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WHATS NEW / **ANALYTICS**

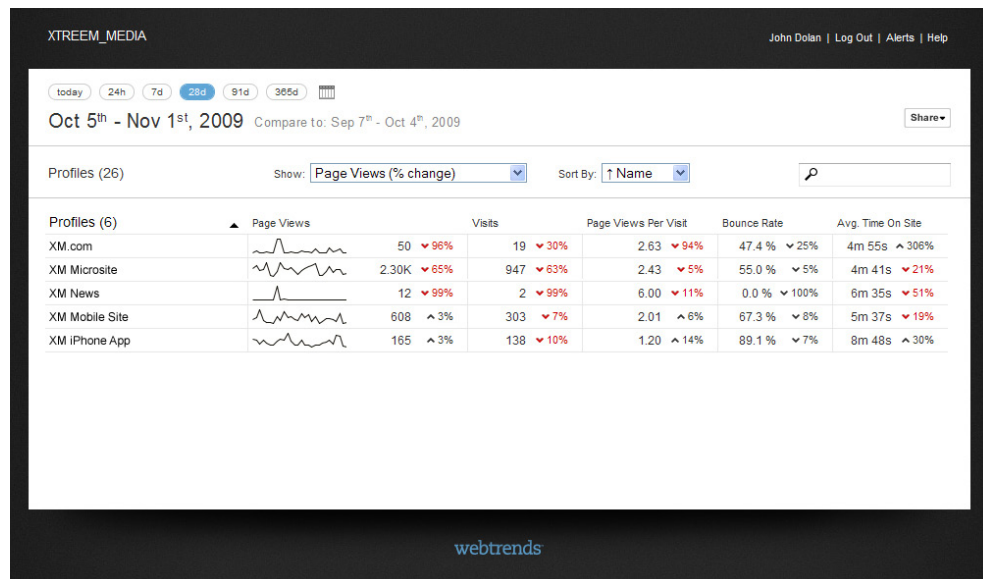
What's New and Cool in Webtrends' Spring 2010 Release

At Webtrends we are listening to the ever-changing needs of our customers and have incorporated your feedback into the Spring 2010 Release. First off we have included several capabilities to help you broaden the ability to have more relevant interactions with your customers across many channels.

NEW: MOBILE TRACKING SDKS AND CUSTOM TRAFFIC REPORTING

As part of this effort we have focused on two key areas:

- **SDKs for Mobile Application Tracking** to make the integration of our tracking into native mobile applications easy.
- **Customizable Traffic Source Reporting** to identify what sources are driving traffic to your web site with the ability to customize online traffic source values such as social media, Facebook and mobile web sites.



Reporting and analytics in one interface for standard web, optimized for mobile, and mobile applications with the right data collections approach for each channel.

TOP SPRING 2010 FEATURES

The Spring 2010 Release offers new enhancements to ensure the daily use of Webtrends is straightforward and uncomplicated.

CAPABILITY	BENEFIT
SDKs for Mobile App Tracking	Using these tools, you can capture any event that is relevant to your applications, such as launches, content views, feature usage and errors. Additionally the approach supports offline caching of data for times when devices have low batteries or a connection is not available. Other key features include accurate visitor identification, geo coordinate identification for location aware apps, opt-out feature for consumers who don't want to be tracked, and other rich data about the device.
Traffic Sources Reporting	There is a new "Traffic source" dimension with five standard values: Paid Search, Non-Search Campaigns, Organic Search, Other Referrers, and Direct Traffic. There is also a new parameter that allows you to override the default values and add any of your own. For example, you can create a Traffic source value of "Social Media" by adding this parameter to the landing page URLs that you post on your social media campaigns. This helps you understand how you can leverage all possible traffic sources and scope out areas to improve search engine rankings.
Enhancements to Custom Reporting	The number of measures you can have in a report will be increased to 32.
Data Extraction API v2.0	This is the most significant release of our Data Extraction web services since its debut. We've added many features you've been requesting such as enhanced support for trending, additional legacy data report support, more advanced filtering features, faster response time and better handling of large data sets.
Improved Data Extraction through Data Scheduler	Consistency, reliability and timeliness – Exports will run more consistently, exported to SFTP server more reliably and delivered to the SFTP server in a more timely manner. Better error handling – Provide more precise error messaging and retrying jobs more frequently to ensure data is delivered in a timely manner. Improved SFTP Server Performance – Faster downloads of extracts from the SFTP server.
Name Change for Marketing Warehouse	Webtrends Marketing Warehouse is now Webtrends Visitor Data Mart in the product itself. As you have changed how you use our Marketing Warehouse solution, it became clear the name must reflect this usage.

About Webtrends Inc.

Webtrends is an enterprise customer intelligence company that turns online and offline data into understanding. Webtrends delivers the industry's most recognized search engine marketing, visitor intelligence, and analytics solutions to enable companies to understand their customers, drive engagement, and enhance marketing and brand awareness. Thousands of global organizations, including Microsoft, Reuters, General Mills and Ticketmaster have chosen Webtrends business solutions and client services expertise to optimize their customers' online experiences. You can learn more about Webtrends products and services at <http://www.Webtrends.com/> or call 1.877.932.8736.