

Combining Precision Email Marketing with Powerful Web Analytics

Your customers demand a lot from you — they don't tolerate irrelevant messages and have little patience for marketers who waste their time. They want valuable content delivered on their terms.

Even if your customers are happy, it doesn't mean they're necessarily loyal — particularly in this economy. You might know when a visitor last did business on your site, but do you know why or when to expect them back? To meet the demands of your customers and increase their loyalty, you need the right tools to help you take control of your one-to-one marketing strategy.

Webtrends Analytics gives you the metrics you need to understand the intent and behavior of visitors to your website. ExactTarget's integrated one-to-one platform allows you to deliver Email, Text, Voice, and Landing Pages tailored to your individual customers and prospects. ExactTarget's integrated solution with Webtrends Analytics provides the power you need to deliver the targeted, relevant messages that your customers demand.

Webtrends Integration Highlights

Measure. Then Act On Your Webtrends Data.

You've done the hard work of getting visitors to your site, now understand the intentions behind their visit. Your customers' onsite behavior tells you what they're looking for on your site — the content, the products, the information and services.

So listen to them. Webtrends Analytics measures how visitors interact with your site and provides you with rich visitor profile data and advanced engagement metrics that are accurate and actionable.



Engage Customers with Relevant Messages.

Now that you know what your web visitors are looking for on your website, take action — engage and re-engage them using ExactTarget to deliver targeted, relevant messages automatically. Import detailed information about customer segments and content areas of interest from Webtrends Analytics and remarket to customers who have left your site without converting.

A Wealth of Information.

Isn't it time you were able to use actionable data your organization needs to market, and remarket, effectively? With the ExactTarget–Webtrends integrated solution, you can do just that.

Provide incentives for customers who searched on your site but failed to convert. Upsell customers on related offers that will provide value based on previous purchases or areas of interest. Retain more customers with targeted news and offers. Communicate to your customers based on their preferences — ExactTarget enables you to drive targeted and relevant messages using Email, Voice, Text and Landing Pages.

Retain and Build One-to-One Relationships.

The integration of ExactTarget and Webtrends Analytics delivers a powerful solution that engages your customers and fosters a long-term relationship. Drive customers to your website, understand their preferences, provide relevant content via their channel preferences, and even engage them on social networks. ExactTarget's Social Forward allows your subscribers to easily share the content you provide via ShareThis or directly to top social networks such as Facebook, Twitter, MySpace, and LinkedIn.

Once your subscribers have shared their content, use Webtrends Social Measurement — powered by Radian 6 — to listen to feedback about the content across all social networks.

Get Started

Acquiring customers and building long-term relationships is too important to leave to chance. Discover how the power of ExactTarget's integrated solution with Webtrends Analytics can help you take control of your one-to-one marketing efforts by helping you:

- Retarget segments most likely to convert with targeted messages based on their website behavior and visitor attributes
- Retain more customers with targeted content and relevant offers
- Re-engage prospects using visitor characteristics such as birthdays, anniversaries or attributes like purchase history

Whether your website is focused on content, lead generation, or retail and ecommerce activities, customize the solution to fit your needs. The integration between Webtrends and ExactTarget goes beyond simple cart analysis. Group consumers based on their website behavior and get the data you need to drive successful marketing campaigns and measure the results.

Ready to see the integration in action?

Schedule a live product demo with us— You'll learn how the combined solutions can meet the needs of your organization, and how we can help you increase the relevancy of your one-to-one communications.

Build a One-to-One Marketing Machine

Want to learn how to integrate email marketing and CRM with powerful web analytics solutions like Webtrends? Download the [Integrating Email, CRM, and Web Analytics Whitepaper](#). You'll learn tips on how to build a one-to-one marketing machine that strengthens customer relationships and boosts marketing ROI. Get it at www.exacttarget.com.

Bringing It All Together.

Highly relevant customer communications. That's what you get with an ExactTarget–Webtrends integration. Consolidating key data points between applications gives you customer insight like you've never had before.