

# Introducing SnowPlow



Take control of your web analytics data

# SnowPlow: take control of your web analytics data

## Answer *high value* business questions

Do different types of customers behave in different ways? How should I segment my customer-base?

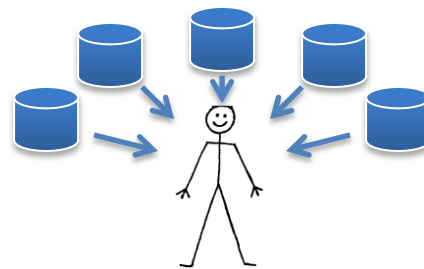
What online behaviours are predictive of future purchasing behaviour?

How does online and offline marketing work together to drive customer lifetime value?

## Do *more* with your data



**Drill down to the individual customer level**



**Link across data sources to build up a full picture of your users across channels, on and offline**



**Personalise your service to individual customers**

# SnowPlow is the most powerful web analytics platform in the world

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## All your data

- Capture **all** online events
- Store all events at the most **granular** level (i.e. at least one record per event)
- Track each event **by customer**
- Scales to **petabytes** of data

## Own your data

- Your data
- Your data warehouse
- You decide what data is stored, who has access to it, and how it is used

## Use your data

- Perform **any** analysis
- Link your web analytics data with other data sources by customer ID and analyse across multiple data sources

## Cost effective

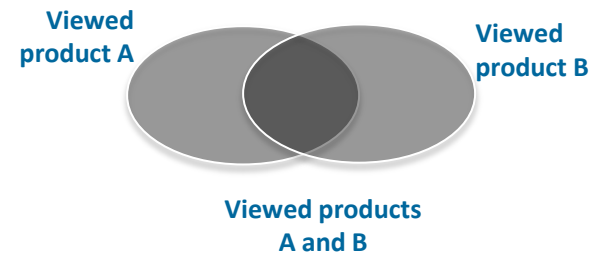
- Open source technology
- Leveraging Amazon's cloud infrastructure – or you can run it on your private cloud

# SnowPlow makes it possible to perform many types of analysis that are hard or impossible with traditional web analytics software

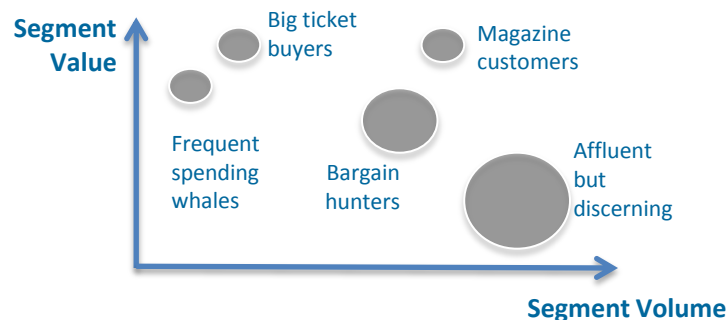
**Customer journey analysis:** identify events that are significant drivers of customer loyalty and value, and quantify their value



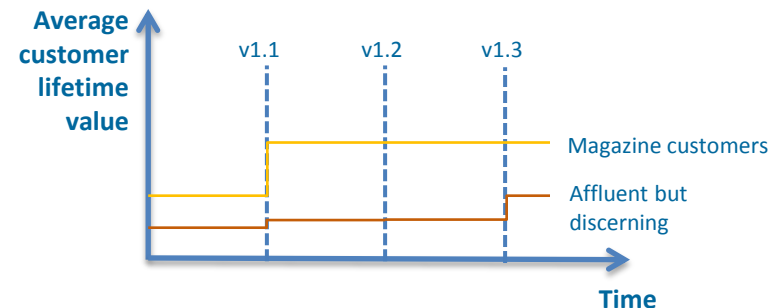
**Affinity analysis:** given that a customer is interested in product A, what other products are they likely to be interested in? How does this vary by site architecture? By customer segment?



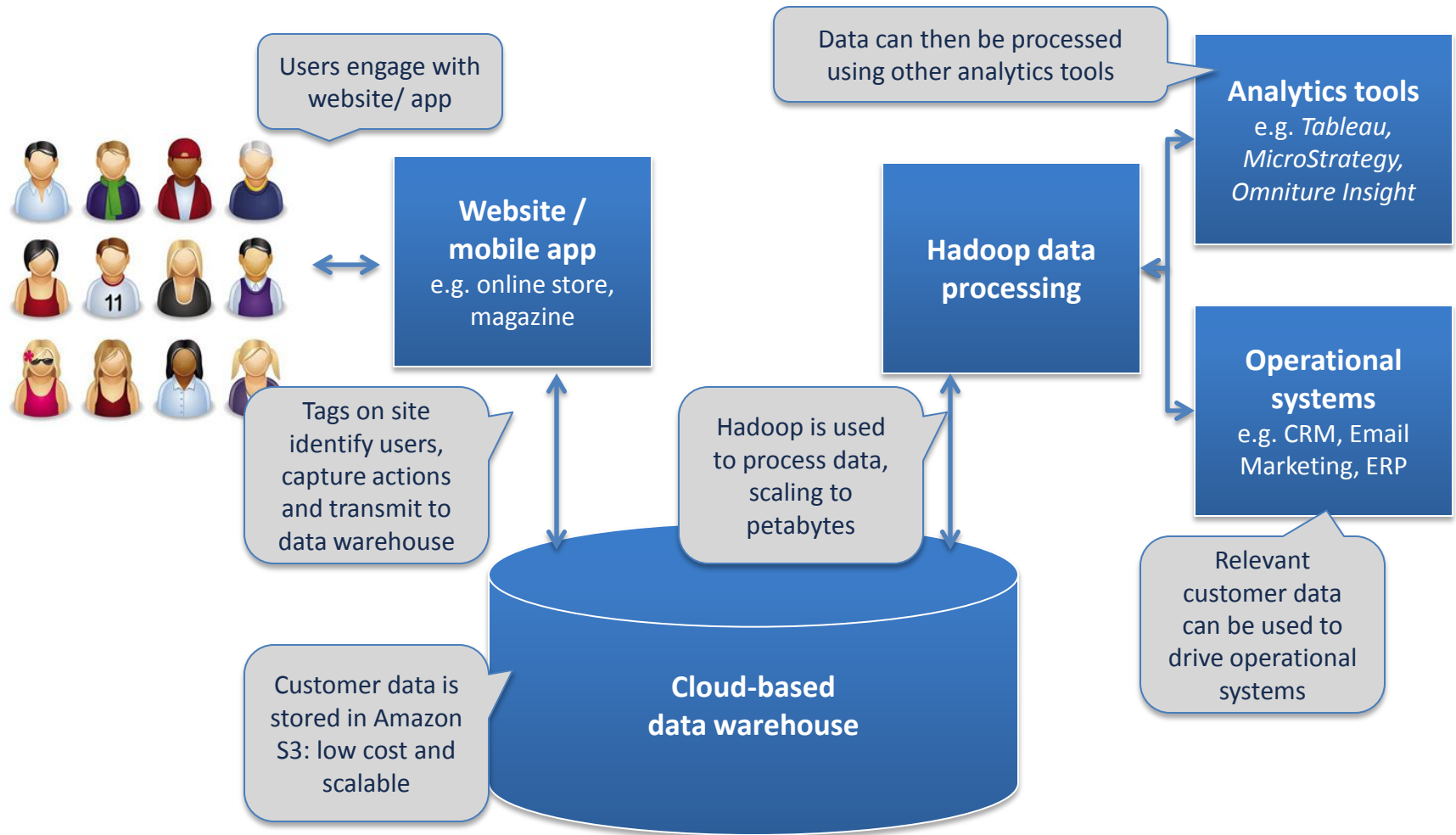
**Behavioural segmentation:** segment customers by behaviour types. Optimise marketing and services for different each segment. Map behavioural segments onto demographic segments



**Product analytics:** analyse the impact of changes to a digital product to customer engagement and value. Identify priority areas for product improvements



# SnowPlow captures every one of your user's actions, and stores it in a way that enables you to link and analyse those data points anyway you want



# Want SnowPlow?

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Get in touch

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