



## COMPLETE OPEN-SOURCE ANALYTICS

Finally, you can enjoy the full benefits of a Premium Web Analytics and Conversion Optimization tool ALL in one place, while taking full control with 100% data ownership.

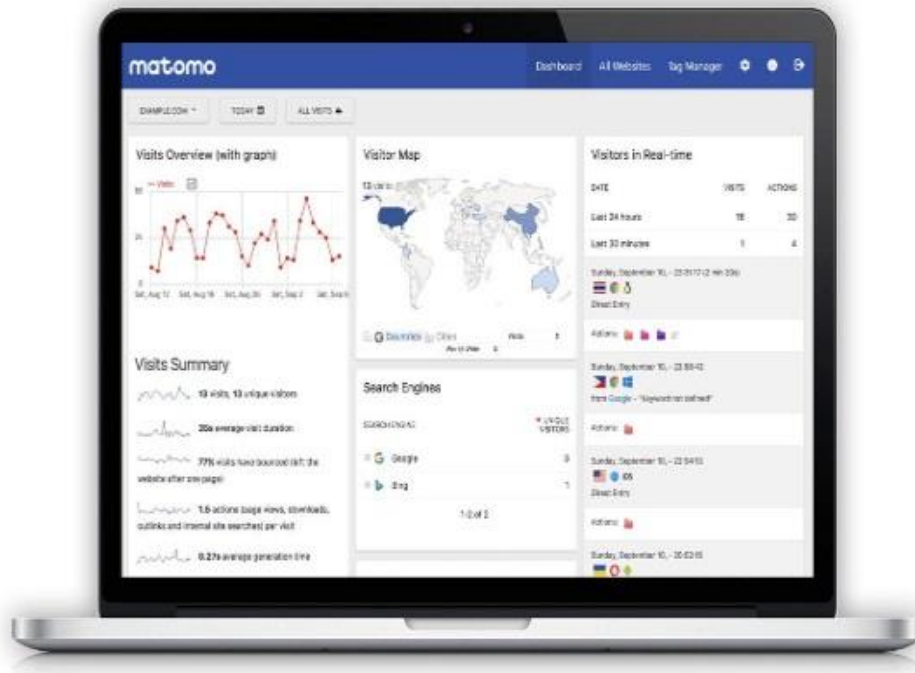
Premium web analytics delivering the most conclusive insights with a complete range of features to evaluate the full user-experience of your visitor's behavior with Conversion Optimization features, including Heatmaps, Sessions Recordings, Funnels, Goals, Form Analytics and A/B Testing. Enhance SEO, access full Visitor Profiles, use the data sensitive Tag Manager and retain 100% Data Ownership (User-Privacy Protection).



Matomo has revolutionized what a premium web analytics platform should be.



## Premium Web Analytics



### What makes Matomo a premium web analytics tool?

Matomo's full range of features allows you to evaluate the entire user-journey of everyone who visits your website. There is no other tool that offers such a complete range of features like Matomo Analytics which includes:

- No Data Sampling
- Features unique to Matomo including:
  - Media Analytics
  - Content Interactions
  - Transitions
  - Row Evolution and many more



- Conversion Optimization features (see below)
- Visitor Profiles (see below)
- Enhanced SEO (see below)
- Ecommerce
- Custom Reporting
- Campaign Tracking
- Roll-Up Reporting – combine reporting from multiple websites
- White Label – bring in your branding across your interface and reports
- All the standard metrics you'd expect from a quality web analytics tool!

## Conversion Optimization



What is Conversion Optimization? This has become somewhat of a 'buzz' phrase in the digital marketing space, but what these tools allow you to do is accurately analyze the user-experience of your visitors and then optimize steps of the user journey on your website with the ultimate goal to increase conversions.

These features include:

- Heatmaps
- Session Recordings
- Funnels
- A/B Testing
- Form Analytics
- Goals



## Visitor Profiles



A truly unique component to Matomo's features is Visitor Profiles. Here you evaluate every action an individual user has taken on your website which is compiled into a full historical profile.

This lets you see what the life-time journey of an active user looks like, or perhaps you want to see what a profile looks like for a user who comes back time-and-time again without ever purchasing; there is no better way to gain insights to these journeys and this is why the Visitor Profiles feature is so widely used by Matomo users.

## Enhanced SEO



When it comes to getting conclusive search engine referrer metrics, you need to be sure you're getting ALL the insights to drive your SEO strategy.

- Unbiased search engine reporting
- Integration with Google, Bing and Yahoo Search Consoles
- Eliminate "Keyword not defined" in your Referrers reports
- Keyword ranking positions
- Crawling statistics

## Tag Manager



Take full control of all third-party tracking codes with Matomo's open source Tag Manager. A Tag Manager is a centralized management tool that makes it so simple to embed third-party tracking codes to your website without constantly needing access to the backend of your website.