

Keynote Competitive Intelligence

## Keynote Ranking Studies

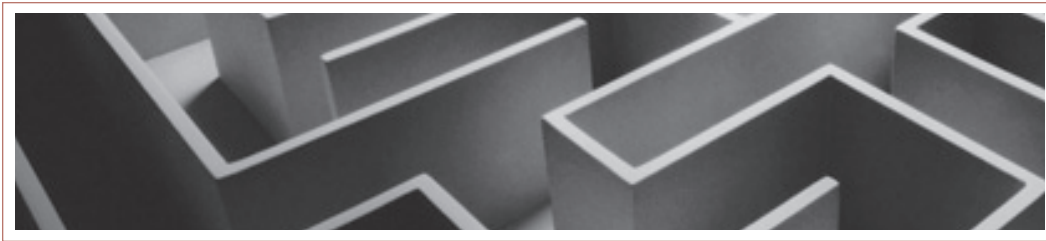
Keynote recognizes that the ultimate measure of a site's performance is whether or not it helps a company to achieve its business goals, such as customer acquisition, brand affinity, customer loyalty, and generating revenue through online advertising. But in order to achieve these goals, the site must meet or surpass customers' needs and expectations in terms of content, functionality, organization, visual appeal, responsiveness, availability and reliability. That is why Keynote's unique Ranking Studies evaluate the "total performance" of websites and provide companies with in-depth information about which aspects of the online experience matter most when it comes to creating a site that achieves business goals.

Keynote Competitive Intelligence studies provide:

- **Customers' perspective** — enabling companies to see how well sites in a given industry are meeting customer needs and expectations
- **Competitive comparison** — providing a complete look at which sites are out-performing the competition and why
- **Year over year metrics** — revealing which sites are making changes that improve their performance over time
- **Strategic prioritization** — helping companies to prioritize online initiatives to get the biggest impact on business goals
- **Best practices and recommendations** — providing strategic guidance to help companies gain a competitive edge

Keynote's Competitive Intelligence program consists of over 20 global studies per year, spanning Search, Financial Services, Travel, Retail, Technology, and Online Dating industries. The program has been in existence for over three years and has provided invaluable guidance and insight for many of the top companies in each of these categories — helping them to build effective online strategies to gain market leadership and defeat the competition.

The Competitive Intelligence program delivers further value when repeated annually. In time-based market research, companies need to understand the impact of their online initiatives. Having an annual benchmark of performance allows companies to see where they have improved and where they should invest for the future. This year over year competitive analysis has helped many companies to understand their performance compared to both themselves and their competitors — helping them to prioritize upcoming online initiatives and make strategic and tactical business decisions.



## The Keynote Methodology

In order to provide a ground-up look at the performance of sites in an industry, Keynote implements two unique methodologies to gather a comprehensive and broad set of performance metrics on each site.

### Measuring Customer Experience

To get a complete picture of the customer experience of web sites in a study, Keynote invites a large, demographically targeted sample of participants to access the Internet from their normal setting. With the help of a virtual moderator (a small downloadable browser companion, called the Keynote Connector) — participants are asked to perform tasks and provide feedback as they use particular Web sites. Meanwhile, Keynote's proprietary technology tracks their ability to complete these tasks, captures snapshots of the Web pages they are viewing and collects their thoughts and feelings as they interact with the sites. Keynote analysts then use the behavioral, qualitative and quantitative data collected from the panelists to rank the sites according to how well they are accomplishing key business goals such as:

- Acquiring new customers
- Retaining customers
- Building brand affinity
- Creating loyal customers

Keynote analysts then perform a driver analysis to identify which specific aspects of the sites have the biggest impact on these business goals. The analysts rank the sites on their performance on each of these areas. With this analysis, Keynote is able to tell companies what specific changes they should make on their sites in order to acquire new customers, build brand affinity, drive customer loyalty, etc.

### Measuring Service Levels

To gather data on the operational excellence or service levels of sites in a study, Keynote uses its Transaction Perspective® measurement computers ("agents") to mimic the actions of a consumer using the Internet Explorer browser to perform a common transaction on the sites. The agents perform this transaction on each site once an hour between 8AM to 12AM EST for a one-month period. The agents track more than 35 performance metrics and collect over 6500 data points on each site. Keynote analysts use these data points to rank the sites in the study on each of seven key performance factors, which are critical aspects of an operationally excellent site. These factors include:

- High Speed Responsiveness
- Dial-up Responsiveness
- Response Time Consistency
- Geographic Uniformity
- Load Handling
- Availability
- Outages



For each of these key performance factors, Keynote identifies which sites excel, which do not, and exactly what changes the sites can make to gain a competitive edge. Keynote then uses the rankings and scores for each of these key performance factors to rank the sites in terms of their \*overall\* reliability and responsiveness, thereby providing a high-level competitive benchmark of operational excellence.

## Key Questions Answered

Keynote's Ranking Studies provide companies with answers to the following important questions:

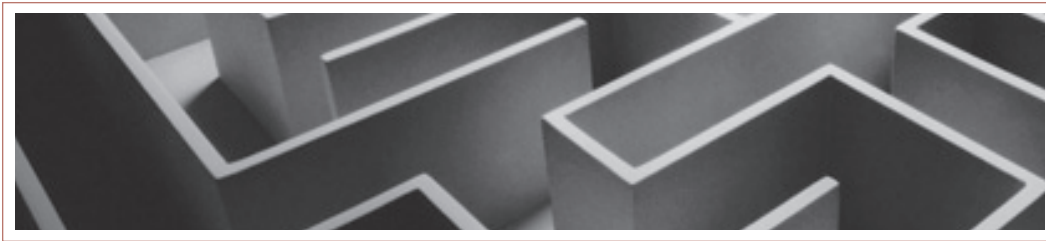
- Which sites in an industry perform the best and why?
- Which aspects of these sites have the biggest impact on brand affinity, customer acquisition, and customer conversion?
- Which best practices should under-performing sites implement in order to gain an advantage?
- Which sites meet customer expectations for reliability and responsiveness?
- What problems can companies avoid in order to prevent lost business?
- What specific changes should companies make in order to improve the customer experience and achieve business goals

## Industries

Keynote runs several annual Ranking Studies in each of the following industries:

- Automotive
- Financial Services
- Online Dating
- Retail
- Search
- Technology
- Travel

For more information about which specific studies are available in these industries, contact Keynote at 1-800-KEYNOTE or visit [www.keynote.com](http://www.keynote.com) and go to the "Competitive Intelligence" section of the site.



## Deliverables

Clients who purchase a Ranking Study receive access to the following comprehensive set of deliverables:

### Executive Summary and Presentation

An individually customized report delivered in written format with expert on-site presentation including key takeaways, site rankings, best practices, and customized recommendations for success.

### Supporting Data Reports

Two supporting data reports containing an aggregated view of all 250+ quantitative customer experience metrics collected on each site, views of all 6500 service level metrics collected on each site, a segmentation analysis with over 50 variables, and comparisons against an extensive set of web norms.

### Access to Raw Data

Access to two data reports per site that provide additional analysis tools for drilling into data. Reports include tools for analyzing qualitative and quantitative responses from consumers and views of all service level data collected over a one-month period.

## For More Information

For more information about Keynote Ranking Studies, contact Keynote at 1-800-KEYNOTE or visit [www.keynote.com](http://www.keynote.com) and go to the “Competitive Intelligence” section of the site.

## About Keynote

Founded in 1995, Keynote Systems (Nasdaq “KEYN”) is the worldwide leader in services that improve online business performance and communications technologies. Keynote helps approximately 2,300 corporate customers and 13,000 individual subscribers become “the best of the best” online. The business premise supporting Keynote’s mission is: “Online businesses can’t manage what they don’t measure.” As an independent and trusted third-party, Keynote provides IT and marketing executives with unbiased benchmarking data, competitive analysis and operational metrics from the customer perspective. This data measures service levels and customer experience of Web sites, broadband services and mobile communications.

Keynote Systems, Inc. is headquartered in San Mateo, California and can be reached at [www.keynote.com](http://www.keynote.com) or by phone in the U.S. at 650-403-2400.

**1-800-KEYNOTE**  
**(1-800-539-6683)**  
**[www.keynote.com](http://www.keynote.com)**

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