

WEBTRENDS ANALYTICS 8.0

last updated: 24-Aug-2006

		WebTrends Analytics				
	New! in 8.0	Standard Package	Marketing Package	Advanced Mktg Package	Commerce Package	Basic Profiles ¹
Report/Dashboard						
Custom Reports						
Custom Reports		o	o	√	√	
Performance Dashboards						
Key Metrics Performance Dashboard	√	√	√	√	√	
Campaign Performance Dashboard	√		√	√	√	
Product Performance Dashboard	√				√	
Custom Performance Dashboard	√	o	o	√	√	
Overview						
Overview Dashboard		√	√	√	√	√
Express Dashboard		√	√	√	√	
Marketing Dashboard			√	√	√	√
Commerce Dashboard					√	
Visitors Dashboard		√	√	√	√	√
Pages Dashboard		√	√	√	√	√
Navigation Dashboard		√	√	√	√	√
Technical Dashboard		√	√	√	√	
Activity Dashboard		√	√	√	√	√
Browsers and Platforms Dashboard		√	√	√	√	√
Key Metrics Summary		√	√	√	√	
Key Metrics Performance Dashboard	√	√	√	√	√	
Product Performance Dashboard	√				√	
Campaign Performance Dashboard	√		√	√	√	
Marketing						
> Campaigns						
Marketing Dashboard			√	√	√	√
Campaign Performance Dashboard	√		√	√	√	
Campaigns Dashboard			√	√	√	
Purchase Scenario by Campaigns			√	√	√	
Campaigns			√	√	√	
Demand Channels			√	√	√	
Partners			√	√	√	
Marketing Programs			√	√	√	
Marketing Activities			√	√	√	
Creative Types			√	√	√	
Creatives			√	√	√	
Offers			√	√	√	
Placements			√	√	√	
Campaign IDs			√	√	√	
Same Visit Campaign IDs			√	√	√	
Same Visit Campaign Names			√	√	√	
>> Segments						
Campaign Segments Dashboard			√	√	√	
Campaigns by New vs. Returning Visitors			√	√	√	
Campaigns by New vs. Repeat Buyers			√	√	√	
Campaigns by Lifetime Value			√	√	√	
Campaigns by Countries			√	√	√	
Campaigns by Regions			√	√	√	
Campaigns by States			√	√	√	
Campaigns by MSA			√	√	√	
Campaigns by DMA			√	√	√	
Campaigns by Time			√	√	√	
> Email Campaigns						
Email Campaigns			√	√	√	
Email Conversion Funnel by Campaigns			√	√	√	
Email Campaign IDs			√	√	√	
> Onsite Advertising						
Onsite Advertising Dashboard		√	√	√	√	
Onsite Ad Impressions		√	√	√	√	
Onsite Ad Clickthroughs		√	√	√	√	
Onsite Ad Clickthrough Rates		√	√	√	√	
> Referrers						
Referrers Dashboard		√	√	√	√	√
Referring Site		√	√	√	√	√
Referring Domain		√	√	√	√	√
Referring Page		√	√	√	√	√
Initial Referrers			√	√	√	
> Search Engines						
Search Engines Dashboard		√	√	√	√	√
Search Engines with Keywords		√	√	√	√	√
Search Engines with Phrases		√	√	√	√	√
Most Recent Search Engines (All)			√	√	√	

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Report/Dashboard	New! in 8.0					
> Visitors						
Most Recent Search Engines (Paid)			√	√	√	
Most Recent Search Engines (Organic)			√	√	√	
Most Recent Search Phrases (All)			√	√	√	
Most Recent Search Phrases (Paid)			√	√	√	
Most Recent Search Phrases (Organic)			√	√	√	
Initial Search Engines			√	√	√	
Most Recent Searches by Entry Page (All)			√	√	√	
Most Recent Organic Searches by Entry Page			√	√	√	
Most Recent Paid Searches by Entry Page			√	√	√	
Search Phrases						√
Search Keywords						√
> Visitors						
Visitors Dashboard		√	√	√	√	√
Visitors		√	√	√	√	
New vs. Returning Visitors		√	√	√	√	
By Number of Visits		√	√	√	√	√
Visits Trend		√	√	√	√	√
Organizations		√	√	√	√	√
Authenticated Usernames		√	√	√	√	√
Lifetime Value		√	√	√	√	
New vs. Returning Visits						√
>> Domains						
Domain Names		√	√	√	√	√
Top-Level Domain Types		√	√	√	√	√
>> Geography						
Geography Dashboard		√	√	√	√	
Regions		√	√	√	√	
Geography Drilldown			√	√	√	
Countries		√	√	√	√	√
North American States and Provinces		√	√	√	√	
Cities		√	√	√	√	
Designated Marketing Areas			√	√	√	
Metropolitan Statistical Areas			√	√	√	
Primary Metropolitan Statistical Areas			√	√	√	
Area Codes			√	√	√	
Commerce						
Commerce Dashboard					√	
Purchase Funnel			√	√	√	
Buyers vs. Non-Buyers					√	
New vs. Repeat Buyers					√	
> Merchandising						
Merchandising Dashboard					√	
Product Performance Dashboard	√				√	
Products					√	
Product Categories					√	
Product Sub-Categories					√	
Products by Suppliers					√	
Products by Manufacturers					√	
Product SKUs					√	
> Campaigns						
Products by Demand Channels					√	
Products by Partners					√	
Products by Marketing Programs					√	
Products by Marketing Activities					√	
Products by Creative Types					√	
Products by Creatives					√	
Products by Offers					√	
Products by Search Engines					√	
> Segments						
Commerce Segments Dashboard					√	
Products by New vs. Returning Visitors					√	
Products by New vs. Repeat Buyers					√	
Products by Countries					√	
Products by Regions					√	
Products by States					√	
Products by MSA					√	
Products by DMA					√	
> Sales Cycle						
Sales Cycle (New Buyers)					√	
Sales Cycle by Product (New Buyers)					√	
Sales Cycle by Product Category (New Buyers)					√	

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Report/Dashboard	New! in 8.0					
Sales Cycle by Campaign (New Buyers)					√	
Sales Cycle					√	
Sales Cycle by Product					√	
Sales Cycle by Product Category					√	
Time between Purchases					√	
Site Design						
> On Site Search						
On Site Search Terms Found		√	√	√	√	
On Site Search Terms Not Found		√	√	√	√	
> Page and Files						
Pages Dashboard		√	√	√	√	√
Pages		√	√	√	√	√
Top Pages		√	√	√	√	
Page Views Trend						√
Pages of Interest		√	√	√	√	
Content Groups		√	√	√	√	√
Content Groups and Sub-Groups		√	√	√	√	
Content Group Duration		√	√	√	√	
Content Groups of Interest		√	√	√	√	
Directories		√	√	√	√	√
Files Dashboard		√	√	√	√	
Downloaded Files		√	√	√	√	
Accessed File Types		√	√	√	√	√
Uploaded Files		√	√	√	√	
>> Segments						
> Navigation						
All Visitors (Pages)		√	√	√	√	
> Path Analysis						
Navigation Dashboard		√	√	√	√	√
Entry Pages		√	√	√	√	√
Exit Pages		√	√	√	√	√
Single Page Visits		√	√	√	√	√
> Paths, Forward						
All Entry Pages		√	√	√	√	
> Paths, Reverse						
All Entry Pages		√	√	√	√	√
> Single-Level Paths						
(User Defined)		√	√	√	√	
Single-Level Paths, Forward		√	√	√	√	
Single-Level Paths, Reverse		√	√	√	√	
Single-Level Paths, Forward and Reverse		√	√	√	√	
> Content Path Analysis						
Product Content Group Paths		√	√	√	√	
Store Content Group Paths		√	√	√	√	
Support Content Group		√	√	√	√	
Track From Entry		√	√	√	√	
> Content Group Paths, Forward						
Product Content Group Paths		√	√	√	√	
Store Content Group Paths		√	√	√	√	
Support Content Group		√	√	√	√	
Track From Entry		√	√	√	√	
> Content Group Paths, Reverse						
Product Content Group Paths		√	√	√	√	
Store Content Group Paths		√	√	√	√	
Support Content Group		√	√	√	√	
> Parameter Analysis						
URL Parameter Analysis		√	√	√	√	
URL 2D Parameter Analysis		√	√	√	√	√
> Browser and Systems						
Browsers and Platforms Dashboard		√	√	√	√	√
Browsers		√	√	√	√	√
Browsers by Version		√	√	√	√	
Spiders		√	√	√	√	√
Platforms		√	√	√	√	√
>> Client Details						
Languages		√	√	√	√	√
Screen Resolutions		√	√	√	√	√
Color Palettes		√	√	√	√	√
Java Support		√	√	√	√	√
JavaScript Support		√	√	√	√	√
JavaScript Versions		√	√	√	√	√

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		New!	Standard Package	Marketing Package	Advanced Mktg Package	Commerce Package	Basic Profiles ¹
Report/Dashboard		in 8.0					
>> Wireless							
	Cookie Support		√	√	√	√	√
	GMT Offsets		√	√	√	√	√
>>> WAP							
	Wireless Dashboard		√	√	√	√	
	WAP Devices						
	WAP Browsers		√	√	√	√	
	WAP Screen Sizes		√	√	√	√	
	WAP Resolutions		√	√	√	√	
	WAP Carriers		√	√	√	√	
	WAP Image Support		√	√	√	√	
	WAP Markup Languages		√	√	√	√	
	WAP Script Support		√	√	√	√	
	WAP Script Versions		√	√	√	√	
	WAP WTLS Support		√	√	√	√	
>>> Palm							
	Palm Devices		√	√	√	√	
	Palm Browsers		√	√	√	√	
Site Performance							
> Technical Statistics							
	Technical Dashboard		√	√	√	√	
	Page Views Trend		√	√	√	√	
	Hits Trend		√	√	√	√	
	Bandwidth: Kbytes Transferred Trend		√	√	√	√	
	Average Time to Serve Pages		√	√	√	√	
	Server Cluster Load Balance		√	√	√	√	√
>> Errors							
	Errors Dashboard		√	√	√	√	
	Client Errors		√	√	√	√	
	File Not Found Errors		√	√	√	√	
	Server Errors		√	√	√	√	
> Activity							
	Activity Dashboard		√	√	√	√	√
	Visits by Number of Pages Viewed		√	√	√	√	√
	Visits by Day of the Week		√	√	√	√	√
	Hits by Day of the Week		√	√	√	√	√
	Visits by Hour of the Day		√	√	√	√	√
	Hits by Hour of the Day		√	√	√	√	√
	Browsing Hours		√	√	√	√	
	Visit Duration by Visits		√	√	√	√	√
	Visit Duration by Page Views		√	√	√	√	√
Scenario Analysis							
	Unlimited Auto-Generated Scenarios		√	√	√	√	
	Purchase Funnel			√	√	√	
	Email Funnel			√	√	√	
SmartView							
	Page Measures		o	o	o	o	
	New vs. Returning Visitors by Page		o	o	o	o	
	New vs. Repeat Buyers by Page		o	o	o	o	
	Buyers vs. Non-Buyers by Page		o	o	o	o	
	Links Measures		o	o	o	o	
	Single Level Paths New vs. Returning Visitors		o	o	o	o	
	Single Level Paths New vs. Repeat Buyers		o	o	o	o	
	Single Level Paths Buyers vs. Non-Buyers		o	o	o	o	

o - Optional add-on available

√ - Report is available

blank - report is not available

Additional Reports for Streaming Media are also available.

¹ All packages support basic profiles - reports indicated are available in all basic profiles.