

DYMO Achieves an 85% Increase In Overall Online Revenues



The Situation

DYMO Corporation is the leading manufacturer of electronic labelmakers and PC-connected label printers for home, office and commercial use. The company is a division of Stanford-based Esselte Corporation, one of the world's leading manufacturers of office products.

In 2003, following a European marketing campaign, the DYMO team realized that their Web sites were not delivering an optimal user experience. And the inconsistent performance of their sites had a direct impact on sales. The Web marketing team at DYMO immediately launched a major effort to improve its e-commerce and Web-based marketing processes.

"Following that 2003 campaign, we saw lower than normal sales," said Miguel Ortiz, DYMO's Senior Web and Relationship Marketing Manager. "Our e-commerce effort suffered because of circumstances we couldn't plan for. We want our site visitors to have an experience that reflects the quality of our products—site downtime and inconsistent performance are unacceptable."

The Challenge

With a multi-million dollar U.S. marketing campaign on the horizon for February 2004, Ortiz and DYMO's Web Marketing team sought a way to improve on recent results. "Our job is customer retention," said Ortiz, "The Brand Management group brings the customers to us. They expect us to get them through the sales alley without any problems. So we looked at all of the things that affect that process. Our key performance indicators—conversions, transactions-per-month, and abandonment statistics—were not where they could be. We mobilized to attack these areas and improve our processes before the February launch."

With a multi-million investment in a marketing campaign that included TV, print, and Internet advertising—all of which would drive customers to purchase its premiere LabelWriter product online at www.dymo.com, the pressure was on.

The Goal

Ortiz used the balance of 2003 to optimize the site's transaction process and other back-end elements to get ready for the February campaign. But he needed to ensure that sheer traffic loads would not overwhelm the site and make all of his team's efforts futile.

DYMO's Web Marketing team sought to:

- Increase Conversions, Reduce Abandonment, and Drive Online Revenue
- Enhance The DYMO Brand Through A Predictable, Reliable Online Buying Experience

Why Akamai

A Track Record of Success In Improving e-Business Processes

Ortiz had first worked with Akamai to stream video product images for a specific campaign. After seeing the positive effects on the DYMO.com Web site during that program—in the form of improved conversions and lower abandonment rates—he began to consider Akamai to deliver the entire site.

"I knew Akamai did streaming but at first wasn't aware of their complete set of e-business services. Once I saw the whole picture of what Akamai could offer us, I saw the value immediately."

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"Since we began using Akamai's services, we've increased our number of transactions per month by 33% and our conversion rate by about 12%, which has led to an 85% increase in online sales. What's even more phenomenal is that we measured this growth against about the same amount of site traffic."

—Miguel Ortiz, Senior Web and Relationship Marketing Manager, DYMO Corp.



COMPANY

DYMO Corporation, owned and operated by Esselte Corporation Stamford, CT, USA
www.dymo.com

INDUSTRY

Retail / Consumer Goods

SOLUTION

Akamai Online Commerce

KEY IMPACTS

- Increased overall online sales by 85%
- Increased transactions per month by 33%, conversions by 12%
- Increased average order value by 10-12%
- Delivered well over 30% sales growth during marketing campaign
- Online experience reinforces brand
- Reliable global Web platform supports entire enterprise

"Akamai has had a tremendous impact on DYMO's online sales, and we want to see those improvements realized across the enterprise."

—Miguel Ortiz, Senior Web and Relationship Marketing Manager, DYMO Corp.



Why Akamai *(continued)*

DYMO implemented Akamai to speed down-load of product images in early 2003 and experienced further improvements in their ability to serve customers with consistently high uptime.

Those results were exactly what the team need to confirm it was time to re-vamp its overall e-business processes. DYMO extended their relationship with Akamai to include the Akamai Online Commerce solution—a solution designed specifically to overcome the obstacles that typically plague online sales and marketing efforts:

- Unpredictable performance that hinders conversions and drives abandonment
- Seasonal or campaign-driven peaks in traffic that overwhelm Web sites
- Infrastructure limitations that force a scaling down of Web-based marketing programs
- Damaged brand due to poor performance and reliability

The Akamai solution took 100% of the load off of DYMO's origin servers, delivering all site traffic via the Akamai EdgePlatform—the world's largest globally distributed computing platform with more than 14,000 servers in over 1,100 networks in more than 70 countries.

Flawless Execution of Marketing Campaign Results in Sales Spike

DYMO embarked on its big U.S. campaign, driving millions to www.dymo.com and servicing them without a hitch—just two months after the less-than-optimal 2003 marketing campaign experience. “During the campaign, we saw sales in the LabelWriter product grow well over 30%,” Ortiz reported. “Then, during

the first half of the year that the campaign ran, our online sales continued at a 60% growth rate. They evened out after that, but we ended the year with about a 40% increase versus 2003,” said Ortiz.

Efficient Processing Keeps Customers Moving Through The Buying Cycle

With Akamai focused on performance and delivery, Ortiz and his team were able to focus on improving the checkout process and merchandising prior to the marketing campaign. Said Ortiz, “My merchandising can be perfect, but if the infrastructure's not working, that won't help. So, we do everything we can to make sure our merchandising programs are in place, and Akamai makes sure that it is all delivered as quickly as possible, to every customer, with no delays.” He added, “The combination of what Akamai delivered and the fact that they allowed us to focus on redesigning the site netted us significant revenue growth and allowed our team to take our Web-based sales and marketing to the next level.”

Proof of Akamai's impact on the site's efficiency came in the form of one of DYMO's key performance indicators—transactions per month, which have increased 33% since the company extended its content via Akamai. Another important metric, the average order value, also improved by 10-12%. Ortiz remarked, “Since we began using Akamai's services, we've increased our number of transactions per month by 33% and our conversion rate by about 12%, which has led to an 85% increase in online sales. What's even more

phenomenal is that we measured this growth against about the same amount of site traffic. Improving Web processes and performance has had that much of an impact on our results and Akamai has been integral to that success.”

Reinforcing Global Brand With A Consistent and Dynamic Experience

By providing a consistent, high-performing online buying experience, DYMO was able to strengthen the company's brand image to repeat and new customers alike. Akamai Online Commerce improved site speed and consistency, giving users immediate, quick interactions, and by doing so, reduced abandonment rates and increased conversions and revenues. “We've implemented some marketing initiatives, such as instituting keyword buying and ‘quick wins’ programs that have brought new customers to the site, and we're confident that we're giving those visitors a great experience that reinforces our brand image,” Ortiz noted.

Extending The Success Enterprise Wide

With the stellar results that Akamai's service provided to the DYMO online sales program, Esselte has begun to extend the Akamai service enterprise-wide, consolidating all global sites under a single platform with content extended via Akamai's massive server network. “We took the trailblazer role here with the U.S. site by moving www.dymo.com onto Akamai,” said Ortiz. “We piloted the solution and now we're rolling it out to Esselte worldwide. Akamai has had a tremendous impact on DYMO's online sales, and we want to see those improvements realized across the enterprise.”

About Dymo Corporation

DYMO is a worldwide leader in providing innovative labeling solutions that help people organize and identify their world: home, office or worksite. DYMO offers a complete range of products, from simple embossers, manual label makers and desktop products to industrial portables and computer-connected products. And DYMO label makers offer diverse functionality, including bar coding and address checking. DYMO is a brand of Esselte Corporation, one of the world's leading manufacturers of office products. Esselte offers a wide range of innovative solutions for your work environment through many well-known brands. For more information, visit www.esselte.com.

About Akamai

Akamai is the leading global service for distributing online content and business processes. More than 1,200 organizations have formed trusted relationships with Akamai, improving revenue and reducing costs by maximizing their online business performance. Leveraging the Akamai EdgePlatform, these organizations gain business advantage today, while building a foundation for the emerging Web solutions of tomorrow. Akamai is “The Trusted Choice for Online Business.” For more information, visit www.akamai.com.



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