



Marketing Package

Package Options to Meet the Unique Needs of Your Business

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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.

Marketing Package: Accurate Campaign Optimization

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 the performance of paid and organic search: identify the impact that 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. The 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 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 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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