

Technical Brief: Understanding SiteSpect WATTS® Universal Web Analytics Integration and Tag Management

Analyze More Information Wherever You Want It

SiteSpect WATTS offers web marketers the freedom to analyze their multivariate test data within SiteSpect, their web analytics system, or both systems simultaneously. While SiteSpect's built-in reporting focuses on regression analysis, WATTS expands your data exploration capabilities to include segmentation offered by major third-party web analytics solutions. This powerful capability enables you to:

- Analyze multivariate tests in the context of virtually any visitor segment, including PPC campaigns and keywords, email promotions, affiliate referrals, multichannel user behavior, and more.
- Multiply the value of your web marketing investment by combining the most powerful multivariate testing platform with your web analytics system.

Powerful Tag Transformation

WATTS provides over 20 different data dimensions that can be integrated into existing web analytics page tags, links, forms and cookies. Like a set of macros, WATTS data enables your web analytics system to identify SiteSpect test campaigns, variation groups ("recipes"), factors and variations for each individual visit.

Other WATTS metrics describe user and visit-level attributes such as user history and e-commerce transaction values.

Turnkey Integration For Any Web Analytics System

Using SiteSpect's content manipulation capabilities, WATTS automatically maps SiteSpect's data to your web analytics system, allowing you to view and segment the results of any multivariate test campaign in the following systems:

- Adobe Omniture®
- comScore Digital Analytix™
- Google Analytics™
- IBM Digital Analytics
- WebTrends™

Configuration and operation of WATTS is completely self-contained within SiteSpect, providing you with robust web analytics integration in virtually no time and with no extra costs.

No Feeds, No Tags, No Changes

As your website serves content, WATTS dynamically transforms your web analytics tags in realtime. Because WATTS operates on any type of HTTP traffic, tags can be manipulated (or even injected) inside both dynamic and static HTML. WATTS even works within JavaScript content, enabling tracking and advanced test campaign segmentation for RIA and Ajax applications.

Tag Management Made Easy

If your website is not presently tagged (or even just partially tagged), then SiteSpect WATTS has the ultimate solution: Auto-tagging. Using its realtime content transformation capabilities, SiteSpect WATTS injects web analytics tags where no tags exist. Or, have SiteSpect "morph" your existing web analytics tags into another vendor's tags to streamline new product trials and migrations.

If a daunting tagging project has prevented you from installing or migrating your web analytics solution, let SiteSpect do the work for you. No other system besides SiteSpect can accomplish this in just minutes.

Only SiteSpect

SiteSpect is the first and only non-intrusive conversion optimization platform. Only SiteSpect allows you to run complex multivariate tests on any kind of content, including HTML, CSS, Ajax, and WML. Only SiteSpect allows you to test without the need for page tagging and extra JavaScript. And only SiteSpect allows you to test any kind of dynamic content without modifying your website.

Contact us today to see for yourself the power and flexibility of SiteSpect. Via telephone at 617-859-1900. On the web at: www.SiteSpect.com