

Liferay Analytics Cloud



Enhance your digital strategy with data regarding your target audience and the performance of your company's many touchpoints. Liferay Analytics Cloud is a SaaS customer and web analytics tool that aggregates data and visualizes analytics regarding people and interactions. Liferay Analytics Cloud tracks customer profile and behavioral data, bringing them together into a single view of the customer. Analytics Cloud also measures the performance of marketing assets and content so users better understand the roles they play. Together, these elements help businesses overcome existing data silos and provide essential personalized experiences.

Key Features



CREATE A SINGLE CUSTOMER VIEW

Aggregate customer profile, behavior and interaction data from across the company and merge into a single view of the customer.



SEGMENT AND VISUALIZE CRITICAL DATA

Create segments and visualize data across touchpoints, down to the asset level, to discover which elements truly impact audience behavior.



CREATE KNOWN TARGET CUSTOMERS

Use insights derived from advanced algorithms to understand audience interests to help marketers provide better experience personalization.



PAGE INSIGHTS

Measure the performance of content and how the audience is interacting online for an in-depth understanding regarding the performance of pages and content.

Learn More

Set up a conversation with our sales team for a demo of Liferay Analytics Cloud and subscription details. liferay.com/request-a-demo

Product Details

Customer Profile Analytics

- Pull customer data from multiple data sources into single secure view to create known users.
- Integrate with Salesforce CRM to enrich your customer profile.
- Visualize customer data through segment, accounts and individual profiles.
- Build dynamic segments based on customer behavior and profile attributes.
- Analyze individual interest, activity history and more.
- Analyze segment interest, demographics and more.
- Explore segments through groups and filter accounts based on attributes.

Page Analytics

- Visualize a list of pages and understand performance through an aggregate view.
- Measure page effectiveness by viewing the amount of user sessions, number of visitors, nested assets and associated topics of interest per page.
- Understand audience behavior patterns by day and time.
- Track the performance of individual segments within pages.
- Visualize scatter plot page charts.
- Page search and filter by segment, location, device and main KPIs.
- Analyze bounce rate metrics and time for page visits.
- Track interactions on your custom solution developed with DXP using simple tags.

Traffic and Path Analytics

- Display traffic types and visualize a path for easy source identification.
- Filter paths by segment, location, device types, time and browser.
- Display number of assets and all assets by each touchpoint
- Filter interactions by each asset under the key touchpoint.

Asset Analytics

- Track and visualize engagement levels for assets such as forms, blogs, documents, media and other pieces of web content.
- Visualize a list of assets, per type, and understand performance through an aggregate view.
- Forms reports detail the number of views, submissions, failed submissions, abandonment and completion time, user information and device usage, with the ability to drill down to the field level to understand conversions.
- Blog reports detail number of views, bounce rate and reading time, as well as engagement measurements, including shares, comments, clicks and ratings.
- Documents and media reports provide the number of previews and downloads, engagement ratings, comments and user devices.
- Web content reports help understand the number of views and clicks, as well as the current content engagement level, including the ability to drill down to better understand the audience.