



The Global Leader In On Demand Web Content Management

Dirty Little Secrets of Marketing
OpSource Summit 2008

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Clickability Fast Facts

Clickability creates the only **fully integrated web content management software-as-a-service solution** that helps companies manage and publish content on an **enterprise website** quickly and easily.

- **Founded in 1999**
- **60 Employees**
- **International Office in London**
- **Cash Flow Positive Since 2004**
- **\$8M Second Venture Round Led by Shasta Ventures**
- **Total Investment to Date: \$15.3M**
- **Over 2.5 Billion Pages Served to Date**
- **Over 300 Million Page Views per Month**
- **400 Websites**
- **6,000 Seats**
- **Largest Single SaaS Deployment Worldwide:**
Gray Interactive, 29 Sites, 1,500 Users, 1,200 Content Items Served Daily
- **Direct and Indirect Sales Strategy**

*Clickability joins
Salesforce.com, RightNow,
WebSideStory, Omniture,
NetSuite and Webex on
ASPnews.com's Top 25
Providers.*



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Who is the Customer?

Needs to support multiple non-technical content contributors

Makes 100s to 1000s of changes to website each month

Media Customer

- Driving Page Views
- Innovation
- Social Media tools
- On-Demand Scalability

Marketing Customer

- SEO
- IT Independence
- Social Media tools
- Conversion Optimization

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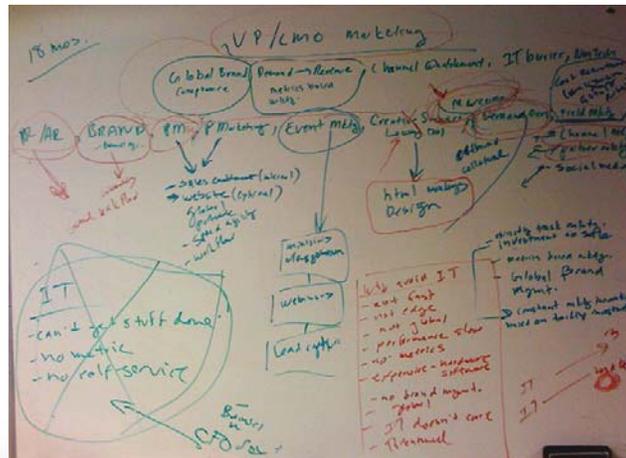
Clickability Customers



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World of Marketing



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Web Marketing Secrets

- Brand management is difficult
- Innovation and adaptation requires IT
 - Managing results is difficult

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Web Marketing Secrets

- Brand management is difficult
- Innovation and adaptation requires IT
 - Managing results is difficult

You are a liar!

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Web Marketing Secrets

- Brand management is **NOT** difficult
- Innovation and adaptation requires IT
 - Managing results is difficult

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Clickability
ENTERPRISE EDITION

Customer account: Clickability, Inc.

Version: 6 ID#: 15452106 Status: **Ready** Cancel Save
 Live Version: 6 Last Modified: 02/11/08 - 08:47 AM
 Content Type: Partners

Domains: Destinations: Preview

Content Entry **Media** Targets History

Assigned Media

Placement	Title	Media Type	File Type	Image Size	File Size
Logo	eloqua-logo-with-tagline	Images	.GIF	220 x 93 px	4 KB
Thumbnail Image	No Assignment				

Logo Images

Title: Credit:

Author: Image Size: 220 x 93

Alt Text: File Size: 4 KB

Target URL: Create Date: 02/11/2008

Target Name: Media Type: Image

Caption:

URL: <http://media.clickability.com/images/eloqua-logo-with-tagline.GIF>

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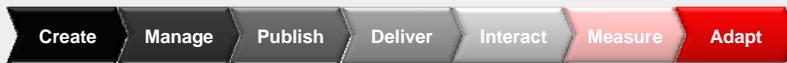
Web Marketing Secrets

- Brand management is difficult
- **Innovation and adaptation DOES NOT requires IT**
- Managing results is difficult

Rise of Non-Technical Power User

Paradigm Shift: Programmer focused → “Business Power User” focused

- Allows users to use their skills to innovate and build strategic value, rather than integrating systems and “keeping the lights on”
- Product requires low amount of training, it is easy to use, and fosters experimentation



- Example: 1 technical user supporting entire Gray Communications (29 local/regional television websites, 1500+ end users)

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https://cms.clickability.com - cmPublish - Content Entry - Mozilla Firefox

Customer account: Clickability, Inc.

Clickability
ENTERPRISE EDITION

Version: 6 ID#: 15452106 Status: Ready
Live Version: 6 Last Modified: 02/11/08 - 08:47AM [Close](#)

Content Type: Partners

Domains: Destinations: [Preview](#)

[Content Entry](#) [Media](#) [Targets](#) [History](#)

Partner Name :

Website :

Short Description :

Author :

[Next Tab](#)

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Web Marketing Secrets

- Brand management is difficult
- Innovation and adaptation requires IT
 - **Managing results is NOT difficult**

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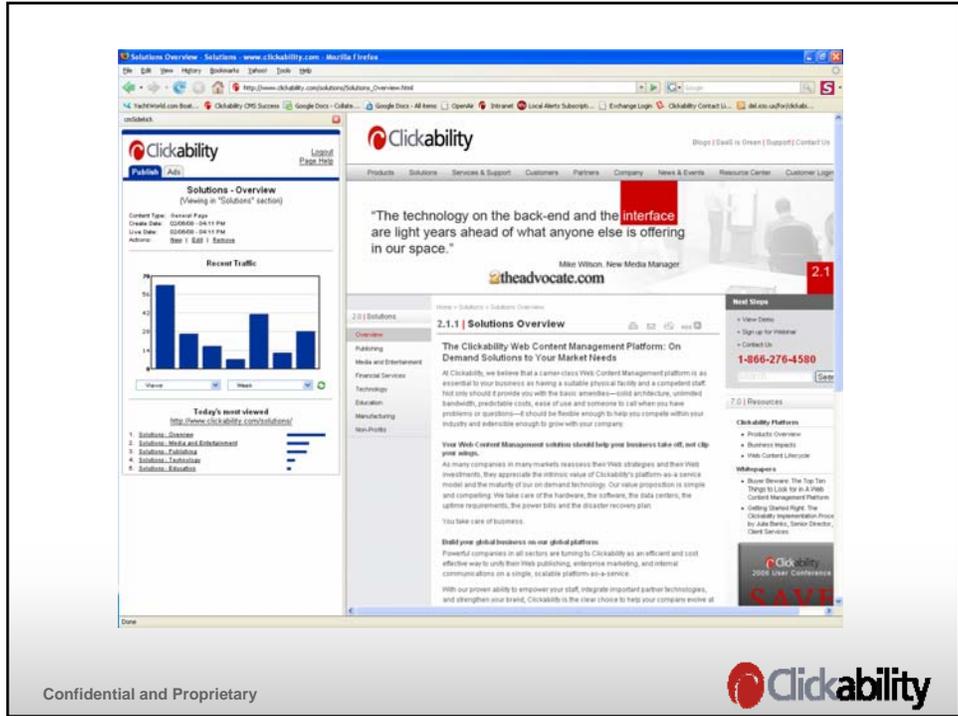
Managing the Pipeline

Integrate Solutions for Web Publishing and Engagement Optimization



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Case Study: **AMCOR**

"The Clickability Platform enables amcor.com to be a world class marketing tool for our global business"

Challenges

- › Proprietary systems and software generated significant and unpredictable costs.
- › All content changes required external vendor participation and significant lead time.
- › Individual business units created independent sites with multiple vendors.
- › Site was not able to provide relevant product information.
- › No multilingual support for Amcor global brand and initiatives.

Results

- › SaaS model resulted in no hidden costs and a 30% reduction in site support costs.
- › Individual knowledge owners now maintain direct control over areas of influence.
- › Consolidation to a single vendor created a central management architecture.
- › Market Solutions section delivers relevant customer information from all brands.
- › Flexible translation strategy enables multi-lingual change management.

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Thank You

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