



StormAnalytics™

StormAnalytics™ is a sophisticated tracking and web analytics tool enabling online marketers to measure the performance of online marketing campaigns and understand how users interact with a website over multiple visits.

StormAnalytics™ focus is on quality and depth of data – accessible via robust reporting and analysis tools.

Analysts and campaign managers can easily retrieve the information they require and automate daily/weekly/monthly reports in customisable branded templates. This approach helps bring a high quality and consistency to web and campaign analysis resulting in efficiency savings and a reduction in the reporting burden.

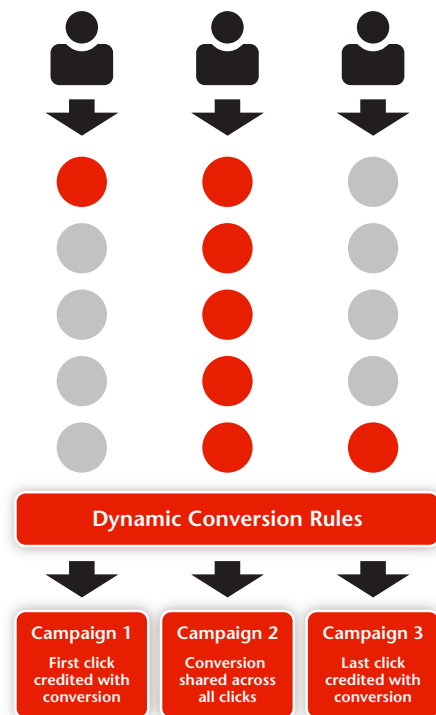
StormAnalytics™ is part of the integrated StormIQ™ product suite and is used as the tracking and reporting engine for DC Storm's market leading PPC Optimisation platform StormOptimiser™.

Highlights

- Track all traffic sources and automatically de-dupe between channels
- Customise conversion rules to enable sales and conversions to be attributed to the appropriate traffic source
- Integrate equity share/weighted sales allocation enabling you to understand campaign contribution well beyond "last click wins"
- Easily integrated and highly customisable – Tracking uses a single line of robust code
- Custom Report Builder enables any report to be designed, saved, shared and scheduled
- Storm Excel Templates™ enable you to design and automate branded Excel reports
- StormAPI™ enables easy data integration for downloading, uploading and updating data
- Maintain multiple sales statuses – e.g. sales can be entered initially as pending and then later the status updated to confirmed
- User lifecycle reporting – enabling you to drill down to any user and research how they have arrived at your site over multiple visits and what they did on the site during each visit
- Click Path analysis – understand the users path to conversion
- Custom Parameters – unlimited user, visit and pageview custom parameters can be recorded and reported enabling unprecedented segmentation.
- Multiple tracking options – click/redirect or landing page javascript tag, off site conversions, onclick, cross domain etc
- Advanced and accurate PPC reporting
- Available as a whitelabel product

Benefits

- Supported Analytics – Our support team is here to help during integration, training and ongoing – helping you to turn this valuable data into actions and then profit.
- Accountable Analytics – Drill down to individual users to validate your theories.
- Beyond Last Click – Understand your sales beyond last click, with StormAnalytics™ you see the whole journey and the contribution that all traffic makes towards sales
- Massive efficiency savings – Automate daily/weekly/monthly reports (including graphing and custom formatting) using branded Storm Excel Templates™ and schedule them to generate and send direct to your team/clients.



“ StormAnalytics™ enable us to understand how users interact with our marketing, this has helped us target our budget more effectively which has led to more sales and significantly improved ROI. ”

James Collins, Allthingsgreen.net



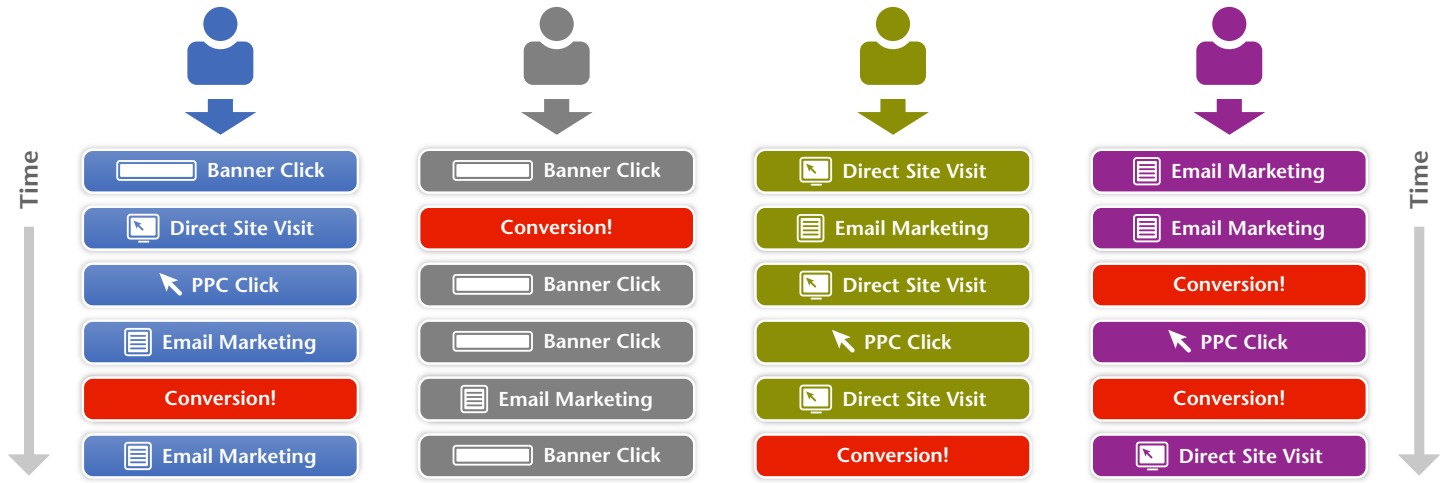
Assists and Contribution Reports

Multi channel marketing is becoming more commonplace, and understanding how a campaign contributes to the overall ROI of the site is crucial information when deciding which campaign to increase or decrease spend on.

With StormAnalytics you have exposure to every touch-point where a user has interacted with your online media across all channels. This enables marketers to really understand not just which traffic source was

responsible for driving the user to the site, following a purchase, but also which campaigns contributed in the research phase prior to purchase.

Although many analytics systems are configured to record only the last advert clicked or viewed, the reality is much more complex. Multiple campaigns target visitors repeatedly across different channels over time with conversions happening at any stage in the process.



Custom Excel Export Templates

- Multiple reports exported into a multi-tabbed excel workbook.
- Customise the template's fonts, background, size and logos.
- Create schedules and distribution lists.

