



PARTNER FUSION PLATFORM™ REPORTING



Reporting

A core benefit of doing business on the Internet is timely feedback, a characteristic that enables savvy businesses to stay on top of the latest shifts in their marketplace. A well-deployed content management system that integrates partnerships, item tracking, and product performance is a defining tool for e-business survival. The consolidated reporting functionality of Trapezo's Partner Fusion Platform helps a business monitor and measure the results of its partnerships enabling it to quickly react to changing customer behavior patterns on the fly.

How It Works

The reporting functionality of Partner Fusion™ is simple to use and requires little technical knowledge. A customer commands the output of four pre-set report types, by category, performance, summary or vendor. Additionally, the customer can customize their own reports, mining critical information by time frame, partner, or other parameters specific to their data gathering needs. The reports are available for review and download in HTML, in a table or graph, text only or PDF for easy integration with existing management tools.

In addition, Trapezo's customer experience team is available to provide custom reports on a case-by-case basis to meet all of your organization's reporting needs.

The four categories for Partner Fusion's

click-throughs and sales. Choose summaries showing specific publisher performance to date and vendor reports showing the popular vendors and products so that you can ascertain which partners deserve more of your resources.

Partner Fusion's reports contain the following information, all at the item level:

Total Impressions/Click-Through	Standard click-through measurement with total impressions and total clicks
Click-Through Rates By Date	Daily breakdown of slot item performance
Click-Through Rates By Category	Daily breakdown of slot item performance at the category level
Click-Through Rates By Partner	Shows slot item or category performance by partner by time period
Click-Through Rates By Item	Standard click-through measurement with total impressions and total clicks at the item level

preset reports are by category, summary, sales and vendors allowing easy viewing of impression and click-through factors for an item, category and vendor. From the customer workspace or Command Center you choose reports by the day or the week to show the 10 strongest and weakest performing items and partners by

In addition, Partner Fusion also allows you to create custom reports. Simply choose a time frame and a partner, category or impressions. These reports are created instantly and displayed in the above-mentioned forms.

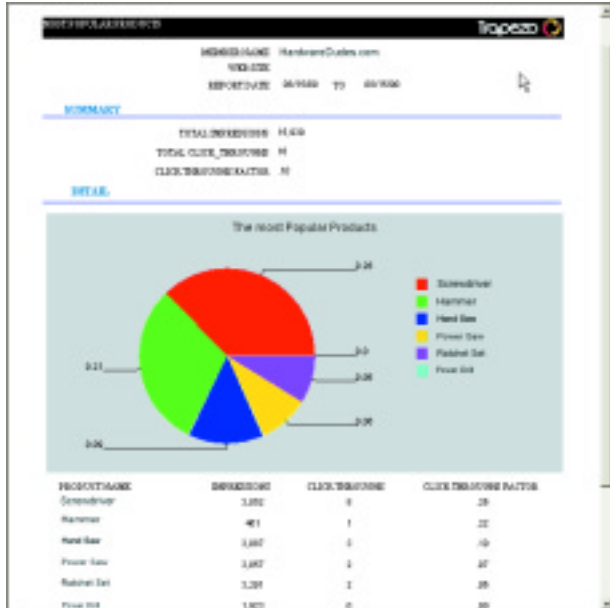
Why Reporting?

- Measure the ROI of your partnerships
- Know what your customers want by category and item and adjust your pages to best serve them
- Create and integrate reports easily into your existing management tools

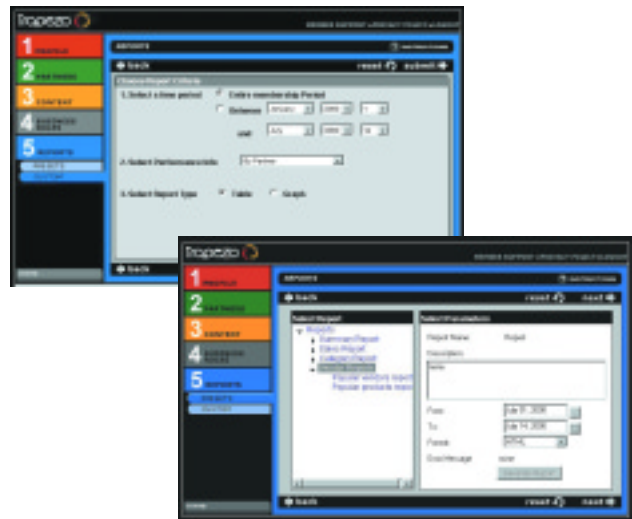
Partner Fusion gives you the customer intelligence to stay ahead. With nightly reporting functionality, you can accelerate your partnerships to the next power. Call Trapezo today.

"Trapezo lets a company select which of its partners' content it wants to use on its site, as well as where and how the content will appear. Trapezo ups the ante on syndication services like iSyndicate, which handle only content. Trapezo manages transactions and services, lets subscribers track how the elements are performing and is available in an ASP package."

—The Industry Standard, May 22, 2000 Alexi Oreskovic



Partner Fusion generates nightly reports in a variety of forms for easy integration with your existing management tools.



Powerful interface allows you to choose from a variety of preset or custom reports.



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