

speed-trap beats the "dropped cookie trap" with the world's first integrated Audience Analytics system providing accurate RFM data from any Web Site

Submitted by: Ad-Lib International Limited

Monday, 6 June 2005

speed-trap's unique "cookie-reinforcement™ technology" automatically builds and populates audience behavioural databases from any web site. This extension to the Prophet family utilises speed-trap's patent-protected Dynamic Collection™ technology to deliver statistics on Latency, Recency, Frequency, and Monetary Value (RFM) data for every visitor, allowing accurate calculation of audience value and profiles to drive targeted marketing and anti-defection programs.

Newbury, Berkshire June 6th, 2005 speed-trap Limited, the e-business intelligence company, announced today the Audience Behavioural Intelligence extensions (known as "ABI") to its Prophet family of products. These extensions will use speed-trap's unique Cookie-Reinforcement™ technology and its Auto-Population™ capabilities to build dynamic and complete databases of behavioural data for the site's complete visitor community.

As Malcolm Duckett, VP Corporate Marketing explains, "this represents a step-change in capability within the on-line analysis market – until today everyone has been doing 'Web Analytics', with the launch of ABI speed-trap is kick-starting the 'Audience Analytics' market. We are making available the world's first Audience Behavioural Database system. This system operates without any connection to back-end systems and will allow any website deploying a speed-trap solution to start to build a complete database for every visitor to the site, providing lifetime analysis of key metrics including Latency, Recency, Frequency and Lifetime Value".

Cookie Reinforcement

Recently the flaws in use of third-party cookies have emerged, with analytics company WebTrends admitting that "the percentage of users saying no to third-party cookies has risen four-fold in the past 18 months", and analyst company JupiterResearch announcing in March 2005 that up to 58% of visitors delete these cookies, which traditional analytics companies were using to track visitors. This fact compounded existing problems highlighted in Forrester Research's recent report "The truth is out there, but not in your web analytics system".

speed-trap's Cookie Reinforcement™ side steps these problems by linking proven, and privacy-conscious, first-party cookie technology with the rich data collection provided by speed-trap's established and market-leading Dynamic Collection™ system. This combination of proven technologies provides reliable long-term tracking of "Unique Individuals" across multiple machines even when cookies are flushed from the browser. This means that site owners have available a complete profile of a site's entire audience, with detailed data on visiting patterns, lifecycles and behavioural information, even when users move around, delete their cookies or use multiple machines.

Anti defection programs and targeted marketing

This announcement includes the first release of speed-trap's ABI audience behavioural intelligence system and moves the focus of on-line marketing from the web site to the visitor community. ABI automatically compiles complete life-time data on visitor communities. This RFM data has traditionally been used in off-line consumer marketing, but speed-trap now brings this capability to web analysis.

As Duckett explains: “speed-trap’s unique ability to collect accurate and detailed information on every action from every visitor enables this step-forward. ABI delivers key audience data into the hands of the site’s owners, providing an unprecedented ability to undertake focussed and accurate marketing campaigns targeted to exact user communities. For example, ABI can provide daily lists of ‘at risk’ customers to help call centres and customer support units to operate effective anti-defection programs. Moreover, ABI does this without needing controversial and unreliable third-party cookies, or installation of any software on a user’s computer, or the establishment of links to any backend systems.”

Slashing the cost deployment

Because of ABI’s stand-alone architecture and speed-trap’s unique approach to data collection; a complete solution providing base web analytics for webmasters, e-business intelligence for e-business managers and Audience Analytics for marketing and customer service teams can be deployed within a few hours.

Customers including PC World Business, WH Smith and Department for Education and Skills (DfES) have successfully deployed speed-trap across many sites without the cost of traditional “tagging” techniques, and a number are engaged in working with speed-trap on developing the next generation of solutions, including systems such as ABI.

About speed-trap

speed-trap is the e-business intelligence company. The company provides technology and solutions that provide accurate, real-time and complete data on the interactions between customers and web sites. Moving beyond traditional Web Analytics speed-trap not only provides statistical and business information on activity in the site, but uses the in-depth data provided by its Dynamic Collection™ Technology to give a unique view of visitor experience and customer journeys providing valuable insights into how well on-line assets are meeting objectives.

speed-trap’s solutions are being used by businesses to drive and monitor their on-line marketing activity including the monitoring, measurement and management of their on-line business. This includes applications such as campaign management, customer segmentation, customer experience monitoring and performance measurement. Other customers are using the technology to monitor key business metrics and drive real-time content management systems.

speed-trap was founded in 2000 and is based in the UK with headquarters in Newbury, Berkshire. See www.speed-trap.com for further information.

About Dynamic Collection™

speed-trap’s unique and patented data gathering technology delivers two benefits to speed-trap’s clients. Firstly, it can be fully deployed in less time than any other solution – avoiding costly tagging processes, or complex web server and content management system integration. Secondly, it provides insight and data, which is being used by on-line organisations to drive and monitor their on-line marketing activity including the monitoring, measurement and management of their on-line business. This includes applications such as campaign management, customer segmentation, customer experience monitoring and performance measurement. Other customers are using the technology to monitor key business metrics and drive real-time, anonymous personalisation and content management systems.

Press Contacts

Jim Crowther
Ad-Lib International Limited
Tel: +44 (0) 118 9744189
Email: jim@adlibinternational.com

Dynamic Collection™ and Cookie Reinforcement™ are trademarks of speed-trap Limited, 2005
speed-trap's Dynamic Collection Technology is protected by Registered Patents.