

Media Release

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Facilitate Digital launch Silhouette - site analytics with a twist

Digital marketing technology provider Facilitate Digital today announced the market launch of site analytics product Silhouette.

Heralding their entry into the site analytics space, 'Silhouette promises to deliver ground breaking flexibility to corporates for whom ease of implementation, customer privacy and reporting flexibility are of critical importance', said Facilitate Digital CEO, Ian Lowe.

'We have long believed in the value of generating multiple data streams for clients so as to enable insights available only through integrated data sets', said Lowe. 'By augmenting the digital marketing data we already provide with business centric data derived from site measurement, Facilitate Digital are now able to provide the only truly integrated campaign and site measurement platform in the market, a milestone of which we are enormously proud'.

Furthermore, Lowe states that the integration extends well beyond the data itself. 'We have also been able to integrate the tracking code used for Silhouette and campaign based post click tracking. This means that a tag deployed for the purposes of site measurement, may also be used for campaign based post click measurement. This removes the need to manually administer multiple codes per campaign, channel or product. We can now deploy a single generic code for tracking and reporting across multiple products'.

Beyond this, Facilitate Digital claim Silhouette provides unique benefits as a result of a unique data capture methodology.

'Silhouette may be implemented one of two ways' stated Lowe. 'One is using the now well known method of embedding tags into a page, from which activity is captured and reported in real time. The second and potentially more efficient way, is to install a code generator on the web server itself. Aside from hugely reducing ongoing code maintenance as a site evolves, this approach allows us to utilise 1st party cookies instead of 3rd party, the implications of which are enormous.'

Lowe goes on to explain; 'For a start, 1st party cookies will always provide more accurate measurement of unique browsers. Next, clients are able to provide a greater level of security and privacy reassurance to their website users, which is seen as increasingly relevant. And lastly, clients retain direct access to their own raw data, a level of control most corporates find highly desirable. Evidence of this lies in the calibre of client we have been able to secure, despite not actively marketing Silhouette until now.'

'Clients such as Foxtel, Jetstar, Stockland and many other high profile brands have all signed on, with many more to be announced in coming weeks.'

'We are thrilled to be able to offer a leading technology such as Silhouette to our growing client base.' Lowe expects to announce further integration of Silhouette into the Facilitate Digital marketing suite in the coming months.