

Knowing who your customers are and what they are doing is critical to any company looking to gain a competitive advantage online. Even the best analytics tools can't do their job effectively if they don't have the data you need.

Pion is the first and only solution capable of bringing together all three data capture approaches.

User data can be captured from three sources:



Page Tags

Advantages

- User session capture
- Purely client-side behaviors captured
- Variable capture
- Hosted service deployments

Disadvantages

- Requires custom coding
- Missed customer sessions
- High maintenance
- Slows down the end user experience
- Backend transaction codes missed

Server Logs

Advantages

- Fast implementation
- No coding required
- Backend transaction visibility
- Low maintenance

Disadvantages

- Sessionization is difficult
- Server overhead
- No variable capture
- Only internal analytics deployments
- Purely client-side behavior missed

Network Capture

Advantages

- Fast implementation, no coding
- Session visibility
- Full content and variable capture
- Higher security and scalability

Disadvantages

- Purely client-side behavior missed
- Requires additional hardware
- Backend transaction codes missed

Until now, web analytics tools forced you to choose a single source for data collection.

