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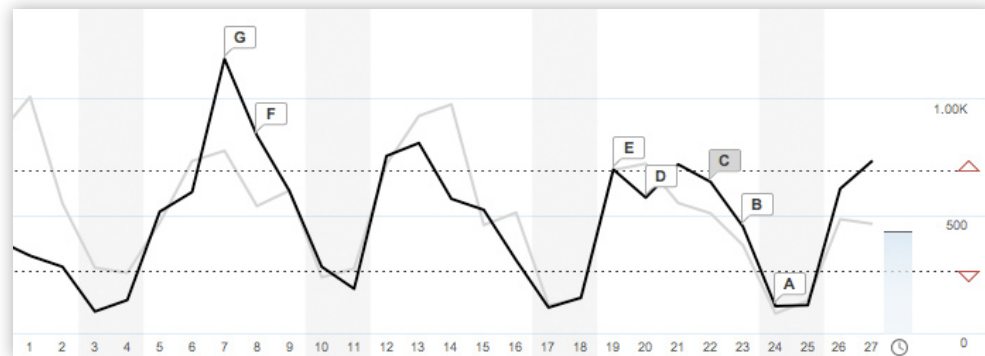
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DATA SHEET / ANALYTICS 9

Customer Intelligence at the Speed of Your Business



Webtrends Analytics 9 transforms raw data from your web site into essential insight about your customers faster than ever before. Powerful data capture and analysis tools, open technology and elegant data visualization not found in other web analytics products – free or paid – help you quickly and easily uncover real-time and historical trends, and then place these trends into the larger business context you need to maximize your online results and ROI.

WITH WEBTRENDS ANALYTICS 9, YOU GET:

- **More customer insight, less effort.** Easily uncover trends and share results, using the industry’s most intuitive analysis and reporting interfaces.
- **The big picture in real time.** Review real-time metrics alongside equivalent historical metrics and the results from other ongoing marketing investments.
- **Unsurpassed data collection, analysis.** Absorb even the largest spikes in site traffic without any down time or worries about lost data.

The Innovation Never Stops

The Fall 2009 edition of Webtrends Analytics 9 follows fast on the heels of the product’s initial release in August 2009.

Significant additions and enhancements include:

- Real-time metrics and alerts
- Mobile analytics access via an iPhone application
- Refined versions of the Insight and On Demand interface.
- Attach notes directly onto analytics graphs and data.
- Localization for French, German, Italian and European Spanish.

The new edition of Analytics 9 is available in hosted software only.

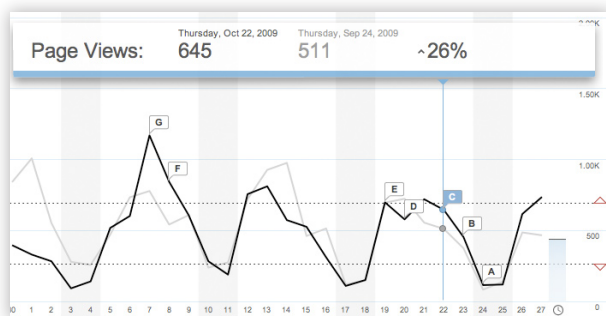
- **Precise tracking.** Follow visitors over time across domains with Webtrends’ patented first-party cookie.
- **Enterprise-wide perspective.** Connect online and offline customer insight easily and without additional costs. View results from other marketing or business channels on top of your analytics data.
- **Live updates.** Customized alerts are available via e-mail, Twitter and a broad range of other services.
- **Analytics insight, anywhere.** An iPhone app and standards-based tools let you access and interact with your web site metrics and data while on the go.

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 across an entire account, compare performance across campaigns and channels and creatively explore your data in ways never before possible.

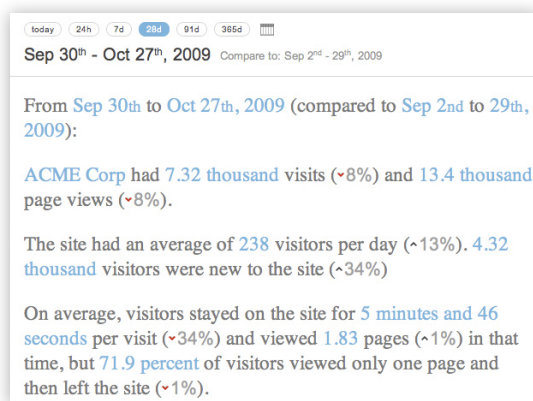
Dual Interfaces, Twice The Insight

Choose from two distinct user interfaces. Insight lets you quickly uncover trends and creatively explore your data like never before. Simply click on spikes and dips in charts to delve into the underlying data. The new, refined look of the On Demand interface lets you quickly and easily compare results and analyze data. Reports are uncluttered. Significant metrics and trends leap from the flattened graphics and data visualizations. Colors expose rather than obscure data.



Uncover Trends Across Business Channels

Understand 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. You can visually overlay the data from any number of public or private RSS feed on top of your key web metrics.



Let Your Data Tell the Story

Turn isolated metrics and data points into narratives that everyone can understand. Story View automatically translates the language of web analytics into plain English text, providing written context for what your data is indicating. Exceptional Days, when goals were reached for specific metrics, are prominently called out. The narratives can be copied and pasted into PowerPoint, Word, email, etc.

Accurately Compare Data Over Time

Business cycles don't always adhere to the standard calendar. With weekend indicators, you can easily compare results for specific days of the week and view trends across standard business cycles, such as seven, 28 days and 91 days. Also, compare results year-over-year with the 365-day View.

Stick 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 within reports and views. Keep notes private or share them via RSS feeds, which colleagues can subscribe to.

Share The Wealth Of Customer Insight

Any report or view can be bookmarked and easily delivered to others via e-mail, CSV download, REST URLs and direct URL links. Web services also let you directly export live data into other applications.

REAL-TIME ANALYTICS ANYTIME, ANYWHERE

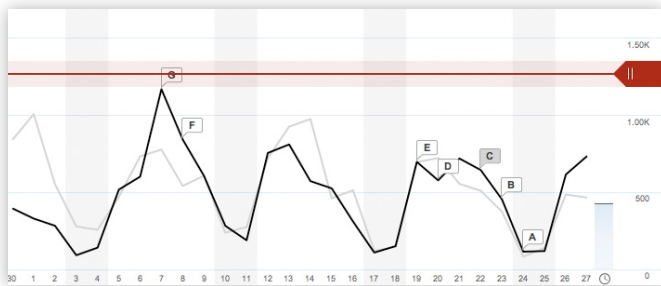
Your business moves too fast to base today's business decisions entirely on yesterday's data – or to delay decisions until you're back in the office. Analytics 9 delivers up-to-the-minute information on your web site whenever and wherever you need it.

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 concurrent marketing or other activities to gain the real-time insight needed to adapt ongoing campaigns or other business investments.

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

Review live updates of web site metrics throughout the day in a spreadsheet that anyone can access. Complete three easy steps one time for all feeds, and you're done.



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 direct Twitter message.



Webtrends iPhone App: Your Analytics Lifeline

Your boss wants an update on the new campaign, but you're away from the office and your PC's battery is dead. No problem. The Webtrends Analytics iPhone App delivers key metrics and trends, as well as real-time alerts, with the same refined look and easy-to-understand graphics as the Insight interface.

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, so you can easily and inexpensively connect your customers' disparate interactions for the first time.

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 ANALYTICS TOOLS TO TACKLE EVERY ENTERPRISE CUSTOMER INTELLIGENCE CHALLENGE

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

Engineered To Scale

Distinct data collection, analysis and rendering make it possible for Webtrends Analytics to absorb massive traffic spikes without long reporting lags or down time. Additionally, Webtrends On Demand's geographically dispersed data collection centers are engineered to never exceed 50 percent capacity, even at peak hours.

No Sampling

Unlimited scaling lets Webtrends Analytics capture and analyze 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 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.

About Webtrends Inc.

Webtrends is an enterprise customer intelligence company that turns online and offline data into understanding. Webtrends delivers the industry's most recognized search engine marketing, visitor intelligence, and analytics solutions to enable companies to understand their customers, drive engagement, and enhance marketing and brand awareness. Thousands of global organizations, including Microsoft, Reuters, General Mills and Ticketmaster have chosen Webtrends business solutions and client services expertise to optimize their customers' online experiences. You can learn more about Webtrends products and services at <http://www.webtrends.com/> or call 1.877.932.8736.

The Analytics Tools to Tackle Every Enterprise Customer Intelligence Challenge

Analytics 9 Features by Category

Ease of Use

- **Tag Builder.** Interface lets you quickly create standard and advanced tags.
- **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 report, copy REST URL, paste into Excel.
- **Share in account dashboard.** Click Share to export your account dashboard to a CSV file.
- **Feedback.** Get Satisfaction feedback tool built into the interface.
- **Simple CSV export.** Quickly export data for email or analysis in BI tools.
- **Quick stats for key metrics.** Your most important numbers in one list.

Tracking, Data Collection

- **Capacity.** Data collection centers never exceed 50% capacity.
- **Scalability.** Independent data collection provides unlimited ability to capture data.
- **Duplicate data.** Fully redundant data collection prevents data loss.
- **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.
- ***NEW* Real-time analytics.** Up to the minute data for key metrics – page views, visits, new visitors and page views per visit.
- **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 Overlay.** Correlate external data from any public RSS source with analytics data.
- **Measures.** Create unlimited custom/calculated metrics, perform unlimited correlations.
- **Lookup Tables.** Use your own data as report dimension values, hierarchies.

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.
- **SOAP-based web services.** Export/import data using SOAP-based web services.

Data Rendering, Reporting

- **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.** Powerful new trending data for time-based visualization of key data.
- **iPhone application.**
- **Table View.** Data in easily formatted columns.
- ***NEW* Notes.** Attach notes to charts and data points. Share broadly or keep private.
- ***NEW* 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.
- ***NEW* Today view.** Metrics for the current day, compared to the previous day, shown in the Insight interface.
- **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.
- ***NEW* Exceptional Days.** Days when goals are reached for key metrics are prominently called out.
- **Weekend overlay.** Shows how trends for key metrics align by days of the week.
- **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.
- **Dashboards.** Customized to provide updates on important metrics, performance goals.
- **Bounce rate for profile.** Shows percentage of visits that only view one page.