

## *Web Metrics Support*

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## *Web Metrics*

- Advertisers are requiring better metrics to support requests for advertising revenues
- Organizations need better metrics to assess site visits and customer patterns of behavior
- Historically, sites simply reported “hits” the number of times all pages were accessed
- Software has been developed that provides a better sense of unique sessions, users, click throughs, etc.

## *Web Metric Software*

- The following companies all provide software that focuses on one or another aspect of web data gathering and analysis
  - [www accrue.com](http://www accrue.com)
  - [www.ipro.com](http://www.ipro.com)
  - [www.netgenesis.com](http://www.netgenesis.com)
  - [www.webtrends live.com](http://www.webtrends live.com)
  - [www.broadbase.com](http://www.broadbase.com)

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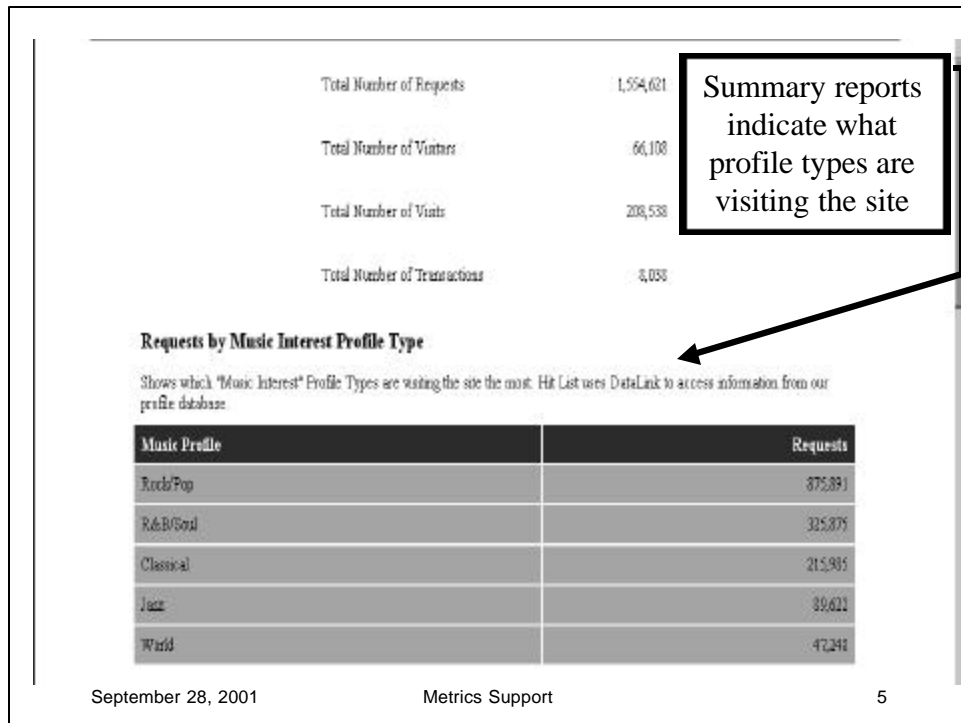
## *www accrue.com*

- Accrue focuses on:
  - Demographic data, behavioral and transaction information
  - Records reset and visit duration
  - Responds to changing conditions in “Web Time” and not calendar time

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*www.ipro.com*

- I/PRO focuses on :
  - Analyzing individual segments of your site to uncover their success or downfall
  - Analytic services for individual sites and networks

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An Engage Company

## I/PRO NETLINE FOR ENTERPRISES

*With I/PRO NetLine for Enterprises, analyze individual segments of your enterprise Web site for a more thorough (and profitable) understanding of your online business.*

Have you ever wondered why certain segments of your Web site show skyrocketing results, while others never seem to get off the ground? I/PRO NetLine for Enterprises gives you the power to monitor the activity of discrete business segments in a single report. You can uncover the factors contributing to the success—or downfall—of individual business segments. And assess segment performance against industry benchmarks. Best of all, you can apply the learning across all levels of your Web site. And create an online business more profitable on the whole.

Specialized Features	
Sub-Account Capability	Separates enterprise Web sites into discrete business units. Each unit is assigned a unique account. With multiple sub-accounts, receive a clear picture of segment growth and overall effect on the business model.
Report Categories	
Summary Reports	Daily, weekly and monthly summaries of traffic levels by day and time of day.
Trend Reports	Weekly and monthly comparisons of site usage over time.
Comparative Reports	Comprehensive weekly and monthly assessments of site performance against relevant industry benchmarks.
Visitor Profiles	Weekly and monthly demographic profiles of site users, including breakdowns by organization and location.
Popular Areas	Daily, weekly and monthly listings of top files and pages accessed.
Path Tracking	Daily and weekly reviews of site entry and exit points. Also tracks where visitors came from.
Custom Reports	Measure performance of individual ad banners.

### AUDIT SERVICES

- I/PRO AUDIT

### ANALYTIC SERVICES

- I/PRO NETLINE
  - for Sites
  - for Enterprises
  - for Networks
- I/PRO VELOCITY
- I/PRO RESEARCH

### GENERAL INFO

- SAMPLE REPORTS
- GLOSSARY
- FAQ
- Y2K STATEMENT

## I / PRO

## I / AUDIT

- Audit advertising banners, buttons and campaigns

Weekly and monthly report capabilities

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# www.netgenesis.com

- NetGenesis focuses on:
  - Investigating site content, search engine keywords, and click-throughs
  - Offering support for running more than one application simultaneously

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**NetGenesis**

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**NetAnalysis Reporter course outline**  
 With our NetAnalysis Reporter training, participants learn how to identify reports that provide the knowledge critical to optimizing their online businesses. Using the desktop client reporter, participants practice running standard and customized reports that answer questions regarding e-customer behavior. In this session users learn how to create files and run drill-down reports by analyzing a sample Web site in class.

**NetAnalysis Administration course outline**  
 With our NetAnalysis Administration training, participants develop the skills needed to use the NetAnalysis Administration Console to set up NetAnalysis, configure log file imports and manage the NetAnalysis site and databases. Participants work in a hands-on classroom environment to configure publishing groups, query strings, aggregates and data operation options.

For additional information on custom or onsite training, please contact your sales representative at [sales@netgen.com](mailto:sales@netgen.com).

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*www.webtrendslive.com*

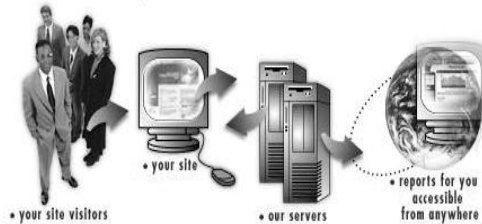
- Webtrends focuses on:
  - Providing a unique combination of software and eService to maximize reporting flexibility

## How It Works

Embedded JavaScript  
contacts Webtrend servers

WebTrends Live technology is based on a small JavaScript code which, when embedded on web pages, communicates back to a powerful analysis engine developed by WebTrends Corporation. Within seconds of placing the code on their pages, users will be able to see up-to-the-minute information about the traffic and eCommerce activity (patent pending) of their visitors.

### From site visitors to traffic reports



1. Visitors come to a site
2. The pages on the site containing our code contact our servers
3. Our servers process information from the visitors
4. Users log on at their convenience and view their reports

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*www.broadbase.com*

- Broadbase focuses on:
  - Customer life cycle across all channels
  - Site navigation by looking at entry and exit pages, drop-off points, and failed requests
  - Performance problems and usage patterns

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The screenshot shows a web analytics application interface with a sidebar on the left and a main content area on the right. The sidebar contains a list of analysis modules: Web Traffic Analysis, Shopping Analysis, Sales Analysis, and Fulfillment Analysis. The main content area displays detailed information for each module, including key metrics and actionable insights. A callout box with a black border and white text points to the 'Sales Analysis' module, stating: 'Applications give visibility of behaviors, purchasing and sales trends'.

Analysis Module	Key Metrics / Insights
<b>Web Traffic Analysis</b>	<ul style="list-style-type: none"> <li>Session time analysis</li> <li>Visitor count analysis</li> <li>Referral analysis</li> <li>Network analysis</li> <li>Visit analysis</li> </ul>
<b>Shopping Analysis</b>	<ul style="list-style-type: none"> <li>Look-to-buy Conversion Rates</li> <li>Shop-to-buy Conversion Rates</li> <li>Abandoned Shopping Carts</li> <li>Store Performance</li> </ul>
<b>Sales Analysis</b>	<ul style="list-style-type: none"> <li>Purchase Analysis</li> <li>Product Sales Analysis</li> <li>Incentive Program Performance</li> <li>Buyer Attributes</li> </ul>
<b>Fulfillment Analysis</b>	<ul style="list-style-type: none"> <li>Order to Fill</li> <li>Product Returns</li> </ul>

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