

Complete web analytics for mid-sized organizations

OVERVIEW WebTrends 7 Professional is the most comprehensive mid-market web analytics offering available, and it comes to you from the trusted-leader. It features comprehensive analysis for all web disciplines, intuitive visualization and interactive data discovery tools that make it easier to find answers and to take decisive actions that drive better business results.

SMARTER SOLUTIONS FOR MID-SIZE BUSINESSES

Web analytics solutions play a critical role in maximizing the ROI of web sites. But too often, organizations find themselves overloaded with data that is cumbersome to access and difficult to use in making real business decisions.

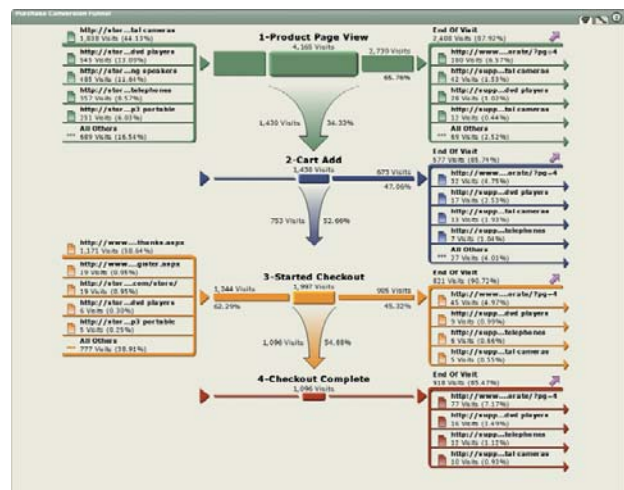
WebTrends 7 Professional makes web analytics easier, with revolutionary visualization capabilities that transform complex reports into easy-to-interpret analysis and new ad-hoc discovery tools that enable you to interactively find answers to challenging business questions. From the most granular examination of campaigns and merchandising performance, to the most complete navigation, conversion and search engine marketing analysis, WebTrends 7 Professional provides mid-sized companies comprehensive insight for easier decisions, smarter marketing and better results.

KEY BENEFITS

Thousands of mid-sized organizations rely on the comprehensive features found in WebTrends 7 Professional to improve the business performance of all their web properties and initiatives.

Comprehensive analysis for the entire organization. From complete campaign analysis to monitoring site performance, WebTrends 7 Professional uniquely covers the full range of departmental needs. Easy-to-use dashboards and sophisticated analysis tailored to different departmental roles help business users prioritize key insights and take decisive actions.

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



Visual *Scenario Analysis* of the checkout process provides a funnel-like view of the pages that lead to conversion. You can also see the specific pages that lead to abandonment. The thickness of the path lines in the chart corresponds to the number of visitors following that path.

optimal conversion paths simpler. Plus, once you've taken an action, you can easily see the results of your change with side-by-side *Comparative Reports*.

Web analytics that's integrated into your workflow.

Organizations often fail to fully leverage web analytics because business users are not familiar with the solution's environment, leaving critical insights locked up in a hard-to-use solution or in the hands of a few web analytics experts.

WebTrends 7 Professional 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.

KEY BENEFITS (CONTINUED)

Discovery tools that interactively help you find answers to your most challenging 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. More easily pinpoint which campaigns, marketing activities, creative and offers produce the best results, and optimize your product mix by understanding interest in product families, product groups and individual product SKUs.

You can also explore dynamic metrics on the fly in a single report, using precise ROI metrics such as unique visitors, conversions, revenue and customer lifetime value to obtain a complete view of a reporting category.

TECHNICAL FEATURES

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 a common foundation to leverage your web analytics investment across all your web initiatives.

Unparalleled technical flexibility. WebTrends 7 Professional offers both client-side tagging and log file data collection, 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 delivery options should their needs change.

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.

Easier and more powerful administration. New administration features make web analytics easier to access, and easier to administer. New enhancements allow you to easily configure dashboards with a drag-and-drop dashboard builder, set up scheduled exports using the new job scheduler, and delegate user permissions, to give individuals the most relevant information, while maintaining centralized control.

SYSTEM REQUIREMENTS:

- 2.0 GHz or higher processors
- 1.5 GB of RAM*
- 80 GB of free hard disk space (ATA-133 IDE)
- 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 Professional

UPGRADE

Consider WebTrends 7 Enterprise if you need:

- Enterprise scalability, to provide the largest Internet, intranet and extranet sites with fast, yet powerful, web site analysis
- Powerful report customization to answer your organization's most specific and difficult questions
- Tighter integration into workflow with key metrics delivered to business users' desktops throughout the day with the *Express Viewer*

CONTACTS

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