**Optimost Segment**

Targeting the right marketing initiatives to the right audience segments ensures a higher conversion rate. With the unique Segment module for Autonomy Optimost, marketers can easily discover new, actionable segments within their visitor-base and increase the effectiveness of their marketing campaigns. Proprietary algorithms automatically correlate site visitors, profile data and success metrics to reveal the characteristics and makeup of targetable audiences. Autonomy Optimost’s unrivalled ease of use vastly accelerates the ROI, especially when compared to traditional labor-intensive approaches.

Powered by Autonomy’s Intelligent Data Operating Layer (IDOL), Autonomy Optimost’s Segment module handles any type of data source to enable visitor segment discovery. Segment also pulls in and correlates data from market-leading 3rd party sources to extend insights even further. The segments can be quickly published to Optimost for real-time targeting and experimentation. Since it’s not a ‘black box’ solution, unlike other “segmentation” applications, users see exactly the data that the system is using and retain very fine-grained control over usage. Segment provides benefits to the entire spectrum of marketing users. Marketers can quickly discover and act on segments, then craft experiences just for those individuals; market researchers can quickly profile site visitors; product managers can quickly identify messaging that works for specific segments. Using Autonomy’s hosted software, the ROI is immediate. Even IT departments benefit by not having to order and manage new hardware.

**Key Business Benefits**

- Rapidly discover visitor segments
- Publish segments directly to Multivariate Testing system (Autonomy Optimost)
- Uncover deep insights into visitors and the content they respond to
- Deploy to business users without significant training, thanks to incredible ease of use
- Realize rapid ROI
- No hardware or software to deploy and manage

**Discover Segments**

Unrivalled Sophistication

Autonomy Optimost’s Segment module is the product of Autonomy’s research labs, and takes advantage of our tremendous investment in research and development. The software ingests broad visitor data, and correlates it with the successes that Autonomy Optimost records. Then it looks for patterns and groupings of visitors who behave similarly and/or have similar demographics, and groups them accordingly. Customizable settings enable users to quickly “tune” results, allowing for more or less granular segments.

**Incredible Ease of Use**

Using the intuitive interface, users simply select the audience they want to analyze, select the success metrics against which visitors are evaluated, and choose the 3rd party data they want to include in the analysis.
Actionable Insights

Users can instantly see the segments and the underlying data behind them, including the number of visitors and the specific attributes that each segment shares. The Segment module also highlights the attributes responsible for driving performance, while discarding attributes that do not contribute. Further, users can “decompose” the audience along each dimension, profiling the entire audience by household income, for instance, or browser type.

Timely Results

The Segment module works instantly on the data already housed in your Autonomy Optimost dataset. No need to wait for market research surveys to be filled out and returned, or for time-consuming manual analysis.

Platform Extensions

Native Integration with Optimost

Segment was built from the ground up to integrate seamlessly with Optimost and the rest of the Autonomy marketing optimization suite. Data can be pulled in from Optimost or Qfiniti, and publish segments for targeting or further optimization into Optimost (and on to your website) with the push of a button.

Autonomy Data Connector Framework

Segment is built to take advantage of Autonomy’s data connector framework. Autonomy has connectors to over 400 types of repositories, and specific connectors to 3rd party data sources enable the ingestion and inclusion in the analysis of demographic and psychographic data sets.

System Requirements

Autonomy Optimost’s Segment module is a hosted offering and works in conjunction with Autonomy Optimost. There is no hardware to buy or software to install. Access is via a standard browser (Internet Explorer, Firefox, Chrome, Safari, etc.). Autonomy hosts the world’s largest private cloud, with over 31 Petabytes of data under management, in multiple redundant data centers around the globe. All data centers are certified under the latest security and auditing standards.

About Autonomy

Autonomy Corporation, an HP Company, is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy’s technology manages and extracts meaning in real time from all forms of information, both unstructured and structured, enabling companies to leverage their data assets. Autonomy’s product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management.

Autonomy’s solutions are used by more than 25,000 customers including 87 of the Fortune 100, 10 of the top 10 financial services firms, 75% of the global 100 law firms, 9 of the top 10 pharmaceutical companies and many government agencies. Over 400 of the world’s leading technology companies embed Autonomy’s technology in their products. Autonomy also owns the largest private cloud of diverse data, with 31 Petabytes of information.

Please visit www.autonomy.com to find out more.