

## Robust Analytics Dashboard Leveraging Big Data Technology

To help you meet the challenge of keeping your content rich and engaging, **Webcollage** regularly upgrades and enhances our comprehensive analytics suite, so that you have the best possible data on consumer interactions and content performance.

### Visuals of Key Metrics

**Snapshot reports** deliver visually compelling insights – including content views and shopper engagement for top performing products.



# SNAPSHOT REPORTS

## A Better View of Your Data

Embedded as interactive reporting widgets, Snapshot reporting data is presented in various chart formats with accompanying pivot tables, providing options for filtering, as well as printing or exporting the table content to Excel, CSV, HTML, Image and PDF. Data is updated on a frequent basis.

## FINE-TUNE CONTENT AND BOOST CONVERSIONS

### Product Content Delivery Snapshots

- **Discover** your most viewed products in a given date range
- **See** the top retailer sites where content is viewed
- **Learn** how shoppers consume content, by device and browser

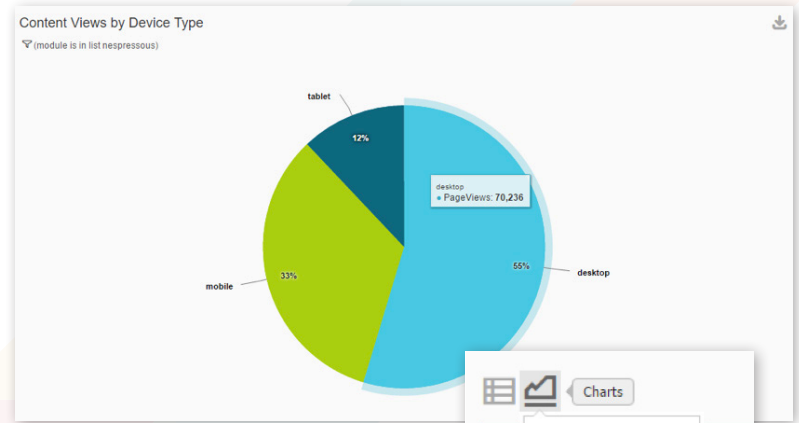
### Product Content Engagement Snapshots

- **Pinpoint** the content that generates the most shopper interaction
- **View** by product page and content type, including videos, images, 360° product view, interactive tours

Get more information on our robust analytics suite [here](#) or email [info@webcollage.com](mailto:info@webcollage.com)

The dashboard includes sections for Site Snapshots, Content Delivery, Content Engagement, and Detailed Site Reports. A 'Snapshot Report: Top Products by Content Views' is highlighted, showing a bar chart of products by content views. A date range selector is also visible.

Content Publisher Reports Dashboard



Content Views by Device (Pivot)

Device	Total Sum of Views	Percentage
iOS (mobile)	31,693	24.67
OS X (desktop)	22,433	17.46
Windows 7 (desktop)	22,211	17.29
Windows 10 (desktop)	18,955	14.75
iOS (tablet)	13,674	10.64
Android (mobile)	10,900	8.48
Windows 8.1 (desktop)	3,452	2.69
Android (tablet)	1,745	1.36
Chrome OS (desktop)	663	0.52
Windows Vista (desktop)	510	0.40
Windows (desktop)	505	0.39
Linux (desktop)	461	0.36
Windows XP (desktop)	423	0.33
Windows 8 (desktop)	341	0.27

Charts menu options: Bar, Line, Scatter, Pie, Bar stack, Bar line, Multiple values.

Various table and visualization formats