

## Solution Brief

### Interwoven® Optimost and Unica



#### Optimizing Online Marketing Programs

In their efforts to deliver the right content to the right visitors at the right time, online marketers face the challenges of continually driving traffic to their sites, analyzing and understanding the behavior of their site visitors, and optimizing targeted content for their many visitor segments. As marketing becomes more accountable for contributing revenue to the organization's bottom line, marketers must have the proper tools and processes in place to address these challenges and generate the maximum value from their online marketing programs.

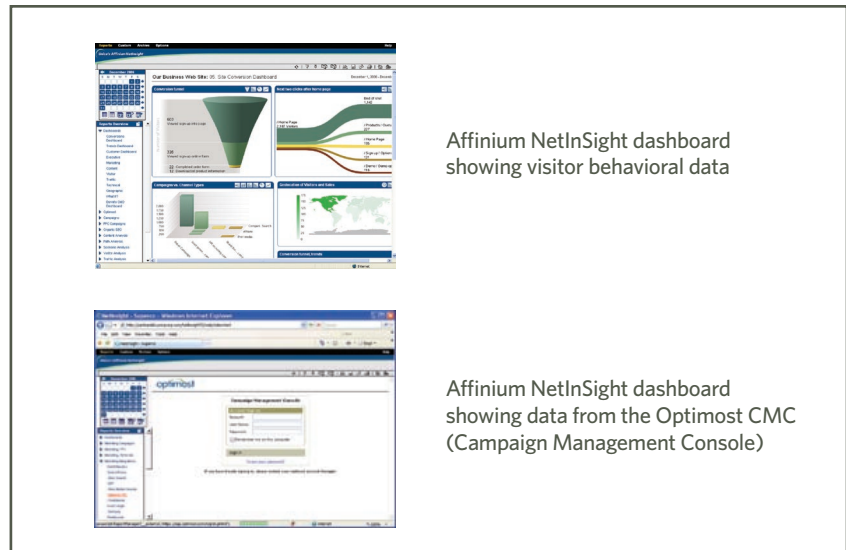
#### A Complete Approach to Website Optimization

Interwoven and Unica have teamed up to deliver a powerful offering designed to maximize the ROI of your online marketing programs. Unica's Affinium NetInsight provides you with easy-to-use, visually intuitive data exploration and analytics capabilities. Using its drag and drop functionality, you can quickly drill down into the details of your data to identify pages in need of real-time testing and optimization with Interwoven's Optimost solution.

#### Interwoven Optimost and Affinium NetInsight in Action

The following scenario details how online marketers can quickly and easily leverage Affinium NetInsight and Optimost to optimize a landing page:

1. **E-mail Alert**—An Affinium NetInsight e-mail alert is automatically sent to notifying you that the number of actual conversions from a recent pay-per-click campaign is far below forecast.



Affinium NetInsight dashboard showing visitor behavioral data

Affinium NetInsight dashboard showing data from the Optimost CMC (Campaign Management Console)

2. **Test the Landing Page**—Data from a customized Affinium NetInsight dashboard indicates that the majority of visitors are not moving beyond the campaign landing page. Multivariable tests are performed by Optimost on the landing page using real-time web traffic.
3. **Content Targeting**—The test identifies that the behavior of web visitors differs significantly by search engine traffic source, so Optimost is used to automatically generate and present the most appropriate version of the landing page for each customer segment.
4. **Ongoing Optimization**—Ongoing multivariable optimization is performed on the landing page to further enhance conversion rates and overall campaign performance.

#### Test and Optimize Web Pages with Interwoven

After conducting an analysis with Affinium NetInsight to identify critical web pages and visitor segments, the next step is to optimize key elements of the site through online testing. With Interwoven Optimost, organizations can test virtually limitless versions of copy, offers, layouts, and any other factors against live traffic to identify the key variables that influence the behavior of web visitors.

Landing pages, registration pages, order pages, shopping carts, credit card pages, and any other type of pages can quickly be tested, and Interwoven Optimost's unique methodology allows you to easily identify your site's optimal web pages out of potentially millions of possibilities.

## With Interwoven You Can Quickly and Easily Optimize:

### Everywhere

- Landing Pages
- Registration Pages
- Shopping Cart Pages
- Credit Card Pages
- Pop-ups/Popunders
- Banner Ads
- E-mail Creatives

### Everything

- Headlines
- Copy
- Offers
- Forms
- Images
- Pricing
- Layouts

### Everyone

- New & Repeat Visitors
- Weekday & Weekend Traffic
- E-mail Responders
- Traffic from Ad Banners
- Traffic from PPC Campaigns
- Different Demographics
- Different Behavioral Characteristics

## Continually Improve Your Online Marketing

Testing is an ongoing process. Once a single page has been “optimized,” marketers can continue to test different values for various elements on the page—all without additional IT resources. Moreover, companies can enhance the value of their testing by conducting specific tests for key audience segments, and using Interwoven Optimost to automatically generate and present targeted content to their web visitors.

## About Unica

Unica Corporation (NASDAQ: UNCA) is a leading global provider of enterprise marketing management (EMM) software. Focused exclusively on the needs of marketers, Unica delivers the most comprehensive EMM suite on the market. Unica’s Affinium® software streamlines the entire marketing process for brand, relationship and internet marketing—from planning and budgeting to project management, execution and measurement. Offered on premise or on demand, Affinium delivers key EMM capabilities including: web and customer analytics, cross-channel lead and campaign management, and marketing resource management. Unica’s solution uniquely provides a marketing system of record that enables marketers to easily manage marketing information and assets, rapidly assemble campaign components, and track performance. For more information, visit [www.unica.com](http://www.unica.com).

## About Interwoven

Interwoven is a global leader in content management solutions. Interwoven’s software and services enable organizations to effectively leverage content to drive business growth by improving the customer experience, increasing collaboration, and streamlining business processes in dynamic environments. Our unique approach combines user-friendly simplicity with robust IT performance and scalability to unlock the value of content. Some of the most recognized enterprise and professional services organizations worldwide have chosen Interwoven, including: adidas, Airbus, Avaya, Cisco, DLA Piper, the Federal Reserve Bank, FedEx, HSBC, LexisNexis, Microsoft, Samsung, Shell, Samsonite, White & Case, and Yamaha. Over 20,000 developers and over 300 partners enrich and extend Interwoven’s offerings. To learn more about Interwoven, please visit [www.interwoven.com](http://www.interwoven.com).

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