



One in ten online ad campaigns wrecked by Web site failures

BY SUSIE HARWOOD

More than 10% of online marketing campaigns fail to meet their objectives as a result of Web site failures, according to new research by Web testing specialist SciVisum.

Its Internet Campaign Effectiveness Study revealed that three-quarters (74%) of organisations have experienced Web site failures during online marketing campaigns, with 14% experiencing failures so severe that they prevented the campaign meeting its objectives.

Of those affected, more than half were able to rectify the technical problems, but only 18% could do so immediately. 21% couldn't resolve the technical issues due to budget constraints, and in 7% of organisations resolving problems wasn't felt to be a priority.

IMPACT OF WEB SITE FAILURE (% OF RESPONDENTS)

Severe	Campaign objectives unmet	14
Serious	Some customer transactions uncompleted	25
Minor	Some customers inconvenienced	29
No failure		32

Source: SciVisum

The study also found that nearly two-thirds of marketers didn't know how many users making transactions their Web sites could support, so could not factor this into campaign plans.

Almost half of marketing professionals (47%) have no idea how many users abandon their sites with incomplete transactions, and 37% couldn't put a monetary value on losses caused

by customers abandoning transactions.

SciVisum said the study revealed an ongoing communication chasm between marketing and IT departments as the root cause of many Web site failures, with a quarter (26%) of marketing departments admitting that they don't alert IT departments about impending campaigns.

scivisum.co.uk