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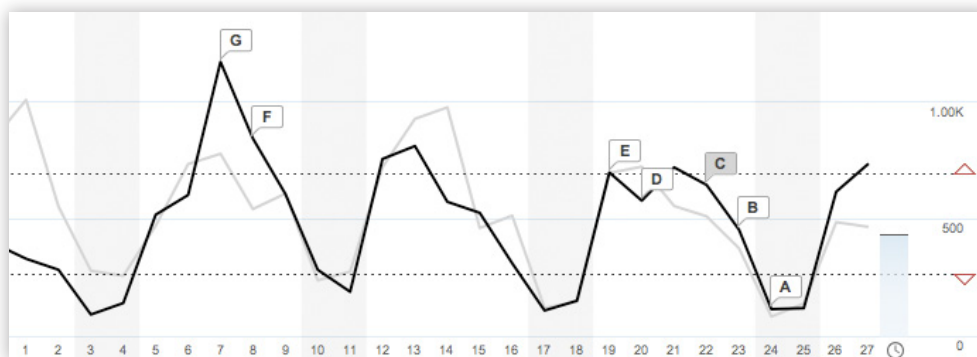
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COMING SUMMER 2010 / **ANALYTICS 9 SOFTWARE**

Customer Intelligence at the Speed of Your Business



Compare web site and other data sources in the same view. Correlate spikes and dips with campaign activities or other factors (indicated by lettered boxes).

Webtrends Analytics 9 transforms raw data from your web site into understanding of your customers and business. With the addition of real-time data and alerts, you can spot emerging business opportunities or ailing campaigns faster and more efficiently than ever before – whether you're in the office or on the go. Powerful analysis, reporting and standards-based data exchange help you place these trends into the larger business context necessary to maximize your online results and overall marketing ROI.

WITH WEBTRENDS ANALYTICS 9, YOU GET:

- **More customer insight with less effort.** Easily uncover trends and share results, using the industry's most intuitive analysis and reporting interfaces.
- **Real-time understanding.** Views contain up-to-the-minute data on key metrics alongside equivalent historical trends.
- **Unsurpassed data collection and analysis.** Absorb even the largest spikes in site traffic without any down time or worries about lost data.
- **Precise tracking.** Follow visitors over time across domains with Webtrends' patented first-party cookie.
- **Enterprise-wide perspective.** Connect online and offline customer insight easily and without additional costs. View results from other marketing or business channels on top of your analytics data.

The Innovation Never Stops

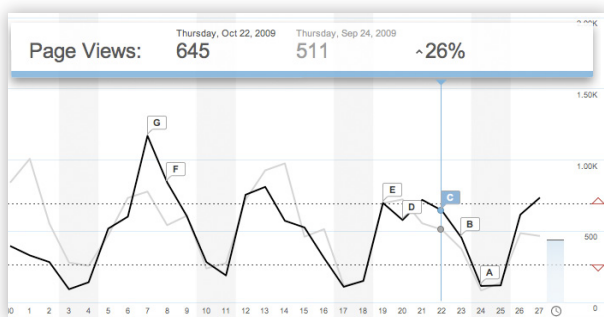
- Real-time metrics and alerts
- Integrated notes
- Interface enhancements
- Language localization

NO INSTRUCTIONS NECESSARY

Analytics 9 offers the most intuitive, least complicated analytics experience available today. You can quickly understand and share changes in key metrics, compare performance across campaigns and channels and creatively explore your data in ways never before possible.

Dual Interfaces, Twice The Insight

Choose from two distinct user experiences. The new Insight interface lets you quickly uncover and follow trends and creatively explore your data like never before. In the new-look core interface, significant data points leap from the streamlined data visualizations and graphics.



Data and trends are clearly displayed for each day, and automatically change as you select new days.

Uncover Trends Across Business Channels

Determine how page view counts, time on site and other web site metrics correlate with results from your latest PPC campaign, video release or other marketing or business investments. RSS Overlays let you visually superimpose data from any number of public or private RSS feeds on top of your key web metrics in Insight.



StoryView automatically places key metrics into a narrative context, so you can easily share web site trends.

Let Your Data Tell the Story

Turn isolated metrics and data points into narratives that everyone can understand. The Story View in Insight automatically translates the language of web analytics into plain text and prominently highlights Exceptional Days, when goals were reached for specific metrics. The narratives can be copied into PowerPoint, Word, e-mail, etc.

Accurately Compare Data Over Time

Weekends are highlighted within trend views, so you can easily compare results for specific days of the week. You also can view trends across standard business cycles, such as seven, 28 days, 91 days or even year-over-year. A customer data range picker lets you compare results for specific periods of time as well.

Post Notes Where You Need Them

Alert colleagues – or remind yourself – about important changes in analytics trends by attaching notes directly to data points and trends in any data view. Keep notes private or share them via RSS feeds, which colleagues can subscribe to.

Get Help & Satisfaction

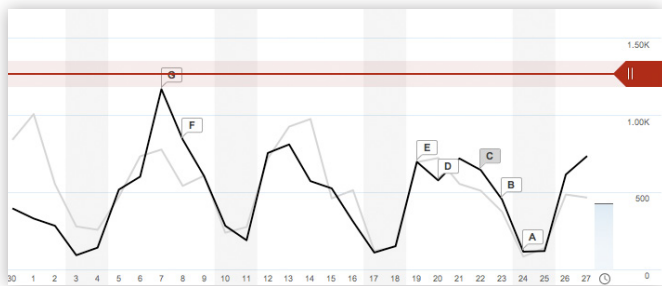
No instructions may be necessary to complete most tasks in the new Insight interface, but there's help if you need it. A task-based help system is built in, along with Get Satisfaction, a community-powered support and feedback tool.

REAL-TIME ANALYTICS ANYTIME, ANYWHERE

Your business moves too fast to base today's business decisions entirely on yesterday's data – or to delay decisions until you're back in the office. Analytics 9 delivers real-time updates on your web site whenever and wherever you need it.

Up-To-The-Minute Data & Context

Receive live updates on key web site metrics, and analyze them alongside data from the previous 24 hours or the current calendar day. Then overlay results from offline sales or other sources to gain the real-time insight needed to adapt ongoing campaigns or other business investments.



Easily set alerts by sliding the horizontal red bar to your benchmark or target.

Never Miss Important Site Activity

Receive real-time alerts when key web site metrics reach (or fail to reach) your predetermined goals. Alerts can be displayed on the Analytics 9 login page or delivered by e-mail, authenticated RSS, iPhone app, SMS or Twitter Direct Messages.

Live Updates In Excel. Easy As 1-2-3

Review live updates of web site metrics throughout the day in live Excel dashboards that anyone can access – or build. One-time setup is easy: Find a report, copy the REST URL and paste it into Excel.

Webtrends Mobile Analytics

Mobile Analytics allows you to monitor the adoption of your mobile apps and mobile sites. It provides near limitless flexibility in terms of the data gathered and depth of analysis presented back to you. And the data resides side-by-side with your website analytics, allowing you to see all your interactive touch points in context of each other.

CONNECT YOUR DATA, SEE YOUR WHOLE CUSTOMER

Nearly three out of four of your customers begin transactions online yet complete them elsewhere¹. Webtrends self-service APIs and support for open industry standards make it possible to integrate your online and offline customer intelligence without hassles or additional costs.

Extend The Reach Of Your Web Data

Populate widgets, dashboards and other applications with context-rich web data with Representational State Transfer (REST) URLs and other web standards. Or combine data from Webtrends and other business intelligence tools to create best-of-breeds solutions catered to your business.



¹ Forrester Research, Cross-Channel Design, One Channel Pair at a Time, Forrester Research, Jan. 29, 2009 Forrester Research.

Import Business Intelligence Back into Webtrends

Uncover cross-channel trends and business opportunities by sending data from mobile applications, devices and any other standards-based source to Webtrends hosted collection service for processing and analysis alongside your web site traffic and other data.

THE POWER TO TACKLE EVERY ANALYTICS TASK

Analytics 9 is powered by a massively scalable and infinitely customizable engine for data collection, analysis and rendering.

No Sampling

Webtrends captures and analyzes all of your data – even during the biggest traffic spikes. Unlike other analytics vendors, we never base reporting on incomplete samples of visitor traffic or site activity.

Dig Deep Into Your Data

Create unlimited dimensions and measures based on any attribute or parameter. Reporting and unlimited dashboards let you correlate any number of dimensions and measures within your data to answer truly complex questions. You have a wide range of custom reporting configuration options available.

Precise Tracking, Accurate Attribution

Webtrends' first-party cookie provides the industry's most precise tracking of unique visitors across web domains over time – without surrendering your SSL certificate. This ensures your conversion results and campaign attribution are accurate, even if the visitor converts at a later time.

Build Your Own Tags

Webtrends Tag Builder provides an easy-to-use online interface that lets you quickly create standard and customized tracking code, or tags, specifically tailored to your web site and business needs. Make as many tags as you'd like; this self-service offering is free.

Parlez-Vous Insight?

The new Insight user interface and Help are localized for French, Italian, German and European Spanish speakers. Dates are also localized from American into regional formats, including UK English dates.

Features described in this document are subject to change.

About Webtrends Inc.

Webtrends is an enterprise customer intelligence company that turns online and offline data into understanding. We help organizations realize a competitive advantage by providing insight-driven optimization of their digital channels. Our leadership extends beyond the web analytics industry we founded in 1993 to the measurement, optimization and integration of all digital content and customer intelligence, including web sites, social media and paid-search advertising. Our products and services are trusted by thousands of leading brands and global organizations, including Microsoft, The Coca-Cola Company, The New York Times and Cabela's. You can learn more about Webtrends products and services at Webtrends.com or call 1.877.932.8736. Webtrends is a registered trademark of Webtrends Inc. in the United States and other countries. All other trademarks and registered trademarks are the properties of their respective owners.

Analytics 9 Features by Category

Data In/Out, Standards Support

- **Data collection API.** Send data from mobile applications, devices and other sources to Webtrends hosted collection service.
- **Data extraction API.** Integrate Webtrends data with Excel or reporting applications.
- **Webtrends Connect.** Six standards-based methods of data extraction in one centralized location.
- **REST URLs.** Integrate data into Excel or dashboards, widgets and other analytics applications.
- **REST URL Generator.** Build Rest URLs for Excel 2007 and your own applications.
- **Insight interface.** Works with every major modern browser. Uses HTML, CSS, JavaScript.
- **Scheduled Exports.** One-time or repeated export/delivery of reports.
- **Open Database Connectivity.** Retrieve your data using ODBC calls.

Data Rendering, Reporting

- **Real-time alerts.** Receive alerts when key metrics exceed high or low thresholds.
- **Account dashboard.** Unprecedented visualization of key data across all of profiles.
- **Profile dashboard.** Holistic view of an individual profile, with multiple embedded views.
- **Trend View.** Trending data for time-based visualization of key data.
- **Table View.** Data in easily formatted columns.
- **Notes.** Attach notes to charts and data points. Share broadly or keep private.
- **24-hour view.** Key metrics for the most recent 24 hours, along with comparison trend data for the previous 24 hours, shown in the Insight interface. *i*
- **Today view.** Metrics for the current day, compared to the previous day, shown in the Insight interface. *i*
- **Drill-down reporting.** Delve into data as much as 20 levels.
- **Scenario analysis.** Visual conversion funnels show how visitors move through a site.
- **Story View.** Key metrics translated into a narrative with non-technical language. *i*
- **Exceptional Days.** Days when goals are reached for key metrics are prominently called out. *i*
- **Weekend indicators.** Shows how trends for key metrics align by days of the week. *i*
- **SmartView.** Performance overlays let you review standard metrics for pages and specific content.
- **Referenceable URLs.** Distinct URLs provided for every report to simplify sharing, updates.
- **Web 2.0 reports.** Preconfigured reports rich media.
- **Bounce rate for profile.** Shows percentage of visits that only view one page.

Tracking, Data Collection

- **Cross-domain tracking.** First-party cookie for tracking visitors across domains without surrendering SSL certificate.

Data Analysis

- **Analytics Data Capture.** Database tool that provides direct, secure access to web site data.
- **Real-time data.** Up to the minute data for key metrics – page views, visits, new visitors and page views per visit. *i*
- **Date Compare.** Date range you are viewing and the date-rate range of comparison data.
- **5-Point Scenario Analysis.** Detailed view of where (and why) visitors drop.
- **Scalability.** Independent data analysis provides extra server capacity for data analysis.
- **Mobile analytics.** An unlimited number of customized metrics and a toolkit to measure and report on visitor interactions with your mobile applications and sites.
- **Report Metrics Compare.** Metrics for reports in sortable columns.
- **Calculated Measures.** Drag and drop customer results and other data into reports.
- **RSS Overlays.** Visually superimpose external data from any public or private RSS source onto analytics views.
- **Measures.** Create unlimited custom/calculated metrics, perform unlimited correlations.

Ease of Use

- **Tag Builder.** Interface lets you quickly create standard and advanced tracking codes.
- **Streamlined administration.** Customized access rights for individual users or categories of accounts.
- **Report Meta Search.** Search for a specific metric or dimension across all of the reports in a profile.
- **Hover stats.** See exact metrics for an individual day in Trend View and RSS Overlay.
- **Copy and paste from data tables.** All of the data in the data tables, formatted to be easily added to applications.
- **Live Excel dashboards in 3 steps.** Find a report, copy REST URL, paste into Excel.
- **Share in account dashboard.** Click Share to export your account dashboard to a CSV file.
- **Help/Feedback.** Get Satisfaction, task-based help and a community powered support and feedback tool.
- **Simple CSV export.** Quickly export data for email or analysis in BI tools.

i - Insight Only