



Use Cases  
MARKETING

webtrends



# SharePoint<sup>®</sup> Analytics

— for Marketing



Monitor and report on usage and adoption of the marketing “playbook” to ensure consistent marketing messaging and practices across the organization.

How Webtrends Analytics for SharePoint will help your marketing team ensure your organization is taking advantage of the latest in marketing messaging and practices, and to validate which channels and marketing 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 how active different countries or business units are before the change will help gauge effectiveness.

### Key Metrics

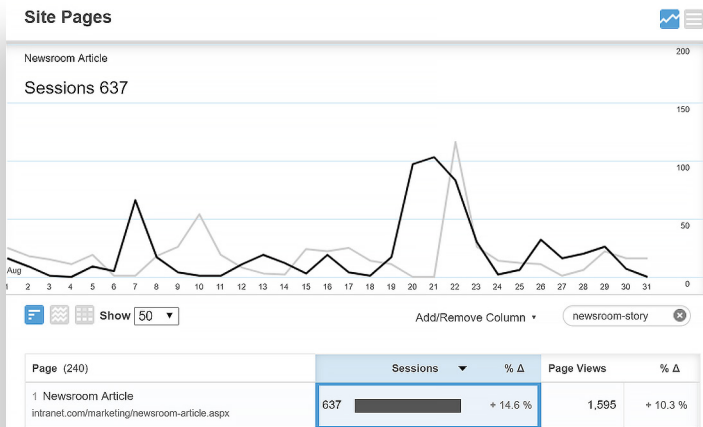
- Amount of traffic to marketing page (s) trended over time
- Amount of traffic to marketing page (s) segmented by Country and Business Unit
- Identification of the channel used to access the content (e.g. email newsletter)



# Use Case Benefit

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

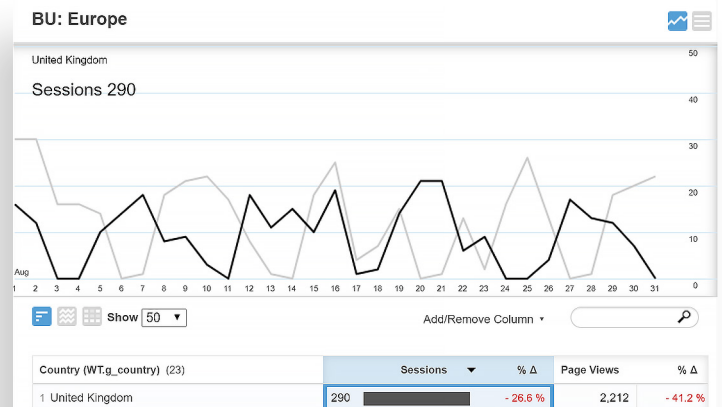
# 1



**The Site Pages Report** will show you the amount of traffic to specific pages. If pages and content aren't being consumed, marketing methods to drive traffic need to be reviewed.

*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 Business Unit Report** will show you the amount of traffic to specific pages by country and business unit. If pages and content aren't being consumed by a particular business unit, marketing methods to drive traffic need to be reviewed for that unit.



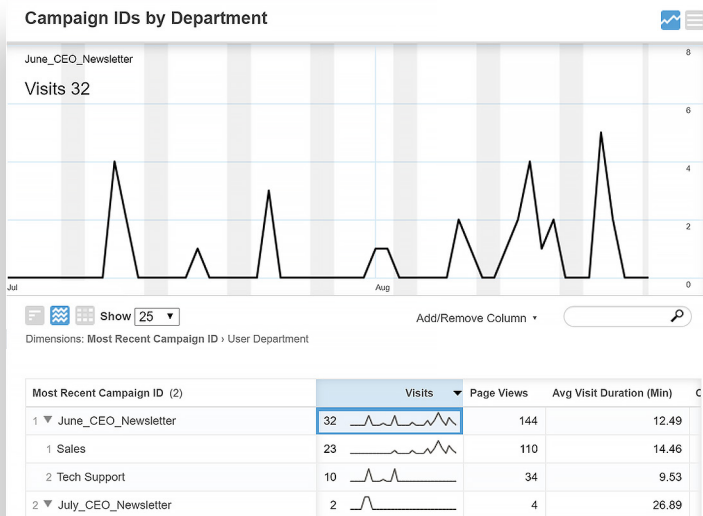
*By looking at traffic, specific to each business unit, trended over time and compared against a previous period, you can understand variances in traffic and performance of specific content.*



# 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 marketing 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.*



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# Analytics for Sharepoint

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

<https://www.webtrends.com> 