SAS® Web Analytics

Optimize your website's performance

What does SAS® Web Analytics do?

SAS Web Analytics collects, cleanses and organizes large volumes of raw data from your website and integrates it with offline sources. After providing built-in analysis of Web data, the solution presents the information through a customizable reporting system with 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. You can create reports customized for your organization, not just your industry. SAS software's 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 website and using that information to improve marketing ROI and online customer interactions.

Overview

Organizations – regardless of industry – gather huge volumes of data from their Web channels, but are often challenged to generate business value from it. To make informed business decisions, you must be able to efficiently convert the volume and variety of raw Web data into knowledge.

Click-throughs and visitor counts are not enough – you need to know who's visiting your website and what the 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. Driven by 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

- **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 underlying drivers, you can refine business strategies and maximize your returns.

- **Create customized reports**. SAS Web Analytics includes a fully documented and open dimensional data model for all historical data. You can define, generate and publish customized reports to analyze the information most important to you.

- **Maintain ownership of your data**. Whether you choose to have SAS Web Analytics on your own site or managed on demand, your organization maintains 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.

Solution Overview

SAS Web Analytics goes beyond merely tracking and reporting what has happened on your website. 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 enables you to monitor and analyze search engine activities so you can optimize both your site and your paid-search strategies.

Advanced analysis of KPIs

Forecasting and trending capabilities set this solution apart from other offerings in the marketplace. With SAS Web Analytics, 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 statistically determine the significant metrics that drive a target KPI, then 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 performance monitors that allow you to set and manage goals. You'll be able to make better decisions with the performance monitor's short- and long-term performance indicators.

Analytical reporting

SAS Web Analytics includes prebuilt reports and a robust reporting environment for custom and ad hoc reporting needs. This reporting environment frees you from the need to pay high consultant fees for full data access by delivering deep value from your data that helps you to address your unique business challenges.

Built-in analysis shows you how visitors navigate your website and reveals 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 – so you'll know exactly where visitors enter the funnel and where they go when they exit. Expandable and collapsible lists of pages show the most popular customer paths.

Enhanced online analytics data model

The enhanced online analytics data model provides a detailed, historical view of customers' activities, including "from pages" viewed, searches executed and "to links" clicked. It also keeps a full history of every campaign and every keyword that brought visitors to your site, and links them with goals achieved – such as purchases, registrations or applications.
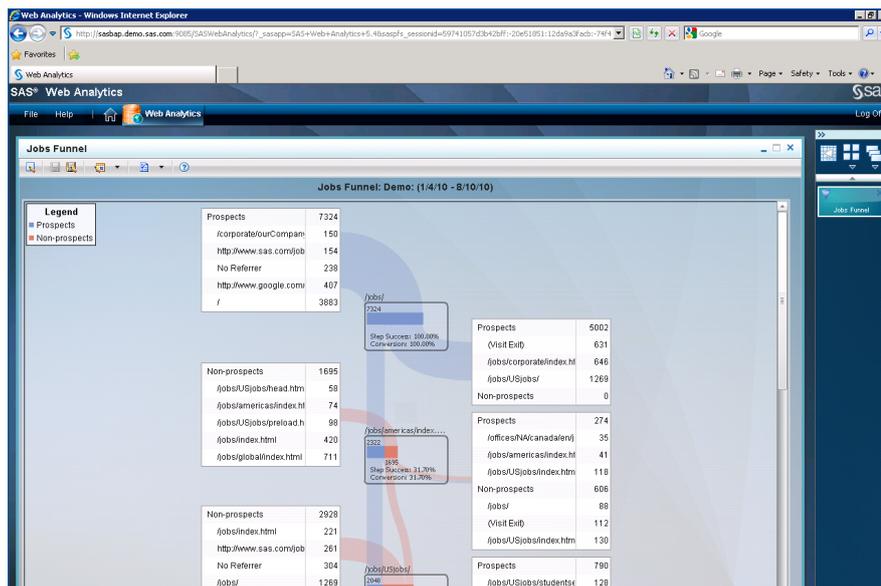

Figure 1: Funnel report showing the flow of visitors through a set of user-defined pages.

Through the superior analytical capabilities of SAS Web Analytics, you'll have access to a level of detail that lets you look beyond simple first- or last-click attribution to truly analyze the efficiency of your interactive marketing techniques.

SAS Web Analytics shares its data model with SAS for Customer Experience Analytics, providing a seamless upgrade path for businesses that want to go beyond website performance analysis and into multichannel customer analytics.

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.

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 levels.
- Goal graph displays performance relative to a goal.

Performance insight
- Displays performance and forecast values of key metrics driving KPIs.
- Includes a goal-seeking tool to help you determine the change required in a metric to increase or decrease KPIs by a designated percentage.

Graphics
- Report incorporates expandable thumbnail graphs for quick viewing. Stoplight and other selectable KPI 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 website.
- Enhanced visualization in funnel shows visitor flow into, out of and through funnels.

Path report
- Identifies where visitors were on a site before and after they accessed a particular page.
- Includes an expandable and collapsible bulleted list to the most popular paths used by visitors to navigate the site.

Drop-down report menu
- Easy selection and filtering of reports by profile.

Search engine bid reporting
- Supports Google AdWords, including 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).
- Search is allowed not only on exact search terms used, but also on terms that contain a certain substring, such as all terms that contain "buy now."

Response tracking for SAS® Real-Time Decision Manager
- Allows you to assign any online response (e.g., purchase or registrations) with any offer provided by SAS Real-Time Decision Manager.

Technical Requirements

Server Environment

- HP HP-UX (64-bit)
- IBM AIX (64-bit)
- Microsoft Windows (64-bit)
- Oracle Solaris (64-bit)
- Red Hat Linux (64-bit)
- SuSE Linux (64-bit)

Supported Web application servers

- Jboss
- Oracle WebLogic
- IBM WebSphere

Supported Web browsers

- Microsoft Internet Explorer
- Mozilla Firefox

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