

# eZ Live Viewer 2

## Real-time Predictive Analytics & Optimization

eZ Live Viewer keeps you informed on how your website content performs. It gives you alerts and recommends changes in order to improve your content performance.

For eZ Publish Enterprise customers this easy to interpret business support tool is a game changer. The tool can be used by Web content managers for live editorial optimization and by newsrooms and management reviewing web traffic and readership trends on a large screen.

The real-time info-graphic analytics allows content managers to visualize usage trends of the complete content repository within a configurable recency grouped by time period.



eZ Live Viewer allows immediate actions to take place as best suits business needs. Users can enter straight into editing mode, push content to another block on the page, add high trending stories to other websites in the network, act rapidly with push notifications like social media or email alerts to build more traffic and then watch for changes in consumer response.

## Features

- Front-page Monitor
  - Live article click-through rates visualized, compared to average
  - Suggestions for changes on any position based on predictive analysis
- Examples of visualized real-time data
  - Article / section page / front-page visits, trend & historical graph, referrers, bouncers
  - Article reads (calculated on scroll percentage, time spent) comparison to visits
- Actual performance of your site at-a-glance
  - Rate of visitors/visits/bouncers & page/article visits
  - Top performers and historical graph for article/page visits, referrers, bouncers
  - Cross-segments of referrers/articles/pages/bouncers
- General features
  - Real-time data
  - Super-easy implementation (one tracking pixel)
  - Multi-domain tracking with one account
  - HTML5 – runs on every device

## Services included

- Unlimited user accounts, access customizable on site level
- Free 30-day trial
- Online training, users guide
- Email and Skype support between 9-18 on working days

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#### About eZ

eZ Systems, the eZ logo and eZ Publish are registered trademarks of eZ Systems AS.

eZ Systems is the globally recognised commercial open source software provider. Our leading and innovative approach takes your enterprise platform beyond content management (CMS) into creating a true digital experience.

For more information visit [www.ez.no](http://www.ez.no)

