



OVERVIEW

WebTrends Marketing Warehouse complements WebTrends Analytics 8 with an enterprise-class marketing data warehouse that provides accurate and insightful information on your customers for real-time data exploration and the ability to create targeted customer segments to fuel email marketing, web site and direct selling promotions.

Building on the Foundation of WebTrends Analytics 8 to Deliver Next Generation Relationship Marketing

WebTrends Marketing Warehouse makes it easy to understand precisely which products, services and information your customers want, so you can increase the impact of relationship marketing programs such as email marketing.

The screenshot illustrates the user interface for defining and analyzing customer segments. It shows a 'New Segment Group' dialog box (1) for defining a segment named 'Visitor Interest'. The main 'Explore Tree' (2) displays a hierarchy of product categories with visitor counts: Visitor (1,513), Viewed SKU Street Helmets (1,701), Viewed SKU Exhaust (1,692), Viewed SKU Street Jackets Men (1,143), and Viewed SKU Tires (1,044). A context menu is open over the 'Visitor Interest' node, showing options like 'Break Down By', 'Change Measure', 'Display Detail', and 'Show Visitors...'. The 'Show Visitors' window (3) displays a list of visitor email addresses.

Within seconds, you can: 1) easily define a new segment 2) identify which products and messages are most relevant to them and 3) pull a list of subscribers to send them targeted marketing campaigns.

Customer Segmentation

To deliver relevant campaigns that resonate with your audience, you need the power of an enterprise class marketing warehouse to build customer profiles. WebTrends Segment is an easy-to-use segment definition and creation tool that lets you identify targeted customers on the fly to better understand performance.

- **Real-time Segment Definition:** With WebTrends Segment, new groups are set up with an intuitive wizard, allowing you to define sophisticated segment rules by any website event or customer attribute captured by the WebTrends Marketing Warehouse.

About WebTrends:

As the acknowledged global web analytics market leader for more than ten years, WebTrends is now leading the category into Marketing Performance Management. With an uncompromising focus on delivering the most accurate and actionable metrics, WebTrends enables thousands of web-smart organizations to easily improve campaign performance and web site conversion as well as build stronger relationships with their customers. With the evolution of the enterprise solutions into the WebTrends Marketing Lab, the company stands alone in offering comprehensive, flexible and scalable web analytics as well as sophisticated, on-the-fly data exploration and customer targeting solutions for relationship marketing. Companies such as Ticketmaster, IKEA, Reuters, General Mills, US Bank and more than half of the Fortune and Global 500 rely on WebTrends as their trusted standard, not only for the award-winning technology, but also for a full range of consulting services and unmatched industry expertise across the broadest range of vertical markets. Through software and on-demand options and a full range of data collection methods, WebTrends stands alone in its ability to meet any analysis objective with leading data integrity, privacy and security best practices.

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WebTrends®

- **Identify Opportunities:** Once defined, segment performance can be dynamically measured with an easy-to-use data exploration tool that drills into any campaign, content, product and conversion event, so you get a complete picture.
- **Target:** Once you've identified a segment of customers ideal for a repeat marketing campaign, you can quickly drill into the details and pull a list of subscribers, export the list to your email system and start measuring results.

Business Intelligence

Measuring and optimizing your marketing performance has never been so intuitive. Unlike the "canned" reporting in many web analytics packages, WebTrends Marketing Warehouse features WebTrends Explore, an innovative data exploration tool that lets you query business event and customer data across unlimited dimensions in an intuitive question-and-answer format.

- **Customer and Business Event Data:** Whether you're analyzing a conversion scenario, a campaign event or a specific customer segment, you have complete control over how you break down the analysis.
- **Real-time Exploration:** Construct an explorative query and let WebTrends Explore efficiently pull the data across unlimited dimensions stored in WebTrends Marketing Warehouse to answer the question or business problem at hand.

CORE BENEFITS

Get the same insight whether you choose an on-demand service or software solution. Use the option that makes business sense for you, and migrate from one to another if you need to.

- **Easy to Set Up.** WebTrends Marketing Warehouse leverages the same best of breed SmartSource data collection and tagging methodology used for WebTrends Analytics 8. This significantly reduces your implementation time and opportunity for pages being improperly coded.
- **Easy to Deploy.** In addition to being easy to set up, WebTrends Marketing Warehouse is very easy to deploy, with an administrative interface that's fully integrated with WebTrends Analytics 8. Set up your profiles, user rights and security permissions once with both WebTrends Analytics 8 and WebTrends Marketing Warehouse.
- **The Highest Degree of Accuracy.** WebTrends data collection provides the highest degree of accuracy, using industry standard first-party cookie visitor identification to ensure consistent, accurate business results.
- **Unparalleled Scalability and Reliability.** The WebTrends Marketing Warehouse is a reliable and robust solution built on a unique distributed architecture for optimized scalability.
- **Solid On-Demand Infrastructure.** Built on a hosting infrastructure with reliability and security features, with redundant data collection, co-location of data centers, and an advanced staging environment for quality control, WebTrends solutions keep your data protected.

System Requirements. Reporting Server: Dual 2.8 Ghz processor or higher 2 GB of RAM 450 GB of usable hard disk space 100/1000 Mbps network interface card. Reporting Console: 256 MB of RAM (512 MB recommended).

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