

You know that you need to improve your Web site to increase revenue. But how? Online users have the answers, and they're happy to reveal them—if you ask the right questions. Only Keynote WebEffective™ can capture both online behavior and attitudes to provide you with actionable insights to optimize your online business.

## Keynote WebEffective

Keynote WebEffective is an on-demand software application for conducting customer experience research on your Web site, and across competitor and other industry sites.

Combining the best aspects of market research, customer experience testing, and Web analytics, WebEffective captures users' attitudes and behaviors as they engage in online scenarios that represent important business outcomes.

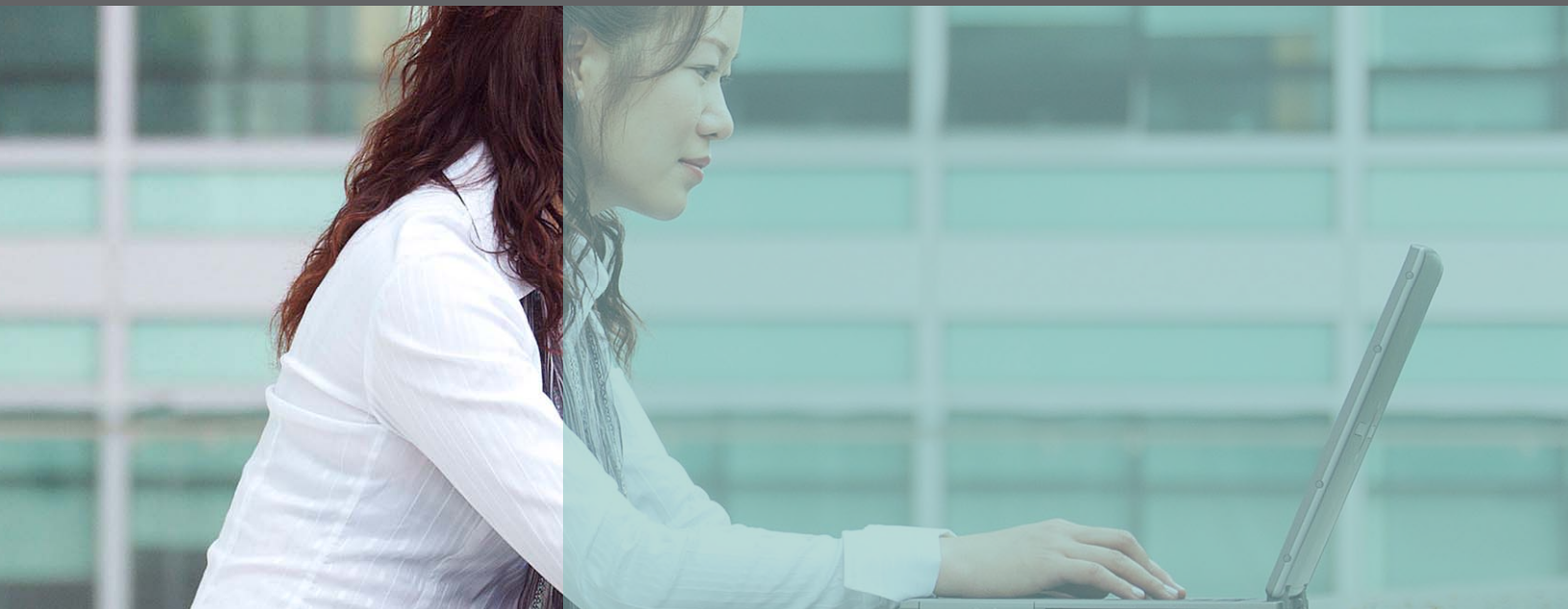
WebEffective provides the most relevant answers to key questions such as:

- What are customers actually thinking when they abandon a Web site before completing a transaction?
- What do customers like and dislike about your Web site and competitor sites?
- How does your Web site affect the customer's perception of your brand?
- How do customers from different demographics interact with and respond to your Web site?

- What inhibits customers from adopting your Web site's new features?
- How do customers respond to your online marketing initiatives?

With WebEffective, you conduct in-depth customer experience studies over the Internet by inviting large samples of users to engage in specific online tasks. WebEffective then tracks users' behaviors as they navigate your Web site or other sites, and asks questions in context to get immediate, invaluable feedback.

WebEffective combines the behavioral aspects of clickstream analysis, the quantitative data of surveys, and the qualitative feedback of usability labs to reveal the true motivations, perceptions and behavior of customers. This enables you to not only understand what your customers are doing online, but also why—providing unparalleled insight into how to intelligently plan your online business strategy.



## WebEffective Research

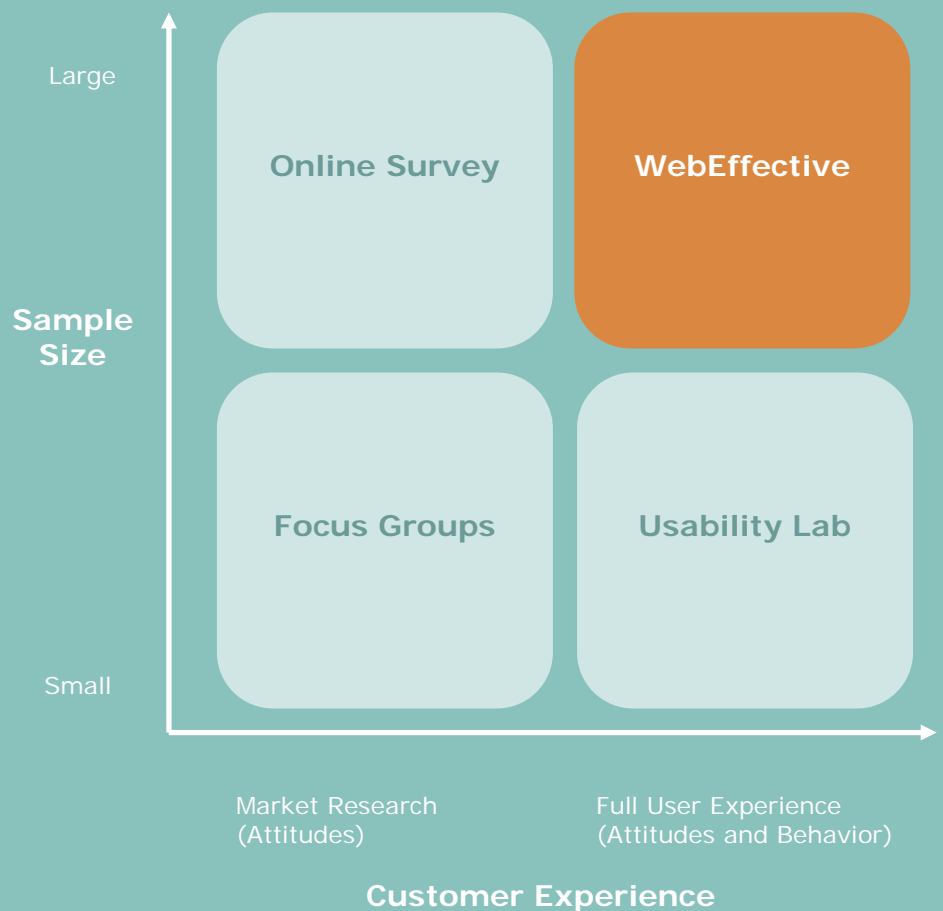
- Measure brand impact
- Gather competitive intelligence
- Evaluate new online applications
- Analyze customer acquisition behavior
- Assess site effectiveness

Use WebEffective before and after site redesigns and product enhancements, or conduct periodic benchmarks to monitor the ongoing effectiveness of your online business.

## Learn More About WebEffective Today

To find out how WebEffective can help you improve the online user experience and your bottom line, visit [www.keynote.com](http://www.keynote.com) or call us at 1-800-KEYNOTE (1-800-539-6683)

WebEffective measures both attitudes and behaviors in the context of realistic online scenarios. It combines the task-based qualitative approach of a usability lab with the large sample size of an online survey.



# Let WebEffective Help You Gain Customer Insights You Need to Improve Your Online Business

## The WebEffective Advantage

Whether you're redesigning your Web site, planning a new online feature, or seeking to optimize your current content, you need sound data that enables you to accurately address the needs of online users. Without it, you're taking a calculated risk that your investment of time and money will be wasted. So, before you make the decision to change your site navigation, deploy a new onsite search engine, or add fields to your registration page, you must understand how customers—from all parts of the world—will react.

## WebEffective Features

As a leader in online marketing, e-business, or market research, you'll appreciate the features that make Keynote WebEffective the most advanced customer experience research tool available. No other self-service application integrates the key features of Web analytics, market research, usability labs, and online surveys.

**Combined Insight into Attitudes and Behaviors** Provides data on how users engage in specific online scenarios on your Web site or any other site, along with qualitative insight into why they are behaving that way.

**Support for Web 2.0** Track user interactions with dynamic web content. Only with WebEffective can you capture all behavioral data, including client-side interactions with DHTML/AJAX and Flash. And best of all, Web 2.0 support is automatic—you don't need to insert tags or change you web site in any way.

**Large Samples and Actionable Findings** Combines the statistical significance of large surveys (typically 200-500 people) with the complete view of the user experience normally found only in usability labs, enabling you to segment data to discover the needs and preferences of specific user profiles.

**Efficient Recruitment of Online Users** Saves time and eliminates costs related to recruiting panelists. Recruit through your customer or prospect lists, intercept

visitors to your site, utilize a third-party panel vendor, or access the 160,000 members of the Keynote Research Panel.

## Realistic Environment for Accurate, Unbiased Results

Leverages users' online participation from home or work to eliminate moderator bias and more accurately reflect the actual geographic distribution of your customer base.

## Global Reach

Allows you to conduct studies around the world in 11 different languages.

## Intuitive On-Demand Software

Enables you to conduct as many customer experience studies as you need. Repeat evaluations for benchmarking and trending, and run multiple evaluations concurrently for quick turnaround and low cost.

## WebEffective Business Benefits

Behavioral and attitudinal data is valuable, but only if it leads to actionable insights that positively impact the bottom line. Keynote WebEffective empowers you to:

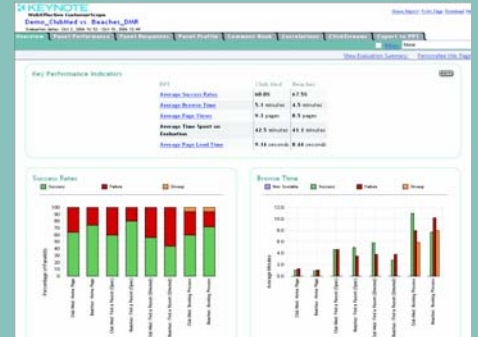
**Increase conversions and revenue** by optimizing your Web site based on deep quantitative and qualitative insight from online users

**Gain a competitive edge** by analyzing how your Web site ranks against competitors in user satisfaction and brand image, and by identifying gaps in online features and functions

**Save time and money** by quickly gathering valuable consumer feedback before and after you launch new online features

**Improve customer acquisition** by analyzing how unguided users navigate the Web and react to online marketing campaigns

**Increase user satisfaction** by delivering an online experience that meets your customers' changing needs and expectations



*WebEffective provides powerful and intuitive tools for creating, conducting, and analyzing customer experience studies.*

## About Keynote

Keynote Systems (NASDAQ "KEYN") is the global test and measurement company for mobile communications and online business performance. As an independent and trusted third-party, Keynote provides IT and marketing executives with an unbiased view into their Internet services from around the world. For over a decade, we have been providing measurement data and testing capabilities that allow companies to understand and improve their customer's online and mobile experience.

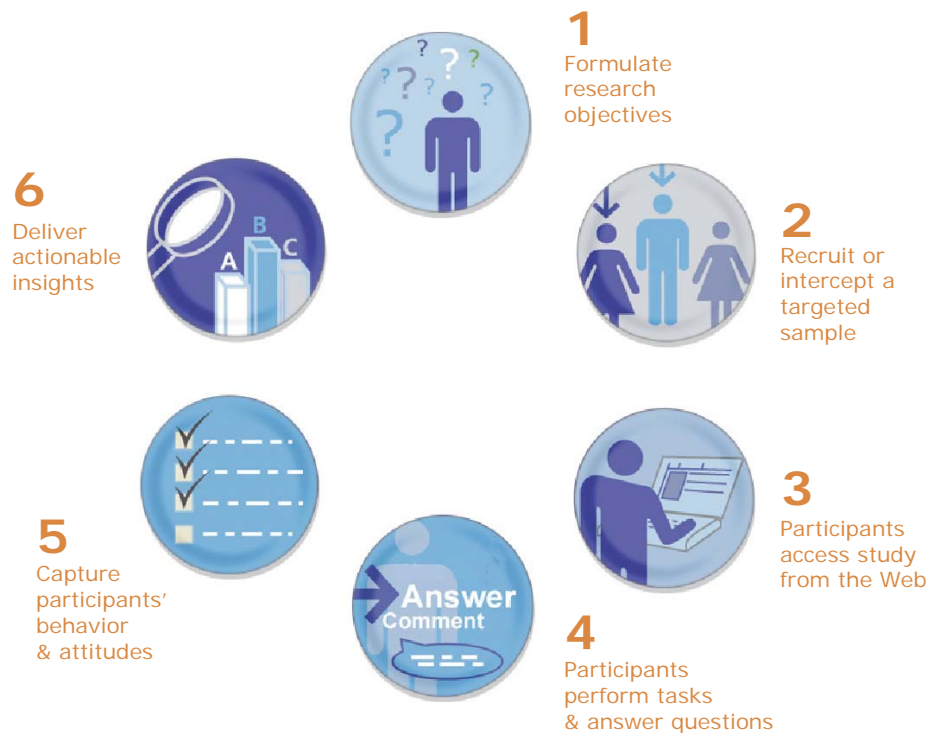
**Uncover new opportunities** by analyzing the rich, segmented data on users' behaviors, attitudes, and preferences, and discovering new actionable insights

### How WebEffective Works

As an on-demand software application, Keynote WebEffective provides the user-friendly tools that enable you to execute customer experience studies on any Web site, at any time. WebEffective's proprietary technology was built by researchers for researchers, and it has been used by Keynote consultants for years to help leading online businesses gain deep insights into their customers. While WebEffective can be used as a self-service tool, expert Keynote consultants are also available to provide guidance and to advise you on best practices.

Conducting a customer experience study with WebEffective is a straightforward process:

1. You determine research objectives and;
2. Study scripts are built on your own, using our templates, or with the help of our expert researchers
3. You intercept or recruit a targeted sample of participants from one or more sources
4. Participants instantly access the testing online from any location
5. Participants perform tasks on a site or across sites, and answer in-context questions via a dialog box
6. WebEffective captures participants' clickstream information, performance metrics and in-context responses together
7. You gain immediate access to study results and actionable insights through an easy-to-use analysis tool



No other research tool comes close to WebEffective in sophistication, flexibility, and ease-of-use

Contact us today to learn more.  
Call 1-800-KEYNOTE  
(1-800-539-6683)  
or visit: [www.keynote.com](http://www.keynote.com)

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