

# **speed-trap launch Prophet 4 – fourth generation solution linking out-of-the-box form and search analysis with ground-breaking usability features and Business Process Monitoring.**

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speed-trap announce the launch and deployment of the latest version of their Prophet e-business intelligence system. This solution, built on the back of input from leading on-line retailers and B2B sites, unleashes new types of e-business analytics.

Newbury, Berkshire June 13th, 2005 speed-trap Limited, the e-business intelligence company, announced today that the latest version of its Prophet family of solutions had been publicly released. This fourth-generation web-analytics solution provides ground-breaking usability coupled with unique out-of-the-box reporting on key site features such as Form Analysis, Search Analysis and real-time, SMS BusinessAlert™ solutions which keep e-business managers abreast of their site's effectiveness and performance.

Pre-production releases of the system have been deployed with key customers for 6-months and this experience has resulted in significant advances in usability and functionality. As Malcolm Duckett, VP Corporate Marketing at speed-trap explains, "input from our customers has played a major role in shaping this latest release. The customers who have deployed these pre-release systems are telling us that the changes we have made have resulted in a system which breaks new ground in terms of usability, flexibility and performance in the market."

## Automated form and search analysis

Prophet 4-based products include an enhanced version of speed-trap's unique form and search behaviour models. These allow the system to recognise and analyse users interacting with common in-site features such as forms, search and transactions. These automatically compile statistics on the usability and effectiveness of these systems, and provide data on the phrases and words being used in each field or search system. This data is also linked to goal achievement, so that a site owner can instantly see the words and phrases associated with success or failure (i.e. purchase or basket abandonment).

## Real-time BusinessAlerts™ warn managers of problems

Prophet 4 also launches Prophet's BusinessAlert™ functions. These allow the site owner to define key metrics (like abandoned basket value, traffic volumes, sales volumes, or failed search activity) that they want Prophet to track. Prophet will then automatically profile the selected metrics via an in-built self-learning mechanism, and once this baseline is established, any abnormal behaviour will trigger automated, real-time SMS alerts to key personnel.

As Duckett explains, "with modern sites the supporting software and hardware infrastructure including servers, ISP's and Content Management Systems must all be functioning perfectly if the site is to meet objectives. A single failure can result in lost sales or damage to the brand's reputation. While robot systems can prove basic availability, e-business and operations teams need to know that the real customer's experience is up to scratch. BusinessAlerts gives them that confidence, because Prophet is measuring the real visitors and their actual experience; Prophet will know in minutes if there is a problem, and can alert the appropriate people. This delivers automated Business Availability /Process Monitoring (BAM/BPM) for web applications, out-of-the-box and without needing expensive back-end

integration.”

#### Enhanced Campaign and Promotion Analysis

Prophet 4 also brings new levels of capability in the analysis of Campaigns and Promotions. Prophet's Dynamic Collection™ technology means that each and every visitor to the site and each and every click and page and text input can be recorded. This allows complete analysis of the sources of a site's traffic. This includes understanding the campaign delivering the traffic, the placement of that campaign element, and even the creative involved in each particular click-thru. This extends from traditional banner advertising through the analysis of pay-per-click (PPC) traffic, e-mail and direct mail campaigns and even includes affiliates, generic (free) search, “brand aware” visitors and partner sites.

This reporting allows hour-by-hour analysis (in real time) of traffic, costs, revenue and profitability for each campaign, placement and creative.

The same capabilities can be utilised to track in-site promotions. This can provide information on the performance of individual promotions, their location within the site and within the page.

#### Hypertables unleash ad-hoc analysis

The active dashboard also includes for the first time “hypertables” with interactive multi-level drilldown to allow results to be reviewed at overview or detailed levels. This enables users to, for example, look at results at a department level and then drill down into product detail for a specific department. The ability to then reorder the columns within the table and repeat the process allows assessment of, in this example, cross-department use of a single key word or product; and compare results for multiple periods.

At any time users can select a group of interest and drill down to look at trends for that community or data segment and link from there into other related data.

#### Dashboard uses client-side OLAP technology to deliver fast flexible user interface

The Active Dashboard™ shipping with the products based on this release is making more use of the client-side OLAP technology embedded in Prophet 4. Users can therefore sort, filter, total and reorder columns in reporting displays without waiting for lengthy downloading of information. The data is automatically cached in the client's browser, the system thus becoming faster as it's used.

#### 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](http://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.

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