

Complete web analytics for smarter business decisions across the enterprise

OVERVIEW WebTrends 7 Enterprise is the complete web analytics solution that provides sophisticated, easy-to-use and easy-to-customize insight for every department and every web initiative within your organization. It features comprehensive analysis, powerful customization and dynamic segmentation capabilities, with a highly scalable and flexible architecture designed for the largest Internet, intranet and extranet sites.

SMARTER SOLUTIONS FOR WEB ENTERPRISES

Web analytics solutions play a critical role in maximizing the ROI of web initiatives. But too often, organizations find themselves overloaded with data that is cumbersome to access and difficult to interpret.

WebTrends 7 Enterprise makes web analytics easier, with revolutionary visualization capabilities that transform complex reports into easy-to-interpret analysis and new ad-hoc discovery tools that enable you to interactively find answers to your most challenging questions. From the most granular examination of campaigns and merchandising performance, to the unique capability to dynamically measure segment performance, WebTrends 7 Enterprise combines complete, easy-to-interpret analysis with new technology that builds web analytics into your enterprise workflow, increasing users' adoption and results.

KEY BENEFITS

Relied on by more than half of Fortune 2000 organizations, WebTrends 7 Enterprise delivers:

Answer your most challenging business questions with powerful custom reports. Standard reporting provides much of the general information today's businesses need, but ultimately, questions arise that demand more customization. *WebTrends Custom Reports* give users complete flexibility to precisely define their own reports, allowing them to answer their most specific and difficult questions.

Dynamically compare how specific customer segments respond to your site. Going beyond general clickthrough performance, *WebTrends SmartView* allows you to precisely identify how specific segments of your customer population interact with different page layouts, calls to action, offers, and creative. For example, if you wanted to understand whether your "holiday offer" was better received by a specific pay-per-click audience or your e-mail audience, you could overlay your success metrics on your holiday promotion landing page and easily compare which segment drove the most revenue and what the average order size was for each segment.

Product Category	Product Name	Views	Orders	Revenue	Average % of All	Product Cost	CMS	CMRLU
	Awe CA04930 CD Beomble	8	1	\$30.33	\$50.23	0.01%	\$0.00	\$30.33
	Barbican CD019 CD Beomble	576	82	\$2,244.50	\$3.87	0.04%	\$2,265.00	\$608.90
	Fisher PR02091 CD Beomble	6	0	\$0.00	\$0.00	0.0%	\$0.00	\$0.00
	S&P CMR CD Beomble	1160	183	\$7,460.76	\$31.18	1.03%	\$5,142.80	\$1,248.15
	KCA A01894 CD Beomble	7	0	\$200.34	\$68.78	0.0%	\$180.27	\$483.07
	Cardless (All)	1043	1036	\$32,351.84	\$24.27	0.1%		
	Amazon KYTC15608 Cardless FRID	4	3	\$0.00	\$0.00	0.00%	\$0.00	\$0.00
	Amazon KYTC18308 Cardless FRID	3	3	\$0.00	\$0.00	0.00%	\$0.00	\$0.00
	Ulta KY72967 Cardless FRID	8	6	\$407.06	\$131.68	0.01%	\$326.53	\$91.41
	Ulta KY741972 Cardless FRID	1033	1024	\$12,079.78	\$52.42	0.04%	\$3,882.81	\$1,413.95
	Cardless - Telephones	9077	1474	\$32,118.85	\$17.72	0.1%		
	General Electric 29417542 Cardless Telephones	13	12	\$35.51	\$35.51	0.0%	\$28.81	\$71.02
	TSB042 P 3000 Cardless Telephones	61	37	\$440.06	\$32.62	0.01%	\$352.27	\$88.19
	Ulta KY736202 Cardless Telephones	66	66	\$6,446.08	\$65.12	0.02%	\$6,786.96	\$1,682.22
	Ulta KY710402 Cardless Telephones	4633	4022	\$23,223.00	\$20.46	4.29%	\$16,586.46	\$4,646.62
	Ulta KY710402 Cardless Telephones	1200	1107	\$5,110.00	\$44.50	1.19%	\$2,262.00	\$1,073.00
	Digital Cameras	6628	6811	\$114,433.95	\$14.72	0.1%		
	Amazon DC2000 Digital Camera	163	167	\$23,802.24	\$35.56	1.44%	\$19,000.18	\$1,772.24
	Amazon DC2000 Digital Camera	1571	1446	\$21,802.20	\$97.86	1.47%	\$17,676.06	\$4,202.64
	EB Over 48004802 Digital Camera	3801	2765	\$45,116.16	\$74.86	3.08%	\$23,204.53	\$10,233.03
	Quart Cam-Electronics Proje #9 Digital Camer	84	84	\$2,020.27	\$90.27	0.09%	\$1,826.06	\$400.51
	Canon D1084X004 Digital Camera	207	209	\$87,662.71	\$172.09	7.02%	\$54,303.78	\$13,500.44
	DVD Players	11063	11626	\$446,816.83	\$112.72	0.1%		
	Amazon DV24100 DVD Player	3998	2952	\$90,072.00	\$232.03	2.24%	\$76,177.00	\$13,724.40
	Ulta DV02802 DVD Player	787	723	\$17,739.00	\$202.93	0.74%	\$15,714.00	\$1,442.00
	KCA RC5200 DVD Player	508	477	\$15,704.26	\$174.82	0.47%	\$13,967.43	\$1,166.00
	Ulta DV01000 DVD Player	120	142	\$35,716.81	\$254.43	0.79%	\$33,643.13	\$1,050.78
	RoamR DV2189 DVD Player	9985	9881	\$326,930.00	\$217.36	6.11%	\$307,144.00	\$1,786.00

SmartReports Database allows you to integrate campaign cost data with revenue information for a complete understanding of campaign ROI.

Web analytics that's integrated into your workflow. Critical insights used to be locked up in a hard-to-use solution or in the hands of a few web analytics experts. WebTrends 7 Enterprise now features unique integration with Microsoft® Excel®. Using *WebTrends SmartReports for Microsoft Excel*, a business user can create a complete WebTrends report, fully formatted and designed for the Excel environment. A *SmartReport* includes a WebTrends toolbar embedded in Excel for seamless updates, data integration and report maintenance. With this powerful capability business users can combine WebTrends information with other critical data; for example, online product sales with product and campaign cost data to calculate gross margin ROI.

Additionally, WebTrends new *Express Viewer* pulls critical, real-time metrics, directly to business users' computer desktops throughout the day, providing an at-a-glance indication of performance and easy click-through access to more detailed reports.

Visual analysis that is easy to interpret and easy to act on. WebTrends 7 breaks through the standard reporting malaise with revolutionary visualization. Complex *Path Analysis* reports are transformed into easy-to-understand visual diagrams. And now, with *WebTrends SmartView*,

web metrics are superimposed directly on your web pages as you browse them, making decisions about page real estate, page and link prominence and optimal conversion paths simpler. And once you've taken an action, you can easily see the results of your change with side-by-side *Comparative Reports*.

Discovery tools that interactively help you find answers to your business questions. WebTrends 7 campaign and product drilldown reports are extremely interactive, allowing you to view information from a high-level and drill down through user-defined levels of campaign and commerce details.

TECHNICAL FEATURES

You have complete control of your data with the first automated, client-side database—*SmartReports Database*. A seamless data transmission process easily imports your WebTrends data into a common, standards-based ODBC database for a complete view of business performance across programs and channels. Your *SmartReports Database* becomes a rich source of information for ad hoc query and reporting and serves as the foundation for comprehensive, easy and fast question-and-answer sessions.

Unmatched scalability. WebTrends 7 Enterprise was built from the ground up on a new *Distributed Architecture* to offer unmatched performance and unrestricted scalability for large organizations, such as hosting companies and global enterprises. Within the new architecture, all the various components, utilities and databases can be distributed across any number of machines for optimum scalability and reliability.

The most adaptable solution for your organization's environment. Unlike many web analytics offerings, WebTrends solutions are designed to work with Internet, intranet and extranet sites. *WebTrends Platform* provides your entire organization with a common foundation to leverage your web analytics investment across all your web initiatives.

Your choice of data collection. WebTrends 7 Enterprise offers both award-winning client-side tagging and log file data collection solutions, and is available as either a software product or an on-demand, hosted service. Companies can choose what works best based on their immediate requirements and have the assurance of knowing they can easily migrate between options should their needs change.

Easier and more powerful administration. New administration features make web analytics easier for users to access, and easier for technical administrators to administer. New enhancements allow you to easily configure dashboards, set up scheduled exports, and delegate user permissions.

The widest range of privacy options. Flexible cookie options enable the use of first-party or third-party persistent cookies, session cookies or no cookies, ensuring privacy compliance regardless of your organization's policies for all of its web properties.

SYSTEM REQUIREMENTS:

- Dual 2.8 GHz or higher processors
- 2 GB of RAM*
- 200 GB of free hard disk space (Ultra 320 SCSI)
- 100/1000 Mbps network interface

*Geographic Reporting requires additional memory

Get Started Today

- To learn more about this product please visit us at www.netiq.com/webtrends/products/webtrends
- Discover how WebTrends 7 can help you achieve better results across all your efforts by checking out our Quick Tours at www.netiq.com/webtrends/products/webtrends/tour.asp
- Contact WebTrends at 1.888.932.8736 to request a free trial of WebTrends 7 Enterprise

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