



# Package Options

## WebTrends Analytics 8: Package Comparison

As the foundation of the WebTrends Marketing Lab, WebTrends Analytics 8 provides accurate, timely metrics that allow the entire organization to stay on top of marketing performance, identify areas to optimize website programs and take action to improve results. The following table compares the packages that are available for WebTrends Analytics 8.

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Features/Capabilities	Standard Package	Marketing Package	Advanced Marketing Package	Commerce Package
Performance Dashboards	X	X	X	X
BI Integration (ODBC access)	X	X	X	X
Overview Dashboards	X	X	X	X
Report Templates	X	X	X	X
Visual Path Analysis	X	X	X	X
Visual 5-Point Scenario Analysis	X	X	X	X
SmartReports (report exports)	X	X	X	X
Interactive Reporting Console <sup>1</sup>	X	X	X	X
In-product Customer Center <sup>2</sup>	X	X	X	X
Pre-defined Segmentation		X	X	X
Custom Audience Segmentation			X	X
Custom Reporting			X	X
Report Categories <sup>3</sup>				
Onsite Advertising Reports	X	X	X	X
Referrer and Domain Reports	X	X	X	X
Search Engine Reports	X	X	X	X
Visitors Reports	X	X	X	X
Geography Reports	X	X	X	X
Onsite Search Reports	X	X	X	X
Pages and Files Reports	X	X	X	X
Navigation and Path Reports	X	X	X	X
Content Analysis	X	X	X	X
Parameter Analysis Reports	X	X	X	X
Browser and Systems Reports	X	X	X	X
Site Performance Reports	X	X	X	X
Campaign Reports		X	X	X
Campaign Segment Reports		X	X	X
Email Campaign Reports		X	X	X
Custom Content Analysis			X	X
Custom Campaign Reports			X	X
Merchandising Reports				X
Product Campaign Reports				X
Product Segment Reports				X
Sales Cycle Reports				X

1 The Interactive Reporting Console includes drill-down, drill-across, quick query, ad-hoc query, and report bookmarks  
 2 The In-Product Customer Center includes web-based training and best practices documentation  
 3 For a detailed listing of the reports included with each package, please refer to the "WebTrends Analytics 8 Report Matrix"