



# Online Behavior Analytics for Consumer Internet Companies

*Providing Insights to Improve All Aspects of Monetization*

Consumer internet companies are under constant competitive pressures from the explosion of web, gaming, entertainment, and other on- and off-line consumer-oriented activities. Couple with that fickle visitors who are only one click away from a competitor’s site, and gaining a deep insight into behavioral patterns for the purpose of influencing and retaining these visitors becomes a key imperative. Without a deep understanding of visitors’ behavior, how they navigate, and the patterns and affinities within their surfing habits, effective monetization becomes a challenge.

**Quantivo’s behavioral analytics takes existing online data and turns it into actionable insights** that identify the patterns that matter most across visitors, pages, ads, and content. By providing a deep view into visitor behavior – page views that precede a likely transaction, content that drives conversions, site factors that increase stickiness, recommendations that drive clicks – Quantivo’s behavioral analytics enables the discovery of valuable patterns and trends hidden in mountains of online data and behind complex, expensive business intelligence and web analytics systems.

**Quantivo puts these actionable visitor behavior insights into the hands of frontline decision makers**

to increase monetization through optimized site layouts, improved visitor segmentations, increased conversion rates, improved ad placements, increased return visits, increased site stickiness, and more.

### **Quantivo in Action – Real ROI. Fast!**

**Property:** Streaming media  
**Traffic:** Top 500 site, >250M page views/mo  
**Challenge:** Pressures from increased competition  
**Data Source:** Omniture

- **Benefit: Increased revenue by 9%!**  
By investigating new ways to increase stickiness, they were able to discover more accurate and timely recommendations which increased content views, and therefore ad revenue.
- **Benefit: Increased unique visitors by 6%!**  
By uncovering visitor segments with unique content preferences, they were able to reduce bounce rates, better serve new visitors, and increase content and page views.

## **Empowering Value Discovery**

**Simple operational reports from existing web analytics systems only give a sense of *what happened***, but do not answer *why it happened* or *what to do next*. With Quantivo, consumer internet companies can easily uncover visitor behavior patterns that clearly show how best to segment visitors, where they spend their time and in which sequence, when they will click on an ad, and which methods and placements work with which content and segment combinations.

<b>Operational Reports</b>	<b>Behavior Analysis</b>
<ul style="list-style-type: none"> <li>• How many unique visitors did we have?</li> </ul>	<ul style="list-style-type: none"> <li>• What is the profile of repeat visitors, and what factors increase repeat visits?</li> </ul>
<ul style="list-style-type: none"> <li>• What are the most popular search terms?</li> </ul>	<ul style="list-style-type: none"> <li>• What search terms drive visitors to what content, and what do they do next?</li> </ul>
<ul style="list-style-type: none"> <li>• How many clicks did each ad receive?</li> </ul>	<ul style="list-style-type: none"> <li>• Which ads/content will generate the most revenue from which viewers?</li> </ul>

By focusing on patterns and affinities across pages, content, segments, visits, and over time, Quantivo identifies the

most profitable and monetizable segments, content, ads, and strategies that give consumer internet companies the edge needed to increase visitors, stickiness, conversion rates, and ultimately drive more revenue.



## Online Behavior Analytics for Consumer Internet Companies

### Actionable Insight to Those Who Need it Most

Quantivo gives decision makers the power to dynamically explore visitor behavior data, breaking free from the limitations of predefined reports, the complexities of proprietary query languages, and the bottleneck of data analysts and IT. Quantivo’s easy-to-use discovery tools present online marketing, ad sales, web, content, and other teams with visitor behavior insights needed to drive new opportunities. Additionally, Quantivo extends the dynamic nature of analysis, allowing decision makers to follow their train of thought as they dive into a specific hypothesis, or to work faster when new or unforeseen behavior patterns are uncovered.

### Profit-Driving Consumer Internet Applications

Quantivo provides insights that allow consumer internet companies to get, keep, and grow visitors and revenue, from ensuring compelling content for new visitors to increasing lifetime value across repeat visitors.



#### Conversion Analysis

Discover visitor behaviors that result in conversions, purchases, registrations, and other monetizable events, and learn to predict and drive desired behaviors.



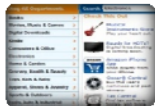
#### Site Stickiness

Identify the factors that increase visits and page views, and learn how visitors react to various content and offers at different stages of their visit or lifecycle.



#### Segmentation

Identify ways to separate high- and low-value visitors, and understand visitor response behaviors and the direct and indirect impact on visits, transactions, and profits.



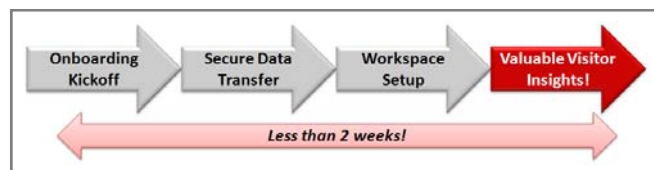
#### Recommendations

Discover patterns in content viewed across segments, in sequence, and over time, and drive revenues with “Amazon-like” content affinities and suggestions.

### Actionable Insight in Just Days

Quantivo’s Software-as-a-Service solution offers high-performance online analysis in just days, putting behavioral analytics into decision makers’ hands and quickly generating ROI. Quantivo’s streamlined onboarding process combines zero up-front investment with affordable subscription pricing, allowing entire companies or single departments to get started with powerful analytics both quickly and easily – as opposed to the millions of dollars and months required for traditional analytics applications.

Because Quantivo is provided as an on-demand service, there are no servers to purchase, no software to install and configure, and no on-going IT management. Just send data and start getting actionable insights that drive online monetization.



*Quantivo’s fast onboarding process puts valuable behavioral insights in your hands in under two weeks!*