Download Analytics

An advanced analytics solution that is easy and cost-effective to adopt

Akamai

Software vendors now rely on the Internet as the primary channel for delivering their products to hyperconnected consumers – who expect web software downloads to be seamless and fast every time. To reinvent the software distribution channel for the faster forward world, companies need to manage distribution strategies, prioritize online marketing efforts, maximize try-to-buy conversions, monitor and allocate distribution costs, and create the best user experience. Gaining visibility into the effectiveness of web software downloads is critical to maximizing the value of the online channel.

Historically, because implementing an advanced online download analytics solution was a significant technical and costly undertaking, many software companies risked operating without visibility into key metrics such as completion rates, software download duration, and user behavior. As a result, they missed opportunities to optimize the user experience and lost valuable insights that could have helped them make informed business decisions about their software delivery strategy.

Download Analytics

Download Analytics is a highly flexible, customizable solution that provides software companies with meaningful insight into the performance of online software downloads in the language and context of their business. Fully integrated with Akamai Electronic Software Delivery, Download Analytics is both easy and cost effective to adopt. Key features include:.

BENEFITS TO YOUR BUSINESS

- **Improve the user experience** by gaining visibility into audience/individual user behavior

- **Inform business decisions** with reports on distribution channel performance, business unit/partner cost allocation and more

- **Gain critical visibility without incurring cost/complexity** with an easy to deploy, cost-effective analytics solution integrated exclusively with Akamai Electronic Software Delivery

User Engagement Metrics

- Application and software download duration

- web transfer completion rate

- End-user analysis by geography, network, and connection speed

- User behavior data such as start, stop, pause, and cancel

Content Usage Metrics

- Bytes delivered

- Bytes per software download

- Usage by geography

- Usage by time

Powerful Custom Reporting

- Define the download data set, reporting dimensions, and metrics

- Filter using standard matching criteria applied against any dimension

- Report customization interface

Dashboards

- Standard executive overview, audience, and usage themes

- Support for up to 10 reports in one dashboard

- Selectable chart and tabular report views

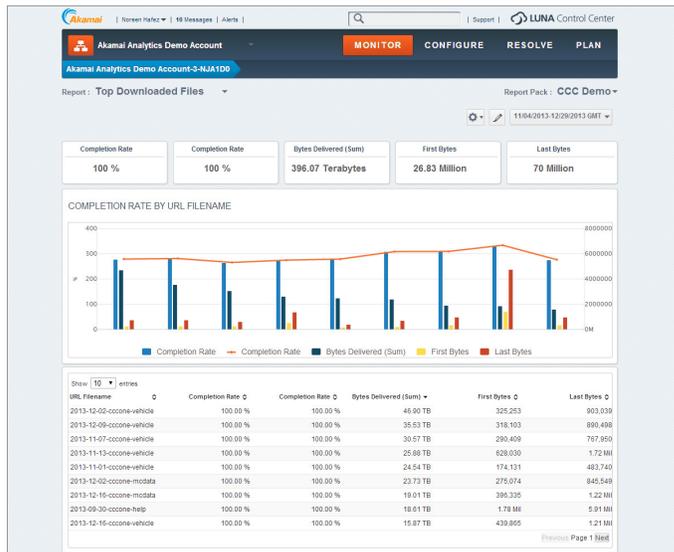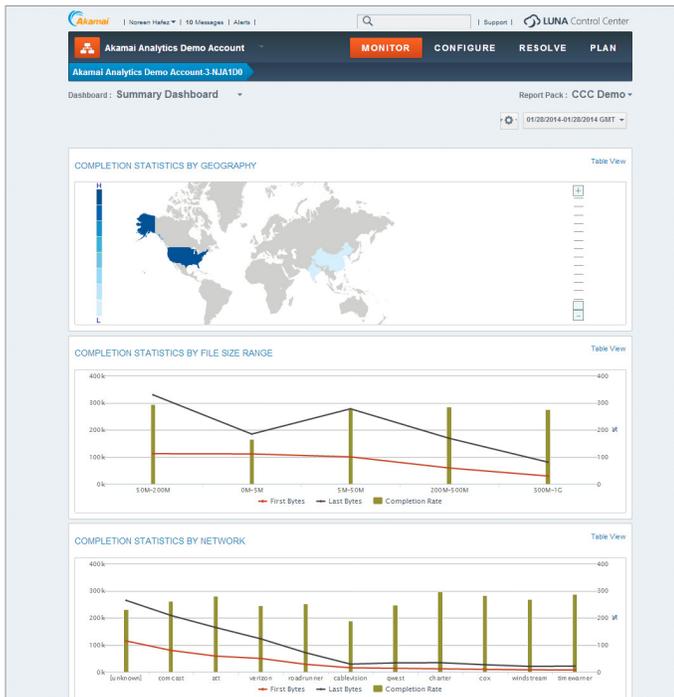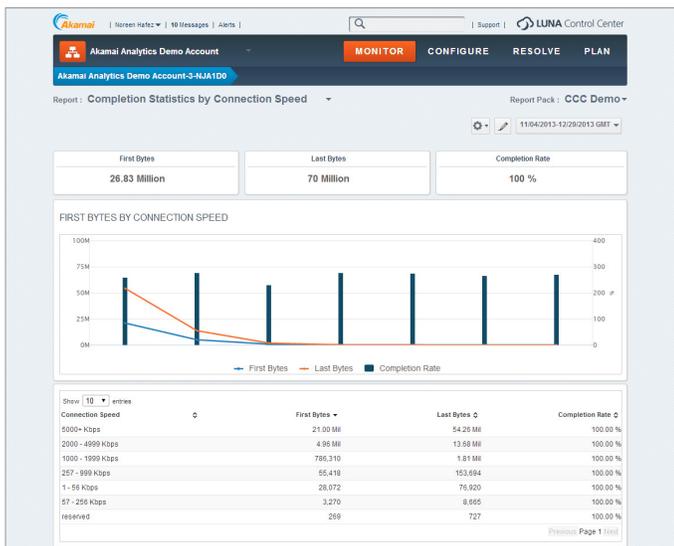- Custom and user-definable; flexible date range selection

Dimensions

- Standard and custom

- Extract custom metadata (i.e. file name or category) from URLs and report metrics by these values

- Support for key-value pair and URL string matching

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Downloads Summary Dashboard

The Akamai Ecosystem

Akamai makes the Internet fast, reliable and secure. Our comprehensive solutions are built on the globally distributed Akamai Intelligent Platform™, managed through the unified, customizable Luna Control Center for visibility and control, and supported by Professional Services experts who get you up and running easily and inspire innovation as your strategies evolve.

Akamai FASTER FORWARD

Akamai® is a leading provider of cloud services for delivering, optimizing and securing online content and business applications. At the core of the company's solutions is the Akamai Intelligent Platform™ providing extensive reach, coupled with unmatched reliability, security, visibility and expertise. Akamai removes the complexities of connecting the increasingly mobile world, supporting 24/7 consumer demand, and enabling enterprises to securely leverage the cloud. To learn more about how Akamai is accelerating the pace of innovation in a hyperconnected world, please visit www.akamai.com or blogs.akamai.com, and follow @Akamai on Twitter.

Akamai is headquartered in Cambridge, Massachusetts in the United States with operations in more than 40 offices around the world. Our services and renowned customer care enable businesses to provide an unparalleled Internet experience for their customers worldwide. Addresses, phone numbers and contact information for all locations are listed on www.akamai.com/locations.