



Use Cases  
CORPORATE COMMUNICATIONS

webtrends



# SharePoint® Analytics

— for Corporate Communications



Monitor and report on usage and adoption of corporate strategy and policies, to ensure organization is in alignment on strategy, policies, and messaging.

How Webtrends Analytics for SharePoint will help your corporate communications team ensure your organization is reading and engaging with the latest strategies and policies, and to validate which channels and communication vehicles are engaging employees.



## Establish your baseline:

Key metrics to know

It is important to have a baseline of current usage of SharePoint, if available, of the areas being measured. Knowing what employees are reading and how they are getting the information will help gauge effectiveness.

### Key Metrics

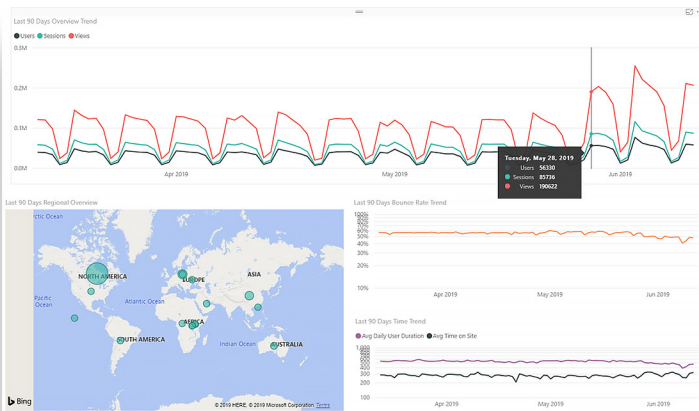
- Amount of traffic to corporate comms page (s) trended over time
- Amount of traffic to corporate comms page (s) segmented by Country and Business Unit
- Identification of the channel used to access the content (e.g. email newsletter)



# Use Case Benefit

Establish a reporting dashboard for quick look at stats

1



**The site dashboard and PowerBI Report** pack available for Webtrends provides several prebuilt reports using the data from Webtrends.

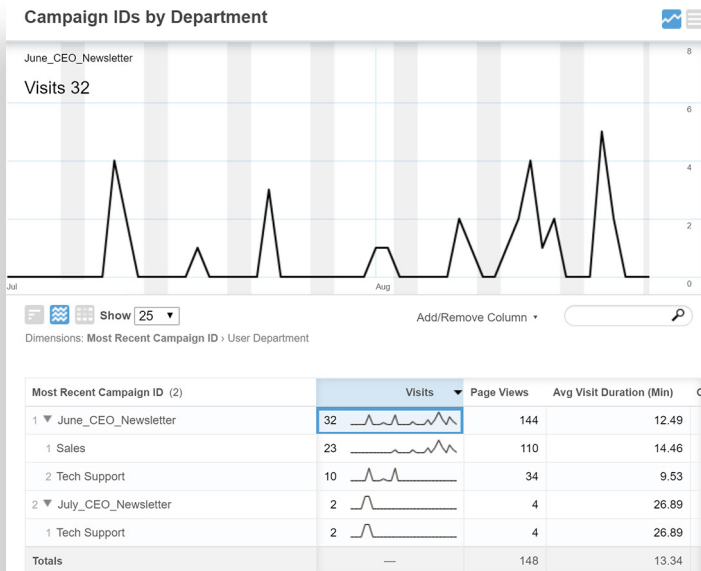
*By looking at traffic trended over time and compared against a previous period, you can understand variances in traffic and performance of specific content. The Day-to-Day Overview report shows current activity to the site home page and the lift provided when the CEO Message page was activated and sending of the Newsletter started.*



## Use Case Benefit

Gauge marketing method effectiveness

2



**The Campaign ID by Department Report** will show you how users are getting to your content. If communication methods, by campaign id, aren't performing and driving traffic, those methods need to be reviewed.

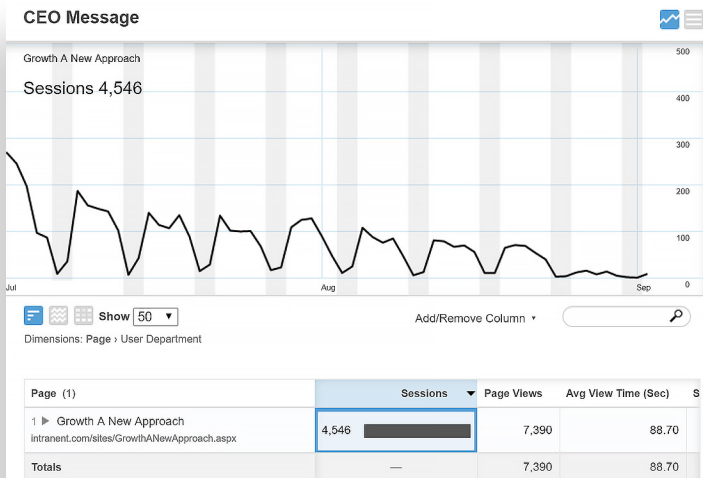
*By looking at referring id's and methods of traffic, you can improve not only content but how users are getting to content.*



# Use Case Benefit

Determine if comm efforts have been successful, down to the specific business unit

# 3



**The Page Report** will show you how many users are accessing certain content. You can also drill down by business unit and department to determine if all departments are compliant.

*Number of views of the CEO Message page broken down by department. This provides feedback on the effectiveness of the page in communicating the CEO's message across the organization.*



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# Analytics for Sharepoint

Join our clients in their journey to optimizing content and improving Corporate Communications efficiency with the only **Microsoft approved** analytics solution for Sharepoint.

<https://www.webtrends.com> 