

## Maximise the Value of Internet Marketing with Web Analytics



**Affinium NetInsight provides mission-critical information about your internet customers and business.**

When seeking to optimise web sites, internet marketing and customer experience, companies find themselves inundated with tools and reports that offer mounds of data, but not much in the way of useful, actionable information. As a result, tools and reports often go unused, and key web marketing decisions are based on gut feel. Deciphering which strategies work and which don't remains difficult, and marketers have no way to determine what web site improvements will drive more internet business. Even more daunting is linking web data to the rest of the organisation and customer experience. How much of your "offline" business is influenced by the web and your pay-per-click advertising? What is the impact of your catalog or direct marketing on web traffic and conversion?

Affinium NetInsight™ answers these questions, and more. A core component of the market-leading Affinium® Enterprise Marketing Management (EMM) software suite, Affinium NetInsight is a robust web analytics solution that empowers marketers with the actionable information they need, when they need it.

With Affinium NetInsight, you can analyse web traffic, online customer behaviour, and internet marketing initiatives to make fact-based marketing decisions that deliver success. Now you will know with certainty, how many people responded to your email campaign, which Google keywords generate the highest conversions, and what content drives revenue and leads for your sales force.

Additionally, when used in conjunction with other modules in Unica's Affinium Suite, you can turn this insight into immediate action—a follow up email to an individual that abandoned a shopping cart, or a real-time call to an individual inquiring about a new product, furthering your cross-channel marketing success. With Affinium your web site and internet marketing become an integrated part of the customer dialog.

## Visualise and Communicate Key Metrics with Success

Many analytics packages assemble data but only Affinium NetInsight unlocks the full power of your web data. The solution continuously monitors a wide variety of built-in and user-specified business objectives through configurable key performance indicators (KPIs) which may then be analysed in a tabular or visual format to give you insight to optimise web performance. Unique capabilities streamline your analysis:

- Overlay heat maps that pinpoint the most and least popular areas on each web page
- Configurable KPIs that express web metrics in the language of your business
- Role-based dashboards that allow users to view key trends at a glance
- Interactive visual reports which, when drilled, provide deeper metrics and detail
- Scheduled and alert-driven report delivery via email

Armed with this intuitive and comprehensive business information, you can easily and effectively communicate web metrics and create powerful strategies that are truly responsive to individual behaviours.

## Drill Anywhere, Trend Anything

What action should you take when your KPI is down or flat? Unique to Affinium NetInsight, KPIs, dashboards, and visualisations are not a dead-end for analysis, but the starting point for limitless exploration. Affinium NetInsight's intuitive, next-generation marketing user interface empowers even casual business users to go beyond "canned" reports and slice and dice any metric for information on how to improve results immediately. With just a few clicks, web analysts can apply the criteria of their choice to uncover the story behind their reports. In web analytics every answer begs five new questions which is why Affinium NetInsight enables rapid cross interrogation of historical web data to empower marketers to uncover

## SPECIFICATIONS

- **Web-server:** Apache, Lotus Domino, Microsoft IIS, NCSA, Sun ONE/iPlanet Web Server
- **Native dB interface:** DB2, My SQL, Netezza, Oracle, SQL Server

answers to their most pressing questions without having to ask IT to build new reports.

### Integrate Web Data with Other Customer Information

With Affinium NetInsight, web analytics can be integrated with other customer data across the enterprise to create a comprehensive view of the customer. The unique open architecture facilitates easy integration of Affinium NetInsight's web analytics data warehouse with legacy business intelligence (BI) solutions using pre-built, packaged BI starter templates. Additionally, externally-stored customer and product data may be easily integrated into reports. And, for even more flexibility, Affinium NetInsight reports can be imported into spreadsheet and word processing formats, or HTML pages, for even easier integration with other marketing data.

### Ensure Unprecedented Accuracy

Affinium NetInsight ensures the accuracy of your web analytics reports by offering a complete choice of intelligent web analytics data collection methods, providing you with more ways to identify and track sessions, log files, page tags and more. Now you don't have to choose!

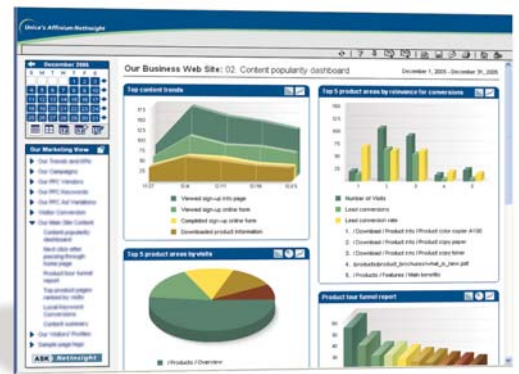
### Optimise Internet and Cross-Channel Marketing Programs

Web site marketing is one of several internet and offline channels that enterprises use to market their products and services. When Affinium NetInsight is used in conjunction with other modules in the Affinium Suite, unprecedented synergy can be achieved across all marketing programs. Pay-per-click advertising metrics captured, for example, may be used to optimise returns on email campaigns, and email campaign intelligence can be extended to boost catalog sales through call centers—achieving truly optimised results.

### Robust, Easy-to-Use Functionality

Affinium NetInsight ensures success of web marketing with easy-to-use functionality that facilitates rapid adoption throughout the enterprise. Key functionality includes:

- Scalability to support your site with a few page views per day or hundreds of millions



*Affinium NetInsight's role-based dashboards allow users to view key trends at a glance.*

- User-friendly, role based interface for report delivery and receipt
- Intuitive query wizards allowing even casual users to get pinpointed answers
- Interactive A/B testing using any criteria

### On Premise or On Demand

Affinium NetInsight is a turnkey web analytics solution that may be used on premise or on demand. Unlike other offerings in the market, the Affinium NetInsight on demand solution is fully compatible with the on premise solution, making it easy for organisations to bring web analytics in-house or switch to on demand as needs change.

### Part of Unica's Enterprise Marketing Management Solution

Affinium NetInsight is part of Unica's holistic approach to Enterprise Marketing Management (EMM). Our EMM software suite, Affinium, powers high performance marketing for more than 500 organisations around the world. Affinium provides the insights, automation, and collaboration capabilities marketing organisations need to deliver the optimal customer experience, loyalty, and increased revenue. The only complete EMM suite, Affinium provides web and customer analytics, interaction and campaign management, and marketing resource management to power the right customer experience at every touch point, deliver insight for improved decisions, and achieve unparalleled speed to market. Affinium provides a complete platform to transform the entire marketing process including planning, budgeting, project management, execution and measurement for brand, relationship and internet marketing. Our modular yet integrated EMM suite allows you to achieve high performance marketing and significant ROI through more effective, measurable and efficient marketing activities.

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