

> Predictive Web Insight for More Effective Action

To get a clear picture of the current and future state of your online business, you need to transform your raw Web data into meaningful insight that can help you understand and predict the behavior of your customers.

PASW Modeler Web Mining* is an add-on module that makes it easy for analysts to perform ad hoc predictive Web analysis within PASW Modeler's** intuitive visual workflow interface. The award-winning PASW Modeler data mining workbench enables analysts to quickly develop predictive models using business expertise and deploy them into business operations to improve decision making. Unlike traditional Web analytics methods that simply count Web interactions, PASW Modeler Web Mining delivers more meaningful customer intelligence on both the current and future state of your online business.

By bringing together the leading technologies for both Web analytics and data mining—along with SPSS Inc.'s more than 40 years of analytical experience—PASW Modeler Web Mining sets a new standard for Web analysis. Easily transform raw Web data into data on key business events, such as conversion and purchase, using proven Web analytics technology. These online business events are made available within PASW Modeler Web analysis applications that quickly deliver predictive insight.

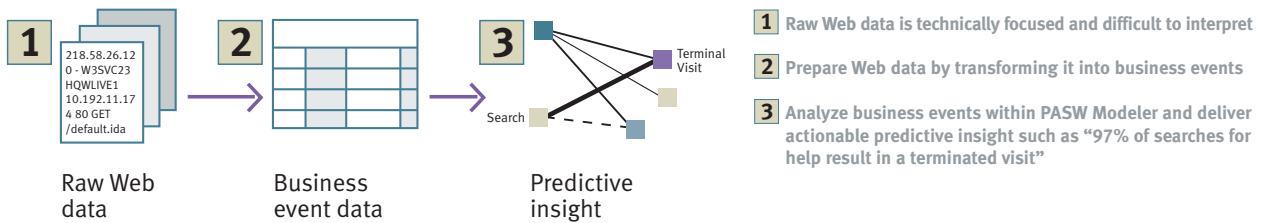
PASW Modeler Web Mining enables online business decision makers to take more effective action by:

- **Automatically discovering user segments.** Discover user groupings based on actual online behavior using automated segmentation, and provide your organization with a clearer, more accurate understanding of online prospects and customers.
- **Detecting the most significant sequences.** Sequence detection techniques automatically identify which pages are critical to specific online business goals—such as improving search engine effectiveness—highlighting important chains of activity.
- **Understanding product and content affinities.** Long used by retailers to understand product associations in the mind of the consumer, affinity, or “market basket”, analysis identifies online customer preferences to improve cross-selling and optimize content.
- **Predicting user propensity to convert, buy, or churn.** One of the most powerful analytical best practices that data mining brings to Web analytics is propensity modeling and the ability to predict the likelihood that an individual user will convert, purchase, or churn.

* PASW Modeler Web Mining, formerly called Web Mining for Clementine®, is part of SPSS Inc.'s Predictive Analytics software portfolio.

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PASW Modeler Web Mining analytical workflow



Streamline Web data preparation

PASW Modeler Web Mining greatly simplifies the preparation of Web data for predictive analysis using proven NetGenesis Web analytics technology. Raw Web data only supplies technically focused information, which is of little use for business analysis. The PASW Modeler Web Mining analytical process begins with your organization’s online business goals, and mapping Web data to support those goals. By mapping Web pages to critical business events such as “completion of registration,” Web data becomes usable for predictive analysis.

Easily process Web data using the PASW Modeler Web Mining source node, integrated within the PASW Modeler visual workflow. Time-tested Web data-processing rules drive the Web mining node as it automatically transforms volumes of Web data into focused online business events. The Web mining node efficiently scales to enterprise Web analysis demands by processing only the data needed to create an accurate view of online behavior. Accurate user identification, business event mapping, sessionizing of visits, and noise data filtering help ensure that decision makers draw reliable conclusions about current conditions and future events.

Quickly deliver online insight

The PASW Modeler Web Mining Application Template combines the power and flexibility of the PASW Modeler workbench with predictive Web analysis applications

designed to quickly deliver online insight. Since business event data is automatically prepared, the Web analysis applications are easily executable without previous Web mining experience—eliminating the need for specialist support.

Six Web analysis application modules are included:

- Search engine optimization
- Automated user and visit segmentation
- Web site activity and user behavior analysis
- Home page activity
- Activity sequence analysis
- Propensity analysis

PASW Modeler Web Mining brings all the benefits of the PASW Modeler workbench to predictive Web analysis—including easy data preparation, scalability, and interactive visualization. PASW Modeler’s visualization techniques accelerate time-to-insight with the ability to derive new attributes and metrics. Unlike traditional Web analytics—which is limited to predefined, generic data—PASW Modeler Web Mining provides unrivaled flexibility to perform the additional aggregation and derivation required for actionable insight. You can even combine online business event data with data from other channels—such as transactional data and textual data from call center notes—for multi-channel analysis that provides a complete view of your customers.



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