



# QlikView® for web analytics

Web and social media has revolutionized the creation and exchange of user-generated content and conversations. The way that we communicate between organizations, communities, and individuals has changed and allowed for huge amounts of valuable, accessible data. With the QlikView Business Discovery™ platform, organizations gain an integrated view across these web channels, increasing opportunities for improved brand awareness, reduced threats and costs, improved customer loyalty and sentiment, and increased revenue.



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## Key product features

QlikView offers Business Discovery capabilities that unlock the power of information for web analytics

- **The associative experience**  
Allows non-technical users to explore by making selections and getting instant feedback on what data is associated and what's unrelated
- **Data visualization**  
Provides summarized web data and key KPIs in highly visual and interactive charts and graphs
- **Alerts & triggers**  
Users receive alerts that indicate critical KPI's have reached a predefined threshold
- **Comparative analysis**  
Allows users to compare multiple selections of media channels and web activity to each other but not other sets of data
- **Trending analysis**  
Allows for deep analysis on customer, product, web activity, and social media trends
- **Rapid multi-source data integration**  
Creates a single, holistic view of web data from multiple sources
- **Extensive partner network**  
Offers best-of-breed partner social media applications easily tailored to specific business needs and requirements

## Align web presence with customers

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Increasingly, web channels are led by social CRM teams who are coordinating social activities and reaching out directly to the most influential members of their communities. With QlikView, users can benchmark their presence against competitors as well as identify marketplace shifts which rapidly occur across the social media environment. Creating a holistic view across structured and non-structured data allows for true business discovery to account for customer sentiment, behavior, and buying trends. Organizations can optimize advertising strategies, utilizing accurate Klout scoring for content creation across numerous web channels. With QlikView, marketing teams can attribute online conversations to specific parts of the business, allowing accelerated responses to sentiment regarding brand, campaigns and the associated effectiveness.

## QlikView® on mobile

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QlikView users get complete QlikView Business Discovery™ experience, including interactive analysis, rich visualizations, and the associative experience, anywhere, and on any device. Marketing organizations understand the power of social media on-the-go. Users can tap into the power of their QlikView apps on location. The result? Faster and more effective decision making. Users can proactively manage their web presence and continuous customer interaction, and managers can understand what's happening with their business as it happens, instantly and securely.

## More value from QlikView partners

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Qlik and its extensive partner community offer a number of solutions developed for social and web analytics that can easily be tailored to specific business needs and requirements. With even faster implementation and best-practices, users are only a few clicks from discovering significant new business opportunities, adding tremendous value to any marketing organization.

For more information, visit [www.qlik.com](http://www.qlik.com)

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