

The essential guide to choosing a web analytics solution



Changes in the vendor landscape have raised issues for organizations that use web analytics solutions or are in the market for them. This guide is meant to help you understand key characteristics to look for, and how the solution can impact your online marketing and sales performance whether you are:

- In the market for a new web analytics solution
- Looking to move up from a free or entry-level offering
- Re-evaluating the solution you now have in place

The questions you ask up front will have a huge impact on your future success, so use this resource to help guide you in your search.

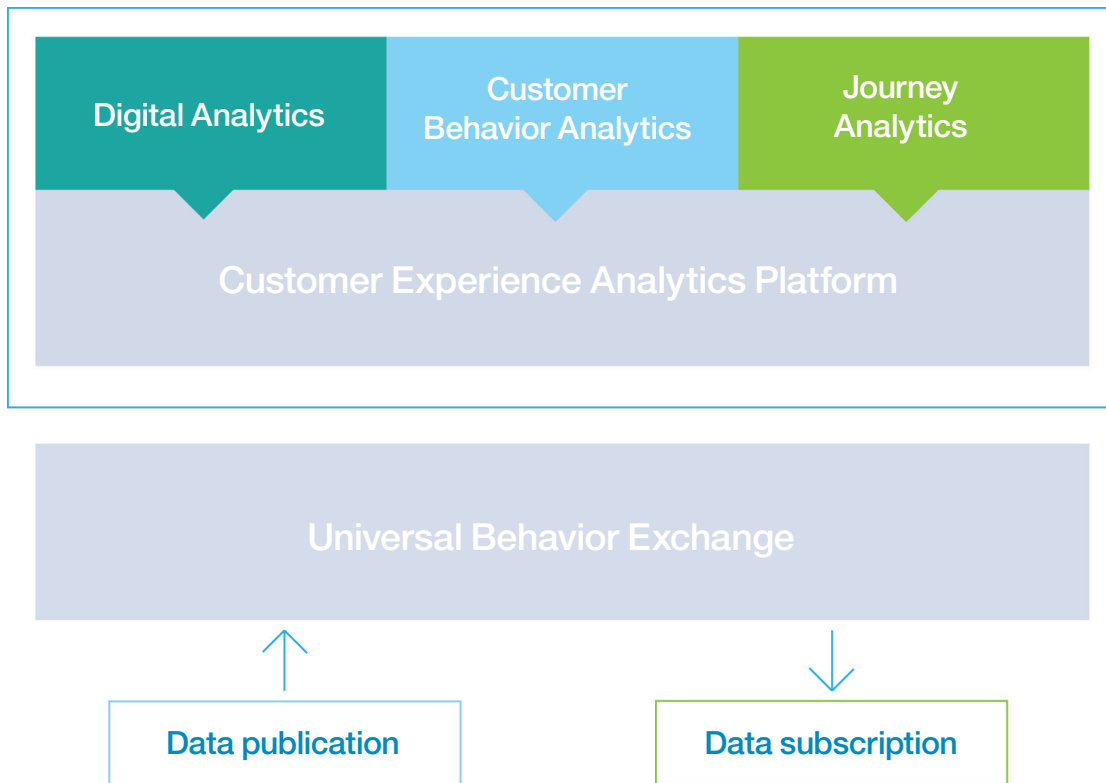
Question to Ask	Why it's Important
Q1. What features are critical for success?	Ask the tough questions first. What is it you want to achieve? How are you performing web analytics now? How do you want to do it in the future? Once you've firmly grasped your goals, direct these questions towards the vendors you're evaluating. It is vital to understand if the vendor's overall offering, expertise, and direction is aligned with your marketing growth path and needs.
Q2. What support will we receive?	The success of your solution will depend in part on the quality of service and support you receive. Carefully compare support pricing among your short-list candidates and pay particular attention to the scope of the vendor's support services. Beyond technical support, you should also inquire about the type of implementation support you'll receive, as well as what level of ongoing support is offered. Will you receive dedicated support, or will you be thrown into a general queue? What are the escalation procedures? What are the support hours? You'll also want to ask what additional resources are available for ongoing education.
Q3. How stable is the organization?	In your evaluations, it's important to consider both the maturity of the product and the stability of the vendor organization. Your web analytics are vital to you, so it's wise to select a vendor that's stable and has a sustainable business model with a solid future. How long has the vendor been in business? Does it have a solid executive team?
Q4. How innovative is your organization? Can the solution grow with our needs?	It's important to align with a provider that you can trust to supply a platform that can adapt to future needs and deliver the innovations that you need to stay a step ahead of the competition. Does the vendor have pronounced vertical focus and an emphasis on the use of web analytics and online marketing to address distinct business challenges?

How does IBM help address these questions?

Q1. What features and capabilities are critical to our success?

IBM® Customer Experience Analytics is the industry's first solution that makes it possible to quantify and visualize customer journeys—individually and in aggregate—across channels to pinpoint improvements and drive acquisition, revenue and loyalty.

It eliminates the departmental siloes that exist by providing unified analytics. It enables marketers to understand the customer journey across digital properties and buying journeys. IBM offers a single interface in which analysts can seamlessly pivot between views that answer what is happening, why it's happening and determine impact.



IBM Digital Analytics

IBM Digital Analytics is part of IBM Customer Experience Analytics, a holistic solution that provides quantitative analytics with IBM Digital Analytics, qualitative analytics with IBM® Tealeaf® Customer Behavior Analytics, and automated visualization of cross-channel customer journeys with IBM Journey Analytics.

It is a cloud-based solution that provides a complete picture of customer behavior and helps you gain actionable insights on your digital customers and track customer behavior across time and devices, enabling brands to see a visitor's entire digital journey. This enables marketers to go from insight to personalized marketing action with just a few clicks.

With IBM Digital Analytics marketers can increase revenue by targeting prospective customers with relevant content across digital channels. It helps marketers increase visitor reacquisition and retention rates, improve multichannel strategy formation and implementation, and optimize budget allocation and marketing mix.

Features and capabilities critical for success:

Harness powerful real-time analytics

- Up-to-the-minute insight into visitor behavior trends so marketers can take intra-day action
- Exhaustive custom reporting with intelligent visualizations and flexible views to enable you to share insights with stakeholders
- Unparalleled segmentation capabilities to analyze visitor behavior throughout multiple sessions, time periods and channels, both online and offline
- Intuitive and flexible dashboards for reporting to reduce report building time with fluid navigation, collaborative workspace and responsive design

Gain valuable insights into your marketing campaigns

- Eliminate wasted marketing expenditures by understanding which marketing touch points truly make a difference in influencing prospects that are exposed to multiple ones over time
- Understand attribution with intuitive visualizations and “touch point pathing” to determine what campaign combinations lead to the greatest return
- Compare side-by-side different models of attribution logic with limitless flexibility

Understand the customers digital sales cycle

- Look beyond single-session metrics to understand the customer digital sales cycle
- Analyze marketing effectiveness for granular customer segments at various stages
- Continuously evaluate and optimize techniques to accelerate lifecycle progression
- View programmatic insights and time to reach trends to identify quick wins

Advanced competitive benchmark reporting

- Performance metrics for uncovering areas of opportunity, improvement or discovering trends in your industry.
- Gain peer-level benchmarking metrics that deliver competitive data for industry-specific key performance indicators (KPIs)

Increase lifetime value of customers

- Segment visitors to provide highly targeted offerings that resonate with them
- Increase sales and amplify your cross sell and up sell with personalized content and product recommendations

Gain qualitative insights with easy pivot to IBM Tealeaf

- Shorten digital sales cycles by influencing customer progression through macro and micro conversion cycles
- Perform ad-hoc analysis on user replay sessions
- Quantify business impact of customer conversion struggles across multiple devices by analyzing multiple sessions
- Access cloud-based reporting for faster visitor-level analysis of Tealeaf sessions
- Understand the impact of marketing campaigns on single and multiple buying cycles

Q2. What support will we receive?

IBM focuses on providing support from day one, which is reflected in the provisioning process, the wealth of training resources and the numerous client events that IBM hosts.

- ✓ Defined onboarding and provisioning process
- ✓ Live instructor-led training
- ✓ Best practices guides
- ✓ 24x7 support
- ✓ Self-paced web-based training
- ✓ Regional user group
- ✓ Online support ticketing system
- ✓ Annual client summit
- ✓ Online community

Q3. How stable is the organization?

IBM is a firmly-established global computer technology and consulting corporation with over a 100 years of experience in this field. We are mature in our product, product vision and internal infrastructures to best help you achieve your goals. We have a proven and sustainable business model to ensure we will be here, continuing to grow along with you.

Q4. How innovative is your organization? Can the solution grow with my needs?

IBM fosters a culture of innovation with the focus being on helping our customers better achieve their business goals. Examples of our innovation include:

- *IBM Customer Experience Analytics*— Enables marketers to understand customers across all digital properties and buying journeys and deliver connected customer insights across ecosystems
- *IBM Journey Analytics*— A completely unique solution in the marketplace that enables brands to visualize the entire customer journey, as individuals and segments, across channels to pinpoint improvements that drive acquisition, revenue and loyalty
- *Universal behavior exchange*— Connects customer behavior, profile and segment data in real time from any application (IBM or partner), which is fueled by data from across the customer engagement ecosystem

Conclusion

The selection of a web analytics and online marketing solution is a high-stakes decision that can shape your company's fortunes for years to come, whether you're in the market for a new solution, looking to upgrade from a free system to a more robust solution, or re-evaluating a solution you now have in place. It's vital that your decision makers diligently scrutinize solution capabilities and vendor direction, anticipate future scenarios, examine for potential weaknesses and ask the tough questions that ultimately help in the informed selection of the optimal solution for your needs.

Visit ibm.com/customer-analytics to learn more about how advanced customer analytics can help your business grow.



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