



SAS® Web Analytics

Optimize your Web site's performance

What does SAS® Web Analytics do?

SAS Web Analytics collects, cleanses and organizes large volumes of raw data from your Web site and integrates it with offline sources. Providing built-in analysis of Web data, the solution then presents the information through a customizable reporting system and easy-to-use, interactive tools.

Why is SAS® Web Analytics important?

SAS Web Analytics surfaces valuable business intelligence through tools that allow you to control the data. The included SAS® Web Report Studio enables the creation of reports customized for your organization, not just your industry. SAS' advanced analytics go beyond reporting, forecasting future trends and customer behavior so you can optimize your marketing strategies and budget.

For whom is SAS® Web Analytics intended?

SAS Web Analytics is designed for executives and managers in charge of gleaning business intelligence from their organization's Web site and using that information to improve marketing ROI and online customer interactions.

Organizations – regardless of industry – gather huge data volumes from their Web channels, but often find it difficult to obtain much value from it. The challenge is to turn the volume and variety of raw Web data into knowledge that can be used to make informed business decisions.

You need more than site statistics or number of visitors. You need to know who's visiting your Web and what their experience is like in order to develop the most effective campaigns and marketing strategies.

You also need to know where your site visitors are coming from. Which keywords drive the most traffic? How can you optimize the ROI on your paid searches? To get answers, you must be able to decipher what your Web data is telling you. SAS Web Analytics is the key.

SAS Web Analytics automatically turns raw Web data into valuable business information. Through the use of advanced analytics, the solution lets you monitor key performance indicators (KPIs) and understand the factors that influence each business metric. This, in turn, lets you successfully refine your marketing and service strategies to achieve your business goals.

Key Benefits

- Create customized reports.** SAS Web Analytics includes a fully documented and open dimensional data model for all historical data. Reports are defined and generated through SAS Web Report Studio, so you can create your own customized reports to analyze the information most important to you.
- Maintain ownership of your data.** Whether you choose to have SAS Web Analytics on-site or the SaaS solution, you maintain ownership and control of all your data. You can easily drill down to the granular level of your data without paying high fees to an outside vendor.
- Make better business and marketing decisions.** Conventional Web tools are limited to after-the-fact measurements and reporting, but SAS' advanced analytics uncover hidden patterns in your data. By discovering relationships between data elements and the underlying drivers, you can refine business strategies and maximize your returns.



Solution Overview

SAS Web Analytics enables you to go beyond merely tracking and reporting what has happened on your Web site. Forecasting based on award-winning analytics allows you to predict which strategies and customer segments will be most profitable. A sophisticated yet easy-to-use reporting system also includes the ability to monitor and analyze search engine activities so you can optimize both your site and your paid-search strategies.

Advanced analysis of KPIs.

SAS' forecasting and trending capabilities set this solution apart from other tools in the marketplace. With SAS Web Analytics, key performance indicators (KPIs) are not just tracked; they're analyzed to determine the underlying drivers. With the advanced econometric time-series techniques in SAS Web Analytics, you can take Web analytics to the next level by statistically determining the significant metrics that drive a target KPI. Develop what-if scenarios by defining how much the target KPI needs to improve. The solution then determines how much each individual driver metric needs to change to achieve your goal.

The solution also includes a performance monitor that allows you to set and manage goals. You'll be able to make better decisions with the performance monitor's two traffic light indicators, one each for short- and long-term performance.

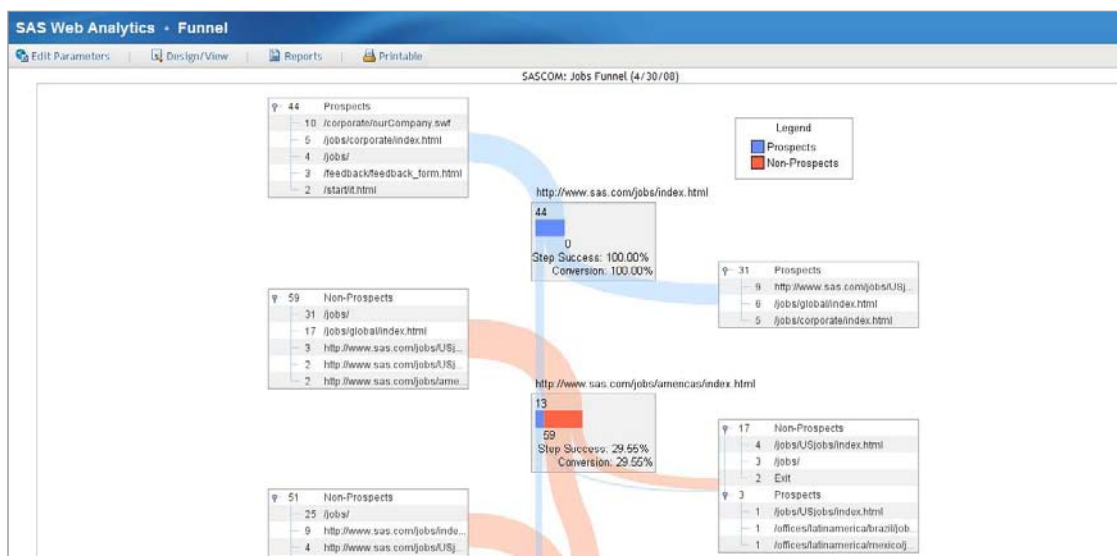
Analytical reporting.

SAS Web Analytics includes both pre-built and customized reports, allowing you to gain the most from your data. Built-in analysis allows you to understand how visitors navigate your Web site and the flow of visitors through a user-defined set of pages. In addition to showing the drop off at each step, the reports track users as they flow into, out of and through the funnel. The report captures where visitors enter the funnel and where they go once they exit. Expandable and collapsible lists of pages show the most popular customer paths.

SAS Web Analytics includes powerful tools for creating customized reports that address your specific business challenges, freeing you from the high consultant fees otherwise necessary to fully access your data.

Search engine bid management reporting.

SAS Web Analytics includes search engine marketing reports for online marketers who want to maximize their search engine marketing and optimization efforts. Paid-search analysis and reports employ metrics to determine the effectiveness of an organization's marketing campaigns and keywords. An organic search analysis categorizes visits from search engines by nonpaid keyword search terms and user-selected goal pages. Additionally, the solution's econometric time-series techniques allow you to perform trend analysis.



Funnel report showing flow of visitors through a set of user-defined pages.

Technical Requirements

Supported platforms

AIX (64-bit) Release 5.3

HP-UX (64-bit) Release 11i (11.23)

Windows (64-bit)

- Desktop OS: Windows NT 4 Workstation, Windows 2000 Professional, Windows XP Professional
- Server OS: Windows NT 4 Server 4.0, Windows 2000, Windows Server 2003

Solaris (64-bit)

- Solaris 9 or 10

SAX (Solaris 10 x64)

LAX (Linux 64-bit)

Supported Web application servers

Jboss 4.2

BEA WebLogic 9.2

IBM WebSphere 6.1.xx

Supported Web browsers

IE 7 or higher

Firefox 3

About SAS

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions delivered within an integrated framework, SAS helps customers at more than 45,000 sites improve performance and deliver value by making better decisions faster. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.

Key Features

Performance monitor

- KPI display for quick identification of areas performing above or below expectations.
- Trending graph shows both current and past performance of the KPI.
- Forecast graph shows trend and projection with upper and lower confidence.
- Goal graph displays performance relative to a goal.

Performance insight

- Performance and forecast values of key metrics driving KPIs are displayed.
- Goal-seeking tool helps you determine the change required in a metric needed to increase or decrease KPIs by a designated percent.

Graphics

- Thumbnail graphs incorporated in report for quick viewing are expanded when they are moused over.
- Stoplight graphics clearly indicate short- and long-term performance.

Funnel report

- Wizard allows for easy development of reports to track visitor flow through key processes within a Web site.
- Enhanced visualization in funnel shows visitor flow into, out of and through funnels.

Path report

- Identification of where visitors were on a site before and after they accessed a particular page.
- Expandable and collapsible bulleted list to the most popular paths used by visitors to navigate the site.

Dropdown report menu

- Easy selection and filtering of reports by profile.

Search engine bid reporting

- Support for Google AdWords.
- SAS Data Integration Studio data extract from Google AdWords using a Web service.
- Report displays paid-search performance, cost, top-performing ads and keywords.

Organic search reports

- Goal page summary.
- Organic search word effectiveness (top X search terms).
- Organic search word overview (goal pages and associated search terms).



THE
POWER
TO KNOW.

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