

Analytics and Optimization

Optimize digital experience outcomes with analytics that identify areas for improvement



Understand how customers interact with content to deliver more relevant and tailored experiences. Built-in dashboards and reporting teams help business teams drill down into relevant metrics to monitor results and identify areas for improvement.

Benefits



Get a birds-eye view of your top pages, unique visitors, frequently used search terms, and other insights across one or multiple sites.



Quickly analyze the effectiveness of content by type, audience, or stage in the customer journey.

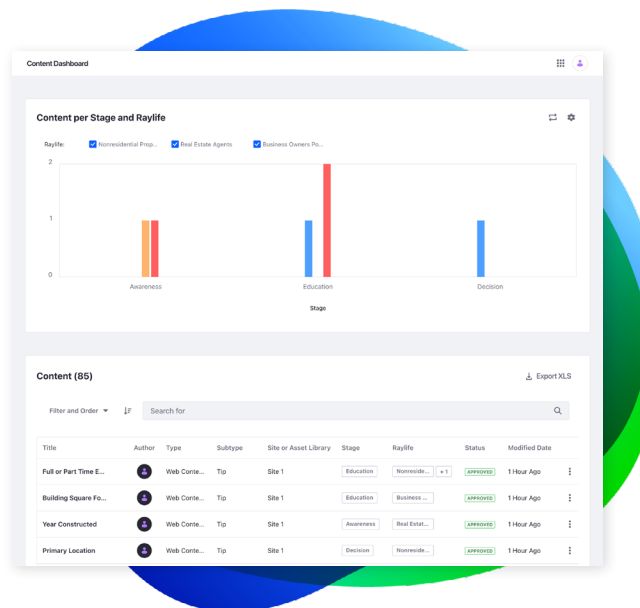


Understand which assets, such as blogs, documents, and forms, perform better.



Improve desired outcomes through a detailed path and traffic analysis that show how users get to the site and navigate through it.

Core Features



Content Dashboards

The Content Dashboard is a global application where you can manage your content. From here, content authors and marketers can access and audit all content generated across sites and asset libraries. You can analyze this content in different ways; find and filter across sites and asset libraries using built-in or custom filters, analyze existing content by audience or phase in a customer journey, and audit content areas with enough content or content gaps to improve your content strategy.

The Content Dashboard shows information based on the categories assigned to content assets. It has 3 main areas;

1. The Content Audit Tool, which shows metrics for the vocabulary and categories you define.
2. The Contents List that shows content across all Sites and Asset Libraries, from which you can sort and filter your information using built-in or custom filters.
3. The Content info sidebar and the Content Performance tool show different metadata for each asset and gather statistics for your content, respectively.

Site Analytics

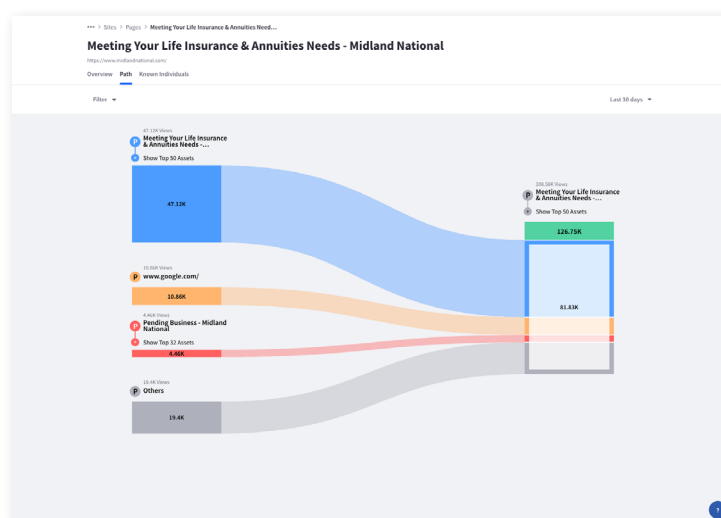
Liferay DXP provides a Site dashboard for each Property in your Workspace. This dashboard contains the following data panels:

- Site Activity - presents a summary of how visitors interact with your site and has metrics for unique visitors, sessions per visitor, duration of the session, and bounce rate.
- Top Pages - shows visited, entrance, and exit pages.
- Acquisitions - presents a comprehensive overview of how visitors arrive at your site from a more high-level view down to a more granular level.
- Visitors by Day and Time - visualizes the days and times when visitors come to your site and helps you understand when the site is more active.
- Search Terms and Interests - shows the most common search terms and topics your visitors are interested in.
- Sessions by Location - shows the countries from which visitors access your site. These are represented by a darker shade on the map.
- Session Technology - shows the devices, operating systems, and browsers visiting your site. You can get more detailed data from each element in the graph display.
- Cohort Analysis - shows a cohort analysis based on visitors from a specific acquisition date and whether they return to your site over a given time period.

Each panel in the dashboard has a time period selector that recalculates the metrics for a selected time period, ranging from the last 24 hours to the last 90 days or a customizable time range of your choice.

Traffic and Path Analysis

Understand how your users are coming to your site's pages and assets to better tailor your content and meet their needs with Path Analytics. Get reports on the most common pages from which visitors accessed a page, filter analytics by location and device type to determine if your site and its contents are optimized properly, and get a glimpse of the top 5 assets and the most appropriate interaction metric for them.



Asset Analytics

Assets are pieces of content that exist on Site Pages in your data sources. These reside on a page and are registered, tracked, and reported the first time an interaction is detected. Metrics for assets such as Blogs, Documents and Media, Forms, Web content, and Custom Assets are currently reported in Liferay's DXP, where analytics will provide relevant insights into how engaged readers are with your blog posts, how well your forms are performing, and give you information about user engagement with your document and media assets.

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.