



# SOURCE DEFENSE

2018

## Website Potential – Unlocked or Locked Down?

Perspective for Marketing & Analytics



## Are you able to maximize the utility of website tools to drive success?

- Attract, engage, convert, and retain customers
- Fuel decisions with better data
- Improve website faster than your competition
- Remove the inter-departmental friction between marketing and security
- Differentiate with new and innovative tools
- Avoid unnecessary latency and stability issues

## ARE YOU LEAVING MONEY ON THE TABLE?

Your corporate website is one of your organization's most powerful customer engagement tools. Unfortunately, today you are **NOT** able to take full advantage of the myriad of enabling and enriching technologies that could assist you with optimizing your web property to drive business performance.

As a marketing professional it is one of your key responsibilities to harness and leverage your web strategy to optimize business performance. It's a powerful customer engagement tool through which you communicate your brand, share highly sensitive customer data, and extract insightful analytics.

The primary mechanisms to achieve this business success are:

- Customer experience and engagement
- Conversion of visitors to customers
- Creating repeat customers
- Retaining customers, avoiding attrition and abandonment
- Optimizing revenue per customer



To achieve these goals website owners rely heavily on 3rd party website tools that complement and enhance the website experience and capabilities. These JavaScript-enabled tools include analytics, trackers, chat capabilities, social media, and advertising - just to name a few. The typical corporate website employs 20-100 different 3rd party vendors. Website owners that best leverage these third party tools are at a distinct advantage relative to their peers and competitors. Are you one of these?



This white paper will discuss how intelligently using and securing these powerful 3rd party tools enables you to drive business performance while addressing the conditions that may be causing your security department to put up roadblocks.

**At risk are many variables that are particularly impactful for marketing but are more broadly critical to the success and existence of the organization:**

- Brand damage through website defacement
- Increased cost of new customer acquisition
- Low customer conversion rates
- Lower revenue per customer
- Fewer repeat customers
- Lost revenues
- Reputational impacts from business and customer data theft
- Fines due to non-compliant care of customer data

Due to the serious security and privacy issues defined above, your security department limits your usage of these powerful tools by:

- Limiting how many 3rd party tools can be used
- Restricting usage to mature tools and limiting the usage of newer, more innovative tools
- Preventing usage of 3rd party tools in the most impactful areas of your website (for example: new account registration, transactions, payment collection, login & credential capture, etc.)

Although these limitations are in place for good reason, they are absolutely constraining your ability to achieve the goal of optimizing website capabilities to maximize business performance.

## UNLOCK THE POTENTIAL

Your marketing team takes great care in crafting a web strategy & experience and selecting the 3rd party tools that will accelerate the achievement of key business objectives. These tools improve the interaction with customers and provide the analytics necessary to make critical business decisions. They enable initiatives aimed at increasing revenue, building brand, improving SEO, driving qualified traffic, and managing online reputation.

This section will discuss how maximizing the utility of these tools is the key to unlocking immense potential.

### **GOAL: Customer Engagement**

Providing a personalized and engaging customer experience is one of the fundamental goals of website owners. 3rd party website tools offer a vast array of options, intriguing capabilities, and innovative tools to enrich and customize the experience.

- o Complementary content and information
- o Dynamic and personalized content and recommendations
- o Live customer engagement and support

All of these tools help attract, engage, convert, and retain customers while maximizing page views and revenues (both per transaction/session and throughout the customer life-cycle).

### **GOAL: Market Responsiveness & Time to Market**

Being able to complete web updates and enhancements quickly and efficiently adds to your website's dynamism. This is accomplished by minimizing interdepartmental friction with security and eliminating any roadblocks potentially put in place due to security and/or compliance concerns.



## **GOAL: Capturing Analytics to Fuel Customer and Business Intelligence**

Optimizing the website strategy depends on quality data to fuel strategic decision making. 3rd party website tools provide access to this critical data enabling marketing teams to gain invaluable insights into customer behavior, tendencies, and preferences.

- o Analyze the customer journey
- o Measure the effects of campaigns and activities
- o Build data driven marketing strategies across channels
- o Understand, track, and grow digital market share

Empowered with this information your marketing team will continually improve the customer experience and intelligently evolve your web strategy.

## **GOAL: Differentiation**

Customers frequent websites that deliver an enjoyable, productive, and efficient interaction. Utilizing 3rd party website tools is often key for delivering a rich, cutting-edge experience. Securely implementing new, innovative state-of-the-art tools before your peers are securely able to adopt them is often what separates successful web experiences (and website owners) from the undifferentiated mass of outdated, unoriginal, and inefficient sites on the web.

## **GOAL: Protect Brand Reputation**

Your marketing team invests valuable time and painstaking attention to ensuring your web presence represents your brand, serves and engages your customers, and accurately reflects the intended look and feel the organization seeks to communicate. Damage to the website through malicious defacement can be crippling. These defacement attacks frequently originate through 3rd party vendors that have been compromised by hackers.

## **GOAL: Website Stability & Performance**

Website visitors expect a fast, responsive, reliable, and predictable experience. Issues related to latency and stability often cause your potential customers to abandon sessions and turn to your competition. 3rd party tools are almost always adding to such degradations in web performance as they add unnecessary latency and cause your pages to render inconsistently. Use a solution that allows your website to benefit from 3rd party tools, but entirely avoids these unintended and undesirable consequences.

## **GOAL: Monetization of the Website Through Advertising**

Many website owners are tasked with monetizing web presence through advertising to deliver a secondary source of revenue. Advertising networks provide these types of services and deliver these capabilities via 3rd party website tools. However, advertising scripts often cause performance issues related to latency and stability and are some of the most frequently compromised by hackers.

## THE SOURCE DEFENSE SOLUTION

Source Defense enables your marketing team to leverage your website to drive business forward - further and faster - while ensuring security, compliance, and customer data privacy. Source Defense manages the access, behavior, and capabilities of each 3rd party tool on your site and prevents any and all undesired activity - whether it be from 3rd parties damaging your web performance (e.g. latency, stability), or a hacker who has compromised a 3rd party to attack your business and customers. This empowers you to use more 3rd party tools, differentiate your web strategy through the use new and innovative tools, and employ those tools in the most critical areas of your website.

- Attract, engage, convert, and retain customers
- Fuel your decisions with better data
- Improve your website faster than your competition
- Remove the inter-departmental friction between marketing and security
- Differentiate with new and innovative tools
- Avoid unnecessary latency and stability issues
- Avoid penalties due to non-compliance related to care of customer data

## NEXT STEPS?

Communicate with Your Security Team

Share our security-oriented white paper with your security department so they are onboard and empowered to green light your marketing efforts.

## Find out more:

- What is My Risk?
  - Many Source Defense customers wish to understand their specific risk level. Contact us to receive a free assessment of current website exposure to 3rd parties.
  - Complimentary assessment (<https://www.sourcedefense.com>)
- Learn More?
  - Read the whitepapers (<https://www.sourcedefense.com>)
- How Does it Work?
  - Link to how it works (<https://www.sourcedefense.com/technology>)

2018



# SOURCE DEFENSE

