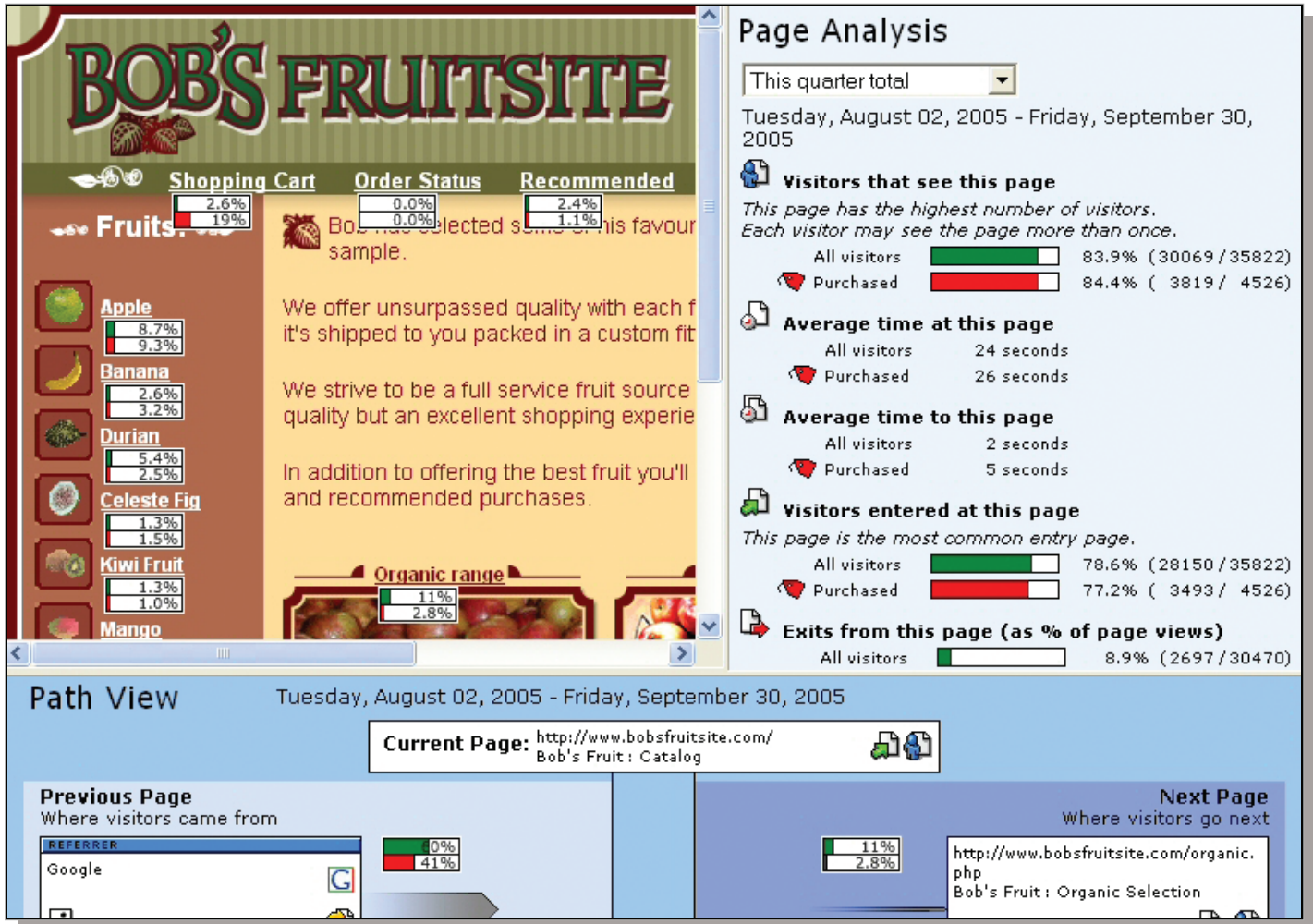




WEB ANALYTICS DONE RIGHT.



Page Analysis
 This quarter total
 Tuesday, August 02, 2005 - Friday, September 30, 2005

Visitors that see this page
 This page has the highest number of visitors. Each visitor may see the page more than once.

All visitors	83.9%	(30069 / 35822)
Purchased	84.4%	(3819 / 4526)

Average time at this page

All visitors	24 seconds
Purchased	26 seconds

Average time to this page

All visitors	2 seconds
Purchased	5 seconds

Visitors entered at this page
 This page is the most common entry page.

All visitors	78.6%	(28150 / 35822)
Purchased	77.2%	(3493 / 4526)

Exits from this page (as % of page views)

All visitors	8.9%	(2697 / 30470)
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Path View Tuesday, August 02, 2005 - Friday, September 30, 2005

Current Page: <http://www.bobsfruitsite.com/>
 Bob's Fruit : Catalog

Previous Page Where visitors came from

REFERRER	0%
Google	41%

Next Page Where visitors go next

11%	2.8%
http://www.bobsfruitsite.com/organic.php Bob's Fruit : Organic Selection	

Visual Interface

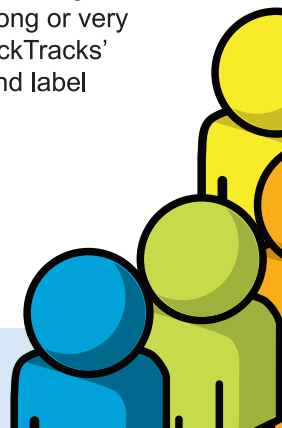
See where visitors go, how long they stay and from which page they exit. ClickTracks displays visitor data in context with your web site. Because the data is actually superimposed on your web site, you can easily see and understand visitor behavior. No more pesky pie charts or confusing rows of numbers and percentages.

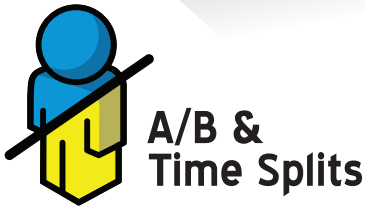
Understand Visitor Behavior

Easily and immediately understand how visitors interact with your web site. Through a simple mechanism known as 'visitor labeling,' you can color-code visitor from a PPC campaign; visitors who found your site through a certain keyword; visitors who spent a very long or very short time on your site; and much more. ClickTracks' flexible nature means that you can select and label visitors who meet criteria important to you.

Free Trial:

Try ClickTracks for yourself!
www.clicktracks.com/freeoffer



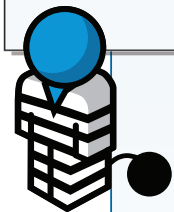
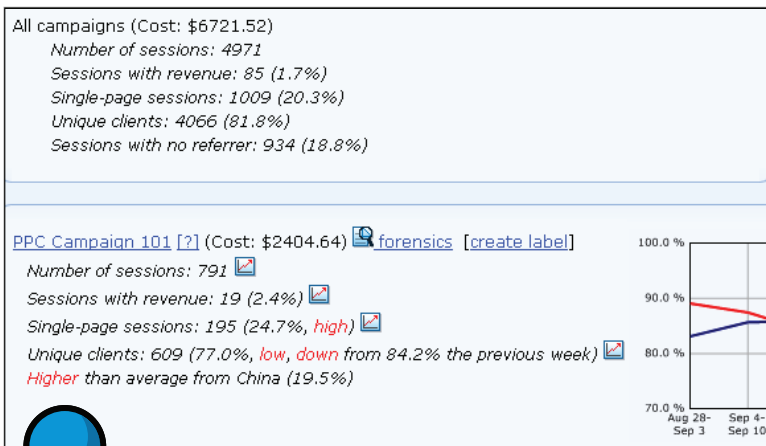


Use ClickTracks' browser overlay technology to see visitor behavior on two different versions of your web site—on one screen. Perfect for determining the result of site changes or proving to clients and managers that a suggested change has had the desired outcome.



Instantly Find Out What's Changed

Far beyond simple 'trends' let ClickTracks mine your data for the statistically important information, skipping the unnecessary background noise.



Click Fraud Report

ClickTracks Pro's Click Fraud report pinpoints pay-per-click campaigns with statistically significant variances from other campaigns, whether they're the result of click fraud or just a poorly-performing ad that's eating up budget. ClickTracks' detection works by comparing a variety of statistical measurements across all campaigns and can go back in time to show where refunds may already be due. The Click Fraud report requires no additional setup, and allows you to substantiate suspicious campaign behavior by generating a report suitable for submission to the PPC provider.



Campaign Management

Analyze and compare data from PPC or other campaigns on one screen. Directly import Google or Yahoo! Search Marketing campaign data, or set up custom data from e-mail marketing, search engine, affiliate, partnership and even offline campaigns.



Internal Search

ClickTracks' ability to count cookie and parameter values makes it great for seeing what people are searching for when using your site's own internal search mechanism.



Scheduled E-mailing of Reports

Set up which reports you want mailed, how often, to whom and when, and ClickTracks makes it happen.

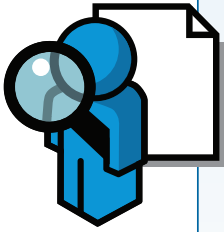


Robot Report

How many times did a particular bot crawl your site within a specific time period? Gain insights into Robot and Spider behavior with ClickTracks' Robot report.

Robot Simulation View

With a click of a checkbox, the Browser View of the Navigation report can be switched into Robot Simulation Mode, where each page is displayed just as the search engine robots see it. Click on the page-level keywords in the Page Analysis section, and the selected keywords are highlighted in the Browser view.



Search Report

Map search keywords against cost and revenue generated. You can actually see the return on advertising spend (ROAS) by a particular keyword/search engine combination. This analysis permits easy comparison against all results, whether they be pay per click (PPC) or natural search.

Search Keywords			G	
		Total	Google	M
Totals	Pay-per-click	\$53724.00	\$52209.00	
	Reg. search	\$49752.00	\$22386.00	\$11172.00
persimmon	Pay-per-click	\$506.00	\$424.00	
	Reg. search	\$2870.00	\$1121.00	\$1519.00
durian	Pay-per-click	\$3522.00	\$3522.00	
	Reg. search			

Keyword Ranking		G Yahoo! MSN		
Keyword	Google	Yahoo!	MSN	
construction finance	1	1	1	
construction loans	10	9	3	
building loans	2	6	4	
refinance construction	1	1	1	
construction line of credit				
5/16/2006	1	2	2	
2/17/2006	1	-	-	
city planning	-	3	10	
SBA loan	3	2	-	

Integrated Keyword Ranking Data in Search Report

See the search engine ranking position for each keyword that brought visitor traffic to the site. Marketers can then compare the performance of those keywords in terms of number of visitors, time on site, cost, revenue and return on advertising spend. The report currently shows keyword search ranking for Google, Yahoo! and MSN.

URL	Percentage	Count
Bob's Fruit : Catalog	89.6%	1213
Bob's Fruit : Fruit	10.4%	171
Bob's Fruit : Fruit		435
Bob's Fruit : Fruit		43
Bob's Fruit : Fruit		340
http://www.php		208
Bob's Fruit : Fruit		155
Bob's Fruit : Fruit		06
Bob's Fruit : Fruit		838
Bob's Fruit : Fruit		80
More rows		



Thumbnails and Page Titles

Mouse over the URL (or page title, if you prefer) to see a pint-sized version of the page before your eyes—without having to leave your report.

Top Search Keywords	
All visitors	
persimmon	861
fresh fruits	709
durian	661
fresh fruit	598
pomegranate	526
PPC Google	
persimmon	861
durian	661
pomegranate	526
banana	357
star fruits	225

Page-level Keywords

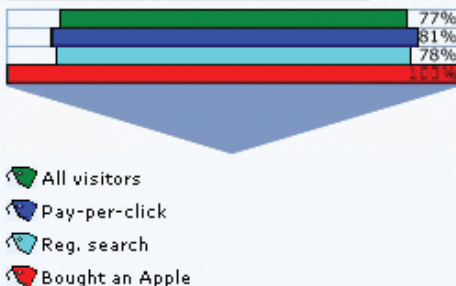
ClickTracks' Navigation report lets you view the keywords that lead to any given page.



Custom ROI Analysis

Custom shopping cart? Lead generation campaign? Sales, revenue, costs and conversion are available at a glance. Each transaction is captured, and the dollar amount of the transaction can be traced back to the originating campaign or search engine keyword.

Stage 2 (Fruit Product Pages)



Funnel Report

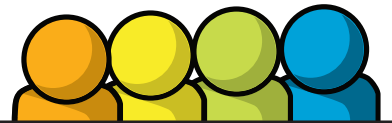
Follow visitors (and specific groups of visitors who meet criteria you set) down the paths they take to the checkout page to see which pages are most effective at turning window shoppers into buyers. See funnel stages, exit/abandonment areas and additionally, which pages and sections are more influential to conversion.



Geographic Data

Divide and compare visitors from different countries and discover untapped markets.





	Analyzer Entry-level visual analytics	Optimizer Mid-range analytics, high value	Pro Robust analytics, ROI tracking	JDC High volume, high security
Hosted pricing / Software pricing***	\$19 month / \$495	\$99 month / \$1195	\$179 month / \$3495	Starting at \$13,995**
Number of Users/Client Installations	1	3	Unlimited	Unlimited
Number of Domains	Unlimited	Unlimited	Unlimited	Unlimited
Number of Search Engines	15	Unlimited	Unlimited	Unlimited
Overlaid Navigation View	✓	✓	✓	✓
PDF and Excel Exports	✓	✓	✓	✓
Tabular Campaign Report	✓	✓	✓	✓
Thumbnail Views	✓	✓	✓	✓
The ClickTracks Way	✓	✓	✓	✓
Parameter and Cookie Stats	✓	✓	✓	✓
Session Cookie Tracking	✓	✓	✓	✓
Visitor Segmentation with Labels	✓	✓	✓	✓
Shared Group Labels	-	✓	✓	✓
Page-level Keywords	-	✓	✓	✓
Custom Campaigns	-	✓	✓	✓
Multi-page Report Export	-	✓	✓	✓
E-mail Campaign Tracking	-	✓	✓	✓
Geographic Location Report	-	✓	✓	✓
Robot Report *	-	✓	✓	-
What's Changed Report	-	✓	✓	✓
Keyword Ranking Report	-	✓	✓	✓
Robot Simulation View	-	✓	✓	✓
Click Fraud Report	-	-	✓	✓
Automated Log File Synchronization	-	-	✓	✓
A/B Splits*	-	-	✓	✓
Time Splits*	-	-	✓	✓
Funnel Report	-	-	✓	✓
Scheduled E-mailing of Reports*	-	-	✓	✓
Browser-based Reports*	-	-	✓	✓
E-commerce, ROI Integration	-	-	✓	✓
Free No-strings Product Trial	✓	✓	✓	✓

* Software (log files) version only. **No recurring fees ***Monthly starting price; actual fees determined by usage

