



# Visitor Relationship Management Services

March 13, 2001

# The Internet Commerce Dilemma



**Unsustainable Economics, Severe Competition**

Source: Jupiter, Media Metrix



# Visitor Relationship Management

## Merchants

### Understand Their Web Visitors

- Increase desired action (online purchases, registration rates)
- Display most relevant content even to first-time, unknown visitors
- Optimize consumer visits to generate sustainable profits

## Consumers

### Get Affordable Convenience

- Desire meaningful and relevant websites that address their needs
- Demand instantaneous and easy access to relevant content
- Expect free or inexpensive services and significantly discounted pricing

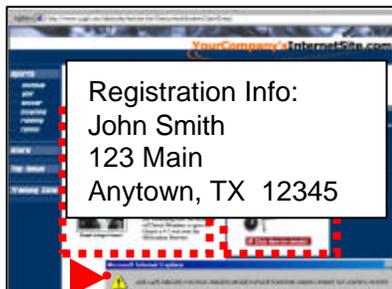
**Visitor Conversion Is Critical To Sustainable eCommerce**



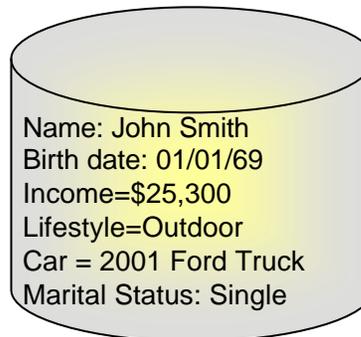
# Anonymous Personalization

## 1. Capture registration

*Client* web site



## 2. Match registration data



## 3. Irreversibly Discard Visitor PII

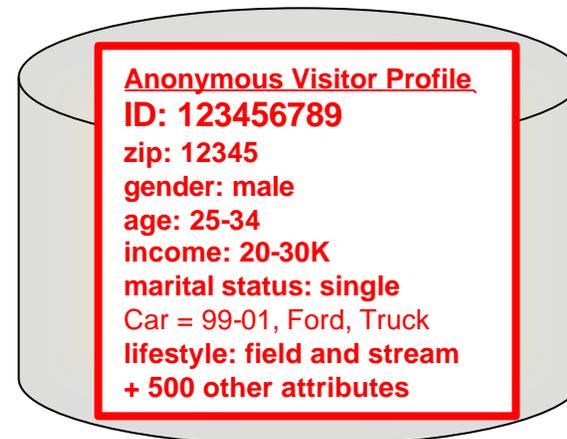


**Privacy Filter**

## 5. Target anonymous IDs across syndicated websites



## 4. Generate anonymous profile & unique ID



# Doing Privacy Right

- Profiles are **100% anonymous**
- Consumer **PII is not stored or used** for personalization
- Visitors are **never tracked across clients**
- Information from one client is **never shared** with another
- **Behavioral information is not appended** to profiles
- Clients are **not allowed to store Cogit returned data**
- **Semi-annual audit and attestation** by Ernst & Young, LLP



# The VRM Imperative

- Critical to Sustain Internet Commerce
- Convenient and Relevant to Consumer
- Optimal Balance of Personalization and Privacy

