



Package Options



WebTrends

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WebTrends Analytics 8: Standard 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.

Standard Package

The Standard Package provides over 100 essential web analytics reports that can be used as the foundation for building an organization-wide web analytics program.

- Identify what referring sites and search engines are driving the most traffic to your site
- Take action to improve conversion by identifying how people enter into your conversion process and what pages drive them out of the process
- Understand what content visitors most often access and how they navigate through the content on your site
- Measure the effectiveness of your site design by measuring the paths visitors take to get to important information and conversion points on your site
- Understand the geographic distribution of your visitors by country, state or city
- Measure your top-performing on-site search terms

Target Audience

The Standard Package of WebTrends Analytics 8 is ideal for organizations just getting started in online marketing or that have basic reporting requirements.

Standard Package Features

- Standard 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
- Interactive Reporting Console (drill-down, drill across, quick query, ad-hoc query, and report bookmarks)
- In-product Customer Center (documentation and web-based training)

Standard Package Reports

The Standard Package provides pre-defined dimensions and measures that rely on WebTrends well-known parameters for reporting. For a detailed listing of the reports that are included with the Standard Package, please refer to the “WebTrends Analytics 8 Report Matrix.”

- 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 Standard Package.

- Marketing Reports: measure the effectiveness of your online marketing campaigns.
- 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.

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.