



# Advanced Marketing Package

Package Options to Meet the Unique Needs of Your Business

## WebTrends®

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As part of the WebTrends Marketing Lab 2 solutions suite, WebTrends Analytics provides accurate, timely metrics that allow the entire organization to stay on top of marketing performance and identify ways to optimize web site programs for improved results.

## Advanced Marketing Package: Campaign Optimization Plus Custom Reporting

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.

With it, you can:

- 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.
  - Determine 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 the right 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 organizations that want the flexibility to design marketing reports that answer questions unique to their business. The 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, adhoc 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 Report Matrix.

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

## 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](http://www.webtrends.com) or call us at 1.877.932.8736.

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### 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](http://www.webtrends.com).

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