

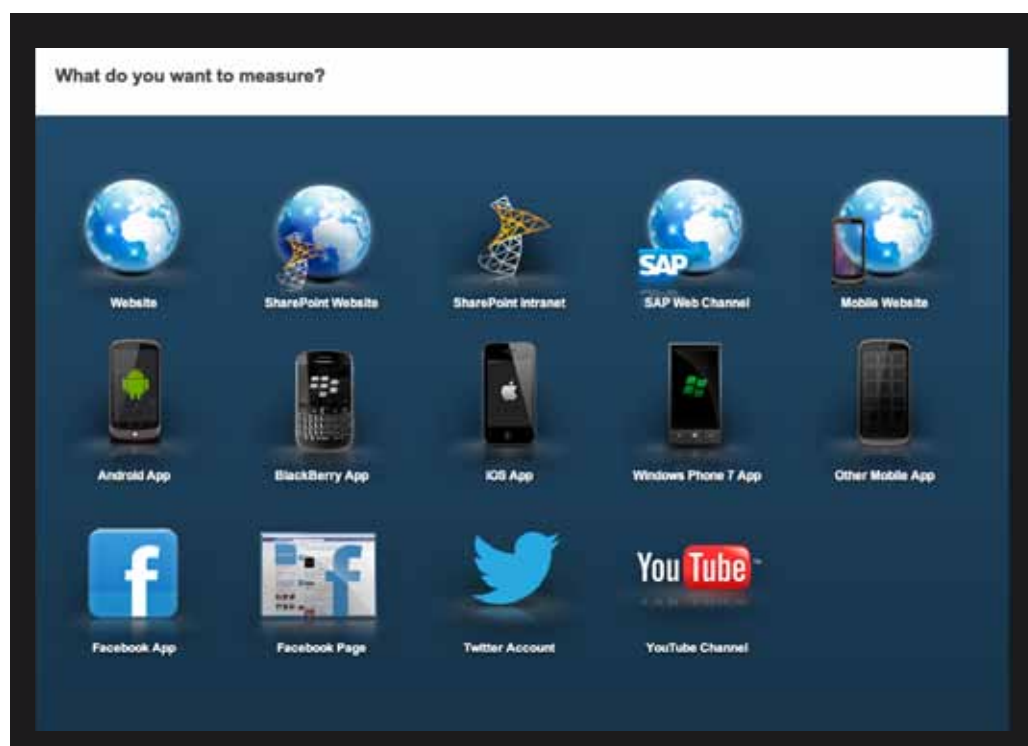
webtrends[®] Analytics

ONE PLACE FOR ALL YOUR DIGITAL ANALYTICS

Analytics 10, a platform for digital analytics, is designed to help marketers more effectively acquire, engage and retain customers. Analytics 10 makes measuring your brand's performance across digital properties highly intuitive and powerfully simple and is designed around 3 breakthrough capabilities, i) Analytics Across Digital Channels; ii) Data Beyond the Tag; and iii) Intelligent Campaign Discovery.

An easy to use and highly intuitive user interface puts the power of Webtrends Analytics in the hands of marketers. The UI, built with HTML5, is designed for click and touch interfaces providing a highly visual way to look at your data.

Spaces Define What You Want to Measure – It's That Simple



Spaces are both revolutionary and incredibly simple. A Space represents any application, website or platform that you want to track. Analytics 10 offers spaces for:

- Site
- Facebook Page
- Facebook App
- Mobile Website
- iOS Mobile App
- Android Mobile App
- BlackBerry Mobile App
- Windows 7 Mobile App
- SharePoint Intranet
- Sharepoint Internet

Each space comes with out-of-the-box metrics, reports and dashboards that are built specifically for that type of space. Spaces can be organized into Groups that are custom playlists or folders — so you can organize spaces around who actually needs to see them.

Integrated Mobile Measurement



Mobile specific metrics and dashboards are available for mobile websites and all major supported mobile device types— iOS, BlackBerry, Android and Windows 7. SDK's (Software Development Kits) are available for each of these platforms to make it extremely simple for your app developers to instrument your mobile apps.

Analytics 10 can also visualize iTunes App Store information to include valuable metrics such as downloads and revenue collected for your iOS app.

Integrated Facebook Measurement



Report on the performance of your Facebook Apps and Facebook Fan Pages with out-of-the-box metrics, reports and dashboards. Analytics 10 offers a comprehensive view of your Facebook properties – combining the insights gathered from deep tagging within your Facebook apps with the rich Facebook data accessed directly through the Facebook API – all together in Analytics 10.

Get Facebook Page dashboards within minutes by simply creating a Facebook Page space and letting Analytics 10 do the rest. Once authenticated, even non-Facebook administrators can have greater insights into Facebook app and page activity.

Integrated Sharepoint 2010 Intranet/Internet

Analytics 10 provides accurate measurement of SharePoint 2010 elements such as Web Parts, document actions, and user behavior on intranets, extranets, communities, or for internet sites.

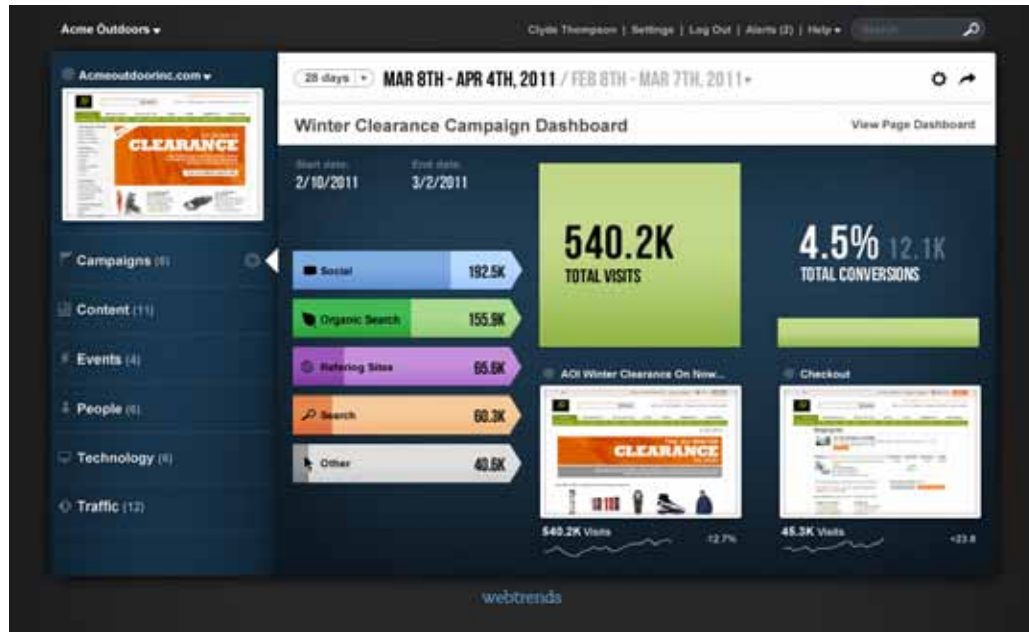
Webtrends provides everything you get from Microsoft and more – a truly robust analytics solution for understanding the usage of your SharePoint sites. Interactive dashboards and more than 100 out-of-the-box reports built specifically for Sharepoint 2010 can be turned on easily. Since the tag is extremely flexible, you can further extend your data collection to capture and report on nearly anything that happens on the page.

Comprehensive Pages Dashboard



Through the use of intuitive data visualizations, the Pages Dashboard provides a comprehensive view of all activity for a particular webpage – in one easy-to-read screen. Dynamically generated, the pages dashboard includes a thumbnail for the page you are reporting on, 3rd party data from Facebook, bit.ly and Twitter, key metrics for the page, a word cloud for search terms, traffic source visualization and an interactive HTML5 geo-map for understanding where my visitors are coming from.

Intelligent Campaign Discovery



Analytics 10 auto-detects your campaign landing and conversion pages and sets up campaign reporting and dashboards automatically. Highly visual dashboards provide campaign results, including campaign sources and key conversion metrics. All you need to worry about is building the URLs and tagging the pages, Analytics 10 takes it from there to set up the campaign and provide deep, comprehensive reporting.

Data Visualization Options for Viewing Reports

Analytics 10 offers new data visualization options for viewing report data:

Trend View

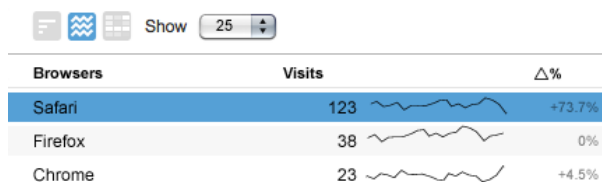
All metrics for each dimension can now be trended for the selected time period. The trend view is featured above the table of data in each report. As the user selects any dimension/metric pair, the trend view adapts with a corresponding trend line.

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Browsers	Visits	Δ%
Safari	123	+73.7%
Firefox	38	0%
Chrome	23	+4.5%

Sparklines

Users can now switch from bar chart view in the table of data on each report with the new sparkline view. This will reveal sparklines of trends for the selected measure for each dimension during the selected time period.

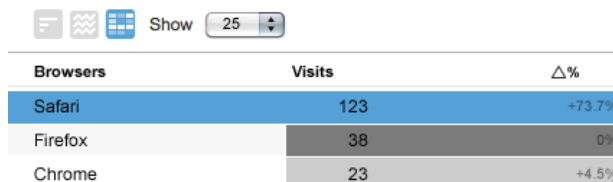


The interface shows a table with three columns: Browsers, Visits, and Δ%. The data is as follows:

Browsers	Visits	Δ%
Safari	123	+73.7%
Firefox	38	0%
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Heatmap Table

This new view fills in the cells of the table of data for the report with different scales of light and dark to surface patterns and anomalies in the data.



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Analytics 10, the next generation of digital analytics, provides marketers the ability to measure and improve mobile & social marketing campaigns while providing a comprehensive view of digital engagement across all their digital properties.

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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