



# Coremetrics and Endeca Integration—Optimize the Website Visitor Experience

## Data-driven content targeting via highest chance-for-conversion search placements

### Platform Integration Overview

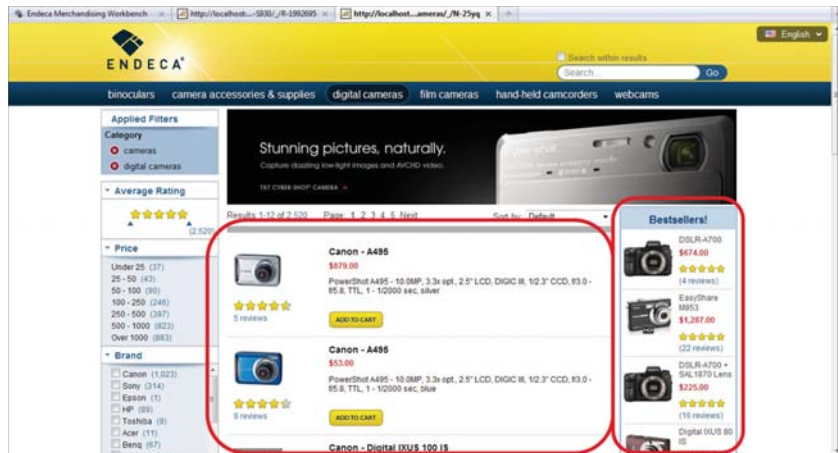
To address merchandisers' demand for more control over the end-user experience, Coremetrics and Endeca have joined together to provide users with the insight and tools needed to deliver conversion focused merchandising and an optimized site visitor experience. The Coremetrics Endeca Connection is a web services integration that combines Endeca's world-class search, navigation, and merchandising with Coremetrics' best-of-breed Continuous Optimization Platform to help ecommerce companies boost conversion via an enhanced site user experience.

### Key Features

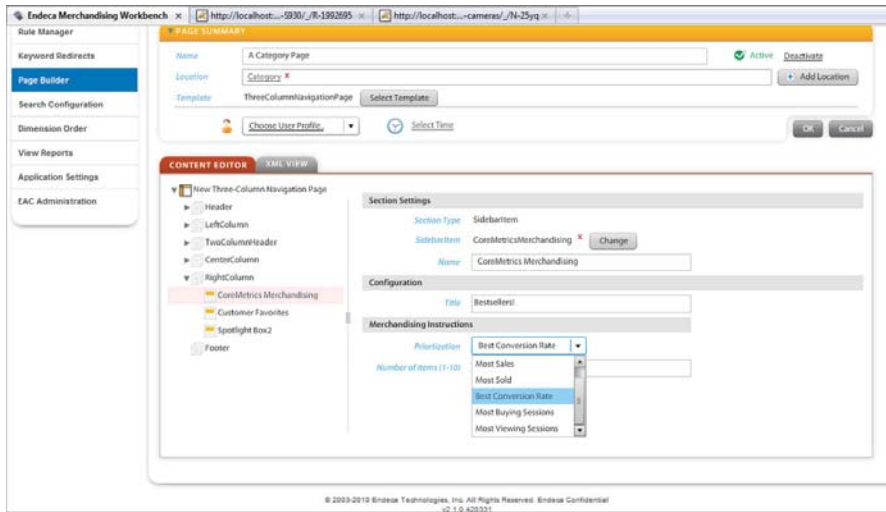
- Endeca's Information Access Platform imports product-level analytics metrics such as item sales, unit sales, and conversion rates into an Endeca search application. These metrics can be used to power the sort order of Endeca search results as well as Endeca merchandising rules.
- Coremetrics Explore™ integration facilitates rich ad hoc analysis on faceted navigation. Identify which selections drive conversion, which are frequently utilized, and how you might optimally order your navigation criteria.

### Coremetrics Endeca Connection Delivers

- Increased conversion rates, average order value, and overall revenue through continuous dynamic web site optimization
- Enhanced user experience and loyalty through targeted search results
- Flexible, intuitive merchandising that promotes highest chance for conversion products
- Lowered operational costs via automated integration and minimal ongoing maintenance



Endeca Page Builder Cartridges utilize Coremetrics merchandising data to promote highest chance-for-conversion products across all search paths.



*Business-user controls are baked in to allow for on-the-fly merchandising rule enhancement and testing. No more waiting on IT.*

**About Endeca**

Endeca is a leading provider of search applications. Search applications built on Endeca’s technology deliver the clearest visibility into information, driving hundreds of millions of dollars in cost savings and increased revenue for customers. Powering these solutions is Endeca’s Information Access Platform, a major enterprise search innovation based on a fundamentally new architecture for building high-ROI applications that let users access any data from anywhere any way they need it. With this improved information visibility, customers make better choices, and employees better decisions. More than 250 million end users around the world access information through Endeca solutions, which are in use at more than 600 leading organizations including: ABN AMRO, Boeing, Cox Newspapers, the U.S. Defense Intelligence Agency, Ford Motor Company, Hyatt, IBM, John Deere, the Library of Congress, Texas Instruments, and Walmart.com.

**About Coremetrics**

Coremetrics is a leader in web analytics. Its products help businesses relentlessly optimize their marketing programs to make the best offer, every time, anywhere, automatically. More than 2,100 online brands globally use Coremetrics’ Software as a Service (SaaS) to optimize their online marketing. Coremetrics’ integrated marketing optimization solutions include real-time personalized recommendations, email targeting, display ad targeting across leading ad networks, and search engine bid management. The company’s solutions are delivered on the only online analytics platform designed to anticipate the needs of every customer, automate marketing decisions in real time, and syndicate information across all customer channels.



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