

*Powerful web analytics designed for the small business*

**OVERVIEW** WebTrends 7 Small Business is the most powerful and easy-to-use web analytics solution available for the growing small business. It provides the industry's most sophisticated small business solution with new, intuitive visual reporting that makes it easier than ever to interpret analysis and achieve better business results.

## SMARTER SOLUTIONS FOR SMALL BUSINESSES

Web analytics solutions play a critical role in optimizing the business performance of web sites. But too often, small businesses are left with very basic analysis that doesn't fully address their needs or confusing reports that are difficult to use in making real business decisions.

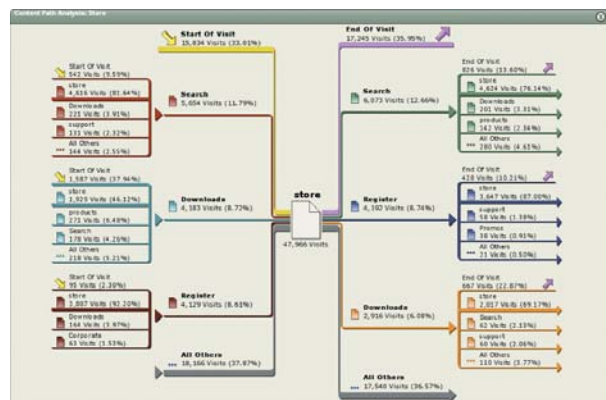
Designed for the scale and resources of a small business, WebTrends 7 Small Business makes web analytics easy, with new visualization capabilities that transform complex reports into easy-to-interpret analysis and complete reporting on all critical web site programs. WebTrends 7 Small Business delivers amazing detail into the effectiveness of campaigns, search engine marketing, navigation and commerce performance, and you can measure conversion with accurate ROI metrics including unique visitors, revenue and customer lifetime value. Small businesses finally have the power to easily discern answers to their most important questions—and grow their businesses.

## KEY BENEFITS

*Tens of thousands of small businesses rely on the comprehensive features found in WebTrends 7 Small Business to help them achieve their goals.*

**Comprehensive analysis for the entire business.** Analysis and reports cover the full range of web disciplines from campaigns and search engine marketing to commerce reporting and scenario analysis. Dashboards and templates help you prioritize key insights and provide easy access to relevant 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 once you've taken an action, you can easily see the results of your change with side-by-side *Comparative Reports*.



Visual *Path Analysis* shows the most popular routes people take to and from your important pages such as a campaign landing page or product page. Identify the common drop-off points and the paths that lead to conversion.

**Measure campaign performance for all your marketing initiatives.** From online marketing such as e-mail campaigns, search engine marketing and banner advertising, to offline marketing such as print advertising and direct mail, you can clearly see which media are driving the most qualified visitors and sales.

**Improve commerce performance and drive sales.** Evaluate the sales performance of your products by measuring overall visitor interest, the number leads generated, and the volume of orders and revenue for each. Determine which marketing campaigns are driving the most business to your various products.

**Identify abandonment points and measure conversion with scenario analysis.** WebTrends 7 Small Business offers functionality such as *Scenario Analysis*, normally only found in higher-end solutions. For the first time, small businesses can evaluate all of their important web site scenarios, easily pinpointing where visitors are abandoning key processes and what efforts are successful in getting more of them to convert.

## TECHNICAL FEATURES

**Unparalleled technical flexibility.** WebTrends 7 Small Business 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 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 company's specific policy.

## SYSTEM REQUIREMENTS

- 2.0 GHz or higher processor
  - 1 GB of RAM\*
  - 50 GB of free hard disk space (ATA-100 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](http://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](http://www.netiq.com/webtrends/products/webtrends/tour.asp)
- Contact WebTrends at 1.888.932.8736 to request a free trial of WebTrends 7 Small Business

## UPGRADE

### Consider WebTrends 7 Professional if you need:

- Improved scalability to provide fast and powerful web analysis for moderate levels of web site traffic
- Enhanced reporting and analysis. The three editions of WebTrends 7 provide a clear migration path and ensures the integrity of historical data.
- Integration with Microsoft® Excel®, allowing you to pivot, trend and integrate your WebTrends information with other data for a more holistic view of ROI and for tighter integration into your workflow
- Intuitive visualization through *WebTrends SmartView* allows you to browse your site and seamlessly see your metrics and navigation analysis directly on the web page, so you can make easier decisions about page real estate, page and link prominence, and optimal conversion paths
- Clear and easy migration from one edition to another

## CONTACTS

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