



# Solutions



A N A L Y Z E

## **WEBTRENDS<sup>®</sup>**

# Log Analyzer Series

**Fast and easy-to-use web traffic reporting for the small business**

More than ever, small businesses view their web sites as a way to interact with their customers and expand their business. However, how well their web sites generate traffic and encourage visitors to view information, products and services are things many businesses still don't track. And it shows...

**Fact: More than 50% of web sales are lost because visitors can't find content**

— *Gartner Group*

**Fact: More than 40% of repeat visitors are lost due to a negative experience**

— *Zona Research*

WebTrends Log Analyzer is the most powerful and easy-to-use web site analysis solution specifically designed for the small business. Offered on multiple platforms, Log Analyzer provides the classic WebTrends reports thousands of businesses around the world already rely upon. With easy-to-understand reports, new Dashboards and Navigation Analysis, you will get the relevant insight to make critical business decisions that improve your web site effectiveness. Offered in two editions, Log Analyzer Series gives you the ability to decide exactly the level of insight and scalability that is right for you.

## Fast and Easy-To-Use

Trusted by thousands of small businesses worldwide, WebTrends Log Analyzer is known for fast, efficient web site reporting. Log Analyzer is both robust and easy-to-use, minimizing ongoing technical requirements while delivering relevant analysis to the people who need it.

WebTrends Log Analyzer Series has been engineered to install quickly and speed you to browser-based reports for easy access. In addition, with the inclusion of new Dashboards you can get to your most critical reports more easily than ever, with features designed to put your most relevant analysis at your fingertips.

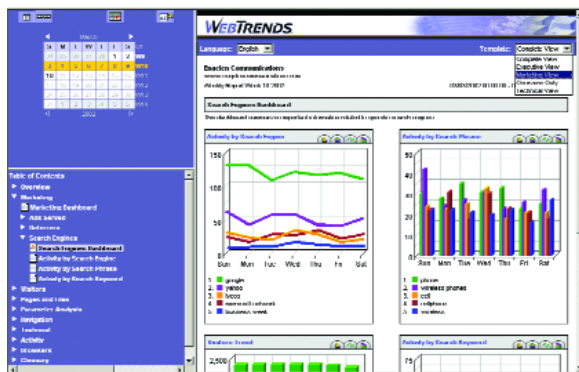
### Easy access to your most relevant reports:

**Organize and prioritize your most critical reports** - The WebTrends Desktop puts your most important analysis front and center. Predefined Dashboards for major web site activities put your most relevant reports in a single dynamic interface, saving time and effort commonly spent sorting through data.

**Minimize administrative requirements** - Distribute reports instantaneously to business users throughout the organization with a browser-based user interface.

**Tailor information for business users** - Define the reports and Dashboards on the WebTrends Desktop for a specific business function or user.

**Configure analysis easily** - Set up analysis like content groups and filters by pointing and clicking while browsing your web site using WebTrends Map.



Dashboards organize critical reports for major web site activities in a single view.

## Powerful Reporting for the Best Value

Data. Information. Insight. WebTrends Log Analyzer incorporates all of the tried and true reports WebTrends is famous for, allowing you to make critical decisions on which content is holding your visitors' attention, how visitors are clicking through your web site and how well your site is performing technically. With all of this insight at your fingertips, you will have the ability to find out what works and what doesn't—so you can optimize your web site for peak effectiveness.

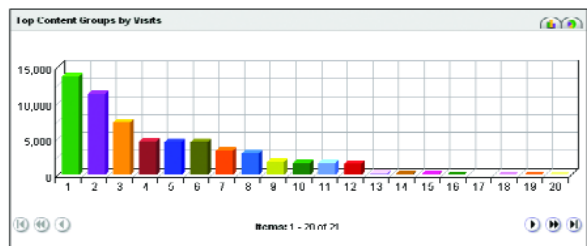
WebTrends Log Analyzer Series offers the most functionality available at an entry-level price and provides the most complete set of reports available to the small business.

### Get insight that's critical to your success:

**Analyze visitor traffic patterns** - Improve how well your web site leads visitors where you want them to go by identifying where visitors click, which paths they follow and if your navigation is confusing.

**Measure content effectiveness** - Find out which content, pages and sections of your site are most interesting and engaging to your visitors using new Content Group analysis.

**Customize how you view the information** - Get exactly the analysis you need for the exact time period you're interested in by dynamically selecting a Custom Date Range.



Group Name	Visits	%	Hits
1. store	13,721	22.87%	48,370
2. products	11,259	18.85%	34,858
3. home	7,396	12.22%	7,864
4. ads	4,764	7.88%	6,738
5. register	4,534	7.59%	10,851
6. support	4,519	7.57%	10,472
7. search	3,317	5.65%	4,450
8. promos	2,991	5.01%	6,014
9. corporate	1,810	3.03%	2,645
10. checkout	1,787	2.85%	1,781
Subtotal	55,917	93.61%	131,648
Other	3,815	6.39%	5,868
Total	59,732	100.00%	136,788

Content Groups let you identify the most popular areas of your site.

## Business Flexibility and Migration

With WebTrends, you have the freedom to choose the product that meets your needs today and easily migrate to another WebTrends solution for more insight and scalability as your needs grow.

## WebTrends Log Analyzer Series is Offered in Two Editions

**Log Analyzer** delivers web traffic reporting for the small business with a single server web site.

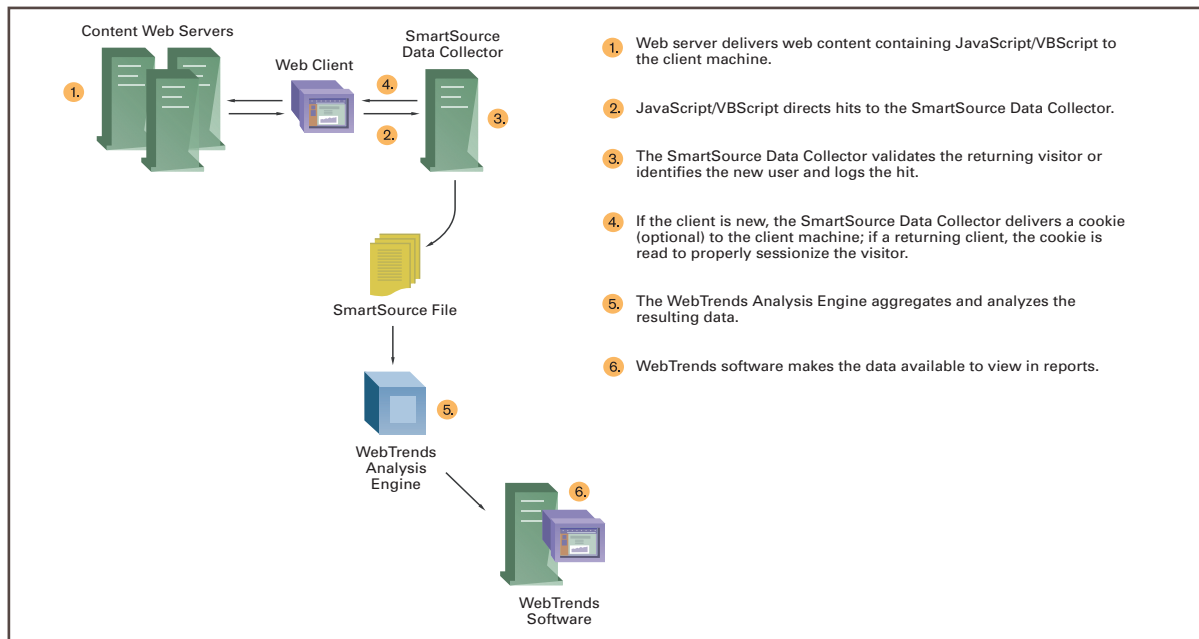
**Log Analyzer Advanced Edition** adds additional features for the growing small business:

**Greater scalability** – Log Analyzer, Advanced Edition supports multiple servers and offers an increased number of profiles to build reporting specific to your needs. Plus, you can easily scale to add more administrators and up to 25 users.

**SmartSource Data Management** – Log Analyzer, Advanced Edition includes SmartSource technology for greater accuracy and flexibility. SmartSource Data Management eliminates the need for log files by collecting data directly from the visitor's browser in a single, continuous data stream.

**More functionality** – Log Analyzer, Advanced Edition delivers more insight into how your visitors navigate through the main areas of your web site, with Forward and Reverse Content Group Path Analysis.

### How SmartSource Data Management Works:



## The Next Level of Insight: WebTrends Reporting Series

When your web site has grown into a critical part of your business and you're ready to take your web analysis to the next level, WebTrends Reporting Series is the ideal solution. WebTrends Reporting Series delivers accurate, real-time information on web visitor behavior so you can acquire, convert and retain more customers.

**With WebTrends Reporting Series, you can:**

**Acquire** more qualified visitors by analyzing the effectiveness of your marketing campaigns.

**Convert** more visitors to customers by following visitors click-by-click with enhanced navigation analysis.

**Retain** more customers by uncovering how well your loyalty campaigns encourage your most valuable customers to keep coming back.

# The WebTrends Advantage

As the market leader for web analytics, WebTrends solutions from NetIQ provide timely answers enabling customers to improve their Return on Investment from web-based initiatives. More than half of the Fortune and Global 500 companies rely on WebTrends solutions for accurate and actionable insight into web site activity and web visitor behavior. WebTrends solutions offer multiple levels of insight to seamlessly accommodate increasing customer requirements, and it currently is the only line of web analytics solutions that offers the choice of licensed software or outsourced services.

## Minimum System Requirements

### Supported Operating Systems

- Microsoft Windows NT 4.x (SP3 and above), Windows 2000 or Windows XP
- Sun Solaris 7, 8 or 9
- Red Hat Linux 6.2 or 7.0-7.3

### Supported Hardware

#### IBM-Compatible Systems

- Intel x86
- 1 GHz processor
- 1 GB of RAM
- 1 GB disk space

#### Sun Systems

- 400 MHz UltraSparc II or better
- 1 GB of RAM
- 1 GB disk space

## Award-Winning Technical Support

Telephone, e-mail and web-based support  
Customized consulting and training packages

## Contacts

### Worldwide Headquarters

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