

What Makes ClickTracks Different?

ClickTracks provides a fast, efficient web analytics data collection and visualization systems. ClickTracks' 8,000 customers consistently cite the following differentiating factors as their reasons for choosing ClickTracks over all other solutions.

The Differentiating Factors

Visitor Segmentation

A key aspect is ClickTracks' ability to perform segmentation **after** the data has been collected. Other systems require new custom-coded JavaScript that passes a variable representing the segment into the analytics database. This represents a weakness because the marketer often does not know in advance what type of segmentation will be needed. ClickTracks keeps all the raw data in the local dataset, able to be queried and examined at will by the analyst, even for historical data.

Carefully Designed User Interface Principles

Marketers require tools that help make decisions, not just display pie charts. Existing analytics products suffer from the problem of data overload (analysis paralysis). ClickTracks' design presents a clean, business-focused user interface that is free of unnecessary adornment. The purpose of the tool is to let the data speak for itself, enabling marketers to make solid decisions.

Ad-Hoc Analysis

In traditional web analytics solutions, the availability of data depends on advance knowledge that a particular metric will be required. These products mix the data collection with the reporting process, making it impossible to go back to the original data and extract a new metric. This server-centric model has the advantage of serving fast, common reports to a mass audience, but does not support individual ad-hoc analysis--which is the basis for most marketing decisions. ClickTracks overcomes this limitation by placing all data into a separate repository (dataset) which can be dynamically queried using a simple point and click user interface, with no database programming required. The efficient format of the dataset makes analysis extremely easy for the marketing analyst to create scenarios based on any visitor behavior.

Data Collection and Processing Options

JavaScript data collection within ClickTracks is distinctly different from other services such as Omniture, WebSideStory (Hitbox, HBX) and Coremetrics, some of which require your site to call in hundreds of lines of obfuscated code from remote servers (for each visitor!). ClickTracks JavaScript tags are minimally intrusive and require no

ongoing development effort for the marketing or IT teams. The architecture permits both ad hoc analysis of web analytics data, and more fundamentally, ad hoc changes to the reporting configuration, without any reprogramming. In addition, The ClickTracks approach of simplifying JavaScript data collection is unique in the following ways:

- Deploy the same JavaScript on every page. Site-wide template include of 5-15 lines
- Campaigns can be added at any time without changes to JavaScript
- Funnels can be defined and changed without touching the site. Changes can be applied to historical data
- Visitor segmentation analysis requires no additional programming
- Architecture that separates data collection from analysis

Speed of Processing

The majority of competing solutions require significant computing to process analytic data; The ClickTracks engine is optimized, compiled C++ and thus ClickTracks processing time is typically a fraction of that of other solutions. This architecture enables users to perform efficient local ad-hoc analysis without forcing marketers to predefine segmentation for overnight processing on the servers.

Historical Site Analysis

ClickTracks' time splits feature can show an old version of the site and a new version simultaneously, with overlaid stats on each, corresponding to the time period for the site. This unique feature brings valuable data to the site redesign task. Significant site changes – especially in navigation structure changes cause the marketer to ask, "How do we understand both our new and our historical data?" ClickTracks' ability to show new and historical sites, segmented out clearly, and to show the actual data for each, is simply unparalleled in the industry.

A More Accurate Method of Reporting

Competitive pressure forces some vendors to include features that imply data accuracy when little is present. For instance, other web funnel reports assume a linear conversion path and simply exclude the behavior of visitors that visited key pages out of order. Marketing decisions based on this data will usually be wrong. ClickTracks analyzes both linear and non-linear behavior in a funnel view that compares visitor segments within the same report. The report displays the influence of each page (or page group) that persuades visitors to reach one or multiple goal pages – whether that path is linear or not.