



# Squiz<sup>®</sup> Analytics

**As a marketer do you find web analytics complex and time consuming? Are you getting the most from your analytics account?**

The enterprise calibre web analytics solution with clairvoyant like insight into your website traffic and usage data.

- Uses industry standard Google Analytics data from multiple accounts.
- Supports content optimisation with A/B split testing.
- Easily creates goals based on wide ranging criteria.
- Includes a recommendations engine to advise on strategies for improving site performance relative to goals.

# Squiz Analytics

Squiz Analytics is an enterprise calibre web analytics solution that presents data in an easy to review format. This allows marketers to take immediate action on how customers are using their website to ultimately improve customer experience and the ROI of the website.

Using Google Analytics data, Squiz Analytics allows marketers to more easily profile their audience based on actual behaviours and then adapt and display the most useful content to their visitors.

## Dashboard

Squiz Analytics allows you to review multiple Google Analytics accounts for multiple websites alongside each other in a single view. Each site is marked as a project containing site traffic data, goal data and testing data. Each project has a Dashboard that presents a fast overview of the most important analytics and goal conversion site data. The Dashboard shows all the common vital signs seen in Google Analytics but with the addition of multiple graphs and overlays to get a clear picture of how visitors are getting to your site (e.g. direct traffic, referring sites or search engines).

## Optimise Website Conversions

The key goal for most websites is for a visitor to take action - make a purchase, download information, sign up to a newsletter or request a callback. Squiz Analytics allows you to setup or utilise existing Google Analytics goals. With easy to use reporting tools, marketers are better able to interpret how goals are performing and immediately take action to optimise their site performance.

## A/B Split Testing

To help improve conversion rates on key goals for a website Squiz Analytics features A/B split testing. A baseline control sample is compared to a variety of single-variable test samples in order test tactics such as banner ads, e-mail and landing pages. Significant improvements can be seen through testing elements like copy text, layouts, images and colours. By looking at the results from different tests, it is possible to identify those elements that consistently tend to produce the greatest improvements.

## Recommendations Engine

The Squiz Analytics Recommendations Engine will track goals and make recommendations for improving site performance relative to goals. This includes other systems that a customer may be using to run forums such as Invision Power Board. Just add Google Analytics tracking tags to the HTML of the other systems.

**for more  
information  
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