

Behavioral Analytics for Webtrends Customers

Extend the Value of Webtrends Analytics with Deep, Actionable Behavioral Insights

Quantivo enables Webtrends customers to quickly discover deep insights into the online behaviors of website visitors with Quantivo's market-leading on-demand behavioral analytics. Joint Webtrends-Quantivo customers can effortlessly extend their existing Webtrends Analytics with Quantivo to better understand, segment, and convert web traffic into revenue dollars.

Extract More Value from Online Data with Behavioral Analytics

Quantivo enables interactive discovery of behavioral patterns in even the largest online data sets. To identify the value within visitor behaviors across sessions, Quantivo digs into Webtrends-captured session logs to extract profit-driving insights. Value is then surfaced through advanced visitor segmentations, cross-session behavior patterns, and event-focused visitor preferences. Quantivo enables the following capabilities on Webtrends data:

- » **Dynamic segment definitions**
Uncover unforeseen, fast-changing, and monetizable visitor trends. New segments can be defined interactively and evaluated instantly, allowing marketers and web analysts to react to the latest trends.
- » **Multi-level behavioral analysis**
Find and funnel visitors to valuable clickstream paths. Behavioral patterns across multiple events can be analyzed to understand content or offer combinations that increase views, conversions, and transactions.
- » **Customized train-of-thought analysis**
Leverage train-of-thought capabilities to dig into custom events and include them in ad hoc analysis, making it possible to understand visitor behavior from all angles.
- » **Repeat visitor behavior analysis**
Tailor recommendations and offers based upon any measure of visit recurrence. Visitor behavior can be analyzed across frequency of visits, visit number, total number of visits, visits per period, and more.



Fast and Effortless Insights via Webtrends' Open Exchange

Current Webtrends customers can utilize Open Exchange to quickly realize Quantivo's powerful behavioral analytics on their own data in just a few days and with little effort. Quantivo's streamlined onboarding of Webtrends data puts just three simple steps between you and powerful behavioral analytics. Quantivo supports both Webtrends' native log files and Webtrends' Marketing Warehouse.

Absolutely no changes are required to Webtrends tags and all web operations remain unaffected – except that the full power of Quantivo behavioral analytics is now available!

For more information, contact Quantivo at info@quantivo.com or 650-403-4430.

**Webtrends and Quantivo:
Web Analytics as Easy as 1-2-3**

1		<i>Customer makes a one-time data transfer request to Webtrends</i>
2		<i>Webtrends transfers transaction-level data on daily or weekly basis</i>
3		<i>Start using powerful, on-demand, interactive behavioral analytics</i>