

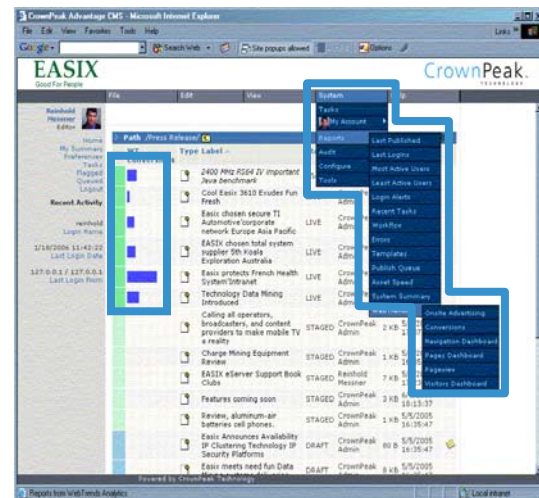


CrownPeak and WebTrends Deliver Results

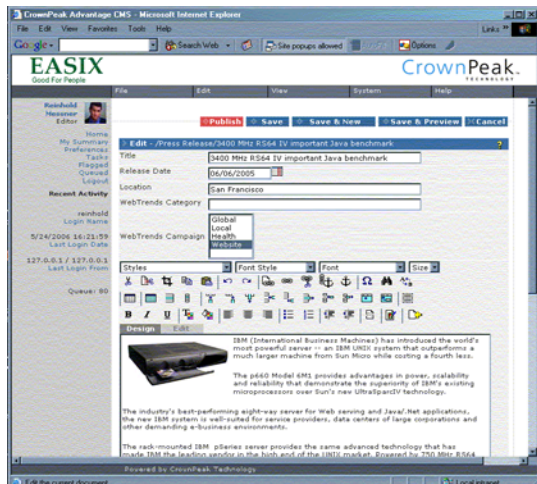
Overview

CrownPeak is defining the future of Web content management by providing customers with a fast, economical and easy way to manage the content on their Web sites. CrownPeak CMS combines an award winning interface, workflow and publishing features with the cost-effectiveness of an on-demand software service. The result is easier, faster and less expensive Web content management.

Our strategic partnership integrates WebTrends On-Demand Analytics directly into CrownPeak CMS. This enables users to get a 360° view of user behavior and manage their campaigns accordingly, directly within the CMS interface.



WebTrends data can be viewed directly within the CMS Interface



Manage campaigns directly from the CMS.

How it Works

The CrownPeak and WebTrends integration goes beyond just looking at analytics and then taking action on the Web site. Now, the data itself can determine the action on the content. The content can be automatically manipulated based on WebTrends data. For example, once a page on the Web site has reached a certain number of pageviews, it can be moved to an archive. Or, the landing page that has the highest percentage of conversions over a one week test can be the "winner" and automatically be promoted to the default landing page. Combining the site analysis and direct content actions based on that analysis makes for a powerful marketing tool.

CrownPeak and WebTrends

As the leader in the Web Content Management and Search delivered as a software service, it made sense for CrownPeak to partner with the Web site analytics leader, WebTrends, to deliver a fully integrated Web content management and analytics package.

For more information on CrownPeak or to schedule a demo please visit us online at www.crownpeak.com or call 866-877-5858.

CrownPeak
5880 W Jefferson Blvd
Unit G
Los Angeles, CA 90016

sales@crownpeak.com
www.crownpeak.com
Toll Free: 866-877-5858
Tel: 310-841-5920