

Funnel Web[®] Analyzer

THE INTELLIGENT WEB SITE VISITOR ANALYSIS TOOL

- **Make informed business decisions based on real customer demographics and behavior patterns**
- **Profile activity on your entire Web site with accuracy and extreme speed**
- **Quickly and easily analyze even large log files**
- **Use with any platform (Windows, Mac, OS X, Linux, BSD, Solaris) and any Web server**
- **Discover the most popular pages on your site**
- **Reveal sales leads and potential target audiences**
- **Identify individual visitors' pathway through your site**
- **Measure your Web site's global market penetration**
- **Examine the impact of your site and visitors to your site**
- **Optimize server performance**
- **Receive output in flexible formats (HTML, PDF, Excel, Word)**
- **Integrated with Funnel Web Profiler™ for complete Website evaluation and mapping**

Know Your Web Site's ROI

It is no longer enough to simply get your Web site up and running. To establish a successful online presence and compete in today's business environment, companies must analyze Web traffic thoroughly. Businesses may need to attract potential advertisers, show customer return on investment or determine the success of online marketing efforts.

Funnel Web[®] Analyzer is a powerful Web site visitor and analysis and reporting tool that provides you with a comprehensive, accurate account of your Web site's activity. Using detailed statistics and graphs, it delivers vital e-commerce intelligence in real time, including customer behavior patterns, market penetration and percentage of unique visitors. Analyzer gives you the knowledge to customize your Web site to help forge solid business relationships with your customers.

Comprehensive reports and statistics help you answer essential business questions such as:

- How many customers are unique or repeat visitors?
- What was the ROI on your latest online advertising campaign?
- What are your online customers' demographics?
- What is your Web site's ROI?
- How much time does a visitor spend on a page?
- Which departments use your Intranet?
- How are your staff using the Internet?

Get the Information You Need Now

You no longer need to waste hours configuring software to get the reports you require. Funnel Web Analyzer's intuitive user interface, point-and-click operation and automated scheduling allow you to produce sophisticated graphs and reports quickly and easily. In addition, Analyzer puts the power of Web site analysis into the hands of the people who actually use the information, including CEOs, sales managers, marketing professionals and Webmasters.

When used in conjunction with Funnel Web Profiler™ and Spotlight™ on Web Servers, you will have a complete picture of the way your Web site is performing — including real-time monitoring of server activity with Spotlight, analysis of actual visitor activity with Funnel Web Analyzer and site mapping and evaluation with Funnel Web Profiler. These products combine to deliver a complete picture of the way your customers see and use your Web site so you can effectively map, manage and measure your online investment.

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"I pulled the 130 MB daily log file of one of our largest clients and pointed Funnel Web Analyzer at it. I went home expecting Analyzer to take hours. It took only 15 minutes to chug through the data — I did a quick print out of a few graphic pages and my client won't quit talking about the reports."

— Steve Lee
QuickSilver Interactive
Group, Inc.

Create a Customer-focused Web Site

To pinpoint what your target audience finds the most interesting, Funnel Web Analyzer produces reports on data such as mean path through site, bookmarked pages, popular pages and time online, among others. Now you can tailor your site to include the content your customers will appreciate most.

Analyze Customer Behavior Patterns

Analyzer will give you insight into customer buying patterns, visitor demographics, customer loyalty and typical behavior. These reports are essential when developing initiatives to increase traffic and build long-term customer relationships.

Two Configurations to Fit Your Business

Funnel Web Analyzer Standard Edition

is designed to profile your site's traffic and measure server performance, and is ideal for small to medium businesses delivering e-commerce services or training.

Funnel Web Analyzer Enterprise Edition

is the complete Web site visitor and e-business analysis solution designed for companies demanding accurate and detailed statistics on their online investments. Analyzer Enterprise is an essential tool for medium to large sized corporate Web sites, ISPs, Intranets and Extranets.

Key Features

- Speed and Flexibility
- Comprehensive Reporting
- Customizable Output
- Advertising Analysis
- Streaming Media Analysis
- Cluster Analysis
- Proxy Analysis
- Clickstream Analysis

System Requirements

All systems must have at least 64 MB RAM 8 bit video and 10 MB hard disk space available. Windows, Linux and Free BSD must have a 486 or greater processor.

Windows

- Windows 95/OSR2/98/2000/NT

Macintosh

- MacOS 8.5 or greater
- Power PC only

Linux

- Linux OS 2.2 or greater

Solaris

- Solaris OS 7.0 or greater
- Sun SPARCstation

Free BSD

- Free BSD OS 3.0 or greater



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For more information on Funnel Web Analyzer or other Quest Software solutions, call 949.754.8000 or visit us at www.quest.com today.



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