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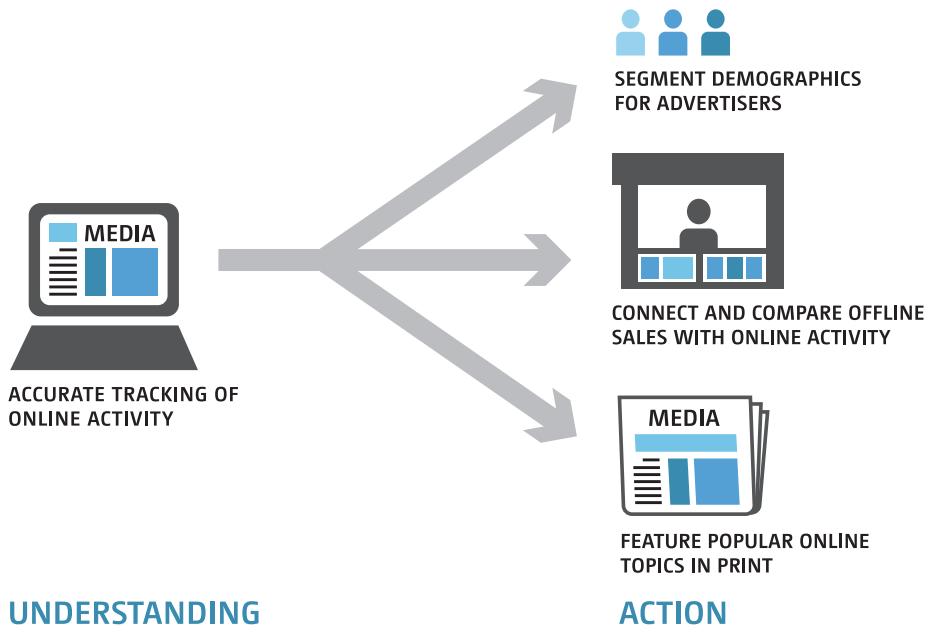
DATASHEET / **MEDIA INDUSTRY**

# Understand and Engage Readers Online

Media organizations are used to never sleeping; now they can't even doze. The web has extended the 24-hour news cycle throughout the media industry, and every news organization is competing for increasingly fragmented audiences and the advertising dollars they bring. In today's fast-changing market, media organizations must understand their readers and viewers, both online and offline, like never before – from the stories they want to read and the multimedia experiences that keep them engaged to the devices they use to access news online.

*Webtrends Instant Insight* provides the technology and deadline-driven analytics that media organizations need to understand spikes and dips in online traffic; feature the content that drives page views; and motivate advertisers. Our expert consulting, combined with powerful analytics and marketing optimization, help you:

- Drive new readers to your web sites, and increase online and offline subscriptions.
- Offer advertisers precise readership and demographics information for different sections, pages and types of content.
- Determine the content that drives page views and ad revenues.
- Understand spikes and dips in online traffic in near-real time.
- Provide multimedia experiences that drive engagement.
- More accurately forecast the number of newspapers or magazines to put on news racks.



## The Webtrends Advantage

An analytics software and services leader since 1993, Webtrends understands the challenges that media companies face in managing the immense volumes of content on their web sites and in their other news and information outlets, while at the same time generating the readership and advertising necessary to keep their operations running. *Webtrends Instant Insight* incorporates the technology, best practices and lessons we have learned from our work with many of the media industry's largest, most respected companies, including the New York Times, Reuters, The Financial Times, New York Daily News, China Central TV and Internet Broadcasting. Our solution enables you to:

### **PARTNER WITH ANALYTICS AND MARKETING EXPERTS**

**Dedicated services and support.** Webtrends consultants have years of experience partnering with entertainment companies to increase online traffic and engagement. Our consultants can provide one-time or ongoing expert assistance in the following areas:

- Streamlined implementation
- Identification of key performance indicators (KPIs), best practices and standard metrics
- Analytics training and guidance
- Technical assistance, including time-consuming tasks such as tagging and building reports

**An open partner platform.** Webtrends has built lasting partnerships with other leading marketing optimization companies, including leading providers of:

- Content management
- Customer relationship management
- Enterprise campaign management
- User experience and website monitoring
- Ad serving
- Email marketing
- Targeting and optimization
- Site search

In addition, Webtrends' support for standards-based data extraction and integration makes it possible to create new solutions with the best-of-breed marketing tools of your choice.

### **ATTRACT NEW READERS**

In today's fragmented and highly competitive media industry, news and information providers can't wait around for readers to find them on the Internet. *Webtrends Instant Insight* helps media companies efficiently and effectively attract new readers online.

**Generate traffic.** Webtrends automated search engine marketing (SEM) uses self-learning technology to secure keywords, terms and paid-search placements at the optimum price. Expert consultants regularly update keywords and SEM strategy, based on changing business goals or opportunities. Also, Webtrends integrated advertising partners can deliver targeted banner ads to visitors who click on SEM ads but don't remain long on the media company's site.

**Complete more online subscriptions.** Determine where readers tend to drop off when filling out subscription forms online, and use this insight to adapt the process and web site and increase conversions. Webtrends scenario analysis lets media companies track customer progress and identify roadblocks along an unlimited number of pre-defined subscription or sales paths.

## FOLLOW READERS WHEREVER THE STORY TAKES THEM

Because of the revolving door of content and visitors on news and information sites, media companies need to be able to accurately determine which stories, pictures, video or other content attracted the most interest and which kept visitors most engaged. They also need to know the content, media formats and design roadblocks that shorten the visitor's stay.

### A Dedicated Media Industry Solution

*Webtrends Instant Insight* incorporates the following analytics and marketing optimization software and services:

#### Webtrends Professional Services

Webtrends industry leading marketing and analytics experts take the guesswork out of using web site data to create and maintain strong relationships with consumers online. Webtrends' technical account managers handle time-consuming tasks and resolve technical issues related to the Webtrends solution.

#### webtrends Ad Director™

Automated SEM technology and expert consulting reduce the time and cost associated with promoting brand- and product-related keywords online.

#### webtrends Analytics™ 9

Measure all aspects of your company's online presence, from static site content to Web 2.0 interactions, with the only solution that offers 100 percent of critical enterprise analytics functionality, according to the Jupiter Research 2008 Web Analytics Buyer's Guide.

#### webtrends Open Exchange™

Extend the value of your analytics through Webtrends platform for standards-based data access and integration, information sharing and partner integration.

With *Webtrends Instant Insight*, media companies can accurately track every click readers make, every story they read and every video they watch on their sites.

**Granular detail.** Webtrends provides the broadest assortment of tools and tracking methods to understand how readers interact with web sites, including:

- **First-party cookies.** Webtrends patented cookie technology provides the most accurate method of visitor tracking available, with the lowest rate of cookie rejection.
- **Cross-domain tracking.** Determine how easily customers find information and complete tasks – as well as where (and why) they drop off before completing online applications or other activities.
- **Click-level tracking.** Track individual clicks on any number of links, promotions or content to determine which page elements generate traffic and which don't perform well.
- **Link tracking.** Track the effectiveness of hyperlinks based on their location on the page, within the site and other variables.

**Video tracking.** Webtrends offers the most advanced video measurement and analytics reports available, capturing all of the essential metrics of online video:

- **Engagement.** How much, where and what part of the video visitors watched.
- **Effectiveness.** Whether the video extends the visitors' stay or prompts them to do something else desirable.
- **Viral appeal.** Where the video is hosted and who's linking to it.
- **Business outcomes.** Did interaction with the video player advance the media company's business goals.

**Web 2.0 tracking.** In addition to video, Webtrends provides current, detailed reporting on other interactive and rich media, including RSS, blogs and widgets, enabling media companies to determine the relative value of these new methods of online syndication and reader interaction.

**Mobile tracking.** The breadth of mobile devices in use and the varying capabilities of each make a single approach to understanding the visitors who use these devices unrealistic. Webtrends offers tracking that aligns content already optimized for mobile devices, ensuring you capture all of the activity, regardless of device. Also, because some devices don't support cookies, Webtrends offers other ways for accurately identifying these mobile visitors.

## UNCOVER DISTINCT SEGMENTS IN MASS AUDIENCES

Media companies need to understand the distinct groups of readers that comprise their mass audiences. This insight not only helps them increase page views and overall engagement by offering different readers more of the content they prefer, it also assures advertisers that they are reaching the customers who are most likely to buy their products.

**Pre-defined or custom segments.** Behavioral audience segmentation is available in every Webtrends report. Media companies can track pre-defined segments, such as new versus returning visitors, time between visits and geographic location. Or they can define segments that are specific to their business, such as readers who always frequent the sports section or who watch video recaps of nightly news.

**Impromptu analysis.** Webtrends distinct data collection and analysis allows media companies to quickly slice and dice their web site data any way they need, without costly, time-consuming retagging of sites and pages. Media companies can drill into any report and identify audiences by traffic sources, pages visited, geographies or even custom defined segments (avid readers, occasional visitors) of their choosing – within the same analytics application and without incurring additional charges.

**Flexible segmentation.** Media companies can perform additional segmentation and analysis with the in-house tools of their choice, such as Cognos. Web site data can be easily exported to their other business systems using Open Database Connectivity (ODBC) or other standards-based methods supported by Webtrends.

## GET THE INSIGHT YOU NEED WHEN YOU NEED IT

The web has extended the 24-hour news cycle throughout the media industry. *Webtrends Instant Insight* provides the reporting you need to see how your web site is performing throughout the day – and to be able to step back at least once a day to see the big picture on site traffic and other macro trends.

**Choose from different levels of reporting analysis.** Webtrends provides media organizations the option of reading the full story about their web site activity or just the lead paragraph:

- **Full analysis.** Webtrends Full Analysis engines create sophisticated custom reports and provide detailed visitor history. These reports are updated a minimum of two times a day.
- **Express analysis.** Webtrends Express Analysis engines provide real-time, tactical reports within minutes of the pages being viewed.

**Tailor reporting to different needs.** The value of web site analytics is determined not only by the volume of data you gather and analyze, but also by how broadly and effectively that data is used throughout an organization. Webtrends highly customizable reporting and data visualization tools promote data-driven decision-making from the marketing team to the newsroom.

- **Customized reporting.** Webtrends custom reports allow you to gain insight into specific business initiatives and satisfy unique reporting requirements. Webtrends interactive reporting console lets every member of an organization dynamically filter, drill and query their analysis on the fly to get to detailed answers about the effectiveness of content and campaigns.

- **Performance dashboards.** Consistently track key performance metrics across the organization. Also, benchmark key performance and pose predictive “what if” scenarios to identify where to focus marketing efforts.
- **Scorecards.** Keep on top of multi-channel campaigns with Webtrends digital scorecards, which combine performance data from online and offline sources to get a more holistic view of web site visitors.
- **Funnel reports.** Webtrends scenario analysis tracks site processes as visual conversion funnels. These reports track visitor progression through defined scenarios that media organizations want readers to complete, such as visiting the front page, clicking on a Top Story, watching a video about the story and posting a comment. These reports show how many readers complete these scenarios and where they tend to drop off, providing insight on the content or processes that need to be optimized to improve conversion results.
- **Segment overlays.** Webtrends provides browser overlays that summarize the actions of different visitor segments on web site pages. Media companies can quickly see how different audiences are reacting to specific stories, ads or design elements.
- **Add web site results to business workflows.** Export web site data to the reporting tools used with other business systems to create a more complete view of results across an organization.

**Immediate alerts.** Receive email notices when web site activity sizably or abruptly changes. Webtrends Open Exchange partner Technology Leaders provides an add-on tool that monitors Webtrends data and automatically delivers the alerts, allowing media organizations to react quickly to emerging trends on their web sites.

## **BENEFIT FROM FLEXIBLE, SCALABLE ANALYTICS INFRASTRUCTURE**

**Adapt to corporate, regulatory changes.** Webtrends is the only analytics vendor that provides on-premise software or On Demand software as a service (SaaS), along with the option to switch from one format to the other. This provides organizations the flexibility to adjust their data storage infrastructure and investments – without sacrificing their analytics investments.

**Get scalability to spare.** Webtrends On Demand software as a service (SaaS) offers the highest level of data collection availability and scalability. Each tier of Webtrends data management system scales independently, so each component operates at peak efficiency. This reduces bottlenecks in reporting caused by web traffic spikes in data collection, especially on hosted analytics solutions where all components—collection, analysis, reporting—are done on the same machine. Even at peak hours, Webtrends OnDemand is specifically engineered not to exceed 50 percent capacity, and is usually at a much lower utilization.

**Never lose data.** Webtrends does not lose customer data. Webtrends OnDemand is the only hosted web analytics service to offer a proven, fully-redundant data collection environment. Most web analytics software vendors have only one system for both data collection and processing which introduces a single point of failure and the potential loss of days of customer data in the event of a failure.

# Webtrends Instant Insight in Action

## **SCENARIO 1: IMPROVE CUSTOMER ENGAGEMENT TO INCREASE REVENUE**

**CHALLENGE:** You are the online marketing director for a media organization that is gradually moving from print to online news. Although your online audience is growing, ad revenue is not keeping pace with readership. You need to find ways to encourage readers to spend more time on your web site, engage them more effectively, and increase your click-through rate.

**SOLUTION:** Partnering with Webtrends analytics consultants, you implement *Webtrends Instant Insight* and develop a series of metrics designed to identify the content that drives the most page views and ad revenue, drive new readers to your site, and provide advertisers with information that enables targeted advertising to different customer segments by sections, pages and types of content

**RESULTS:** With *Webtrends Instant Insight* in place you gain deeper insight into reader preferences, which enables you to work with the news department and advertisers to develop new features, content packages and ads that increase your click-through rate and the actual number of clicks substantially. As a result, within 30 days after starting the new campaign, ad revenue more than doubles.

## **SCENARIO 2: TAILOR CONTENT TO ENHANCE CUSTOMER SATISFACTION**

**CHALLENGE:** To remain competitive and broaden its appeal, your online media organization is increasing its use of a wide range of multimedia formats. As Web Analytics Program Manager for the company, your goals are to improve the customer experience and increase customer interaction with web site content. To accomplish that, you need data you can use to make quantifiable improvements in site performance and customer satisfaction, but embedded media such as Adobe Flash and video players often limit visibility into customers' online activities. In addition, many of the tools consumers demand for anytime/anywhere news consumption, such as RSS and mobile news feeds, are difficult to monetize.

**SOLUTION:** You implement *Webtrends Instant Insight*, a dedicated solution for the media industry, which enables you to track customer use of video players such as Windows Media, Real Media and Apple Quicktime as well as embedded video files. The solution also includes a rich media plug-in that enables you to track customer use across all major video formats, including Flash, FLEX and Microsoft Silverlight.

**RESULTS:** With detailed insight into where visitors are dropping off your site before registering or casting their votes, you discuss some small but critical alterations you should make to your site with your design team. For example, you realize this year's voting page lacks a call to action, and decide to display the words "Vote Now!" in prominent type above the voting button. You also decide to more prominently display your offer of product coupons to visitors who cast votes in the campaign on product pages from which visitors arrive at the voting page. With the new design in place, the results are soon clear: voting conversion rates have doubled from the beginning of the campaign, and e-mail registrations are now higher than last year. You continue to measure your results during the course of the campaign, making small design improvements that lead to even better results over time.