

A N A L Y T I C S



iAPPS<sup>®</sup>  
analytics

BE ACCURATE,  
BE INTELLIGENT,  
BE EFFECTIVE

**BRIDGELINE**<sup>®</sup>  
S O F T W A R E

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## Integrated Web Analytics Improves Usability, Accuracy, and Results

Through a common user interface, iAPPS Analytics employs the same powerful AJAX controls used throughout the iAPPS Product Suite

Analyze content publishing impact on web analytics trends

Click directly into pages from any report in iAPPS Analytics

Data-level integration with iAPPS Content Manager makes traffic analysis more meaningful – linking content reports to specific owners or authors

iAPPS® Analytics is a next generation web application management solution that features deep, data-level integration within a fully-functional, easy-to-use web analytics product. iAPPS Analytics' integration with the full iAPPS® Product Suite offers users improved "analytics-driven" content delivery over standalone web analytics tools. With iAPPS Analytics, even non-technical website managers can easily tune content effectiveness and better understand the behavior of visitors navigating through a web application, allowing more effective measurement and optimization of web properties. This native integration is unique to the market and offers dramatic advantages – analytics initiatives are more accurate and actionable, while content management is made faster and more efficient.

iAPPS Analytics dramatically benefits each module in the iAPPS Product Suite with integrated, real-time reporting and analysis. When used with iAPPS Content Manager, iAPPS Analytics' easy-to-use AJAX interface provides real-time delivery of targeted, persuasive content based on user profiles and site visitor behavior. Integration with iAPPS Commerce provides store administrators with detailed reports and analysis regarding visitor demographics, navigation, sales, inventory, and merchandise trends, as well as checkout times, averages, and/or issues. And for eMarketing needs, an integrated iAPPS Marketier and Analytics solution enables "analytics-driven" marketing and campaign

management through detailed reporting and analysis on surveys and polls, email campaigns, event registration, and response rates. Overall, iAPPS Analytics provides the ability to deliver more effective, targeted campaigns and merchandise through user profiling and segmentation for greater ROI and up sell.

### An Easy-To-Use Common User Interface

iAPPS Analytics' ease-of-use and new, integrated approach to the management and measurement of web content – whether it is pages on a website, an email marketing campaign, or items in a product catalog – is targeted directly at the needs of business and non-technical users, eliminating the need for IT involvement or the services of a full-time web analyst. Through a common user interface, iAPPS Analytics uses the same powerful AJAX controls available throughout the iAPPS Product Suite and offers desktop-like conventions such as drag-and-drop, inline content editing, and right-click context menus. For content authors, analysts, and administrators, accessing the features and functions of iAPPS Analytics is only a click away. Its common web-based user interface promotes usability and adoption, while vastly improving the speed and accuracy of web content analysis, reporting, and authoring. And most importantly, it delivers a more personalized, dynamic user experience to site visitors.

## Deliver “Analytics-Driven” Persuasive Content

iAPPS Analytics allows non-technical users to achieve greater conversion rates and ROI by offering a solution that helps manage and deliver persuasive content based on specific visitor segments or profiles. By creating audience profiles within iAPPS Analytics, iAPPS Content Manager can drive dynamic delivery of content targeting these profiles or even specific user actions and behaviors. This type of intelligent delivery of persuasive content can improve the overall user experience, as well as site ROI, which has traditionally been the domain of costly, custom developed web applications and websites.

## Integration Enhances Reporting Capabilities

iAPPS Analytics combines ease-of-use with a full suite of click-stream reports for visitor metrics, event watches and overall traffic. Navigation reports are also included for inbound/outbound traffic analysis, click-through path analysis, scenario funnels, and page overlays for click density maps.

However, it is iAPPS Analytics’ deep, data-level integration with the iAPPS Product Suite that offers true differentiation over the reporting capabilities of standalone products. While all analytics packages offer the ability to track exit pages, iAPPS Analytics improves on this by linking these same page reports directly back to content authors within iAPPS Content Manager, for example, to promote better accountability. Underperforming landing pages can be managed and edited directly from reports generated within iAPPS Analytics, enabling site editors to understand what is working and quickly change what isn’t working. And because the organizational structure of the website is logically represented inside the reports, they are easier to use and more intuitive.

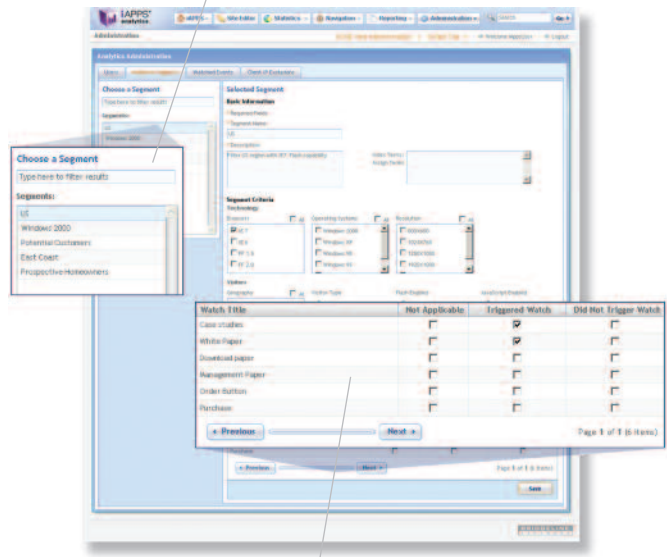
## Dynamic Page Tracking and Tagging

Inaccurate page tracking codes are a primary source of analytical errors. With iAPPS Analytics, this can’t happen – by design. Unlike standalone analytics tools requiring custom integration with a CMS platform, iAPPS Analytics does not require manual processes – or additional costs – to implement analytics reporting into a site. With page tags automatically added to all newly created content, pages can never be missing from reports and problems associated with lost analytic data due to poorly located tracking tags is virtually eliminated.

## Access and Control

All modules in the iAPPS Product Suite use an integrated, shared administration model. With the seamless integration offered by iAPPS Analytics, users can be assigned roles for content management, analytics, or both. Further roles and responsibilities are specifically defined within each application. iAPPS Analytics has two administrative user roles – an analyst role for viewing reports and a top level administra-

Manage and deliver persuasive content based on specific visitor segments or audience profiles



Triggered alerts can be set for definable watched events

tor role for creating reports, changing settings, and adding other users. And because of the integration afforded by the iAPPS Product Suite, administrators benefit from single sign-on to all iAPPS applications.

“83% of marketers embrace the idea of a comprehensive web marketing suite – half of all respondents named “improved online customer experience” as their number one priority.”\*  
—Forrester Research

## Deployment Flexibility

Like all modules in the iAPPS Product Suite, iAPPS Analytics is offered as a flexible SaaS – Software-as-a-Service – licensing model or, for those who prefer to keep their web applications in house, as a perpetual license as well. Furthermore, iAPPS Analytics has built-in support for administrative and end-user access allowing for management of secure business applications as well as public marketing websites.



**iAPPS®  
framework**

## Integrated with iAPPS Framework

iAPPS Analytics is part of Bridgeline’s iAPPS Product Suite. The iAPPS Framework and Product Suite are innovative solutions that unify Content Management, Analytics, eCommerce, and eMarketing capabilities – enabling business users to swiftly enhance, and optimize the value of their web properties. Combined with award-winning web application development services, Bridgeline helps customers cost-effectively accommodate the rapidly changing needs of today’s websites, intranets, extranets, and other mission-critical web applications.

# Core Feature and Benefit Set Offers Tremendous Ease-of-Use and Business Advantages

Core Features	Description
Traffic Analysis	Monitor activity for all CMS content including, entry and exit pages. Drill down into External and Search Referrer reports. Keep track of page view averages and bounce pages.
Visitor Analysis	Understand your new/returning visitor patters, visitor loyalty and browser capabilities.
Content Publishing Overlay	For any Traffic report, overlay the modification dates of content on the trend graph to understand analytics impact
Path Analysis	Understand common click streams and usage patterns; includes the ability to drill down and create audience profiles
Scenarios/Funnel Analysis	Specify an exact sequence of actions and clicks to better understand visitor conversion metrics
Inbound/Outbound Path Analysis	For any page, track the top referring sites and next-in-sequence pages
Content Analysis	Track file and image downloads
Watched Events	Watch Name, Visitors in Period, Total Count, % Conversion, Unique Visitors in Period, Unique Count
Graphical Trend Analysis	Specify Hour, Day, Week and Month aggregations for any reporting range
Personalization	Enhanced customer experience through dynamic, personalized content delivery based on visitor segment profiles
Export	Email (as HTML), Excel, PDF; recurrence is fully configurable
Site Overlays for Click Density Analysis	Monitor the click activity on any page in real time; see where users are actually clicking
Custom Reporting	Generate custom reports based on any iAPPS Analytics database cube dimension
Alerts	Trigger analytics alerts for page counts, views, and watched events. Notification is by email
Automatic Page-Level Data Inclusion	Reports automatically include recognizable page and authoring labels making analysis more accessible and usable
Automatic Page Tagging	Page tags are automatically added to all newly created content – manual processes and additional costs are not required to implement analytics into a site
Common User Interface	Simplify adoption and ongoing usage of analytic tools; leverage the existing skills of iAPPS Content Manager authors
Sophisticated and Easy-to-Use	Built for business users, suitable for business analysts
Decreased User Training Time	Enhanced usability/adoption via unified login and familiar desktop icons and Microsoft conventions
Transparency with Content Editing	Modify any page from any report with a single click; easy transitions between iAPPS Analytics and other iAPPS modules keep content problems to a minimum
Configurable Reporting Ranges	View reports by any date range, Current Week, MTD, QTD, YTD, Last 30/60/90/180/365 Days
Integrated Search	Search on name components, segments, pages, watches and scenarios
.NET Environment	.NET iAPPS Framework environment leverages existing infrastructure and developer resources
Enhanced Usability	Non-technical resources can drive persuasive content delivery lowering development costs



For a  
**FREE**

copy of our white paper  
"Integrated Web Analytics  
for Improved Usability,  
Accuracy, and Results,"  
please visit our website:  
[www.bridgelinesw.com/whitepapers](http://www.bridgelinesw.com/whitepapers)

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