Web Analytics

ⓘ This documentation describes the **excentos Web Analytics tool (https://analytics.excentos.com)** to analyze the traffic and success of your Product Guides.

The excentos Web Analytics tool is based on the popular and powerful **Matomo software framework**. Matomo (previously named as PIWIK) is one of the leading Open Analytics Platforms and provides many advantages:

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intro and links on introductory documentation

- Matomo is a software platform that allows **100% data ownership** (unlike Google Analytics, for example), meaning we assure **your data remains your data only** (and will not be shared with third parties).
- it allows **far-reaching customizations** of reports as they are required for Guided Selling.
- for a **general documentation** on how to use the interface and work with the reports, please refer directly to Matomo: **http://matomo.org**. The Matomo community has compiled a **great Guided Tour** that shows all most important features and customizations: **https://matomo.org/docs/matomo-tour/**.

Content of this Documentation

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Goals and Concept of excentos Web Analytics

The philosophy of the excentos Web Analytics tool is to make it as easy as possible for our customers and partners to:

- access the **usage data**
- identify **success parameters**
- track business **goals**
- find out **exit points** in order to **increase conversion**
- offer reports and data that provide **consumer insights** on how your prospects and customers **take the buying decision**
- allow to analyze browsers, screen resolutions, device types etc. in order to improve the Product Guide's **user experience**

This documentation shows how to use the reporting functionality in the excentos Analytics to achieve the goals mentioned above.

Login/Access

You can access the excentos Analytics here: **https://analytics.excentos.com**

- The excentos Analytics is accessible to literally any modern web browser, but we recommend using up-to-date **Firefox or Chrome browsers.**
- The login to the excentos Analytics is provided to you **individually per user** by the excentos staff
  Please **protect your username and password** and/or frequently change your password to protect your data. You can change your password yourself.