



# Wertschöpfungsfaktor Web Analytics

Präsentation für die  
RedDot Usergroup e.V.

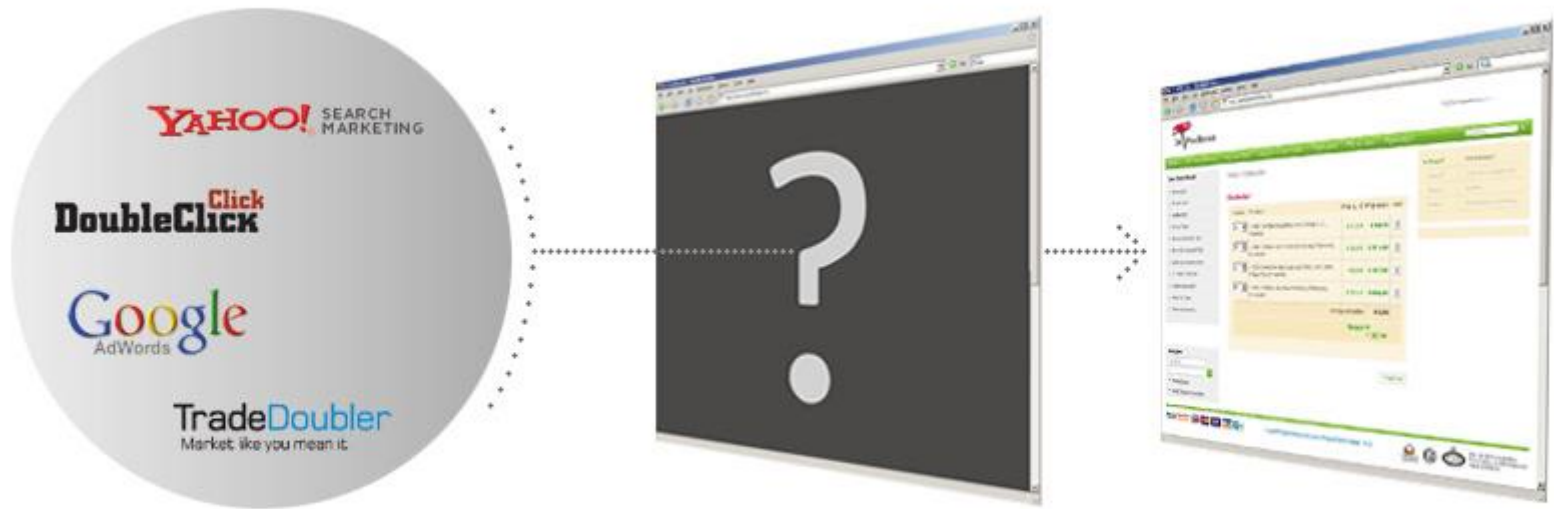
Christian Elsner, Country Manager D/A/CH  
Hannover, 25.06.2007



## Ihre Website

Quellen

Ziel





## Web Analytics

Quellen

Einstieg

Verhalten

Ziel





## Über Nedstat

- Europäischer Marktführer
- Gegründet 1996
- Amsterdam, Antwerpen, Frankfurt, London, Paris, Madrid
- 150 Mitarbeiter
- Seit 6 Jahren in den Deloitte Technology Fast 500 EMEA
- 25% des Umsatzes in F&E



## Nedstat Prinzipien

- Schnelligkeit
- Bedienerfreundlichkeit
- Individualisierung
- Service



## Full Service

### Sitestat

Flexibles, intuitives  
Reporting Tool

### Customer Support

Schnelle und  
direkte Hilfe

**we're on your site**

### Nedstat Consulting

Professionelle Services zur  
Steigerung des Online ROI

### Nedstat Academy

Kursprogramm mit Best  
Practices in Web Marketing



## Online Management

Personalabteilung

A portrait of a woman with dark hair, wearing a blue shirt, looking slightly to the right.

CEO

Finanzen

A portrait of a man in a dark suit and white shirt, looking down and to the right.

Marketing Direktor

Presse und PR

A close-up portrait of a woman smiling broadly, showing her teeth.

Kampagnen

A portrait of a man with a beard, laughing heartily with his head tilted back.

Content

A portrait of two women looking at a computer screen, with one woman's profile in the foreground.

Analyst

A portrait of a man in a dark sweater, resting his chin on his hand in a thoughtful pose.

Produktmanagement

A close-up portrait of a man in a blue shirt, looking slightly to the right.

Sales

A portrait of a man in a white shirt sitting at a desk with a computer monitor.

Logistik

A portrait of a man in a white shirt and a woman with blonde hair, both looking towards the camera.



## Individuelle Nutzung



Sitestat GUI

Intuitives Web Interface



Direct View™

Website Overlay



Office Link™

Integration in MS Office



RedDot

Integration in RedDot CMS



e-Mail

Automatisierter eMail-Versand



API

Integration in andere Systeme





## Zertifizierung nach Industrie Standards

- Zertifiziert durch unabhängige Organisationen
- Gemeinsame Interessen von Medien, Agenturen und Werbetreibenden
- Schaffung von Transparenz und Benchmarks





## Referenzen



we're on your site