

WebSideStory Improves Online Initiatives

CORDA's PopChart™ Graphical Display Enhances HitBox's Collected Data

WebSideStory® is a leader in real-time Web analytics and is the creator of HitBox®, the standard for online marketing analytics and optimization services.

HitBox® gives online marketers actionable insight into the performance of their websites. With such enhanced understanding, Website managers can optimize their customers' Web experience and substantially increase the return on their Website investments. More than 400 enterprise customers and several thousand mid-level clients use HitBox enterprise analytics to optimize the performance of their online marketing, e-commerce and customer support initiatives. All the information is collected in real time and made available on demand through a Web-browser interface.

The company's Web analytics generate complex sets of data and information that need to be aggregated and assimilated for sound and timely decisions. WebSideStory is using PopChart™ from CORDA Technologies to meet the challenge of delivering huge amounts of data in a way that a user can quickly analyze and intuitively derive trends.

WebSideStory is continually adding to its repertoire different types of collected data to better inform and educate its customers about their Web site usage. PopChart helps WebSideStory to present ever more complex information in easy-to-understand digital dashboards.



As a senior software engineer at WebSideStory, Brian Maslowe's primary responsibility involves the development of new HitBox Viewer features and functionality. The HitBox Viewer presents WebSideStory's customers with individual account-specific, real-time statistical data.

"We get fantastic graphics and drilldown capability in our Viewer because of PopChart," Maslowe said. "Without PopChart we would have had to write a custom graphing and display package. Since we don't have to worry about that, we can concentrate on the data collection, access and presentation details while using PopChart to generate the graphs and charts that are appropriate for the presentation."

WebSideStory strives to collect and present a wide variety of valuable data to the user in such a way that interpretation of the data is as intuitive as possible. "PopChart is a very valuable tool used to achieve this goal," Maslowe said.

WebSideStory tracks all types of data associated with the analysis of Web site usage. This results in literally hundreds of reports. They include marketing campaign analysis, visitor segmentation, form abandonment, funnel analysis, search engine reporting and more.

"Without an intuitive way to display the data, it would be difficult to digest the massive amounts of available data. That's why we have built digital dashboards that provide our customers with a lot of informative and useful data presented in the most user-friendly manner possible. PopChart has been immensely helpful to us by providing nice, crisp graphics along with the data tables that we provide in our analytics reports," said Maslowe.

A digital dashboard consolidates and displays valuable information from various sources into a single personalized view without irrelevant clutter.

The customer can customize the dashboards to provide a summary view designed to communicate complex sets of information quickly in a graphically rich environment. Currently, a user can define four unique dashboards that display totally different information, depending on a person's role, job function or need. Each customer account includes multiple users and each user creates their own set of dashboards. This is very important because a CEO will need to see "bottom-line" charts and graphs, where the vice president of marketing will need more detailed dashboards indicating how many customers or orders they are getting at any particular moment, and what the specific ROI is for an online marketing campaign.

“Many of our customers have time-critical businesses where having analytical data available in real time to make important decisions translates into real dollars. Companies often run very expensive marketing campaigns and the sooner they can ascertain their effectiveness or ineffectiveness, the sooner they can either enhance or pull a campaign, again having a direct impact on often very significant costs,” Maslowe said.

CORDA's ever-increasing arsenal of graphical tools enhances the data presentation and makes the data analysis more intuitive and effective.

WebSideStory benefits by using PopChart in a digital dashboard in the following ways:

- Dashboards are much easier to understand than data presented in tabular or spreadsheet formats.
- Up-to-date information is delivered to customers in a form they can quickly and easily understand.
- Data is updated in real time, not once a week or once a month.
- Customers see the information they need, tailored to their specific business model.
- Customers have ability to drill-down into specific charts and graphs, which can help with analysis and decision-making.
- Decision makers have information they need at their fingertips; they don't have to wait for delivered reports.



Maslowe said the support and product enhancements he has received from CORDA have been excellent. Besides building a long-term relationship, WebSideStory and CORDA Technologies' products have seamlessly integrated to provide users with an unprecedented view of collected data. Each customer's experience is enhanced as the data is presented in an understandable graphical format, which allows for quick and effective analysis and interpretation for time critical business decisions and solutions.