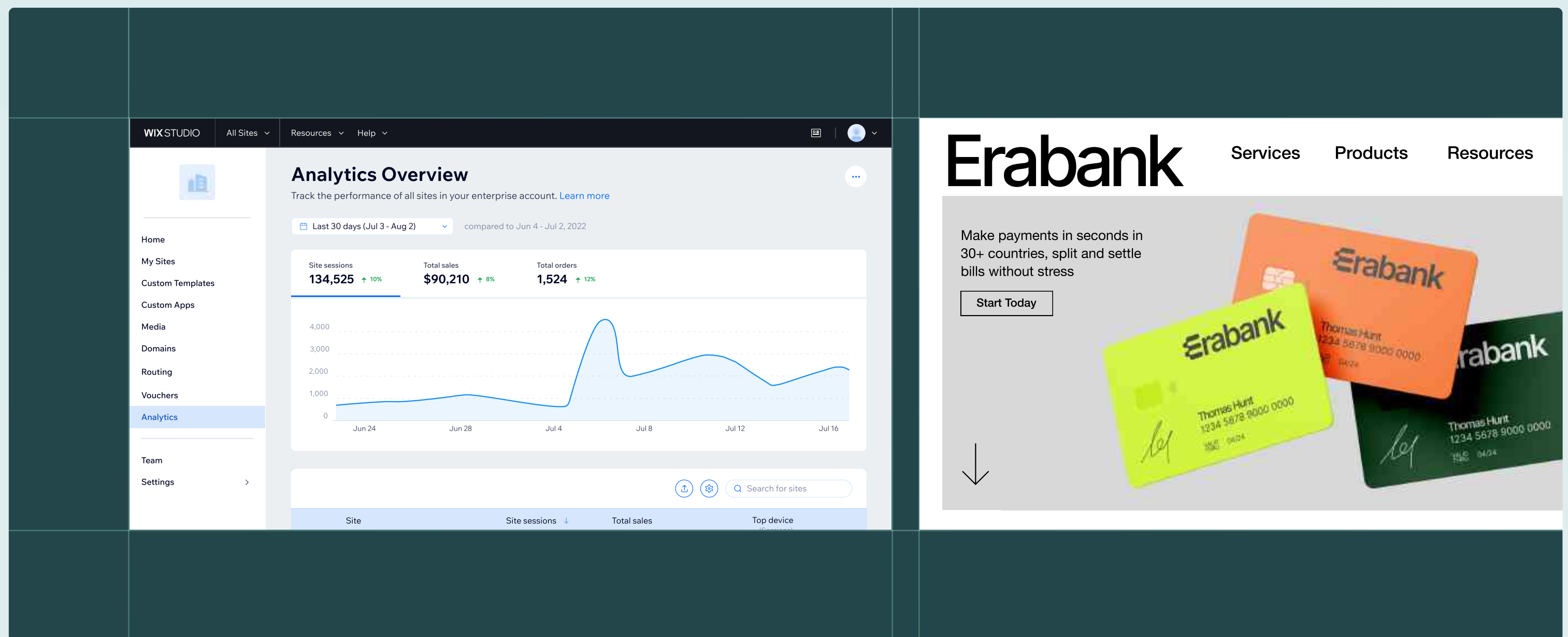


Feature Spotlight: Enterprise Analytics

Organizations leverage the Enterprise dashboard to manage complex site portfolios, with account-level analytics that make reporting simpler for every stakeholder.



Unified performance insights across your digital portfolio

Enterprise Analytics gives you a command center for monitoring the health and performance of all your sites in one place. It is built for organizations managing multiple digital assets, aggregating data into a single view so you can track global trends while still drilling into site-specific metrics when you need to.

Global visibility and portfolio control

Stop hopping between individual site dashboards. Get a clear view of your total digital footprint and how it is performing over time.

- **Aggregated overview:** See performance for all sites together in a unified graph, and switch between metrics such as site sessions, total sales and total orders.
- **Customizable dashboards:** Configure the analytics table to show the columns that matter most, including visitor behavior, sales and traffic data.
- **Historical benchmarking:** Compare current performance to previous periods to visualize growth and flag high performing sites.
- **Data export:** Export site statistics as CSV files for deeper offline analysis or to plug into your existing reporting stack.



For more info, visit:
<https://www.wix.com/enterprise>

Site level precision

Use the enterprise view for the big picture, then jump into full site analytics when you need more context.

- **Granular drilling:** Move from account-level summaries to detailed reports on customer behavior, traffic and sales for any individual site.
- **At a glance tiles:** View key performance indicators in a tile layout so the most important numbers are always surfaced first.
- **Search and filter:** Quickly find specific sites within large portfolios using built-in search and filtering.

How it helps

Enterprise Analytics helps you track performance, plan smarter, work faster and spot trends across your entire site portfolio.

- **Portfolio performance monitoring:** Identify which sites generate the most traffic or revenue across the organization.
- **Strategic planning:** Use aggregated data to inform investment, global marketing spend and resource allocation.
- **Operational efficiency:** Cut manual reporting time by pulling multi site data into a single exportable view.
- **Trend identification:** Track visitor behavior across brands, markets or regions and replicate what works across the portfolio.

