



MARKETING SUCCESS STARTS WITH U™



## Unica® NetInsight® OnDemand

### Gain Deep Web Insights Quickly and Easily with No Infrastructure Investment

With Unica® NetInsight® OnDemand, analysts and marketers have a dramatically simpler approach to collecting visitor data and unparalleled reporting flexibility. Unica NetInsight OnDemand is a next-generation web analytics product designed to meet the full range of online analysis requirements with minimal complexity, little up-front cost, and no technical infrastructure investment.

#### 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 level of detail they need from their website reports when most web analytics solutions rely only on summary data (or charge extra for reports based on more detailed data)? How can they be nimble and responsive in drawing insights from web behavior when tagging a site for web analytics is laborious, difficult to change and requires marketers to know in advance all the questions they'll want answered? And what can online marketers and web analytics do if they want a next-generation web analytics product now, but don't have the technical and infrastructure resources available to deploy software on-premise?

The answer is Unica NetInsight OnDemand, a web analytics product architected from the ground up for easy deployment 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, NetInsight OnDemand enables easy self-service access to any dashboards or reports, from personalized metrics to advanced ad hoc visitor-level analysis
- **Granular 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
- **World-class scalability:** meets the needs of high traffic websites
- **“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, NetInsight On-Demand can easily be migrated from one to the other after initial deployment
- **Reliable SaaS delivery and a complete support team:** delivered as “software as a service” (SaaS) through Unica's world-class hosting facilities, NetInsight On-Demand is backed by a customer service team that ensures complete support is only a phone call or email away
- **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, LESS COMPLEXITY, NO INFRASTRUCTURE INVESTMENTS

Unica NetInsight OnDemand'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 OnDemand's open architecture to integrate third-party data from SEMs, e-commerce providers, advertising companies, RSS feeds, customer databases, transaction histories or any other source.
- **Share web data more easily** because Unica NetInsight OnDemand 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.
- **Deploy quickly and at low cost** through Unica SaaS delivery.
- **Move from insight to action more quickly** because Unica NetInsight OnDemand 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 in traditional web analytics applications, chances are the experience was 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.

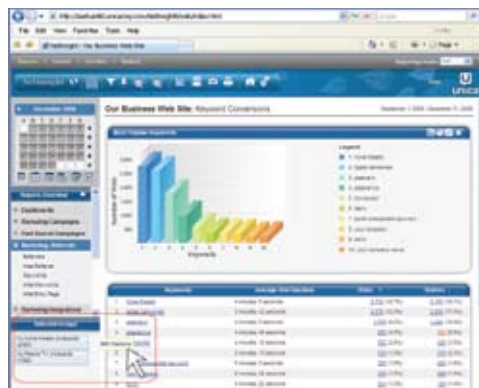
If marketers' questions change, most web analytics packages require a rewrite of JavaScript tags manually to get answers. Not NetInsight. Marketers can apply their changes immediately, via the same visual user interface used to create their tags. That means they get answers faster — and can act on those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

## COMPREHENSIVE DASHBOARDS, REPORTS, AND VISUALIZATIONS – ALL OUT OF THE BOX

Unica NetInsight OnDemand offers an extensive library of dashboards, reports, charts and other visualizations "out of the box," at no additional cost. For example, Unica NetInsight OnDemand provides:



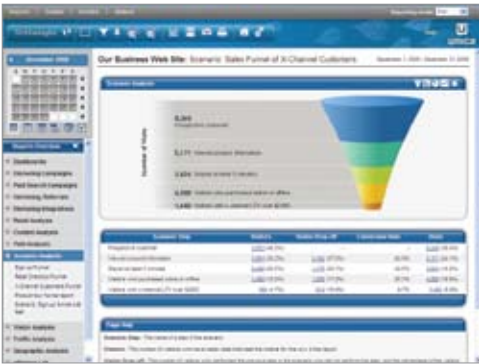
Dashboards, customizable for each user



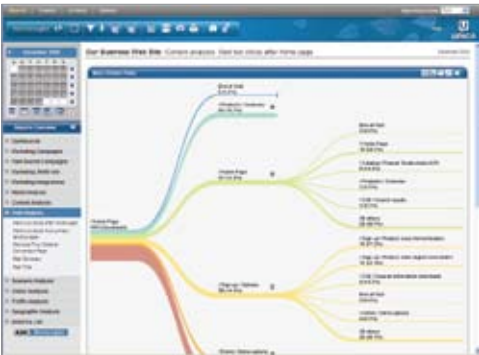
Visual selection of visitors for inclusion among campaign targets

"NetInsight provides us with a major competitive advantage because we're able to better understand changing visitor needs and trends and engage more effectively with them."

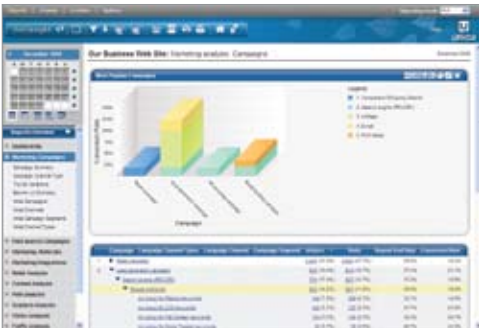
*Batteries Plus*



Funnel reports to analyze conversions



Path analyses from origin



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).



<b>Unica Corporation</b>	Australia
Worldwide Headquarters	Belgium
Reservoir Place North	Brazil
170 Tracer Lane	France
Waltham, MA 02451	Germany
USA	India
<b>T +1.781.839.8000</b>	Netherlands
<b>F +1.781.890.0012</b>	Singapore
<b>E <a href="mailto:unica@unica.com">unica@unica.com</a></b>	Spain
<b><a href="http://www.unica.com">www.unica.com</a></b>	United Kingdom
	United States

Unica and NetInsight are registered trademarks of Unica Corporation with the U.S. Patent and Trademark Office. The Unica logo and MARKETING SUCCESS STARTS WITH U are trademarks of Unica Corporation. All other trademarks are the property of their respective owners.

PS-UNIOD-0909-PDF

© 2009 Unica Corporation. All rights reserved.