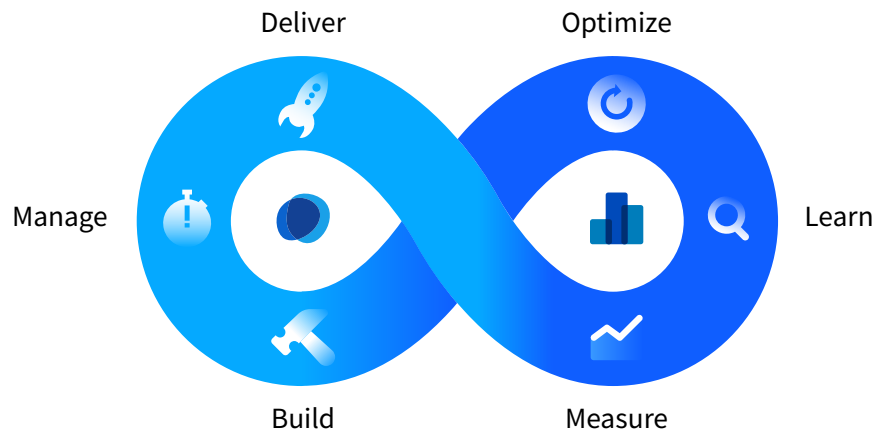


Liferay Analytics Cloud

Features List

Get More Out of Your Liferay Solution

Liferay Analytics Cloud helps you go beyond page analytics with a comprehensive view of how your digital experiences are performing. With advanced segmentation management, audience-based insights, and asset-level reports, understand exactly which content and features deliver value for your business and take steps to improve for greater success.



Key Benefits

Launch Faster With Integrated Analytics

Because Liferay Analytics Cloud was natively built for the Liferay portfolio, there is no lengthy set-up process. Simply connect and start measuring performance from the beginning of your project.

Ensure Long-Term Success

Enable business teams to independently monitor the performance of digital experiences. Give them immediate access to explore this data without help from an analyst so they can ensure that the project continually delivers value for their company.

Put Data Into Action

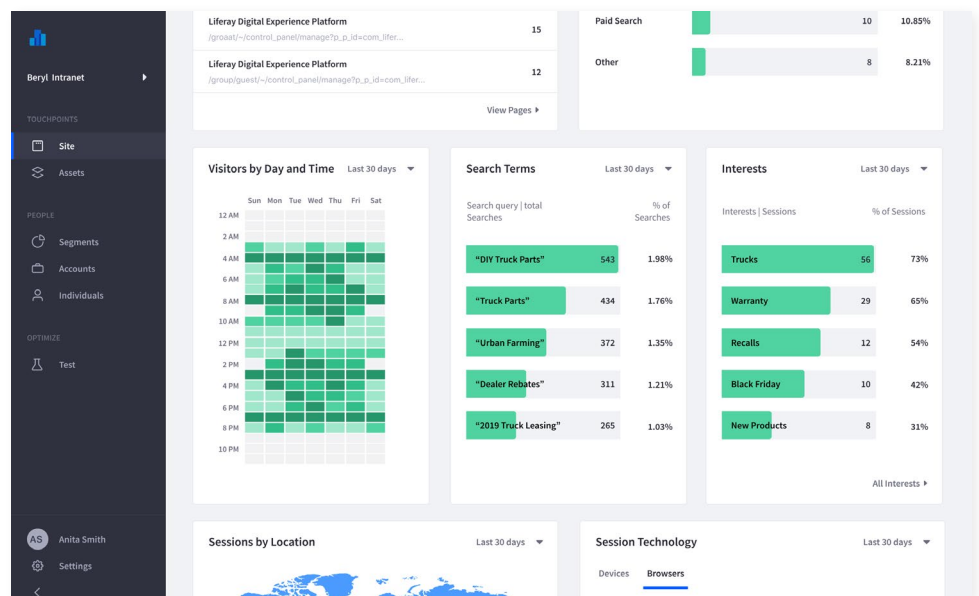
Simply measuring data is not enough to impact a business. Liferay Analytics Cloud includes tools to take action on your insights such as A/B testing and machine-learning-driven content recommendations.

Liferay Analytics Cloud Features

Understanding Digital Experience Performance

Understand how well your digital project is performing with detailed views of site and page metrics filtered by audience, device, and location. Liferay also covers asset analytics, such as Documents and Media, Blogs, Forms, and Web Content so you can see exactly how people are engaging with your content.

Site Analytics



Snapshot

A dashboard that shows each site's:

- Number of Visitors
- Number of Sessions
- Average Bounce Rate
- Average Engagement Score

Pages

Visited Pages

- The top pages viewed over time.

Entrance Pages

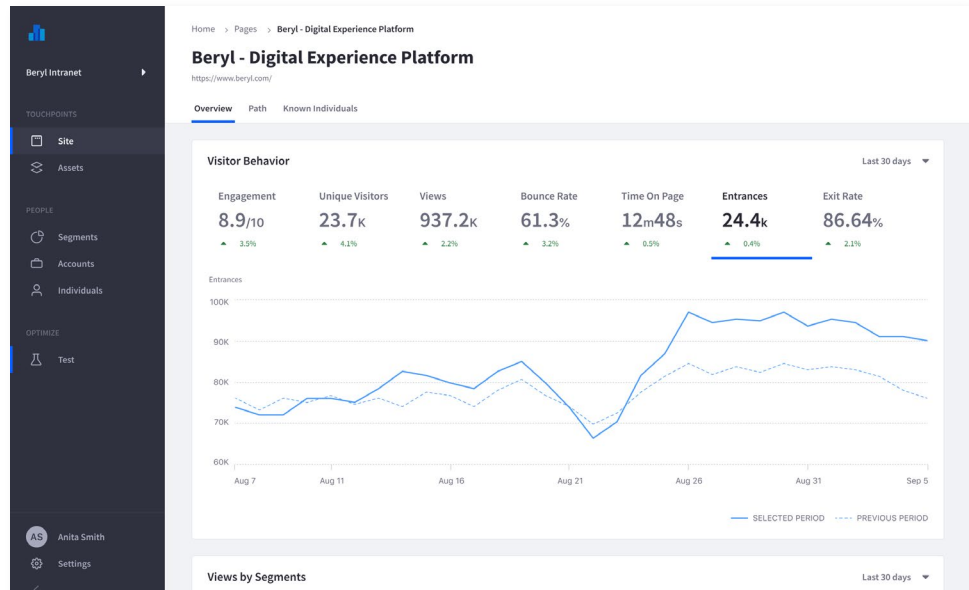
- The most common pages that visitors used to enter your site.

Exit Pages

- The most common pages that visitors used to leave your site.

Top Traffic Sources and Referrals	The top ways people navigated to your site, including channel (email, search), traffic source (Google, Bing), and referrals (third-party links).
Visitors by Day and Time	See when your visitors most often come to your site by day and hour.
Top Search Terms	The top searches your visitors conducted on your site.
Top Interests	Liferay automatically creates interest topics based on your site content through advanced algorithms. As your visitors browse, see the top interests across the site.
Sessions by Location	View the number of sessions per country.
Sessions by Technology	View the number of sessions by device and browser.
Cohort Analysis	See the return rate of visitors over time.

Page Analytics



Snapshot

A dashboard that summarizes visitor behavior for each page.

- Average Engagement Score
- Number of Visitors
- Number of Views
- Average Bounce Rate
- Average Time on Page
- Number of Entrances
- Average Exit Rate

Audience Segments

Liferay Analytics Cloud enables you to separate known and anonymous users as well as create dynamic audience segments, ensuring you can have an accurate view of how different types of visitors use your site.

- View number of known and anonymous users per page.
- View top audience segments by number of visits per page.

Views by Location

See page views by country.

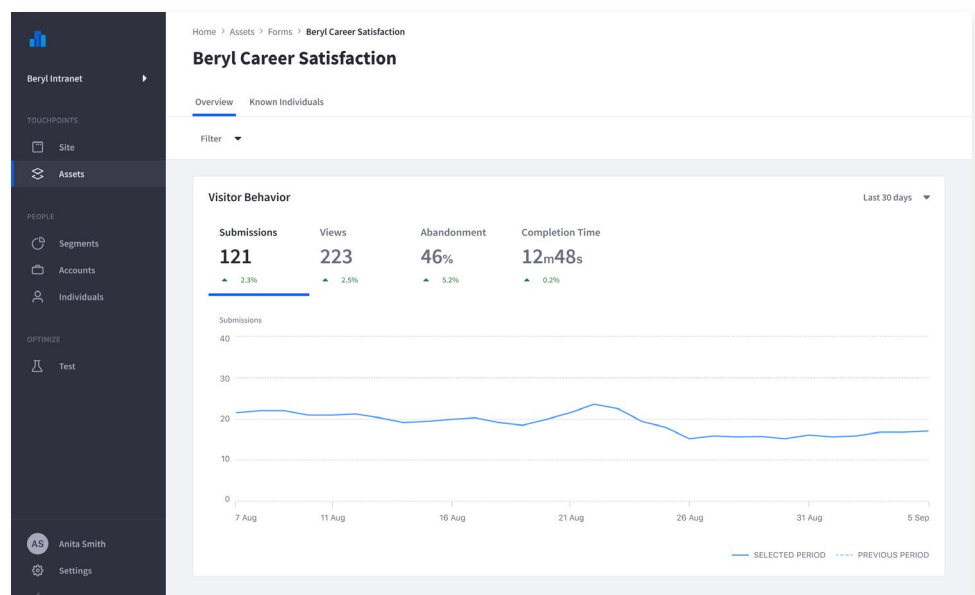
Views by Technology

See page views by device and browser.

Top Performing Assets	View top performing assets (Documents, Media, Blogs, Forms, or Web Content) by the number of interactions.
User Paths	View the most common ways that users navigated to a page, whether it's from an internal link or an external source like Google.
Known Individuals	View a searchable list of known visitors that have visited a page.

Asset Analytics

Liferay Analytics Cloud allows you to track and visualize engagement levels for assets within Liferay: Blogs, Documents and Media, Forms, Web Content, and any Custom Assets that you have created. In addition to summaries of audience breakdown, locations, devices, and more, each asset type shows metrics that are unique to its type of engagement.



Blogs

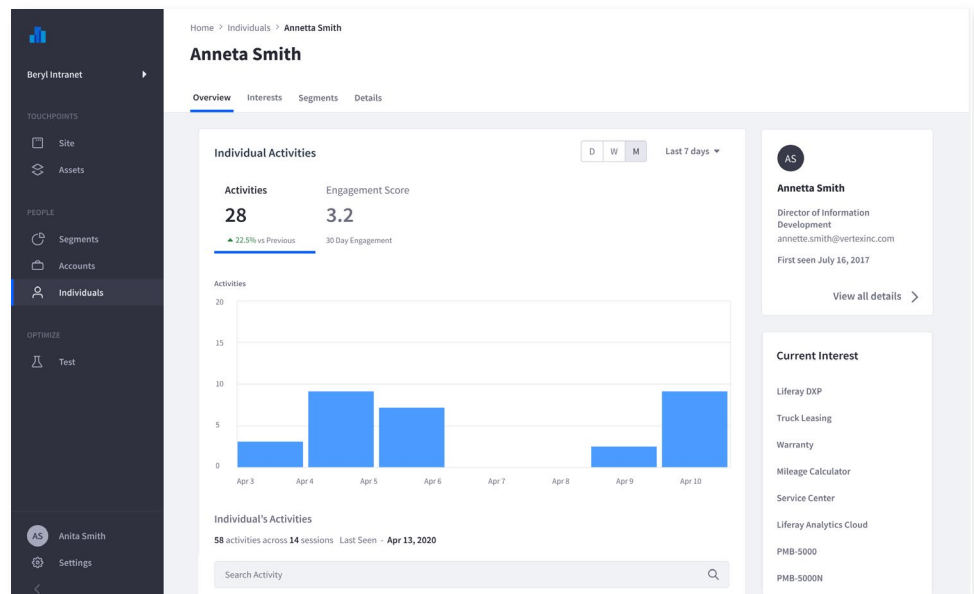
- Total Views
- Views over time, including views per hour
- Average Reading Time
- Total Comments
- Average Rating

Documents & Media	<ul style="list-style-type: none"> • Number of Previews (if the preview option in DXP is used). • Number of Downloads • Average Engagement Score • Total Comments • Average Rating
Forms	<ul style="list-style-type: none"> • Total Submissions • Submissions over time • Total Views • Average Abandonment Rate • Average Completion Time • View of which field visitors abandoned the form
Web Content	<ul style="list-style-type: none"> • Views over time
Custom Assets	<ul style="list-style-type: none"> • Analyze custom-built content or extended applications on the top of your DXP installation. There are five different events that can be measured for custom assets and applications: <ul style="list-style-type: none"> • Clicks • Scroll Depth • Views • Asset Downloads • Form Submissions

Understanding Your Audience

Understanding the performance of your digital project begins with understanding who your visitors are. Liferay Analytics Cloud enables you to identify known users and view individual summaries of their recent actions on the site. It also allows for Account Profiles pulled from Salesforce CRM's account data to support B2B marketing activities.

Individual Profiles



Overview

A dashboard that summarizes all of your known users:

- Number of Individuals
- Known/Anonymous Visitor Breakdown
- Number of profiles that have recently had new activity or information added to them
- Number of Active Individuals
- Top Interests
- Filterable demographic breakdowns

Activity Count

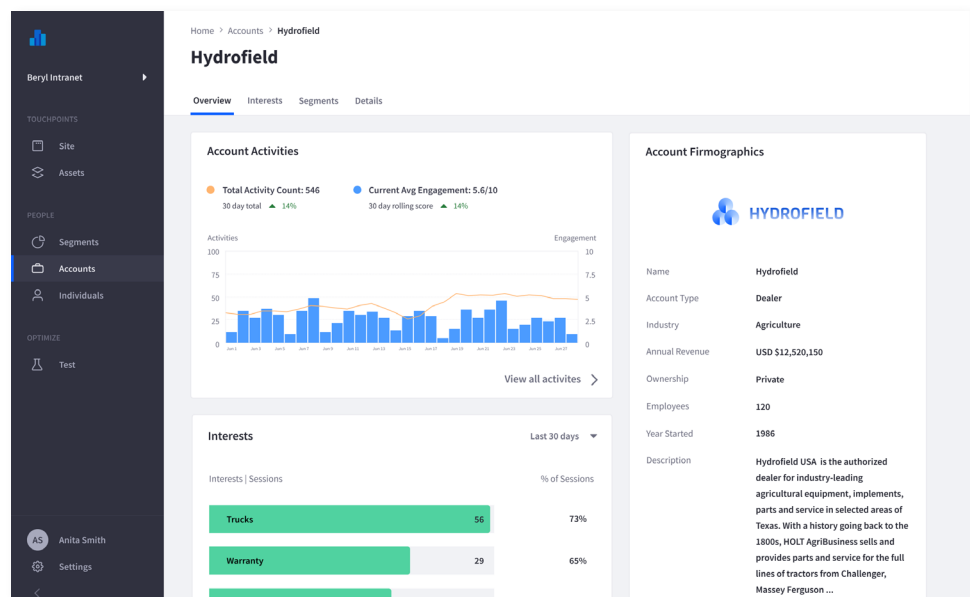
View the number of activities a visitor has taken over time, as well as the average change rate.

Engagement Score

View an individual's engagement score.

Profile Details	Read profile details such as name, email, job role, or any other information you have enabled visitors to add.
Current Interests	See a visitor's most recent interests based on their page visits.
Sessions and Activity History	View a visitor's exact activity history, including the pages they visited, when they visited, and actions they took.
Segment Membership	See which segments a visitor belongs to.

Account Profiles



Searchable

A searchable view of all your accounts with the ability to filter, plus a summary of:

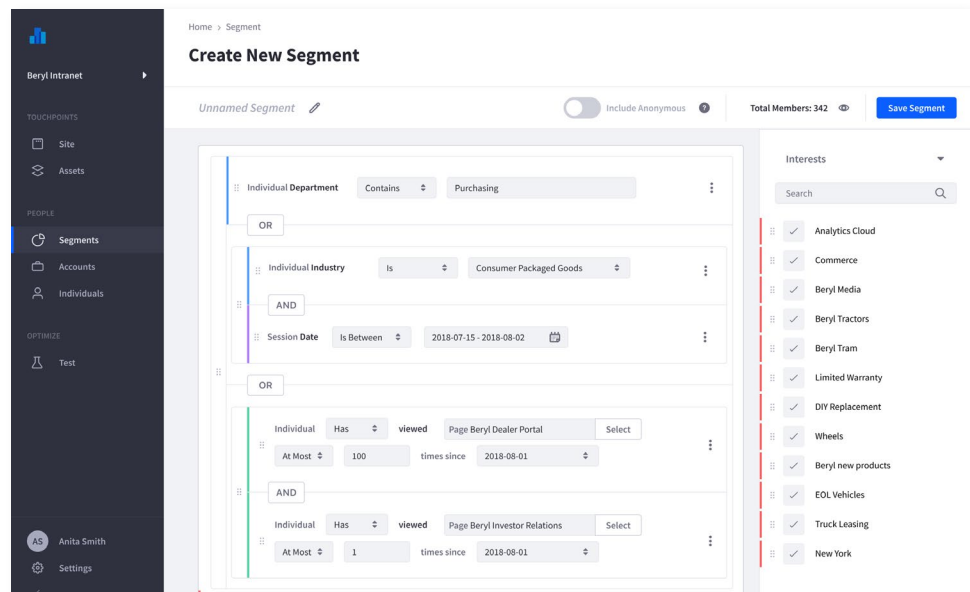
- Account Type
- Number of Individuals in the Account
- Total Activities
- 30-Day Engagement Score

Overview	<p>A dashboard that summarizes for each account:</p> <ul style="list-style-type: none"> • Activities • Firmographics • Contact Information • Known Individuals • Segment Membership
Activities	<p>View the activities of individuals in the account and the average engagement score. A searchable table shows more detail about the activities.</p>
Details	<p>Read account properties such as data source and modified date.</p>
Current Interests	<p>See the most recent interests for individuals within the account.</p>
Segment Membership	<p>See which segments individuals within the account belong to.</p>

Putting Data Into Action

In addition to helping you understand your digital project's performance and audience behavior, Liferay Analytics Cloud equips you to use that data to improve over time through segment-driven personalization and A/B testing. The better you understand your audience, the more you can make data-informed decisions about the content on your site.

Segments



Static Segments

Manually select known individuals to be part of a segment.

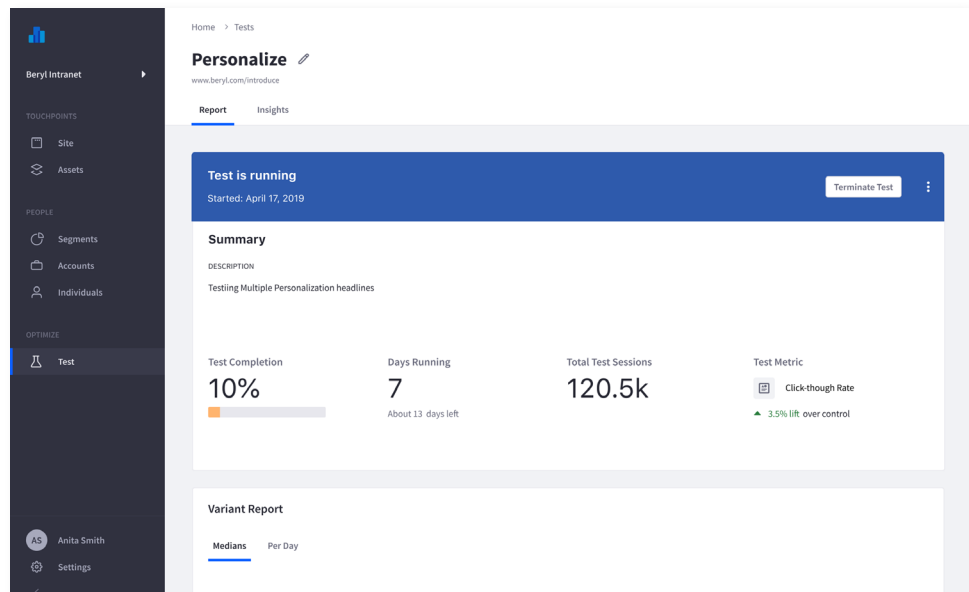
Dynamic Segments

Use a drag-and-drop segment builder to create segments based on detailed attributes:

- Web Behaviors
- Individual Attributes
- Account Attributes
- Interests
- Session Attributes

As you create your segments, view how many members meet the segment criteria. You can optionally include anonymous visitors as well.

A/B Testing



Creating a Test

Create A/B tests within Liferay by defining:

- Test Targets, such as a button to be clicked
- Test Metric
- Control and Variants

Tests can be created and run per audience segment, giving you detailed insights into how content resonates with each audience.

Measuring a Test

View the progress of your tests within Liferay Analytics Cloud, with summary reports after the test has completed and the option to terminate tests early if needed.

- Test Start Date
- Days Running
- Total Sessions
- Variant Performance, including Click-Through Rates, Confidence Intervals, and Probability to Win

Tools for Administrators

Liferay Analytics Cloud helps you manage your data and users with an easy administration panel for non-technical users.

Data Sources	Add and manage the data sources that are connected to Liferay Analytics Cloud.
Exporting Data	Export your site and user data through APIs to use in other applications.
Blocklists	Tune your personalization in Liferay by creating keyword lists that shouldn't contribute to content recommendations and interest topics.
Data Control and Privacy	<ul style="list-style-type: none">• Set the Retention Period for user data• Manage requests to delete or export user data• Deleting or exporting user data can also be handled in another application via API
User Management	Add and manage administrative users from your organization.
Salesforce Connector	Liferay Analytics Cloud offers an add-on Salesforce Connector so that you can bring existing account and user information into your analytics view.

Conclusion

Modern digital businesses rely on understanding target audiences and proactively addressing their needs. Through in-depth analytics regarding individual audience members and the pages and assets they interact with, Liferay Analytics Cloud can help you strengthen the business value of your digital experiences by equipping your business teams with accessible, actionable data.

Moving Forward

Schedule a Free Demo

Request a free demo and learn how Liferay can help you deliver a high-performing solution for your business. liferay.com/request-a-demo.



Liferay makes software that helps companies create digital experiences on web, mobile and connected devices. Our platform is open source, which makes it more reliable, innovative and secure. We try to leave a positive mark on the world through business and technology. Hundreds of organizations in financial services, healthcare, government, insurance, retail, manufacturing and multiple other industries use Liferay. Visit us at liferay.com.

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