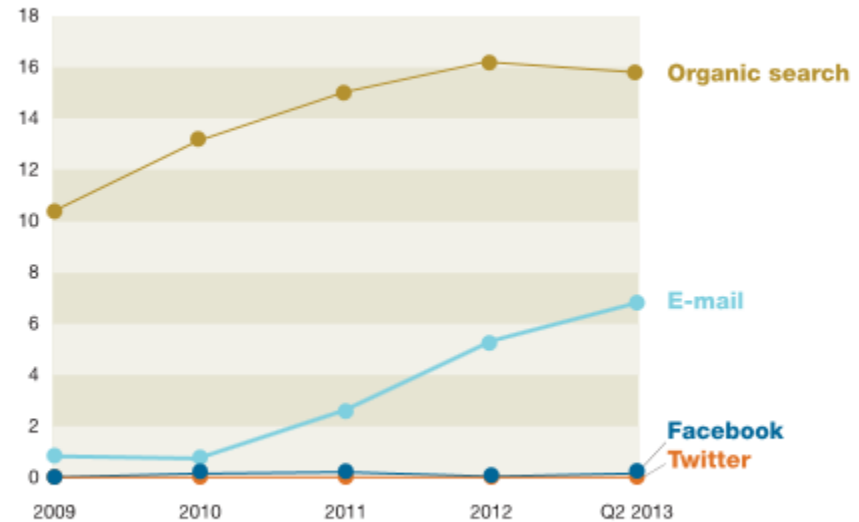


# Online Marketing - Categories

## Email Marketing

- One of the most effective acquisition channel especially in B2B
- Can be automated via Marketing Automation
- Can be easily personalized
- Demands to buy email database or build yours (via newsletter subscription boxes etc.)

US customer-acquisition growth by channel,  
% of customers acquired



Source: Custora, *E-Commerce Customer Acquisition Snapshot*, 2013; McKinsey iConsumer survey, 2012

# Online Marketing - Categories

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- Email Marketing
- **Analytics and Research**



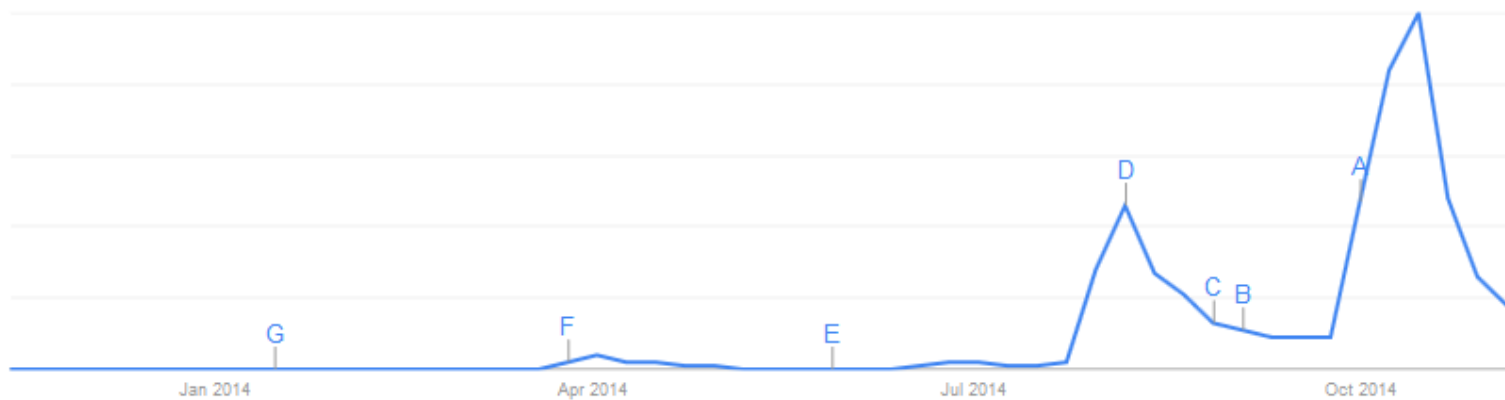
understanding  
process  
Excel results  
future maximize  
Tool contact form touch Two  
Skype  
friendly longer  
document explained campaign  
successful competitors uses next  
audience per able SEO  
insight finding  
research data find  
ways use  
identifying key quantitative MS  
Take get  
birds documents website  
raw quick  
one file high  
niches engines provide  
marketing optimization pay  
2-hour understand building spreadsheet Google recommendations  
execution notes identify searcher's consultation development steps  
contain look searches making types review used competition also  
well relatively strategy organic phone decision  
low free sale different review printer documentation topics engine help  
well shortlists training Today Website services intent volume  
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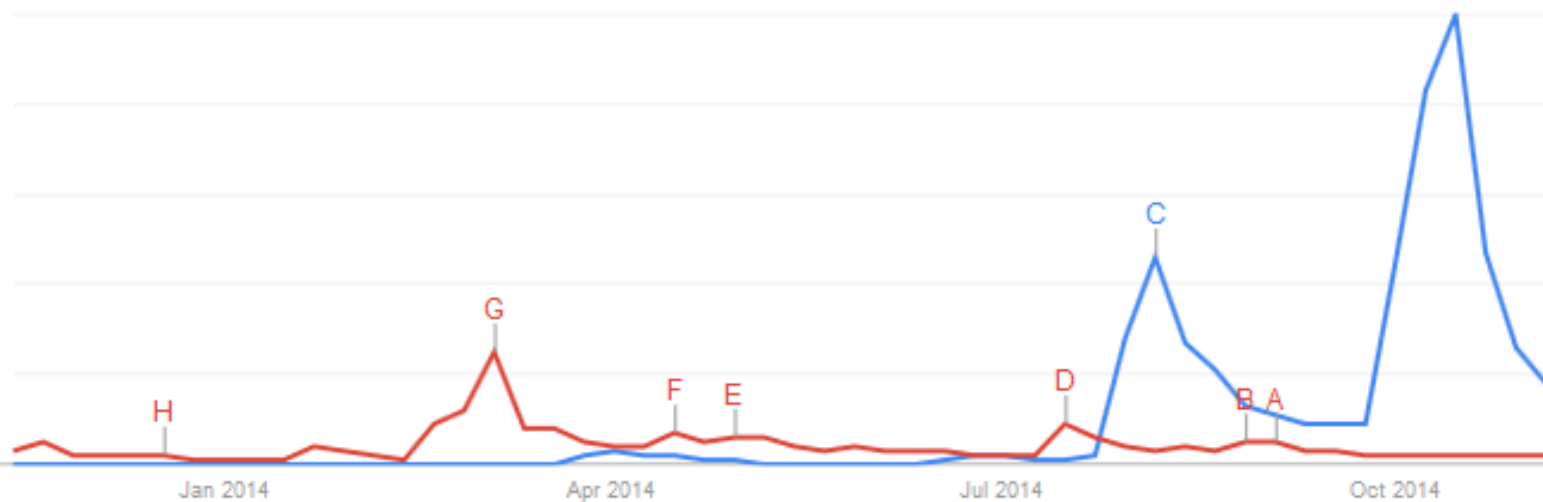
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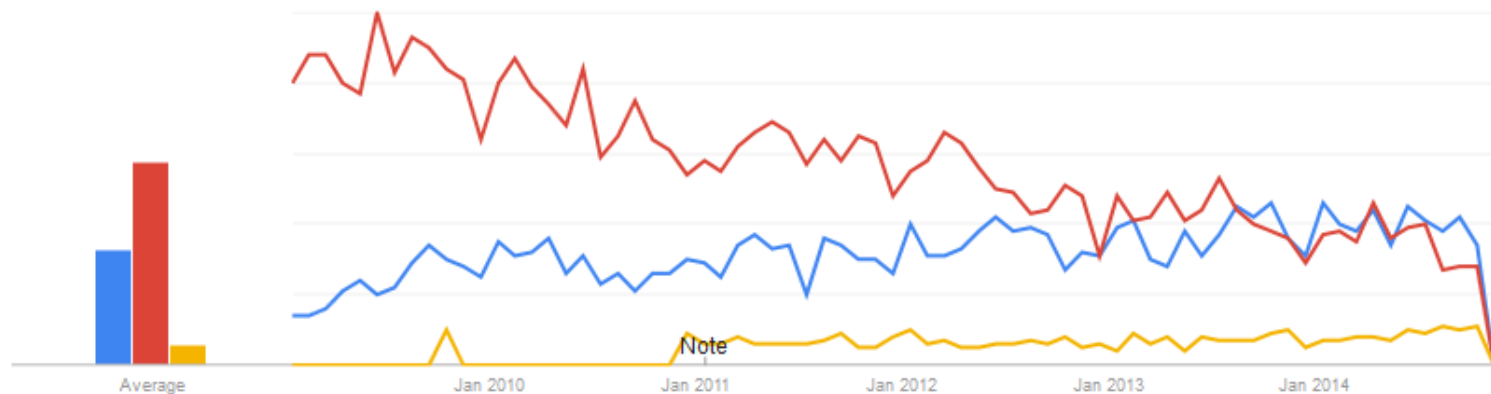
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# Online Marketing – Research and Analysis

- Survey Monkey / Survio
- Installation survey
- Satisfaction survey
- Uninstallation survey
- Google.com/ncr
- Google Ad Preview
- Ideally use VPN for local specs
- Let your community/friends validate your ideas on Social Media or Forums

## Mobile Analytics

- Google Play Store – Statistics in store by Google
- App Annie – Apple Appstore and Google Play Store
- Flurry
- GA for Google Play Store and Android Apps

## Web Analytics

- Google Analytics
- CrazyEgg
- Google Content Experiment (part of GA)
  - <http://apps.ioninteractive.com/site/contest/guess-which-won>

# IRON MOUNTAIN A/B TEST

One of these two Iron Mountain landing experiences significantly outperformed the other. Can you pick the winner?

**IRON MOUNTAIN** Call us - 1.800.899.4766 (IRON)

## Secure Shredding Services

Secure • Convenient • Compliant

Looking to save on shredding?  
We'll provide you with a quote free of charge.

(Select a Shredding Service) **GO**

"We needed expert help to streamline and standardize our decentralized shredding operations so that we could securely destroy sensitive information while reducing related costs."  
- Steve Gault, Acting Senior Manager

"Our goal was to find a single vendor that offered an unbroken chain-of-custody and was able to destroy paper records in a secure, ecologically friendly manner."  
- Program Manager, Regional Financial Institution

Proudly Serving the U.S.  
Iron Mountain is the trusted leader in secure office and mobile shredding.

Secure & Compliant  
Iron Mountain's fully trained and qualified specialists follow strict regulations to effectively comply with privacy laws and regulations.

Convenient & Cost Effective  
There's no equipment to buy or contracts to sign. Choose from our 3 secure shredding services to meet your specific needs and schedule.

Customer Focused  
Our 24/7 Live Customer Support ensures you will be able to contact our highly trained specialists at any time.

**Offsite Shredding**  
Secure pick-up and shredding of your sensitive materials. We shred your materials at our secure facility. Trained, insured personnel and highly secure facilities and processes.  
[Learn More](#)

**Mobile Shredding**  
This service is ideal for the destruction of copyrighted, newly-issued, or other highly sensitive materials. Mobile shredding vehicles outfitted with precision destruction equipment.  
[Learn More](#)

**One-Time Shredding**  
Our one-time paper, plastic and other media destruction service is designed for periodic purges of sensitive materials that require secure shredding by trained, destruction specialists.  
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**NAID AAA Certified**  
Additional Recognized Certifications:  
- ERM & Young ByTrust Certified  
- Payment Card Industry (PCI) Compliant  
- Visa Level 1 Service Provider



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A

**IRON MOUNTAIN** Secure Shredding Services

## DON'T LET YOUR DOCUMENTS BECOME A LIABILITY.

# SHRED

**JUST ONE TIME** > SHREDDING

**WE PICK IT UP** > GET SHREDDING TO GO

**WITNESS IT** > WE SHRED IT ONSITE

**RESIDENTIAL** > SHRED NEAR HOME

Compliant cost-effective shredding services for all size businesses for one-time and periodic document destruction. Onsite or offsite solutions are tailored to you, Iron Mountain also offers Secure Shredding for Residential Customers and Consumers through our trusted partners.

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B





Visitors randomly distributed

version *a*

version *b*



Page Title

Page Title

News Block

Singup Form

Nav. Bar

*Content Body*

Nav. Bar

*Content Body*

Singup Form

News Block

50 signups

75 signups

Version B is better than version A

# Key Takeaways

- Keep trying new things
- Measure everything
- Keep what works
- Leave what doesn't work
- A/B test however use common sense

Thank you

2:39



**Figure 1** Forecast: US Online Retail Sales, 2012 To 2017

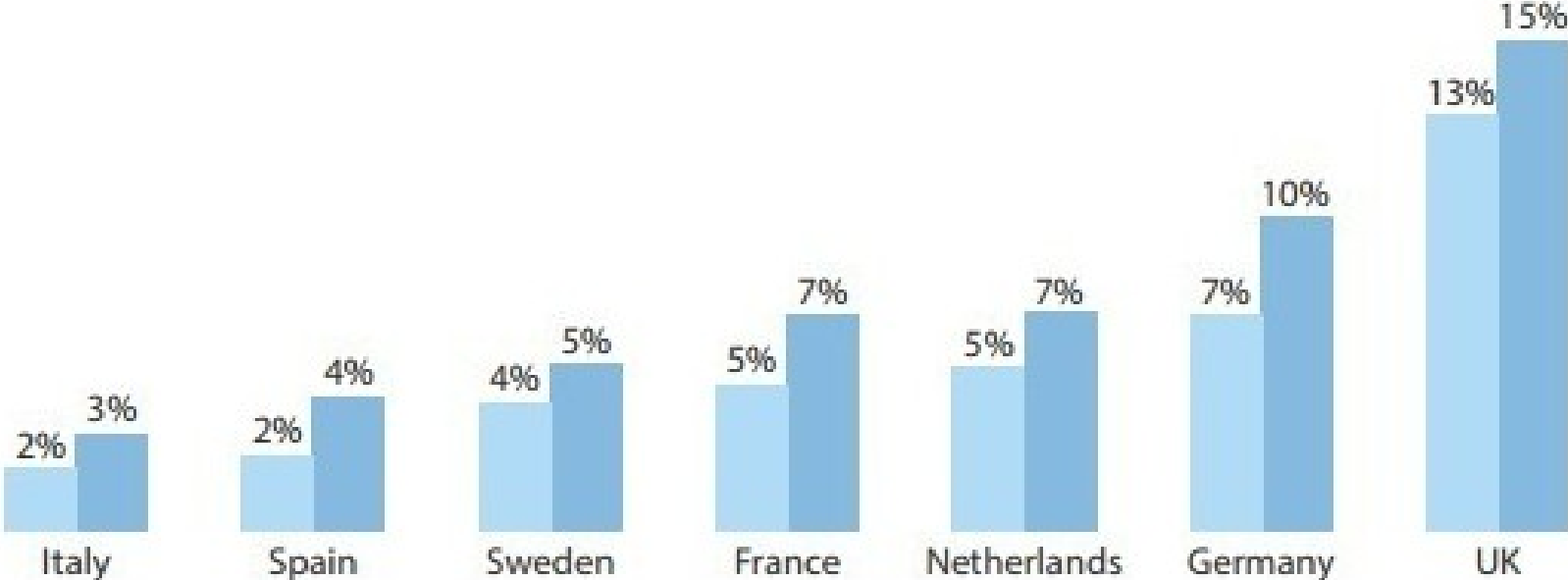


Source: Forrester Research Online Retail Forecast, 2012 To 2017 (US)

*Figure 4* By 2017, Online Retail Will Be A Significant Part Of Many Countries' Economies

**Proportion of the country's economy represented by online retail**

2013 2017



Source: Forrester Research Online Retail Forecast, 2012 To 2017 (Western Europe)

