

### Affinium NetInsight™ Version 7.6 - Web Analytics for Action-Oriented Enterprise Marketers

Designed the way a marketer thinks, Affinium NetInsight™ is the web analytics solution of choice for forward-thinking online business professionals. Affinium NetInsight provides a wealth of new enterprise-scale capabilities including a next-generation user interface that delivers instant insight, real-time reporting, flexible features and unprecedented scalability for the largest sites on the internet. And, Affinium NetInsight is integrated with the rest of the Affinium® Suite to enable marketers to maximize the value of internet marketing by converting “insight” to “action”.

A number of exciting new features in Affinium NetInsight 7.6 make achieving business results through web analytics easier than ever before.

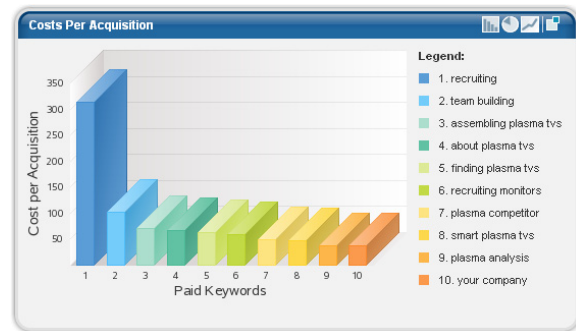
### MARKETING ROI REPORTING

#### Paid Search Integration Option

Clicks don't generate revenue, conversions do. The tight integration of paid search marketing information into Affinium NetInsight enables in-depth visitor behavior analysis for optimizing cost per acquisition (CPA), return on ad spend (ROAS), and other key marketing metrics.

The Paid Search Integration Option is now available not only for NetInsight On Demand but also for on premises deployments of NetInsight. It is used to enhance the Pay-per-click (PPC) Campaign reports with additional data on paid keyword costs, impressions, click-throughs, match type, and average rank. This data that is available for campaigns running on the top pay-per-click outlets:

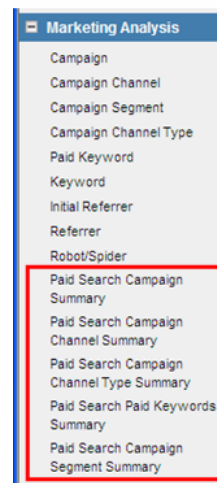
- Google AdWords
- Yahoo! Search Marketing
- MSN Ad Center



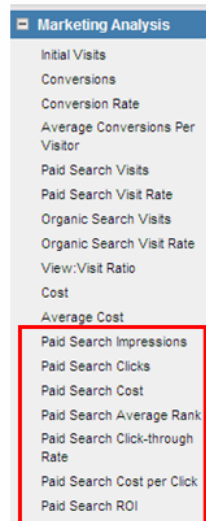
Paid Keywords	Impressions	Rank	Visitors	Conversions	Cost	Cost per Acquisition
1. <a href="#">recruiting</a>	79	8.23000	40 (0.3%)	2 (0.0%)	625.66 (2.8%)	312.83
2. <a href="#">team building</a>	24	8.21846	10 (0.1%)	1 (0.0%)	102.44 (0.5%)	102.44
3. <a href="#">assembling plasma tvs</a>	140	8.29316	55 (0.5%)	14 (0.3%)	972.80 (4.4%)	69.49

Once the Paid Search Integration Option has been enabled and configured, NetInsight will automatically download your paid search information from the pay-per-click outlets on a daily basis. The additional pay-per-click metrics will be automatically calculated and become available in the user interface for adding to your Campaign reports.

#### Reports:



#### Metrics:



The Paid Search Integration Option is available free of charge for NetInsight On Demand within certain constraints. Contact Unica about additional details and fee structure, e.g. for on premises deployments.

## Easier Configuration of Marketing Campaign Attribution

By popular request, the number of clicks needed for configuring marketing campaigns in the NetInsight user interface has been further reduced through the introduction of the Dynamic Campaigns feature.

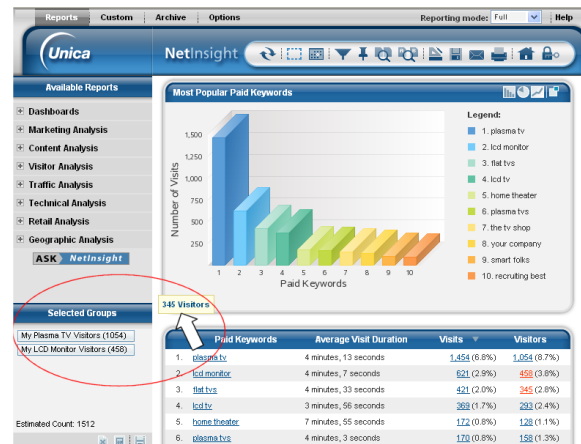
A great time saver, Dynamic Campaigns remove the need for configuring marketing campaigns manually. Instead, the feature enables NetInsight administrators to specify a tracking code URL parameter from which campaign names will be automatically read. As long as web marketers ensure that the parameter is present in the query string of click-through URLs (e.g. from pay-per-click, email, display ads, etc.) the parameter value will be used to attribute the visit to the specified campaign.

## BEHAVIORAL TARGETING FOR SITE VISITORS

### Visual Selection and Download of Target Lists of Visitors

Maybe the most exciting new capability is the addition of visual selection capabilities. Business users can segment their web site visitor reports to identify promising visitor segments. With a simple drag and drop operation, visitor segments can now be selected for downloading as a list of individuals, e.g. the individuals that searched for a particular keyword or product but did not complete a purchase.

The downloaded file will contain the visitor identifier (e.g. authenticated user name or cookie) as well as any available Data Conduit data for each individual visitor.



For example, when used in conjunction with a customer registration database, the Data Conduit information can insert visitors' email addresses or other contact information into the target list. Marketers can then supply the list to their email marketing or other systems for executing a behaviorally targeted campaign.

Cookie Value	Customer Registration Info
68.50.88.71-1067555776814831	<a href="mailto:AAnderman@yahoo.com">AAnderman@yahoo.com</a> , Fullerton Anderman
62.101.126.208-1065618008032593	<a href="mailto:AGasbarro@mailblocks.com">AGasbarro@mailblocks.com</a> , Hartford Gasbarro
68.116.18.218-1065289575898463	<a href="mailto:AHertz@aol.com">AHertz@aol.com</a> , Chicago Hertz, Anton
216.54.92.147-10644060455584317	<a href="mailto:Alex@prodigy.com">Alex@prodigy.com</a> , Frederic Ebert

Visual Selection is a small step forward for web analysts but one giant leap for behaviorally targeted, ad-hoc marketing campaigns.

## ENHANCED CONTROLS FOR ADMINISTRATORS

### Enhanced Logging and Troubleshooting

Administrating on-premises deployments of NetInsight becomes easier through enhanced monitoring capabilities. Administrators can now choose from different logging options by selecting options in the NetInsight user interface, e.g. for ad-hoc report activity logging and SQL generation tracing.

### Individual Report Re-Calculation

Whenever needed, administrators can now select individual reports to be re-calculated from the data warehouse instead of prompting all saved reports to be re-calculated at the same time.

### ADDITIONAL UNDER THE HOOD ENHANCEMENTS

#### Automated Upgrade from Affinium NetInsight 7.3, and 7.4

An automated upgrade procedure from Affinium NetInsight 7.3 and 7.4 is included to make the upgrade as seamless as possible. Customers with partitioned schemas or highly customized implementations should nonetheless engage Unica's always-available professional service assistance.

#### Supported Environments

Customers deploying NetInsight 7.6 on premises can choose from a number of databases for the built-in web data mart. Refer to the documentation on recommended software environments or contact Unica to view the full list of environments and minimum system requirements.

#### Many More Features and Enhancements

As always, the release includes a large number of other "under the hood" enhancements for greater performance and robustness.

### PHASING OUT OF LEGACY FUNCTIONALITY

Having been on the market as a leading web analytics solution since the 1990s, Affinium NetInsight contains some areas of legacy functionality that are no longer needed today. Beginning with version 7.6 these obsolete areas will be phased out so to free up development resources for enhancements that will be most beneficial for the vast majority of customers.

#### Phasing out of Obsolete Profile Types for FTP and Streaming Media Logs

Rarely used today are the legacy profile types in NetInsight for FTP server log file analysis and streaming media server log file analysis. These profile types stem from the 1990s when for example audio and video were still frequently distributed as .mpeg clips. These days, most distribution occurs through Adobe Flash based

players removing the need for streaming media log analysis. Flash based audio and video can instead be analyzed with standard web profiles and page tagging data collection.

Customers still wishing to analyze ftp and streaming media logs can do so using the standard web profile type in NetInsight.

Customers with existing profiles of these types can upgrade to version 7.6 and continue to use the profiles. As a first step of the phasing out no new profiles of these types can however be added starting with version 7.6

#### Phasing out of Legacy Profile Type for Proxy Server Analysis

Rarely requested by most Unica customers today is the use of NetInsight for analyzing log files of proxy and firewall servers in order to monitor users' behavior on the Internet (e.g. of employees or students). The proxy server profile type will therefore be phased out starting with version 7.6.

Customers with existing profiles for proxy server log analysis can upgrade to version 7.6 and continue to use these profiles. As a first step of the phasing out, however, no additional profiles for proxy analysis can be added starting with version 7.6.

### REQUEST A DEMO OR MORE INFORMATION

Email us at [internetmarketing@unica.com](mailto:internetmarketing@unica.com) or call 800.407.3570 or +1.781.839.8269.