Infinity Analytics™ Objects

Key Concepts

There are many reasons to upgrade to Infinity Analytics, so let’s take a look at what makes Infinity Analytics so powerful and flexible, and how it works relative to Analytics 9/10.

How Infinity Analytics is Structured

The Webtrends Infinity™ big data platform was created to solve the real challenges facing enterprise analytics. The massive speed, volumes and variety of data generated today demand a different technology approach. This new way to look at data requires that the data be structured very differently.

Let’s walk through the main parts of the Infinity Analytics object hierarchy, how they work together and touch on how it compares to Analytics 9/10 and Explore:

1. Library

At the foundation of Infinity Analytics is the library. It is a place to administer your reports and categories, dimensions, measures and segments. Think of it as a control panel for administration and enterprise governance. You can see where objects are used, when they were edited and by whom. For example, the library is where you can see where segments are used.

2. Collection

Next is a collection. In Analytics 9/10, the basis of data access is through a profile. Once created and analyzed, a profile is used to look at your data moving forward. In Infinity Analytics, we use collections. Also managed in the library, a collection is a defined data set to report against in real time. It is a flexible lens to look into your data. Unlike profiles, collections are cross-channel, cross-property and cross-data source. You can create them at any time, and apply them to all data – even historical data.

3. Segments

Segments are a way to filter data. In a collection, segments define the data set. They are also used as report filters, to make comparisons, and to test and target audiences in Infinity Optimize™. Segments are defined once and can be re-used across Infinity Analytics. One example of a segment might be Canadian traffic to your website.
Infinity Analytics Tips

While collections offer access rights, you can also manage data access through data permissions in Infinity Account Settings. Allow or deny user access to any parameter/value pair. Read more

Parameters in Infinity Analytics have a slightly different format than Analytics 9/10. The periods “.” in parameters become underscores “_” in Infinity Analytics. This is due to the use of Hadoop-based big data technologies in the Webtrends Infinity platform.

4. Access Rights
Access rights control user access to collections. An example might be that a collection is only available to your marketing team based in Mexico.

5. Report
In the highly interactive world of Infinity Analytics, reports are no longer static. Think of them as a report definition rather than a report. They define a data query into your real-time data. Consider them as the starting point for further ad hoc data exploration. Reports have as many dimensions as you like and you can change filters, add dimensions, rearrange dimensions and add measures on the fly. Your report changes are immediate and you can look back into your historical data.

As before, reports include at least one dimension and measure – each driven by parameters – but they can also include many. Your report may include segments in addition to the collection segment(s). And, all standard and custom parameters are available in all report definitions.

An example of a report would be the New-Returning Users report. However, if your report was in a collection filtered for Asia traffic, then your report would become New-Returning Users from Asia.

6. Dimension
You can report on up to five nested dimensions in Infinity Analytics (you were previously limited to two) and eventually this number will be unlimited. Add dimensions on the fly to provide more granular data in fewer reports. Dimensions may be based on all events; first or last event in the session; or first, last or most recent occurrence of the dimension in the session. Be sure to use friendly naming conventions for easy reference. Within a report, the order of dimensions can be changed by simply dragging and dropping.
7. Measure

Define measures using any parameter you gather during data collection. Measures may be a count or sum of events, sessions or users, and can be combined to build a calculated measure. All measures are available for reporting, and as in Explore, may be assigned a friendly name for ease of recognition and understanding.

Key Webtrends Analytics Differences

<table>
<thead>
<tr>
<th>Analytics 9/10</th>
<th>Infinity Analytics</th>
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</thead>
<tbody>
<tr>
<td>Data source-specific, single channel</td>
<td>All data, across channels</td>
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<tr>
<td>Aggregate</td>
<td>Individual level</td>
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<tr>
<td>Analyzed, pre-processed</td>
<td>Ad hoc, on the fly</td>
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<tr>
<td>Static</td>
<td>Dynamic</td>
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<tr>
<td>Filters set for data collected</td>
<td>Look back at data in new ways – at any time</td>
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Infinity Analytics helps you:

- **Understand behaviors and engagement**, even with the massive volume and complexity of the Internet of Things, leveraging big data scale and flexibility
- **Make faster, better decisions** with all your data available in real time
- **Streamline analysis** with a single easy-to-use experience for analysts, that also empowers marketers
- **Provide end-to-end privacy and security** via encryption of individual data in transit and at rest
- **Get more accurate insights and successful actions** with reliable visitor-level data and analysis – and no sampling
- **Deliver insights into your marketing ecosystem** for personalization and integrated business analysis

Get Started with Infinity Analytics

Access a wealth of resources for Getting Started with Infinity Analytics on our MyWebtrends portal, or contact your Webtrends account manager to learn more.