



Package Options



WebTrends

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WebTrends Analytics 8: Commerce 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.

Commerce Package

The Commerce Package is ideal for organizations that are looking to optimize the effectiveness of their commerce initiatives.

- Use WebTrends' 5-point scenario analysis to determine what landing pages are driving people into your shopping cart and identify key exit pages that detour people from converting
- Quickly identify top performing products to increase sales:
- Leverage WebTrends Product Drilldown to easily view and compare product performance from product category down to individual SKU
- Have a complete view of all your product performance results in one view—from average order value, revenue, orders—including custom results that are unique to your online business
- Identify which campaigns and search terms (paid or organic) drive the highest sales and which products are being sold per campaign or search term
- Determine which visitor segments drive the most revenue for your organization:
- Isolate products and campaigns that are most effective at converting new buyers
- Determine which products and campaigns are most effective at driving repeat sales
- Measure how on-site search drives product sales and isolate customer needs based on terms that are searched for but produce no results

Target Audience

The Commerce Package is built for commerce companies that need to track campaign and product mix performance tied to revenue results.

Commerce Package Features

- Commerce 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)

Commerce Package Reports

The Commerce 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 reports that are included with the Commerce Package, please refer to the “WebTrends Analytics 8 Report Matrix.”

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|------------------------------|-------------------------------|
| • Merchandising Reports | • Visitors Reports |
| • Product Campaign Reports | • Domains Reports |
| • Product Segment Reports | • Geography Reports |
| • Sales Cycle Reports | • On-Site Search Reports |
| • Campaign Reports | • Pages and Files Reports |
| • Campaign Segment Reports | • Navigation and Path Reports |
| • Email Campaign Reports | • Parameter Analysis Reports |
| • Onsite Advertising Reports | • Browser and Systems Reports |
| • Referrers Reports | • Site Performance Reports |
| • Search Engine 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 Commerce Package.

- Advanced SmartView browser overlay: 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.