

## OpenText Web and Social Analytics Delivers Deep Insights for Online Marketers

Provides a Real-Time Window into All Activity Across External and Internal Social Communities, Websites, Mobile Devices

Sydney January 18, 2012 OpenText (NASDAQ: OTEX, TSX: OTC) today announced major enhancements to OpenText Web and Social Analytics with the release of version 2.0 that delivers deep Web usage and social interaction insights in real time so organisations can identify actionable trends and continually optimise all their online initiatives.

Part of OpenText's online marketing solution set, the new offering allows marketing teams to set goals and generate reports that deliver an uninterrupted view of web activity, including activity on social networks like Facebook or Twitter, and show when anonymous visitors transition to recognised, valued customers. OpenText Web and Social Analytics is flexible, cost effective and helps ensure that proprietary usage data and competitive analysis remains in house and safely within corporate control.

For any online marketing or internal communication effort, the ability to measure, monitor, react and respond to user activity in real time is vital to delivering a consistently positive experience. With OpenText Web and Social Analytics, marketers are not restricted to a set of canned reports, limited to a few data elements or forced to wait hours to see how well a campaign is performing -- access is real-time, the reports are flexible and raw data is instantly accessible which is critical for online marketing campaigns today.

Communities have always been a part of OpenText's collaboration offerings and we extended these capabilities to the Web so our customers can better engage with their customers, said James Latham, OpenText Chief Marketing Officer. Our customers have been telling us they need better tools to understand the quality of engagement across their proprietary and community websites, as well as popular social networks. We designed OpenText Web and Social Analytics to provide deeper insights, more control and greater security than what's possible with consumer-grade analytics tools. We're confident this will give our customers a distinct competitive advantage and provide greater return from online investments.

From a marketing perspective, organisations are increasingly adopting social technologies to boost brand sentiment and improve productivity. An important way to measure the return on investment is by monitoring audience engagement. OpenText Web and Social Analytics provides a window into many important metrics such as the most popular content on a site, the number and tone of blog comments, and the most influential people in a community.

Compared to consumer-oriented analytic tools that only monitor web site traffic, OpenText Web and Social Analytics features multiple-dimension reporting that can drill into activity at different levels within a social community website. This information is presented in reports containing multiple panels to provide an activity summary of the different levels or dimensions all on a single screen. Advanced sentiment analysis makes it easy to understand and respond to the tone or sentiment of member contributions within various communities. Another advantage is consistent pricing that doesn't vary by the amount of traffic or number of sites monitored.

### OpenText Live Insights

The version 2.0 release of OpenText Web and Social Analytics includes the new OpenText Live Insights analytics console that gives business managers the ability to access analytics information in real time as overlays within the context of a live site. These include:

**Page Heat Map** Instant insight into which links within pages are the most important and followed by the most site users.

**Page and Element Level Indicators** Insight on the usage of a particular page, such as the number of times that the page has been viewed, the average time users spend on that page or where the users who viewed the page came from.

**Site Level Indicators** Insight on the global site usage, such as the number of users (new and returning), the number of visits and the average time users spend on the site.

**Social Indicators** Provides insight of the social activity within a website, such as the number of online users, the number of member visits vs.

anonymous visits, the number of user contributions, the average rating and average tone of those user contributions.

Custom KPIs Establish custom key performance indicators (KPI) within the context of the live site.

The latest release of OpenText Web and Social Analytics also offers improved integration with OpenText customer experience management, online marketing and social business solutions. Once installed, the analytics data is immediately available to OpenText Web Experience Management, OpenText Portal and OpenText Social Communities eliminating the need to manually set up sites as often required by other analytics solutions.

OpenText Web and Social Analytics version 2.0 is available now. For more information go to:

<http://www.opentext.com/2/global/products-opentext-web-and-social-analytics.htm> . To learn how OpenText Customer Experience Management Solutions make a long story short for leading global brands, go to: <http://www.opentext.com/longstoryshort/>.

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