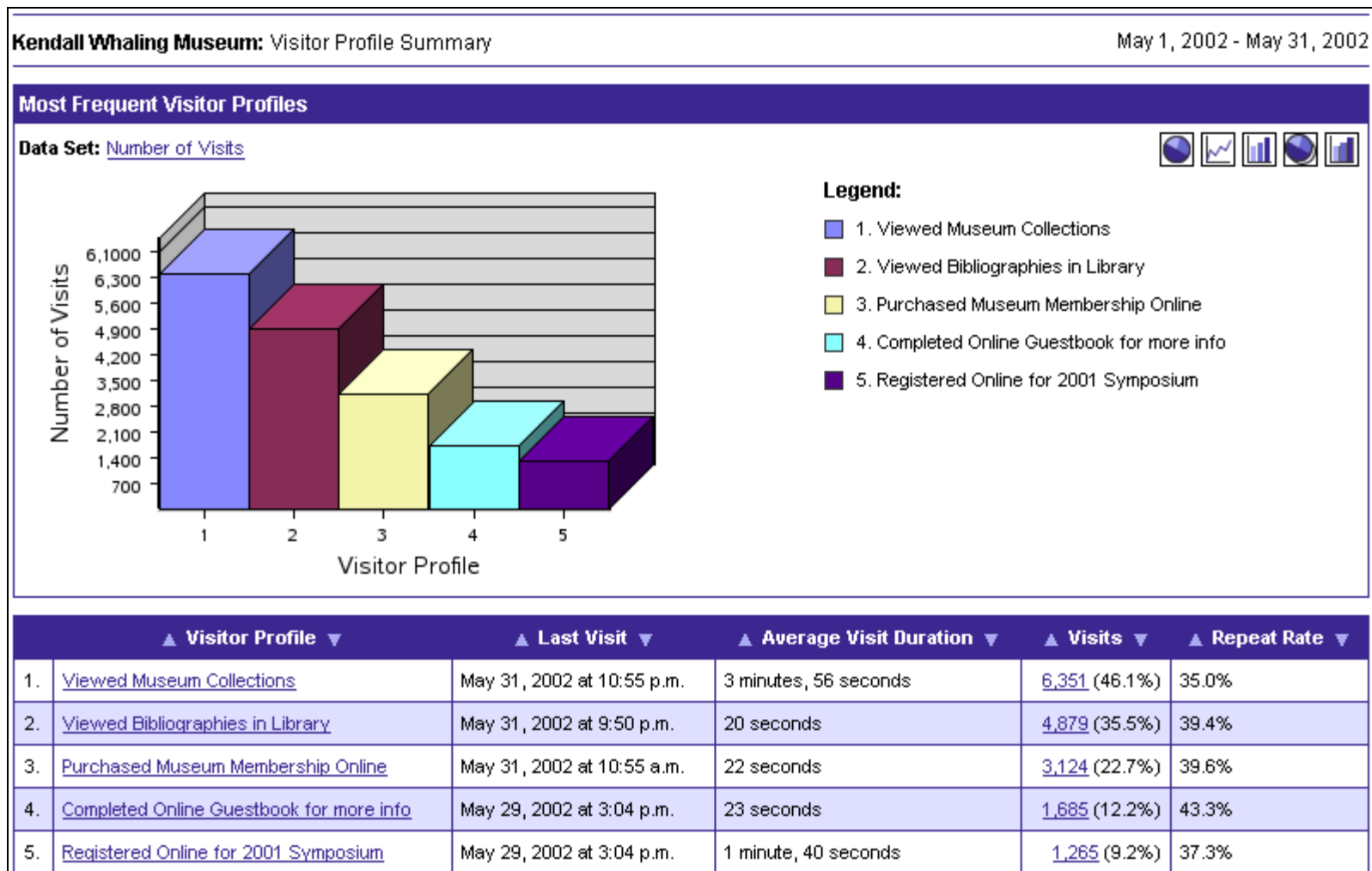


SAMPLE WEB ANALYTIC REPORT

Visitor Analysis

- Identify where visitors are abandoning their visit to your Web site and why
- Understand the behavior of loyal visitors / users and how to increase the number of loyal users that you have
- Analyze the behavior that leads to conversion (for example, a purchase or other action) on your Web site
- Quantify the churn rate of your visitors: how many are new, repeat and unique visitors
- Segment visitors by behavior, buying patterns, profitability, demographics, etc.



SAMPLE WEB ANALYTIC REPORT

Content analysis

- Evaluate your product mix based on the popularity of products on your Web site
- Identify customer needs for online content and content areas that consumers find most valuable
- Analyze dynamically generated and shopping cart content - which products are most frequently viewed online, which content is most quickly abandoned, etc.
- Understand how visitors use your Web site

