



MARKETING SUCCESS STARTS WITH U™

## Unica® NetInsight®

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

With Unica® NetInsight® analysts and marketers have a dramatically simpler approach to collecting the data needed to understand online visitor behavior, and unparalleled flexibility for reporting and analysis. 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.

#### DRILL DEEP TO GET ALL THE ANSWERS YOU NEED

The web is arguably the most important marketing channel today. Optimizing the experience of website visitors and understanding what's working and what's not on a company's website are now mission-critical responsibilities. As a result, website 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

#### MORE POWER, GREATER FLEXIBILITY, LESS EFFORT

Unica NetInsight's next-generation web analytics capabilities enable online marketers and web analysts to:

- **Improve results from websites** by optimizing them for increased conversions and lower conversion costs
- **Reduce effort levels** associated with web analytics by spending less time tagging web pages and modifying and maintaining tags
- **Reduce costs** by filling all web analytics needs with one purchase, rather than paying for additional modules and services over time
- **Increase speed and responsiveness** of web marketing strategies by answering questions about site performance quickly and easily
- **Use a broader set of marketing data** by using Unica NetInsight's open architecture to integrate third-party data from SEMs, e-commerce providers, ad-serving companies, RSS feeds, customer databases, transaction histories, or any other source

- **Share web data more easily** because Unica NetInsight serves as a fully-documented, fully-granular datamart, so visitor's clicks and event histories can be fed into CRM and BI systems or made available to custom queries
- **Move from insight to action more quickly** because NetInsight is part of Unica's interactive marketing solution, meaning web behavior can easily and immediately be used to improve targeting

**UNICA'S UNIQUE APPROACH TO DATA COLLECTION**

For anyone who has ever used page tags or web-server log files in traditional web analytics applications, chances are they were frustrating and time consuming. Fortunately, there's a better way. Unica's approach to web analytics data collection eliminates much of this pain, substantially reducing marketing's dependency on IT to get started or make changes.

Many other web analytics software packages require extensive custom JavaScript code to tag pages for customer segments, content groupings, funnel steps, campaign details, etc. In contrast, Unica's "soft tagging" approach minimizes the need for code modifications to deliver advanced, personalized metrics and reports. As a result, marketers can easily set these configurations in NetInsight's visual user interface.

If marketers' questions change, most web analytics packages require a rewrite of JavaScript tags manually to get answers. Not NetInsight. Marketers can apply their changes immediately, via the same visual user interface used to create their tags. That means they get answers faster — and can act on those answers faster, too.

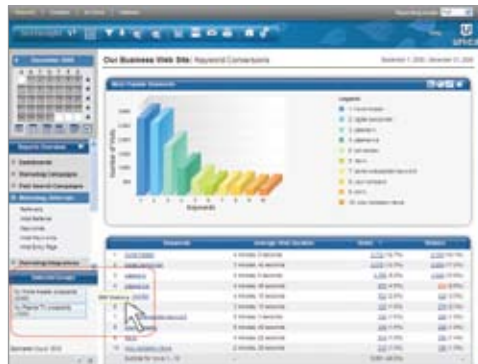
No system of page tagging is perfect: some blind spots inevitably remain. However, web-server log files are also imperfect. With Unica, marketers don't have to settle for the trade-offs associated with either approach. They can combine tagging- and log files-based approaches, reaping benefits of both.

**COMPREHENSIVE DASHBOARDS, REPORTS, AND VISUALIZATIONS**

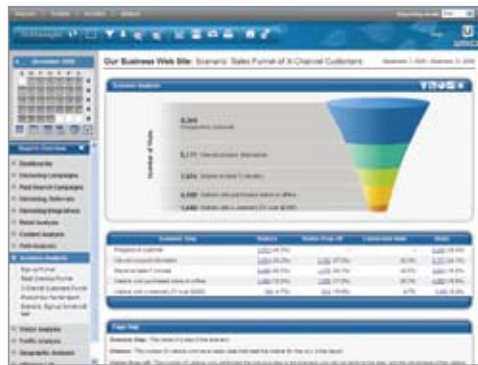
Unica NetInsight comes with an extensive library of dashboards, reports, charts, and other visualizations. For example, it provides:



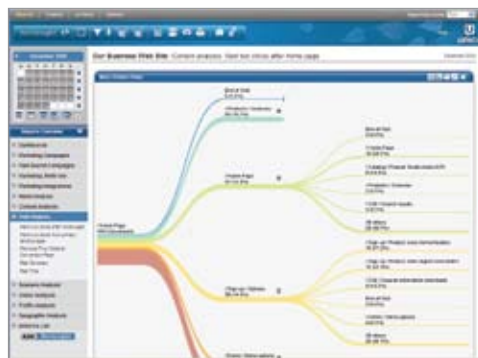
Dashboards, customizable for each user



Visual selection of visitors for inclusion among campaign targets



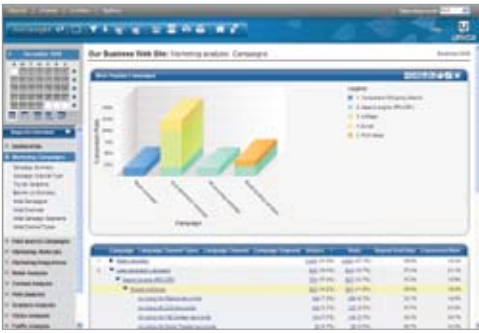
Funnel reports to analyze conversions



Path analyses from origin

"We needed a solution that was flexible enough to support the most advanced reporting and analysis, but also provided out-of-the-box reporting and ease-of-use for our thousands of users across departments. NetInsight offers all of this..."

*Reed Business Interactive*



Campaign hierarchy views



Path analyses to destination

**ABOUT US**

Unica Corporation (NASDAQ: UNCA) is the recognized leader in 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. These solutions integrate and streamline all aspects of online and offline marketing. Unica’s unique interactive marketing approach incorporates customer analytics and web analytics, centralized decisioning, cross-channel execution, and integrated marketing operations. More than 1,000 organizations worldwide depend on Unica for their marketing management solutions.

Unica is headquartered in Waltham, Massachusetts with offices around the globe. For more information, visit [www.unica.com](http://www.unica.com).



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