

Solution Brief

Interwoven® Optimost and Coremetrics

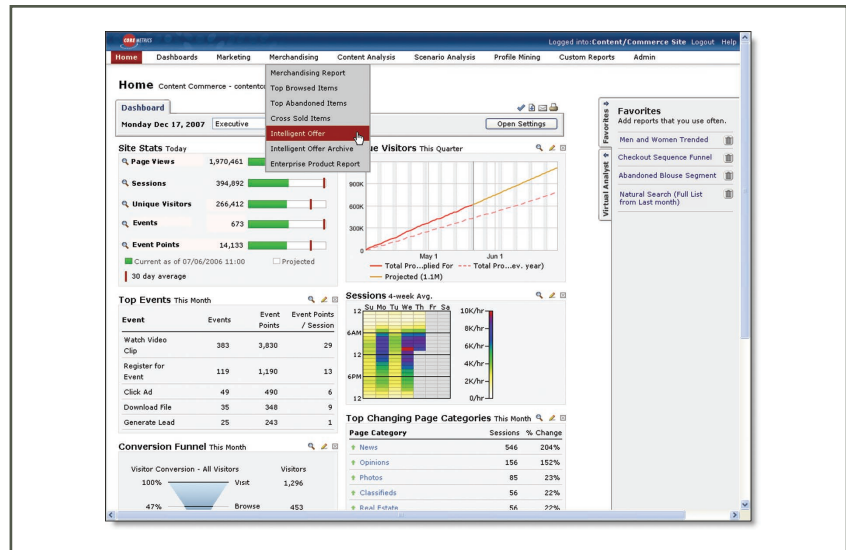
Optimizing Online Marketing Programs

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.

Interwoven and Coremetrics: A Powerful Combination

Coremetrics and Interwoven have joined forces to provide marketers with all the necessary tools to fully optimize their websites and drive increased conversions online. Coremetrics offers the industry's only web analytics platform that captures and stores all customer and visitor clickstream activity to build LIVE (Lifetime Individual Visitor Experience) Profiles.

This rich clickstream data can be used to identify web pages in need of testing and optimization with Interwoven's comprehensive testing and targeting solution. Interwoven's Optimost solution enables organizations to maximize conversion rates on their websites based upon the real-time behavior of actual customers. In addition, the Interwoven Optimost engine enables companies to automatically generate and present the most appropriate content for different customer segments based upon learnings gained from test results.



Coremetrics Dashboard

Analyze Visitor Behavior and Site Performance with Coremetrics

The first step in optimizing conversions is to understand how a website is performing and how visitors are behaving within the site. Coremetrics Online Analytics offers standard reports that illustrate which types of visitors are coming to the site, how each type of visitor is converting, what paths they are taking within the site, and a host of other important detailed site metrics.

Coremetrics Content Analysis reports provide organizations with deep insight into visitor behavior across page content, and the effectiveness of that content in driving conversion. One report, LIVEview, presents site metrics directly within a web browser as a site is viewed, providing page view, conversion, and transaction data for all links on the page.

Test and Optimize Web Pages with Interwoven

After conducting an analysis with Coremetrics' analytics 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 page 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.

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.

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



Quicken Loans, QVC, Hoovers, and LetsTalk have all deployed solutions from both Coremetrics and Optimost to drive increased conversions on their sites.

About Coremetrics

Coremetrics is the leading provider of online marketing optimization solutions. Its solutions generate high return on online marketing investment. Over 1,000 on-line business sites, transacting over \$15 billion this year, are using Coremetrics' Software as a Service (SaaS) solution to optimize online marketing efforts. Coremetrics' solutions encompass advanced online analytics and precision marketing applications, including search engine bid management, email marketing and cross sell to increase conversion rates, and increase lifetime customer value. Clients have recognized over \$300M in documented ROI and 87% of clients recognize ROI in 12 weeks or less. To learn more, visit www.coremetrics.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.

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