



# Package Options



### WebTrends

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## WebTrends Analytics 8: 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.

### Marketing Package

The Marketing Package allows you to prove and improve the impact of online marketing campaigns on your web channel.

- Increase your campaign ROI:
- Identify top performing campaigns and eliminate poor performers
- Measure and compare performance of your online demand channels—search, affiliates, email, banners, and more—down to individual campaign using pre-defined campaign drilldown hierarchy
- Accurately identify which campaigns drive the highest conversion by measuring the number of unique visitors that respond to each campaign
- Measure performance of paid and organic search:
- Identify the impact organic and paid search terms have on your online sales
- Identify your valuable visitors by Life Time Value and measure Life Time Value by campaign
- Understand the geographic distribution of your web site visitors down to area code and measure the impact of your campaigns by geography

### Target Audience

The Marketing Package is designed for companies that need in-depth reporting on online campaigns and search marketing programs, and require no customization of the pre-configured WebTrends reports.

### Marketing Package Features

- Marketing Package Reports (listed below)
- 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)

### **Marketing Package Reports**

The Marketing Package provides pre-defined dimensions and measures that rely on WebTrends well-known parameters and standard drill-down hierarchy for reporting. For a detailed listing of the 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 Marketing Package.

- SmartView browser overlay: view WebTrends results directly on your web site.
- Custom Reporting: customize WebTrends results to the specific objectives and needs of your business.
- Marketing Warehouse: drive targeted and relevant marketing campaigns based on the needs and preferences of your customers.

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### **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.