

Datasheet

Interwoven® Optimost Analytics & Reporting



Overview

Interwoven Optimost's reporting and analysis tools help businesses make sound marketing decisions that strongly impact their bottom line. Optimost's secure Web-based Campaign Management Console (CMC) displays easy-to-understand performance reports, charts and data for any metric of interest. Data is presented in real-time to easily analyze key metrics, provide immediate updates to stakeholders and respond quickly to test learnings.

Comprehensive Reporting

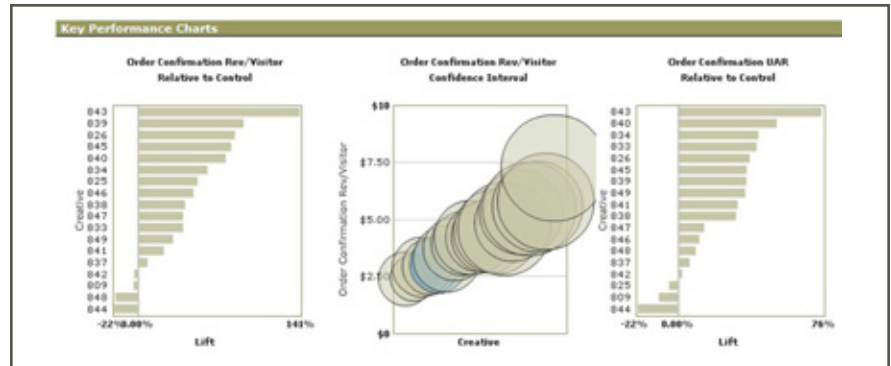
Optimost's reporting provides a complete view into the performance of all multivariable optimization efforts. The hosted solution features over a dozen standard real-time reports, including:

- creative performance
- variable/value performance
- time-based reports
- reports by audience segment

Data from reports provide transparent and practical learnings for continuously improving marketing efforts

Flexible and Customizable

Reports are completely customizable and can be tailored specifically for an organization's key business metrics. Key Performance Indicators (KPIs) can be labeled to match a company's specific language allowing readers to easily recognize and comprehend report data.



Key Performance Indicator Charts

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Optimost allows measurement of each test against any number of success metrics. Typical success metrics include:

- click-through rates
- online conversion rates
- revenue per visitor
- average order value

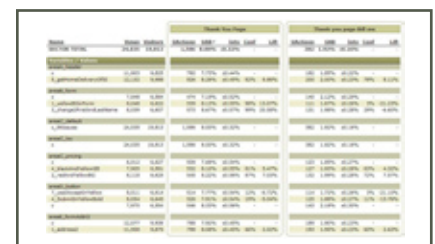
A test running on a single page can impact metrics on subsequent pages. Optimost measures this impact to ensure an accurate understanding of test results. Whether a funnel has two steps or eight, metrics for each step, as well as statistical data, can be viewed in **easy-to-interpret** charts.

Sophisticated and Extensive Measurements

Optimost supports over 60 metrics for each success event and allows classification of primary metrics, secondary metrics and custom groupings. Multiple KPIs can also be measured simultaneously across different pages.

Detailed Test Factors Impact Metrics

With Optimost, users can view the performance of an entire creative (recipe or combination of factors tested), as well as the performance of each individual variable being tested. Detailed metrics are available for each variable tested to understand which critical factors influence Website conversion rates.



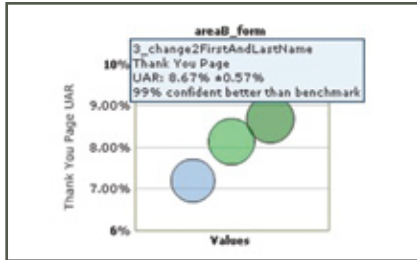
The table shows a detailed performance report with columns for 'Metric', 'Value', 'Delta', 'Impact', 'Confidence Interval', and 'Lift'. It lists various metrics such as 'Click-Through Rate', 'Conversion Rate', and 'Revenue per Visitor' with their respective values and impact percentages.

Detailed Performance Reports

Reports also show the impact a variable has on each specific success metric, as well as how they compare against benchmarks.

Intuitive Benchmark Charts

Variable Performance Charts make it easy to see at a glance which variables are performing better or worse than the benchmark value: the



Variable Performance Charts

greener, the better it is performing; the redder, the worse it is performing.

Customized Audience Analysis

The powerful targeting engine built into Optimost recognizes and defines audience segments. In-depth reports illustrate the response of each audience segment to each Web page providing valuable insight into how to make customer experiences more personalized and relevant. Traffic can be grouped and tracked by multiple characteristics including:

- behavior
- customer life cycle
- demographics
- device used
- location
- search keywords
- source of traffic
- time/day

Advanced Dayparting

Optimost enables segmenting audiences by time of visit, otherwise known as



Detailed Audience Analysis

“dayparting” (time of day, day of week, etc.). Optimost offers more than a dozen time period reports that can analyze audience performance, and group notable behaviors and metrics by segments.

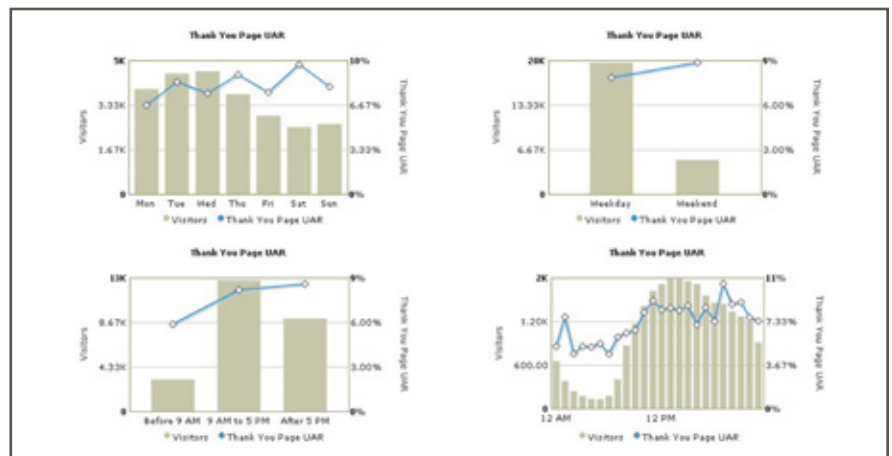
Multiple Export Formats

All reports, including raw statistical and regression data, can be downloaded in to

several formats to perform further analyses or to share insights with stakeholders.

About Interwoven

Interwoven is a global leader in content management solutions. Interwoven’s software and services enable organizations to maximize online business performance and organize, find, and govern business content. Interwoven solutions unlock the value of content by delivering the right content to the right person in the right context at the right time. Over 4,200 of the world’s leading companies, professional services firms, and governments have chosen Interwoven, including adidas, Airbus, Avaya, BT, Cisco, Citi, Delta Air Lines, DLA Piper, FedEx, Grant Thornton, Hilton Hotels, Hong Kong Trade and Development Council, HSBC, LexisNexis, MasterCard, Microsoft, Samsung, Shell, Qantas Airways, Tesco, Virgin Mobile, and White & Case. Over 20,000 developers and over 300 partners enrich and extend Interwoven’s offerings. To learn more about Interwoven, please visit www.interwoven.com.



Advanced Reporting

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