



## QuickStart for Online Media

*Direct Insights to Get More Visitors, Keep Them Engaged, and Grow Online Profits!*

Online Media companies face a constant challenge in trying to get new visitors to their site, keep their audience returning and engaged, and grow both overall audience and the monetization potential of each audience segment. *Quantivo QuickStart for Online Media* puts 22 high-impact reports into your hands, giving you powerful behavioral insights that turn your existing web analytics data into profit-driving marketing, editorial, and site layout decisions.

### A QUICK START TOWARDS AUDIENCE AND PROFIT GROWTH

*Quantivo QuickStart for Online Media* is a packaged solution that combines the intuitive and award-winning *Quantivo Analyzer* interface with pre-built reports that enable you to uncover and act upon the visitor behaviors hidden within your existing Omniture®, Webtrends, marketing, content management, and other tools.

These out-of-the-box behavioral analytics reports focus on three key areas – getting, keeping, and growing your audience and profits – and are specifically tailored to the unique challenges faced by media and content sites.

#### **GET MORE NEW VISITORS**

*Create stickiness from the very first click.* Generate new customers by understanding the campaigns, referring sites, and content that drives clicks, registrations, ad impressions, and profits. With insights into where visitors come from, what they do, and how they consume content, you can attract the right audience and effectively increase their value.

#### **KEEP YOUR AUDIENCE ENGAGED AND RETURNING**

*Push first-timers into high-value segments.* Discover which referring sites get visitors to return and decode even the most complex behaviors that differentiate potentially valuable customers from the rest. Uncover clear and novel segmentations based on behaviors to better meet customer needs through recommendations and focused campaigns.

#### **GROW TRAFFIC AND PROFITS**

*More clicks don't always mean more profits.* Understand and segment your audience to know what they want, when they want it, and how to offer it to them. Gain deep insights into how visit frequency impacts value, behavioral signals, and the specific content that drives profit.

#### **22 PROFIT-DRIVING INSIGHT REPORTS**

##### **GET MORE NEW VISITORS**

1. Campaigns Driving First Visits
2. Content Driving First Visits
3. Referrers Driving First Visits
4. First-time Visitor Content Affinities
5. Second Visit Content Affinities
6. Bounce-Inducing Landing Pages

##### **KEEP YOUR AUDIENCE COMING BACK**

7. Recommendations for First-time Visitors
8. Recommendations to Increase Page Views
9. Recommendations to Increase Visit Frequency
10. Page Affinities by Visitor Level
11. Visit Frequency by Visitor Level
12. Content Affinities by Visit Number
13. Exit-driving Content

##### **GROW TRAFFIC AND PROFITS**

14. Registration-driving Content
15. Registration-driving Referring Sites
16. Recommendations for Repeat Visitors
17. Recommendations for High-Frequency Visitors
18. Recommendations for Viewers of Content X
19. Previous/Next Page Affinities for Content X
20. Content to Increase Visit Frequency
21. Content to Increase Page Views
22. Visit Frequency by Category Viewed



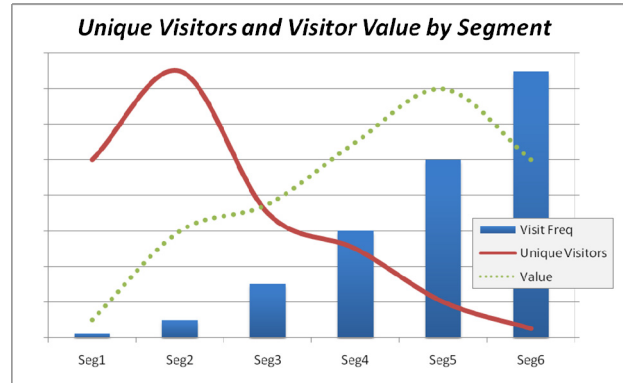
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### ACTIONABLE ANSWERS IN THE HANDS OF DECISION-MAKERS

To grow your online business, you must look beyond the typical “what has already happened” reports. Quantivo lets you uncover behavioral patterns for new and returning visitors, and enables your decision makers to stop looking backward and start deciding what to do next.

*Quantivo QuickStart for Online Media* delivers the insights that show you how to grow your audience in specific, relevant and measurable ways.

- Explore your web analytics data to discover complex but valuable behavior patterns.
- Uncover connections between clicks, visit frequency, and content views.
- Maximize marketing, advertising, and cross-property pollination initiatives.



*A Quantivo online media customer uncovered these previously-hidden insights showing how the number of visitors and per-visitor value varies across their visit frequency-based segmentations.*

*Quantivo QuickStart for Online Media* also includes the benefits of *Quantivo Enrich*, adding sophisticated behavioral data enhancements calculated from historical activities, plus new data not captured by your web analytics system, such as session times, visits per period and bounce rates. *Quantivo Enrich* also gives you the option to integrate other customer data into your analyses – for example, data from content management, social media, or marketing automation systems – to provide a 360° view of audience behavior.

### STREAMLINED PROCESS TO GET STARTED

Quantivo provides a streamlined process to help you go from data overload to clear answers to your most challenging questions in just a few days, with minimal involvement or resources on your side. Regardless of where you data resides today, we’ll work with you to transfer it to Quantivo and set up on-going transfers of new data.

#### FOR WEBTRENDS CUSTOMERS

Via Open Exchange, Webtrends Analytics customers can unleash the power of Quantivo on their data quickly and easily. Quantivo supports both Webtrends’ native log files and Marketing Warehouse data, all transfers are secure, and daily or weekly updates are available. No tag changes are required and all web operations remain unaffected.

#### FOR OMNITURE CUSTOMERS

SiteCatalyst customers can quickly realize the power of Quantivo on their data with little effort. Quantivo supports Omniture’s native log files, and your transaction-level server calls are securely transferred to Quantivo, followed by your choice of daily or weekly updates. No tag changes are required and all web operations remain unaffected.

#### FOR OTHER DATA SOURCES

Quantivo is not limited to Webtrends and Omniture data – we can work with any web analytics data. But it doesn’t stop there! Our customers are analyzing everything from point-of-sale to social media to CRM to proprietary data. Talk to us and we’ll explain how you can use our solutions to find the value in *any* customer data.



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### **SOLUTION DETAILS: 22 PROFIT-DRIVING BEHAVIORAL INSIGHTS**

#### *GET MORE POTENTIAL CUSTOMERS*

##### 1. CAMPAIGNS DRIVING FIRST VISITS

Understand which campaigns return the highest ROI *and* lead to desired results, enabling you to effectively invest marketing dollars on the programs that will specifically drive first-time visitors. Dig deeper to differentiate campaign effectiveness between first-time and repeat visitors.

##### 2. CONTENT DRIVING FIRST VISITS

Accurately pinpoint the content to which first-time visitors migrate. Identify disconnects between campaign and page content that may be creating confusion or fails to capture that initial attention. With insight into the associations between visit number and content, you can improve the capture of first-time visitors.

##### 3. REFERRERS DRIVING FIRST VISITS

Identify which referrer domains drive and retain the highest volume of first-time visitors, enabling you to effectively invest promotion dollars on the sites that you know drive traffic. Differentiate and focus campaigns between first-time and repeat visitors. Compare referring sites on volumes *and* the likelihood of repeat visits.

##### 4. FIRST-TIME VISITOR CONTENT AFFINITIES

Uncover connections among landing pages, content, and categories. Only by matching these affinities with the full visitor experience can marketing and editors better serve first-time visitors and begin the campaign to increase the likelihood of their return. Understanding content affinities will enable you to salvage even uninterested visitors.

##### 5. SECOND VISIT CONTENT AFFINITIES

Uncover exactly what brings a visitor back for the *second* time, then turn that content into suggestions and recommendations for first-time visitors. Funnel new visitors to content that is proven to push them along the path toward higher value and more frequent visits.

##### 6. BOUNCE-INDUCING LANDING PAGES

Go beyond simple statistics to understand why landing pages cause visitors to bounce, how referrer and campaign content contribute to bounces, and how top-performing landing pages can be leveraged to improve your overall retention rates.

#### *KEEP CUSTOMERS COMING BACK AND CLICKING*

##### 7. CONTENT RECOMMENDATIONS FOR FIRST-TIME VISITORS

Once a new visitor arrives, start planting the seed for their next visit. Understand which content drives repeat visits, and which first-visit behaviors can be used to segment visitors and increase recommendation accuracy.

##### 8. CONTENT RECOMMENDATIONS TO INCREASE PAGE VIEWS

Connect individual pages to longer session times and more content views. Drive clicks and stickiness simultaneously with a deep understanding of how different segments consume different content, and which content results in more page views.



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### 9. CONTENT RECOMMENDATIONS TO INCREASE VISIT FREQUENCY

Once visitors return, ensure that they find what they want and keep your property top of mind. Quickly and easily generate both simple and complex visit frequency and volume reports, even on massive data sets. Then use page, content, and category affinities to post content recommendations that have been proven to increase repeat visits.

### 10. PAGE AFFINITIES BY VISITOR LEVEL

Start segmenting your audience now by your preferred method, such as registered, subscriber, guest, etc. Understand how affinities differ by engagement level, and what drives visitors to move up the value chain.

### 11. VISIT FREQUENCY BY VISITOR LEVEL

Gain a deep understanding of visit frequency by engagement level. Learn what increases the likelihood of engagement, how engagement level changes with behaviors, and how behaviors can signal pending changes in engagement level – for better or worse.

### 12. CONTENT AFFINITIES BY VISIT NUMBER

Further slice and dice your audience by a granular segmentation based on specific visit number. Uncover differences in behaviors between the third and the tenth visit, learn the number of visits to wait before targeting them with a specific campaign, and understand that value is not always driven by a high number of visits.

### 13. EXIT-DRIVING CONTENT

What drives exits is as important as what drives stickiness. Uncover the content that is driving your audience away and how to plug those holes and improve your site to minimize leakage.

## *GROW SALES AND PROFITS*

### 14. REGISTRATION-DRIVING CONTENT

Learn how to move more visitors from “guest” or “anonymous” to legitimate, registered, known members of your audience. Uncover the content that results in visitor registrations and the pre-registration content and behaviors that are likely to lead to a registration event.

### 15. REGISTRATION-DRIVING REFERRING SITES

Learn which referrers generate visitors who are highly likely to register. Turn campaigns and promotions into registration-driving programs that lead directly to increased value and knowledge of your audience.

### 16. CONTENT RECOMMENDATIONS FOR REPEAT VISITORS

Once a visitor becomes a valued member of your audience, keep them coming back and keep growing their value. Learn what creates stickiness with repeat visitors across visit frequency levels, and maintain your relationship with your higher-value audience as they grow from one visit per period to dozens of visits per period.

### 17. CONTENT RECOMMENDATIONS FOR HIGH-FREQUENCY VISITORS

Don't neglect your most loyal audience. Keep them coming back and maintain their value by recognizing indicators of waning interest and take action to keep them engaged through targeted content and category recommendations.



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### 18. CONTENT RECOMMENDATIONS FOR VIEWERS OF CONTENT X

Leverage proven behavioral patterns even further by giving each visitor segment exactly what they seek. Discover how content affinities can differ across your site, and how visitors who are drawn to specific content may also have unique content affinities.

### 19. PREVIOUS/NEXT PAGE AFFINITIES FOR CONTENT X

Gain deep insights into the mountains of online data that you are collecting to discover how visitors navigate your site, how content pushes visitors toward or away from other content, and how click stream behaviors can indicate value or precise segmentations.

### 20. CONTENT TO INCREASE VISIT FREQUENCY

Learn which content drives more visits per period, and then connect audience segments and marketing programs to that content in order to improve your most-valuable metrics.

### 21. CONTENT TO INCREASE VISIT PAGE VIEWS

Learn which content drives increased page views, and then enable your editors and content management systems to make better content, recommendation, and site layout decisions.

### 22. VISIT FREQUENCY BY CATEGORY VIEWED

Drill down by moving up a level to understand how categories and groupings of content are related to visit frequency. Learn how to leverage category affinities to increase stickiness and optimize site navigation.

## **BUILD YOUR FOUNDATION**

*Quantivo QuickStart for Online Media* is designed to get you started with Quantivo very quickly and affordably so you can experience the powerful benefits and extreme ease of use that we deliver. These 22 out-of-the-box reports were specifically created based on our experience with numerous Online Media companies, focusing on the answers that are the most beneficial and immediately actionable.



## QuickStart for Online Media

### DATA TRANSFER DETAILS

To gain the full power of *Quantivo QuickStart for Online Media* and obtain relevant and effective answers, Quantivo recommends the following data as a basis for these reports:

- » **Base Data:** Three months of complete server call data
- » **Frequency of Refresh:** Weekly is preferred
- » **Look-up Tables:** Information from campaign management system, marketing automation, or other systems that have data that link to keys (is referenced) in the server call data

### WEBTRENDS CUSTOMERS

Data delivery is completely handled by Webtrends after a simple request to your Webtrends account manager. Transferred data consists of transaction-level “server call” log files. Quantivo extracts Webtrends standard parameters that are passed in “cs\_uri\_query.” For custom parameters, documentation on the query parameter (DCSext.w\_...), readable name, data type and a short explanation is required.

Quantivo allows exploration of affinity patterns against group of transactions such as sessions, market basket (transactions) and loyalty (over time). Visitor and session information is gathered from the WT.vt\_sid file. Additional groupings are possible if the data supports it, such as customer ID. This grouping can be created with a single key field (example: IP address) or constructed from combination of fields if such key is not present in the data (example: “transaction time+IP address” creates a unique invoice identifier). These groupings are created via *Quantivo Enrich*.

### OMNITURE CUSTOMERS

Data delivery is completely handled by Omniture after a simple request to your account manager. Transferred data consists of transaction-level “server call” log files. Quantivo extracts and loads Omniture standard parameters such as visitor ID, session number, referrer, etc. For custom parameters, documentation on the query parameter name (example: evar20), readable name, data type and a short explanation is required.

Quantivo allows exploration of affinity patterns against groups of transactions such as sessions, market baskets (transactions) and loyalty information (customer over time.) Visitor and session information is gathered from the Omniture standard visitor and session numbers. Additional groupings are possible if the data supports it, such as customer ID. This grouping can be created with a single key field (example: IP address) or constructed from a combination of fields if such key is not present in the data (example: “transaction time+IP address” creates a unique invoice identifier). These groupings are created via *Quantivo Enrich*.

### ABOUT QUANTIVO

Quantivo is pioneering a fundamentally new approach to Behavioral Analytics. For the first time, corporate decision-makers can quickly uncover behavioral patterns across any aspect of their customer interactions and act on these timely insights to increase customer acquisition, retention, up-sells, cross-sells and web monetization. By combining large-scale analytics with rapid SaaS delivery, Quantivo is the only company that puts impactful revenue-generating insights directly into the hands of a wide set of executives and analysts for applications such as market basket and loyalty analysis, merchandising and marketing optimization and online analytics. For more information, visit [www.quantivo.com](http://www.quantivo.com).