

DMA 2006
Utilizing RSS to Boost
E-Commerce
Traffic and Revenue

Heidi Cohen
Principal
Riverside Marketing Strategies

Mark Fletcher
Founder
Bloglines

Bill Flitter
Founder and Vice President of Marketing
Pheedo

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Why RSS?

- “RSS is the ultimate permission based marketing tool, and is the next tool beyond e-mail marketing.”

Seth Godin

- “Information overload and user need for control will driver consumer RSS adoption.”

Charlene Li, Forrester Research

Putting RSS in Context

- Can distribute text, audio, video and mobile content.
- Extends audience reach.
- Creates alternative content presentation.
- Augments other communications channels.
- Overcomes challenges of other online channels.
- Adapts quickly changing conditions.

RSS Sample With Ad

[The "S" in TSA Stands for ... ?](#)

By Michael Santo Executive Editor, RealTechNews The TSA today said the personal data of 1,195 former employees may have been exposed as one of their contractors mailed the data to the wrong addresses. Admittedly, not the same as sending it to say, a spammer in Nigeria, but still. Accenture, a contractor that handles TSA personnel, sent [...]

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Keep New:

RSS Users

- **Highly Engaged Users**
 - Consume 3x more content (Nielsen NetRatings).
 - Average RSS user reads 20 feeds, returns to Bloglines 4x per day and reads 10 feeds per time. (Bloglines)
- **Desirable Demographic**
 - Have money to spend.
 - Are highly educated.
- **Captive Audience** – 90% consume content in RSS reader. (Nielsen NetRatings)
- **100% Opt-in Audience** –4x times more likely to subscribe to RSS outside top 20 web properties. (Nielsen NetRatings)
- **Word-of-Mouth Marketing effect** –15% more likely to recommend products. (Nielsen NetRatings)

RSS – Marketer's Perspective

- Marketing tactics used by email marketers
 - Offline direct marketing 71%
 - Banner advertising 47%
 - Paid Search 34%
 - Reply on website 32%
 - RSS 8%

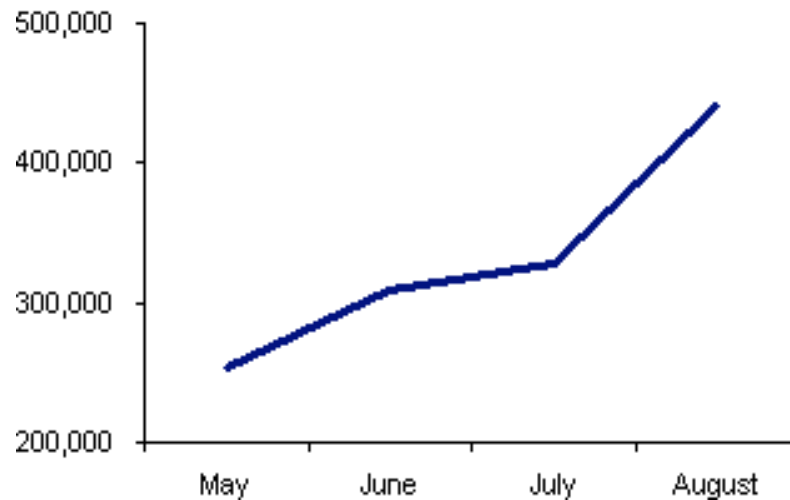
Jupiter Research

- 41% of retailers plan to use blogs or RSS for 2006 holiday season

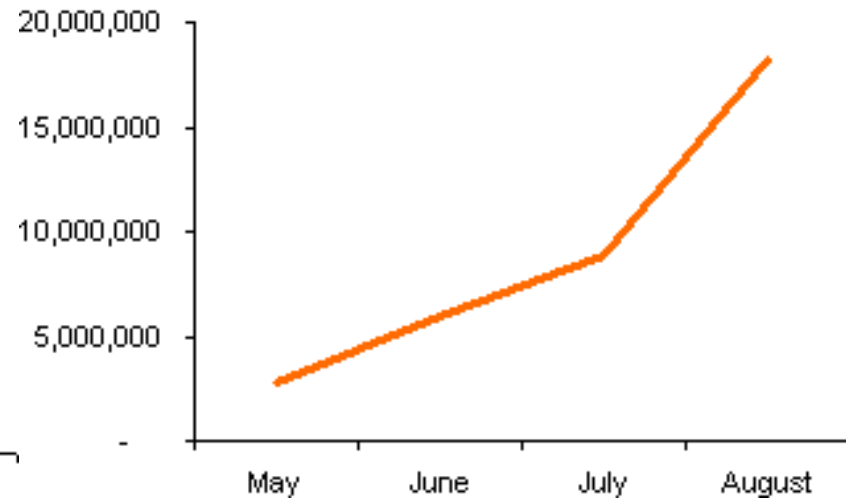
BizRate's 2006 eHoliday Mood Survey

RSS Growth Since May 2006

RSS Subscriber Growth



RSS Impressions



Source: Pheedo

What RSS Numbers Don't Show

- Impact of building process ahead of competitors.
- Ability to integrate RSS with other content.
- Browser changes in early 2007 will drive usage.
- Exponential future growth driven by “killer apps”.

4 Direct Marketing Strategies

1. **Alternative content distribution** to drive traffic.
2. **Feed advertising** provides contextually relevant information.
3. **Relationship extension/lead generation** - Use private feeds to distribute tailored, trackable information.
4. **Brand-building vehicle** to change brand perception.

Top 10 Ways for Direct Marketers to Use RSS to Grow Traffic & Revenues

1. Drive traffic.
2. Consider as email alternative.
3. Use targeted advertising opportunities on other providers' feeds.
4. Expand "rich" media distribution through use of podcasting, videocasting and PDFs.
5. Distribute content to other devices (mobile, iPod, PDA, etc.).

Top 10 Ways for Direct Marketers to Use RSS to Grow Traffic & Revenues

6. Extend website content with feeds from other sites and blogs.
7. Develop partnership opportunities to cross-promote with relevant content sites.
8. Repurpose rich content in smaller chunks.
9. Create channel for affiliate communications.
10. Distribute corporate communications.

5 Tactics to Implement RSS Feeds

1. Repurpose existing marketing content.
2. Create targeted, succinct copy with call to action.
3. Incorporate branding into feeds.
4. Make articles or landing pages entry to store.
5. Promote RSS availability on site and in other marketing materials.

How RSS Measures Up for Direct Marketers

Opportunities	Challenges
Customer in control - Avoid spam blockers. - Easy opt out.	Company not in control - No consumer information.
Augments other online channels.	Company doesn't control content.
Cost effective.	Low RSS penetration to-date.
Aids branding.	Branding may be lost in viewer.
Increases blogging search engines visibility.	RSS spam (future risk).
Train consumers to increase adoption.	User implementation not intuitive.

Measuring RSS Success

- **Monitor subscribers and readers.**
- **Analyze results from ad campaign.**
- **Add branding-related metrics.**
- **Measure revenues and costs.**