

Affinium

NetInsight On Demand

Unica's enterprise-class web analytics solution is at your command with a team of world-class internet marketing professionals at your service



Get the web analytics you need to systematically optimize your websites and build your customer base – without IT hassles or excess cost

Now there's a comprehensive solution for internet marketers seeking on demand access to state-of-the-art web analytics and access to the world's best internet marketing and analytics expertise.

From the global leader in Enterprise Marketing Management (EMM), Affinium® NetInsight On Demand offers the robust functionality of Unica's enterprise-class web analytics solution, delivered via a flexible deployment model and supported with a full menu of professional services that minimize startup costs and help you immediately address your key challenges.

Maximize your internet marketing ROI with features such as:

- Customized dashboards pre-configured to solve your specific web analytics problems
- Ad hoc analysis capabilities, including A/B analysis, date comparisons, and key performance indicators (KPIs) customized for your business
- Slice and dice capabilities that let you explore to the most granular detail – even individual clickstreams
- Segmentation capabilities with map-based, geographic visualizations that pinpoint your visitors' origins

With Affinium NetInsight On Demand, you can profit from the insights gained through deep analysis of web traffic, online customer behavior, and internet marketing initiatives – and from the value of Unica's managed services, global partnerships, best practices knowledge, and cross-channel marketing expertise.

No Hidden Costs

Unica's transparent pricing and predictable monthly fees mean there are no hidden costs associated with Affinium NetInsight On Demand. You'll eliminate infrastructure and system administration costs, paying only for the web analytics capabilities you use and the specific services you need. The Affinium NetInsight On Demand delivery model is ideal for

organizations that require a comprehensive, cost-effective web analytics solution with:

- Rapid deployment
- Unmatched flexibility
- World-class security
- Unwavering reliability
- Unlimited scalability
- Guaranteed performance

Rapid Deployment

In as little as 5 days, Unica's JumpStart Program can provide all the services you need to start using web analytics to optimize your website.

We'll start by analyzing your raw data, then work with you to successfully install Affinium NetInsight On Demand, configure and test profiles, train administrators, and assist with page tagging.

Once you're up and running, you'll have access to Affinium NetInsight's full application functionality, not just a subset of features. All of Affinium NetInsight's power will be accessible through an exceptionally intuitive user interface. What's more, you'll be in command, every step of the way. You'll get uninterrupted reporting, support for an unlimited number of users and roles, and complete control over application configuration.

We'll always be there to help, with a full spectrum of on demand services to support your marketers and administrators for years to come. You can call on us for everything from new user orientations and technical support to advanced training in best practices customized for your company. Here are just some of the resources and services we offer:

Dedicated Analyst & Account Manager

Our internet marketing experts can assist with any web analytics data analysis and reporting challenge to help ensure that you meet and exceed your marketing objectives.

Internet Marketing Best Practices

We can provide key operational assessments of your site, expert advice, proven strategies, and innovative solutions to enhance performance in all these areas:

- E-Marketing 101
- Conversion point analysis
- Site tool analysis
- On-site search analysis
- Navigation assessment
- Landing page assessment
- Site real estate assessment
- Shopping card and checkout assessment
- Product page drivers and browsing depth analysis
- Traffic assessment
- On-site promotions
- Tying research data to user behavior
- Email program measurement
- Customer segmentation analysis
- Cross-channel analysis
- Consideration cycle analysis
- Seasonal analysis
- Strategic engagements

real time and processes it fast, delivering up-to-the-hour activity reports.

Flexible Deployment Options

Unica's on demand and on premise solutions are completely compatible, so you can always bring your on demand environment in-house if you choose, complete with all metrics and data. As your business evolves, you can always decide where web analytics should reside based on your business needs, not concerns about preserving investments in data and customized KPIs.



With Affinium NetInsight On Demand, you can leverage dashboards configured to meet your web analytics needs.

THE SIMPLICITY OF AFFINIUM NETINSIGHT EASYTAGS™

The EasyTag refers to a small (7kb) JavaScript file that internet marketers position on their web pages. Without costly customization fees, Affinium NetInsight EasyTags enable you to capture pertinent web data, such as IP address, date/time, web page, query string, referrer, user agent, and visitor cookies.

Unica's page tagging process is executed with a few simple steps:

1. Copy and paste a few lines of JavaScript into the header or footer of your website.
2. Create a reference to Affinium NetInsight page tag servers within your environment (CNAME).
3. Provide Unica with an SSL key for secured sites.
4. You're done! Start collecting the valuable data you need.

Web-Based User Training

Our 4-hour, web-based training modules deliver "just in time" training on the specific Affinium NetInsight application features and techniques your users need – from basic navigation to marketing administration to advanced reporting and path analysis.

Unmatched Flexibility

Flexible Data Collection

Unica's Affinium NetInsight EasyTags page tagging technology can be applied once to a web page and then used independently of page content. EasyTags quickly capture pertinent web data, such as IP address, date/time, web page, query string, referrer, user agent, and visitor cookies, all without costly customization.

Affinium NetInsight enables marketers to configure relevant site parameters (campaigns, content groups, referrals, keywords, etc.), eliminating reliance on expensive custom web page coding by Java developers.

The Affinium NetInsight On Demand page tag service collects web traffic data in

Flexible Integration Options

With Affinium NetInsight On Demand, you can fully leverage additional product or customer information by integrating data from other applications into your web analytics. Affinium NetInsight On Demand's open architecture also provides exceptional data access flexibility. For instance, the application can expose web traffic data within the Affinium NetInsight reporting interface, enabling you to output web analytics data into a flat file format. Thanks to the flexible analysis and reporting features, you don't have to increase spending every time your web analytics reporting needs change. What's more, you can always explore your data in detail – not just in aggregate form – without reloading.

World-Class Security

Affinium NetInsight On Demand is delivered via a rock-solid technical infrastructure, including several SAS 70 compliant, globally distributed hosting facilities that provide exceptionally secure processing and transmission. All Unica hosting facilities proactively ensure security and customer privacy through measures such as:

- Recorded video surveillance and centralized monitoring of all data center security and environmental systems
- Facilities that are locked down and guarded 24x7x365
- Double authentication for data center access: both card reader and biometric palm scanner

Unlike multi-tenant Application Service Providers, Unica's On Demand solutions provide dedicated resources for your business, reducing vulnerabilities to shared threats.

All Affinium NetInsight On Demand customers receive a separate, dedicated Affinium NetInsight application and database environment running against a shared infrastructure. All web traffic data is conveyed to Affinium NetInsight On Demand via page tag server requests that conform to the security certificates used by your organization's websites.

Your entire solution environment is designed to maximize system security. Our page tag servers operate behind dual firewalls and collect all data via SSL. Server logs are synchronized hourly and stored in files accessible only by Unica support staff. If log files are used to collect data, secure FTP is used for all transfers. Microsoft Windows Active Directory provides user authentication and added log and database security.

Activity logs and data are archived and protected in an off-site, secure backup facility. We store your detailed data for 13 months, and make your archived reports available indefinitely.

Unwavering Reliability

All aspects of Affinium NetInsight processing are monitored nonstop, and Unica Technical Support automatically notifies customers of any errors or failures. If you wish, Unica can provide daily summaries of all processing and exception reports of all processing errors.

Affinium NetInsight On Demand customer configurations are mirrored at a data center at another geographical location and data is periodically synchronized. If a catastrophe occurs, Unica will redirect the customer Affinium NetInsight page tag server to the secondary data center and restore service within one hour.

Unica's Technical Support and dedicated Account Management teams are readily available to address your concerns and are relentlessly focused on your success. They have extensive expertise in web analytics and unsurpassed experience supporting the marketing requirements of diverse organizations in virtually every industry.

Your dedicated Account Manager is your primary point of contact, responsible for helping you achieve all the results you expect. If you ever need additional help with configuration, reporting assistance, or data analysis, your On Demand Account Manager can quickly connect you with the right Unica Professional Services experts. And if you have requests for product improvements, your Account Manager will get your message straight to Unica Product Management.



Affinium NetInsight includes an easy to use overlay interface that provides a visual "heat map" of traffic patterns – directly on the web page.

Unlimited Scalability

Affinium NetInsight On Demand offers unlimited scalability to support your enterprise no matter how fast it grows: whether your daily traffic comprises 100,000 page views or a billion.

Since your environment is isolated from other customers' environments, its performance won't be adversely impacted by the growth of Unica's customer base.

Guaranteed Performance

Affinium NetInsight On Demand is built to meet the needs of the most demanding online businesses. Affinium NetInsight On Demand's Service Level Agreements guarantee 99.99% availability for data collection and 99%+ availability for the Affinium NetInsight reporting interface.

FIVE POWERFUL REASONS TO DEPLOY AFFINIUM NETINSIGHT ON DEMAND

- Deploy fast: no waiting for overburdened IT staff
- Leverage Unica's world-class expertise and dedicated resources to help you get results quickly
- Pay flexible fees based solely on your usage and needs
- Simplify the integration of web data and other customer data sources, reducing future dependence on IT
- No installation or maintenance: focus scarce resources on applying web analysis, not maintaining software

Part of Unica's Enterprise Marketing Management Solution

Affinium NetInsight on Demand is part of Unica's holistic approach to EMM. Our Affinium software suite powers high performance marketing for more than 500 organizations around the world. Affinium provides the insights, automation, and collaboration capabilities marketing organizations need to deliver the optimal customer experience, loyalty, and increased revenue. The only complete EMM suite, Affinium provides marketing and customer analytics, interaction and campaign management, and marketing resource management to power the right customer experience at every touch point, deliver insight for improved decisions, and achieve unparalleled speed to market. Our modular yet integrated EMM suite allows you to achieve high-performance marketing and significant ROI through more effective, measurable, and efficient marketing activities.

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