

## Built for Decision Makers



- \* See which Web property is most effective (or broken)
- \* See what pages yield the highest results
- \* See which visitors are most valuable, and how often they return
- \* See which online ad generated the most revenue
- \* See hacker attacks and stop them quickly

## See Your Online Activity as it Unfolds



- \* Find out Who your visitors are
- \* Find out Where they are coming to your website from
- \* Find out When the peak times of day are that your site is active
- \* Find out How your visitors found your website

## Learn Which Sales Channel is Most Effective



- \* See instantly which channel is leading more visitors to your site
- \* Are pay-per-click ads more effective than Facebook ads
- \* Are your email marketing links getting clicked
- \* Did the daily-deal site send you real visitors, or just spam
- \* Which pages convert, and which pages fail

## Improve Your Online eCommerce Sales



- \* Identify your best-selling products and most valuable promotions
- \* See the path visitors took that led to each purchase
- \* Discover the most effective campaign (PPC, SEO, Email, Social Media)
- \* Watch where shoppers are dropping off in the check-out process

## Search Engine Optimization



- \* Never guess again which keywords to use
- \* Uncover keywords to add to your pages
- \* Make organic seo and pay-per-click ads easier to develop
- \* See exactly where each page ranks in Google, Yahoo, and Bing

## Hold Your Advertising Accountable



- \* Prove whether your advertising dollars are really working
- \* See the real demographics behind every Facebook ad
- \* See every detail of who clicked each Google PPC ad
- \* See which coupon/daily-deal/offer is working (and which ones aren't)