

WEB ANALYTICS SUITE

Optimise the efficiency of your web presence with measurement tools tailored to your needs

[MORE INFO !\[\]\(666e09182d4cd268646ea700ea60dcdf_img.jpg\)](#)

Comprehensive insight of web usage is critical to understanding the effectiveness of your website. Interactive Data's suite of web analytics tools helps to continuously optimise your web presence and provide added value to your customers.

In today's competitive market, financial organisations including banks, online brokers, and media need greater transparency into their customers' requirements to help develop effective solutions. Monitoring activity on websites, as well as analysing sentiment across the social web, have become integral to better understanding user behaviour.

To help organisations optimise their marketing strategies and provide customers with value-added information to support their investment activities, Interactive Data has developed a suite of web analysis tools.

Interactive Data's Web Analytics Suite not only combines basic usage information with financial market and statistical data from Interactive Data's proprietary platform, but also seamlessly integrates information from a multitude of other sources and displays it in the relevant context.

CAPABILITIES

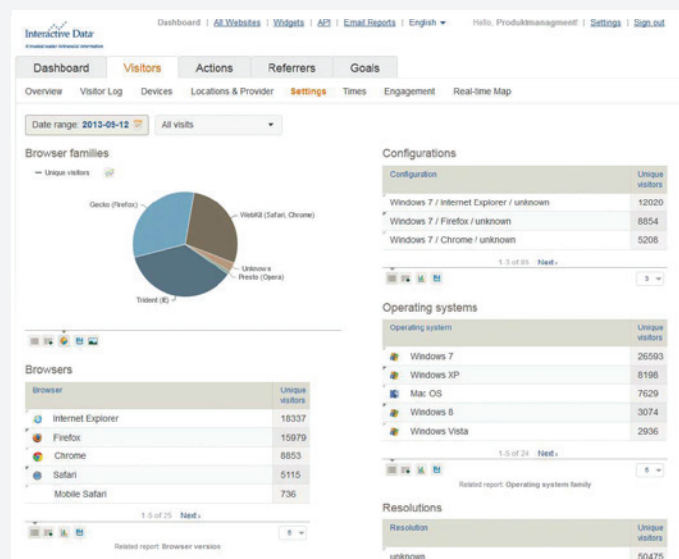
- Information is aggregated and displayed at a glance on a customised dashboard
- Individual parameters, such as evolution over time, revenue per visit, conversions per referral or per keyword, can be defined
- Custom reports can be created and downloaded, as well as emailed on a daily, weekly or monthly basis
- SEO reporting is supported through rankings, indexed pages and backlinks
- Custom variables allow reporting beyond web usage
- Web Analytics results can be seamlessly integrated into your company's workflows
- Individual alerts can be set to keep up-to-date on specific events

FIRST FIRST is a research project funded by the European Union, with the objective of building a large scale information extraction and integration infrastructure for supporting financial decision making.

Interactive Data has contributed its long-term technical and market expertise to develop a prototype that can extract and analyse sentiment from social media networks in near real-time.

The Web Analytics Suite can support you in:

- Identifying a webpage's strengths and weaknesses
- Increasing page visits and return rate
- Optimising marketing campaigns
- Adjusting the user interface to meet individual requirements
- Helping users to engage in investment activities



FEATURES

Webpage Usage

Understand the general activities on your website by analysing basic data such as the number of visits, page views and actions, visit durations, bounce rates, and location of the user.

Users' Topics of Interest

View which developments, investment topics and instruments users are interested in by analysing search terms and downloads. Measure the success of your marketing campaigns through the number of first-time visits, bounce rate and goals reached.

Sentiment Analysis

Tweets and blog posts are a valuable source for identifying trends and sentiment within the financial markets. Integrating data from the social web with related user statistics allows you to gain actionable insight on investment strategies.

Provide added value to your customer by displaying these results on your website together with statistical data.

In-Depth Usage Analytics

- Comprehensive statistics on watchlists and virtual portfolios, such as "Overall access activity", "Event creation", "Portfolio analytics on structure and performance"
- Monitor usage of your specific website features, such as securities statistics, usage of tools and configurations
- Leverage statistical information on topics of interest and virtual portfolio usage on your website. Displayed in the form of widgets, such as "Top seller" of the last hour/ day or "Most wanted today" (search results), or a tag cloud. It provides users with valuable information on market trends and helps them to engage in investment activities.



LEARN MORE

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