

# Speed-Trap

Complete online customer insight

*Speed-Trap has a unique reputation for capturing and analysing the experience and actions of on-line customers. Our solutions combine powerful in-browser capture with advanced analytics and reporting to provide customer insight for channel managers and e-marketing teams - complete on-line customer insight.*

## Application Note: On-line Management Information & Web Analytics

### Customer focused data at your fingertips

The on-line channel is central to many businesses. Great customer experience and effective on-line channel management are therefore items at the top of the agenda for successful online enterprises.

But, you can only manage what you can measure and understand. [Speed-Trap's Customer Insight Platform \(CIP\)](#) includes all the functionality you need, by providing accurate, detailed, customer-focused data and insight directly into the hands of your business users.

### Key benefits

- Business & customer focused analysis
- Fast, low-cost deployment with no tagging
- Accurate, detailed and complete data
- Flexible reporting options for all user types
- Optional customer life cycle and audience profiles
- Part of integrated e-marketing suite

### Understand your on-line business

We provide organisations with actionable, real-time intelligence regarding their online strategies, marketing initiatives, visitor behaviour and customer experience.

We help you quickly identify and understand the most profitable campaigns, content, searches, audience profiles and processes, problem areas, missed marketing opportunities and customer experience deficiencies.

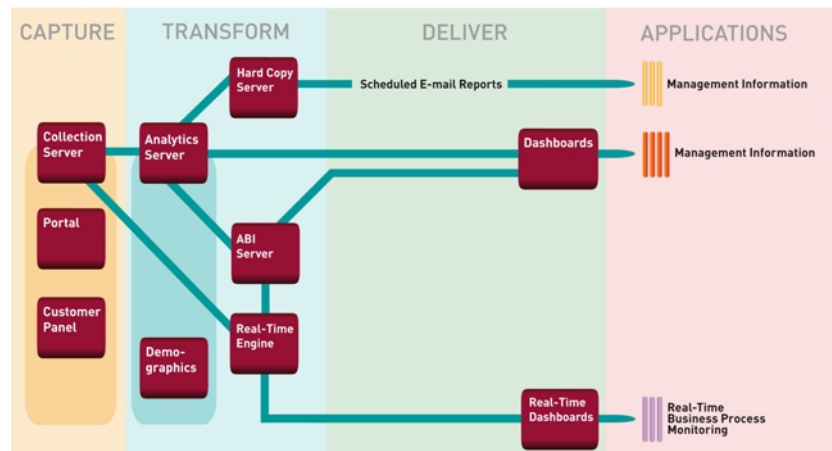
Our solutions deliver insight to marketing teams, customer retention functions, design and operational teams to help them better perform their functions. This breadth of insight will work across an organisation to help you optimise your on-line and cross channel activities.

### A 3<sup>rd</sup> generation solution

The on-line channel is a great source of data, however, 1<sup>st</sup> and 2<sup>nd</sup> generation Web Analytics solutions failed to turn this into insight. Because of two short comings:-

Web Analytics data capture processes suffered from a lack of depth, a lack of accuracy, and most significantly, the unsustainable cost of tag deployment and maintenance.

Secondly, their data structure reflected technology-focussed architectures that concentrated on pages, not people, and prevented real customer insight from being available.



Speed-Trap solves these problems with detailed, accurate, patented data capture and customer-focused behavioural modelling & analysis techniques which are quick to deploy and deliver real value direct to your business users.

*Reporting focused on people, not pages!*

### Lifecycle analysis and customer databases

You can extend this analysis with our ABI Servers which will automatically build customer data marts from the captured and processed data. These become complete customer databases containing both customer profile and long term behavioural records for every visitor.

ABI's audience segmentation functions can then be used in the reporting systems to understand behavioural differences between the customer/audience segments you define.

### One solution – many applications

Our unique approach means that once you have collected this customer-based dataset you can use it for many applications across your enterprise:

- **Campaign and Merchandising Analysis:** understand natural and PPC search performance, affiliate marketing and e-mail campaign performance down to the level of the individual.
- **Business process monitoring:** funnel and goal analysis, ensuring that key applications and processes are performing as expected
- **Customer experience measurement:** page load performance, navigation use, in-site search effectiveness, usability analysis etc.
- **KPI and Web Metrics:** generation, tracking and reporting of key business and web metrics,

including real-time data and integrated geo location and organisational data for each visitor.

- **Behaviour analysis:** full path tracking, business event tracking, form and search analysis, content/audience relationships
- **Customer & Audience Profiling:** Audience segmentation, customer scoring, lifetime profiles can all be generated and used to segment the reporting provided by our systems.

## Reporting for every application

Stakeholders across your enterprise need access to our insight, so we provide a wide range of reporting interfaces:

**Dashboards:** that comes complete with a broad range of [standard reports](#) addressing analysis from campaigns to performance, and from usability to path analysis. Interactive environment allows segmentation, drill-down & OLAP manipulation with graphical and tabular reporting. An open interface to allow you to generate new reports in house.

**Export Functions:** One-click export to Excel, Word and PDF formats for further analysis or distribution.

**e-mail reporting:** The systems include an [automated production reporting](#) system which will deliver scheduled e-mail reports to defined distribution lists in Word, Excel, PDF or HTML formats.

**Live reporting applications:** For execs who need a desktop "ticker", or call centres who need live displays, our KPI dashboards allow you to define and generate free-standing report applets with a single click. Continuous display of metrics & reports.

## Capture at the point of interaction

If you want to understand your customer's real experience of your site then you need to collect that data at the point where they are having that experience - at their browser.

Speed-Trap's in-browser collection using the latest Web 2.0 technologies ensures you have detailed accurate, real-time data to measure your customers' experience. Using advanced AJAX technologies CIP also allows you to achieve almost instant-deployment.

Dynamic Collection also allows you to collect more information than any other solution on the market, from click to mouse move, from page load to page content, from geographic location to organisation from form to key stroke - a *complete* suite of data all with a *single* change.

## Behavioural models: turn data to insight

CIP's suite of advanced models, translate the data we collect into business objects, which represent transactions, campaigns, performance, usability and user profiles. All via a simple configuration interface.

For example, session models create a data model holding information about the campaign acquiring the session, session duration, type of user, customer id, organisation, geo-location, environmental and performance information. Transaction models record progress through the transactions & business process you define. Search models record search words, results and products viewed.

This unique approach means a complete and detailed analysis of your site and its users can be implemented with a minimum of effort in days not months.

This approach also means that it is possible to re-analyse historical data to dig deeper into emerging behaviour or correct analysis of where unexpected site changes occurred or campaigns were incorrectly implemented.

Our open interfaces mean that you can add your own custom analyses with access to the complete collected raw data set to support your business needs.

## Instant deployment options for every enterprise

By using our Dynamic Collection™ technology with it's Instant Instrumentation™ capabilities it is fast and simple to get started.

[Customers have deployed our systems within an hour and been gathering the real-time information they need.](#)

You can choose how you want to deploy. It can be delivered via simple-to-deploy ASP services or by deploying the system on your in-house servers.

Choose a [monthly ASP service](#), and be up-and-running for the cost of a two-minute change to your web templates. Or [deploy our technology in-house](#) for complete control of your information and real-time raw data analysis. This flexible approach lets you deploy Speed-Trap solutions without overloading your IT department.

The system also allows you to provide integrated reporting across multi-domain portals without the need for any changes to the site or the use of 3<sup>rd</sup>-party cookies.

## Segmentation - slice the data your way

Because Speed-Trap's systems use advanced OLAP modelling to present the data, and they allow multiple audience segmentations to be constructed based on your definitions of user behaviour, demographics or source, you can choose your own segments.

Then you can slice the data any way you choose to expose the key insights and analytical gold-dust which can transform your business.

## Integrated Solution

The MI and Web Metrics components of the Speed-Trap Customer Insight Platform (CIP) mesh with the other components in the platform to provide a complete, integrated system for the capture, analysis and exploitation of on-line customer interactions, including real-time, personalisation and CRM applications.

## Need to know more?

You can contract speed-trap directly or speak to one of our OEM or VAR partners.

Speed-Trap,  
Venture West,  
New Greenham Park,  
Newbury, RG19 6HN, UK  
Tel: +44 1635 230630  
Web: [www.speed-trap.com](http://www.speed-trap.com)  
Mail: [info@speed-trap.com](mailto:info@speed-trap.com)

