

ORACLE WEB ANALYTICS

KEY FEATURES

ORACLE WEB ANALYTICS PROVIDES YOU WITH A 360° VIEW THAT SPANS CLICK STREAM AND ERP/CRM DATA, UNVEILING DIRECT RELATIONSHIPS BETWEEN ONLINE CUSTOMER BEHAVIOR AND BUSINESS PROFITABILITY

- Web customer activity
- Visit trends
- Visitor conversions
- Web referral analysis
- Campaign ROI
- Section and page affinity
- Product interest
- Web customer acquisition
- Customer profitability
- Integrated with Oracle CRM and ERP
- Enable multi-channel CRM analytics
- Support for user privacy
- Traffic filters
- Tracking for Oracle iStore and legacy sites

Traditional click-stream solutions are disconnected from ERP and CRM applications, and make it extremely challenging to deliver insights that can propel and sustain a competitive advantage.

Oracle® Web Analytics leverages click stream and ERP/CRM data to provide an insightful, transparent, and deep view of the intricate relationships between online customer behavior and the profitability of your business.

Beyond the Realm of Traditional Click-Stream Analytics

In order to measure the success of their online initiatives, business analysts need to get answers to questions such as: “Which of my product categories contributed significantly to the 60% fall in online revenue?” “Are my customers unhappy with post-purchase services?” “I pay more for keyword placement on one search engine, but what is the return on this investment?”

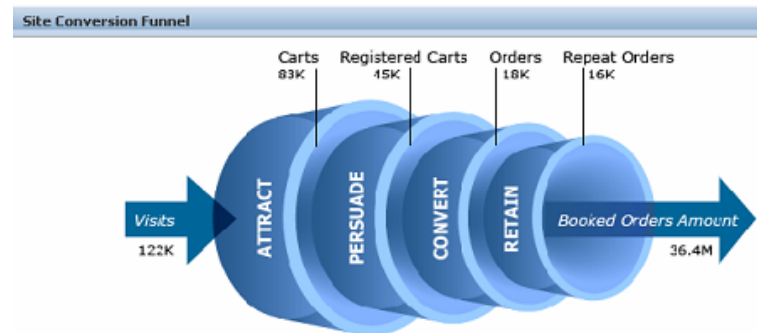


Figure 1: Visits to Cash, Click stream to ERP, Oracle Web Analytics spans the funnel

Integrating click stream analytics with CRM and ERP data, Oracle Web Analytics is the confluence of best-of-breed click stream analytics and top class business intelligence. It allows you to relate product sales, customer segments, cart conversions, sales orders, order inquiries and more to online user behavior in a manner that makes it easier to optimize the performance of your web sites and various online initiatives.

Enhance Online Channel Profitability

Customer segments defined in your ERP and CRM systems are central to your online and offline strategy. Consequently, you cannot make profitable investments towards increasing online visits if you do not know which segments of your customer base are adding to your profits. If you run both online and offline channels, you are also keen to know if your largest customers are moving online, helping you reduce your operational costs. You also need to know if they are

satisfied with post purchase services such as shipping, order status etc.

Oracle Web Analytics reveals a 360° view of the online activity from visits to leads to orders to post sales inquiries, and lets you slice and dice this information by your web site, customer segment, product line, and referring web site allowing you to make sound business decisions based on objective facts.

Increase ROI on Campaigns, Referrals and Partners

‘Click Fraud’ is a well documented threat that can ravage your advertising and marketing outlay. Moreover, without Oracle Web Analytics, you have to rely on your traffic suppliers (e.g. search engines, ad networks) to track the number of referral visits on your site(s). In such a scenario, how do you truly gauge the quality of your online partners, campaigns and referrals? Referral reports that rely merely on link-sequences are usually unreliable and misleading when click fraud is involved.



Figure 2: Assess the success of your online marketing spending

What you need to know is not only “Who sends me how many visitors?” - but also “What levels of profit do each of these partners generate for my business?” “Which products do these visitors want?” “What are their conversion rates?”, etc.

Oracle Web Analytics delivers this information accurately, transferring the power of negotiation from the online partners back to you by combining click-stream information with ERP orders and CRM campaign data. You can also slice and dice the information by site, campaign, currency, period and many more relevant dimensions to derive the optimum level of detail for your next decision.

Secure, Configurable and Enterprise-Enabled

One size does not fit all. You want to ensure that your entire organization benefits from analytics and that every employee has just the right amount of information: not more, not less. For example, you do not want a contracted usability specialist who is in charge of implementing a new look and feel to gain access to your site revenues or channel trends.

KEY BENEFITS**ORACLE WEB ANALYTICS HELPS**

- Optimize your online channel, creating business profitability and lasting customer satisfaction.
- Uniquely leverages click-stream and ERP/CRM data to deliver unparalleled insights.

RELATED PRODUCTS:

- Oracle iStore
- Oracle Marketing

RELATED SERVICES

The following services are available from Oracle Support Services:

- Update Subscription Services
- Product Support Services
- OnlineDBA
- OnlineDBA for Applications

Oracle Web Analytics is configurable to let different players in the organization access levels of information on a “need to know” basis. While the entire organization benefits from analytics, the tool minimizes opportunities for misuse.

Unparalleled Insights, Out-Of-The-Box

Oracle Web Analytics is an analytics tool that combines click stream data with ERP and CRM information to uncover deep relationships between online user behavior and business profitability. Integrated out-of-the-box with Oracle iStore, Oracle’s market leading E-Commerce application, Oracle Web Analytics provides you with unparalleled transparency and insights. In effect, you have a tool that ties in your offline business with your online investments, creating a platform from which you can make informed decisions that drive profitable customer relationships.

Oracle E-Business Suite—The Complete Solution

Oracle E-Business Suite enables companies to efficiently manage customer processes, manufacture products, ship orders, collect payments, and more—all from applications that are built on unified information architecture. This information architecture provides a single definition of your customers, suppliers, employees, and products—all important aspects of your business. Whether you implement one module or the entire Suite, Oracle E-Business Suite enables you to share unified information across the enterprise so you can make smarter decisions with better information.

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