



# Commerce Package

Package Options to Meet the Unique Needs of Your Business

## WebTrends®

851 SW 6th Ave., Suite 600  
Portland, OR 97204  
1.503.294.7025  
fax: 1.503.294.7130

WebTrends Sales  
1.888.932.8736  
sales@WebTrends.com

**Europe, Middle East, Africa**  
+44 (0) 1784 415 700  
emea@WebTrends.com

For offices worldwide, visit:  
[www.webtrends.com](http://www.webtrends.com)

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.

## Commerce Package: Powerful Merchandising Analysis

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

- Use the 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 onsite 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 as they relate to revenue results. The 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, adhoc 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 Report Matrix.

- Merchandising Reports
- Product Campaign Reports
- Product Segment Reports
- Sales Cycle Reports
- 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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