



Web Analytics: Overview of Software and Services



Contents

WEB ANALYTICS: OVERVIEW OF SOFTWARE AND SERVICES

EXECUTIVE SUMMARY – WEB ANALYTICS

DELIVERING COST EFFECTIVE SOLUTIONS

SOFTWARE SOLUTIONS

NETINSIGHT OVERVIEW

PROFESSIONAL SERVICES

About SCL

SCL is a services company providing software, consultancy and training for on-line business professionals in marketing, sales and IT who require flexible and extensible Web Analytics, Paid Search, Web Testing and Performance Management solutions.

Our consultants have developed a wealth of knowledge, experience and expertise in delivering Web Analytics solutions over the last 6 years that provide actionable insight to the business. SCL consultants will work closely with you, understanding your business goals to ensure you get the maximum benefit from your web analytics.

SCL is a corporate member of the Web Analytics Association and all technical staff are Google Analytics Qualified Consultants.



Executive Summary – Web Analytics

Our web analytics solutions enable clients to analyse web traffic across all corporate web sites to make fact-based business decisions that deliver real results.

A unique combination of software and services allows clients to:

- Analyse individual visitor and visitor segment behaviour with the ability to drill to the individual visitor, visit and event depending on the choice of software.
- Measure the effectiveness of offline and online marketing campaigns using key metrics and performance indicators.
- Evaluate the success of key site changes and content in improving customer acquisition, customer loyalty and implement strategies to increase customer value.
- Track visitors and events across various web sites.
- Provide the entire organisation with analytics and reporting that are accurate, easy to use, and actionable. We know, from experience, these are critical success factors to ensuring successful deployment and adoption of Web Analytics in any organisation.
- Deploy an enterprise Web Analytics solution either in-house or hosted, based on the clients business requirements.
- Leverage, where appropriate, existing data warehouse, online marketing technologies, email, content management, and other business systems. We believe this best-of-breed, open systems approach is important for ease of integration, speed of implementation and lower cost of ownership over time.
- Work with a company committed to client success through professional services that bring strategic and technical expertise along with solution support and management that will help clients realise the full benefit of our Web Analytics solutions quickly and efficiently.

Delivering Cost Effective Solutions

With any deployment of Web Analytics it is essential to fully understand the reporting and analysis requirements of the organisation. SCL can provide a range of Web Analytics software solutions depending on the business requirements of the customer. SCL will work with the client to fully understand the requirements of the solution before making a recommendation of the software and services required. SCL will base this on a combination of business need, experience and budget. SCL find an effective way to scope the project is to run a workshop for the prospective customer to determine the requirements in advance of a proposal. For budgetary purposes in this proposal we have provided costing for a solution, but these will be subject to the definition of detailed requirements and statement of work.

Software Solutions

Google Analytics

Google Analytics is a capable and flexible entry level analytics solution. Hosted by Google it provides a simple to deploy solution based on a JavaScript page tag. Data can be collected as soon as it is deployed onto the relevant site. Google Analytics is appropriate for organisations whose reporting and analysis requirements range from simple to moderate complexity. Google Analytics will allow users to report on aggregate level data but precludes the analysis of data that is personally identifiable or cannot be captured via the page tag.

Unica NetInsight

Unica NetInsight is an enterprise level Web Analytics solution based on a flexible data warehouse that allows organisations to perform detailed analysis and segmentation. It is appropriate from organisations which have simple to complex reporting requirements and who need the detail of the individual users click stream in their analysis. NetInsight supports a range of data collection mechanisms (Page Tags, Web Server Log Files and Packet Sniffing technologies) and will support the import of historical data from log files. NetInsights flexible data base architecture allows users to extend the database model. For example if as part of a registration process the user identifies their address, the data held about the user could be augmented with other sources of data (e.g. Demographic information, purchase history, MOSAIC etc) to provide a deeper analysis of the usage of the web site.

NetInsight Overview

Extremely Scalable, Open Architecture

Unica NetInsight because is differentiated from other solutions with its open architecture, flexible data collection, reporting, and on premise as well as hosted deployment models. In comparison, most web analytics providers rely on a proprietary data management approach which limits marketers' ability to track and report on customers' cross-channel behaviour and to close the loop on internet marketing investments. An open data model will also allows clients to integrate data from various sources and systems in order to provide metrics and enable analysis of web site traffic, user habits, transaction activity, and other factors. Finally, unlike some other Web Analytics solutions, NetInsight stores both aggregate and

detailed web data, providing the end users with a way to quickly view dashboards, trends, and KPIs (key performance indicators) as well as empowering them to explore down to the most granular level (such as an individual's click stream).

Flexible Reporting Capabilities

NetInsight is capable of delivering any report and any metric with the help of whichever data sources your business may require. SCL can offer multiple ways to accomplish this using built-in custom reporting. NetInsight has the ability to plug-in external custom metrics and integrate with external vendor applications, business intelligence and data mining solutions. In addition data from NetInsight can be passed to other Business Intelligence applications.

NetInsight provides a web-based solution that offers real-time, actionable reporting. The benefit is clear — no waiting for reports, no reprocessing of data, and the capability to self serve reports and analysis. All reports are easily and quickly available through a flexible, intuitive, and easy-to-use web-based interface.

Market Tested Technology With Proven Performance

Clients need a proven solution that can scale and adapt to its current and future growth. Our solution is accurate, scalable, and very flexible. NetInsight is designed to support different functional roles, enabling customized KPI dashboards for managers to drill-down and perform ad hoc reporting to get answers to their most pressing business questions. Our highly configurable solution is designed to meet immediate needs while providing the flexibility to expand and integrate with existing data sources.

Data Collection

Data can be collected using page tags, via web server log files or using a zero tag approach based on packet sniffing technology. Depending on the customer requirements SCL can advise on an appropriate data collection methodology. Our page tagging technology can be applied once on the site, and then deployed to all web pages independently of page content. Tags quickly capture pertinent web data, such as IP address, date/time, web page, query string, referrer, user agent, and visitor cookies, all without costly customization. Unlike other solutions NetInsight enables marketers to configure relevant site parameters (campaigns, content groups, referrals, keywords, etc.), eliminating reliance on expensive custom web page coding by developers. The NetInsight page tag collects web traffic data in real time and processes it fast, allowing the delivery of timely activity reports.

Reporting

NetInsight is a comprehensive Web Analytics and internet marketing solution. All reporting categories are integrated, including marketing, e-commerce, visitor traffic, IT, and location.

NetInsight offers robust reporting capabilities, including the ability to plug-in external custom metrics and integrate with external vendor applications, business intelligence, and data mining solutions. In addition data can be exported as required via the user interface, in a variety of formats or via an open API.

Our Web Analytics solution also comes standard with several pre-configured dashboards which measure key performance indicators such as standard traffic reporting, content analysis and visitor analysis. In addition to standard pre-configured (out-of-the-box) features, our Web Analytics solution enables complete customisation of each existing dashboard or creation of a new custom dashboard by each individual user. If the user has permissions they may save a configured dashboard for just themselves or make it available either to groups or other business users.



KPI Oriented Reporting:

Business users receive dashboards, reports, and overlay heat maps with the key performance metrics (KPIs) that best describe their mission, such as:

- Successful and unsuccessful path metrics
- Conversions rates
- Content popularity and effectiveness measures
- Cross-channel marketing performance
- Visitor and persona based metrics
- Ecommerce related analytics

NetInsight allows business users to easily configure new metrics, reports, and conduct ad-hoc analyses. NetInsight's unique business user interface eliminates the time consuming process of IT report building projects or costly vendor report modifications. Moreover, in contrast with other Web Analytics systems, NetInsight stores detailed page view and visit data in addition to summarised statistics. This ability for business users to easily access and analyze all the appropriate raw data provides significant flexibility and eliminates the otherwise common practice of re-loading data to support ad-hoc analyses. These unique capabilities deliver significant business agility and make NetInsight the lowest Total Cost of Ownership (TCO) solution in the marketplace.

Geo Reporting Module

With NetInsight's Geo Reporting module, marketers can learn more about their website visitors. Geo intelligence reveals even anonymous website visitors' geographic location from which they are browsing your website. Additionally, the module reports visitors' organisations, as well as the connection speed.

Map-based visualisations provide an intuitive way for marketers to interpret and communicate results. Furthermore, the visual nature of NetInsight's map visualisations fosters interactive exploration for learning more about visitors from different geographic areas. Drag and drop key performance indicators (KPIs) onto visualisations to report site visitation statistics, as well as business metrics such as conversion rates, revenues, and average order values.

Standard Reports

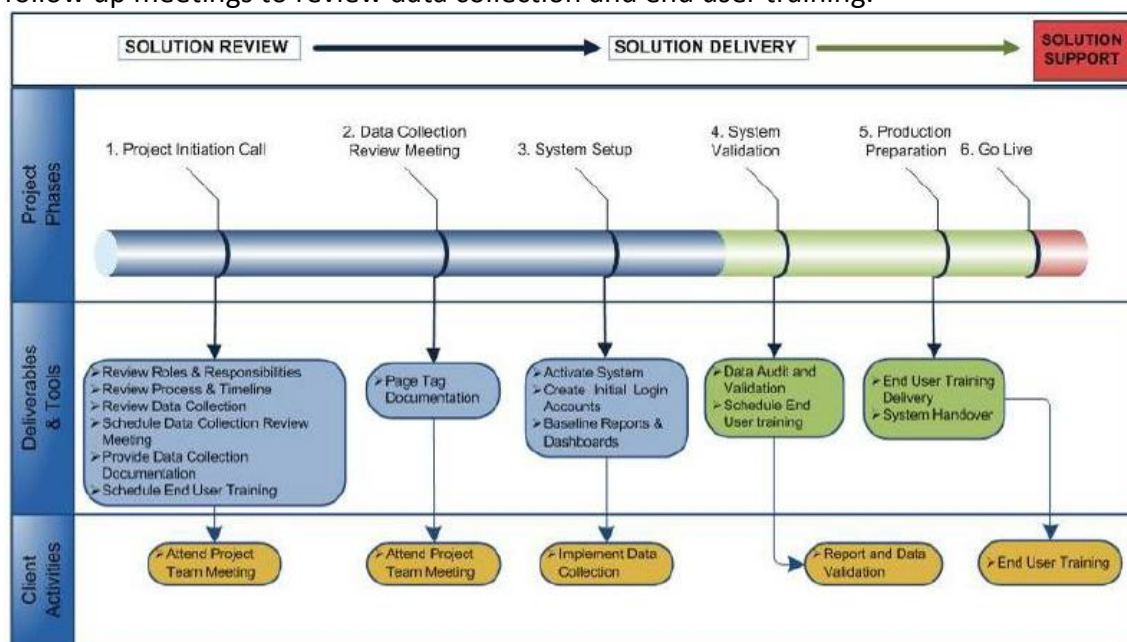
NetInsight offers a large number of standard reports that are generated automatically upon initial implementation. All reports are clean and easy to understand by all business users - marketers, managers, and executives. Our comprehensive set of out-of-the-box, reports will help users quickly gauge Web activity and support analysis across the following subject to the data capture mechanism chosen:

Traffic Analysis	Visitor Analysis	Geographic Analysis (with GEOIP module installed)
Total visits Total page views Total hits Total megabytes transferred Average visits per day Average visits per week Average visits per month Average pages viewed per visit Average pages viewed per day Highest volume time of day Highest volume day of the week Highest volume day	Total unique visitors Total new visitors Total repeat visitors Total users Average unique visitors per day Average new visitors per day Average repeat visitors per day Average users per day Visitor repeat rate Average length of visit Average visits per visitor Leading visitor profile Most frequent visitor Most frequent domain Most frequent host Most frequent user	Most frequent continent Most frequent country Most frequent state/province Most frequent city Most frequent 3-digit zip code Most frequent 5-digit zip code Most frequent area code Most frequent connection type Most frequent organization Most frequent time zone
Content Analysis	Marketing Analysis	Technical Analysis
Most popular content group Most popular directory Most requested page Most popular path Most frequent entry page Most frequent exit page Most frequent local keywords Leading banner ad	Leading campaign Leading campaign channel Leading campaign segment Leading channel type Leading paid keyword Most frequent keywords Most frequent initial referrer Most frequent referrer Most frequent robot/spider	Most popular browser Most popular platform Most popular screen resolution Total error hits Total unique errors Most common error Slowest loading page Most active clustered server Average server response time

Professional Services

SCL's consulting services are designed to get customers up and running with the solution quickly with minimal impact to a customer's resources using a defined approach and streamlined process documented in an agreed Statement of Work.

Typically, the first step in our process is a project initiation call or meeting where SCL Professional services reviews roles, responsibilities, process and timeline and then schedules follow up meetings to review data collection and end user training.



At the end of the project, customers have a fully functional Web Analytics application with a complete set of standard reports, data that is accurate and actionable and end users that are able to effectively navigate their way through the application, access the reporting they need, and dynamically explore web activity.

SCL's comprehensive services guide our customers through the processes of data analysis, formulation of key performance indicators, identification and presentation of key insights, and opportunities to improve the success of online marketing programs. We deliver an extraordinary combination of product knowledge, marketing experience, and targeted programs that can help you make the most of your web analytics solution.

All of our services are available individually or as part of pre-packaged service bundles designed to meet specific customer needs.

Training

Our web analytics training for NetInsight is offered in a convenient one day training class at our offices. Sessions are live and interactive, and participants are encouraged to ask questions or provide specific examples of their own challenges. Topics include:

- Standard Summary Reporting Overview
- Dashboards

- Marketing Analysis
- Content Analysis
- Visitor Analysis
- Traffic Analysis
- Technical Analysis
- Geographic reporting
- Segment Analysis
- Applying Filters, Metrics, and Dimensions for Greater Insight
- Integrating Customer and Product Information with Web Data

However, SCL will work to accommodate the onsite or online training preferences of our customers which is often more appropriate for our Google Analytics based solutions.

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