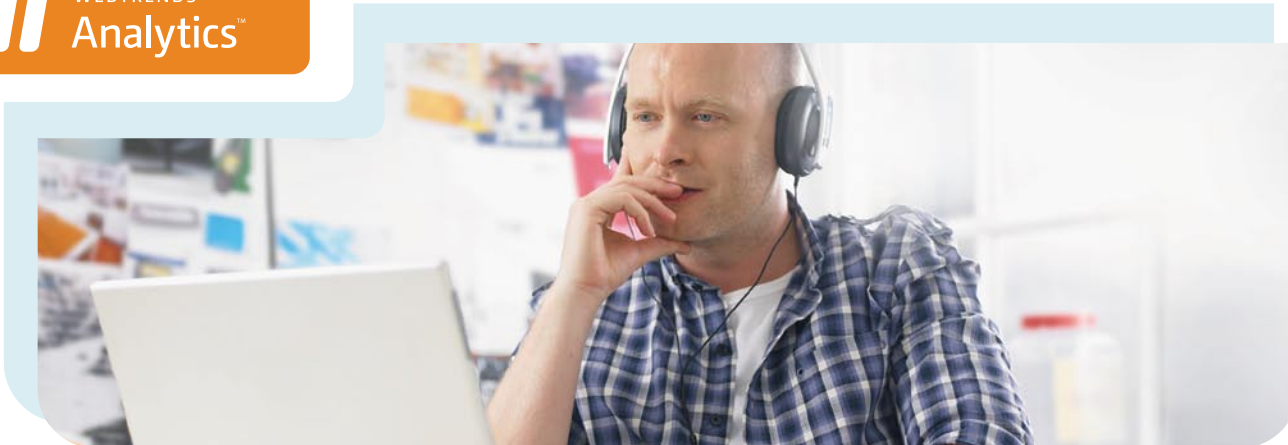


Measure and Test Every Online Experience



DATA SHEET



WebTrends®

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Share online results and insights across your organization.

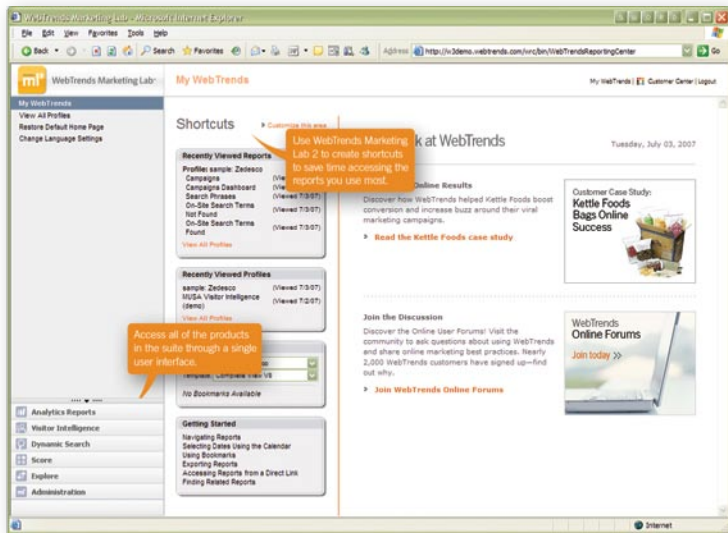
Visitors to your web site have high expectations. They want easy access to products and content and they know your competitor is just a click away. Marketers must provide relevant, meaningful experiences to keep visitors engaged.

WebTrends Analytics helps you provide the best possible online experience. Optimize communications and site performance across your online initiatives. Measure and test your visitors' online experience from marketing to site content and usability—and increase engagement and conversion rates.

With WebTrends Analytics, you can:

- **Run your business by the numbers** with real-time performance dashboards.
- **Get the most out of your Web 2.0** investments by measuring, testing and optimizing visitor interactions with AJAX, online video, and more.
- **Optimize the online experience** across all of your marketing channels, including mobile devices.
- **Identify which content, channels, partners and campaigns drive conversion**, and promote the ones that keep people engaged.
- **Customize reports for the way you do business** with the most flexible analytics solution in the industry.
- **Drive adoption across the enterprise** and tie key WebTrends Analytics into other reporting and marketing solutions via industry-standard open access technologies such as ODBC, FTP and web services.

The most flexible analytics solution for the way you do business



My WebTrends provides immediate access to the information and results you use most. Users can customize their WebTrends login pages to easily access the reports, bookmarks and profiles they use most often.

Get a top-line view of business performance.

Bring top-level key performance indicators to the front and center with real-time dashboards. Instantly see how your acquisition, conversion and retention strategies are measuring up to your performance goals.

Quickly answer questions and share information.

You can easily customize your WebTrends log in page to immediately access the information and reports you use most. WebTrends interactive reporting allows you to quickly find specific results in a report or drill down into more detail. View side-by-side reports to quickly compare different time periods or identify trends across multiple reports. Easily share results by scheduling emailed reports from directly within the reporting interface to quickly provide one-time or ongoing updates to anyone in your organization.

Improve the visitor experience across all touchpoints and Web 2.0 technologies.

From measuring interaction with an AJAX site to learning how people interact with content on a mobile device, WebTrends Analytics enables you to capture behavior and results that give everyone in your organization the insight they need to measure and optimize marketing.

Get a complete view of customer interaction across all domains.

WebTrends is the only solution that can accurately track unique visitors across domains. This ensures your conversion results and campaign attribution are accurate, even if the visitor converts at a later time. It also provides advertisers and executives the most accurate unique visitor counts for each site or across domains.

Quickly determine which content is driving engagement and conversion.

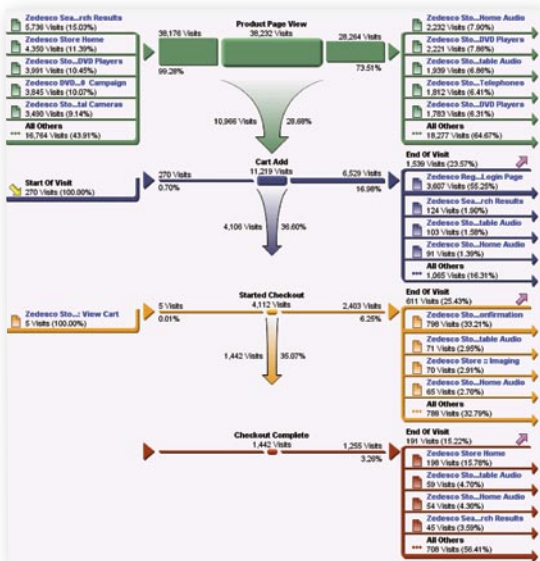
Content is essential to the success of every web site, but it's expensive and time-consuming to manage. With the metrics overlay capabilities of WebTrends SmartView, you can see web site performance right on your web page, and quickly determine the value of every link, promotional offer and piece of content. Get a high level perspective of content and page real estate value. You'll be able to determine which information is driving conversion rates, and what is causing visitors to leave the site.

Easily drill into your online campaign statistics.

In order to get the highest return from your online marketing investment, you need a complete view into which campaigns are successful and which ones aren't. Whether it's email marketing, search engine optimization (SEO), pay-per-click (PPC), banner or affiliate and partner programs, WebTrends Analytics lets you drill down through your full campaign hierarchy with detailed analysis of response and conversion.

Campaign	Conversion	Clickthrough	Revenue	Visits	CPA	Cost
1. Email Campaign	13.81%	33.94%	13,351	23,324	6,857	\$134,190.00
Zedexco	13.81%	33.94%	13,351	23,324	6,857	\$134,190.00
Free Shipping and Special Offers	6,427	16.07%	6,244	11,110	3,570	\$81,241.00
MailTop Site	2,042	7.4%	2,044	3,272	1,479	\$20,257.00
Zedexco Anniversary Sale	2,013	5.02%	1,984	3,012	1,486	\$21,243.00
Free 2 Day Shipping	1,621	4.07%	1,619	2,892	1,713	\$19,265.16
Zedexco Take a Picture With	287	0.72%	287	480	136	\$3,091.36
Free Delivery Video	280	0.69%	287	520	73	\$2,017.69
2. Advertising Partner	8.01%	22.77%	8,265	14,246	4,289	\$19,200.18
Pardot	7,689	18.18%	7,803	13,208	3,305	\$12,440.62
AOL	3,247	8.36%	3,300	6,888	1,488	\$12,681.04
Yahoo	2,771	6.91%	2,741	4,893	1,377	\$9,855.44
iAd	1,571	3.92%	1,562	2,761	689	\$2,884.14
3. Search Engine	6.45%	16.16%	6,308	11,209	2,822	\$15,243.29
Direct Post	2,314	5.77%	2,266	4,086	1,216	\$8,313.67
Ahrefs Network	388	1.27%	487	188	224	\$2,289.14
Other	8	0.02%	8	14	8	\$8.00
Total for campaigns	48,818	100.00%	-	-	63,992	\$124,846.88

In order to get the highest return from your online marketing investment, you need a complete view into which campaigns are successful and which ones aren't. WebTrends Analytics lets you drill down through your full campaign hierarchy with detailed analysis of response and conversion.



WebTrends' unique 5-Point Scenario Analysis provides the most actionable conversion analysis in the industry by not only measuring where visitors are dropping out of your conversion scenario but also why.

Get the most out of your analytics.

WebTrends Analytics allows you to measure and test all aspects of the online experience from marketing to site content and usability—for increased response and conversion. With insight into online performance, you can engage your visitors with more compelling content and an improved online experience across all of your web sites and marketing channels.

WebTrends Marketing Lab Solutions Suite

As part of the WebTrends Marketing Lab 2 solutions suite, WebTrends Analytics enables you to optimize your communications and site performance across all your online initiatives and sites, maximizing visitor engagement and conversions. With flexible licensing options and a world-class services team, WebTrends makes it easy to get the insight you need.

Discover the power of WebTrends Analytics and the entire WebTrends Marketing Lab 2 solutions suite today at www.webtrends.com or call us at 1.877.932.8736.

About WebTrends

Since 1993, WebTrends has provided the market with web analytics solutions that help marketers measure and improve web sites and online marketing. Today, WebTrends Marketing Lab delivers comprehensive analytics, dynamic advertising optimization and deep visitor intelligence to drive customer engagement and power targeted marketing. Thousands of leading global organizations have chosen WebTrends solutions and proven client services expertise to optimize their marketing initiatives, including General Mills, IKEA, Microsoft, Reuters and Ticketmaster. For more information, visit www.webtrends.com.



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