NetGenesis 5 version 5.5
Accelerate Your ROI Through E-Metrics

NetGenesis provides the industry's only accurate and reliable way to understand and measure the true progress of your online initiatives. With E-Metrics from NetGenesis, you can solve the key business problems that face your enterprise, and generate results you can see on the bottom line.
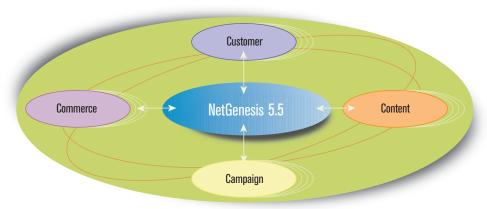
Build a Roadmap to Success

The maturation of Web sites with complex and costly infrastructures, dynamic content, multiple revenue streams, and personalization capabilities brings even more pressure to achieve a real return on investment. New opportunities to leverage online customer data into cost savings are enormous. But with vast amounts of data available from online and offline sources, it can be hard to know where to begin.

What if you are paying for third-party content that nobody reads? What happens if you invest in the wrong marketing campaign? Can you tell your CEO who your most loyal customers are? Why are so many people leaving your site without making a purchase?

You can't begin to find new ways of reducing costs, increasing revenue or improving customer satisfaction until you can answer simple questions like these. While there is no single answer, the solutions usually center around one or more of the following challenges:

- **Customer:** Understand who your best customers are
- **Content:** Measure the effectiveness of your Web site content investments
- **Commerce:** Achieve a more effective e-business transaction model
- **Campaign:** Measure, analyze and refine your marketing programs

The NetGenesis 5 Platform

Get the intelligence you need to prioritize cost-saving measures, bring focus to marketing initiatives, drive incremental sales and maximize profitability.

NetGenesis

customer intelligence drives profitability

Our expert consultants leverage years of analytics experience to help you identify and define the online issues that are most relevant to your success. We work with you to develop an E-Metrics approach that delivers concrete answers. No matter what your e-business model, we help you develop, align and execute a measurement strategy for bottom-line results.

Customer Solutions

Build Value and Loyalty

If you're getting high traffic but poor net results, you need better tools to help you assess and quantify visitors to your Web site. Understand who your customers are, what they want, and how to segment them — and your multi-channel marketing efforts will yield optimal results. Combine the powerful NetGenesis 5 analytic platform with the expertise of our analytics consultants for a tailored Customer Solution that meets your customer acquisition and retention goals. Enable your company's decision-makers to leverage data from your Web channel to better service your customers, reduce operating costs, and increase revenues.

Key Benefits
- Measure and evaluate customer acquisition, conversion and retention to optimize long-term profitability.
- Build customer value throughout your online and offline channels.
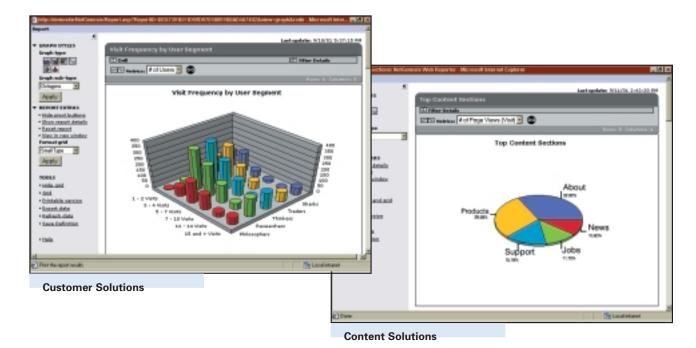- Understand user behavior for program planning and refinement.
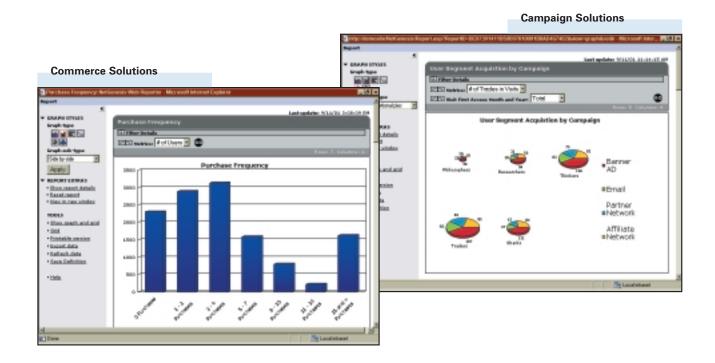
Content Solutions

Measure Content Effectiveness

Developing, evaluating, and managing volumes of online content is difficult at best. The challenges escalate as your Web site combines dynamic, targeted, personalized, or third-party content. Make sure your online strategy enables you to understand how customers are interacting with the content on your site. NetGenesis Content Solutions let you analyze which content produces the strongest results. Leveraging the NetGenesis 5 analytic platform, our analytic experts can help you know with certainty how various factors — such as format, author, graphics, and others — affect your online results.

Key Benefits
- Understand and address the content preferences of individuals and user segments.
- Lower content delivery costs.
- Perform user-based content analysis across multiple sites and Web properties.

Customer Solutions

Content Solutions

Commerce Solutions

Achieve a More Effective E-Business Transaction Model

Transaction-driven sites gauge their success through a series of measurable actions. You may want users to register, subscribe, download, purchase, or conduct some other specific activity. Further, these online activities often tie into your other marketing channels. Without a concrete plan to convert passive browsers into active, repeat customers, your chances of success are hit-or-miss. NetGenesis analysts can develop a customized Commerce Solution to help you understand how to drive your users to take action. Effectively use data to encourage desired online behaviors that increase your commerce effectiveness.

Key Benefits
- Identify which aspects of your sites and site networks are the most productive and profitable.
- Convert casual viewers into prospects, prospects into buyers and buyers into repeat buyers.
- Identify and refine click-streams that optimize transaction flow.

Campaign Solutions

Analyze, Iterate, Improve

If your promotional activities span print, direct mail, TV, the Web, handheld devices, and other emerging technologies, a NetGenesis Campaign Solution can help you sharpen your overall marketing strategy. Using the NetGenesis 5 platform, our analysts can help you intelligently gather and sort through your volumes of online and offline data to fully understand the impact of your diverse campaigns. Armed with valuable cross-channel data and expert analysis, you'll see the big picture as never before.

Key Benefits
- Identify which online and offline campaigns are driving traffic to your site.
- Define and implement a measurement strategy that focuses on each campaign's ROI.
- Identify which campaigns — and even which creative elements — attract target prospects and drive more purchases.
- Refine programs to increase average order value and create up-sell opportunities.

a multi-channel analytic solution

If you face complex online marketing challenges, a NetGenesis Solution can help you make the most out of your customer intelligence data. By combining the core NetGenesis 5.5 technology platform with top-level analytic consulting, implementation planning, and production support, you'll be in the driver's seat.

Understand E-Business with E-Metrics

If you don't know what's wrong, you can't fix it. If you don't know what's right, you can't repeat it. Most companies don't have a comprehensive way to measure the effectiveness of their e-business initiatives, yet they continue to invest millions of dollars on their Web infrastructure. NetGenesis E-Metrics Solutions help you maximize that investment by providing the business intelligence you need to create profitability across your enterprise.

Our concrete methodology of data collection, measurement, and analysis enables you to truly understand what's really happening with your e-business. And once you know where you stand, you can confidently move forward on the road to success.

About NetGenesis

NetGenesis provides E-Metrics Solutions — a combination of software and analytic consulting services that dramatically improve the financial performance of e-business initiatives. The NetGenesis Solution enables customers to quantify the return on investment of complex Web initiatives — from marketing to site design improvements, to customer acquisition, conversion and retention. NetGenesis has more than 400 market-leading customers including British Telecommunications, Charles Schwab, Fidelity Investments, General Electric, Sun Microsystems, Time, and Verizon. NetGenesis has strategic relationships with industry-leading consulting and third-party vendors.

key capabilities

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Supported Platforms
- Sun Solaris/Oracle
- Microsoft Windows NT/SQL Server
- IBM AIX/DB2

Reporting and Analysis
- MultiSite™ enables you to analyze user behavior across multiple sites and Web properties as well as sub-sites.
- A thin Web-based client with embedded OLAP reporting and a graphical user interface gives you interactive ways to analyze and view your data.
- Assign permissions and privileges to specific users or groups to control access to reporting functions and create a custom desktop view into your preferred reports.
- Leverage more than 150 ready-made reports out-of-the-box, or create customized reports to answer questions about your online business.
- User Based Sampling features allow you to reduce your overall data stream by sampling user data for a specified number of users as well as sample on a percentage of the overall data stream.
- Increase productivity by allowing users to run one or more reports at a time.

Flexibility and Extensibility
- The NetGenesis 5 platform is open and extensible to fit into your existing environment.

User Identification
- User Identification features allow you to clearly identify users as they transition between different identification mechanisms during the course of their lifecycle. For example, you can accurately track customers as they transition from an "anonymous user" to a "cookied user" to a "registered user."
- Link your online user data to your offline data for complete multi-channel analysis through the NetGenesis Developers Kit (NDK™).

Dynamic Content
- DynaSite,™ a powerful feature that provides dynamic page definition for sites using application servers and dynamic content engines, allows you to report on the actual content, product or image viewed by each different type of user, not just the page that user visited.

Privacy
- Track and analyze customer behavior while being conscious of visitor privacy expectations.