



Who can benefit?

- Companies that do not have the time, skills or infrastructure to create an analytics-based understanding of their online programs.
- E-marketing managers who need business-focused analytics to bolster the success of online efforts.
- Financial managers who must measure the success of online activities.
- IT staff who must assure that customer service levels are met.



SAS® Solutions OnDemand: Web Analytics

The growing popularity of the Web has given businesses worldwide the opportunity to reach millions of customers instantly. But attracting people to your Web site is only part of the challenge. Where do they go once they arrive? Are they interested in what you're offering? Are they interested enough to buy? If not, why not? And will they come back again?

You already have the answers to these questions, but they are buried in the mountains of data generated by your Web site. The hard part is accessing and analyzing it to find the answers you need.

The SAS Solutions OnDemand: Web Analytics offering is a remarkably easy solution that can help you uncover the true value of your Web data. This solution is one component of the SAS Solutions OnDemand suite, a collection of powerful SAS capabilities available as hosted solutions. With SAS Solutions OnDemand, you simply send your data to SAS, and we apply our unsurpassed analytic capabilities to the data. We then send a variety of reports back to you the very next business day.

Lower costs, satisfied customers

Traditionally, companies have had to rely on products that provided reporting only on such basic Web metrics as page views, sessions, hits and number of visits. These products have never provided a way for a company to know how well its overall Web strategy really helped achieve such objectives as lowering costs, increasing revenue and improving customer satisfaction.

This SAS Solutions OnDemand offering accurately tracks Web visitors as they move through the Web site. Then, by applying data mining and forecasting algorithms, the solution is able to predict customer buying patterns and behaviors. It can also determine the best corrective action to ensure that the Web site will function within the company's Web business strategy.

Specifically, the SAS Solutions OnDemand offering is unlike any other solution because it helps you:

- Process massive amounts of raw Web data into an analytic-ready form for rapid response to business and IT questions.
- Measure the effectiveness of your Web site with respect to overall corporate strategy.
- Better understand Web users so you can target campaigns more effectively.
- Improve Web usability to guarantee customer loyalty and satisfaction.
- Identify your most profitable customers.
- Work with SAS analytic experts to improve your insights.

Get the answers you need

With the SAS Solutions OnDemand: Web Analytics offering, you can answer the following questions:

- How effective is your Web site at improving overall customer satisfaction? Has the Web site become an integral way of communicating with customers?
- How effectively do you retain good customers and lead new ones

to your Web site? Are you spending too much time and effort on unprofitable customers?

- How successfully can you cross-sell various products?

If you answer “yes” to any of the questions below, this solution can help you improve your online results:

- Do you use the Web as a selling channel? Is it a significant portion of your business? Do you see it increasing much over the next couple of years?
- Would you like to view alerts on a daily basis to uncover problems or opportunities in key areas of your e-business?
- Would you like to understand the most profitable customers and their behaviors on your Web site?
- Would you like some new capabilities that look for patterns in mountains of data and then present you with new opportunities to improve your business?

Quality, security and service

The SAS Solutions OnDemand: Web Analytics offering includes:

- A 99 percent uptime guarantee.
- SAS-70 and Systrust Certification that assure quality and secure infrastructure services.

- A proven approach to solution development and deployment that provides high-value solutions without project risk.
- Proven SAS expertise.
- Proven, scalable SAS applications and infrastructure.
- A single contact who will help you resolve issues and answer questions.

Key features

Among other features, the solution offers:

- Traffic reporting, content utilization, a business scorecard, analytic segmentation and online behavior analysis, all as a standard part of the solution. See www.sas.com/solutions/webanalytics for a full description of capabilities.
- Six months of customer data back-load with startup.
- Dedicated customer support during business hours.
- 24/7 IT support.
- Monthly “learn with the experts” meetings.

Getting the most value

To get maximum value from this SAS Solutions OnDemand offering, you should be able to answer “yes” to the following questions:

- If one of your objectives is to find high-value users of the Web site, does your site use cookies to identify visitors?
- Is there a user login?
- If the Web site uses dynamic content, can each page within the site be uniquely identified?
- Is there a unifying cookie that will allow tracing of unique visitors between sub-areas of multiple customer Web sites?
- Is there a need to link back-end data (e.g., sales data) to a particular visitor on the site? If so, there should be a unique identifier (such as a user ID) that will link online activity to transactional data.

Call us toll free at 1-800-727-0025 (U.S. and Canada). Ask for the SAS® Solutions OnDemand sales team.



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