SITE INTELLIGENCE

Accurate. Adaptable. Actionable Information

Site Intelligence™ transforms your online business data into accurate, adaptable and actionable information, ensuring your online marketing and e-business initiatives deliver measurable and quantifiable returns on investment.

What we have in common   is that we are unique

In an environment as competitive as the internet, instinct and educated guesswork are no longer good enough as a basis for decision making. Business critical decisions have to be based on reliable, in-depth information gathered by examining how users interact with every part of your website.

Each visitor is a vital source of market intelligence

Whatever the purpose of your website - e-commerce, information or service delivery, efficiency is paramount in achieving its defined objectives. This means that now, more than ever before, every visitor is precious as a source of marketing information. Site Intelligence™ will give you startlingly clear insights into the many reasons and compulsions that lead individuals around your website. Define patterns, reveal opportunities and earn greater loyalty from your site visitors.

Taking web analytics further

Site Intelligence™ has developed what many major businesses consider to be the best web analytics solution available today. The unrivalled power of our specialised, high level e-metrics solutions allows you to drill down to great depths to better understand your audiences and the impact of your online initiatives.

A growing client list that includes some of the UK's best known brands has helped cement our reputation as a web analytics market leader in several key sectors including retail, recruitment, finance and travel.

Key Benefits

- Track the direct and indirect effects of campaigns
- Obtain a single customer view – identify the same user regardless of where and when they log on
- Evaluate lifetime value and the effects of campaigns on a visitor by visitor basis
- Track the use of internal search engine and keyword searches – match them with conversions
- Track the most regular customers and evaluate their expenditure
- Identify cross-selling, bundling, quick order opportunities all broken down by search mechanism used
- Export VBIS™ data to Excel

1

Planning
- Scope your project
- Set a budget
- Agree business strategy
- Set timetable
- Select the vendor

Meet your Site Intelligence™ implementation and support team

2

Pre-Installation
- Designate Project Manager
- Agree scope and requirements
- Advice given on data quality
- Agree implementation strategy
- Design tasks
- Set timescales

Review with your Site Intelligence™ team

3

Installation
- Website tuned for analysis
- Install and configure VBIS™
- Implement data feeds
- First reports and site views

Review with your Site Intelligence™ team

4

Post Installation
- Acceptance testing
- Train users
- Support team in place
- Users create own reports

Review with your Site Intelligence™ team

5

Project Validation
- Check progress against strategic objectives
- Report back to the business
- Implement lessons learnt on website
- Monitor customer satisfaction
- Calculate uplift in sales
- Calculate return on investment
- Calculate reduced cost of ownership

Present "End of Term" report with the help of Site Intelligence™

6

Next Steps and Future
- Add system enhancements
- Integrate additional business areas
- Research market trends
- Research technology trends
- Integrate with the Site Intelligence™ user group and marketing forum

Involve your Site Intelligence™ account management team

"Site Intelligence™ has met – and I'm sure will continue to meet – our objectives with the flexibility and responsiveness that our organisation relies upon. Our joint working partnership has contributed to the success of our online presence and we look forward to continuing our working relationship with Site Intelligence™ for many years to come."

Claire Kelly
Website Manager, Pertemps.

Site Intelligence™ is a young, energetic company pioneering the relatively new realm of web analytics. Our extensive experience is rooted in highly specialised data analysis systems that predate the internet, affording us the skills to build you the tools that dig deeper than any others to reveal with unrivalled clarity, business-critical information.

Our ongoing commitment to research and development is fuelled by listening carefully to the specialist demands of our customers. This has given us a highly adaptable core application, VBIS™. Using our own proven methodologies we can then tailor individual solutions powered by VBIS™ to fit precisely our customers' needs.

"Site Intelligence™ has provided us with excellent support, so we have been confident at all times that we are getting accurate, reliable answers from VBIS™."
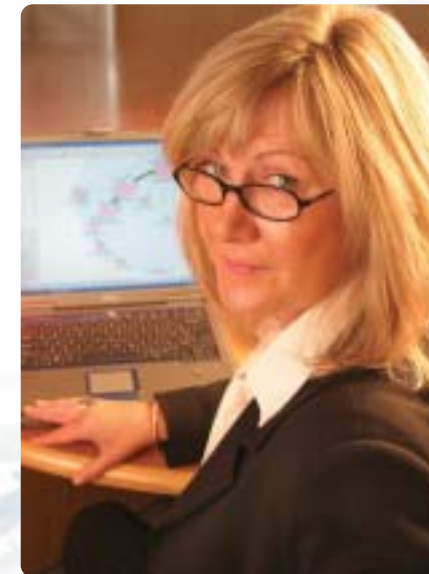
Adrian Land
Internet Marketing Manager,
Linguaphone.

Our people

The Site Intelligence™ teams are made up of hand picked, acknowledged experts in their field. The teams are structured in such a way as to offer unrivalled accessibility for our customers, ensuring greater value through prompt service, speedy resolution of issues and improved business performance.

Support and training

Our approach to support and training is totally customer focused, with individual, one-on-one, on-site training offered along with the on-going close support of an assigned Technical Support Manager. We also run on-going consultancy programmes to allow you to extract further value and usability from VBIS™ as your business develops.

Our service

Site Intelligence™ does not simply sell a product. We build partnerships. We are committed to offering our customers a product and level of service that exceeds all industry benchmarks. We know that your business is unlike any other - especially at enterprise level. We don't offer an out-of-the-box solution. Instead, we mould our highly adaptable core product to work the way your business runs.

We believe that the most appropriate answers to each of our customers' unique challenges lie in the understanding we gain of their business. To build this understanding we foster close, long term working relationships.

At the heart of our web analytics solution is our highly adaptable, standards-compliant analytics engine, VBIS™ – Visitor Behaviour Information System. This enterprise scale application is designed to offer outstanding flexibility and adaptability to fit in with your special requirements – even as your business evolves. Its ease of configuration allows for rapid implementation saving you money on set-up costs and delivering quicker ROI.

Outstanding adaptability

VBIS™ works alongside your existing infrastructure and is compatible with most web server and e-commerce systems. It supports multiple users and delivers high performance, scalable reporting specifically for the busiest websites.

Wide ranging functionality

Track the entire browsing history of both anonymous and registered users. VBIS™ supports flexible links to transaction and registration databases and allows you to segment users by standard rules, such as browser/buyer or by custom, business specific rules giving you the freedom to easily acquire precise, accurate information at monthly, weekly, daily or even hourly intervals.

VBIS™ automatically reports on the business function of each part of the website, not just the low level technical information. This allows anyone in your organisation to easily get their hands on information without having to interpret each low level URL or content code.

Easily understood data

VBIS™ links directly to product catalogue databases for automated mapping of web pages onto products. Visitor activity is reported in terms of product and product type browsed rather than by URL.

VBIS™ includes two separate analytical tools to assist in interpreting the information delivered:

SiteViewer™ provides an intuitive graphical map of web visitor activity, highlighting at a glance, key marketing and navigational issues in a way that can be easily understood by all members of the e-business team.

*"*The VBIS™ SiteViewer™, coupled with the meaningful business information the software provides, means we can present consistent reports to all levels of management, from marketing and brand teams to operations and our corporate function.*"*

Andy Corbert,
Head of Marketing Developments,
Co-op Financial Services (Smile Bank)

" In a market as competitive as ours we need to be agile and to do this we need the fast, accurate information that VBIS™ delivers. We chose Site Intelligence™ after a diligent selection process with several web analytics vendors because they ticked all the boxes; outstanding technology, outstanding company. *"*

Andy Harding
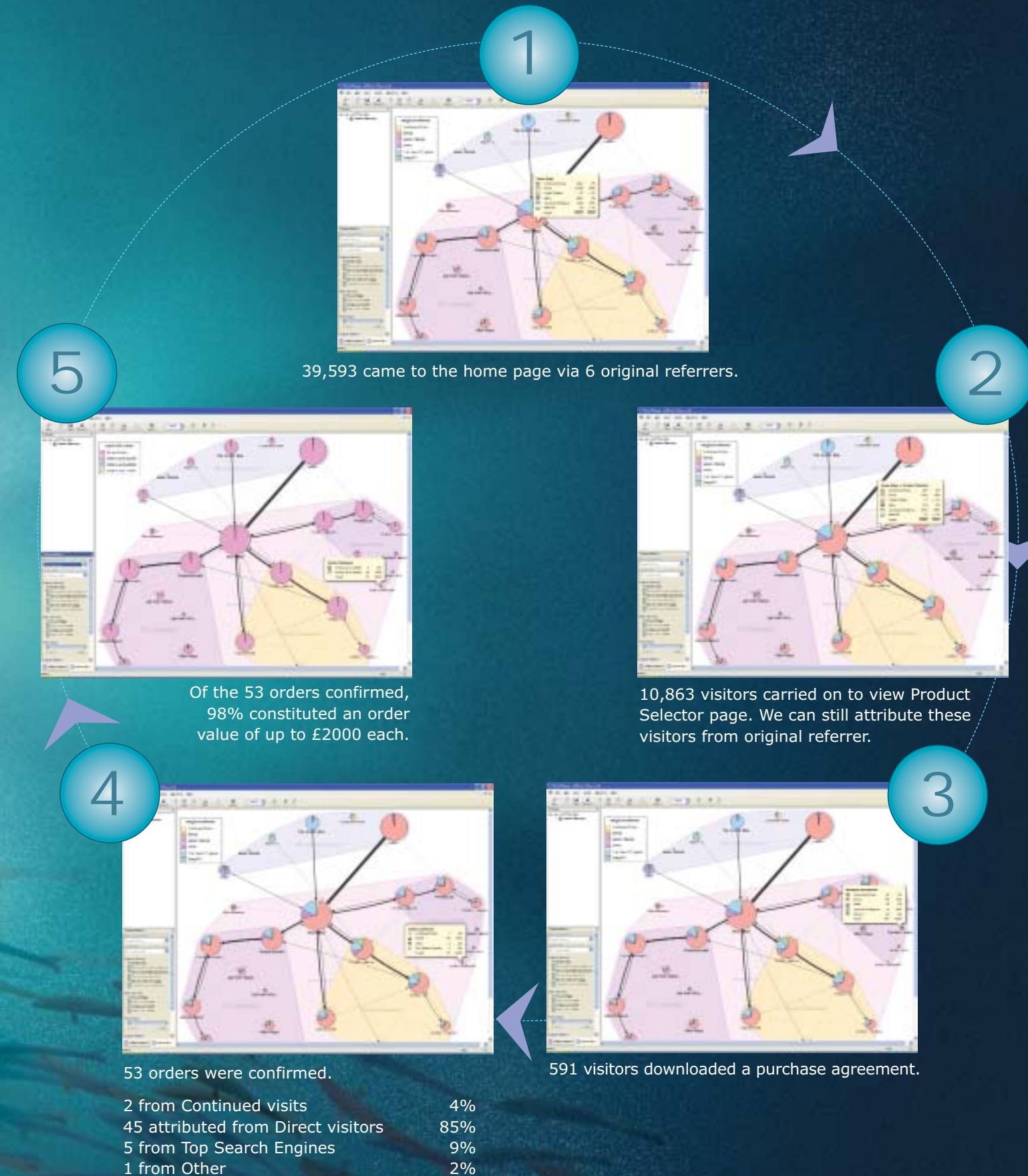Head of eCommerce,
The Carphone Warehouse

SiteReporter™ delivers focused, customisable intelligence on the business performance of the website in concise, clear reports.

In summary, VBIS™ gives you a single "application" from which you can monitor response tracking, cost/benefit analysis and targeting of, for example:
- E-mail campaigns
- Banner Ads
- Search engines
- Affiliate schemes

It also allows you to set up specific monitoring programmes for individual campaigns, providing clear segmentation of the database, identification of most (and least) responsive and profitable customer groups for more refined future targeting.

1

39,593 came to the home page via 6 original referrers.

5

2

Of the 53 orders confirmed, 98% constituted an order value of up to £2000 each.

10,863 visitors carried on to view Product Selector page. We can still attribute these visitors from original referrer.

4

3

591 visitors downloaded a purchase agreement.

53 orders were confirmed.

2 from Continued visits	4%
45 attributed from Direct visitors	85%
5 from Top Search Engines	9%
1 from Other	2%

Retail
- Boots
- B&Q
- Argos
- Carphone Warehouse

Sector Experience

We have extensive experience in numerous market sectors. Because of the flexible nature of our solution, it is ideally suited to the peculiarities of specific sectors and individual requirements. We can demonstrate in depth experience in the retail, financial services, travel and recruitment sectors where leading brands have adopted a Site Intelligence™ solution.

Financial Services
- Smile Bank
- Britannia
- Accucard

Travel
- Haven Europe
- Expedia.co.uk
- Holiday Rentals
- First Resort

Recruitment
- Pertemps
- Workthing.com

VBIS™ at work

e-Commerce
- Analyse business performance by product type, product and value
- Match with returns
- Track the use of internal search engine and keyword searches
- Match these with conversions
- Track the most regular customers and evaluate their expenditure
- Match conversions with margins achieved

Website Content Effectiveness
- Site entry and exit points
- Navigational trends, least or most used page
- Most aborted page
- Where on page aborted
- Frequency use of Help Page

Campaign Management Optimisation
- Closed loop email marketing
- Campaigns in conjunction with off-line campaigns, eg TV adverts
- Identify cross-selling, bundling, quick order opportunities
- Analyse hourly, daily, weekly
- Evaluate lifetime value

Visitor Segmentation
- Demographic analysis
- Obtain a single customer view
- Identify visitors regardless of where and when they log on
- Evaluate the effects of campaigns on a visitor by visitor basis

Data Accuracy, Availability, and Compliance
- For Accuracy analyse entire logfiles, not aggregate sets
- For Availability analyse at any arbitrary time periods
- For Compliance, ensure best privacy practice and follow legislative guidelines, avoid ASP shared cookies

"VBIS™ is easy to use but also gives us far more meaningful data than industry standard reporting software. We are concentrating on analysing our visitors' conversion rate from browsers to buyers and also where we are losing people in the process."

Tim Boughton
Chief Technical Officer,
HolidayRentals.com

Contact Site Intelligence™ today to discover how we will help you to see your online business in a whole new light

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