Coremetrics Explore™ 5—Answer Ad Hoc Questions

Effective marketing means knowing your visitors.

Comprehensive Visitor Analysis

Complete, actionable knowledge of site visitor behavior and campaign performance is crucial for businesses that strive to market effectively. Coremetrics Explore provides powerful ad hoc reporting that yields business-impacting insights and supports effective budget allocation and marketing mix decisions.

A component of the Coremetrics Continuous Optimization Platform, Coremetrics Explore reduces implementation costs by leveraging the existing infrastructure of Coremetrics Analytics™. With direct access to Coremetrics Lifetime Individual Visitor Experience (LIVE) Profiles™, Explore offers unparalleled segmentation capabilities, leveraging rich sets of metrics.

With Explore, you can create custom reports, segment cross-session behaviors, drill into mobile data, attribute conversions to ad impressions, measure multichannel performance, and easily share insights with stakeholders. With Explore, you can rapidly move from siloed analysis to cross-functional action.

Turn Insight into Action: Key Use Cases

Objective: Increase visitor reacquisition and retention rates

Anticipate: Build reports using dozens of display columns and metrics, covering content, geography, marketing, metric distribution, registration, technical properties and more.
Automate: Apply advanced segments, filters and groupings to identify highly specific visitor classes.
Syndicate: Initiate retargeting via Coremetrics LIVEmail™ 3 and Coremetrics AdTarget™ directly from Coremetrics Explore.

Objective: Improve multichannel strategy formation and execution

Anticipate: Import offline transactional information such as point-of-sale, kiosk or call-center data.
Automate: Leverage flexible report types and instantly toggle between bar, pie, bubble, trend or table views to reveal undiscovered data relationships.
Syndicate: Schedule email distribution of stakeholder reports that attribute offline transactions to online campaigns.

Objective: Optimize budget allocation and marketing mix of display advertising and social media marketing

Anticipate: Tag your media assets (display ads, syndicated videos, widgets, microsites) and deploy them across the web.
Automate: Use Coremetrics Impression Attribution™ to attribute the impact media assets have on web site behavior and conversions (both view-through and click-through).
**Syndicate:** Optimize asset layout and messaging and re-deploy across the web.

"Coremetrics Explore's visualization and segmentation abilities have provided us with key insights for guiding executive decisions on media buys, conversion, and even content strategy."
Seton Hall University
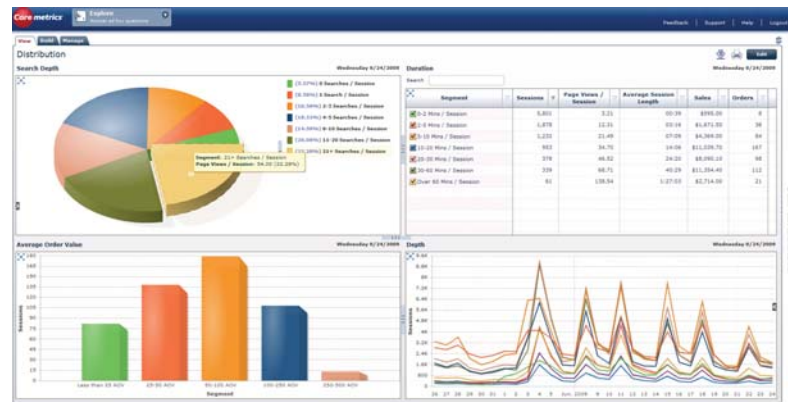
Create and share dashboards with up to four ad hoc reports to gain comprehensive understanding of all marketing and merchandising programs.
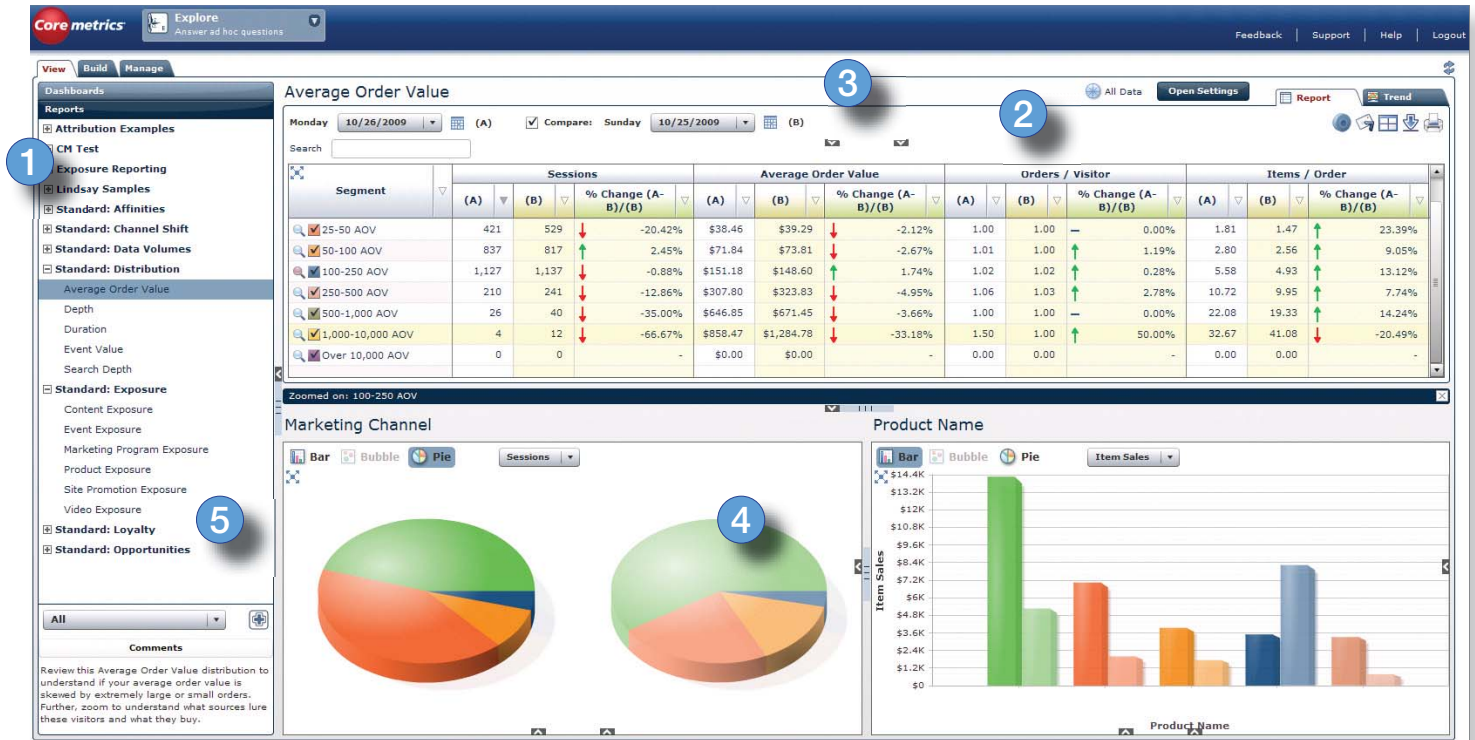
Coremetrics Explore offers powerful ad hoc reporting across channels, sessions, platforms and segments, enabling analysts, managers and executives to comprehensively understand program performance and optimize budget allocation and marketing mix.

Coremetrics Explore at a Glance

1. Use standard, best practice reports for instant insight. Group reports into knowledge-rich dashboards for easier access.

2. Leverage flexible report types for maximum relevancy. Analyze a flat list with thousands of rows of data against your key metrics, group and filter your data in ad hoc, expandable categories on desired attributes or quickly create behavioral segment comparisons against key performance indicators.

3. Compare performance from different time periods. Analyze visitor behavior across multiple sessions and channels (both online and offline).

4. Visualize data in different ways and instantly toggle between graphs to surface undiscovered data relationships. 3D bar charts, bubble charts, pie charts and a cumulative trend chart are available to display the data in the manner that best reveals the story. Utilize Relational Zoom to uncover these hidden data relationships, as you can quickly compare one data set to another, on the fly.

5. Perform advanced Web 2.0 analytics with AJAX, Flash, Video, Widgets, and Rich Internet Applications. Drill down on visitor behavior of mobile users. Analyze registration data such as age, gender, income, etc. to build granular segments of site visitors and registrants.

To learn more about Coremetrics Explore or to schedule a demo, please contact your account representative. Call 1.866.493.2673 or visit coremetrics.com

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