



Coremetrics Analytics™ – Understand Visitor Behaviour

How can your business attract more website visitors? What impacts their conversion rate?
How do you retain high value customers?

The Relentless Marketing Advantage

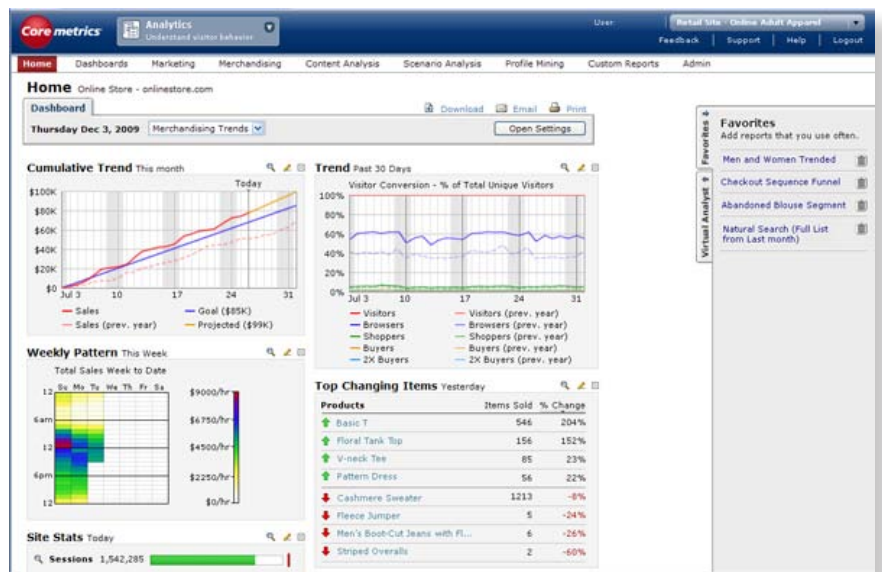
Coremetrics Analytics provides the online tools necessary to help your organisation practice Relentless Marketing – the ability to anticipate customer behaviour, automate the management of marketing campaigns, and syndicate personalised content to continually enhance your website performance and optimise your marketing mix.

Standard Best Practice Reports

- Start your analysis faster with pre-built best practice reports tailored to your industry
- Leverage advanced segmentation to target the right audiences and maximise message relevancy
- Enhance website performance by tracking key performance indicators (KPIs) specific to your industry vertical
- Develop custom KPIs to track performance based on the unique requirements of your business

Sophisticated Marketing Attribution Engine

- Get a comprehensive view of the impact your marketing programmes make across all clicks and all sessions
- Understand conversion cycles and visitor touch points to optimise your marketing mix
- View several attribution windows at once to identify the right programmes for visitor acquisition, conversion, and retention
- Select from many attributable KPIs to focus on the ones that matter to you



Coremetrics Analytics Dashboard provides customised views of website performance for diverse stakeholders. Executives, marketers and analysts are offered pertinent, actionable information.

The Marketing Programs report shows the following data:

Vendor / Category / Placement	Item	Sales - Same Session	Sales	Sales	Buyers - Same Session	Buyers
Totals	-	\$14,560.29	\$19,897.51	\$0.00	2,065	
Media Buys	-	\$464.00	\$532.00	\$0.00	389	
Email	-	\$474.00	\$482.00	\$0.00	349	
Google	-	\$64.25	\$275.75	\$0.00	241	
Subscription Sites	-	\$90.83	\$261.50	\$0.00	157	
Portals	-	\$117.42	\$247.25	\$0.00	73	
Banner Adv	-	\$144.00	\$233.00	\$0.00	10	
Research Sites	-	\$536.00	\$678.00	\$0.00	345	
IBM	-	\$37.67	\$290.00	\$0.00	325	
Yahoo	-	\$12,632.12	\$16,898.01	\$0.00	176	

Coremetrics Analytics has the most advanced marketing attribution engine in the industry. Multiple attribution windows give insight into visitor touch points and conversion cycles.

Industry Benchmarking

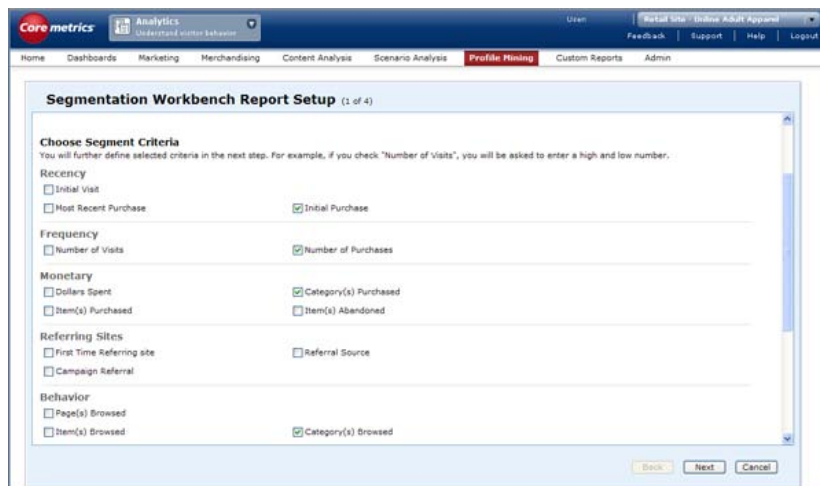
- Measure site performance against peers and competitors to discover where to optimise for highest returns
- Leverage anonymous and aggregated competitive data from hundreds of Coremetrics clients to achieve accurate and reliable comparisons
- Create insightful dashboards and focus on the KPIs that are important to you
- Benchmark against your retail, sub-vertical, and your site's historical performance

The LIVE Profile Advantage

- Build rich visitor profiles in Coremetrics' Lifetime Individual Visitor Experience (LIVE) Profiles data warehouse
- Record every touch point of every visitor with your brand
- Develop sophisticated visitor segments and export to marketing applications for highly targeted and impacting messaging
- Optimise your marketing spend by performing sophisticated marketing attribution analysis



Coremetrics Benchmark is the industry's only solution that gives real insight into how your website compares to the competition. Compare by industry vertical and sub-vertical to stay ahead of your peers.



LIVE Profiles power the Coremetrics Continuous Optimisation Platform – tracking customers and prospects as they interact with your business online across multiple ad networks, via email, video, affiliate sites, social media, and more.

To learn more about Coremetrics Analytics or to arrange a demo, please contact your account representative. Call +44 (0)20 3393 3450 or visit coremetrics.co.uk



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