

SAGE METRICS

Scenario

SageMetrics, the leading provider of outsourced business intelligence solutions, was looking for a way to differentiate itself in the business intelligence space by adding a highly accurate geographic identification capability to its SageAnalyst Enterprise solution, which provides customizable tools for data collection, mining, analysis and reports. While the company was keen to meet its clients' demands of accurately measuring online and offline marketing campaigns by geography, it did not want to dilute internal resources or lose focus on its core business with a complicated technology integration process.

Solution

After evaluating numerous vendors and a number of options including in-house development, SageMetrics tapped Digital Element, a business unit of Digital Envoy, the leading provider of IP Intelligence solutions. The company chose Digital Element's NetAcuity® technology for the accuracy of the data and the simplicity of integration, which allowed SageMetrics to maintain a focus on developing its core business.

NetAcuity IP Intelligence technology gives SageMetrics—and its clients—a new wealth of information about online users based solely on their IP address including country-, region-, DMA- and city-level location information, as well as other parameters such as user connection speed. This information has been imperative in the creation of a custom geo-dimension for SageAnalyst Enterprise clients.

The combination of NetAcuity and SageMetric's patented Interactive Multi-Dimensional Reporting technology provides an unprecedented level of campaign detail and represents a breakthrough in the way that clients can share knowledge of where their online traffic originates. Customers can now view geo-enabled reports in the same way they currently view channel-enabled reports. For example, a manager could see "Top URLs" for the Sports Channel for people coming from New York City. No other solution on the market provides such a level of campaign granularity.

Success

SageMetrics' client reception to the new geo-intelligence module has exceeded expectations. "Our clients were looking for integrated, click-stream reporting that would allow them to measure reach and penetration by country, region, city and DMA," said Kenneth Nwabueze, SageMetrics CEO. "The incorporation of Digital Element's market-leading NetAcuity technology allows SageMetrics to offer the most advanced set of integrated, click-stream geo-intelligence reports on the market today, and, needless to say, our clients are thrilled.

Success Highlights

- NetAcuity® allows our clients to measure reach and penetration by country, region, city and DMA.

Quick Facts

According to an October 2002 study by IDC, analytics projects positively impact an organization's bottom line, with a median return on investment (ROI) of 112%.

Testimonial

"The incorporation of Digital Element's market-leading NetAcuity technology allows SageMetrics to offer the most advanced set of integrated, click-stream geo-intelligence reports on the market today, and, needless to say, our clients are thrilled."

Kenneth Nwabueze,
CEO SageMetrics