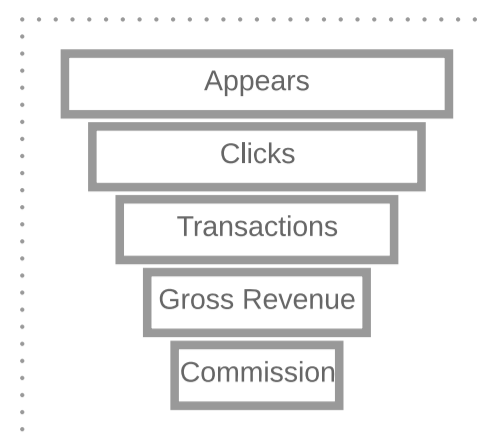


Vision

# We use technology to help people find the right products at the best price



Strategic goal

## Increase quantity & exposure of Deals

## Improve UX & implementation

## Data capture to monetise and retain users

## Increase transaction conversion

## Increase coverage of high yield deals

Bet

Users like to share good deals

Additional products increases exposure

Category deal matches increases exposure

Downloads w/ antivirus opt in generates revenue

Users will use plugin to find cheapest deals

Related Products widget increases CTR

Removing ads increases CTR

Changing page template increases CTR

Adding social proof increases CTR

Improving game site widget UX increases CTR

Improving navigation in Reviews increases CTR

Offering a register for deals unit will capture emails

Offering a wishlist function will retain users

Offering search for any deal increases conversion

Category relevant products increases conversion

Product info Labels on deals increases conversion

Improved UX of CC filters increases conversion

Fewer low converting merchants increases revenue

Fewer low CPA merchants increases revenue

Services content yields high ATV

Prime Video yields high commission

AU & US phone plans yield high commission

Easy deal entry increases high yield coverage

Promise to the Market

Increased visibility of socially validated deals

Ability to compare prices on more products

Find more products based on category or search

Expert guidance & access of free software

See all best retailers prices and vouchers online

See useful accessory deals for product owned

Quicker & less distracted buying experience

Easier to navigate & compare product content

Confidence in deal quality as see user activity

Clearer, more useful display of games deals

Easy to navigate & understand Review content

Earliest access to product deals via Email alert

Able to store lists of favourite products or deals

Able to search & find specific deals

More useful to see category relevant products

Specs or promo info to identify products & deals

More relevant & easier to use CC filters

Better buying experience at retailer

Fewer retailers to simplify purchase decision

Expert guidance & prices on services e.g. VPN

Easy, direct access to watch TV & film from content

Expert guidance & prices on phone plans

Increased visibility of Editor validated deals

MVP

Implement share button on all widgets that allow users to share the deal to facebook, twitter etc.  
Deal specific template built to enable sharing with rich snippet.

Add all Models (parent products) from the Geffrice product database by ingesting them from the feeds.  
Monitor additional results returned based on widget appears, search requests in Pricehawk or Shop Window

Build a tree category structure into the FIE db so that deals match categories not just Models.  
Allow users to find deals within categories or Models in Hawk or Shop Window

Adopt Chip's white-label to build software download content into TechRadar.  
Build catalogue of software articles with clear CTA to download the free software.  
Monetise via anti-virus opt in.

Build browser plugin that scans product name at retailer pages and returns alternate prices.  
Also returns vouchers for that retailer.  
Monetise via affiliate click from plugin.

User test and AB test ideal widget for articles such as news content.  
Hyp. is that we should serve highly transacted accessory items, instead of item people already own, to deliver strong CTR.

AB test three buying guides on T3.com comparing ads present and not present.  
Measures: Ecom revenue, Ad revenue, Time on page, bounce rate, CTRs, PV/session

AB test migration of Gallery articles into single page buying guide articles for GR+.  
If overall improvement to SEO, engagement and revenue is observed then migrate all Galleries.

AB test flags like '100+ clicks in last 24 hours' on widgets across several high trafficking reviews.  
Design should be implemented with consideration to wider promo flags initiative

AB test new GR+ and PCG review widgets that adopt native styling and branding to increase CTR.  
Additional elements such as Game Platform flags will increase CR maybe at detriment to CTR

AB test of sticky nav in TechRadar Review content.  
Measures: Pageviews, Ecom clicks, Ecom revenue, Viewability, Ad CTR

Deliver an editorially placed 'Register for deals' widget that provides email field and 3rd party sign up.  
Manually email users with earliest pre-order deals of products for email or data sell monetisation

Add heart icon to widget with email capture pop-up to register and store deal.  
Email user deal along with review content for reference.  
If enough users show interest develop properly.

Add shop window standard search field to FEP widgets.  
Monitor search events (both words and volumes) and build into Deals articles if successful.

Build tree categories into FIE for all product offers.  
Expose as a category selection or personalisation of deals in various widgets inc. Price Hawk, Shop Window to drive conversions.

Identify commonly occurring valuable terms in the product data of feeds inc. PC components, TV specifications or promotional offers.  
Display in all widgets to drive CR.

Design and AB test an improved set of CC filters for phone Comparison Charts as this is where commission is strongest.  
Measures: CTR, CR, ATV & Transactions

Increase CPAs by negotiating and switching off weakly converting or commission paying merchants.  
Engagement is funnelled through highly converting / CPA paying merchants only.

Generate a cluster of content on TRD to rank and traffic for VPN, Broadband and Hosting services.  
Integrate deals via links and basic widgets. Automate with feeds when traction gained.

Design Amazon Prime Video button and add into galleries / buying guides as hyperlinked images.  
Automate with widgets / feeds when performance observed.

Download WhistleOut's phone feed data and serve within phones widgets for AU users.  
Use same provider and development to serve US phone plans to US users.

Build a Chrome Extension that allows Editors to add Deals to pages quickly by browsing a Retailer's product page, selecting elements on the page and committing to the tool before pasting back out.

Implement share button on the deals of a popular widget that allows the user to share that specific, affiliated deal to email, facebook, twitter etc.  
- Click from <widget type> share event fire  
- upon selecting social channel, hawk-tracking written with share channel