

## SmartMoney.com

*"Keynote provides us with immediate notification of any problems with our site and also offers a diagnostic environment that helps us quickly identify the source of the problem."*

### Impact Highlights

- SmartMoney.com's staff needed to know immediately if their site was down or if any changes were having a negative impact on performance.
- Keynote allowed them to assure the availability and performance of their Web site and to diagnose problems.

### Hosted Web Analytics and Performance Monitoring Optimize SmartMoney.com SmartMoney.com Business Overview

Since 1997, SmartMoney.com, a joint venture of Dow Jones & Company, Inc. and the Hearst Corporation, Inc., has become a leader in online financial publishing by revolutionizing the way people use the Web for financial planning and research. SmartMoney.com delivers breaking market news, commentary and analysis in addition to more than 95 financial planning worksheets and calculators, an interactive stock profile tool, a portfolio management system and its signature, award-winning Map of the Market, which allows users to visualize the market in a single view.

SmartMoney.com recently received a National Magazine Award for Best Interactive Design, was named the Best Overall Personal Finance Site two years in a row from Yahoo! Internet Life and has consistently been named a "Best of the Web" by Forbes.com Magazine. The company has three revenue streams: 1)

advertising 2) subscriptions to its premium content, called SmartMoney Select and 3) licensing content to other sites, such as Fidelity Investments. SmartMoney.com has lately attracted approximately 24 million page views per month.

### Key Business Challenge

The two most important informational needs for SmartMoney.com are to make sure the site is available and performing well and to find out who visits which part of the site. Mike Ledu, Chief Technology Officer, explains that the staff needs to know immediately if the site is down and if any of the constant changes that are made have a negative impact on performance. In particular, SmartMoney.com provides Service License Agreements (SLAs) to partners that have hosted content by SmartMoney.com. "We need to be sure that we are meeting our SLAs, and with considerable margin to spare," shares Ledu.

"Web analytics is also critical to our business," says Ari Brandt, Group Marketing Director for SmartMoney.com. "First of all, we



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track visitor response to our articles and investment tools to drive our editorial and development plans. Second, we run continual promotions, both to build visitor traffic to our free site and subscriptions to our premium content, and we need to know which offers and partners are the most effective. Finally, we need to stay on top of traffic trends so that we know how much inventory we have available to sell to advertisers."

### **Solution Overview**

In the past, the company used manual methods to track Web site performance and several different web analytic tools, all of which were based on sending out log files for processing. "When I joined the company, we were spending far too much time collecting information—but in many cases not obtaining the information we needed," Ledu says. The considerable administrative overhead involved in collecting and sending out log files, which someone has to constantly watch over, creates too much manual work. Brandt shares, "We found the perfect solution in WebTrends Live. We are able to provide the important facts to both our internal decision-makers and our customers requiring data pertaining to their business objectives."

Of course, web analysis would be moot if the SmartMoney.com web site were regularly going down. SmartMoney.com chose performance management services from Keynote Systems (Nasdaq: KEYN) to ensure the integrity of its site. It is important for SmartMoney.com to understand the performance of the site from the end-user perspective. Keynote's Web Test & Measurement products such

as Transaction Perspective provide data, which lets SmartMoney assure the availability and performance of the company's web site and diagnose problems. SmartMoney runs Keynote Perspective instant measurements to track DNS propagation whenever modifications are made to its DNS records to provide immediate feedback.

Solutions comprised of Keynote Web Test & Measurement products and Keynote partners benchmark, diagnose, test and manage the end-to-end performance of e-business applications and systems. The solutions provided by both Keynote and WebTrends Live deliver timely and accurate information while reducing software, hardware and administrative costs. WebTrends Live provides a complete solution at a cost that is significantly lower than the licensing fees and hardware expenses of the tools that were used in the past. SmartMoney.com has also eliminated the hardware, software and administrative effort required previously to track web site performance and visitor traffic. The two solutions manage the entire data collection and analysis function and provide reports that can be accessed over the Web by internal customers and partners wherever they are located.

### **Results**

"Keynote and WebTrends Live complement each other very well," Ledu shares. "Keynote tracks the performance characteristics of our site while WebTrends keeps track of our visitor traffic, both with little or no effort on our part. We have obtained all of the savings that we projected and more by utilizing these

## 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.

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hosted services. At the same time, we can now provide our business users with continually updated information that can either be automatically delivered at intervals we specify or accessed over the Web on an impromptu basis."

Brandt says that the data he receives from the WebTrends Live reports has played an important role in helping build SmartMoney.com traffic to its current industry-leading levels. "At the beginning of a promotional effort, we typically launch four different campaigns simultaneously," says Brandt. "We closely track the performance of each campaign and promotional partner in the early phases, then focus on the message and media that have been proven most effective. We also closely monitor the readership of different content on our site and we often link the most popular items to free trial offers for our premium content site. Our advertising sales staff also makes heavy use of the traffic analysis reports.

Last month, for example, when traffic unexpectedly fell due to competing news events, we learned of the inventory shortfall quickly enough that our sales force was able to contact our advertisers and provide them with alternatives in advance."

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