Marketers need to understand user behavior in real time and take action immediately – from serving up the right content to keyword optimization to managing online sales demand. Webtrends Infinity Analytics is an enterprise-scale analytics solution that provides actionable customer intelligence to power your marketing.

Webtrends Infinity Analytics reports are actually report definitions and are not pre-processed. All reports can be evaluated on the fly and become the starting point for further ad hoc data exploration. You can drill down to unlimited depths on any report with the ability to add or remove dimensions, measures or segments in order to find the answers needed, no matter how large or complex the data set.

All reports in Infinity Analytics:

- Provide accurate and distinct user counts in every report
- Are available within minutes without any pre-configuration
- Have any number of dimensions and measures
- Offer swappable dimensions to turn one report into another
- Allow unlimited drilldown
- Deliver the full dataset without any sampling
- Have the ability to add custom measures and query all your historical data
Reports Description

Campaign Reports – Engagement Success

- Campaign Performance – Measure campaign success by looking at individual campaigns, and find out which marketing partners (or referrers) are driving people to your sites.

Content Reports – What People are Engaging With

- Content Groups – Track the effectiveness of your online content. For example, find out how many users read abstracts of site content or case studies.
- Entry Pages – Find out where your users start their onsite journeys – and if they are the pages you’d expect.
- Exit Pages – Discover where people end their visits – is it the thank you page after a conversion or are they abandoning prematurely?
- Onsite Search – Understand the effectiveness of onsite search and how it enables your customers to find what they are looking for.
- Page Activity – Learn new insights about the performance of pages such as which pages have the highest bounce rates and discover which pages are viewed longer and are stickier than others.
Reports Description

People Reports – Who is Engaging

• Geography – Provides a view of the geographic distribution of users.
• Languages – Learn the language preferences of the people coming to your website so you can tailor content to their needs.
• New-Returning Users – Evaluate the loyalty of repeat users and measure new customer acquisition.
• Time-Based Trends – Learn the months, days or hours when users are most or least engaged.

Technology Reports – Browser & Device Use

• Devices – Discover the most and least popular devices for unique users to your properties to inform design.
• Devices/Browsers – Optimize experiences with information about most popular devices and browsers used on your sites.
• Networks – Learn about the type of network used based on the IP connection.
• OS/Browsers – Identify the most popular operating systems and browsers used by people coming to your site so you can best configure your website experience.
Reports Description

Traffic Reports – Where People Are Coming From

- Search Engines – Learn which search engines send you the most traffic and the quality of that traffic.

- Traffic Sources – Discover where people are coming from and which pages they start on, as well as whether they come from paid or organic search, non-search campaigns, other referrers or direct traffic.

Learn more about Webtrends Infinity Analytics
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