



MARKETING SUCCESS STARTS WITH U™

## Unica® NetInsight®

### Gain Deeper Insights More Quickly and Easily with Unica's Next-Generation Web Analytics

The web is arguably the most important marketing channel today. Optimizing the experience of web site visitors and understanding what's working and what's not on a company's web site is now a mission-critical responsibility. As a result, web site analysis is an increasingly demanding process that requires marketers and web analysts to drill deep for details about visitor behavior, often in unanticipated ways.

But how can online marketers get the information they need about how each visitor behaves on their site when most web analytics solutions were initially architected to generate reports using aggregate data? How can they be nimble, iterative, and responsive in drawing insights from web behavior when tagging a site for web analytics is laborious, difficult to change, and requires them to know in advance all the questions they'll want answered?

The answer is Unica NetInsight, a web analytics product architected from the ground up for easy deployment, implementation, and use - not just by analytics experts, but by every marketer:

- **Powerful and flexible reports:** Forrester writes that "NetInsight excels at reporting and analysis"
- **Role-based GUI:** adapts to all types of users, enabling easy self-service access to any dashboard or report, from personalized metrics to advanced ad hoc visitor-level analysis
- **Individual visitor-level data always available:** data at the most "atomic" level is always available, without buying additional product modules, for drill-down, slicing-and-dicing, and auditing of metrics, even if the need to do so wasn't anticipated when the site was tagged
- **"Soft-tagging" infrastructure:** page tags are designed only to collect data and don't define or constrain analyses; the tags are small, with low page overhead, and can be implemented or modified easily and quickly without first determining what kind of analyses will later be needed

**Open data architecture:** designed as a single application with an open data architecture providing a strong core for data extension and integration with other complementary technology partners and marketing solutions

- **Flexible deployment and migration options:** available as enterprise software or on-demand, and easily be migrated from one to the other after initial deployment
- **Part of Unica's complete interactive marketing solution:** individual visitors or segments can be selected for immediate inclusion in outbound or inbound marketing campaigns and programs

Unica NetInsight is a next-generation web analytics product designed from the ground up to meet the full range of today's and future online analysis requirements.

#### VISUALIZE AND COMMUNICATE KEY METRICS WITH SUCCESS

Many analytics packages assemble reports but only NetInsight unlocks the full power of your web data. The solution continuously monitors a wide variety of built-in and user-specified business objectives through configurable key performance indicators (KPIs) which may then be analyzed in a tabular or visual format to give you insight to optimize web performance. Unique capabilities streamline your analysis:

- Overlay heat maps that pinpoint the most and least popular areas on each web page
- Configurable KPIs that express web metrics in the language of your business
- Role-based dashboards that allow users to view key trends at a glance
- Interactive visual reports which, when drilled, provide deeper metrics and detail
- Scheduled and alert-driven report delivery via email
- Geographic location reporting that includes the organization names and connection speeds of visitors

- Automated integration of paid search advertising costs and ad data

Armed with this intuitive and comprehensive business information, you can easily and effectively communicate web metrics and create powerful strategies that are truly responsive to individual behaviors.

### DRILL ANYWHERE, TREND ANYTHING

What action should you take when your KPI is down or flat? NetInsight, KPIs, dashboards and visualizations are not a dead-end for analysis, but the starting point for limitless exploration. NetInsight's unique, intuitive, marketing user interface balances ease of use with the most powerful deep dive analytics in a single adaptive user interface. Even casual business users are empowered to go beyond "canned" reports and slice and dice any metric for information on how to improve results immediately. With just a few clicks more, power users can apply the criteria of their choice to uncover the story behind their reports. In web analytics, every answer begs five new questions which is why NetInsight enables rapid cross interrogation of historical web data to empower marketers to uncover answers to their most pressing questions without having to ask IT to build new reports.

### SIMPLICITY OF DATA COLLECTION

NetInsight leverages a "soft-tagging" architecture that requires fewer up-front decisions, less up-front work, and dramatically less maintenance over time as business needs change. The tag is small, it creates comparatively little site overhead, and its job is solely to collect data. Business users separately specify how they want to analyze and report on the data through the application. The separation of data collection from data analysis dramatically increases application flexibility by giving marketers the freedom to change their analysis requirements without the need to re-tag. Furthermore, when key business metrics change, NetInsight gives marketers the flexibility to reassess the business historically through the new lens. Other products can only look forward.

### INTEGRATE WEB DATA WITH OTHER CUSTOMER INFORMATION

With NetInsight, web analytics can be integrated with other customer data across the

enterprise to create a comprehensive view of the customer. The unique open architecture facilitates easy integration of NetInsight's web analytics data warehouse with business intelligence (BI) or CRM solutions.

Additionally, NetInsight leads the industry in its design for extensibility so that externally stored customer and product data can be easily integrated into reports.

### ENSURE UNPRECEDENTED ACCURACY AND ABILITY TO AUDIT ANYTHING

Unica NetInsight ensures the accuracy of your web analytics reports by offering a complete choice of intelligent web analytics data collection methods, providing you with more ways to identify and track sessions, log files, page tags and more. Equally popular with customers is that you can audit any report by drilling into the data or audit metrics by tracing the underlying definition.

### VISUAL SELECTION INTEGRATION INTO UNICA CAMPAIGN

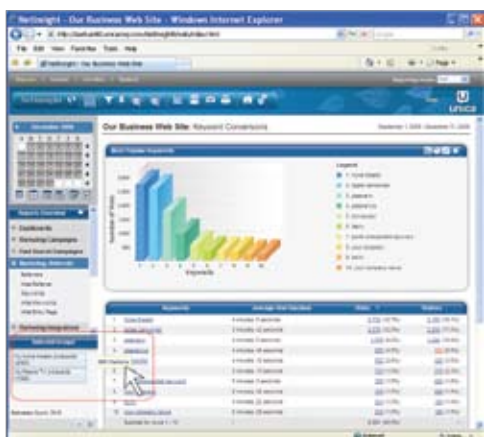
Business users can segment their web site visitor reports to identify promising visitor segments. With a simple drag and drop operation, visitor segments can be selected as a list of individuals, e.g. the individuals that searched for a particular keyword or product but did not complete a purchase. Visual selection can be downloaded as a target list or accessed from Unica Campaign where marketers can design automated, dynamic campaigns with just a few clicks



Unica NetInsight's role-based dashboards allow users to view key trends at a glance.

### ON PREMISE OR ON-DEMAND

Unica NetInsight is a turnkey web analytics solution that may be used on premise or on-demand. Unlike other offerings in the market, NetInsight OnDemand is fully compatible with the on premise edition, making it easy for organizations to bring web analytics in-house or switch to on-demand as needs change.



Unica NetInsight's "Visual Selection" capability offers drag and drop identification and export of opportune visitor segments.

### GROW WEB ANALYTICS BEYOND SITE OPTIMIZATION TO INTERACTIVE MARKETING

Website marketing is one of several internet and offline channels that enterprises use to market their products and services. When Unica NetInsight is used in conjunction with other modules in Unica Interactive Marketing, unprecedented synergy can be achieved across all marketing programs. Visitors that came to your site from pay-per-click advertising, for example, may be targeted with intelligent re-marketing email campaigns which take into account the keywords and web content that each individual interacted with.

### ROBUST, EASY-TO-USE FUNCTIONALITY

Unica NetInsight ensures success of web marketing with easy-to-use functionality that facilitates rapid adoption throughout the enterprise. Key functionality includes:

- Business users can choose from sampled reporting mode for exploratory ad-hoc analysis and full data mode for the most accurate results
- User-friendly, role-based interface for self-service metrics throughout the enterprise
- A user interface that balances ease of use with powerful analytics
- Unlimited segmentation and ability to correlate anything with anything
- Interactive A/B analysis testing using any criteria

### WHAT WE DO

Unica provides innovative marketing solutions that turn your passion for marketing into business success.

### ABOUT US

Unica Corporation (NASDAQ: UNCA) is the definitive leader in innovative marketing software solutions. Unica's advanced set of enterprise marketing management and on-demand marketing solutions empowers organizations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, timely, and measurable business outcomes. Unica's solutions integrate and streamline all aspects of online and offline marketing. Unica's unique interactive marketing approach incorporates customer and web analytics, centralized decisioning, cross-channel execution, and integrated marketing operations. More than 800 companies worldwide depend on Unica for their marketing management solutions.



**Unica Corporation**  
Worldwide Headquarters  
Reservoir Place North  
170 Tracer Lane  
Waltham, MA 02451  
USA

**T** +1.781.839.8000  
**F** +1.781.890.0012  
**E** [unica@unica.com](mailto:unica@unica.com)

**[www.unica.com](http://www.unica.com)**

Australia  
Belgium  
France  
Germany  
India  
Netherlands  
Singapore  
Spain  
United Kingdom  
United States

Unica and NetInsight are registered trademarks of Unica Corporation with the U.S. Patent and Trademark Office. The Unica logo and MARKETING SUCCESS STARTS WITH U are trademarks of Unica Corporation. All other trademarks are the property of their respective owners.

PS-UNI-0709-PDF

© 2009 Unica Corporation. All rights reserved.