

# Press Fact Sheet



## Background

WPOinc provides an actionable best-practice metrics dashboard for measuring the results of an online marketing mix. Its patent pending WPO Metrics Dashboard is subscription-based and targeted for CMOs and digital marketing executives of b2b and/ or considered-purchase b2c products and services companies.

WPOinc's dashboard is a result of the co-founders working together for a 25-year-old b2b technology marketing and PR firm, KC Associates (KCA). In the course of providing consulting services, KCA developed a strategy framework for managing the mix of marketing tactics by optimizing web presence.

As part of delivering its services, KCA pros evaluated and tried many web and website monitoring and analysis tools. They found that most are too specialized and overkill for most clients. As a result, they created a set of standard metrics to help clients track, measure and optimize marketing programs in order to maximize web presence. It's these metrics that are the basis for WPOinc's offering.

In addition to its standard web presence metrics, WPOinc has pioneered a new approach to measuring online success — competitive metrics that include comparisons and Webshare. The latter is the analysis of a company's share-of-web-presence in the context of its competitive environment.

## Market Drivers

More than 90% of b2b purchases and 80% of high-value consumer buying cycles begin with a web search. But "search" no longer just means search engines and the Web now offers many more places to be "found" than just a website. Consequently, success online requires being found where it matters (relevance) and presenting a compelling brand message (credibility) — whether it's to engage in a conversation, promote a sales transaction, encourage sharing of content, or simply to generate a bookmark.

Most CMOs and digital marketing executives generally don't have the time nor inclination to invest in many tools, nor do they have the wherewithal to evaluate, install, and use the tools in a best-practice fashion. This puts them at a disadvantage against larger better-funded counterparts.

## WPOinc's Value Proposition

WPOinc's value proposition is offering CMOs and digital marketing professionals a consolidated, strategic view of their online marketing results without having to use multiple, disparate tools. The Software-as-a-Service WPO Metrics Dashboard is a single source for the actionable, best-practice metrics needed to track and measure their online programs in order to optimize owned, earned and paid web presence and to outmaneuver competitors online.

The company constantly evaluates tools that can improve monitoring and analytics so its customers don't have to. By allocating the investment of these tools over many users and by creating a standard set of best-practice metrics, the cost and effort for each subscriber is manageable, even for smaller organizations. And by limiting the scope of what's tracked and measured to those metrics that really count, customers don't become overwhelmed and experience 'analysis paralysis'.

## Quick Facts

**Founded** – 2012

**Funding** – Private

### Executives

Kirsten Chapman,  
Co-Founder, President

Tom Pick, Co-Founder,  
Chief WPO Analyst

### Target Customers

CMOs  
Digital Marketing Execs

### Media Contact

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## Products and Services

WPOinc offers CMOs and digital marketing executives of 2b2 and considered-purchase b2c businesses a Software-as-a-Service metrics dashboard and companion assessment services.

### ***WPO Metrics Dashboard***

A monthly subscription-based dashboard of more than 100 of the three types of best-practice metrics that track and measure five areas of web presence for a customer and its competitors—Website, Social, Press, Industry and Paid. Included in the subscription are two semi-annual WPO consultations that analyze a customer's metrics to provide specific recommendations for optimizing web presence.

### ***WPO Assessment Services***

- **WPO Metrics Assessments** — Analysis of an organization's metrics to provide specific recommendations for improving overall web presence and Webshare.
- **Website WPO Assessments** — Analysis of an organization's target search keywords, website content and website traffic to provide specific recommendations for improving the relevance and authority of website web presence and Webshare.
- **Press + Industry WPO Assessments** — Analysis of an organization's PR and industry opportunities as well as keywords and topics to provide specific recommendations for improving press and industry presence and Webshare.
- **Social WPO Assessments** — Analysis of an organization's social media activities to provide specific recommendations for improving social presence and Webshare.
- **Content WPO Assessments** — Analysis of an organization's information assets and industry topics to develop a content strategy that can improve the quality and online visibility of published content.

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