



WebTrends Analytics™ 8



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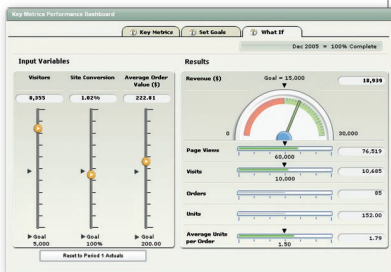
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The Comprehensive Web Analytics Solution that Proves and Improves your Marketing Results

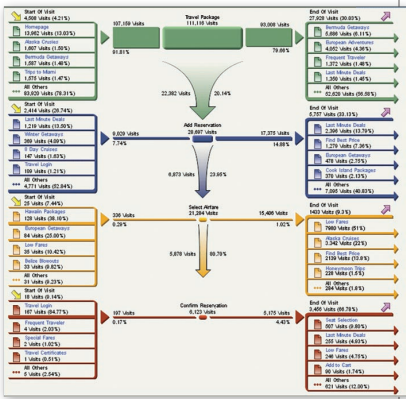
As the foundation of WebTrends Marketing Lab, WebTrends Analytics 8 provides accurate, timely metrics that allow the entire organization to stay on top of marketing campaigns, optimize web site programs and take action to continually improve performance. Whether you need a top-line view of performance or a sophisticated multi-dimensional report, this award-winning solution helps you make decisions with confidence.

Performance. Insight. Answers. Discover the features and benefits of WebTrends Analytics 8 that you need to be successful:

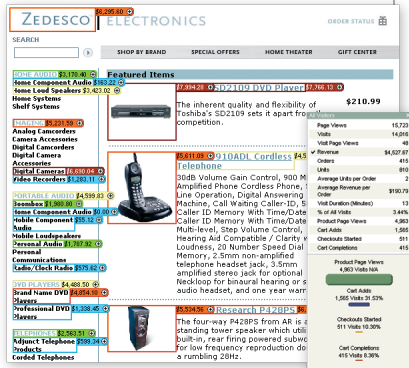
- **Run your business by the numbers:** Performance Dashboards let you benchmark Key Performance Indicators (KPIs) and pose predictive “what if” scenarios to identify where to focus your marketing.
- **Optimize marketing campaign results:** To get the highest return from your marketing spend, you need a complete view into which campaigns are successful and which aren’t—from email marketing and online advertising to affiliates and partner programs.
- **Continually improve search engine marketing:** Search engine rankings, pay-per-click, bid management, adwords, keywords—improving search engines results is a complicated science. WebTrends Analytics 8 makes it easier by allowing you to distinguish between organic and paid search results, drill down into metrics by search engine and search phrase and integrate your pay-per-click cost data with your web site statistics for complete ROI analysis.
- **Increase web site conversion:** WebTrends Analytics 8 offers the most complete navigation analysis so you can optimize conversion for each page, each path and each conversion scenario on your site. With advanced visualization, you’ll be able to transform complex path and scenario reports into easy-to-interpret visual diagrams and reports that make it easier for you to make smart decisions about page real estate and optimal conversion paths.



Real-time metrics allow the entire organization to stay on top of traffic, marketing and conversion metrics.



WebTrends' unique 5-Point Scenario Analysis provides the most actionable conversion analysis in the industry by not only measuring where visitors are dropping out of your conversion scenario but also why.



WebTrends SmartView™ lets you see results as an overlay on your browser so you can instantly understand the effectiveness of your page real estate.

Product by Demand Channels	Units	Product Views	Revenue	Profit
1. Nokia	3,264	3,018	\$1,622,533	\$67,000
Northwest	3,414	3,235	\$99,962.04	\$41,340
> South Regional	1,573	1,374	\$34,098.06	\$15,445
> Portland Regional	941	896	\$12,029.72	\$15,557
> 2p Coos	872	819	\$11,422.55	\$12,497
> 97211	425	419	\$3,930.55	\$5,648
> 97206	224	205	\$2,826.18	\$1,215
> 97205	176	198	\$3,561.60	\$2,329
> 97202	54	51	\$933.60	\$2,155
> 97213	33	32	\$169.38	\$115
> 97212	1	1	\$950.84	\$212
> 97255	2	2	\$0.00	\$147
> 97256	1	1	\$0.00	\$886
> 97257	1	1	\$607.17	\$1,291
> Oregon Regional	44	52	\$0.00	\$4,931
> Eastern Oregon	3	3	\$0.00	\$1,245
> Eastern	1	1	\$0.00	\$2,260
> Ukiahington	495	442	\$4,345.39	\$6,558
> Central California	465	333	\$6,494.00	\$9,865
> South Texas	2,882	3,077	\$10,147.09	\$6,500

Custom reporting provides you with unprecedented levels of control to design reports for any marketing initiative or business process.

- **Drive profitable sales activity:** To ensure your web site is an effective sales channel, you need insight into four key areas: merchandising mix, online shopping and checkout processes, product descriptions and sales promotions. WebTrends Analytics 8 helps you maximize the profitability of your product line by indicating which products are in highest demand and where exactly your customers abandon the shopping process.
- **Determine the ROI of every page:** Content is essential to the success of every web site, but it's expensive and time-consuming to manage. WebTrends Analytics 8 lets you determine the effectiveness of your content and evaluate specific page real estate. With visual, easy-to-understand content analysis, you'll be able to determine which pages are driving qualified visits, and which pages are underperforming and driving visitors to exit your site.
- **Drive more targeted and cost-effective business:** The secret to retaining more customers and building customer loyalty is segmentation. Different segments of visitors have different objectives, preferences and buying habits. Create sophisticated segmentation rules to uncover your most valuable customer segments, analyze their preferences and deliver the right messages and offers. Satisfy your customer needs while adding to the bottom line.

Accuracy. Flexibility. Security. Thousands of enterprise customers worldwide rely on WebTrends solutions because they consistently provide:

- **The highest degree of accuracy.** Data collection with industry-standard first-party cookie visitor identification ensures consistent results.
- **Choice of data collection for software or on-demand service.** For the greatest level of accuracy and flexibility WebTrends allows client side data collection, traditional web server log files, or a combination of both. WebTrends Analytics 8 is available as an on-demand service or software solution, and provides the unique ability to migrate from one to the other as your business needs change.
- **Solid on-demand infrastructure.** With redundant data collection, multiple co-located data centers and an advanced staging environment for quality control, WebTrends Analytics 8 *On Demand* keeps your data secure and always available.

System Requirements

- Reporting Server: Dual 2.8 Ghz processor or higher, 2 GB of RAM, 450 GB of usable hard disk space, 100/1000 Mbps network interface card
- Reporting Console: 256 MB of RAM (512 MB recommended)

About WebTrends

As the acknowledged global web analytics market leader for more than 12 years, WebTrends is leading the way in Marketing Performance Management. With an uncompromising focus on delivering the most accurate and actionable metrics, WebTrends enables thousands of web-smart organizations to improve campaign performance, web site conversion, and customer relationships. More than half of the Fortune and Global 500 rely on WebTrends as their trusted standard for award-winning technology, consulting services and industry expertise across the broadest range of vertical markets. Through software and on-demand options and a full range of data collection methods, WebTrends is unmatched in its ability to meet any analysis objective with accuracy, privacy and security best practices.