As a marketer in today’s era of big data, you are challenged to make sense of massive amounts of diverse information. Today’s online visitors leave petabytes of valuable data, but often it is only captured and retained because there is no simple way to analyze it in a meaningful way. Although web analytics technologies can track online activities, they output aggregate data such as total number of visits: metrics that are too simplistic and irrelevant to lend actionable insight. Given the limitation of most web analytics systems today, it is no wonder that only one in four organizations find web analytics useful at all.

Autonomy Optimost Clickstream Analytics transcends the shortcomings of traditional web analytics technologies, moving you beyond simplistic web analytics and allowing you to leverage the strength of a high-performance, big data analytics engine to analyze all your customer data and discover the metrics that matter to your business. The ability to combine clickstream data with data from a range of sources such as inventory levels, sales transactions, customer relationship events, social sentiment, and website behavior, allows you to form a more comprehensive, context-rich understanding of your customers and your market. Optimost Clickstream Analytics provides richer, granular insight that you can use to ask specific questions and drive more targeted campaigns.

**Hard-working clickstream analytics provides customer insights—not just reports**

The shortcomings of web analytics technologies are driving today’s competitive businesses to seek more powerful solutions that help identify the real needs of the business. Instead of providing actionable insights that you can translate into more compelling customer experiences, web analytics too often produce generic, aggregate data that are difficult to combine or enhance. If you want to ask sophisticated questions that directly impact your business, such as which visitors tried to purchase out of stock products, traditional web analytics systems provide few, if any, clear answers.

Additionally, web analytics data is often stored in transactional databases that are not equipped to handle the massive amounts of data generated by online activities. For example, an average global corporate website handles millions of page views a year, translating to petabytes of clickstream data. To handle this amount of information, current implementations use performance measures which reduce the size of clickstream events, storing only minimal information about the requester and recording only small time windows. They also circumvent interactions with Line of Business (LOB) applications such as CRM in order to avoid overwhelming the LOB systems. This means web interaction data cannot be analyzed with operational and inventory data. Without the ability to combine data sources, you are missing important facts that are needed to determine how to shift your strategy to deliver a meaningful and engaging experience.

These practical limitations fundamentally result in incomplete recording of information which severely cripples intelligent analysis. You cannot confidently answer the really interesting questions when you are limited to only a small set of data, and may well miss patterns that require a longer time window to detect. For example, without the scale and power of intelligent analytics, a traditional web analysis tool cannot answer: Which minivan is the most popular for suburban mothers that have a credit score over 700, are college educated, and live in an affluent community?

**See beyond the web channel for a complete understanding of your customers**

With Autonomy Optimost Clickstream Analytics, you can discover a rich source of customer information and patterns by analyzing clickstream data together with external data such as US census data, CRM data, operational data, inventory data, social media content, and call center conversations. This flexibility allows you to form a comprehensive understanding of your customers and formulate an effective marketing strategy.
Optimost Clickstream Analytics allows you to aggregate and enhance your data in any way you choose with a customizable dashboard.

Optimost Clickstream Analytics, powered by Autonomy IDOL 10 and HP Vertica, enables advanced, big data analytics on massive amounts of information in real time. Both clickstream data and data from other sources are indexed by the IDOL 10 platform to give you a more complete and actionable understanding of customer interests, sentiment, and buying patterns.

Insights gained from Optimost Clickstream Analytics can help you drive the entire multichannel experience.

**Get more from your information**

Optimost Clickstream Analytics enriches the value of your data by capturing both quantitative and conceptual information, allowing you to see relationships between data points that are not obviously linked. For instance, when you identify a particular segment of increased traffic on certain landing pages, you can use Optimost Clickstream Analytics to discover shared interests by automatically extracting the main concepts on the landing pages and comparing

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**What is IDOL 10?**

IDOL 10, powered by HP Vertica, is a next-generation information processing platform that helps organizations capitalize on the big data opportunity by providing the scalability, flexibility, and real-time conceptual understanding of information organizations need to transform islands of disparate data into actionable insights. IDOL 10 handles the volume, variety, and velocity that characterize big data:

- **Volume:** IDOL 10 routinely scales to process the largest systems. It is the engine powering over 50 petabytes of data in the Autonomy Consolidated Archive.

- **Variety:** IDOL 10 uniquely forms an understanding of all forms of content, no matter where it resides—emails, documents, phone conversations, videos, web logs, clickstream data, social content such as tweets and posts, structured application data, sensor data, and many more.

- **Velocity:** IDOL 10 processes data in real time to deliver timely, actionable insights.
Optimost Clickstream Analytics provides granular access to clickstream data so that you can aggregate, combine, and enhance the information any way you choose. Clickstream Analytics tracks visits, hits, time on site, bounce rate, conversions, conversion value, pages per visit, segments, regions, sources (paid search, natural search, etc.), campaign, browser, O/S, languages, countries, regions, postal codes, time of day, referral site (search engine or third-party site), keyword, and many more.

The high-performance, real-time analytics capabilities of IDOL 10 allows you to drill down, dissect, and combine datasets. You can ask virtually any question to glean valuable insights. For instance, instead of being limited to finding the total visitors who canceled their purchase at the product page, which provides no insight into the reason for cancellation, you can learn how many visitors ended up buying an item from the recommendation list as opposed to their initial query. Instead of knowing the total page visits per day, you can combine clickstream data with third-party data to find out the total visits per day by customers who own a certain product, or visited a particular page.

IDOL 10 provides deeper statistical analysis capabilities that shift the traditional web analytics paradigm by allowing people to ask more complex questions that draw on the intelligence of varying sets of data. The existing paradigm limits you to first defining the group and then asking what the group buys. Instead, Optimost Clickstream Analytics allows you to discover the group you want to target by asking which granular, as-yet-undefined segment likes to buy cars in a desired price range, such as $20,000-$25,000. By delivering advanced, intelligent analysis and thorough examination of all data, Optimost Clickstream Analytics helps you get answers to the complex questions about customer behavior, giving you the data you need to support a successful marketing campaign.
Supporting the needs of the largest global websites, IDOL 10 was designed with a unique MPP architecture that supports an extremely high query rate and simultaneous loading of new data into the system. With IDOL 10, you can typically load data up to 10 times faster than traditional analytics systems as a result of its unique design. In addition, IDOL 10 was purpose built with a hybrid in-memory/on-disk architecture to ensure real-time availability of information.

Optimost Clickstream Analytics, powered by the patented IDOL 10 architecture for the big data era, is able to capture all desired data across multiple sources and channels to present a complete view of the information landscape. Since IDOL 10 also indexes data produced by other business applications, Optimost Clickstream Analytics can compare these datasets in real time with clickstream events as they occur to generate insight that considers the entire picture versus just a snapshot.

Visualize your data

Data presentation should be visually descriptive, presented in an elegant manner that enriches the way you see connections that might otherwise be missed in a bland spreadsheet. Optimost Clickstream Analytics integrates with leading visualization tools such as QlikView and Tableau so you can easily create your own dashboards using aggregated data that can be combined and enhanced in any way you choose. You can now spend your time making decisions instead of deciphering rows and columns of numbers.

About Autonomy

Autonomy, 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 powerful management and analytic tools for structured information together with its ability to extract meaning in real time from all forms of information, regardless of format, is a powerful tool for companies seeking to get the most out of their data. 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.

Please visit autonomy.com to find out more.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world’s largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems.

More information about HP (NYSE: HPQ) is available at hp.com.