

Visitor Interaction Profiling™

Do you know the most important VIP in your business?
The Customer.



FEATURE SPOTLIGHT

BETTER CUSTOMER UNDERSTANDING LEADS TO BETTER CUSTOMER ENGAGEMENT

Today's savvy online consumers require a more personal, relevant, and meaningful experience. The ability to communicate and conduct business in a more personal manner is now critical to meeting customer expectations. Assembling customer profiles containing a variety of data types can eliminate biases and incorrect assumptions, and provide a more robust portrait of site visitors. Yet, companies are struggling to bring together online and offline data to create a holistic view of the consumer.



"The insight we provide through Omniture's Visitor Interaction Profiling has become a strategic link between marketing and sales. Now we can go beyond delivering a generic list of leads and provide insight into the online behavior of prospects," said Ross Jenkins, senior strategic marketing analyst, Ciena. "This is for real; this is how we connect the dots."

THE VISITOR INTERACTION PROFILE ADVANTAGE

Visitor Interaction Profiling™ (VIP), a feature of the Omniture SiteCatalyst® platform, allows users to enrich VIP profiles with both online and offline data sets, to gain a more thorough and holistic profile of site visitor behaviors, motivations, needs and desires.

Armed with this information, companies can easily tailor program strategies to ensure relevant and targeted engagements. This provides consumers with a more humanized, relevant and satisfying experience. In today's changing environment, it could make the difference between loyalty to your site over a competitor's.

KEY CAPABILITIES INCLUDE

- **Atomic level data.** Provides complete and accurate data at the granular level that has eluded marketers relying on older macro profiling tools.
- **Lifetime Visitor Profiling.** Since behaviors can change from visit to visit, the ability to capture, organize and classify behaviors and patterns over the lifetime of an interaction versus a single visit snapshot provides a truer picture of the motivations, attitudes, and potential value of each visitor.
- **Xographic Profiling.** Most profiles rely on a limited number of data sets. However, with Xographic Profiling, any combination of available data types can be used to pinpoint specific profiles and actions. Use behavioral, attitudinal, sociographic, demographic, technographic, and psychographic attributes.
- **Historical Profiling.** Examine the multi-session behavior of visitors, including all activity prior to the visitor being known, to yield profile patterns and trends.
- **Corporate Profiling.** Associate a visitor with a company to gain a more macro understanding of their business motivations.
- **Nomadic Profiling.** In today's world, visitors utilize a variety of devices, locations, and sessions to access information. VIP allows you to pool behaviors from all of those sessions to create one overall profile.
- **Behavioral Targeting Integration.** Profiles can be automatically published to behavioral targeting technologies for remarketing efforts or enhanced in-session interaction.

KEY CAPABILITIES INCLUDE

- Provides visitors with a more humanized and relevant experience.
- Allows you to better understand site visitors.
- Brings together any combination of data sources to create the accurate rich and granular profiles.

Page	Monthly Vis	Page Views	Engagement Pct	Page Depth
1. Section - Home	8,878 34.4%	13,963 10.2%	99.08%	0.28
2. News - International	3,253 12.6%	5,105 3.7%	84.54%	2.14
3. Subscription Page 1 - Contact Info	2,794 10.8%	4,088 3.0%	90.70%	3.46
4. Opinion - Readers Opinions	2,653 10.3%	3,988 2.9%	82.67%	2.37
5. News - National	2,530 9.8%	3,791 2.8%	83.99%	1.96
6. News - Business	2,274 8.8%	3,563 2.6%	82.40%	2.42
7. News - Sports	2,236 8.7%	3,294 2.4%	82.06%	2.23
8. Show Page Views for this item correlated with:	2,120 8.2%	3,242 2.4%	90.90%	2.57
9. Custom Insight 1-10	2,023 7.8%	3,110 2.3%	94.31%	2.68
10. Custom Insight 1-10		3,029 2.2%	63.62%	2.47
11. Finding Methods		2,613 1.9%	86.64%	2.29
12. GeoSegmentation		2,560 1.9%	91.17%	1.73
13. Segmentation		2,521 1.8%	74.85%	2.03
14. Custom Insight 11-20		2,377 1.7%	88.35%	1.78
15. Features - Dining & Wine		2,341 1.7%	86.50%	1.84
16. Subscription Page 2 - Alerts and		2,264 1.7%	95.19%	4.72
17. Services - Classifieds		2,028 1.5%	60.90%	2.11
18. Sports Archives		2,025 1.5%	88.20%	0.08
19. Features - Home & Garden		1,943 1.4%	89.14%	1.67
20. Section - JOB MARKET		1,924 1.4%	74.48%	2.30
21. Section - AUTOS		1,863 1.4%	75.31%	2.82
22. Features - Travel				
23. Subscription Page 3 - Confirm Sub				
24. Newspaper - Get Home Delivery				
25. Services - Mobile				
26. Features - Crossword/Games				
27. Services - About				
28. Subscription Page 4 - Billing Info				
29. Services - White Papers				
30. Services - Theater Tickets				
31. Other - Local Weather - Cloudy 77				
32. Online 52 Week Subscription				

1 REAL-TIME SITECATALYST SEGMENTATION

Breakdown key performance indicators of your site based on visitor profiles. Armed with this information you can target initiatives to specific audiences.

2 FOCUSED ANALYSIS

Quickly filter all SiteCatalyst reports to focus your analysis on specific visitor profiles.

3 DEEPER INSIGHT WITH DISCOVER

Analyze any level of detail across any time period for any visitor profile. Gain deep insight into visitor online behavior to deliver a superior user experience and optimize site performance.

The screenshot displays the Omniture Discover interface with several key components:

- Visitor Interaction Profiles:** A top navigation bar with options like New, Open, Save, Print, Download, and Extract Customer IDs.
- Selected Reports:** A list of reports including Unique Visitor ID, Most Popular Site Sections, Audience Profile, and Reg. Gender.
- Segment Filter:** A section for creating or selecting segments, currently showing 'Untitled Segment'.
- Date Filter:** A date range selector set from 8/1/06 to 9/3/06, with 'Show By' set to 'Day'.
- Most Popular Pages:** A table showing page views for various sections like 'Section - Home' (136,462 views, 10.43% of total).
- Audience Profile:** A detailed breakdown of visitor segments: Heavy Users (148,945 visitors, 54.68% of total), Medium Users (113,474 visitors, 41.66%), and Casual Users (35,597 visitors, 13.07%).
- Reg. Gender:** A breakdown showing 168,913 Male visitors (62.01%) and 124,427 Female visitors (45.68%).
- Unique Visitor ID:** A list of individual user IDs such as 0005F711B0 and 0005F68D44.
- Navigation and Settings:** A sidebar on the left with options for Reports, Settings, Tools, Permissions, and Data Sources, along with a calendar and site information.

A LEADER IN ONLINE BUSINESS OPTIMIZATION SERVICES

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