



# Standard 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.

## Standard Package: The Foundation for Web Analytics

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. With it, you can:

- 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 is ideal for organizations just getting started in online marketing or that have basic reporting requirements. The 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, adhoc 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 Report Matrix.

- 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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