



Fathead Teams Up with Coremetrics to Triple Flash Conversion

Savvy retailers are leveraging the power of Adobe Flash on their web sites to create a realistic and dramatic product delivery experience. Fathead, LLC, is a best practice example of how to monitor previously unaccounted for Flash elements to make intelligent business decisions.



In the past two decades, web sites have evolved from static containers of information to highly dynamic, interactive environments. Innovations such as Adobe® Flash® have fostered this evolution by enabling online marketers to capture visitors' attention with engaging videos and animated clips.

Marketers at Fathead, LLC, were convinced that Flash would provide a superior way to convey the excitement and enthusiasm people feel when they come face to face with the company's flagship product, the REAL.BIG Fathead. Flash enabled Fathead to more clearly depict the quality, size, and impact of these officially licensed, life-size, hi-def wall graphics while tapping into the customer's passion for a favorite athlete, action hero, animated character, or celebrity.

Data Powers Continuous Optimization

Incorporating Flash into the Fathead.com web site was relatively easy. Understanding the performance of Flash, however, wasn't so easy. Marketing referred to Flash as "the black hole of conversion." Instinct told them it was working, but they didn't have data to prove it.

Coremetrics Continuous Optimization Platform™ provided actionable data and insights through robust analytics capabilities. Fathead combined the data and analytics to measure the effectiveness of their Flash module, and refine it over time to get maximum value from their investment.

Real Estate Reports Tell the Story

Fathead's Flash uses a "beauty shot" approach that shows a high-profile athlete or other celebrity in action. The photo "peels" out of the action shot and displays on a living-room wall. This approach helps visitors understand what a REAL.BIG Fathead is and how easy it is to position and reposition.

Coremetrics tagging allowed Fathead to capture data on various home page areas, including inside the Flash, and compare their performance. Real Estate reports showed that text links and top navigation were significantly outperforming the Flash module. Marketers needed to figure out why Flash wasn't performing as expected.

"Coremetrics gives us immediate feedback on how specific elements of Flash are performing as well as how Flash compares with other areas of the home page. We can modify Flash elements, test the effectiveness of the changes, and implement the ones that improve our results. This process is delivering a permanent increase in conversion not only for Flash but for the site overall."

—Director of Internet Marketing, Fathead, LLC



FATHEAD CASE STUDY

Driven by the philosophy that sharing information and knowledge empowers others, the marketing team shared the Real Estate reports with the multimedia Flash designer. The reports sparked his curiosity. He noted that while promotions were mentioned in Flash frames, links to the promotional offers appeared in banners at the side and top of the page, making that information less accessible.

To remedy this, the designer suggested incorporating the promo links into the Flash. The new design featured a “slider” that visitors can click to display an overview of the promotion. The slider contains a link to the details of the promotion.

Design Change Triples Flash Contribution

The addition of the slider was a major breakthrough. It allowed visitors to more easily connect their interest in a product to a promotional offer, thereby moving them closer to a purchase decision.

The payoff was immediate and dramatic. After accounting for seasonal factors, Coremetrics reports showed a threefold increase in the contribution of Flash to sales.

The marketing team is continuing to work closely with the designer to capture and analyze data, modify Flash components based on the analyses, and test the modifications. Coremetrics plays a key role in this incremental approach, which is yielding ongoing increases in conversion and sales.

Information Sharing Yields Additional Benefits

Fathead is continuing to benefit from the Coremetrics Continuous Optimization Platform by putting detailed data at the fingertips of an expanding audience, from the client services, marketing, and IT teams, to the president and CEO. With information sharing in mind, Fathead now uses Coremetrics reports to make planned and ad hoc meetings more effective. Meeting attendees review reports to gain insight into key performance indicators. The reports also spark discussions that unleash creative energy and collective synergy.

About Fathead, LLC

Fathead is the leading brand in sports and entertainment graphic products. Fathead products give fans the opportunity to bring their favorite passion or inspiration to life. Fathead products include Fathead Customs, Fathead Jr., Fathead Tradeables, Fathead Skins, and Fathead’s flagship “Real Big:” the officially licensed life-size, hi-def wall graphics of professional athletes, animated heroes, entertainment characters, team helmets and logos. Fathead maintains license agreements with leading consumer brands across many industries and professional sports leagues. For more information, visit www.fathead.com.

To learn more about Coremetrics or to schedule a demo, please contact your account representative. Call 1.866.493.2673 or visit coremetrics.com



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