



NEW: R.A.C.E. TECHNOLOGY

A TECHNOLOGICAL LEAP IN WEB ANALYTICS

The latest release of econda Monitor PLATINUM constitutes the greatest technological leap in the history of econda's Monitor. Trailblazing r.a.c.e. technology facilitates lightning-fast analyses synchronously concerning high-performance raw data and aggregation cubes. The new econda Monitor PLATINUM is a milestone in several respects: even faster, even more powerful, even more versatile, even more straightforward, and even easier to use.

econda Monitor PLATINUM's vast array of innovations regarding performance, flexibility, features, plug-ins, and layout make econda a front-running technology leader in the web analytics industry. You need only to compare the econda Monitor and econda r.a.c.e. technology with every other solution available on the market— see for yourself!

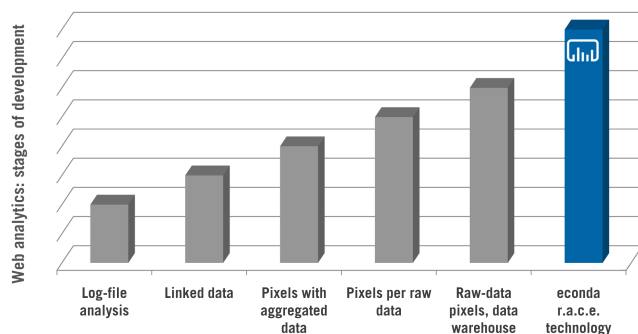
The Power of Web Analytics: econda r.a.c.e. technology

Revolutionary econda r.a.c.e. technology:

- Full access to raw and aggregated data
- Lightning-fast assessments in real time
- Boundless flexibility
- Anything can be combined with anything else

The best possible assessment performance is thus achieved while offering 100% flexibility.

A look at most web-analytics systems is revealing. Web analytics based exclusively on raw data still tends to be too slow; conventional web analytics on an aggregated-data basis is usually inflexible. econda counters this challenge with its new econda r.a.c.e. technology—the next generation in web analytics.



The innovative database technology combines raw data with aggregated data; users always obtain the fastest analysis result from that data cube which supplies an analysis result most quickly. econda thus combines the best of both methods in a manner unrivaled worldwide. For econda customers, this results in not only maximum flexibility and lightning-fast performance, but also a combination of any number of dimensions in order to master any challenge which arises.

But econda r.a.c.e. technology is much more than "just" real-time web analytics based on raw data! The combination of raw data cubes and smart aggregates in econda's memory ensures the utmost in flexibility coupled with maximum

performance. The smart query engine automatically obtains the values from the fastest cube.

Professional Feature Bundle

The Professional feature bundle boasts a great many new and innovative features and analysis functions: customer journey tracking, assist and search-string analyses, tracking of social-media marketing, econda cookies filter, and much more. In conjunction with econda e-commerce plug-ins, econda's Monitor facilitates comprehensive performance tracking for monitoring the success of all marketing channels—including the restoration of optimization data and targeting data for the management of campaigns.

Modern Analysis Interface

Thanks to the modern, straightforward, and intuitive interface, users always have every function at their fingertips. By means of the innovative web-analytics toolbar for all analysis settings, for instance, or the dashboard configurable via intuitive drag & drop. And the powerful user interface of this e-commerce data nexus also looks fantastic thanks to the lively and clear-cut design.

Plug-ins: perfectly integrated

A continuously growing number of e-commerce plug-ins (e.g. for SEM, e-mail marketing, bid management, offsite targeting, and payment) as well as numerous open interfaces for the importing and exporting of data ensure seamless integration with existing e-commerce and IT environments. Thanks to these plug-ins and interfaces—as well as the close and perfect interweaving with the shop system—the econda Monitor will become the data nexus for your e-commerce success story.



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R.A.C.E. TECHNOLOGY

- raw data analytics
- aggregate cube detection
- cluster engine
- extension concepts

Raw-Data Analytics

Next-generation raw-data analytics—with econda r.a.c.e. technology. Lightning-fast and on-the-fly, raw-data analytics makes it possible to create all types of segments, even retroactively—without sampling and without limiting the combination/correlation possibilities. econda r.a.c.e. technology responds to current and future queries, even retroactively to the finest degree of granularity—which is to say, queries which have not even been posed yet!

Aggregate Cube Detection

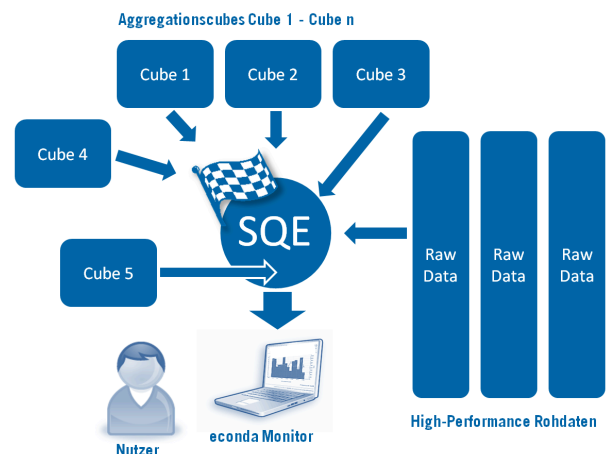
econda r.a.c.e. technology uniquely combines the advantages of raw-data analytics with millions upon millions of precomputed, aggregated data cubes. An analysis query prompts the system to decide instantaneously which aggregation cube can most quickly provide an analysis result or, alternatively, to trigger a high-performance raw-data calculation (smart query engine). Even in the case of immense volumes of data, this revolutionary technology delivers responses in under three seconds for far more than 90% of all queries. In other words: answers in a matter of seconds!

Cluster Engine

This next generation database technology, highly innovative and column-oriented, primarily accesses the main memory, which was designed to maximize the high performance facilitated by the technological advantages of econda r.a.c.e. technology. Because customer databases and queries can be distributed ad hoc via various hardware clusters, the system is capable of processing large queries in multi-processing mode. This pioneering technology minimizes response times and makes the evaluation experience very dynamic!

Extension Concepts

econda r.a.c.e. technology offers a wealth of options for flexibly integrating third-party systems for the importing or exporting of data (extension concepts)—either by means of preconfigured econda e-commerce plug-ins or numerous open data interfaces. Just a few clicks can broaden the spectrum of analyses via data from external sources. In addition, extension concepts make it possible to transfer targeting data or optimization data (raw or aggregated) to other e-commerce solutions (such as e-mail marketing, bid management, off-site targeting, etc.). The econda Monitor PLATINUM will thus become the data nexus for your e-commerce success story!



econda r.a.c.e. technology - lightning-fast analyses: A smart query engine (SQE) obtains analyses automatically from the fastest aggregation cube or from the high-performance raw-data calculation. In this explanatory diagram, Cube 5 is first to deliver the required data packet.



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