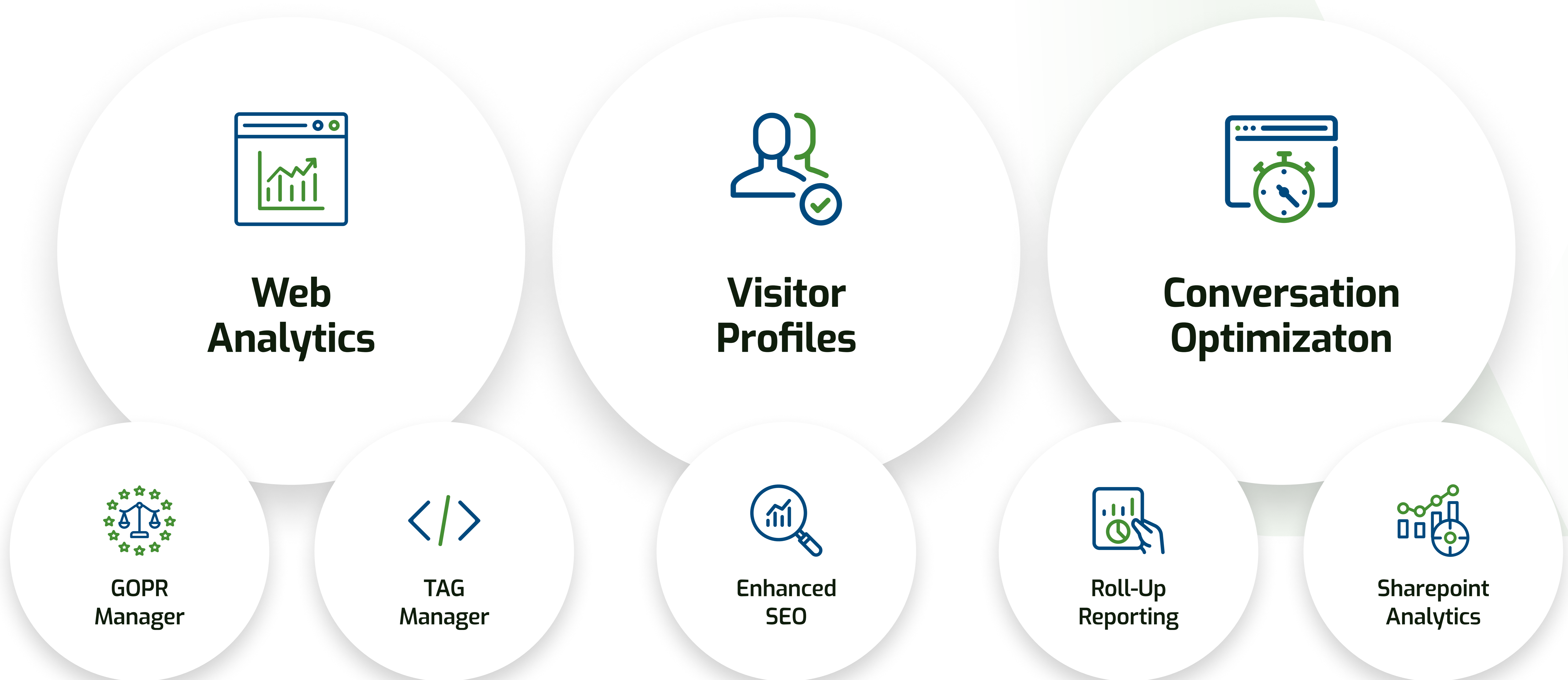


ANALYTICS

Complete Open-Source Analytics



Finally, you can enjoy the full benefits of a Premium Web Analytics and Conversion Optimization tool ALL in one place, while taking full control with 100% data ownership. Premium web analytics delivering the most conclusive insights with a complete range of features to evaluate the full user-experience of your visitor's behavior with Conversion Optimization features, including Heatmaps, Sessions Recordings, Funnels, Goals, Form Analytics and A/B Testing. Enhance SEO, access full Visitor Profiles, use the data sensitive Tag Manager and retain 100% Data Ownership (User-Privacy Protection).



Matomo has revolutionized what a premium web analytics platform should be.

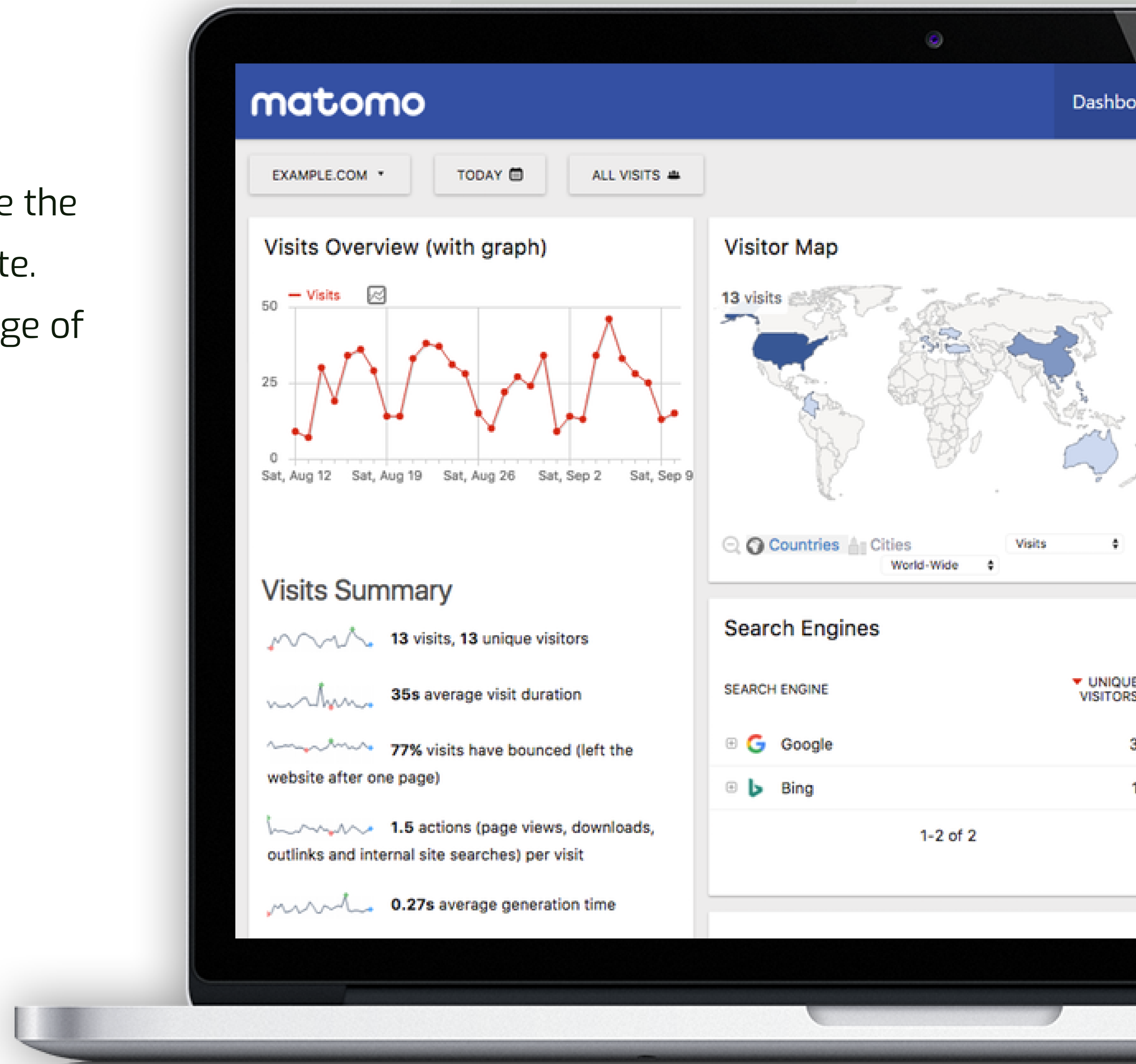

Premium Web Analytics

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What Makes Matomo a Premium Web Analytics Tool?

Matomo's full range of features allows you to evaluate the entire user-journey of everyone who visits your website. There is no other tool that offers such a complete range of features like Matomo Analytics which includes:

- ✓ No Data Sampling
- ✓ Features unique to Matomo including:
- ✓ Conversion Optimization features (see below)
- ✓ Visitor Profiles (see below)
- ✓ Enhanced SEO (see below)
- ✓ Ecommerce
- ✓ Custom Reporting
- ✓ Campaign Tracking
- ✓ Roll-Up Reporting – combine reporting from multiple websites
- ✓ White Label – bring in your branding across your interface and reports
- ✓ All the standard metrics you'd expect from a quality web analytics tool!





Conversion Optimizaton

What is Conversion Optimization? This has become somewhat of a 'buzz' phrase in the digital marketing space, but what these tools allow you to do is accurately analyze the user-experience of your visitors and then optimize steps of the user journey on your website with the ultimate goal to increase conversions.

These features include:

- ✓ Heatmaps
- ✓ A/B Testing
- ✓ Session Recordings
- ✓ Form Analytics
- ✓ Funnels
- ✓ Goals



Visitor Profiles

A truly unique component to Matomo's features is Visitor Profiles. Here you evaluate every action an individual user has taken on your website which is compiled into a full historical profile.

This lets you see what the life-time journey of an active user looks like, or perhaps you want to see what a profile looks like for a user who comes back time-and-time again without ever purchasing; there is no better way to gain insights to these journeys and this is why the Visitor Profiles feature is so widely used by Matomo users.



Enhanced SEO

When it comes to getting conclusive search engine referrer metrics, you need to be sure you're getting ALL the insights to drive your SEO strategy.

- ✓ Unbiased search engine reporting
- ✓ Integration with Google, Bing and Yahoo Search Consoles
- ✓ Eliminate "Keyword not defined" in your Referrers reports
- ✓ Keyword ranking positions
- ✓ Crawling statistics



TAG Manager

Take full control of all third-party tracking codes with Matomo's open source Tag Manager. A Tag Manager is a centralized management tool that makes it so simple to embed third-party tracking codes to your website without constantly needing access to the backend of your website.