

IX WEB ANALYTICS CONNECTOR for Google

Optimize omni-channel marketing with industry-leading analytics

- »» Maximize website impact through deep understanding of the factors behind conversion or engagement
- »» Generate immediate insight through seamless mashup with other data sources for effective attribution
- »» Predict behaviour of fine-grained consumer segments to optimize allocation



Understand your Consumers – in minutes

InfomatiX Google Analytics Connector for TIBCO Spotfire enables digital, brand and marketing teams to generate a complete understanding of consumer behavior and optimize their omni-channel marketing strategy.

By mashing up digital, consumer and internal data for immediate, visual and predictive analysis and publishing instantly across the business, marketers can fine-tune campaigns, easily target high-value groups for cross and up-sell while simultaneously reducing customer attrition.

Google Analytics – TIBCO Spotfire Connector



Now you can easily and dynamically import Google Analytics data into TIBCO Spotfire without scripting or manual downloads. The connector allows you to integrate web traffic and other corporate, Big Data and real-time sources to gain a complete contextual overview of consumer behavior, optimize your website and maximize return on marketing investments.

 **VIDEO: Setting up IX Web Analytics Connector in TIBCO Spotfire®**

User Benefits

- » Explore and visualize web-traffic data in a simple and easy way without exporting or scripting
- » Enrich web data with corporate and other sources to optimize marketing and fulfillment
- » Generate holistic data-driven marketing plans and synchronize with supply chain and finance.
- » Understand and predict the effectiveness of digital campaigns and conversion
- » Monitor multiple Google Analytics profiles

Features and functionality

- » Use Google Analytics as a flexible and dynamic data source inside TIBCO Spotfire
- » Browse and mashup web data with enterprise and market data sources
- » Automatically refresh data without scripting
- » Compatible with Spotfire Automation Services
- » Connect through data function – can be used as an on-demand data source
- » Use Dimensions and Metrics from Google Analytics
- » Single Authentication at connection setup

Requirements

- » Spotfire 6.5
 - Analyst (formerly Professional)
 - Consumer (WebPlayer)

To discover the complete list of Spotfire extensions visit www.infomatix.net
For more info contact spotfire@infomatix.net

Follow us on twitter.com/IXSpotfireLink to get the latest news on IX Extension developments.

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IX Web Analytics Connector for Google

Features and Compatibility

The **Web Analytics connector for Google Analytics** for TIBCO Spotfire enables digital, brand and marketing teams to generate a complete understanding of consumer behavior and optimize their omni-channel marketing strategy. By mashing up digital, consumer and internal data for immediate, visual and predictive analysis and publishing instantly across the business, marketers can fine-tune campaigns, easily target high-value groups for cross and up-sell while simultaneously reducing customer attrition.

Available Functionality for Spotfire users

License type	Function
TIBCO Spotfire® Analyst (formerly Professional)	editor
TIBCO Spotfire® Consumer (formerly Web Player)	viewer
TIBCO Spotfire® Business Author	viewer

Features

Available in TIBCO Spotfire 5.0 – 6.5
Generic Features
Flexible and dynamic data source linking
Automatically refreshed data without scripting
Compatible with Spotfire Automation Services
Connectivity through data function
Google Analytics dimensions and metrics used
Single authentication at connection setup
Token-based authentication model
Connection to multiple Google profiles
Filtering and sorting expressions on data load
Dynamic data timeframe settings supported
Standard Google API for connection

Compatibility

Available in TIBCO Spotfire 5.0 – 6.5
Internet Explorer 8+
Google Chrome
Mozilla Firefox
Safari (Mac)