



Behavioral Analytics for Omniture® SiteCatalyst®

Maximize SiteCatalyst Value with Detailed and Actionable Visitor Behavior Insights

Omniture's suite of online analytics tools provides useful management reports of your online operations. However, to realize the full value of online data, truly flexible behavioral analytic capabilities with in-depth repeat visit analysis and ad-hoc segmentation definition are required. Omniture customers quickly find that existing discovery tools are limited and cannot satisfy the ever-growing demands for actionable insights derived from available online data.

Unleash Visitor Value with Behavioral Analytics

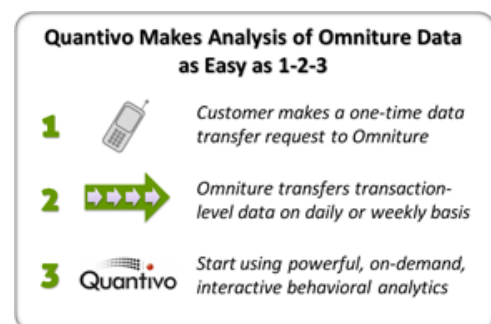
Quantivo enables interactive discovery of behavioral patterns in even the largest online data sets. To identify the value within visitor behaviors across sessions, Quantivo digs into Omniture's session logs, visitor tracking, as well as custom identifiers specific to a web site (email, id, id token, etc.). Profit-driving insights are surfaced through advanced visitor segmentations, cross-session behavior patterns, and event-focused visitor preferences. Quantivo enables the following capabilities on SiteCatalyst data:

- » **Repeat visitor behavior analysis**
Tailor recommendations and offers based upon any measure of visit recurrence. Visitor behavior can be analyzed across frequency of visits, visit number, total number of visits, visits per period, and more.
- » **Dynamic segment definitions**
Uncover unforeseen, fast-changing, and monetizable visitor trends. New segments can be defined interactively and evaluated instantly, allowing marketers and web analysts to react to the latest trends.
- » **Multi-level behavioral analysis**
Find and funnel visitors to valuable clickstream paths. Behavioral patterns across multiple events can be analyzed to understand content or offer combinations that increase views, conversions, and transactions.
- » **Customized train-of-thought analysis**
Leverage train-of-thought capabilities to dig into custom events (as defined and captured by Omniture) and include them in ad hoc analysis, making it possible to understand visitor behavior from all angles.

Fast and Effortless Insight into Your Online Data

SiteCatalyst customers can utilize Quantivo's powerful behavioral analytics on their own data in just a few days and with little effort. Quantivo has streamlined the onboarding of Omniture-collected data into just three steps. With a simple request to Omniture, your historical transaction-level server calls are securely transferred to Quantivo, followed by your choice of daily or weekly updates.

Absolutely no changes are required to Omniture tags and all web operations remain unaffected – except that the full power of Quantivo behavioral analytics is now available!



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