



Quantivo Behavioral Analytics Product Overview

Behavioral Analytics Action, Made Easy!

Quantivo is revolutionizing behavioral analytics by breaking down the barriers between large-scale customer data and the discovery of actionable insights that support smart business decisions. Quantivo solutions enable companies to quickly understand the relevant behavioral patterns exhibited by customers – online, offline, and across all touch points – and turn those insights into action for sales, marketing, web, support, and other customer-facing teams.

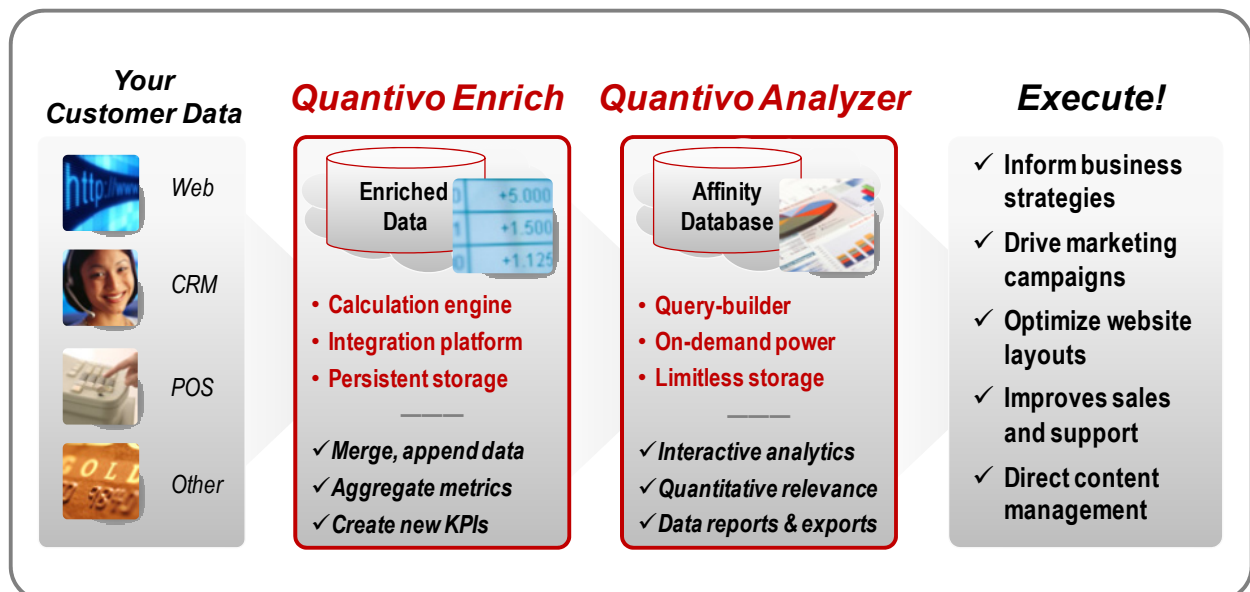
Uncover Customer Value with Behavioral Analytics

You are already collecting millions of customer data points every day – Web, CRM, marketing, point-of-sale, customer support, and other touch points. Use Quantivo to turn them into crisp strategies and clear tactics to increase profits, response rates, conversions, stickiness, monetization, and more!

Quantivo’s on-demand behavioral analytics was specifically designed to take advantage of the low-cost and flexible power of cloud computing, eliminating infrastructure costs and reducing your “time-to-action” from weeks to minutes. This patented approach enables limitless scale and flexibility, allowing you to look beyond the technology and focus on your business.

The Quantivo solution is composed of two main products:

- **Quantivo Analyzer** – A dynamic, on-demand, easy-to-use behavioral analytics application that delivers customer insights directly to business users at all levels.
- **Quantivo Enrich** – Augments your data with ancillary data, either calculated, backfilled, or integrated from other systems, for more complete behavioral insights and sophisticated calculations.





Quantivo Behavioral Analytics Product Overview

Quantivo Analyzer

Quantivo Analyzer puts powerful behavioral analytic capabilities into the hands of business analysts and managers alike. By interacting with the data directly, anyone can quickly discover, explore, and act upon customer insights like never before. Quantivo Analyzer enables you to drill down to find relevant, measurable, and actionable customer behavior patterns, while leveraging the power of cloud computing to support simultaneous querying and complex query definitions without any delay or loss of performance.

Quantivo Analyzer is a complete analytics solution designed to provide interactive exploration of customer behavior data plus reporting and exporting capabilities. The Quantivo Analyzer database can be queried at will to extract valuable insights and analysis. Analytic results can then be exported into office productivity tools for reporting or into other systems such as marketing or content management.

- **Discover affinities** among transactions to determine events that lead to specific actions and under which circumstances, such as content views that lead to conversions or promotions that result in purchases.
- **Uncover relationships** within activities that link customer characteristics to behavior and find attributes that correlate with specific groups of online or offline transactions.
- **Track how behaviors vary over time** and against initiatives and programs such as promotions, price changes, advertising, e-mail blasts, repeat website visits, and cross-channel purchases.
- **Spot anomalies** that expose hard-to-detect, abnormal or out-of-place interactions that signal emerging trends, fraud, or errors.
- Use Affinity 360 to "**know what you don't know**" and get an exhaustive list of all relevant affinities existing within your data.

Quantivo Enrich

Quantivo Enrich is an optional product that allows you to extend your analytic capabilities with enriched behavioral information derived from historical behaviors, backfilled data that is not present in behavioral data, or ancillary data that can be integrated to add additional value. For example, you can integrate data from all customer touch points such as web, CRM, marketing, point-of-sale, and customer support. Quantivo Enrich can also connect attributes that occur over time, enabling time-based analysis within Quantivo Analyzer.

Quantivo Enrich is designed for scale to support huge volumes of cross-referenced data across billions of interaction points, providing a multi-threaded enrichment engine for fast processing on large-scale data and persistent storage for tracking historical interactions over time. Quantivo Enrich offers capabilities that are tailored to support the needs of each unique customer.

- **Creatively segment visitors** and expand your analysis of how different segments consume content, purchase across categories, and react to marketing promotions and sales tactics.
- **Analyze customer interactions over time** to truly understand how initiatives and programs impact long-term behaviors, how behaviors link together, and when to best react to specific activities.
- **Gain a clear picture** of activities that customers conduct in phases, and further bucket customer activities that may happen across channels, web sessions, or purchases.
- **Enhance strategic decisions** with third-party demographic data, product details, or support activity to view customer behaviors in 360 degrees and across all touch points.

For more information, visit www.quantivo.com, email us at info@quantivo.com, or call us at 650-403-4430.