



### What does SAS Web Analytics do?

SAS Web Analytics processes and cleanses large volumes of e-data, loads the data into an open, flexible Web datamart, integrates it with offline sources and prepares it for analysis. Then, using advanced analytics, SAS Web Analytics distills actionable intelligence from the data and presents the information through flexible reporting and interactive visualization tools.

### Why is SAS Web Analytics important?

SAS Web Analytics is designed around openness, scalability and usability, and is uniquely structured for large volumes of data. SAS' openness allows integration with virtually any data source, and an intuitive, Web-based reporting system makes administration and training easy. SAS Web Analytics lets you monitor key performance indicators and identify the drivers that influence your business results, while giving you the ability to proactively refine your business strategies. It's the only solution available that automatically identifies customer segments with respect to business goals, helping you better target your strategies for business success.

### Who uses SAS Web Analytics?

The solution is designed for executives and managers in charge of their Web site's business success.

## SAS Web Analytics

Businesses—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 actionable knowledge that can be used to make informed business decisions. Site statistic reports aren't enough; they don't provide the kind of information that can assist in achieving business goals. Questions like these often go unanswered:

- How do customers use our site?
- How can we enhance our product offerings and service quality?
- How can we automate e-mail marketing campaigns and increase campaign effectiveness?
- How do we drive traffic to our site and turn visits into sales?
- How can we better understand our customer base?
- How can we improve our Web channel business strategies?
- How can we increase ROI while reducing business and operational costs?

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, SAS Web Analytics lets you monitor key mea-

sures that drive your business and understand the factors that influence each business metric. This, in turn, lets you successfully refine strategies to achieve your business goals.

### Key benefits

- A complete solution to support the entire analytic process. As an integrated, end-to-end solution, SAS Web Analytics supports all steps necessary to address your Web channel needs. The solution transforms raw Web data into actionable knowledge via a seamless, efficient process. Easy-to-use, customizable front ends enable administrators, business users and IT personnel alike to satisfy individual requirements.
- A single, integrated customer view across channels. The solution integrates Web data with data from other sources—call centers, logistics, sales and marketing, census data, etc.—to give you a complete customer view. By truly understanding your customers and the value they bring, you can improve customer acquisition, retention, satisfaction and loyalty strategies, thus lowering operational and business costs while increasing the revenue generated across channels.
- The ability to define and refine business strategies. Conventional Web tools are limited to after-the-fact measurements and reporting—they can't explain the relationships and drivers that influence various business measures. The solution's advanced analytics, such as Web mining, uncover hidden patterns in

the data. By discovering relationships between data elements and the underlying drivers, you can refine business strategies and maximize returns.

- Improved marketing strategies and campaign effectiveness. The solution automatically identifies customer segments by determining key differentiators, so you can align marketing objectives with a particular customer segment. By using predictive models and integrating past results into future marketing campaigns, you can better target customers and deliver smaller, more focused campaigns. The resulting increase in customer satisfaction will lead to improved campaign returns and lower marketing costs.

## Product overview

SAS Web Analytics extracts enormous volumes of Web data in a variety of formats, properly identifies Web visitors and loads this information into an open, flexible “analytic-ready” Web data mart. In addition, the solution easily integrates online data with offline data

sources to deliver a complete, integrated customer view. The solution uses advanced analytics to create actionable intelligence that is surfaced via flexible reporting and interactive visualization tools. Reporting on KPIs enables businesses not only to track various measures, but also to monitor the underlying drivers that influence these measures, so you can meet your business objectives. Goal seeking capabilities let you determine which factors to increase or decrease to improve bottom-line results. Interactive path analysis helps you determine the optimal routes to get the customer to pay off. Interactive funnel analysis visually shows how customers may drop off at various points leading to pay-off.

### Designed around organized, logical GUI administrators

The solution provides an easy-to-use GUI that allows administrators to manage the entire Web analytics process from beginning to end. SAS Web Analytics provides a framework for conducting Web analytics based on a structured approach, from defining your Web data strategy to

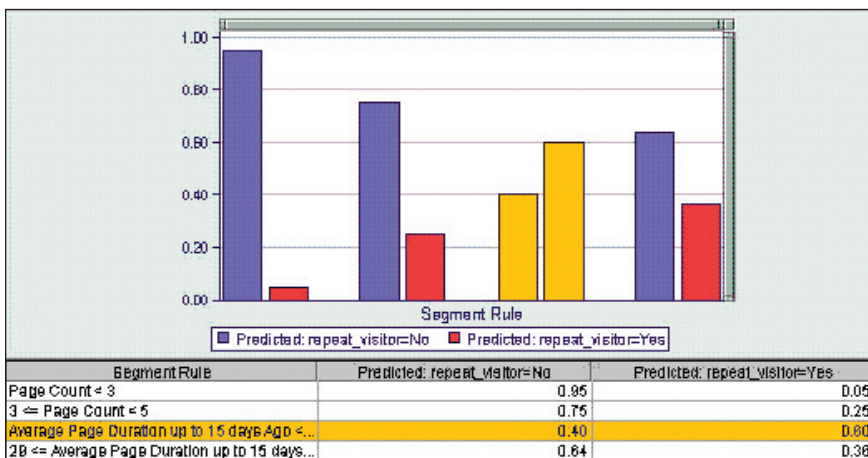
the creation of the Web data mart and the Web reporting mart. SAS Web Analytics has the flexibility to adapt to your current environment and business strategy, while enabling you to meet future business requirements in an evolving environment.

### Integrated Web data engine and Web data mart

The SAS Web data engine easily handles and converts raw Web data into an easily understood business format, giving you the data you need when you need it, with the ability to go back to the detailed data as needed to satisfy evolving business requirements and deepen your understanding of Web site usage. To better understand the customer, you can integrate Web data with off-line data sources, such as call center data, customer demographic data, and sales and marketing data. SAS ETL Studio makes the process of data integration simple. In addition, the Web data mart allows the summarization of Web data and integrated off-line data at various levels of aggregation.

### Putting users in the driver’s seat

SAS Web Analytics puts business users in the driver’s seat by giving them the functionality to leverage the Web channel and get an understanding of the full online customer experience. SAS Web Analytics acts as an investigation tool, allowing you to “mine” the Web site. Users can identify and monitor strategic KPIs via an analytic dashboard and evaluate how they are doing against predicted values. In addition, they can use the scorecard to perform “cause/effect” analysis, by determining and monitoring which key drivers influence the KPIs.



### Improve Customer Loyalty

The Repeat Visitor Segmentation report creates a set of rules (segments) that will help predict which visitors will return to the site. Analytical segmentation generates rules based on business drivers such as loyalty, or revenue. This allows you to determine who are your most loyal customers and who is your most profitable. Allowing you to create more efficient marketing campaigns and reduce web customer churn, thereby, increasing ROI and profitability.

## **Analytics, a key differentiator**

The use of advanced analytics on the Web channel allows you to explore large volume of data for pattern discovery, instead of using conventional tools that only provide after-the-fact measurement and reporting capabilities using limited sources of data. Sophisticated analytics enable the building of models that extend the types of problems that need to be solved. SAS Web Analytics includes unmatched advanced predictive and descriptive capabilities to get superior analytic depth. Using data mining techniques, you can generate customer profiles that let you determine which factors differentiate the behavior of one group of customers over another. Through the development of predictive models, you can determine key factors and their associated weights to distinguish which customers will behave in certain ways. You can then use these predictive models to score new clients based on their likely behavior (e.g., purchase/not, churn/not, abandon shopping cart/not, etc.).

## **Increased Web design effectiveness**

SAS Web Analytics' interactive path analysis and interactive funnel analysis can help determine which routes are most likely to get customers to pay-off and which pages have a high level of stickiness with low drop-off rates. This type of information can help you improve and optimize your Web design to increase conversion rates from visits to purchases.

## **Key features**

### **Web data strategy**

- Easily handles massive volumes of customer behavior and site performance data.
- Parallel processing processes and aggregates large data volumes quickly.
- Reads all standard Web log data, as well as online activity log files, including custom logs, content management logs, WAP phone logs and I-MODE logs.
- Patented sessionizing algorithm properly tracks Web visitors to overcome session identification based on cookies, where the cookie is missing on the first few requests due to Web server flaws.

### **Web data mart**

- Integrates Web data with any other data sources, such as customer and enterprise data (e.g., call centers, logistics, sales and marketing, and external data).
- Creates a data mart that is structured and optimized for Web analytics.
- Performs aggregations at various levels to deliver business-ready data.
- Manages aggregation summaries over time.
- Browser-based GUI administrator eases Web data mart creation and maintenance.

### **Web-based reporting**

- Lets you choose which data elements to include in the Web data mart.
- MS-Office compatible.
- Creates on-demand reports for rapid deployment.
- Offers wizard-driven report creation for satisfying specific reporting requirements.
- Create predefined filters that users can select to provide the appropriate result subset.
- Define calculated expressions within a report with the expression builder.
- Lets you change report layout, colors, fonts, etc., according to needs/preferences.
- Includes a Web-based report administrator GUI for easy report creation, maintenance and management.

### **Clickstream path analysis**

- Interactive, hierarchical tree structure of the directory and associated pages.
- Removes noise of casual viewers to see how people are truly navigating the site.
- Graphs represent the existence and magnitude of association between pages.
- Identify drop-offs and pay-offs from event to event.
- View cumulative conversion information through a series of defined events and local conversion from event to event (e.g., campaigns, shopping cart, registration pages).

### **Analytic executive dashboard**

- Daily overview of Web site operation.
- Displays KPIs for quick identification of areas performing above or below expectations.
- Trending graph shows both current and past performance of the KPI trend.

### **Analytical scorecard**

- Shows the performance and forecast values of the key metrics influencing the KPIs that drive your Internet business.
- Measure each key driver value against a forecasted value.
- Scorecard shows how increases or decreases in certain metrics will affect the value of the target metric.

### **Analytical visitor segmentation**

- Decision-tree-based segmentation.
- Measure the response to a particular target.
- Provide business rules for segmentation.

### **Optional page tagging**

- Easy technology to provide better results for sessions.
- Collects requested information into Web server logs or a tagging collection server.
- Use on all Web site pages or just strategic ones.

Basket Value Scorecard (5/11/11)		Actual Values	Predicted Values	Performance	Relative Difference
Name					
Basket Value - US Dollars (Target)		6,097.57	9,640.3	▼	-1.33
Duration in Minutes		416,905	647,028.33	▼	-1.26
Total Errors		2	0.92	↔	0.36
5 or Greater Page Session Count		97	145.07	▼	-1.13
Session Count		2,163	4,092.56	▼	-1.46
Page Count		3,520	6,596.56	▼	-1.61
One Hit Session Count		1,466	2,652.41	▲	-1.46

Basket Value Scorecard Goal Seeking (5/11/11)		0%	5%	10%	15%	20%	25%
Name		Increase	Increase	Increase	Increase	Increase	Increase
Basket Value - US Dollars (Long Term Forecast)		6,063.64	6,366.82	6,670.01	6,973.19	7,276.37	7,579
Duration in Minutes		416,905.00	446,647.28	476,389.56	506,131.85	535,874.13	565,616
Total Errors		2.00					
5 or Greater Page Session Count		97.00	137.21	177.42	217.62	257.83	298
Session Count		2,163.00	2,329.87	2,496.75	2,663.62	2,830.49	2,997
Page Count		3,520.00	3,050.46	12,580.93	17,111.39	21,641.85	26,172
One Hit Session Count		1,466.00	1,316.10	1,166.20	1,016.30	866.40	716

### Understand what is impacting your websites key business drivers

The scorecard displays the key Web metrics that act as statistically significant drivers towards a key targeted metric. The report lists the targeted metric followed by the influential Web metrics. The influential Web metrics are listed in decreasing order of their importance to the targeted metric.

### Goal-seeking

The goal-seeking table determines how an increase or decrease in specified metrics will affect the value of the target key performance indicator, kpi. For example what does drivers will increase web revenue by 5%, 10%, 15% etc upto 50%.

### SAS® Web Analytics Supported Platforms

#### Supported platforms

HP-UX (64-bit) Release 11i (11.22)

Windows (32-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 20003

Solaris (64-bit)

Solaris 8 or 9

#### Supported web application servers

Apache/Jakarta Tomcat 4.1.18

AIX (64-bit) Release 5.1

BEA Weblogic 8.1

IBM Websphere 5.1

#### Supported web browsers

Microsoft Windows Internet Explorer

5.5 or higher

Any Mozilla 6 compliant browser



World Headquarters  
and SAS Americas  
SAS Campus Drive  
Cary, NC 27513 USA  
Tel: (1) 919 677 8000  
Fax: (1) 919 677 4444  
U.S. & Canada sales:  
(1) 800 727 0025

SAS International  
PO Box 10 53 40  
Neuenheimer Landsr. 28-30  
D-69043 Heidelberg, Germany  
Tel: (49) 6221 4160  
Fax: (49) 6221 474850

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