



CASE STUDY

*Tracking and reporting a
Facebook game widget*



The Client

A world renowned interactive entertainment company that has been developing, publishing, and distributing interactive software in the international market.

The Need

Owing to the popularity of the social networking site, the client built a Facebook widget to promote one of its new releases. They roped in Nabler for the end-to-end tracking and reporting of the Facebook game widget to achieve higher visibility and reputation.

The Solution

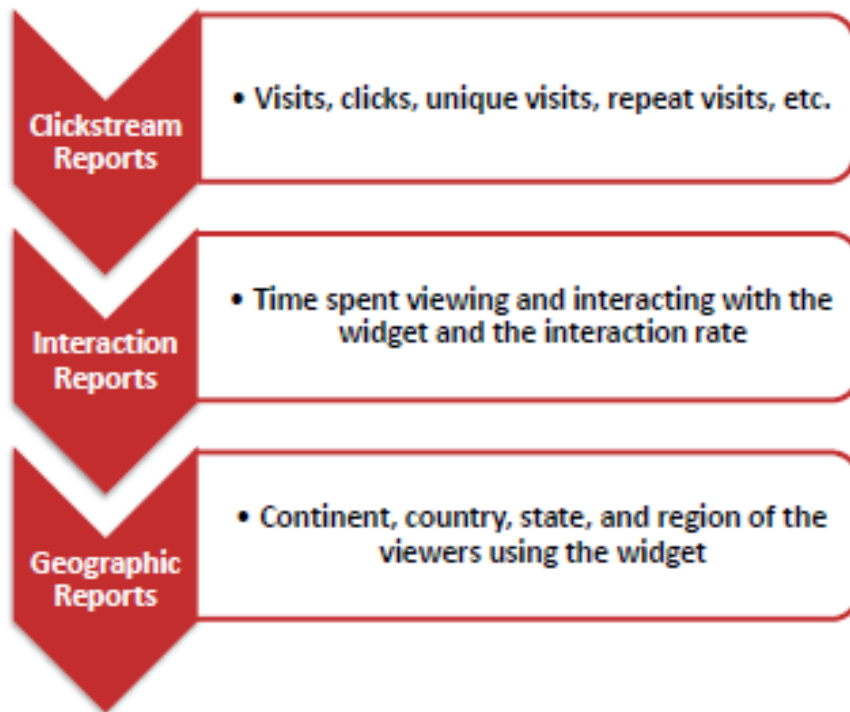
The widget was made up of three small games, which could be played by the users while challenging their friends. We tracked the number of users for the widget and analyzed how they spent time on it.

We generated in-depth reports about the performance of the widget along with the data establishing the correlation of the widget's performance with the website's traffic. It was essential to find out the most popular links on the widget and track the traversing pattern of the visitors across the game.

Monitoring the entire user experience on the widget, Nabler's Omniture experts generated the following reports:

- Clickstream Reports
- Interaction Reports
- Geographic Reports

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The Benefits

- **Popularity:** The widget saw a few hundred thousand hits in the matter of two weeks with a high number of 'fans' acquired by the application within a month
- **Referred Traffic:** The client's website received a noticeably large amount of traffic after the widget was launched. As the game gained popularity, the average time per user went up considerably
- **Better User Experience:** The analysis helped the client identify the most popular features of the widget and execute our similar projects
- **Successful Project:** By building an audience, generating traffic, and increasing online transactions, the prime objectives behind creating the widget were successfully fulfilled

About Nabler

Founded in 2004, Nabler has swiftly grown into a full-service, new-age Digital Analytics company. With our extensive experience in web analytics, our experts help some of the top Fortune 500 global brands analyze digital data to make smarter data driven marketing strategies.

Our services include site analytics, campaign reporting, implementation, social-media analytics and software services for custom web analytics solutions. Nabler offers a full-range of web analytics services for platforms such as; Omniture-Site catalyst, Coremetrics, WebTrends, Google Analytics, Clicktracks, and Unica Netinsight.

*Nabler's most unique offering is it's '**ON DEMAND – Remote Web Analyst**' service which is seeing a huge response in the market today.*

Nabler is a premier corporate member of the WAA and also part of the Yahoo! Web Analytics Consultant Network.

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