



Yahoo! Web Analytics delivers powerful, flexible, real-time site analytics to Yahoo! customers. And it's free.

Yahoo! Web Analytics is a free and highly customizable enterprise analytics solution that tracks each visit and action on your website and provides you with data interpretation tools to help answer your specific business questions, such as:

- What marketing channels, campaigns and keywords are providing the most leads, biggest orders, and best return on investment?
- What are my top performing products and product categories?
- Who is taking actions on my site and who should I re-target?
- Where are there opportunities to improve my online sales funnel and conversion rate?
- What are my customers' age, gender and online interests, and how do they differ by search engine, keyword, property and product?



Each user can create multiple custom dashboards for each website they track to make it easy to monitor the metrics that matter most to them.

Enterprise features—including custom reports, segmentation tools, dashboards, and on-the-fly funnels—allow you to:

- Collect raw, un-aggregated website data which you can filter with our online tools or export to your offline programs for analysis.
- View near real-time visit information—on each individual visit if you choose—to understand the entire click path, time spent on each page, and what actions were taken.
- Track dozens of online actions from product views to purchases.
- View customer characteristics such as age, gender and online interest areas.
- Customize dashboards and dashboard widgets for each individual user.
- Integrate your third-party PPC campaign information into your analytics.



Visitor demographic characteristics are now available as aggregated reports, segmentation dimensions and filters.

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What sets Yahoo! Web Analytics apart

Power

- Because Yahoo! Web Analytics stores data in raw, un-aggregated form, you can segment historical data to suit your needs at any point in time, and append offline data for deeper analysis.
- Near real-time data collection allows you to see data in reporting within moments of the actual website visit.
- Track up to 50 different online actions, and up to 38 custom fields.
- Multiple data filters—including custom fields and visitor characteristics—can be applied or removed to instantly re-filter the data and provide new insights.

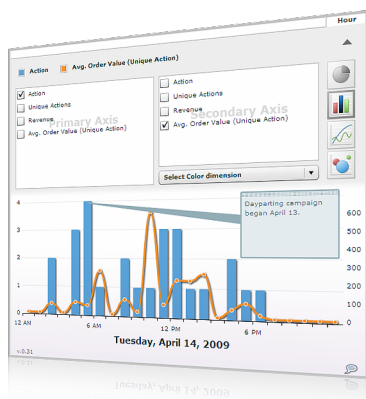
Control

- Each user can create multiple personalized dashboards for each domain they track, with the key performance indicators, time periods, benchmarks, goals and chart types they choose.

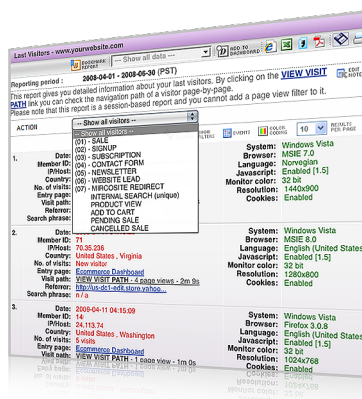
- Drag dashboard widgets where you'd like them; most widgets can be clicked to drill down into the report for more detail. Copy any dashboard to create a new one quickly.
- Set user rights to control the data and reports each user can access.
- New charting capabilities give you control over which metrics to display on a chart and how you wish to visualize the data.
- Set up email alerts on specific metrics to notify someone when specific metrics need attention.

Visitor Insight

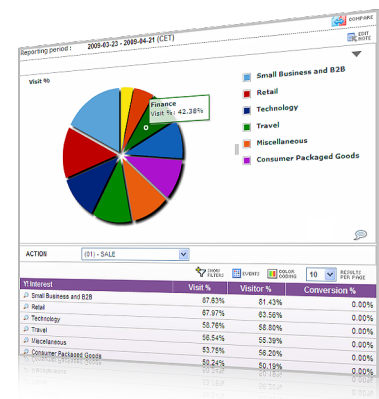
- Yahoo! provides aggregated age, gender, and online interest reports about your website visitors, wherever Yahoo! has that insight.
- Yahoo!'s unique demographic and online interest information is also a segmentation dimension, so you can use it to filter data to gain marketing insights and improve your targeting.
- Online interest segments are customer segments which you can purchase with Yahoo!, should you find a segment that is converting well.



Advanced graphing options allow you to add multiple metrics to a chart and select from different visual options to create advanced graphs that tell a more robust story.



Review all the details of individual visits to your website, or see how multiple visits led to a particular conversion.



Learn the interest categories and favorite Yahoo! properties of your different customer segments.



Advanced Marketing Capabilities

- Campaign data from Yahoo! and other major search engines can be imported for a convenient view of your PPC campaigns.
- You can also track Display and Email campaign visitors alongside search visits.
- Upload and append product names, categories and costs to make reports easier to analyze and to provide more segmentation variables.
- For different perspectives on the value of each campaign involved in a sale, attribute success to either the first campaign clicked, the last campaign clicked, or the first paid campaign clicked.

Flexible Tracking

- You can track AJAX, Flash, video, and any other element that allows you to place the tracking code in it—even if it's off the web page.
- Create up to 10 pre-configured sales funnels, or instantly create ad hoc funnels on the fly, and apply those scenarios to historical data to learn where visitors drop off at each step of your conversion process.



Track all of your marketing channels, not just Yahoo!

- Deployment is easy; simply paste the tracking code into each of your web pages and data begins to show up in reporting almost immediately.
- Tracking visitors across multiple domains is done with easy javascript customizations.

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