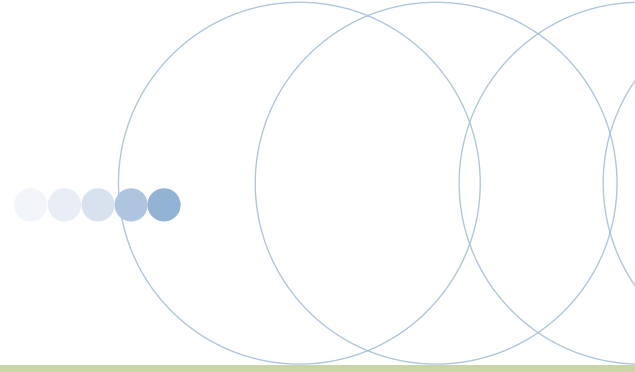


Unica

NetTracker®



Optimize Web Site and Intranet Results



Unica NetTracker provides the mission critical information small to medium businesses and intranet operators need to improve web site performance and online marketing results.

Your web site has become the hub of activity, serving as the primary way customers research your products and services, a vehicle for low cost customer support and self-service, and a great resource and knowledgebase for your employees & partners. According to Forrester Research 65% of offline purchases are driven by the web.¹

But answering key questions as to how well your web site or intranet is performing can be tough. How many people responded to an email campaign? Which Google keywords produce visitors and which produce buyers? How effective is your intranet content and design for employees and partners, and who is using this resource? How much revenue does your online presence generate? How long do users wait before your home page displays?

The solution to answering these questions, and many more, is Unica NetTracker, a complete web analytics solution designed specifically for small to medium businesses with 2 million or fewer pageviews per month. NetTracker allows you to turn transactional and click stream data into actionable insights. With Unica NetTracker, small-businesses can optimize web programs, such as pay-per-click advertising, email campaigns, search engine optimization, and affiliate marketing for greater customer relevance and higher returns. And intranet owners and managers can quickly assess the effectiveness and impact of their online knowledgebase and community.

Instant Access to Reports and Metrics You Need

Unica's NetTracker solution unlocks the full power of your web data. Robust, flexible reporting allows you to slice and dice data to the level of detail you desire. With NetTracker, business users can easily access reports on visitors' click stream paths; online product interests; web trends; visitor conversion patterns; web content quality; and visitor retention – all the insight they need to deliver web site and internet marketing success. Top-level, configurable dashboards

make it easy for users to evaluate critical business metrics such as conversion rates, paid search traffic, and organic traffic, most popular content and more. Delivery of reports can be scheduled or alert-driven via email.

Get the Details Whenever You Need Them

NetTracker's powerful insight doesn't stop with delivering the reports and metrics each user needs, unique drill-down capabilities let users investigate the details behind any metric, anytime. And the industry's most powerful report wizard and filtering lets users extract specific data or trends without waiting for IT or on demand service providers to create new reports.

With this intuitive and comprehensive information, you can easily create and refine your internet or intranet strategies for greater results and return.

Achieve Unprecedented Accuracy with Flexible Data Collection

Unica NetTracker uniquely allows customers to use page tags, log files or a hybrid of both in conjunction with first-party cookies and authenticated user names for collecting and analyzing web data resulting in unprecedented accuracy and completeness of reporting. This flexibility also enables you to get up and running quickly without the need to wait for page-tagging, and provides the flexibility to report on historical data.

Easy-to-Use Functionality

Unica NetTracker offers best in-class capabilities in an easy-to-implement and use software package. Key functionality includes:

- Rich, detailed web analytics reports
- Report wizard and unmatched filtering for quick answers
- User-friendly, role based interface for report delivery and receipt
- Interactive calendar to instantly focus your analysis on specific timeframes

SPECIFICATIONS

- Web-server(s): Apache, Lotus Domino, Microsoft IIS, NCSA, Sun ONE/iPlanet Web Server

Request a Demo Today!

To see a demo of Unica NetTracker

call us at:

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or email us at:

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- Flexibility to use page tags and log files for greater accuracy and deeper insights
- An embedded database to get you up and running quickly without heavy IT support

Scalable Services

Unica services are designed to help companies achieve marketing success. With value-added services such as training, report design and customization, and web analytics interpretation you can easily leverage our expertise to maximize the value of your intranet or internet marketing efforts. And for those on a tight budget, Unica offers an online knowledgebase, user forum and email support.

Relational Database; Unlimited Scalability; Advanced Capabilities

NetTracker is just one of Unica's solutions designed to help businesses improve marketing processes and deliver relevant customer interactions that improve the value of marketing. For larger enterprises, web sites with more than two million pageviews, and internet marketers seeking to integrate internet and other cross channel customer interactions, Unica offers Affinium NetInsight™, a next-generation web analytics solution based on an open, relational database scalable to handle the world's most trafficked web sites. Affinium NetInsight is part of Unica's industry-leading enterprise marketing management (EMM) suite.

If your operation requires:

- unlimited scalability
- an open relational database
- integration with cross-channel data, business intelligence or CRM™ applications
- advanced capabilities such as A/B and path analysis
- configurable key performance indicators

...then Affinium NetInsight, Unica's enterprise-class web analytics solution, is right for you.



Unica NetTracker's robust reporting provides answers to your toughest Internet marketing questions.

Call us today. We'll be happy to help you choose the right web analytics solution for your individual needs.

¹ "Integrating eCommerce Across the Firm," Forrester Research, January 2006