



# Gearing up new visitors to Honda Motorcycles

“Honda is very happy with the results gained from the use of Hitwise. We currently hold significant market share for the motorcycle industry and credit this in some part to the ability to break down customer visits into meaningful data.”

- Jason Nicholas, Brand and Business Planning Manager, Honda Motorcycles

## Industry

Automotive: Motorcycles



## Competitive Insights for Benchmarking

To boost the level of visitors to its primary website and quantify the suspected problem areas across its multiple microsites, Honda Motorcycles ([www.hondamotorcycles.com.au](http://www.hondamotorcycles.com.au)) applied Hitwise competitive intelligence data to improve their website strategy.

### The Challenge

Before using Hitwise, Honda motorcycles did not have online statistics relating to the motorcycle industry, nor did it know where Honda motorcycles was ranked amongst competitors. Furthermore, Honda wanted to learn about best practice customer acquisition tactics from other leading motorcycle websites, in order to increase the amount of visitors to their site and, eventually, to claim overall market share for manufacturer websites.

### The Solution

Honda used three key Hitwise data points to improve their online performance. First, Honda used Clickstream data to determine the origin of their and competitive online traffic and to see where the traffic went after visiting the Honda website. The insights uncovered from Clickstream data enabled Honda to place greater marketing emphasis on other sites that led traffic to the Honda motorcycle site and competitive websites. Then, according to Honda's Jason Nicholas, “We used the Manufacturers category Ranking to view our placement versus competitors, against a range of metrics such as user visits, page views, and average visit duration.” According to Nicholas, Hitwise rankings data set a “baseline for future marketing activities,” which enabled Honda to benchmark the affects of new website content and micro-sites, email campaigns and other traffic driving initiatives. Finally, using Hitwise Charting, Honda overlaid campaign events on Hitwise charts detailing how Honda Motorcycles performed against key competitors and the

industry as a whole. This enabled the marketing team to match tangible marketing activities to online results, which ultimately assisted in reporting to senior management.

### The Benefits

Hitwise competitive intelligence data helped Honda focus its traffic generation strategies, report on the return of online marketing investment and keep track of competitive movements, which ultimately led to more efficient marketing and an increase of visitors to their website. “Hitwise is valuable because it allows us to keep track of our success and to keep an eye on what our competitors might be doing differently,” says Nicholas.