

“IBM HAS THE MOST MATURE AND COHESIVE ATTRIBUTION OFFERING THROUGH ITS COREMETRICS PRODUCT [AMONG WEB ANALYTICS VENDORS EVALUATED] “

- ☑ **Highest current offering and strategy marks** among the three web analytics providers in this year’s evaluation
- ☑ **Impresses with strong reporting and “attributed journeys” views** that help clients understand and plan customer contact strategies across conversion paths and life-cycle phases

Figure 5 Forrester Wave™: Interactive Attribution Vendors, Q2 2012

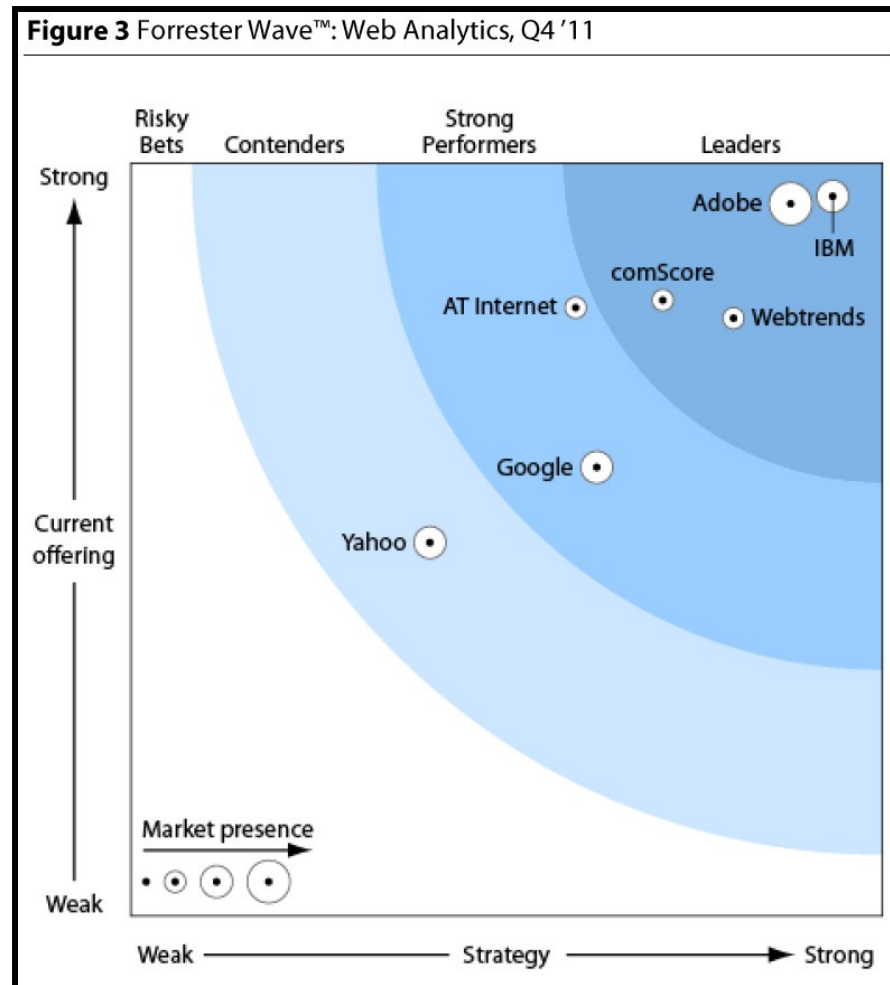


The Forrester Wave™: Interactive Attribution Vendors, Q2 2012, Forrester Research, Inc., April 30, 2012

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IBM WEB ANALYTICS CITED AS A LEADER BY INDEPENDENT RESEARCH FIRM

- ☑ Highest score for strategy
- ☑ Highest score for current offering
- ☑ Highest score possible (and only one) for application usability and administration
- ☑ Highest score possible (and only one) for corporate strategy



The Forrester Wave™: Web Analytics, Q4 2011, Forrester Research, Inc., October 6, 2011