

## WebTrends Visitor Intelligence

An innovative reporting system for advanced segmentation and targeting.



## Identify, Target and Engage with One View of Your Customer

You've mastered the art of driving visitors to your site and even see them coming back. But now you're ready to do more. How about building an online experience that engages your visitors, influences response to your messages and ultimately gets them to take action?

WebTrends Visitor Intelligence lets you build highly relevant marketing based on one view of your customers and their online and offline interactions with your organization. It is a full-featured, multi-dimensional (OLAP) reporting and analysis system based on abstracted data from the WebTrends Marketing Warehouse platform.

The system's interactive dashboards and multi-dimensional analysis tools let you answer the questions that are impossible to address using traditional analytics solutions.

Go beyond "how many?" to "who are they and why are they here?"

WebTrends Visitor Intelligence takes your analytics beyond the aggregate analysis of online behavior (visits, clickthroughs and page views) to help you answer critical business questions and improve marketing performance. It turns traditional analytics on its ear by providing multi-dimensional analysis of online and offline visitor behavior. This means you can answer the questions that are impossible to address using traditional analytics and immediately get to visitor lists.

Intelligence you can act on.

Answer the questions that are impossible to address using traditional analytics

WebTrends Visitor Intelligence allows you to act on deep insight into the person behind the visitor to drive microtargeted marketing online experiences that increase engagement and build loyalty.

With powerful analysis, reporting and data visualization, you can get to the information you need without relying on IT and without having to go to multiple systems for complete results.

## With WebTrends Visitor Intelligence, you can:

- Identify, target and engage the people behind your web site visits.
- Combine online behavior with existing offline customer data, such as CRM or demographics, to build a comprehensive Interest Profile that builds over time.
- Replace mass marketing with relevant conversations that are based on the interests of your visitors, and keep them continually engaged.
- Quickly identify and target groups of individuals with the most value to your business and highest potential to act.
- Fuel email, behavioral targeting, and CRM solutions with richer online visitor data and set up triggered follow-up based on the actions a person takes on your site.
- Incorporate critical online consumer insight into corporate dashboards and enterprise systems, such as CRM or a customer data warehouse, to provide a complete view of your customers.

## Executives: Improve workflow across your organization

Shorten decision cycles and build company-wide intelligence about your online visitors. Interactive dashboards and reports allow you to get to results quickly and immediately dig deeper if necessary. Quickly email a dashboard or report, and add comments to call out a specific concern or get answers to specific questions.

## Publishers: Get the most revenue for your ad space

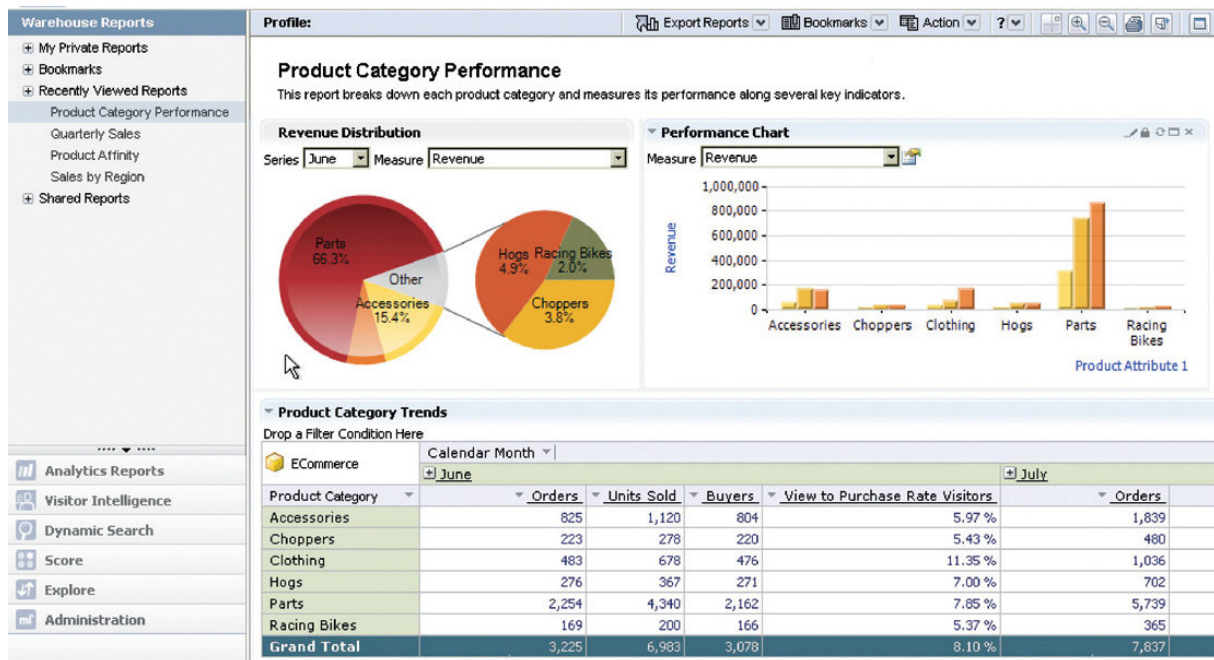
Develop readership profiles based on a combination of demographics and online behavior over time. Pinpoint readership profiles for the particular area of a site an advertiser is considering buying ad. Sell higher value ad space based on knowledge of other content that those same readers view.

## Brand Managers: Attract visitors that engage your brand

Understand the profile of your visitors based on their online behavior combined with offline customer data to ensure your content and advertisements are drawing in that desired target audience. Identify which programs, offers and content most successfully engage visitors. Refine your communications, ad placements and offers based on responses and follow-on actions.

## Online Marketers: Get more out of your marketing investments

Move beyond aggregate performance metrics that are based on clickthroughs and conversion to marketing intelligence that enables you to reveal who responds to a campaign. Understand how different marketing programs influence the interactions visitors have with your business over time then use that visitor behavior to drive targeted follow up campaigns that result in a higher return.



Use interactive dashboards to gain insight into the health of your business. Drag-and-drop wizards let you customize the results, or the way you view them. Easily compare month-to-month performance to quickly pinpoint positive trends as well as target problem areas.

## Relationship Marketing Managers: Build customer loyalty and lifetime value

Online behavior gives you critical insight into visitor intent. Use this insight to listen to what your customers want and deliver what they need more effectively than your competitors. Easily identify your most valuable customer segments.

Improve your content and marketing messages based on their interactions to deliver higher quality service, content and value to these customers.

### Product Category Performance

This report breaks down each product category and measures its performance along several key indicators.

▼ **New vs. Returning Visitors**  
 Time.Calendar Year Quarter Month Day(2006 Q2) ▼ Segment.Period.Segment Period Hierarchy(2006 Q2) ▼

Reporting				Drop a Column Dimension Here	
New Or Returning Visitor	Visit Frequency	Content Area	External Visitor ID	Registered	% Registered to Total Readers
[-] New Visitors	+ 1 Visit			904	3.82 %
	+ 2-3 Visits			1,093	10.74 %
	+ 4-5 Visits			485	20.52 %
	+ 6-10 Visits			421	13.42 %
	[-] 11-15 Visits	+ World News		539	15.00 %
		+ Sports		445	25.00 %
		+ Business		336	33.33 %
		+ Fashion	visitor1@yoursite.com	1	0.01 %
			visitor2@yoursite.com	1	0.01 %
			visitor3@yoursite.com	1	0.01 %
			visitor4@yoursite.com	1	0.01 %
			visitor5@yoursite.com	1	0.01 %
			visitor6@yoursite.com	1	0.01 %
			visitor7@yoursite.com	1	0.01 %
			visitor8@yoursite.com	1	0.01 %

Correlate visitor information, frequency and important site information to identify targeted segments for advertising. For example, identify new visitors and see how frequently they return. Incorporate offline demographic data with online behavior to create targeted advertising.

## Business Analysts: Answer the most complex questions

Powerful multi-dimensional and ad-hoc analysis allows you to correlate data across online and offline channels and create reports that contain the information you need to answer specific business questions.

Reports and dashboards can be published and shared with others across the organization to ensure everyone is making decisions off of the most relevant information. All of your data is stored in a flexible, enterprise-class database to optimize the multi-dimensional analysis you perform in WebTrends Visitor Intelligence.

## Gain deeper insight with WebTrends Visitor Intelligence

With a thorough understanding of visitor behavior and powerful analysis of your online and offline results, WebTrends Visitor Intelligence is the only enterprise solution that provides the information you need to get more out of your marketing investments and a higher return out of your online channel.

WebTrends Framework for Open Data Exchange WebTrends Visitor Intelligence is one component of WebTrends framework for open data exchange. Other components include:



WebTrends Marketing Warehouse. Eliminate the data silos scattered throughout your organizations with the open, standards-based technology needed to integrate the rich, visitor-centric data on their website with that on other enterprise systems. This enterprise-class data platform serves as the engine for WebTrends Visitor Intelligence and other analysis tools.



WebTrends Score. Target your messaging, improve conversions and build long-term customer loyalty with the industry's only patented solution that measures visitor engagement on site and highlights the visitors who offer the most potential value to your business.