TAKE
GOOGLE ANALYTICS
TO THE NEXT LEVEL
WITH EVERGAGE

THE ADVANTAGE OF REAL-TIME RESPONSE

Google Analytics is a powerful tool in that it helps marketers diagnose weaknesses in their website strategy: What are the pages that visitors most often bounce from the site? Where in the conversion funnel are customers dropping out? It also helps marketers identify important trends: What keywords and referral sites are driving visitors to your site? How many times are visitors coming to your site before they convert? Or do they not convert at all after repeat visits?

What Google Analytics lacks is the ability to address these weaknesses and trends in a timely fashion. The analysis often results in a site redesign and experimentation with the navigation to more effectively move customers through to conversion. These are valuable exercises certainly, but they are long-term solutions at best. They do not allow marketers to address these problems head on, and lend nothing to the marketer's ultimate objective of targeting each individual with relevant content.

/ EVERGAGE DELIVERS **RELEVANCE** IN REAL-TIME

Evergage bridges a **CRITICAL GAP** in your website strategy.

With our real-time response capabilities, you have the ability to deliver highly relevant messages and responses in true real-time – while a visitor is actively engaged in a web session. That means Evergage can help you address your site's weaknesses and trends identified with Google.

Analytics without having to wait. Real-time response rules are easy to create and can drive visitors to the desired action without long rumination on site design and navigation. Using Google Analytics data to inform real-time.

Evergage campaigns mean results right now.

Dynamic Content	Behavioral Targeting
Easy Visual Editor	Referring URL / Keyword
Popups / Call Outs (tooltips)	Bounce Detection
Header / Bottom Bars	Browser / Platform / Geo
Smart Task Lists	Lifecycle & Funnel State
Inline Content	Behavioral Segmentation
Behavioral User Analytics	**Powerful Integrations**
Point-and-Click Data Capture	SalesForce
Visitor / User / Account Tracking	SugarCRM
Engagement Scoring & Analysis	Force.com
Real-time Segmentation	WordPress
User Status Alerts & Profiles	Drupal
	Unbounce

Obtain more customers and keep them engaged with these features from Evergage

/ MORE **MEANINGFUL ANALYSIS** AND ACTION
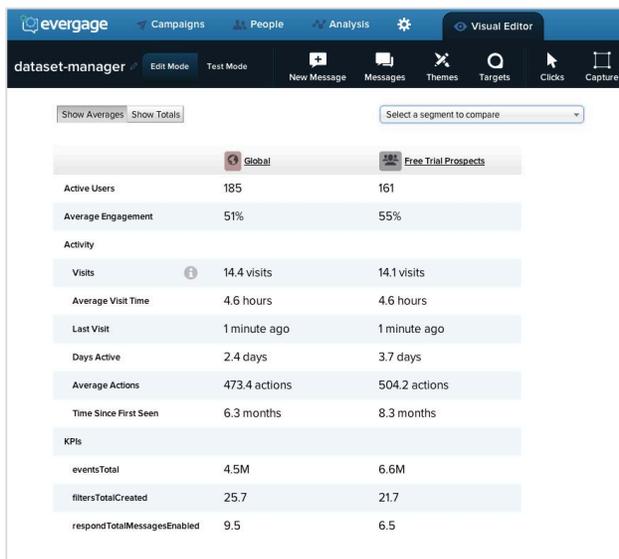
Evergage's analysis differs from Google Analytics in two very important ways: it **ASSESSES WEBSITE PERFORMANCE AT THE LEVEL OF AN INDIVIDUAL VISITOR**, and presents that analysis in an actionable way.

Evergage can tell you a visitor's live actions, inform you on when or where she disengages, and most importantly, makes real-time recommendations as to how to change her behavior.

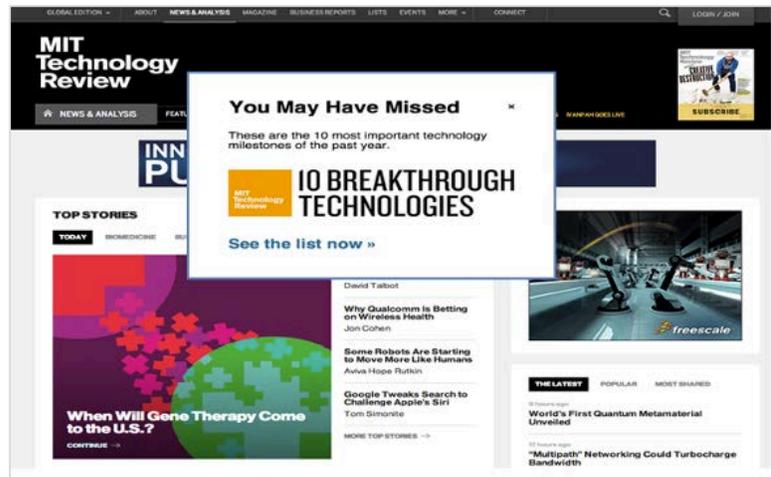Evergage's analysis differs along these critical advantages:

- Pinpoint metrics down to an individual user
- Aggregated to a specific account
- Anonymous, named, and to be named analysis
- Metrics to assess message effectiveness
- Comparison of data across key segments
- Targeted insight translates to other systems

While Google Analytics presents general website performance data in aggregate, Evergage collects highly personalized behavior-driven data and makes it available to marketers immediately, visitor by visitor. It is also easily shared with other systems for valuable targeting efforts.

/ **WHY** USE GOOGLE ANALYTICS AT ALL?

The real-time response capabilities provided by Evergage are made more powerful (and accessible) when combined with the aggregated Google analysis, which is why **EVERGAGE MAKES IT EASY TO INCLUDE GOOGLE TRACKING CODES** in Evergage messages.

Bounce Message with Dynamic Content

Studying Google Analytics data allows you to design highly effective Evergage campaigns that address your site's most prevalent conversion issues with targeted messages and relevant offers. Conversely, Evergage data can help you determine which messages or offers are most effective at driving the desired visitor behavior. But the ability to survey site performance over time with Google Analytics can help you determine how visitors are searching for your products, or when visitors are struggling with your site's navigation. Performance indicators like these are much more effectively measured in aggregate than on an individual basis.

evergage

Evergage enables you to take immediate marketing action on your website based on real insight into visitor behavior. Furthermore, Evergage enables you to perform behavior-based segmentation — for example, visitors who have been to your site twice in 24 hours or were driven to your website by a common referring site — and use them to drive highly relevant campaigns across channels. Evergage can also track page and click behavior to validate your best customer segments.

CONSUMERS WANT RELEVANCE NOW.

Evergage is about providing you with an edge, to make each page more relevant, more tailored with every click, and more engaging to the consumer when it matters the most. Find out for yourself why real-time relevant marketing matters. Contact Evergage to receive case examples and a demo of our solution, and ask about opportunities to test drive Evergage.

Learn How You Can Market in Real-Time with Evergage.

Contact your Evergage sales representative today or call 888-310-0589
for a quick demo or simply to learn more.