

## WebTrends Live: The Leading Web Traffic Analysis & eBusiness Intelligence Service

WebTrends Live is the most advanced real-time online service, providing web site traffic analysis, eCommerce revenue tracking (patent pending), ad campaign management, and content group analysis for any size web site.

- Real-time web traffic analysis and eCommerce Analysis (patent pending).
- Hundreds of reports on visitors, page views, ad campaigns, revenues, and much more.
- No log files, software or hardware required.
- Fast, accurate, reliable and scalable from the leader in eBusiness intelligence and management.
- Detailed analysis for HTML, Palm and WAP sites.

# WebTrends Live

The Leading Web Traffic Analysis & eBusiness Intelligence Service

WebTrends Live provides hundreds of answers:

- How much revenue are my ad campaigns generating?
- How are we doing at converting browsers to buyers?
- Do my first-time and return buyers exhibit similar purchase behavior?
- Where do visitors enter my site? What path do they follow and when do they leave?

### Active Visitors



Browser-based access provides a real time view of your web site activity.



WebTrends products have been honored with over 40 industry awards.

### ASP Solution that Sets the Standard

WebTrends Live is the most advanced real-time online service, providing live data vital to eBusiness success for any size web site.

- Robust, up-to-the-minute reporting – Includes eCommerce revenue tracking (patent pending), content group analysis, ad campaign management, traffic & visitor analysis in multiple report formats (HTML, Word, Excel, PDF and email).
- Easy to use – No technical know-how required; just paste the code and we do the rest. WebTrends Live is platform independent.
- Scalable – With server cluster support.
- Reliable/Secure – Featuring SSL encryption, password protected access and proven WebTrends quality.
- Cost effective – Pay as you go.
- No hardware, software or log files required.
- Accurate results not impacted by caching

ers.

le in English, French, German,  
id Spanish.

acy

sets the standard for  
ty and privacy with SSL  
encrypted data, password-protected data  
access and a privacy guarantee.

### Pricing

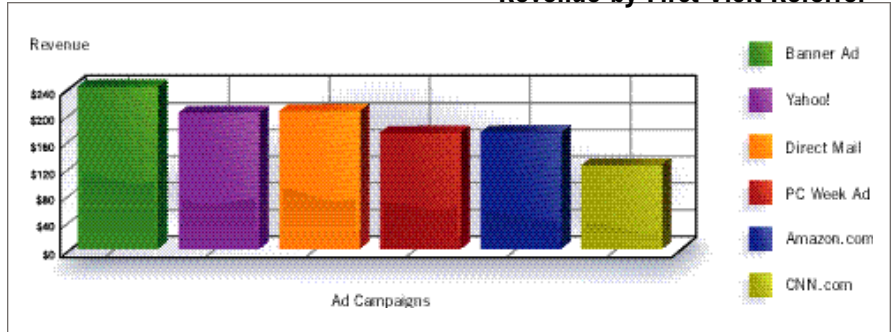
Flexible pricing is based on your site traffic, so you can afford the service today, and know the solution will grow with your eBusiness. Three editions with tailored pricing are available to best match your reporting requirements.

### WebTrends Technology – Comprehensive Solutions

WebTrends is the only company that provides a full-range of solutions to help maximize eBusiness success – from industry-leading software solutions to WebTrends Live, the first eService combining traffic analysis with eCommerce revenue tracking.

Visit [www.webtrends.com](http://www.webtrends.com) and sign up for a risk-free seven day trial.

### Revenue by First Visit Referrer



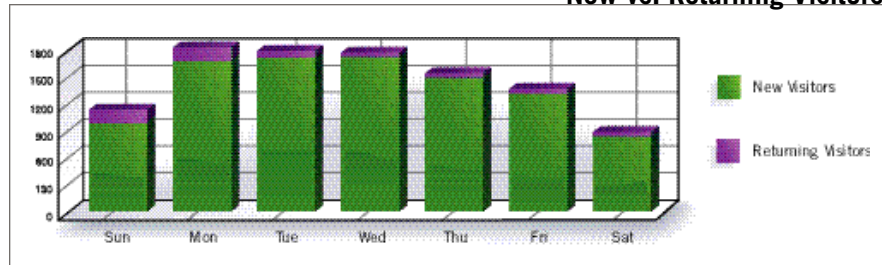
WebTrends Live helps you to gauge effectiveness of online advertising by tracking where your customers came from and their resulting purchases.

### Sample Tables & Graphs

(Partial List of the More Than 100 Available Reports)

- Revenue Over Time
- Revenue by Category
- Revenue by Product
- Sales Trends by Category
- Sales Trends by Product
- Sales Trends by Referrer
- Sales Trends by Entry Page
- Revenue by Referrer
- Revenue by Entry Page
- Revenue by 1st Visit Referrer
- Revenue by 1st Visit Entry Page
- Orders Over Time
- Orders by Category
- Orders by Product
- Unique Buyers
- Buyers vs. Browsers
- Buyers by Country
- New Buyer Sales Cycle
- Time between Purchases
- 1st Time vs. Repeat Buyers
- New vs. Returning Visitors
- Page Views
- Referring Domains
- System Browsers
- Unique Visitors
- Active Visitors
- Most Recent Visitors
- Languages
- Visiting Organizations
- Visiting Areas of the World
- Most Requested Pages
- Entry Pages
- Search Engines
- Search Phrases
- Javascript Version
- Cookie Support
- Browser Plug-ins
- Screen Resolutions
- Color Palettes
- Top Browsing Hours
- Server Cluster Load Balance
- Content Groups
- Top Paths
- Exit Pages

### New vs. Returning Visitors



WebTrends Live can recognize and track new vs. returning visitors.



The world's leading provider of enterprise solutions for eBusiness Intelligence and Visitor Relationship Management™.

For worldwide contact information, visit [www.webtrends.com](http://www.webtrends.com)

WebTrends Live is a trademark of WebTrends Corporation. WebTrends is a registered trademark of WebTrends Corporation. ©2000 WebTrends Corporation.