



Case Study

Direct Brands, Inc.

Metronome Labs



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Direct Brands, Inc., together with its sister company Bookspan, is the largest direct-to-consumer distributor of media products in the United States and Canada. The company is home to music, DVD and book club brands such as BMG Music Service, Columbia House DVD, Book-of-the-Month Club, Doubleday Book Club and The Literary Guild, as well as a number of special interest and lifestyle book clubs. The company serves members in the U.S. and Canada through its various club catalogs and online. A substantial component of their business is their online sales channel.

Direct Brands needed a web analytics solution to help them optimize and analyze how visitors use their online sales channels. They wanted to be able to measure how effectively their sites were servicing the needs and requirements of their customers. Their user transaction data needed to integrate with ERP to begin the fulfillment cycle for the delivery of products. Direct Brands also wanted to be able to collect and save usage metrics to compare service levels and site usage over time, and integrate business information for data mining in the future.

Direct Brands was using solutions from two analytics vendors that required tagging. These vendors only provided data in the form of standard reports. No rich data was retained for data mining or integration with enterprise databases or applications. Frequent content changes on their dynamic websites meant that IT could not keep up with the considerable development and testing required to maintain the page tags.

Direct Brands purchased and deployed Metronome *Capture*[™] in early 2007, following a proof-of-concept demonstrating *Capture*'s ability to passively collect, filter and sessionize web traffic on the Doubleday Book Club site. Initially, *Capture* was configured to emulate the log output from a tag server, making it easy to integrate web data with enterprise data and eliminating the need to maintain page tags. Now Marketing can feed the web data to their favorite analytics package, and IT is relieved of the burden of tagging. Today, the company uses *Capture* to optimize and analyze how visitors use their online sales channel applications. In addition to providing behavior analytics and monitoring the metrics for online service levels, *Capture* extracts transaction data to begin the fulfillment cycle for the delivery of products. Data extraction is done in real time and is automatic, thus insuring the correct processing of orders.

In early 2010, Direct Brands deployed Metronome Labs' web analysis and reporting solution Metronome *Explain*[™]. The company can measure how effective its sites are at servicing the needs and requirements of its customers. A full set of reports from the online traffic collected by *Capture* is loaded and displayed to the analyst to insure the best user experience possible. In addition to real time reports and metrics, *Explain* collects and saves usage metrics and business information for data mining in the future. Direct Brands can now compare service levels and site usage over the time periods included in the saved historical data.

About Metronome Labs

Metronome Labs provides next-generation tools for optimizing online applications in e-business. These tools are used for web analytics, process optimization, content extraction, forensics and data loading solutions for high volume and mission-critical websites in e-commerce, content delivery and financial services. Metronome's solutions passively capture real user actions and website responses without any changes to the website, thereby delivering more insights with less effort and lower cost. The same core technology is adaptable to potential markets in smart phone performance monitoring and ad tracking, two fast growing markets. Metronome Labs has partners in financial services and predictive analytics using our unique core technology to do real-time content extraction from online applications. Metronome Labs LLC is a privately-held company located in Pittsburgh, Pennsylvania.