2019

dotCMS Product Brief

Analytics & Reporting Module

Trusted, Continuous & Connected

Customer Experiences

dotcms

Inside the Brief

The Analytics & Reporting Module of dotCMS provides actionable insights into the content marketing & business teams and helps to optimize organic traffic and page content performance.

Key Benefits:

- Integrated dashboard

- Insights in trending pages

- Content performance overview

- Insights in referrer domains

Being In The Know

With the number of websites and content exposure increasing exponentially, it becomes more and more important for marketing and business teams to **have real-time and actionable insight into their web-page and content performance.**

Dashboard Example in dotCMS

Dashboard

dotCMS offers a reporting engine that focuses on relevant areas of the applications that are enabled by dotCMS:

the engagement with your targeted audiences and content performance more specifically.
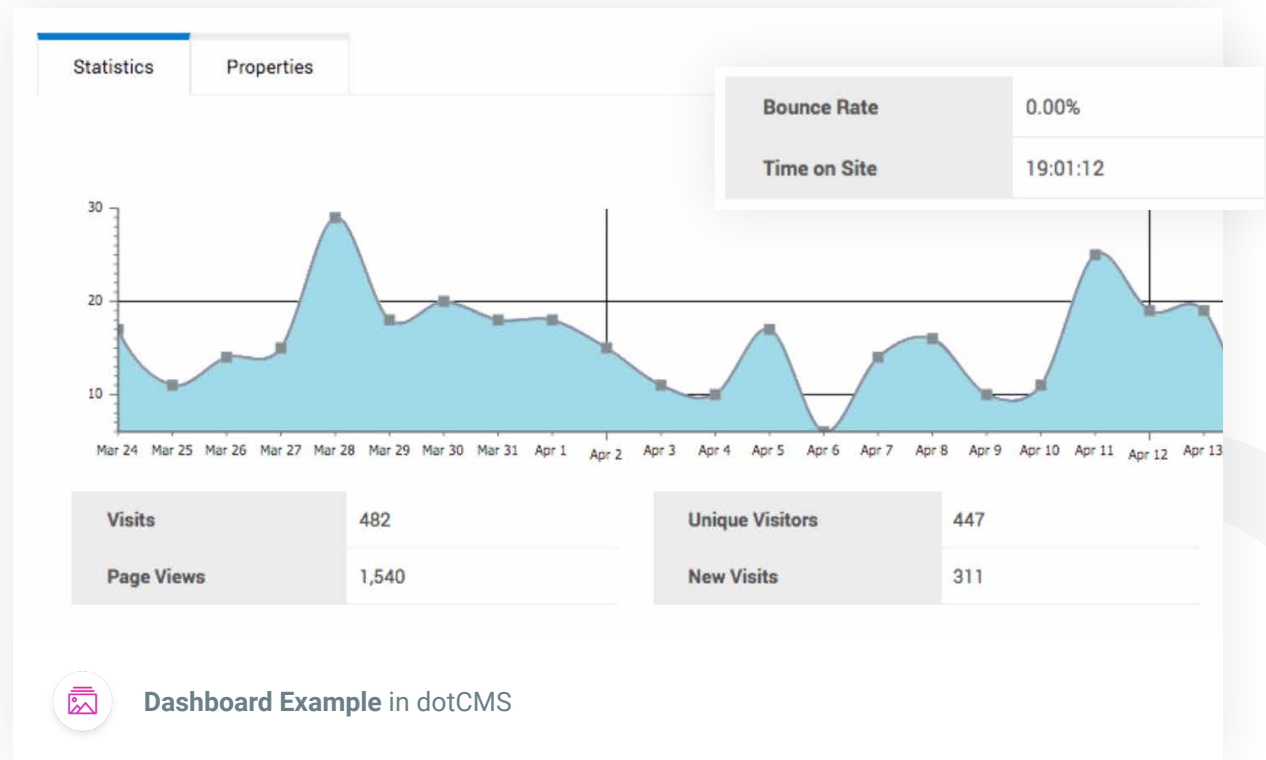
The top dashboard gives insights for the selected website for specific reporting windows and delivers traffic numbers (visits, page views), new visitors, unique visitors, bounce rates and the average duration on the site.

Top Pages

In an easy-to-read overview, the marketing team can immediately see which pages generate the most traffic. **Non-performing pages can be easily identified & optimized.**

Top Referrers

Knowing where the majority of your webtraffic is coming and having direct insights, will help the marketing team to

optimize spend on organic traffic and paid Ads.

Top Pages View	
/index.dot	5,372
/home/404.dot	494
/blog/index.dot	118
/download/index.dot	112
/documentation/index.dot	105

Top Content

At a glance, your marketing team can **see which content is the best performing** (in terms of views) and allows them to align conversion goals with the content creation process.

Extensibility

All reports are completely configurable and can be tailored to your team's specific needs.

Business Intelligence

All data that is exposed to CMS users, is available for external applications (Business Intelligence) through **either export (Excel, CSV) or real-time over REST APIs.**
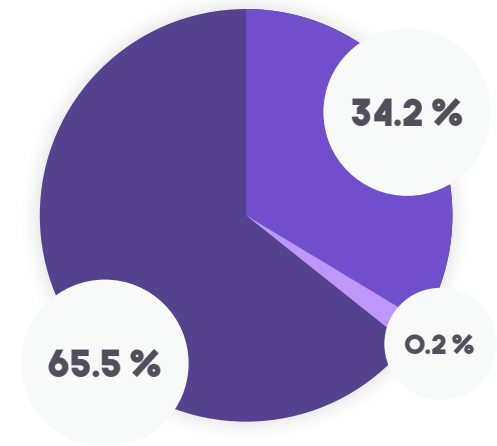
Referrers

Having a direct overview where the majority of the traffic is coming from,

helps the marketing team to optimize your AdWords spent (SEO, SEM) and drive conversion & the bottom line.

Referrers

34.2 %

65.5 %

0.2 %

- Direct Traffic — 316
- Reffering Sites — 165
- Search Engines — 1

Analytics Roadmap

Analytics and reporting are nominated as top-priority by our clients and partners and as such addressed on our roadmap.

Analytics is core to content management, regardless how our product is deployed

(native, headless or hybrid) and our product team is working on some key capabilities to enhance our existing product.

Data Management

A CMS typically operates in a data-centric environment where data is generated not only in the CMS and CMS-enabled applications but also adjacent applications generate and collect data. It is our belief that a business user should be

able to access all the data feeds in the Digital Experience Platform and make them available for reporting.
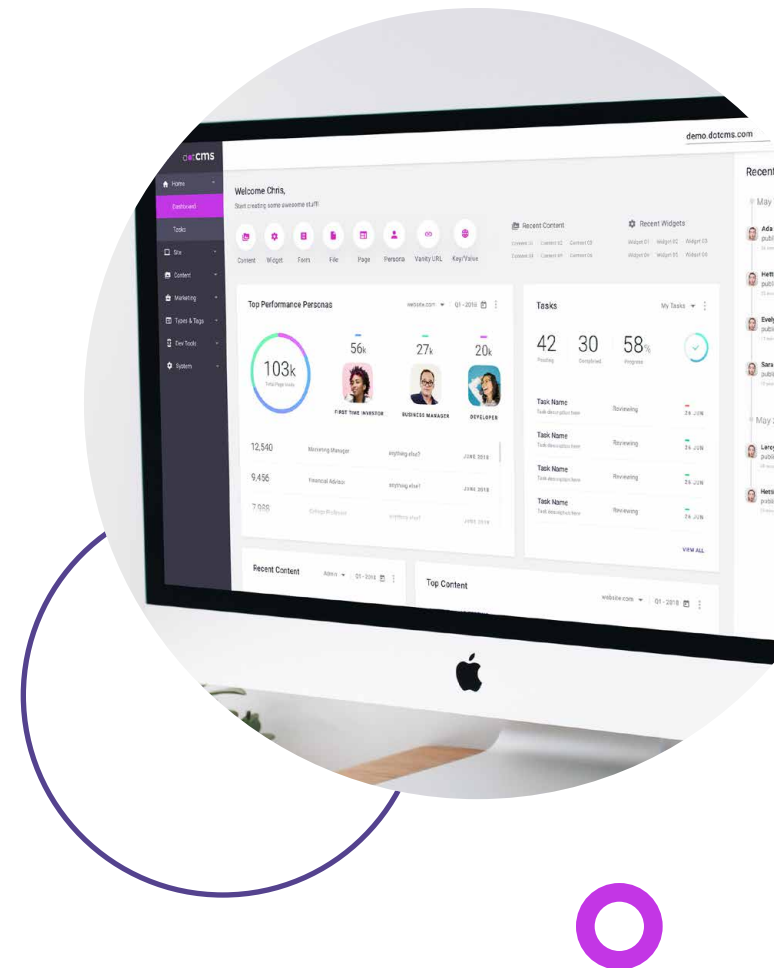
Ad-hoc reporting engine

We want to move away from static/ fixed reporting to a fully flexible reporting engine that allows business teams to create any report, any time, based on the data feeds that are at their disposal. In an intuitive UI, data-feeds can be selected as well as the specific queries, without any code or the involvement of development.

Visualization

A picture tells a thousand words. Offering endless visualization capabilities make it easy for business people to generate

## meaningful reports that offer the insight they need and can be shared across teams

so they can drive and exceed their business goals.

Predictive Analytics

Leveraging predictive analytics algorithms will help to connect data with actions, based on predictions. In the context of CMS,

this translates to predictive personalization amongst other things & exposes content to a visitor based on content consumption/ engagement intent.
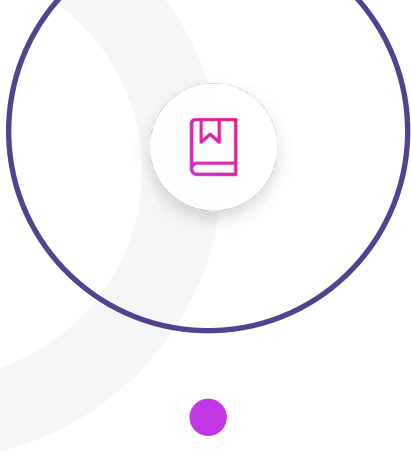
What's Next for dotCMS

What was and is new in previous & upcoming dotCMS releases:

- [What's New in dotCMS 5.0](#)

- [What's New in dotCMS 5.1](#)

- [What's New in dotCMS 5.2](#)

Complimentary Evaluation Support

dotCMS offers a variety of tactics to test-drive and proof out your key use-cases around your personalization strategy.
It is our investment and helps you to evaluate dotCMS effectively, way beyond shiny product demos and slick sales presentation.

More on our evaluation support

[here>>>](#)

About dotCMS

dotCMS is a leading, open source content and customer experience management platform for companies that want innovation and performance driving their websites and other content-driven applications. Extensible and massively scalable, both small and large organizations can rapidly deliver personalized and engaging content across browsers, mobile devices, channels, second screens and endpoints -- all from a single system.

Founded in 2003, dotCMS is a privately owned US company with offices in Miami, Florida; Boston, Massachusetts and San Jose, Costa Rica. With a global network of certified development partners and an active open source community, dotCMS has generated more than a half-million downloads and thousands of implementations and integration projects worldwide. **Notable dotCMS customers include:** Telus, Standard & Poors, Hospital Corporation of America, Royal Bank of Canada, DirecTV, Thomson Reuters, China Mobile, Aon, and DriveTest Ontario.

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