

webtrends™

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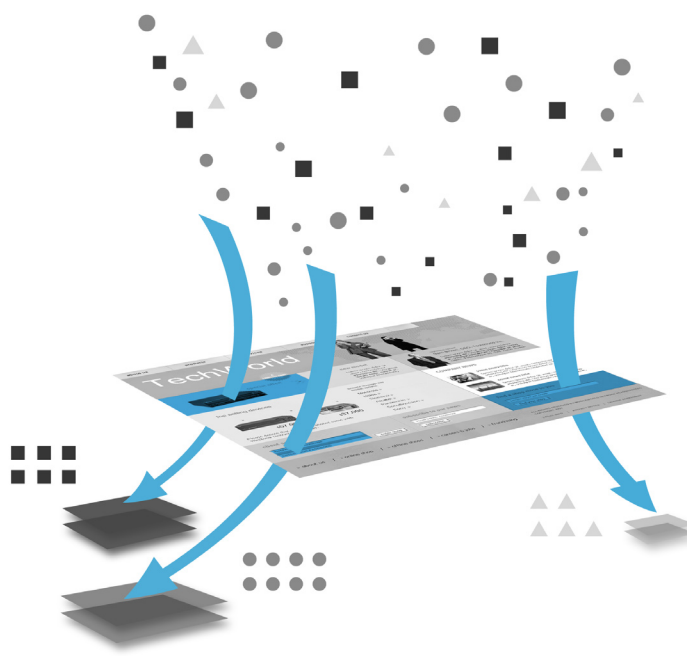
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# A Dedicated Solution for Technology Companies to Attract, Retain Web Site Visitors

Every day, millions of diverse customers, partners and developers visit the home pages of enterprise technology company web sites in search of product information, downloads and other information. Getting each of these visitors to the web page, section and other online properties where this information resides is as core to the ongoing success of these companies as turning on the lights each morning.

*Webtrends Visitor Acquisition and Retention* takes the guesswork out of attracting and channeling relevant visitors to the web properties of enterprise technology companies – and then retaining their attention on the appropriate product pages, sections and sites.



## Turning a Bottleneck into a Navigational Hub

Technology companies serve diverse audiences, including consumers, businesses, enterprises, government, educators, partners and developers. Targeted optimization of links, ads and other content on their home page enables increased traffic and conversions across all web properties.

## Make the Most of Every Visitor Interaction

### **CAPTURE AND CHANNEL NEW VISITORS**

- Attract new visitors who are motivated to learn more about specific products and services.
- Provide new visitors direct access to the most relevant product pages and other online resources.

### **MAXIMIZE MARKETING SPEND**

- Monitor the ads, articles and other content visitors click on, how much time they're spending with this content and whether the action they take afterwards matches what you want them to do.
- Precisely measure the effectiveness of specific marketing tools, including Web 2.0 and mobile investments.
- Deliver targeted campaigns across web properties, marketing to specific customer segments, based on the actions of similar customers over time.

### **REDUCE LOST TRAFFIC**

- Understand the content, media and navigational tools that prompt different visitors to click through.
- Drive visitors through the home page to relevant product pages by precisely tracking every step of their journeys across your site, and ensuring home page links and content are leading visitors where you want to take them.

### **UNCOVER VISITOR TRAFFIC PATTERNS**

- Evaluate the effectiveness of online investments based on an organization-wide view of how people navigate the web site, as well as how they arrive at specific product pages and other web properties.
- Improve visitor experience on the home page, product pages and other specific sections of your site by understanding how visitors arrive and the information and experiences that keep them there.

### **INCREASE VISITOR SATISFACTION**

- Make it easier for visitors to find the information they want by displaying it more prominently, and optimizing links to ensure the most relevant information isn't buried deep within your web site.
- Create powerful one-to-one relationships with customers by integrating visitor data with CRM and other marketing applications to improve your service.

## The Webtrends Advantage

A pioneer and leader in the analytics software and services, Webtrends keenly appreciates the challenges of developing and marketing technology solutions. *Webtrends Visitor Acquisition and Retention* also incorporates knowledge gained from years of analytics and marketing optimization for many of the technology industry's largest companies, including Microsoft, Dell, Fujitsu, Toshiba, Logitech and Trend Micro.

### ONGOING ANALYTICS GUIDANCE

Partner with Webtrends consultants to tailor the solution to your analytics and business needs. Integrated Webtrends services and support professionals help identify objectives and measures for your site, reporting strategies and data governance rules. They also provide ongoing guidance to turn your web site data into business insight and marketing advantage.

#### Four Components of Site Optimization Success

*Webtrends Visitor Acquisition and Retention* incorporates the following marketing optimization technologies and services:

##### **Webtrends Solutions Consulting**

Industry leading services and support for development and ongoing optimization.

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##### **Ad Director™**

Automated, self-learning technology to manage, optimize and profitably expand an organization's entire paid-search advertising portfolio across all of the major search networks.

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##### **Analytics 9**

Aggregate web site and visitor measurement, analysis and reporting, with 100 percent of critical analytics functionality, according to Jupiter Research's Web Analytics Buyer's Guide, July 2008.

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##### **Marketing Warehouse™**

Visitor-centric measurement, reporting and storage. Built on an enterprise-class, relational database, for on-the-fly analysis of distinct customer segments and campaigns.

### AUTOMATED PAID SEARCH MARKETING

Cost-efficiently acquire visitors online without the manual bidding usually associated with search engine marketing (SEM). Webtrends self-learning technology manages, optimizes and profitably expands the entire paid-search advertising portfolio across all of the major search networks.

### A ROBUST SOLUTION THAT SCALES TO YOUR NEEDS

Reliably collect and analyze even the largest, most diverse flows of data, across thousands of pages and dozens of sections. Webtrends worldwide services and support can customize the solution to the distinct business goals of different groups within a company. Also, Webtrends distributed technology architecture allows technology companies to reliably collect and classify even the largest, most diverse flows of data across thousands of pages and multiple domains and subdomains.

### QUICK ACCESS TO THE RIGHT DATA

Perform on-the-fly, impromptu analysis – even on data not predefined in profiles and parameters. Webtrends distinct data collection and analysis eliminates the need for costly, time-consuming web site retagging.

### **ACCURATE, VISITOR-LEVEL DATA**

Make marketing decisions and target customers with highly relevant offers based on the actions of actual visitors, rather than lower-level metrics such as page views and visits.

### **HIGHLY CUSTOMIZABLE REPORTING**

Collect and share relevant data in scorecards and other customized formats, based on the needs of different business groups and managers, increasing consumption and extending the value of the analytics investment.

### **STREAMLINED DATA INTEGRATION**

Export your web site data to third-party marketing applications, business intelligence tools and homegrown data stores using standards, including Open Database Connectivity (ODBC).

## **Webtrends Visitor Acquisition and Retention in Action**

### **SCENARIO 1: TURNING YOUR HOME PAGE INTO YOUR MOST VALUABLE ASSET**

**Challenge:** As the content manager for an enterprise software company's home page, you receive dozens of requests each week from different internal business groups to prominently promote their products and services on your page, the gateway through which more than a third of your web site's visitors pass. But there's only so much room on the home page, and some of the groups who request the most real estate tend to get the worst results.

**Solution:** After adopting *Webtrends Visitor Acquisition and Retention*, you work with your Webtrends account manager to develop key performance indicators (KPIs) specific to your home page and corporate goals, and determine the reporting metrics that establish the relative success of different types of links, content and navigation technology to generate relevant traffic. You consult with a Webtrends analyst whenever reports show unexpected changes in site performance.

**Results:** When a key business group experiences a sudden drop in traffic coming from the home page, a Webtrends analyst reviews your recent reports and helps develop and test more effective content for the group's promotional links. He also notices other underperforming links, and suggests more action-oriented text. When a persistent product group continues to request an underperforming text-based ad, you suggest a rich media ad and provide analytics reports that demonstrate the success of a similar product promoted using these same types of ads.

## SCENARIO 2: OPTIMIZING YOUR PRODUCT PAGE

**Challenge:** As one of several interactive marketing managers at your company, your goal is to increase the number of interested visitors to your product page and promote product sales through downloads of a free trial. One of the best ways to draw traffic is to obtain a link on your company's home page. But with numerous marketing managers vying for the same space, you must demonstrate that your site already generates a high volume of interest.

**Solution:** Partnering with Webtrends consultants to implement *Webtrends Visitor Acquisition and Retention*, you start monitoring new and returning customers, the content they view, how much time they spend on your site, how they navigate around your site before purchasing your product, and how often they return. You then use the data to set up an array of critical reports. One finding shows that visitors typically download trials after watching an online video explaining your product. Another indicates that visitors who sign up for your online newsletter are far more likely to return to your site than those who don't. A third demonstrates that visitors who click on your help page typically leave the site after a few minutes and never return.

**Results:** With these new insights, you and your Webtrends consultant decide to highlight the online video prominently on the front page of your section, and promote your online newsletter by offering a product discount to all new visitors who sign up. You begin to segment the different types of visitors to your site, identifying those who are most valuable and sending them special offers to encourage them to download the trial.

Finally, your consultant suggests you rework your help page to simplify the content, and begin requesting customer feedback as to the helpfulness of specific documents, demos and podcasts explaining your product. After a few weeks, the results are clear: Traffic to your site has increased, visitors are staying longer, and more customers are downloading the trial. You report the results to your home page administrators, who agree to provide a banner ad that links directly to your site.