

September 11, 2007

The Forrester Wave™: Web Analytics, Q3 2007

by Megan Burns
for Customer Experience Professionals



September 11, 2007

The Forrester Wave™: Web Analytics, Q3 2007 Buyers Must Choose The Level Of Power And Complexity That's Right For Them

by **Megan Burns**

with Harley Manning, Adele Sage, Steven Geller, and Andrew McInnes

EXECUTIVE SUMMARY

Forrester evaluated the strengths and weaknesses of eight top Web analytics products against 127 criteria. Coremetrics came out as a Leader, with a product suite that balances power, usability, and strong customer service for firms that want a partner, not just a vendor — especially in retail, travel, financial services, and media. Our analysis revealed that Omniture, Unica, Visual Sciences Visual Site, and WebTrends are also Leaders in the market by virtue of their powerful, complex platforms for enterprises with specialized data needs and a dedicated Web analytics team. Visual Sciences HBX is a Strong Performer, with one of the best user interfaces we saw and the option to overcome feature limitations by adding HBX Visual Workstation, a version of Visual Sciences' advanced data analysis tool for HBX clients. Both ClickTracks and Google Analytics are Contenders, offering streamlined reporting, some of the industry's best data visualizations, and a few analysis tools at a low price — a good choice for small to midsized businesses, departments within large enterprises, and anyone just getting started with Web analytics.

TABLE OF CONTENTS

- 2 Firms Buy Web Analytics To Optimize Customer Experience And Marketing**
- 3 Web Analytics Evaluation Overview**
- 6 The Web Analytics Vendor Landscape Is Maturing And Evolving**
- 10 Vendor Profiles**
- 12 Supplemental Material**

NOTES & RESOURCES

Forrester evaluated these products in June and July 2007, conducted online surveys of Customer Experience Professionals and Web Analytics specialists, and interviewed more than 10 vendors, user companies, and independent consultants including: ClickTracks, Coremetrics, Google, Omniture, Stratigent, SEMphonic, Unica, Visual Sciences, WebTrends, and ZAAZ.

Related Research Documents

["The Web Measurement Planner's Checklist"](#)
April 18, 2007

["Web Analytics Finally Meets Marketing Execution"](#)
February 16, 2007

["The Hidden Cost Of Web Analytics"](#)
September 6, 2006

FIRMS BUY WEB ANALYTICS TO OPTIMIZE CUSTOMER EXPERIENCE AND MARKETING

In a recent survey of more than 200 marketers, improving customer experience reigned as *the* top theme driving their adoption of marketing technology.¹ Also high on their list: implementing a marketing measurement system. To help meet both of these objectives, firms turn to Web analytics software. In fact, a full 71% of respondents say that their organizations currently use or plan to use Web analytics. These tools help people:

- **Understand what customers do online.** At their core, Web analytics tools track where Web site visitors come from and what they do during each visit. For example, site owners can see the most popular sites that sent traffic to their sites, the most popular entry pages into their sites, and which links visitors clicked most on any given page.
- **Find opportunities.** Web analytics software lets marketers uncover both problems and untapped potential. Vendors arm business users with scenario analysis tools that show where visitors abandon key processes like checkout and A/B comparison tools that let them see which group of visitors responded better to a particular campaign.
- **Drive customer experience and marketing programs.** Today's marketers don't just want to look at data, they want to feed it directly into applications that can understand — and act on — the information. That's why companies invest in technologies like contact optimization and Web interaction optimization, which create models from data and use those models to optimize the experience for a specific customer in real time.

A Confusing Product Landscape Makes It Hard To Pick A Solution

Right now there are hundreds of Web analytics vendors out there trying to meet these needs for clients, but only a few have a significant presence among enterprise class companies. Still, the buying decision is challenging because firms must sort through:

- **Diverse data collection and reporting platforms.** All Web analytics platforms collect data and generate reports. But that's where the similarities end. Each uses a slightly different approach to collect data, process data, calculate metrics, and display results. To make matters worse, each vendor uses different words for the same concepts.
- **A slew of add-ons for analysis and execution.** Most Web analytics vendors offer a base product and a series of add-on modules for things like ad hoc analysis, visitor segmentation, keyword bid management, and behavioral targeting. But when they describe their platforms, they aren't always specific about how functionality is split across these modules, leaving clients unsure as to which components they really need.

- **Confusing, unpredictable pricing models.** All major Web analytics vendors offer software-as-a-service, and a few offer licensed software as well. Clients who chose the ASP model pay for basic analytics using a cost per million page views or server calls. Those who chose software pay either traditional license fees or the same ASP-style volume pricing, depending on the vendor. Volume pricing means the risk of overage fees if site traffic exceeds estimates — think cell phone. And other factors affect cost, like the number of profiles, data sets, customizations, and data feeds the company needs. Remember those add-on modules? They cost extra too — in some cases quite a bit extra. Components are either priced as a percentage of the total page view charge or at a per-seat license rate.
- **Aggressive product road maps.** As if the current Web analytics platforms weren't confusing enough, this market is evolving from Web measurement to become the "online marketing platform." Some vendors — like ClickTracks parent J.L. Halsey — are building a single, unified platform that includes both analytics and marketing applications. Others, like Omniture, prefer an open architecture where clients integrate their Web analytics tool with best-of-breed vendors in industries like email marketing and content management. Most vendors are somewhere in the middle — they offer a few marketing applications of their own but have extensive partner networks that let clients exchange Web analytics data with the marketing applications they already use.

Buyers Need Help Making Sense Of It All

In conversations with clients over the past 18 months, Forrester learned — not surprisingly — that Web analytics customers are overwhelmed by all this complexity. As a result, they're looking for a vendor that will not only provide good Web analytics technology but also give them:

- **Professional services.** Buyers need help figuring out how their platforms work, capturing requirements, implementing those requirements properly, and validating the implementation before publishing data to the masses.
- **Education.** Once the Web analytics platform is in place, companies want employees to use the data as much as possible. But many marketers don't use Web analytics data because they don't understand it. So firms also want someone to teach employees what data is available to them, how to interpret it, and how to use it to drive business results.

WEB ANALYTICS PLATFORM EVALUATION OVERVIEW

To assess the overall state of the Web analytics market and see how vendors stack up against each other, Forrester evaluated the strengths and weaknesses of top Web analytics products.

Evaluation Criteria

After examining past research and interviewing Web analytics vendors, consultants, and users, we developed a comprehensive set of evaluation criteria (see Figure 1). We evaluated vendors against 127 criteria, which we grouped into three high-level buckets:

- **Current offering.** To assess product strength, we evaluated each offering against eight groups of criteria: data handling; reliability; metrics, dimensions, and correlations; reporting and analysis; integration; usability; and service and support.
- **Strategy.** To predict vendors' likelihood of future success, we judged the probable impact of their marketing and technical plans based on Forrester's forward-looking vision of the Web analytics market. We specifically looked at each vendor's product direction, commitment to Web analytics (as measured by number of employees and headcount growth), and the strength of support from reference clients.
- **Market presence.** We combined information about each vendor's financials, installed base, momentum, strength in key industries, and international presence to determine its relative size in the market.

Evaluated Vendors

In this assessment, Forrester included eight products from seven vendors: ClickTracks, Coremetrics, Google, Omniture, Unica, Visual Sciences (two products), and WebTrends. Each of these firms has:

- **A significant installed base of enterprise-class clients.** Our evaluation was focused on tools that can support large companies with diverse and sophisticated data needs (see Figure 2). To ensure that vendors met these criteria, Forrester included only vendors that already provide Web analytics to a large number of enterprise-class clients.²
- **Corporate revenues of more than \$25 million.** To ensure viability in this market, Forrester evaluated vendors that have substantial corporate revenues to sustain them — more than \$25 million in 2006.

Figure 1 Evaluation Criteria

CURRENT OFFERING	
Data handling	How well does the vendor handle data?
Reliability	How reliable is the vendor's hosted/ASP platform?
Metrics, dimensions, and correlations	How robust is the product's set of metrics, dimensions, and correlations?
Reporting and analysis	How robust is the platform's support for reporting and analysis?
Integration	How well does the product integrate with the client's technology ecosystem?
Usability	How well does the product conform to software usability best practices?
Service and support	How robust are the vendor's service and support offerings?

STRATEGY	
Product direction	How strong is the vendor's product strategy?
Commitment	How many employees does the vendor have dedicated to this product?
Cost	What is the cost of this product?
Reference client strength	How strongly do reference clients endorse this vendor?

MARKET PRESENCE	
Company financials	How strong is the vendor's financial position?
Installed base	How large is the vendor's installed base of customers for this product?
Industry presence	Does the vendor have a significant presence (15 or more enterprise-class clients) in the following industries?
International presence	How suitable is the vendor's product for use worldwide?

Source: Forrester Research, Inc.

Figure 2 Evaluated Vendors: Product Information And Selection Criteria

Vendor	Product evaluated	Product version evaluated
ClickTracks	ClickTracks Pro+JDC	6.5
Coremetrics	Coremetrics Online Analytics	Spring 2007
Google Analytics	Google Analytics	2
Omniture	Omniture SiteCatalyst	13.0
Unica	Affinium NetInsight	7.1
Visual Sciences	HBX	4.0
Visual Sciences	Visual Site	5.0
WebTrends	WebTrends Marketing Lab	2

Vendor qualification criteria

A significant installed base of enterprise-class clients. Our evaluation was focused on tools that can support large companies with diverse and sophisticated data needs. To ensure that vendors met these criteria, Forrester included only vendors that already provide Web analytics to a large number of enterprise-class clients.

Corporate revenues of more than \$25 million. To ensure viability in this market, Forrester evaluated vendors that have substantial corporate revenues to sustain them — more than \$25 million in 2006.

Source: Forrester Research, Inc.

THE WEB ANALYTICS VENDOR LANDSCAPE IS MATURING AND EVOLVING

Our analysis of the Web analytics market revealed:

- **Mature data collection and reporting capabilities.** The Web analytics platforms we examined will meet the data collection and reporting needs of almost any firm. Omniture, Visual Sciences, WebTrends, and Unica provide a huge number of reports out of the box, while ClickTracks, Coremetrics, and Google have streamlined menus that try to anticipate what users will find most valuable. The biggest difference among the tools is how much they allow clients to customize data and reports, the number of value-added features they provide, and how well they support emerging technologies like rich Internet applications and online video.
- **Better, more widely available analysis tools.** Visual Site continues to set the standard for ad hoc analysis, but both Omniture and WebTrends have made significant improvements since our last evaluation.³ And we don't think it will be long before vendors add modeling and predictive analytics capabilities to their platforms — a level of sophistication common in other analytics

disciplines that's been lacking in Web analytics to date. Unfortunately, these power tools don't come standard with many platforms — HBX, Omniture, and WebTrends still make clients purchase add-on modules to get their most sophisticated capabilities.

- **Poor usability.** Web analytics users have plenty of power at their fingertips, but they'll struggle to figure out how to use it. That's because all the tools we evaluated have usability problems — some serious. We applied Forrester's software usability review methodology to evaluate each platform.⁴ Coremetrics, Google Analytics, HBX, and Unica provide the best interfaces, but none of the vendors actually passed all of our tests. Common problems included unfamiliar terminology, task flows that don't match how a user would logically approach the problem, and interfaces that behave differently in different situations, causing user confusion.
- **Robust consulting and education offerings.** Fortunately, there's plenty of available training help for struggling users. Most vendors provide in-person classroom, online, and self-paced courses that explain how to use the tool itself. And almost all offer courses in more general topics like campaign measurement, site optimization, and search engine marketing (SEM) best practices. The one exception: Google, which has chosen to provide only documentation and leave live training to its network of third-party "Google Analytics Authorized Consultants."
- **A broadening array of marketing applications.** While we didn't evaluate marketing applications, we did notice that most Web analytics vendors have expanded their suite of marketing apps since our last evaluation. In the past 18 months the industry has moved beyond bid management, search, and content management into new areas like Web interaction optimization, which both Omniture and WebTrends have taken on with their TouchClarity and Dynamic Search products respectively.

Buyers Must Choose The Level Of Power And Complexity That's Right For Them

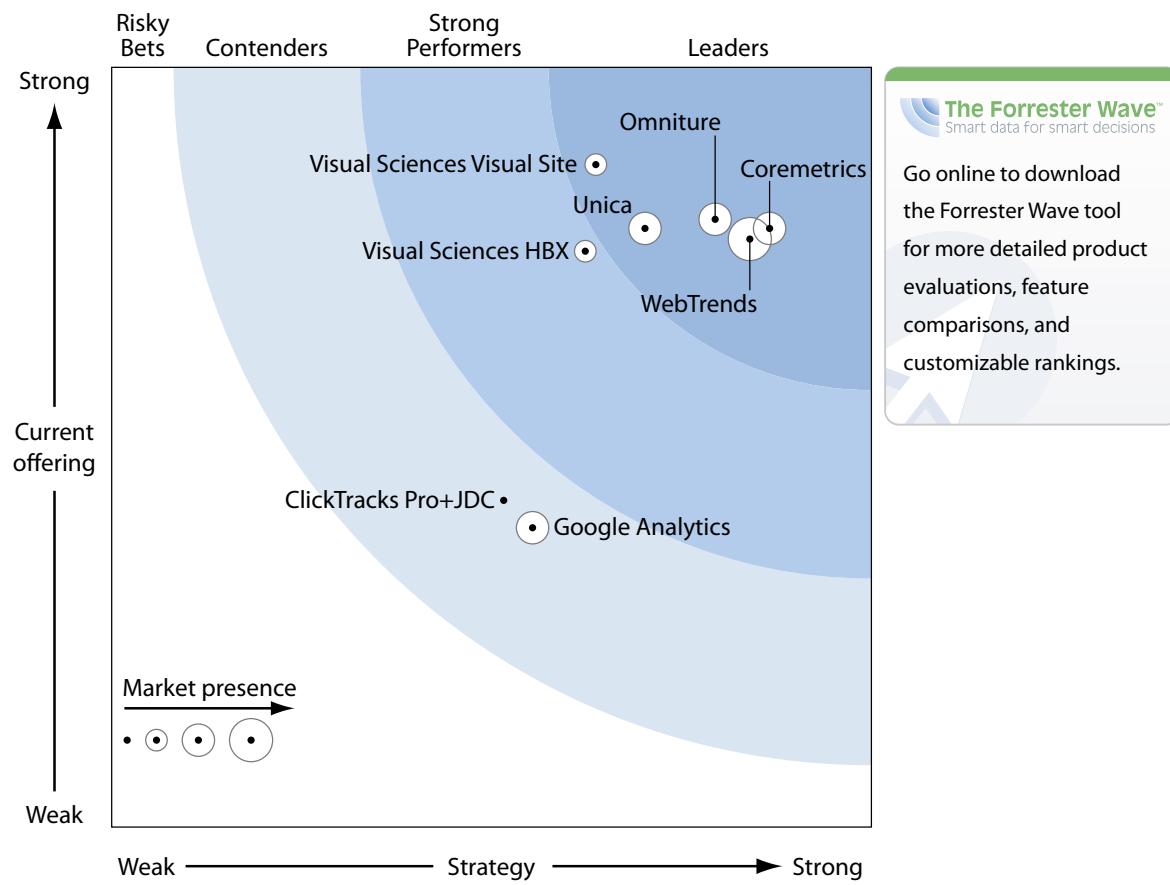
Overall, the Web analytics market is packed full of useful features and functionality. Five of the eight tools we evaluated made it to our Leaders circle, with a sixth hot on their heels (see Figure 3). So how do buyers know which one is right for them? We found that vendors tend to fall into one of three categories:

- **Powerful and flexible but complex: Omniture, Unica, Visual Site, and WebTrends.** These four tools offer tremendous power and flexibility to their Web analytics clients, but as a result, all four require quite a bit of upfront work to configure and implement properly. Unica is probably the simplest of the bunch, with a single unified interface and a standards-based data store. But all these products are best for firms that need or want to do extensive customization and have a strong analytics and/or IT team that can plan, manage, and maintain the implementation.
- **Streamlined and simple: ClickTracks and Google Analytics.** Both of these vendors seek to cut through the clutter by focusing on the most critical subset of data and features for business users.

Neither offer advanced analytics tools, but ClickTracks does provide good visitor segmentation and a few comparison reports. And for many firms the price is right: ClickTracks charges much less than other large vendors, and Google Analytics is free. Buyers won't get as many professional services and training options with these tools, but they're a good starting point for small to medium-sized organizations that are new to Web analytics, don't have much money to spend, and don't have highly specialized needs.

- **Balanced: Coremetrics and HBX.** Both Coremetrics and HBX fall somewhere in the middle of the first two groups, balancing feature richness with ease of implementation and usability. Coremetrics doesn't offer as many analysis tools as other Leaders but delivers significant value for clients by predefining the reports that the client team is most likely to need. Strong Performer HBX also strikes a balance between power and simplicity. The tool supports fewer customization options, doesn't support the use of log files as a data source, and prices things like custom variables and visitor segments a la carte. But even with these limitations, the HBX interface and visitor segmentation are some of the most usable in the industry.

Figure 3 Forrester Wave™: Web Analytics Platforms, Q3 '07



Source: Forrester Research, Inc.

Figure 3 Forrester Wave™: Web Analytics Platforms, Q3 '07 (Cont.)

	Forrester's Weighting	ClickTracks Pro+JDC	Coremetrics Online Analytics	Google Analytics	Omniture SiteCatalyst	Unica Affinium NetInsight	Visual Sciences HBX	Visual Sciences Visual Site	WebTrends Marketing Lab 2
CURRENT OFFERING	50%	2.15	3.94	1.97	4.11	3.94	3.68	4.36	3.87
Data handling	15%	3.18	3.62	1.56	4.50	3.96	3.54	4.88	4.60
Reliability	5%	2.50	4.50	5.00	4.75	2.25	1.50	4.00	4.50
Metrics, dimensions, and correlations	20%	1.00	3.90	1.95	3.55	5.00	3.40	5.00	4.60
Reporting and analysis	25%	2.08	3.76	1.20	4.01	4.09	3.21	4.80	3.29
Integration	20%	2.50	4.40	1.16	4.34	3.70	4.42	4.58	4.64
Usability	10%	2.00	4.00	5.00	4.00	3.00	5.00	1.00	1.00
Service and support	5%	2.66	3.36	1.28	4.28	3.36	4.18	4.18	3.78
STRATEGY	50%	2.58	4.33	2.77	3.98	3.51	3.20	3.22	4.23
Product direction	50%	2.90	4.40	2.30	3.70	4.15	2.70	2.90	4.15
Commitment	30%	1.00	4.25	2.90	4.15	1.45	3.20	3.50	4.10
Cost	0%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Reference client strength	20%	4.15	4.25	3.75	4.40	5.00	4.45	3.60	4.60
MARKET PRESENCE	0%	1.96	3.67	3.63	3.83	3.77	2.74	2.04	4.95
Company financials	0%	2.00	3.60	1.00	5.00	3.00	3.40	3.40	2.80
Installed base	75%	2.50	3.50	3.50	3.50	3.50	2.50	1.50	5.00
Industry presence	20%	0.00	4.25	3.75	5.00	5.00	3.50	3.75	5.00
International presence	5%	1.70	3.95	5.00	4.10	2.90	3.25	3.35	3.95

All scores are based on a scale of 0 (weak) to 5 (strong).

Source: Forrester Research, Inc.

This evaluation of the Web analytics platform market is intended to be a starting point only. Readers are encouraged to view detailed product evaluations and adapt the criteria weightings to fit their individual needs through the Forrester Wave Excel-based vendor comparison tool.

VENDOR PROFILES

Leaders

- **Coremetrics.** Coremetrics continues to provide a solid analytics product and is among the industry's best customer service providers. A strong partnership with IBM WebSphere Commerce solidifies the firm's position as a Web analytics Leader for the retail industry, but it's also diversifying into financial services, travel, and media/publishing. While not as customizable as other tools on the market, the product offers a good balance of power and simplicity by anticipating most common data needs. Coremetrics' add-on offer recommendation tool — Intelligent Offer — has a long way to go to catch up to Omniture's TouchClarity, but the vendor's overall strategy and its technology road map demonstrate a strong grasp of market needs that make it a viable option for the long run.⁵
- **Omniture.** Omniture delivers a powerful Web analytics tool that can be tailored to meet almost any need, coupled with an experienced professional services team and the industry's most robust education program. The vendor has something for everyone — SiteCatalyst is a solid reporting and light analysis tool for business users, Genesis lets clients connect Web analytics to a growing set of third-party applications, and Discover offers the kind of power that sophisticated data analysts need. The vendor offers only two marketing applications — SearchCenter and TouchClarity — but with TouchClarity, it has one of the most advanced behavioral targeting technologies on the market. Buyers should be aware that many of Omniture's most powerful features — and even some of the basics — are only available through add-on modules like Data Warehouse or Discover. And the extreme flexibility of the Omniture platform creates a high level of complexity, making it critical for the clients to have a clear understanding of their data needs upfront and a strong IT team to maintain the implementation as their Web infrastructure evolves.⁶
- **Unica Affinium NetInsight.** Unica's Affinium NetInsight platform offers most of the same features as platforms from other Leaders but in a single unified interface that lets users add and remove metrics, dimensions, and filters to or from any report without resorting to advanced add-on modules.⁷ The product offers above average scenario analysis tools and an open, published data schema that runs on standard relational database technology. Clients who use Unica's Enterprise Marketing Management (EMM) platform can leverage integrations between the company's powerful marketing planning and execution tools like campaign design and cross-channel analytics.⁸ The combination of a leading Web analytics product, EMM suite, and solid strategy position Unica to leapfrog ahead of others in this space in the race to establish a full-function online marketing platform.⁹
- **Visual Sciences Visual Site.** The Visual Sciences Platform 5 technology and Visual Site application are by far the most sophisticated analysis tools in the industry. The vendor offers complementary tools for call center and email analytics; integrates with the marketing applications offered by Visual Sciences like Bid, Search, and Publish; and offers a partner

network that's competitive with those of other vendors in the space. The biggest drawback to Visual Site is the lack of a user interface suitable for the average business person. The read-only Visual Report portal offers no interactive functionality, while the main Visual Workstation interface is far too complex for all but the most sophisticated data analyst.¹⁰

- **WebTrends.** WebTrends Marketing Lab 2 is a full-featured Web analytics platform that gives clients extensive power and the ability to customize the platform to meet any special needs that may exist. Like Omniture, WebTrends splits many of its features across several components, requiring clients to purchase add-on modules like Visitor Intelligence — WebTrends' answer to Omniture Discover and Visual Sciences' Visual Workstation — to take advantage of key features like ad hoc analysis and visitor segmentation. WebTrends offers several marketing applications in addition to analytics, including WebTrends Dynamic Search and the patented WebTrends Score, which enables clients to measure visitor engagement with a site during one or more visits. Given the growing interest in engagement metrics among Web site owners, we expect Score to lead many buyers to add WebTrends to their Web Analytics short list.¹¹

Strong Performers

- **Visual Sciences HBX.** Visual Sciences HBX Analytics offers a solid analytics tool with the cleanest, most usable interface of all products we evaluated. And with the addition of HBX Visual Workstation, HBX clients have access to the most powerful ad hoc analysis tool in the industry. But the platform doesn't offer nearly as many options for customization as the market Leaders, which can be too limiting for some firms. For example, clients can't customize the reporting calendar or the definition of a session. And other options, like custom variables and metrics, aren't unlimited, as they are with larger vendors.¹²

Contenders

- **ClickTracks.** The ClickTracks product is a good fit for firms that need easy access to the most common Web data, and a simplified interface. It has eight main reports including a site overview, a navigation report, and a search report. ClickTracks also has one unique report, called "What's Changed," which highlights any metric in the system that's seen a statistically significant change during the reporting period. The product offers excellent data visualizations, based on the work of Edward Tufte. But what kept ClickTracks from scoring higher in our evaluation was a lack of key features like Excel integration and ad hoc analysis tools, as well as the lack of partnerships with best-of-breed vendors in other marketing disciplines. This isn't likely to change, since parent company J.L. Halsey seeks to build a single, integrated suite rather than an open architecture.¹³
- **Google Analytics.** Google Analytics offers a significant amount of data and functionality at a compelling price: free. Google's plan to cut through the overwhelming complexity of some of the larger platforms and add back only the most useful features is based on a solid

understanding of user-centered design. The result is a product that provides a decent set of metrics and dimensions and a user interface that includes full text data explanations that would help even the newest Web analytics users understand what they're seeing. But the bottom line is that Google Analytics lacks key features most enterprise Web analytics users need — like custom variables and visitor segmentation. Until the product's feature set gets a bit more robust, it's still best suited for small and medium businesses with straightforward data needs and as a secondary tool for organizations that manage a significant AdWords spend.¹⁴

SUPPLEMENTAL MATERIAL

Online Resources

The online version of Figure 3 is an Excel-based vendor comparison tool that provides detailed product evaluations and customizable rankings.

Data Sources Used In This Forrester Wave

Forrester used a combination of four data sources to assess the strengths and weaknesses of each solution:

- **Hands-on lab evaluations.** Vendors spent one day with an analyst who performed a hands-on evaluation of the product using a scenario-based testing methodology. We evaluated each product using the same scenarios, creating a level playing field by evaluating every product on the same criteria.
- **Vendor surveys.** Forrester surveyed vendors on their capabilities as they relate to market presence and strategy. Once we analyzed the completed vendor surveys, we conducted vendor calls where necessary to gather details of vendor qualifications.
- **Customer reference calls.** To validate product and vendor qualifications, Forrester also conducted reference calls with two to five of each vendor's current customers.
- **Online surveys.** We surveyed users from Forrester's Web Analytics Peer Research Panel and Forrester's Customer Experience Peer Research Panel for insight into customer satisfaction and product strengths and weaknesses, as well as to gain a sense of overall market trends.

The Forrester Wave Methodology

We conduct primary research to develop a list of vendors that meet our criteria to be evaluated in this market. From that initial pool of vendors, we then narrow our final list. We choose these vendors based on: 1) product fit; 2) customer success; and 3) Forrester client demand. We eliminate vendors that have limited customer references and products that don't fit the scope of our evaluation.

After examining past research, user need assessments, and vendor and expert interviews, we develop the initial evaluation criteria. To evaluate the vendors and their products against our set of criteria, we gather details of product qualifications through a combination of lab evaluations, questionnaires, demos, and/or discussions with client references. We send evaluations to the vendors for their review, and we adjust the evaluations to provide the most accurate view of vendor offerings and strategies.

We set default weightings to reflect our analysis of the needs of large user companies — and/or other scenarios as outlined in the Forrester Wave document — and then score the vendors based on a clearly defined scale. These default weightings are intended only as a starting point, and readers are encouraged to adapt the weightings to fit their individual needs through the Excel-based tool. The final scores generate the graphical depiction of the market based on current offering, strategy, and market presence. Forrester intends to update vendor evaluations regularly as product capabilities and vendor strategies evolve.

Companies Interviewed For This Document

SEMPHONIC

Stratigent

ZAAZ

ENDNOTES

¹ Forrester recently surveyed 221 marketing technology decision-makers and influencers to discover their priorities and plans for technology adoption in 2007. See the April 26, 2007, "[Marketing Technology Adoption, 2007](#)" report.

² For the purpose of this evaluation, we defined enterprise-class clients as companies with at least \$1 billion in annual revenue.

³ Forrester last evaluated the Web analytics market in late 2005. See the January 13, 2006, "[The Forrester Wave™: Web Analytics, Q1 2006](#)" report.

⁴ Forrester's Software Usability Review model is an expert evaluation methodology that rates application interfaces on 20 usability criteria. See the April 12, 2002, "[Packaged Apps Fail The Usability Test](#)" report.

⁵ View the scorecard summary for more detailed analysis on how Coremetrics fared in this evaluation. See the September 11, 2007, "[Coremetrics Delivers The Right Mix Of Features And Service](#)" report.

⁶ View the scorecard summary for more detailed analysis on how Omniture fared in this evaluation. See the September 11, 2007, "[Omniture Delivers Powerful Web Analytics For Large Enterprises](#)" report.

⁷ "Filters" is Unica's term for visitor segments.

- ⁸ Unica's Enterprise Marketing Management platform led Forrester's evaluation of the EMM market in early 2006. See the February 3, 2006, "[The Forrester Wave: Enterprise Marketing Platforms, Q1 2006](#)" report.
- ⁹ View the scorecard summary for more detailed analysis on how Unica fared in this evaluation. See the September 11, 2007, "[Unica Makes A Strong Entry Into The Web Analytics Race](#)" report.
- ¹⁰ View the scorecard summary for more detailed analysis on how Visual Sciences Visual Site fared in this evaluation. See the September 11, 2007, "[Visual Site Excels At Sophisticated Analysis](#)" report.
- ¹¹ View the scorecard summary for more detailed analysis on how WebTrends fared in this evaluation. See the September 11, 2007, "[WebTrends Sets The Standard For Measuring Visitor Engagement](#)" report.
- ¹² View the scorecard summary for more detailed analysis on how Visual Sciences HBX fared in this evaluation. See the September 11, 2007, "[HBX Analytics Offers An Easy-To-Use Tool For Business Users That Evolves For Future Needs](#)" report.
- ¹³ View the scorecard summary for more detailed analysis on how ClickTracks fared in this evaluation. See the September 11, 2007, "[ClickTracks Offers Data Visualization And Basic Analysis At A Low Price](#)" report.
- ¹⁴ View the scorecard summary for more detailed analysis on how Google Analytics fared in this evaluation. See the September 11, 2007, "[Google Analytics Brings Basic Web Analytics To The Masses](#)" report.

FORRESTER®

Making Leaders Successful Every Day

Headquarters

Forrester Research, Inc.
400 Technology Square
Cambridge, MA 02139 USA
Tel: +1 617.613.6000
Fax: +1 617.613.5000
Email: forrester@forrester.com
Nasdaq symbol: FORR
www.forrester.com

Research and Sales Offices

Australia	Israel
Brazil	Japan
Canada	Korea
Denmark	The Netherlands
France	Switzerland
Germany	United Kingdom
Hong Kong	United States
India	

*For a complete list of worldwide locations,
visit www.forrester.com/about.*

For information on hard-copy or electronic reprints, please contact the Client Resource Center at +1 866.367.7378, +1 617.617.5730, or resourcecenter@forrester.com. We offer quantity discounts and special pricing for academic and nonprofit institutions.

Forrester Research, Inc. (Nasdaq: FORR) is an independent technology and market research company that provides pragmatic and forward-thinking advice to global leaders in business and technology. For more than 24 years, Forrester has been making leaders successful every day through its proprietary research, consulting, events, and peer-to-peer executive programs. For more information, visit www.forrester.com.