



SightN2™ For Digital Marketing

Putting Your Marketing Dollars to Better Use

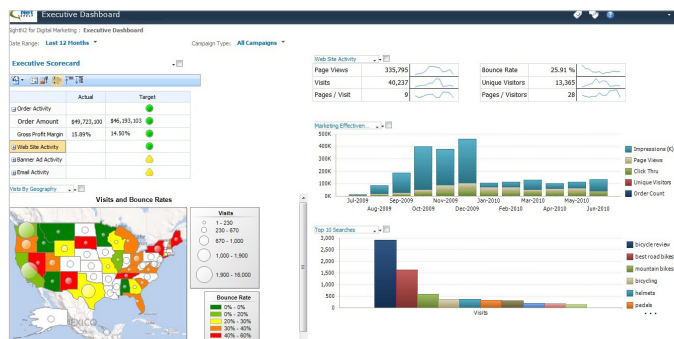
Designed to extend departmental and organizational intelligence, GNet Group™ SightN2 for Digital Marketing helps you market more powerfully and profitably through improved discovery, insights and decision-making to maximize engagement via channel and campaign optimization.

GNet Group's pre-built digital marketing solution, **SIGHTN2 FOR DIGITAL MARKETING**:

- Unlocks and consolidates multi-channel data to deliver one version of marketing truth
- Exposes multi-channel and campaign insights via easy-to-use dashboards for effective analysis of performance and customer behaviors, enabling targeted optimization
- Facilitates personalization of content to increase engagement and funnel velocity leading to maximized conversion and ROI

By leveraging Microsoft's powerful Business Intelligence and Digital Marketing platforms integrated with leading online marketing tools and services, SightN2 for Digital Marketing enables marketers to:

- Optimize channel and campaign spend
- Build a platform for content personalization based on historical visitor behaviors
- Enhance 1 on 1 visitor experience and engagement across channels
- Create and evolve data-driven marketing strategies to maximize ROI



The GNet Group solution gives marketers breakthrough insights and simplified decision-making tools to improve marketing performance. Marketing analysts, managers and agencies now have access to the previously out-of-reach cross-channel insights and powerful, easy-to-use dashboards they need to take strategic action for high impact digital marketing.

Solution Highlights

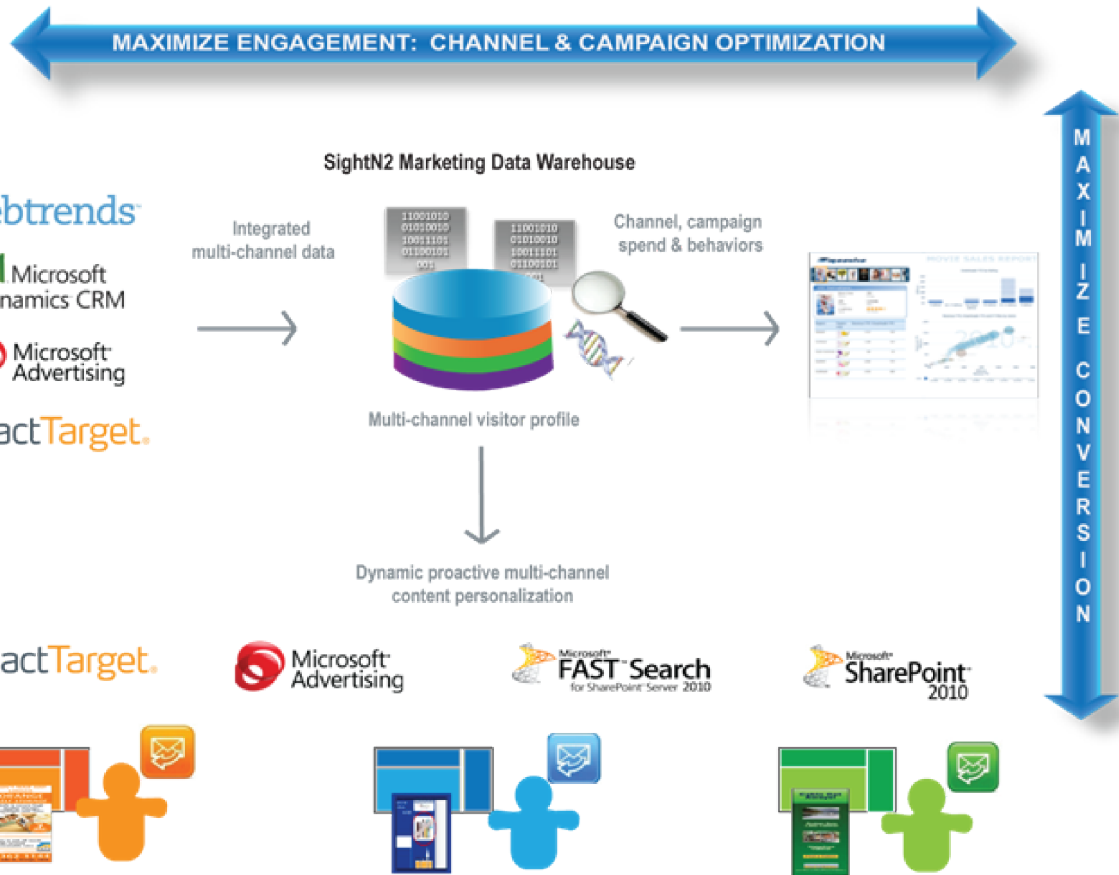
EFFICIENCIES FOR MARKETING & IT

- Pre-built solution lowers time to market and TCO
- Single version of the truth and self-service analytics to drive strategy alignment
- Eliminates manual work through automated data acquisition and consolidation from multiple sources
- Reduces reliance on IT with self-service and customizable tools

ENHANCED ACCESS & EMPOWERMENT

- Powerful and easy-to-use by analysts, managers and executives
- Customizable dashboards with scorecards and interactive reports for monitoring and analyzing performance
- Rich visualizations and reports, e.g., for geospatial and root cause analysis

Executive Dashboard, SightN2 for Digital Marketing



Schematic, SightN2 for Digital Marketing

FLEXIBILITY & SCALABILITY

- Customizable framework to meet unique marketing needs
- Integrates with existing environments and marketing systems
- Extensible to new media channels and programs
- Available via private cloud or on premise

INTEROPERABILITY & RELIABILITY

- Out-of-the box integration with leading online marketing tools and services, such as Webtrends, Microsoft Atlas, Microsoft Dynamics CRM, and ExactTarget and more
- Leverages best-in-class Microsoft technology: SharePoint 2010, SharePoint for Internet Sites 2010, FAST Search Server 2010, Microsoft Office 2010, SQL Server 2008 R2



2011 PARTNER OF THE YEAR
Business Intelligence
Finalist

GNet Group is a Microsoft partner with gold-level competencies in Digital Marketing and Business Intelligence and was selected in 2011 as a Microsoft Business Intelligence Partner of the Year finalist.

For more information about SightN2 for Digital Marketing, contact sales@gnetgroup.com or visit: www.gnetgroup.com

GNet Group and SightN2 are trademarks of GNet Group, LLC. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.