



Traffic Analyzer

A Web Measurement and Reporting Tool

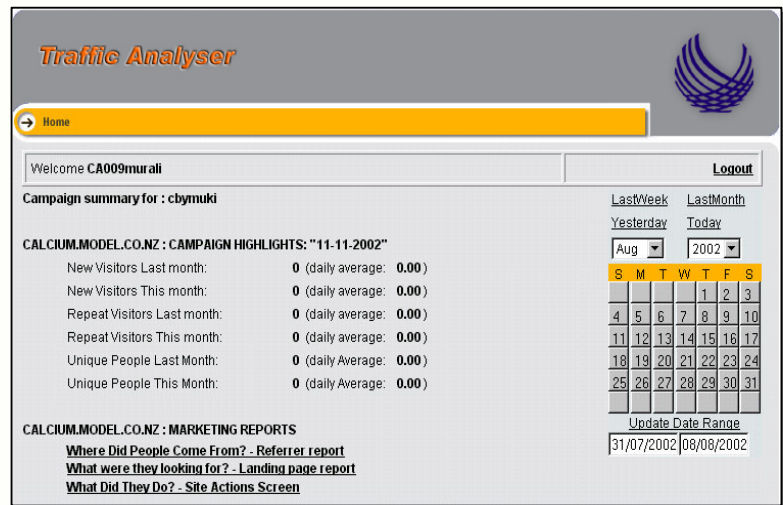
Traffic Analyzer is a measurement and reporting tool that will track external referrals, repeat visits to a web site and measures conversion rates of defined actions. The tool will also feature administrative tasks for domain grouping and search phrase extraction.

The product is a third party HTML plug-in for ecommerce sites to enable them to measure where the website traffic is coming from and more importantly what is the traffic doing when it gets to an e-commerce site.

The ability of the system is to track external referrals, repeat visits and conversion rates of defined actions.

This tool will enable marketers to measure the conversion rate of specific site actions based on what URL the visitor originated from.

It will also differentiate between new and return web traffic and will track activity based on how the site was discovered and how it was revisited by visitors.



Traffic Analyzer

Welcome CA009murali Logout

Campaign summary for : cbymuki

	LastWeek	LastMonth
	Yesterday	Today
CALCIUM.MODEL.CO.NZ : CAMPAIGN HIGHLIGHTS: "11-11-2002"		
New Visitors Last month:	0 (daily average: 0.00)	
New Visitors This month:	0 (daily average: 0.00)	
Repeat Visitors Last month:	0 (daily average: 0.00)	
Repeat Visitors This month:	0 (daily average: 0.00)	
Unique People Last Month:	0 (daily Average: 0.00)	
Unique People This Month:	0 (daily Average: 0.00)	

CALCIUM.MODEL.CO.NZ : MARKETING REPORTS

- [Where Did People Come From? - Referrer report](#)
- [What were they looking for? - Landing page report](#)
- [What Did They Do? - Site Actions Screen](#)

Update Date Range: 31/07/2002 | 08/08/2002

This product scores over the existing statistical tools that are provided with the web hosting solutions.

This tool can more effectively interpret the web traffic than the statistical tools.

Most statistic tools do not measure conversion rates and the ones that do are complex and costly to implement and often limited to specific type of sites.

Majority of statistic packages only recognize a small number of search engines and can only extract search phrases from these.

Built to operate both on Windows and Linux platforms, the product is developed in open source environment.



Traffic Analyser



Home

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LastWeek LastMonth

Yesterday Today

Aug 2002

S M T W T F S

4 5 6 7 8 9 10

11 12 13 14 15 16 17

18 19 20 21 22 23 24

25 26 27 28 29 30 31

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Features

- Track the referring site
- Track users
- Support P3 privacy policy (IE6)
- Record specific site actions
- Report generation
- Smart search phrase extraction
- Domain grouping
- Admin tasks

Advantages

- Measure the source of inbound web traffic
- Grade the quality of traffic from each source
- Works on any website with minimum implementation requirements
- Scalable performance for high traffic sites
- Low bandwidth usage
- Ensures low storage requirements
- Minimizes traffic overheads
- Admin tasks



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