

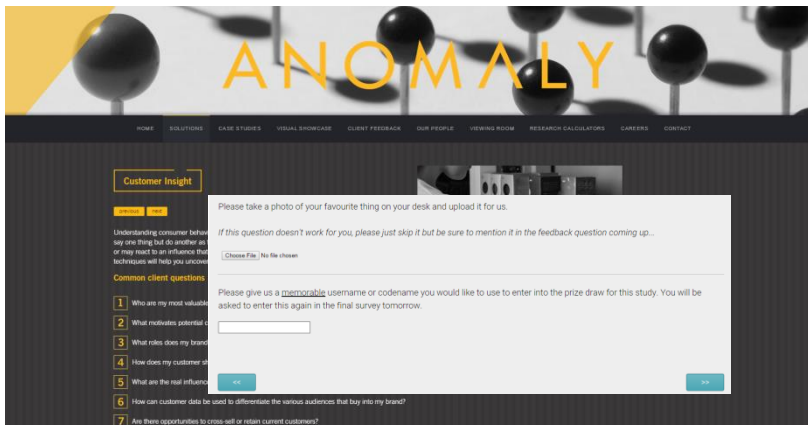
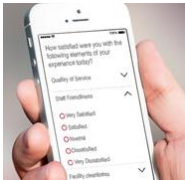
## Evaluate the performance of your owned media and explain the WHY behind your web analytics numbers

### Anomaly website visitor surveys help your business:

- Add context to your web analytics numbers by building a web audience profile – are you attracting your key targets? Capture your website visitor expectations and understand how your site and content can be optimised to meet their needs.
- Track site KPIs like visitor satisfaction
- Uncover and alleviate the barriers to on-site conversion like obtaining quotes, registration completion, online purchase etc.
- Overlay site analytics with behavioural and attitudinal data – what other content have they visited across your paid, owned and earned assets across publishers, affiliate sites, search and social media

Anomaly site intercept surveys can launch to a random sample of visitors via your

## website, m-site or within your mobile app



### Easy to implement and non disruptive to your visitors' on-site experience:

- Brief surveys
- Survey is done once your visitor has finished using your site
- Visitors can opt-out and will not be invited again, even on return to your site
- Can be ongoing among a random sample of visitors, or ad hoc as your needs arise
- Results delivered via dashboard for real-time view or Anomaly team can develop detailed reports and presentations for your team

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