



# Package Options



### WebTrends

851 SW 6th Ave., Suite 700  
Portland, OR 97204  
1.503.294.7025  
1.503.294.7130 fax

### US Toll Free:

1-877-WEBTRENDS  
(1-877-932-8736)

### WebTrends Sales

1.888.932.8736  
sales@webtrends.com

### Europe, Middle East, Africa:

+44 (0) 1784 415 700  
emea@webtrends.com

For offices worldwide, visit  
[webtrends.com](http://webtrends.com)

## WebTrends Analytics 8: Advanced Marketing Package

As the foundation of the WebTrends Marketing Lab, WebTrends Analytics 8 provides accurate, timely metrics that allow the entire organization to stay on top of marketing performance, identify areas to optimize website programs and take action to improve results.

### Advanced Marketing Package

The Advanced Marketing Package allows you to leverage WebTrends market-leading custom reporting to design reports that are specific to the needs of your business.

- Increase your campaign ROI:
- Measure campaign performance based on results that are unique to your business
- Measure and compare performance of your online demand channels—search, affiliates, email, banners, –and more—down to individual campaign using conversion and performance results that are unique to your business
- Easily measure the outcome of A/B testing based on the performance results that are unique to your needs
- Identify which campaigns drive the highest online registration or applications
- Identify which paid and organic search terms drive the highest conversion
- Identify the impact organic and paid search terms have on driving online registration or application conversion
- Identify which paid and organic search terms drive visitors to your most valuable content
- Define visitor segments that are relevant to your business and measure campaign results by these unique segments
- Answer unique questions that are important to your business

### Target Audience

The Advanced Marketing Package is built for non-commerce companies that want the flexibility to design marketing reports that answer questions that are unique to their business.

### Advanced Marketing Package Features

- Advanced Marketing Package Reports (listed below)
- Custom Reports
- Performance Dashboards

- Standard and Customizable Overview Dashboards
- Standard and Customizable User Templates
- Business Intelligence Integration (ODBC Data Access)
- Visual Path Analysis
- Visual 5-Point Scenario Analysis
- SmartReports and report export capability
- SmartView browser overlay
- Interactive Reporting Console (drill-down, drill across, quick query, ad-hoc query, and report bookmarks)
- In-product Customer Center (documentation and web-based training)

### **Advanced Marketing Package Reports**

The Advanced Marketing Package allows you to customize reports to address unique business questions or design reports to meet requirements of your business users. For a detailed listing of the pre-defined reports that are included with the Marketing Package, please refer to the “WebTrends Analytics 8 Report Matrix.”

- Campaign Reports
- Campaign Segment Reports
- Email Campaign Reports
- Onsite Advertising Reports
- Referrers Reports
- Search Engine Reports
- Visitors Reports
- Domains Reports
- Geography Reports
- On-Site Search Reports
- Pages and Files Reports
- Navigation and Path Reports
- Parameter Analysis Reports
- Browser and Systems Reports
- Site Performance Reports

### **Additional Capabilities Available from WebTrends**

As your web analytics reporting needs grow and change, you may want to consider the following capabilities that will enhance the Advanced Marketing Package.

- Advanced SmartView browser revenue: view conversion results directly on your web site and segment data by custom visitor segments that you’ve defined.
- Marketing Warehouse: drive targeted and relevant marketing campaigns based on the needs and preferences of your customers.

---

### **About WebTrends:**

As the acknowledged global web analytics market leader for more than ten years, WebTrends is leading the way in Marketing Performance Management. With an uncompromising focus on delivering the most accurate and actionable metrics, WebTrends enables thousands of web-smart organizations to improve campaign performance, web site conversion, and customer relationships. More than half of the Fortune and Global 500 rely on WebTrends as their trusted standard for award-winning technology, consulting services and industry expertise across the broadest range of vertical markets. Through software and on-demand options and a full range of data collection methods, WebTrends is unmatched in its ability to meet any analysis objective with accuracy, privacy and security best practices.