

# Web Analytics

Web Analytics provides your financial institution with valuable insights into how your website is being used by your visitors.

## Financial Institution Benefits

**View** path analysis, visitor frequency, browsers used, referring sites, search terms that drive visits, and much more – all within a single interface.

**Tag** your marketing initiatives to see which ones are getting the desired responses, driving user behaviors and helping you achieve your website goals.

**Process** your Web Analytics reporting with industry-leading Adobe® SiteCatalyst® tools at a preferred rate, available through Digital Insight.

**Evaluate** your Search Engine Optimization strategy by tracking what terms are driving traffic to your site from various search engines.

## Customer Benefits

**Digital Insight has partnered with Adobe** to provide access to their industry leading SiteCatalyst Web Analytics tool.

**Inter and intra-site campaign tracking** allows for the measurement of response and conversion rates so you can determine which campaigns to accelerate and which ones to stop.

**Web Analytics and Digital Insight's search engine offerings** can be combined to capture website visitor intent by tracking the terms that visitors are using on your website.

A lot of time and effort goes into developing your website content, layout, and structure. The addition of Web Analytics helps you evaluate the return on your investment by tracking all of the ways visitors interact with your site.

That includes tracking marketing efforts to help determine if your marketing dollars are getting the intended results and making the right impact on your bottom line.

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Banks and credit unions turn to Digital Insight for innovative online and mobile banking that drives growth. For nearly 20 years, our leading solutions have helped financial institutions engage more meaningfully and more profitably.

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