

# Web Analytics Platform

## Seamless & Secure User Experience



### REDUCING YOUR COST



### WHAT IS WAP?

Cutting-edge web-site optimization technology that will:

- Increase your revenue by personalizing the customer online experience
- Reduce your costs by improving the performance of your web-site using real time customer feedback
- Reduce your costs by preventing identity theft, login credentials theft, and data theft

- Eliminate web-site issues before customers call you
- Detect patterns for suspicious or fraudulent behavior
- Store customer data more securely



### INCREASING YOUR REVENUE

- Capture your customer's intent to buy by analyzing customer behavior on your web-site and identifying usage patterns
- Make recommendations for up-selling and cross-selling in real time while the customer is still on your web-site
- Make recommendations for reaching cross-channel customers more efficiently
- Get real time feedback on web-site usability
- Allows you to continuously improve your web-site by analyzing customer behavior on your web-site



## HOW WE DO IT

- WAP captures data about how a user interacts with your web-site. It collects information such as time a user spent on a page or field and the order in which a user navigates the site, along with many other metrics.
- WAP presents this data with powerful reports. It helps you to determine usability issues and segment your clients and prospects.
- WAP incorporates statistical algorithms that can segment the customer database and identify the most profitable customer groups.
- WAP not only collects data, it is also capable of including external databases and data sources into the analysis process such as companies sales data, for example.



## BENEFITS

- **Powerful.** WAP handles any amount of data from your web site, CRM system, or data warehouse.
- **Simple.** WAP is easy to run, go-live and use. Complete implementation takes 5-6 weeks. Proof of concept takes 1-2 weeks.
- **Affordable.** You pay one flat license fee. No hidden fees or subscriptions required.
- **Agile.** It can be customized to meet your unique challenges. We are ready to plug in additional data sources, or integrate within your particular landscape.
- **In the cloud or on-site.** We can set it up within your infrastructure or in the cloud.



## WHY WE DO IT?

We are committed to help you make your web-sites more usable for customers and most efficient for your company by monitoring your customer's behavior and adjusting your web-sites based on real time customer feedback.

