

TRUVISO VI

VISITOR INSIGHT AND ANALYTICS

Visitor
Insight &
Analytics



TRUVISO

Measure People, Not Pages

People drive your business – not page views. If you want to measure what matters, you need to understand the people who visit your Web site. Who they are. What they care about. What they do. And how well your site – and your presence ‘off site’ - works for them.

Truviso Visitor Insight & Analytics™ (VI) is an advanced, real-time web analytics and data integration solution that was designed to track and measure people, not just pages. Combining multiple data sources including online behavior and enterprise customer data, Visitor Insight provides unprecedented insight and analysis into the people visiting your site.

- **Visitor-Centric Web Analytics**
- **Real Time Reporting**
- **Extreme Scalability**
- **Multiple Data Sources**
- **Flexible & Open Architecture**

Build Relationships Over Time

Today's online world is about building relationships that work: keeping customers engaged, delivering personalized service and offerings that turn prospects into customers, customers into advocates, and advocates into influencers.

Success is about more than just conversion over a single session. Building relationships with people who have already visited your site or bought from you can generate far more revenue, for less cost and effort, than finding new visitors. Today's web analytics tools just can't provide the insight required to understand how the mix of people visiting your site is changing – and what to do about it.

Visitor Insight lets you track and even predict visitor behavior to generate more revenue. Visitor Insight's extraordinary data processing capabilities can manage enormous amounts of web data at the visitor level. So you have the information you need to drive real-time analysis and real-time action, and can deliver it immediately to the right people through a friendly but powerful dashboard interface.

With Visitor Insight & Analytics you can...

- Understand the visitors coming to your site, who's influencing them, how they engage.
- Map visitor mix to campaign and measure how that mix evolves over time.
- Identify your most engaged and highest value visitors, then track and target audience segments based on the same demographic and behavioral attributes.
- Understand how campaigns, social media, and syndicated content improve site performance and revenue.
- Dynamically identify event-driven marketing opportunities at the segment and visitor level.
- Deliver multi-source data analysis across the company through personalized dashboards, providing the detail departments and executives need to make decisions.

For Publishers

Drive higher CPMs by delivering audience segments to your advertisers based on engagement level, influence, and demographic, geographic, and behavioral profiles.

For E-tailers

Drive in-session and remarketing recommendations using total lifetime value, product purchases, influence, and income level to increase site loyalty and repeat purchases.

For Lead Generation

Evaluate and manage leads efficiently by understanding your best opportunities and identifying your most vocal and loyal advocates – on and off your site.



Customer Lifecycle Management



Improve Engagement, Optimize Conversion, and Increase Revenue

Visitor Insight enables you to build an incremental profile of each visitor, learning about them with each interaction and adding contextual data from enterprise systems or marketing data stores. Visitor Insight can measure and track visitor engagement, and the evolution of your relationship with each visitor and audience segment.

It provides the reporting and analysis you need to increase your visitor's activity and loyalty, optimize conversion by audience segment, and drive more value and revenue from every relationship.

Visitor Insight Features

Visitor Insight's completely customizable, real-time dashboards and reports enable you to drill down to information at the visitor level. Using the system's powerful segmentation functionality, you can track the performance of a virtually unlimited number of visitor segments, and distribute the same high or low-level views to management or CMO dashboards – no exports, no data massaging, no spreadsheets.

- True real-time reporting on all data
- Flexible, deep visitor segmentation based on hundreds of visitor attributes
- No data caps, no table or report limits, and data is never sampled
- Powerful, personalized CMO-level dashboards can be easily distributed both internally and externally
- Complete access to granular and aggregate data through standard SQL language
- Robust TruAction API for triggering in-session personalization, offers, and event-driven marketing
- Flexible data source connectors for direct integration with multiple enterprise systems: JDBC, JMS, XML, SOAP, and proprietary API's
- No additional page tagging required; non-proprietary universal tags supported
- Customizable to accommodate new metrics, data sources and dimensions
- Can provide roll-up / management reports across different tools and web properties
- Works alongside and complements your existing web analytics tools (such as Omniture, Webtrends, Google Analytics, Core Metrics)
- Available as a privately hosted managed service or as on-premise software

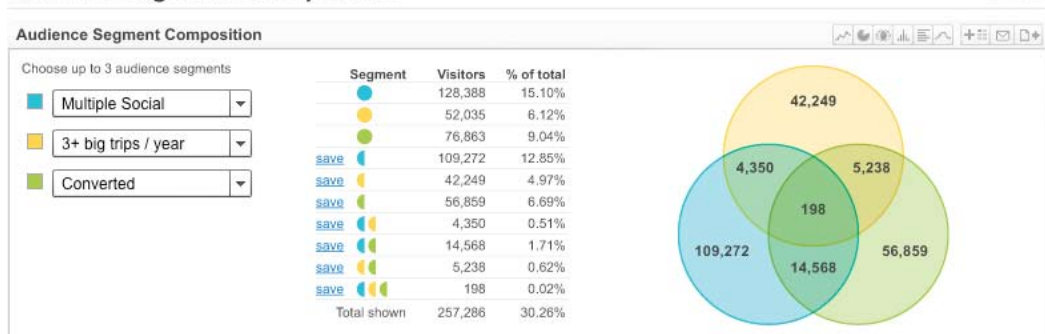
About Truviso

Truviso (true-VEE-so) provides visitor-centric web analytics software that enables global brands to engage with and generate more revenue from their customers by providing visitor-level insight. Truviso is a privately held California company founded in 2006 that serves leading digital media and Fortune 100 customers.

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Audience Segments: Composition



Visitor Segment Composition and Comparison

Visitor Insight is easy to install and configure but has an incomparable degree of customizability. The system is based on Truviso's ground-breaking Continuous Analytics technology which makes data processing & analysis orders of magnitude more efficient and scalable than standard database technologies. The system leverages open standards for page tags, data analysis, and data source integration, and data is always available for export to other systems.

If you've reached the limit with your current web analytics tools and want to make online marketing more profitable, it's time to take a look at Truviso Visitor Insight & Analytics.