



## Scenario

ClickFox, Inc. provides advanced user behavior analysis and optimization software that enables companies to significantly increase ROI for a broad array of enterprise applications including web applications, call centers, software applications and interactive advertising.

ClickFox's unique product suite provides a distinctive map of customer interactions and quickly pin-points bottlenecks in transactional flow; uncovers the causes of costly drop-offs in the customer service chain; and identifies opportunities to automate revenue-generating and cost-saving tasks. By continually improving customer interaction at every touch point, ClickFox ensures that its clients have actionable roadmaps to enhance business performance and increase ROI across multiple customer interaction channels - significantly reducing costs and improving customer satisfaction.

As part of its goal to deliver a solution that is "beyond analytics", ClickFox was looking to integrate a technology that would non-invasively provide new information about online customers to boost the power of its behavioral analysis engine for web applications.

## Solution

ClickFox turned to Digital Element, a business unit of Digital Envoy, the leading provider of IP Intelligence solutions. Using Digital Element's NetAcuity<sup>®</sup> technology, ClickFox got exactly what it was looking for: an easy-to-integrate solution that provides additional insight for customer segmentation and analysis, and adds tangible value to ClickFox's behavioral analysis and optimization solution.

"Digital Element's IP Intelligence has brought new depth to our behavioral analysis engine and has taken the guess work out of campaign management," says Michael Chavez, Vice President of Client Services at ClickFox. "By adding new intelligence to our behavioral analysis engine, our clients can uncover specific consumer attributes that impact behavior. By linking these attributes to behavior, we are able to offer our customers enhanced customer behavior management and decision-support capabilities resulting in increased revenue and/or decreased costs for their online channel."

## Success Highlights

- ClickFox's client was able to achieve over \$4 million in cost savings with the technology.
- Enhanced customer behavior management and decision-support capabilities resulting in increased revenue.

## Testimonial

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Michael Chavez,  
Vice President of Client  
Services ClickFox

## Success

For one of ClickFox's clients - a major telecommunications provider - the value of adding IP Intelligence to ClickFox's behavioral engine was immediate. The telecommunications provider had been doing a stellar job of driving traffic to its website, but was experiencing departures at the authentication step of its online bill pay service. Using IP Intelligence, ClickFox was able to show its client why customers were not able to complete their online transactions: the majority of customers were accessing the bill pay functionality from a business IP address, and did not have their paper bills with them, which is where their PIN numbers were located. By uncovering this particular behavior and immediately addressing the issue, ClickFox's client was able to achieve over \$4 million in cost savings for this one channel alone.