



Quantivo 4 – What's New

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A Summary of the Latest Enhancements to Quantivo Behavioral Analytics

Quantivo is revolutionizing behavioral analytics by breaking down the barriers between large-scale customer data and the discovery of actionable insights that support smart business decisions. Quantivo solutions enable companies to quickly understand the relevant behavioral patterns exhibited by customers – online, offline, and across all touch points – and turn those insights into action for sales, marketing, web, support, and other customer-facing teams.

Quantivo 4 further enhances Quantivo's already powerful advanced analytics with a new, intuitive user interface and new capabilities. Now you can segment your customers dynamically by any combination of context-specific attributes and with the flexibility to fit your unique business – all in just minutes. Detailed customer data is always instantly available for additional analysis or exporting into other systems.

Create Focused Segmentations with Context Filtering

Eliminate the need for multi-pass queries by creating segments based on a combination of contextually-specific attributes, such as items purchased in the context of a single invoice or the context of a customer's lifetime. Other analytics systems can tell you that a customer has purchased product A and product B, but it's difficult and time-consuming to find out if the purchases are related to or independent of each other. Only Quantivo can tell you – with drag-and-drop ease – what your customers are buying, consuming, and viewing with the insights of context filtering.

EXAMPLE

A Context Filter can help a retailer identify customers who are "gold members" in the context of the company's Loyalty Club, have redeemed a specific promotion and purchased product X in the context of a single invoice, and have not purchased product Z during the past 90 days. This allows marketing to then easily target that segment with an up-sell promotion.

Improve Accuracy with Context-specific Targeting

Within a single query, identify context-specific behaviors that happen together, and even combine different contexts across attributes, such as web pages visited in the weeks after a promotion for customers who enjoy sports content. This enables much more accurate segmentation and targeting of marketing activities towards customers that share a specific set of behaviors, resulting in more effective marketing and higher marketing ROIs.

EXAMPLE

A Context-specific Target can help a web analyst identify first-time visitors who originated from a specific referrer and, in the context of their first session, watched a comedy video and did not watch a sports video. Marketing can then target this segment of visitors with additional comedy content suggestions, while avoiding sports, in follow-up campaigns to increase repeat visits.

Speed Time-to-Action with One-step Segmentation Comparison

Query results are instantly shown for your target segment or behavior as compared to the same query run against your entire population. This quickly highlights segments, opportunities or behaviors that are significantly different from the population as a whole and therefore ripe for action, providing a clear targeting opportunity, and insight into the potential ROI or traffic impacts.

EXAMPLE

A retailer can compare the invoice profit margins of potential promotion opportunities for 21-30 year-old women who purchased products X and Y on the same invoice against all customer who purchased products X and Y, clearly identifying the right products to promote to 21-30 year old women.

Get as Granular as Needed with Multi-attribute Segmentation

Discover behavioral patterns across any combination of attributes, from page views to products purchased to visit frequency, and more. Then use those attributes to create detailed customer segmentations that increase lift, ROI, and campaign results. Further identify the likelihood of defined segments to conduct other behaviors, improving targeting opportunities.

EXAMPLE

Multi-attribute Segmentation can identify customers that are more likely to enjoy specific content or products than the population as a whole. Marketing can then target these well-defined segments (e.g. west coast visitors who originated from Bing ads and visit more than three times per week) with the offers and suggestions that are most likely to result in a conversion.

Get Started Now with Instant Export

Export results to an external reporting, marketing automation, or content management system for fast action. Even with tens of millions of results, such as customer IDs, email addresses, or customer demographic profiles, one click exports the entire list.

Empower Anyone to Ask and Answer Questions with an Improved User Interface

Now it is so much easier for you, and all types of users, to realize the beneficial insights that Quantivo delivers. Easily and intuitively ask and answer any type of question within a modern, browser-based application.

What Are My Easiest Cross-Sell Opportunities?
For Google-sourced game channel fans who like sports or action games, what game genres do they view on return visits?

Run Query 0.3 s (Last run at 5:11pm) Publish this worksheet

Context: Visitor Custom Sort:

Dimensions: Game Genre

Measures: Association Visitor count Visitor avg(Time On Page) Visitor avg(Page View)

Filter: Visitor where Visit Referrer = www.google.com Visit Num = 1 Session where Visit Num = 2 → 10

Target: Visitor where Channel = Game Visitor where Game Genre = Sports, Action

Results Display: 24 rows

row	Game Genre	Association	Visitor count		Visitor avg(Time On Page)		Visitor avg(Page View)	
			with target	all	with target	all	with target	all
1	Sports	5.7x	446	1,086	2,568.84	1,548.04	49.25	30.50
2	Other	5.1x		112	4,008.65	2,366.27	104.28	68.13
3	Music	4.51x		400	5,352.49	2,385.34	98.14	42.96
4	Compilation	3.72x			1,651.75	70.80	34.31	
5	Action	3.65x			1,084.42	33.73	18.82	
6	Fighting	3.57x			2,173.00			
7	Party	3.27x	8	28	6,216.63	4,533.46		
8	Puzzle	3.01x	61	227	4,752.51	2,215.00		
9	Wrestling	2.77x	102	403	5,629.05	2,240.95		
10	Pinball	2.73x	2	8	12,919.50	3,970.50	249.00	70.88
11	Battle	2.73x	6	24	16,883.83	5,095.21	301.50	86.75

Context Filtering: Easily identify segments across attributes

Context-specific Targeting: Quickly target on and compare segment behaviors

Multi-attribute Segmentation: Focus on and drill-down into segments defined by any combination of attributes and contexts

One-step Comparison: Quickly view segment vs. overall results

Instant Export: Quickly put detailed data to work

For more information, visit www.quantivo.com, email us at info@quantivo.com, or call us at 650-403-4430.