

Mobile Website Analytics

You've invested in a mobile web experience, but are your customers using it and engaging in the key activities that hold value to your business? Webtrends helps you realize a competitive advantage by providing the information you need to manage and improve your mobile investments.

Webtrends Mobile Site Analytics provides deep insights into user engagement and loyalty, uncovers which acquisition methods are most or least effective, shows the content and media they find most compelling, and reveals opportunities to improve the site's experience through new or refined design.

WHY WEBTRENDS MOBILE ANALYTICS

- Measure everything that matters.
- Mobile data in context with other digital channels.
- Mobile optimized data collection.
- Strategic and technical support.

CAPABILITIES / BENEFITS

DEEP INSIGHT

Overview of Key Data Overview of usage, depth of engagement and loyalty over time.

Multiple Details Category, page and content level detail.

Traffic Sources Understand where your customers are coming from including paid search, organic search, tracked campaign, social, QR, SMS, referrer and direct traffic. Includes roll-up to source and details about the source.

Site Activities Monitor conversions and other key activities specific to your business, track impressions and clicks for in-app advertising, and monitor common search phrases.

Location See which cities, states, countries and regions your site is being accessed from.

Visitor Behavior Assess patterns of user behavior to improve overall user experience.

Device Details Details about the mobile devices, browsers and platforms used to access your site.

BROAD BUSINESS VALUE

Digital Channel Measurement Mobile site analytics in context with your other digital channel measurement (web site, mobile app, Facebook, internal communities and more).

User Defined Reporting Out of box insight with flexible custom reporting to measure what matters to your business.

Real-time Up to the minute data for key metrics.

Scalability Proven capacity and scale to rely on as adoption of your sites increase.

Multiple Data Distribution Options Data distribution options to ensure broad adoption across the organization including web services API access, CSV export and send by email.

Visualization and Narrative Mode Key metrics presented both visually and in an easy to understand narrative mode that calls out exceptional data.

System Alerts Add context to data with report annotations and have the system alert you when key thresholds are crossed.

Professional Services Webtrends offers the deep expertise, experience and partnerships to help you integrate mobile into your overall strategy.

OPTIMIZED MOBILE DATA COLLECTION

Mobile Web Tracking JavaScript, Non-JavaScript client- or server-side integration options to match the type of mobile experience you are providing.

Standard and Custom Events Capture any relevant data for standard and custom events.

Visitor Identification Choose from multiple visitor identification options, based on any parameter, to accurately count and track visitors over time with and without cookies.

ABOUT WEBTRENDS INC.

Webtrends is the global leader in unified mobile, social and web analytics and engagement. We help marketers create, measure and improve campaigns for more than 3,500 global brands including: The New York Times, Microsoft, BMW, RIM, China Telecom, China Mobile, CCTV, Tencent QQ, Hitachi, The Associated Press, HSBC, Barclays, Vivo Cellular and Petrobras. Our leadership extends beyond the web analytics industry we founded to the measurement, optimization and integration of all digital content and customer intelligence, including web sites, social media, mobile and paid-search advertising.

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