



## **Lessons Learned About Creating a Competitive Advantage in Web Business**

# Competition



It's challenging to stand out on the Web.

# Same solution for everyone?



Best practices are copied immediately and solutions seem similar.

# Strategy?



How to create sustainable competitive advantage on the Web especially with B2C services?



## Case: Social gaming



From 0 to a few billion in a couple of years.

2008

Old gaming companies didn't understand the new distribution channel, Facebook

2010

Fierce competition because of the transparency of distribution channel. All new features got copied instantly and all the games looked alike

2012

The only remaining competitive advantage is how to keep the gamers coming back



# Competitive advantage from retention

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Create highly relevant personalized experience for your customer from start to finish to increase retention - and eventually revenue.

Competitive advantage boils down to 3 issues:

- I. Strategy
2. Human element
3. Fast execution

# I. Strategy

Copying others rarely leads to superior competitive advantage.

A good strategy will help you to make decisions about what to try and what not to try.

Break out business school strategy books to find tools and methods that work for you.



## 2. Human element

Human intelligence is hard to copy, a lot harder than technical solutions .

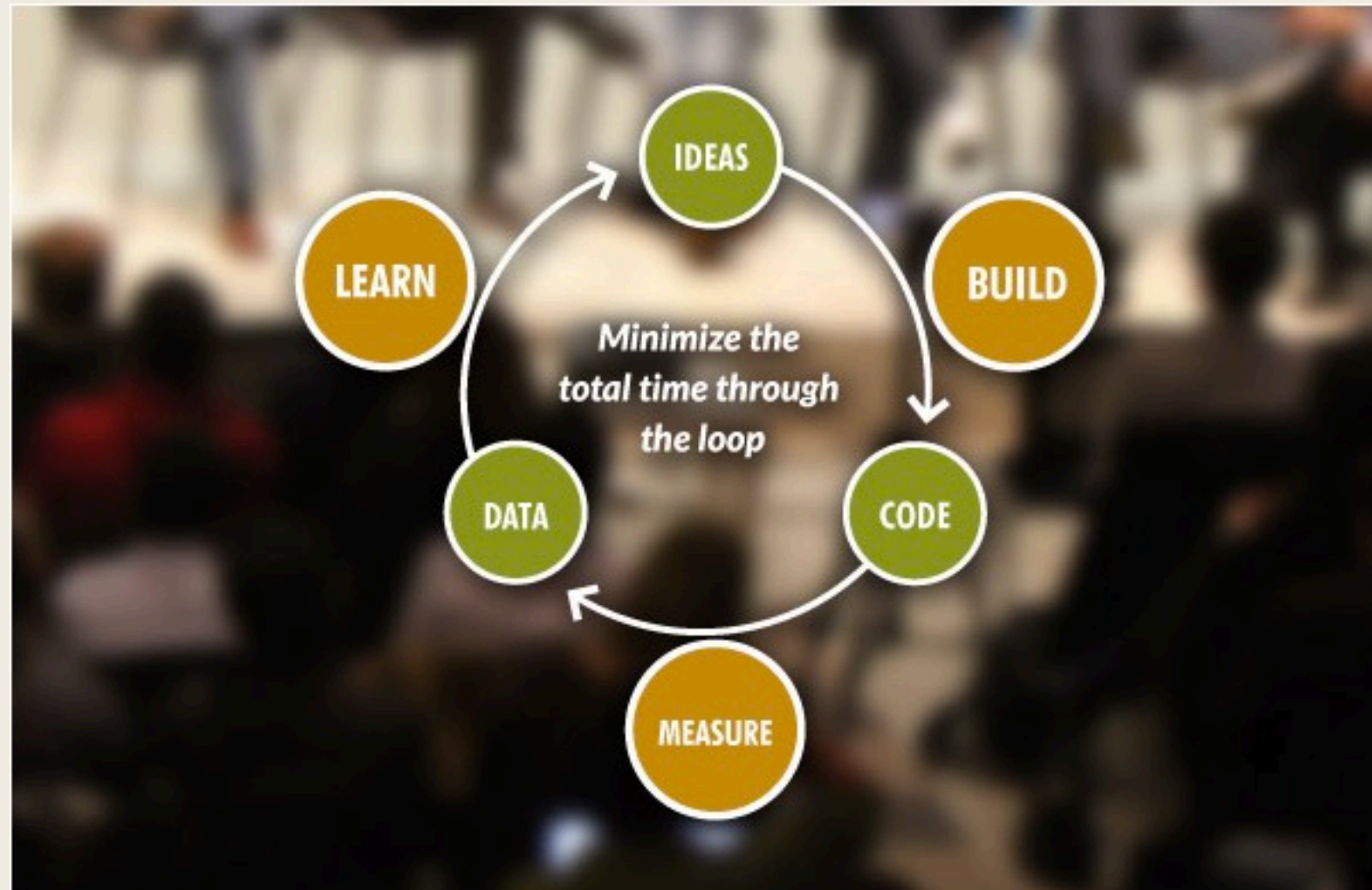
Start-up teams are small but (hopefully) focused.

Often Web services require “tyranny” to make fast decisions and team synergy to work.





### 3. Execution



The lean startup process - diagram. The Lean Startup Methodology, Eric Ries.

If you're not performing it, your competition is.

# Competitive advantage from retention

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Strategy + Team + Fast Execution

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Competitive Advantage that's Hard to Copy

**Strategy + Team + Fast Execution**



**frosno**

**Customer Experience Management**

# Frosmo

## Frosmo Customer Experience Management

Create highly relevant personalized experience for your customer from start to finish that will increase sales conversions and retention.

Beat the competition by creating your own original customer experience. Full site personalization, ad-targeting and revenue tracking adjustable for any sales goals all in one service.





# How?

## Retain

The most precise segmentation to create valuable data.

Unique retention/revenue analysis combined with effects of personalization analysis.

## Personalize

Test any shape and size of content anywhere on your site.

Measure, variate and create automated rules.

## Advertising

Display advertising is not a separate part of customer experience.

Test, target and sync it with your site.

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# Case Lippu.fi

Frosmo's solution has allowed Lippu.fi to collect valuable user information

User information is used both for increasing sales conversions by displaying relevant offers to customers and increasing the possibility for targeted campaigns

Furthermore with Frosmo Lippu.fi can test and release quickly UI modifications to its' platform



# Case Otavamedia

Frosmo started working with NettiAuto in 2010

Cooperation was expanded to all NettiX sites in 2011

Previous cooperation formed a ground for Otavamedia's new "Vainu" - highly targeted display advertising with Otavamedia's own unique approach



# Summary

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Strategy + Team + Fast Execution

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Competitive Advantage that's Hard to Copy





## Our publisher company partner:

R E L E ☒ A N T

## Some of our happy customers



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