



I N T E L L I G E N T R E N D E R I N G

## Intelligent Analysis

Trend cognizance

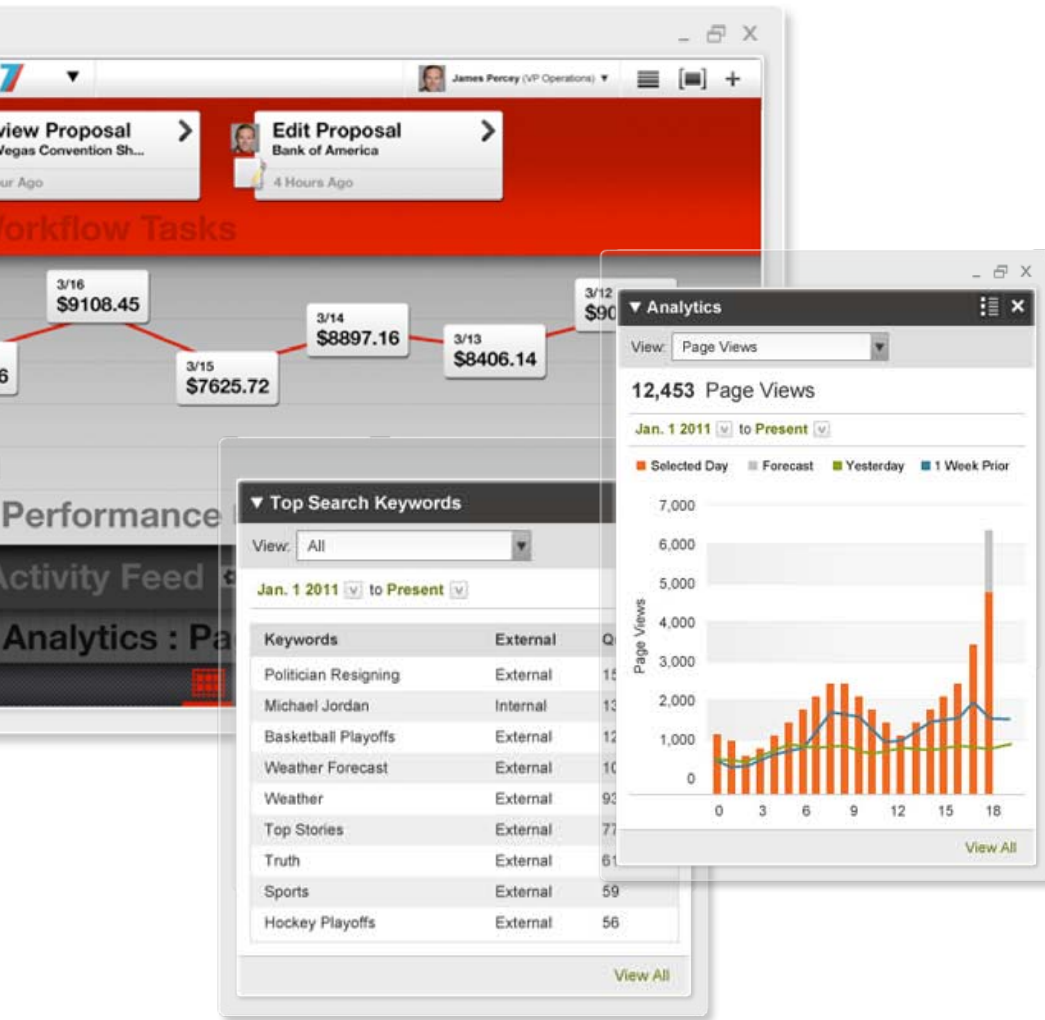
User Focus

Management

Holistic Perspective



# Intelligent Analysis | Trend Cognizance



Full integration for content trend analysis

Configurable analytics visually mapped

Ability to tailor content to user consumption

Automated content aggregation based on analytic data

# Intelligent Analysis | User Focus

User-specific targeting

Personalized content  
by user's role and  
access level

Integrated social sharing  
data and activity



# Intelligent Analysis | Management

Management of all Web properties from single customizable dashboard

Analytics based on role and permission engine

A/B testing



# Intelligent Analysis | Holistic Perspective

**Greater insight into mobile device behavior**

**Synchronize user experience across platforms**

**Real-time analysis of consumption patterns**

