

Unilytics Improves 1:1 Marketing for Webtrends Customers

Unilytics announces the release of **VHE Distiller** - an innovative solution to enable re-marketing to individual website visitors

June 8, 2011 – Toronto, Ontario – Unilytics Corporation, a leading web analytics and web optimization consulting firm, has just launched **VHE Distiller** enabling clients to automatically and cost effectively track and report unique web visitor activity. The resulting insights into individual user behaviour will facilitate re-marketing to key website visitors.

It is vital for marketers to understanding how individual visitors are interacting with their website. They need to know: how individual visitors are utilizing their website, and more importantly, are they are converting; which campaigns are most effective with which types of visitors; how marketing activities are impacting various visitors' behaviour; what brought them to the site in the first place; how often they return; what they're interested in; what they purchase and their life-time-value?

The challenge is that web analytics tools including Webtrends have only been able to deliver aggregated, general web traffic trending, and store and report on a limited amount of visitor metrics. Webtrends offers VHE (Visitor History Export) an out-of-the-box feature that can be enabled to provide accurate 1:1 marketing without the need for costly data warehousing applications. However, the long list of visitor metrics collected by VHE is archived in a flat file which is not easily used.

Now VHE Distiller provides a solution to this challenge by automating the conversion and transformation of Webtrends VHE files to a relational database, so individual visitor metrics can be easily accessed for more convenient data mining, enterprise reporting, integration, and advanced segmentation. As such, VHE Distiller offers an attractive alternative to customers considering data warehousing. It is much less expensive and complex to implement while offering many of the same advantages.

VHE Distiller presents an ideal solution for businesses that want to:

- Capture unique web visitor activity
- Uncover key customer profile information
- Track 1:1 visitor behaviour
- Integrate per visitor information with day-to-day trending data
- Use advanced visitor segmentation
- Re-market to key visitors

“We are very excited to release VHE Distiller to our customers. In fact, this product was directly developed in response to overwhelming customer demand for the ability to report on unique web visitor activity without the inherent costs associated with full data warehousing,” said Peder Enhorning, president of Unilytics, “Although Webtrends includes built-in capabilities for better engagement, the raw output file lacks the structure for immediate analysis. VHE Distiller automates the transformation of the Webtrends file to enable re-marketing to key visitors and the ability to extract data for use in other internal applications.”

About Unilytics

Unilytics is a leading web optimization and analytics company offering software solutions, consulting, configuration and training to a growing client base of over 800 customers including leading firms in finance, technology, medical, CPG, communications and media sectors as well as all levels of government. The only firm certified with Webtrends, Adobe and Google Analytics, Unilytics also integrates data from other channels such as email marketing, CRM, customer service and phone support to provide a complete understanding of the customer experience. Their consulting services include web site optimization; web analytics customization and training; dashboard creation and management reporting; and KPI analysis. In addition, Unilytics recently released Mergence®, specialized analytics technology for Microsoft SharePoint®.

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