



webtrends®

webtrends® Analytics®

Advancing Your Digital Marketing
Strategy with Webtrends Analytics



White
Paper

Advancing Your Digital Marketing Strategy with Webtrends Analytics

With the rise of mobile and social marketing channels, the demands on web analytics have grown significantly from simply measuring activity on your website, to providing a holistic view of customer acquisition, engagement and retention across all digital channels. With the right solution, data from all digital properties can be used to inform and guide an integrated marketing strategy.

Analytics is no longer limited to visitor counts and website hits. With digital channels stretching from customer portals and emails to mobile apps and social media, analytics is necessary for improving the way you engage customers, generate leads, grow brand loyalty and build revenue.

Marketing effectively through multiple channels requires an insightful analytics solution that offers:

- Advanced data collection methods
- Flexible analysis and reporting capabilities
- Ability to scale as your company grows
- An advanced UI that is easy to use and easy to consume data

Webtrends allows you to collect any type of data you want without limitation, correlate that data freely with information from other sources, draw insight into relationships flexibly and adaptively as more is learned and new business challenges are encountered, and connect it to other solutions that extend capabilities for driving action. With customers interacting with brands through multiple touch points, an open, flexible and scalable analytics solution that collects data across your mobile, social and website properties—and is able to reveal the relationships between them—is a necessity for continued customer engagement and satisfaction, and sustainable revenue. Flexibility without limits is extremely powerful.

Our Approach to Analytics Delivers Business Value in Eight Key Ways

1. Analytics Across Digital Channels

Webtrends delivers deep, intuitive analysis and visualization of customer interactions across all digital channels, from websites to Facebook to mobile.

2. Flexibility, Power and Scale

Webtrends Analytics offers a flexible and scalable platform for collecting and analyzing customer behavior across multiple channels.

3. Ad Hoc Data Exploration

Use Webtrends Explore to dig deep into your unlimited customer data.

4. Open Data and Integration

Webtrends offers a broad selection of applications and APIs that provide open conduits for linking to business programs.

5. Data Collection

Webtrends data collection methodology is nimble and flexible to keep pace with growth and expansion into new channels.

6. Data Visualization

Webtrends offers clean, efficient visualization of all of your most important data and trends through dashboards, scorecards and an intuitive UI.

7. Ease of Use

Webtrends Analytics offers an intuitive UI coupled with out-of-the-box reports and dashboards that make digital measurement easy.

8. Data Beyond the Tag

Webtrends Analytics visualizes tagged and untagged data together to provide a holistic view of your online brand.

Mobile, social, site – analytics across digital channels

Operating in silos? You may know how visitors and customers engage with your website, but do you know how they are interacting via other digital channels?

The proliferation of digital channels has created a whole slew of new challenges for marketers today. In fact, Forrester Research has coined the phrase, the “Splinternet,” to describe the splintering of the Internet beyond the traditional website. Why?

Consumers interact with your company much differently than they did in previous years. They engage via the web, email, social media, entertainment consoles, interactive television, mobile devices, location-aware applications, voice response and print advertising

Through the Splinternet, brands are creating amazing, yet walled gardens where developers and marketers can grow amazing things. For instance, the iPhone app store offers amazing opportunities, but it’s difficult to leverage that work to the Android, or FiOS or Facebook and even more difficult to measure activity across these different digital properties.

Web analytics is no longer limited to visitor counts and website hits. To obtain the broadest, most insightful understanding of customer expectations, behavior and satisfaction, all active channels must be monitored to reveal a truer picture of customer behavioral trends, rates of response, campaign effectiveness and successful marketing objectives.

The challenges are:

- Obtaining aggregate data from all digital marketing channels to allow for easy and efficient analysis
- Comparing the performance of marketing in one channel with that in another
- Developing powerful, flexible, scalable and extensible tool sets to drive action on that analysis

The ability to compare the performance of iPhone versus Android devices or to compare Facebook performance with that of your other social channels provides marketers with powerful and actionable intelligence.

Connecting the Dots

Webtrends delivers deep, intuitive analysis and visualization of customer interactions on websites, Facebook Pages/Apps and all major mobile devices. Analytics is unique in offering out-of-the-box metrics, reports and dashboards that are channel-specific, rather than the traditional “site-centric” view offered by other vendors.

Webtrends Analytics utilizes an expansive data collection methodology and deep, intuitive analysis and visualization of customer interactions across all your marketing channels, from websites to Facebook to mobile apps.



Receive the most accurate picture of how customers interact with your web properties with real-time data, intelligent alerts, and the ability to easily share information within your organization. Deep reporting, including path and scenario analysis empowers your team to make smart and timely decisions based on solid data.



Monitor the adoption of your mobile apps and mobile sites with near limitless flexibility in terms of the data gathered and depth of analysis presented back to you. Webtrends provides mobile SDK's to enable measurement of major mobile platforms and offers mobile-specific reporting to provide detailed information on their performance.



Provide the most comprehensive tracking and measurement solution to help you maximize the ROI of your Facebook, Twitter and YouTube investments. Accurately measure all major Facebook features, including ads, custom tabs and apps, and other components no other analytics tool can capture. Understand who your fans are, how influential they are and their behaviors while on your Facebook pages and apps.

Flexibility, power and scale

Flexibility separates paid analytics from the free solutions, while scalability and power differentiates the best from the rest.

The new world of expanding digital touch points across mobile, social and your websites increases the amount of information available for collection, analysis, visualization and integration to a scale never before seen.

Your analytics tool cannot afford to be constrained by the volumes or types of data it is now responsible for processing. Digital channels are still unpredictable in how much they will grow, but one thing is certain, and that is they will. Your analytics tool needs the ability to meet these unpredictable demands and to grow with them.

Analytics products, especially freeware, are often purpose-built. They set restrictive parameters for gathering data. Analysis and reporting are pre-coded into a limited set of choices. Webtrends Analytics offers a flexible and scalable platform for collecting and analyzing customer behavior across multiple channels—truly enterprise scale.



Online Road of an Off-Road Company

Polaris Industries designs and manufactures off-road vehicles, and markets them through a network of 1,500 independent North American dealerships, nine subsidiaries and 43 distributors in 130 countries. As their customers moved to online engagement, Polaris was stuck in a sales funnel ditch: there was little interaction with web visitors, return visitors were not recognized, and qualified leads were not making their way to dealerships.

Using Webtrends Analytics, they are able to identify key performance metrics tied to three corporate goals: conversion factor, influence of website on buying decisions (by matching warranty registries with sales leads), and the effectiveness of online and offline campaigns measured by visitor response.

The company turned a corner when it deployed Webtrends Visitor Data Mart and Score to analyze and score high-value online behavior of customers and prospects. Integrating the data into their CRM system, Polaris is able to route qualified leads to dealers and drive nurture programs for less mature leads.

Webtrends powerful custom reporting aligns reporting to key business objectives. A microsite intended to increase mortgage applications by giving access to current mortgage market resources might measure effectiveness in terms of downloading application materials or clicking on credit resource links. Not only is the analysis of the data important to the specific business objective, so is the reporting back to end users who need to use that data to make smarter business decisions. These business users need to understand what specific applications are being downloaded and what credit resources are being referenced, not generic terms and variables that are only meaningful to the web site developer.

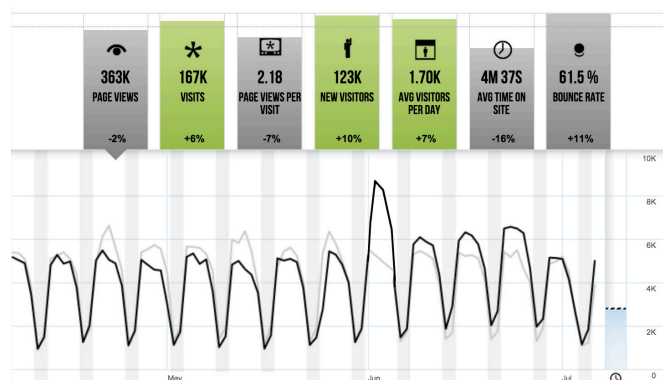
The same holds true when analyzing activity and usage of your critical mobile applications. Using Webtrends custom reporting, business users and application developers will see the detailed analysis of the application usage in language that speaks clearly to them. For example, business users can see what percentage of users click on the “Favorites” button right after the application invokes, not how many click on button_variable_4.

With Webtrends custom reporting, you can also limit the amount of reporting specific users or sets of users see. For example, creating summary reports on key metrics for some individual stakeholders should allow viewing of only the specific reports. Webtrends custom reports provide the ability not only to create just about any report, but also to hide some of the detail from the stakeholders who just need a small number of KPIs.

Profiles are the fundamental building blocks that enable the powerful customization possible within Webtrends Analytics. Profiles can be created on any datasource to produce any type of reporting needed. A profile provides a slice or view into your data to deliver the exact level of business insight required.

Architected for true multi-tenancy, Webtrends easily scales to meet the demands of your business. “Pod-based” architectures provide scalability limitations resulting in some well-known solutions requiring you to notify them in advance if you anticipate an upcoming traffic spike – but what happens when you have an unexpected spike? With Webtrends, our architecture will handle your next record traffic day with no worries and no notice ever required. And there are tools, such as some of the freeware vendors, with the opposite issue - they might have highly scalable storage capacity but are limited in customizable utilities and analytical depth. You need a solution that has both, with no compromises. One where you are not forced to sample data, no matter how much traffic your site has.

Webtrends handles traffic spikes with no worries and no notice ever required.



Unique Flexibility, Power and Scale

Webtrends Analytics offers a flexible and scalable platform for collecting and analyzing customer behavior across multiple channels. The ability to collect and analyze any data source at scale and build customized reporting on that data has been a core strength of Webtrends Analytics for many years.

Webtrends Analytics is a true enterprise scale solution that is built from the ground up. You get what you pay for. Beware of the free solutions if scale and flexibility are what you need. The same holds true when it comes to how much data to collect on a your digital property. Other vendors impose limits on the number of parameters or dimensions that can be collected and analyzed, holding you back from getting a deep understanding of your digital activity. This can cause scale problems for brands that have a sophisticated online presence, e.g. multi-function sites that have travel, video, weather, etc or have an online presence that span multiple sites and that require multiple levels of insight. Webtrends doesn't have these limits. Collect and correlate as much information as you want – in fact, collect information about everything, do unlimited correlations and determine on the back end what set of reporting and analysis is needed.

Introducing Webtrends Explore

Explore is an intuitive, flexible and powerful solution for all your ad-hoc data exploration needs. With it, you can dig deep into your unlimited customer data, giving you a clear view of important events on your digital properties such as the cause of an unexpected traffic fluctuation or why purchase behaviors vary on mobile versus web.

Webtrends Explore is built on top of Big Data technologies, enabling ad-hoc exploration of your complete multi-channel marketing data no matter the volume or the variety. It provides:

Ad-hoc data exploration

Drill down to unlimited depths and create unlimited measures. Save views of your data in private and shared folders.

Cross-device visibility

View data from multiple devices simultaneously and stitch sessions across devices to better understand your customers' journeys.

On-the-fly segmentation

Create ad-hoc segments on the fly, save them for private or shared use and apply them to other views of your data whenever you need them.

Precision analysis

Webtrends enables unlimited data collection and delivers true visitor counts as “users” in all scenarios. The ability to explore all your custom events makes Webtrends Explore incredibly powerful.





Getting a Read on Editorial Focus

Reuters® editorial staff already knew how many hits a specific article was getting or how many visitors were landing on their home page. But to understand whether editorial choices were successful, they needed comparative data points that better analyzed visitor behavior.

Using Webtrends Analytics and Data Extraction API, they used a scorecard, or overlay, that tracked web page behaviors, identifying which content was “hot” and driving traffic to the site, and which content was being overlooked. This insight greatly enhanced content placement and eliminated the need to guess at visitor activity or the relevance of editorial topics.

Using Webtrends, Reuters now knows what readers are viewing and sharing. For Reuters, the choice paid another dividend. When shopping for a scorecard capability, a competing provider revealed it would cost an additional \$200,000 in fees, as this feature would require custom coding. It's already built into Webtrends. The result? Engaged customers and satisfied newsroom executives.

Open data and integration

Having comprehensive data at your fingertips is insightful, but having the ability to act on that data is extremely powerful and valuable to your business.

The ability to drive action is what truly determines success of your analytics investment. If you've ever visited a popular online bookseller or made a bid on a large auction site, you may have noticed that on return visits you will see banner ads with the types of products you expressed an interest in. Offers like these are an effective example of linking customer behavior to product promotions.

Webtrends offers the industry's most powerful open data architecture to deliver cost-effective, true integration with its Open Exchange partners. Webtrends Open Exchange is a network of leading providers of digital marketing solutions, working together with Webtrends to drive seamless optimization and return. Two examples of these are Webtrends CRM Exchange and Webtrends Email Exchange.

Webtrends CRM Exchange

Pumps data gathered on customer visits, searches, downloads, etc., to your CRM application, enhancing insight and understanding of customer behavior and relevant preferences that drive fruitful customer relationships.

Webtrends Email Exchange

Creates a connection between Webtrends data and your email service provider, allowing dynamic retargeting of customers or prospects. These targeted offers and messages nurture leads, improve response rates and drive revenue.

Webtrends Data Extraction API

Based on standard REST URLs, allow businesses and their marketing departments to be completely self-sufficient and removes the need to call their vendor to get data out of their analytics solution. Marketers can customize their enterprise data and build customer intelligence systems that address strategic objectives, whether the objective is to drive sales to distributors, reduce call center activity or encourage downloads of mobile applications. Unlimited data can be extracted and easily integrated with any tool or platform such as Microsoft Excel or OpenOffice to create dashboards, widgets, scorecards or other customized dashboards, and applications. And there are no additional fees for API use, even as your company grows and shifts its analytics focus, and no matter how much data you extract.



State Farm is There with Rapid, Analytics- Driven Content Delivery

State Farm is There with Rapid, Analytics-Driven Content Delivery State Farm Insurance is among the most sophisticated users of Webtrends Analytics. Their data collection framework calls for collecting every single piece of information across all their communication channels – online, mobile, social media, etc. Their intent is to develop a level of customer intelligence that will enable them to answer every customer question online. When new customer queries for any kind of information are encountered, State Farm is committed to responding with updated content on a next-day basis. The key element of State Farm's approach is to modify javascripts as required to collect information on all website activity and leverage that information immediately. The result is the ability to generate customer-facing web pages on the fly with content tailored to user interests.

Broad data collection

One of the most critical components of any enterprise analytics application is data collection.

The data collection capability is often the piece that is overlooked when evaluating analytics vendors, but it is the most important component when you are considering important criteria such as:

- **Time to market:** How quickly your online assets can be instrumented?
- **Ongoing maintenance:** How much effort is required in updating and maintaining tagging schemes?
- **Performance and scale:** What happens as the volume of data collected exceeds the ability to process the data?
- **Extensibility:** How easy is it for your analytics application to adapt when additional devices or channels need to be incorporated?

Webtrends Analytics is the most powerful solution available and is architected with these important criteria in mind.

Tag Builder simplifies configuration and provides a standardized output format for specialized JavaScript tags. This standardization prevents common tag configuration errors and makes it easier to identify any problems caused by later manual changes to the base code. Tag Builder can also make updates and modifications to an existing tag that you created with Tag Builder. Used correctly, Tag Builder can:

- **Eliminate time-consuming customizations**
- **Provide a more readable, maintainable tag**
- **Quickly create tags for specific tracking requirements such as form navigation and conversions**
- **Modify an existing tag without the risk of inconsistency based on manual changes**

Webtrends uses the initial lowest level tag to calculate any roll-up summaries your business requires. It seems obvious that reporting is not just a requirement at the page or product level, but needs to be rolled-up to the department, across brands and/or country levels. Many analytics applications are burdened by the need to employ a different tag for everything you want to measure and at each of the levels required for rollup reporting. Webtrends, on the other hand, has a light footprint. It collects data once through the deployment of a single tag enabling unlimited data collection, analysis and reporting at all summary levels.

The usage of a single tag results in shorter implementation times, lower development costs, minimizes the number of tags needed on your site and reduces the risk of introducing errors. What if your requirements changed and you needed to provide a different roll-up report? Unlike other vendors, Webtrends Analytics does not require the need to re-tag your pages. Webtrends also offers support for universal tag solutions.



Flexible Data Collection Architecture

Flexible Data Collection Architecture is designed into Webtrends Analytics by separating data collection completely from analysis. As the expansion of social and mobile channels empowers brands and consumers to engage in new and creative ways, Webtrends data collection methodology remains nimble and flexible to keep pace. Data collection is mission critical, especially when integrating with other applications. As a result, Webtrends offers an SLA on their data collection and report availability.

With Webtrends, there is no need to hard code variables (eg. campaign ID) into the JavaScript code (unless you want to). Key-value pairs are passed within the URL and are parsed by Webtrends. This provides the flexibility to add content to your website without needing to update the JavaScript tag to include the new variables you want to track. Simply include it as a new key-value pair in the URL.

Cookies are a common mechanism used to track returning visitors to a website and many web analytics products rely on the use of 3rd party cookies. The problem with this approach is that web browsers often block cookies that are created by 3rd parties resulting in inaccurate visitor reporting. Webtrends Analytics uses a patent pending 1st party cookie mechanism to track visitor sessions and therefore is not exposed to these risks. This method enables tracking across domains with the same cookie.

Data Collection API (DC API)

This allows data to be extracted from virtually any digital channel where customer interactions take place. The volume and types of devices that can be tracked is growing and changing web analytics dramatically.

The DC API enables developers to quickly tag new devices and send data via the data collection engine for analysis. This speeds time to market as companies expand the way they interact with their customers. For example, a gaming provider might not be satisfied with tracking only website interactions and might want to know how gamers are using their gaming consoles; are they looking for more games, exploring game options, searching for other players, etc.? Webtrends Data Collection API deployed on the set-top box can gather the information on console interactions that will help game providers better understand customer behavior.

Cost of Free

Remember that data collected via analytics solutions belongs to you. Vendors should not have the right to use it for their own commercial purposes. Vendors who offer so-called “free” solutions today actually make use of your data to drive their ad revenue. As far as they are concerned, your data belongs to them. Beware, the real cost of “free”. And since the data is yours, there should be no additional fees for API use, even as your company grows and shifts its analytics focus.

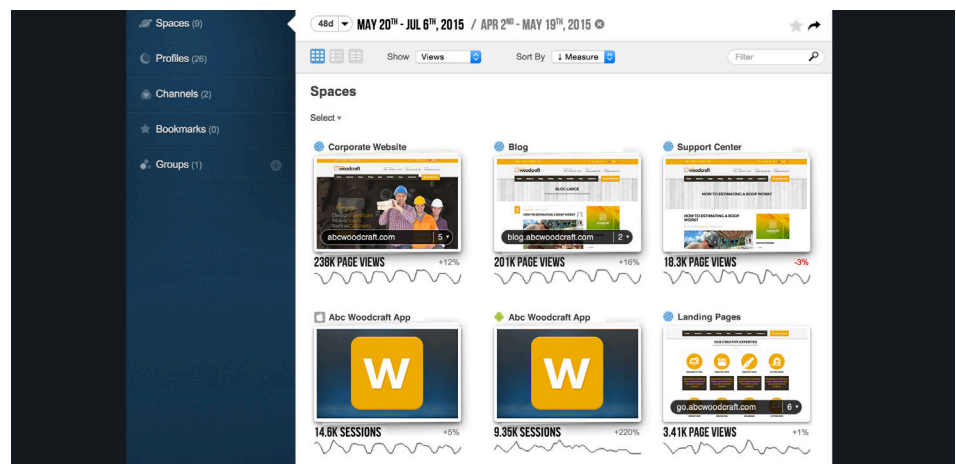
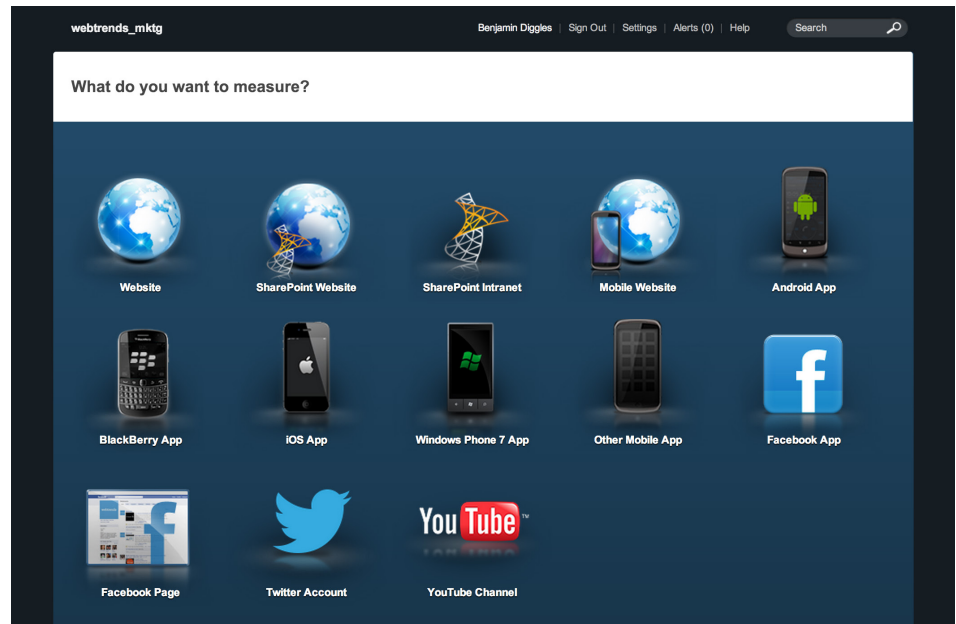
Ease of use

You shouldn't have to compromise power for ease-of-use when choosing an Analytics tool. In the world of Big Data and Sense-and-Respond marketing, you need both.

It does not need to be that hard to set up measurement for your digital property. In the age of sense-and-respond marketing, web analysts and digital marketers need easy-to-use tools to help them report on the performance of their website, facebook page or mobile app.

Webtrends Analytics makes it real easy by introducing the concept of a "Space." A Space is a digital property that you want to measure. To turn on measurement, you simply pick the type of space you want to measure and answer a few simple questions. Reporting and dashboards are set up automatically for that space. A space will also import relevant 3rd party data and integrate that into the reporting. Spaces can be "grouped" into folders according to who needs to see them, making organization and navigation simple - like a playlist for your spaces.

A space is presented in the spaces dashboard by the thumbnail of the digital property it represents, eg. an image of the web page or Facebook page. This makes it very easy to know which property is being measured.

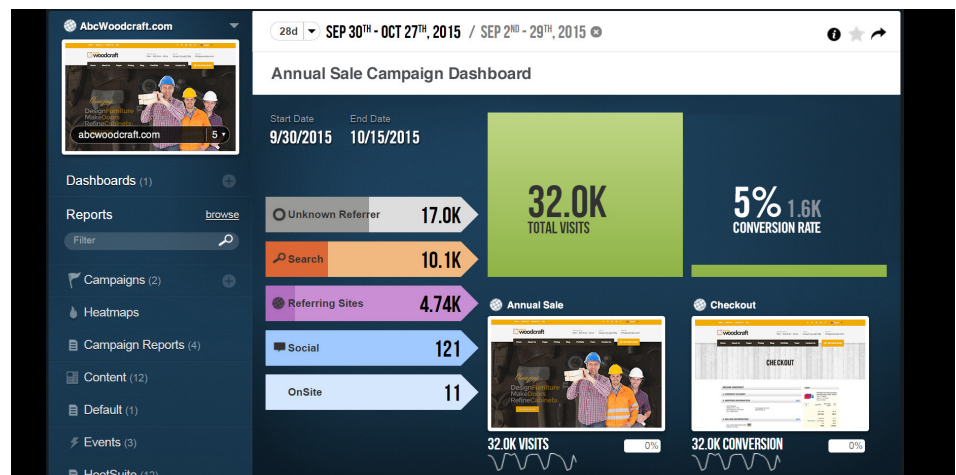


Dashboards & data visualization

The ability to easily consume and act on the data is the difference between yesterday's web analytics tools targeted at web analysts and today's digital analytics tools for sense and respond marketers.

New and emerging media have brought with them greater levels of data that marketers need to pull together in order to optimize marketing efforts. Every organization has unique success metrics or key performance indicators (KPIs).

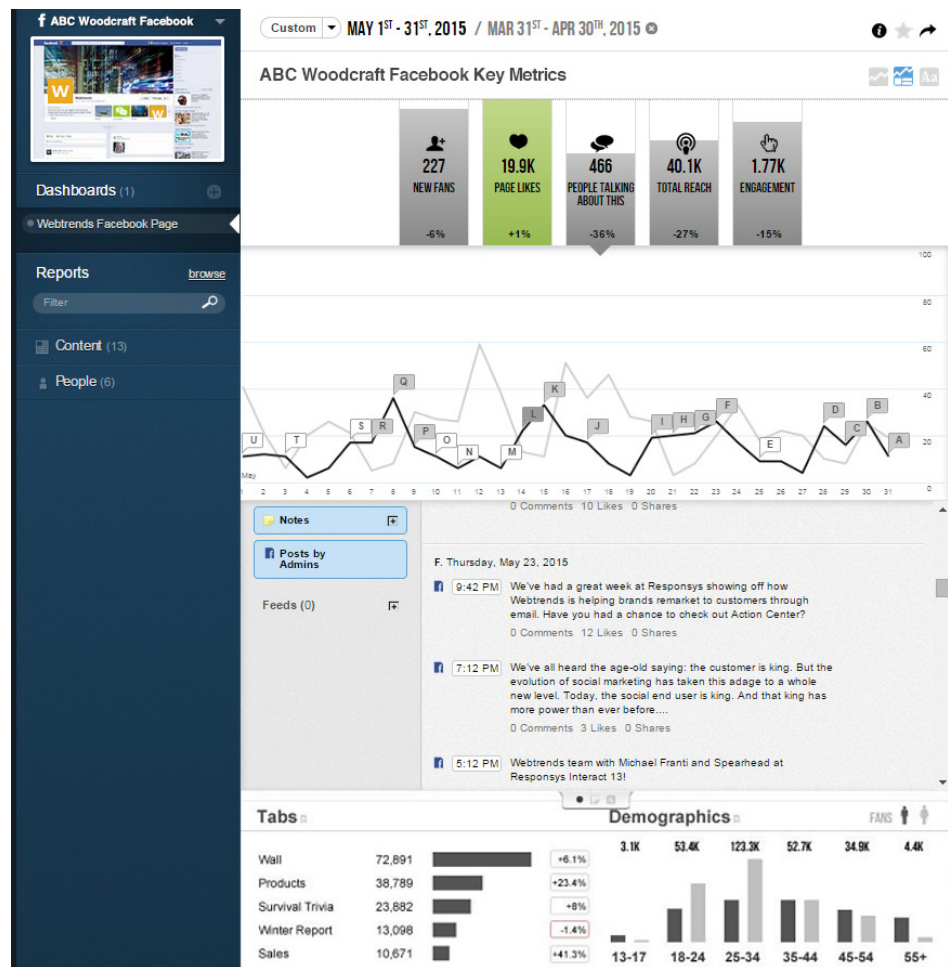
To get an enterprise-wide perspective on these metrics, you need to be able to view, analyze and share this insight across your organization quickly and easily. With Webtrends you get clean, efficient visualization of all of your most important data and trends through multiple methods.



Webtrends Analytics combines the industry's most intuitive, least complicated analytics experience with the trademark power of Webtrends. Users can quickly uncover and explore changes in key metrics, compare performance across campaigns and channels, plot RSS feed events against metrics, present metrics in a narrative form with Story View, and easily share data and reports. Up-to-the-minute data lets you track what's happening on your website any time day or night and alerts extend the power of real-time data, notifying you the instant key metrics exceed the high or low marks you designate.

The ability to easily consume the data generated by your analytics tool is critical. Visualizing complex data through intuitive dashboards make data consumption easy for all users. And since each digital channel has different measurement needs, channel-specific dashboards and reports are a must. Webtrends Analytics offers out-of-the-box dashboards, built in HTML5, for the digital property being measured. These dashboards are automatically populated for the space that is created.

The dashboards visualize data using advanced visualization techniques, such as word clouds for search terms, interactive geomaps, and thumbnails for the property being measured. The data that is collected by a Webtrends tag will require the base tag to be added to the site, mobile app, facebook app, but data that does not require a tag (FB API, iTunes data, etc), will be seen on the dashboards without any implementation or configuration. In both of these cases, no work is necessary to "build" the dashboards.



Advanced Data Visualizations

Analytics 10 provides advanced visualizations including interactive geomaps, word clouds for word search terms, thumbnails to know what you are measuring and visually appealing dashboards to see everything in one easy view. Analytics 10 is 100% HTML for compatibility to all browsers and platforms.

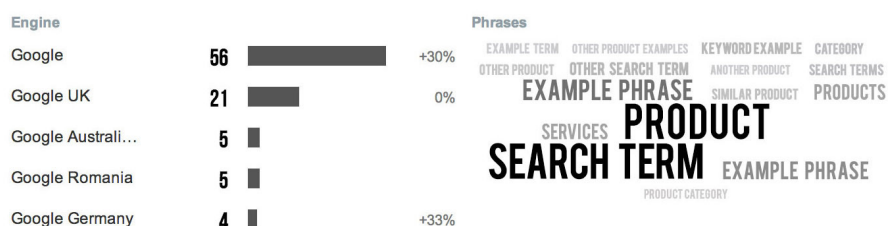
Countries

29 COUNTRIES

USA	41%	-16%	CAN	4%	+9%
GBR	15%	-18%	DEU	4%	+100%
NLD	5%	+200%	Other	30%	+48%



Search



Non-Tagged Data from 3rd Party Data Sources:

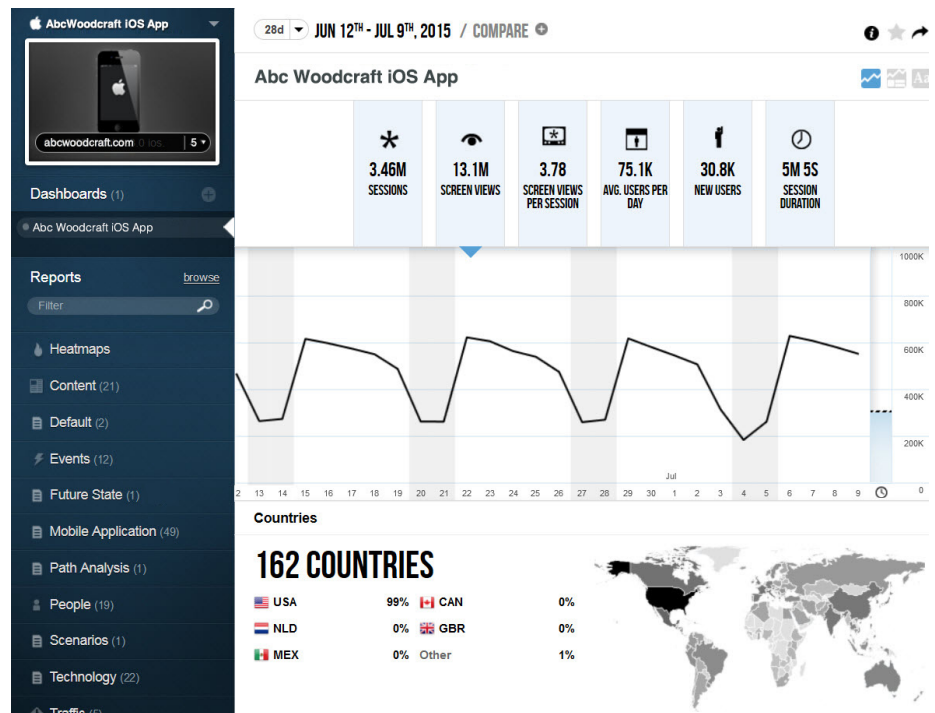
Analytics 10 goes “Beyond the Tag” and provides the ability to bring in and visualize non-tagged data alongside Webtrends tagged data, eg. FB API, Twitter, Bit.ly, iTunes. This capability sets Webtrends Analytics apart from other vendor’s products and provides customers a broader view of how a particular digital property is performing. This capability also enables reporting on a property before a tag is placed on it.

Data beyond the tag: no tag, no problem

The notion that only “tagged” data can be analyzed and reported on is no longer valid in order to meet the needs of marketers.

Marketers work within a marketing ecosystem that changes constantly, is extremely diverse and dictates a rapid time-to-market. An analytics tool must provide marketers the ability to measure the marketing ecosystem regardless of the source of data including tags, feeds, APIs and public data.

Webtrends Analytics incorporates tagged and API data into reports and dashboards to provide a comprehensive view of a company’s digital property.



Today’s marketers need the entire picture to make strategic marketing decisions.

- Facebook Pages cannot be tagged, but are an important part of the marketing mix.
- iTunes data about the mobile app downloads is a critical usage metric that needs to accompany the specific usage data returned by the app itself.
- Understanding how many times a URL was mentioned on Twitter or accessed via a Bit.ly shortened URL compliments the data collected by the javascript tag on the webpage.

Without the data beyond the tag, this is would not be possible.



Advanced marketing analysis pays off

An analytics product is only as good as the action it drives.

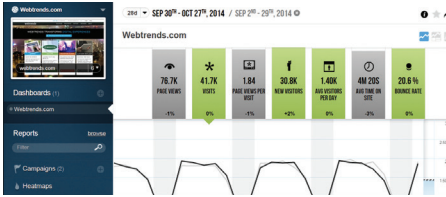
In a fiercely competitive digital marketplace, a powerful and effective analytics solution can make the difference between messaging that disappears into the ether and targeted communications that converts visitors into highly engaged and purchasing customers. Reliable, trustworthy analysis illuminates and enhances your organization's understanding of its customers and guides strategic business decisions that deliver tailored customer experiences, achieve objectives and grow revenue.

Customer intelligence ensures that the right message gets to the right person. Tailoring offerings, incentives and rewards to customers makes their experience special and gives them a compelling reason to keep coming back—driving revenue and delivering ROI on marketing campaigns.

Rarely, if ever, will you find a company that uses software from just one company or vendor. No single vendor can provide every technology need of businesses. What is important is that the analytics software you do choose is open, enabling ease of integration with your other marketing applications.

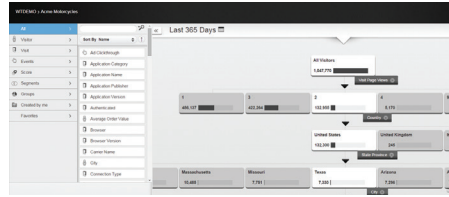
Webtrends products empower marketers to create, measure, and improve relevant customer interactions across multiple digital touch points, informing analytics, optimization and marketing applications, to maximize their marketing ROI.

Webtrends Analytics is part of a comprehensive digital marketing solution portfolio that includes:



Digital Analytics

Multi-channel digital measurement that provides a unified view of customer interactions with your brand.



Audience Segmentation

Quickly identify and create customer segments based on characteristics and behaviors, making it easy to create effective marketing programs targeted to the right people.



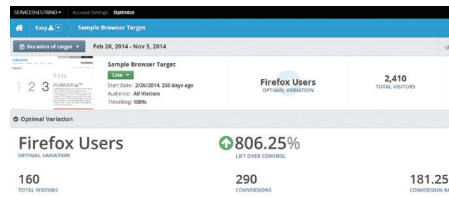
Data Delivery

Delivers rich data on each individual visitor at the very moment he or she interacts with your brand online, so that you can offer a personalized digital experience.



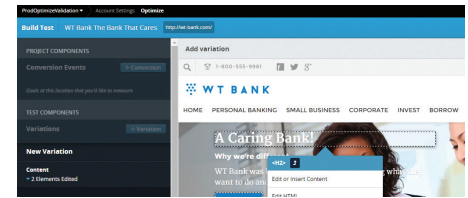
Search and Social Marketing

The Search and Social Marketing team provides campaign optimization to drive the right traffic to your digital properties.



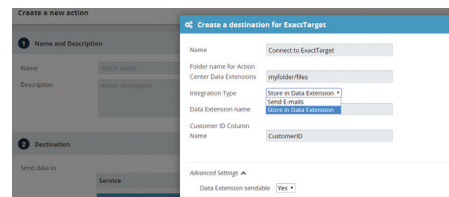
A/B and Multivariate Testing

Digital testing that identifies optimal online content to increase customer engagement and drive conversions.



Targeting and Personalization

In-the-moment, highly personalized content targeting based on in-session behaviors.



Behavioral Remarketing

Provides instant access to in-session visitor-level data so that you can send the exact right email message at the exact right time through your email provider.



Webtrends Professional Services provides best practice expertise developed from working with thousands of companies over the last 20 years.

Our business consulting, implementation services, testing and optimization services, training and ongoing support are customized to your organization's specific needs, ensuring you get the most out of your Webtrends investments. Using Webtrends, organizations can integrate powerful analytics into their marketing ecosystem to balance strategic brand penetration goals with efficiency, cost-effectiveness and unambiguous ROI. Webtrends applications are flexible and scalable, based on open, extensible architecture, and driven by a powerful data collection API that is effective across multiple channels.

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About Webtrends Inc.

For more than 20 years, Webtrends has helped companies make sense of their customer data to drive digital marketing success. By combining innovative technology with our team of trusted and creative advisors, our solutions are designed to provide actionable insights, increase customer engagement and boost revenue.

We partner with companies at all levels of digital maturity and offer solutions in measurement and optimization. We work closely with approximately 2,000 global brands including Microsoft, KLM Royal Dutch Airlines, Kimberly-Clark, HSBC, Marks & Spencer, npower, BMW, Toyota, The Telegraph, Lastminute.com and many more.