

VISITORS' USE OF SOCIAL MEDIA NOW TRANSPARENT

- Celebrus Technologies now enables marketers to understand individual online customers' interactions with Facebook and YouTube -

Celebrus Technologies, the online customer intelligence provider, has made it possible for website owners who have embedded YouTube video content into their websites to monitor its usage by individual website users, and gather insight into how the content is received and engaged with. This marks one of a series of ongoing developments for Celebrus, who are committed to enabling organisations to stay at the cutting edge of marketing by becoming the *de facto* provider of individual online customer data.

In addition, Celebrus has also developed its customer insight technology so that where a website is embedded into Facebook via an iFrame, the website owner is able to capture, record and evaluate individuals' interactions with that specific Facebook content as if it were a normal website.

The benefit to marketers of these abilities is that an individual user's interaction with embedded YouTube content can now be understood in detail – including what parts of the video content are of most interest or use, and which videos are of most relevance to that visitor's motivations or intentions. This insight can then be used to help accurately personalize marketing communications to that user, be that via on-site content, or subsequent e-marketing campaigns. This is particularly valuable given the huge growth in online video investment of the last couple of years.

Katharine Hulls, VP of Marketing for Celebrus Technologies, comments, "YouTube videos are typically embedded into websites so as to provide engaging rich media to the target audience, be that as educational material or entertainment. It has until now however, been impossible to understand individual-level customer interactions with those videos without hosting the rich media directly, which is prohibitively expensive and the analytics available have only been capable of providing overall results and trends. However, through our integration with YouTube via its API, we can now show our customers precisely how, when and to what extent YouTube-hosted media is being engaged with by individuals – a vital indication of a customer's motivations and intentions."

The ability to also spot a user's interaction with the website when embedded into Facebook allows marketers – who have previously been blind to such interactions – to build a far more complete picture of a given visitor's use of the site. The insight may reveal a preference to access the site through Facebook, which the marketing team would have previously been unaware of, and so marketing budget can be directed accordingly.

Hulls continues, "Facebook has become a very valuable portal through which to reach a target market. Marketers however, have so far been unable to understand at an individual level which visitors are coming from Facebook, information which would help them more effectively target their customers via the most appropriate channels as well as direct their social media investment to best effect. This has represented a rather large hole in their appreciation of visits to their websites, which is a major issue considering the marketing potential of such a pervasive and popular source of customers, especially in the B2C world.

Hulls concludes, "It has been well known for some time now that in order to remain at the forefront of marketing activities, marketing departments simply have to achieve a more detailed appreciation of their customers. However, what hasn't been possible until now is to gain this insight and customer data across the myriad channels that a visitor may engage with a brand via. We have always been determined to provide the most complete picture of our customers' visitors' online interactions, and this would be incomplete without providing visibility of Facebook and YouTube activity."

The social media visibility capabilities are included within the latest version of Celebrus' technology, which is immediately available.

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About Celebrus Technologies

Celebrus Technologies delivers complete, real-time data, on online individual visitors' behavior, environment and experience, and processes that in real-time to power Customer Data Hubs, and drive cross-channel behavioral targeting, real-time personalization & interaction management. With its tag-free content push, it can also provide a personalization overlay for existing web sites and apps too.

Celebrus Technologies captures and analyzes interaction at the user interface from any mobile or laptop browser, including Flash/Flex components, video players and many apps.

Celebrus Technologies' systems have come to define a new approach to the integration of online applications into an enterprise's Information Architecture. The system's User Interface Capture functionality provides a definitive, flexible and reusable source of customer, behavioral, process and performance data from any internet, intranet or extranet application.

Celebrus Technologies delivers its solutions directly and via a range of OEM, reseller and system integration partners around the world. Direct customers include AXA, Belron (Autoglass), directgov, Rank Interactive, P&O Ferries and ghd. Celebrus Technologies' partners include the SAS Institute, IS Solutions PLC, Teradata Corporation, OnMarc, Oracle, Microstrategy, Sybase and BIMA Consulting.

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