



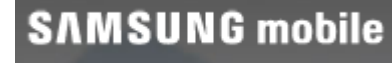
WebTrends
MarketingLab™

You bring the art.
We'll deliver the science.

webTrends.
RELENTLESS ABOUT RESULTS

A Few Words About WebTrends

- 12 years of consistent market share leadership
- Global operations - 330 employees
- **#1 in Web Analytics Strategy** *Forrester*
- **#1 in Web Analytics Market Presence** *Forrester*
- **#1 in Web Analytics Market Share**, *IDC*
- More than 10.000 Enterprise customers globally on Webtrends 8
- More Enterprise *On Demand Tagging* customers than any other vendor
- 7500 people trained in over 1800 leading companies worldwide including **Telecom Italia**, **Ferrari** and **Maserati**
- 45 People in European Team; Offices and Training Centres throughout Europe
- Italy Presence and Offices
- Extensive European and Italy Partner Network



WebTrends Selected European Customers

Telecommunications



Finance



Pharmaceuticals



Auto/Manufacturing



WebTrends Selected European Customers

Media/Entertainment



Consumer



Retail



Travel



WebTrends in Italia



Microsoft Standardizes on WebTrends

Account Profile:

- Multiple Business Units & 100s of departments
- 45 Billion page views
- Numerous analytics vendors

Requirements:


- Metric standardization across the organization
- Easy to use reporting and administration for hundreds of users
- Scale & solution flexibility
- Long-term vision
- Training and Support

Result:

- **WebTrends chosen due to**
 - Reporting flexibility and Easy Customization
 - Accurate key performance indicators
 - 1st Party Cookies
 - Unique Visitors over time
 - Ease of use
 - Segmentation – deemed most powerful
 - Scalable, Secure On Demand Service
 - Unique Consistent Framework

The screenshot shows the Microsoft website interface. At the top left is the Microsoft logo. Below it are navigation links for Product Families (Windows, Office, Servers, Developer Tools, Business Solutions, Games & Xbox, MSN, Windows Mobile, All Products), Resources (Downloads, Microsoft Update, Office Update, Security, Support, Knowledge Base, For Partners, Learning Tools, Events & Webcasts), and Microsoft Worldwide (Countries & Regions). A search bar is located at the top right. The main content area features a large yellow banner for the 'Beta 2 Update' of Office, with a call to action 'Download or order it today'. To the right of the banner is a blue box for 'Test drive a Media Center PC' and a white box for 'Remove viruses and improve performance with Windows Live OneCare'. Below the banner is a 'NEWS' section with the headline 'Microsoft: On track to release Windows Vista on schedule'. The bottom of the page has a 'Highlights' section with links for 'Latest releases', 'Using your computer', 'For Business', 'For IT Professionals', and 'For Developers'. There are also sections for 'October security updates', 'Popular Searches', 'Popular Downloads', and 'Popular Destinations'.

Web analytics is expanding to meet the need

	1995	2000	Early 2000's	2006+
Audience	<ul style="list-style-type: none"> IT Manager 	<ul style="list-style-type: none"> Webmaster 	<ul style="list-style-type: none"> Marketing Manager 	<ul style="list-style-type: none"> Entire Marketing Dept. CMO / VP
Solution	<ul style="list-style-type: none"> Web Traffic Reporting 	<ul style="list-style-type: none"> Hosted Real-Time Analysis 	<ul style="list-style-type: none"> Conversion Analytics 	<ul style="list-style-type: none"> Marketing Performance Management
Benefits	<ul style="list-style-type: none"> Traffic Analysis Bandwidth Utilization 	<ul style="list-style-type: none"> Quicker Analysis Time Content Analysis Path Analysis 	<ul style="list-style-type: none"> ROI Focused Analysis Visit-based Reporting Customized Reporting Basic Segmentation 	<ul style="list-style-type: none"> Integrated Metrics Framework Customer-focused Relationship Marketing Consistent KPIs
Products	<ul style="list-style-type: none"> Log Analyzer Analog 	<ul style="list-style-type: none"> WebTrends Live WebSideStory Hitbox Superstats 	<ul style="list-style-type: none"> WebTrends 7 Google Yahoo Atlas, Cheetahmail MSN 	

Measure all your campaigns consistently

Marketing Investment



Integrated Metrics

Captures campaign details, business events and customer profile data in a single, consistent metrics framework.



WebTrends MarketingLab™

Integrated Reporting

Top-line performance

Appropriate for the whole organization to monitor top line key performance indicators (KPIs)

Real-time traffic metrics



Performance Dashboards



Operational Analysis

Designed for functional managers to dig into their program details, take action and improve results

Business Reporting



Custom Reporting

Product	Revenue	Profit	Units	Cost
Product A	\$1,234,567	\$345,678	1,234	\$888,889
Product B	\$987,654	\$234,567	987	\$753,087
Product C	\$543,210	\$123,456	543	\$419,754
Product D	\$210,987	\$54,321	210	\$156,666
Product E	\$123,456	\$32,109	123	\$91,347

Business Intelligence

Used by database marketers and business analysts to fuel relationship marketing campaigns and build strategic plans

Customer Segmentation



Business Intelligence



Performance Dashboards to prove and improve your results

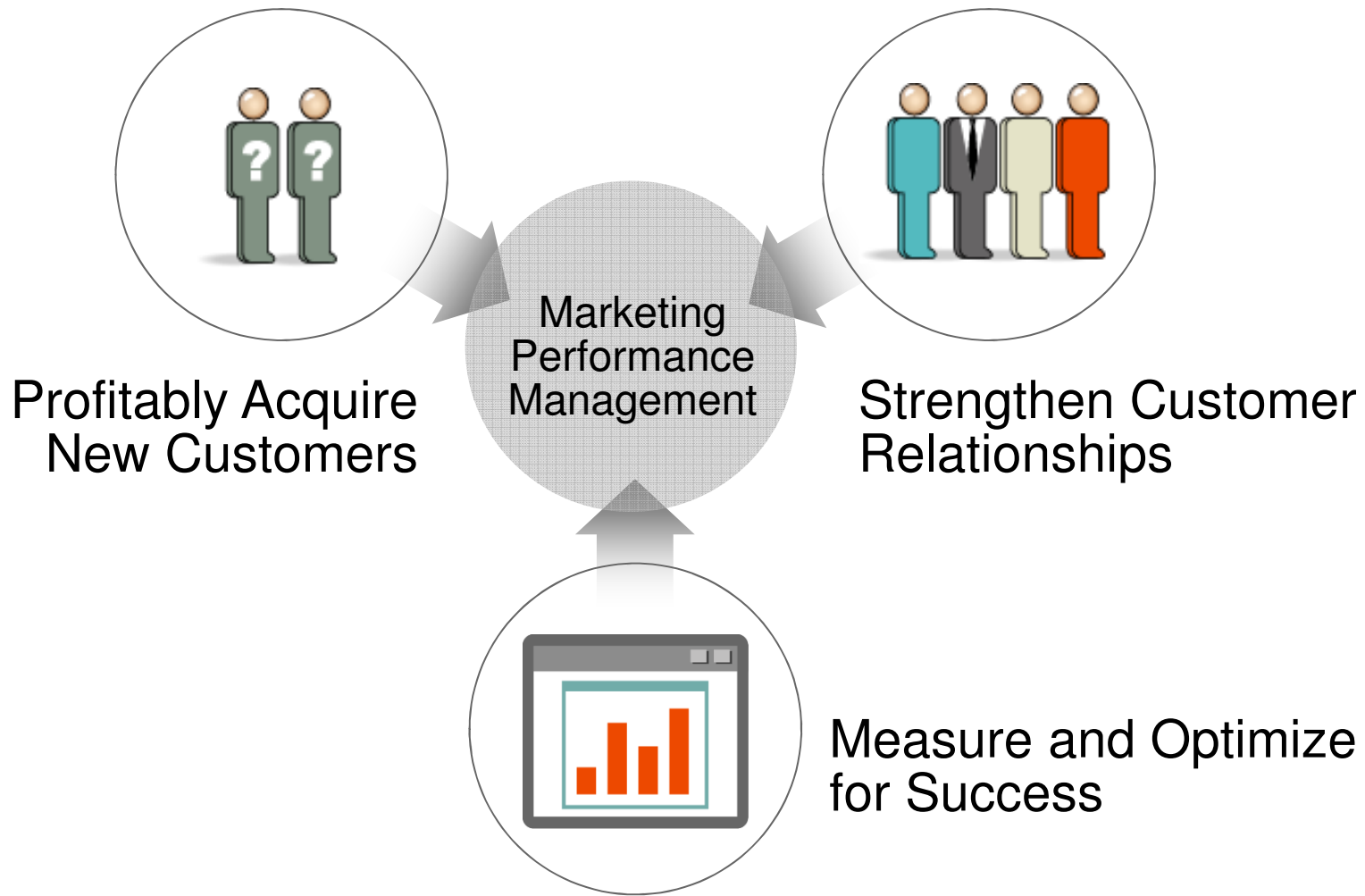
 **Monitor KPIs**

 **Set Goals**

 **Model Performance**



Framework for Marketing Success

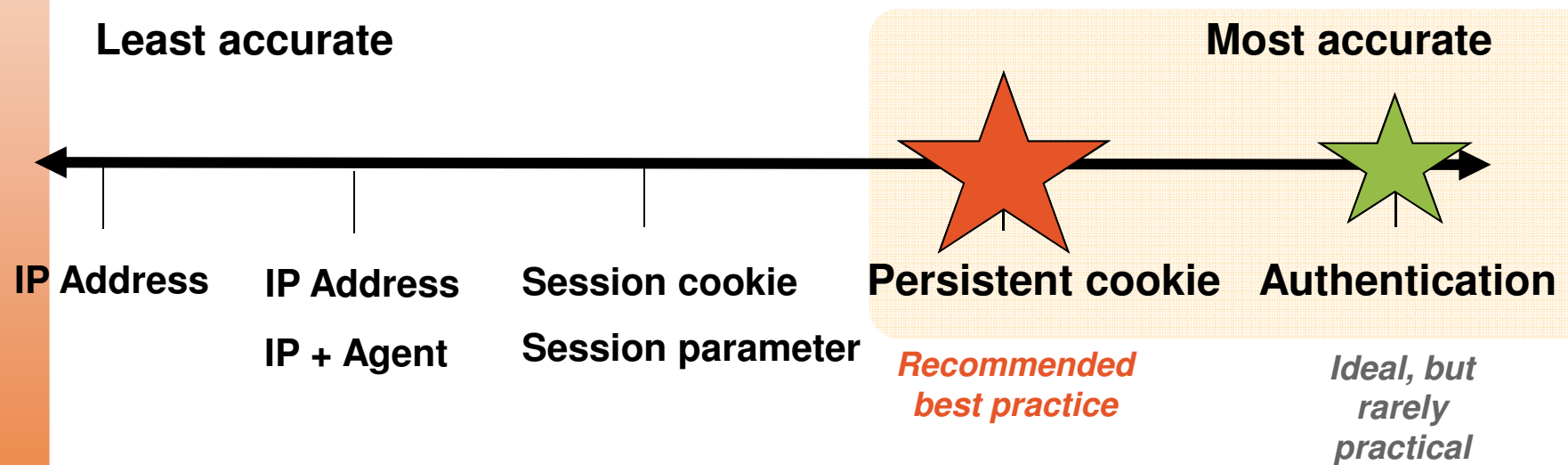


Framework for Marketing Success

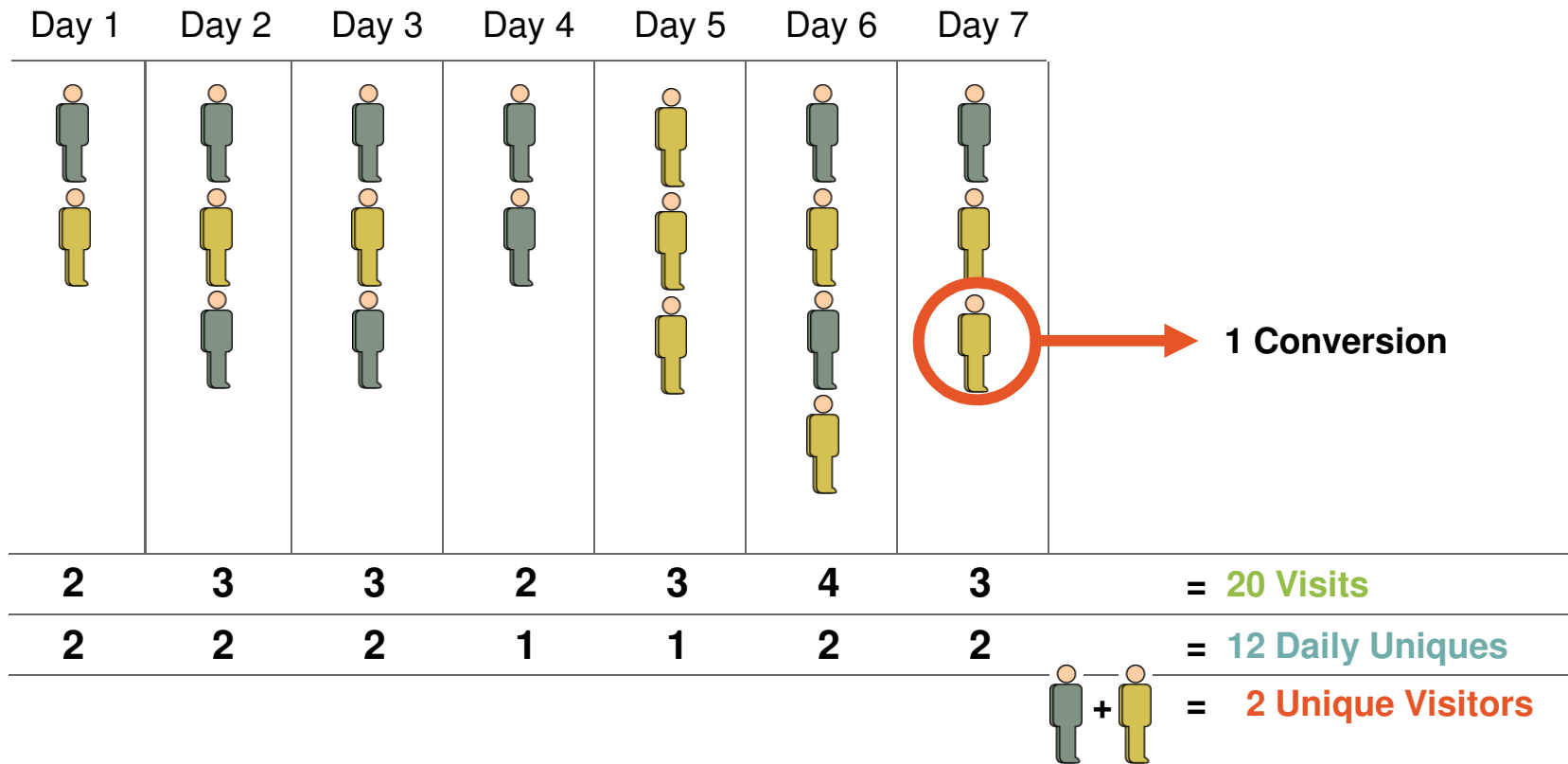


How do I accurately identify visitors?

The accuracy continuum for unique visitors...



Unique visitors and conversion



1 Conversion / 20 Visits = 5.0% Conversion rate

1 Conversion / 12 Daily Uniques = 8.3% Conversion rate

1 Conversion / 2 Unique Visitors = 50% Conversion rate

The Range of Services

Through our unique service model, we provide industry-leading services at every stage of our partnership.





Demo



WebTrends
MarketingLab™

You bring the art.
We'll deliver the science.

WebTrends.
RELENTLESS ABOUT RESULTS

Conversion Scenario Analysis

- Most Accurate Analysis

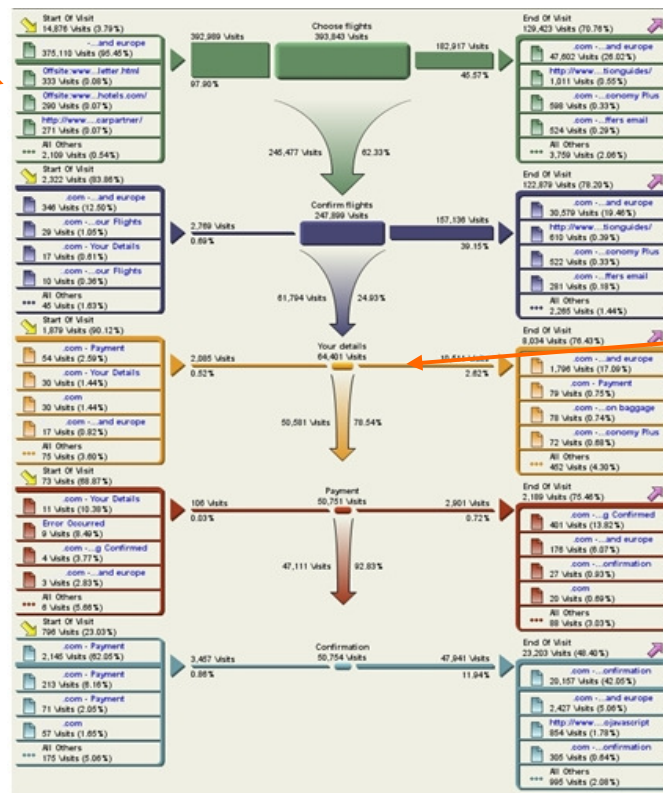
- Shows optional step behaviour, counting and understanding every visit.
- Unlimited steps can be included, pages or groups of pages.
- No surcharge for multiple reports (often used for behaviour trials)

In-flow

Showing how visitors arrive at each step of the process, which page they viewed last

Step Jumping ↓↑

Another view of WebTrends Scenario Analysis shows visitor step jumping trends. This can identify behaviour which may be caused by confusing page content



Detours

Showing at which point visitors left the process if they did not come back during their visit, identifying the detour page.

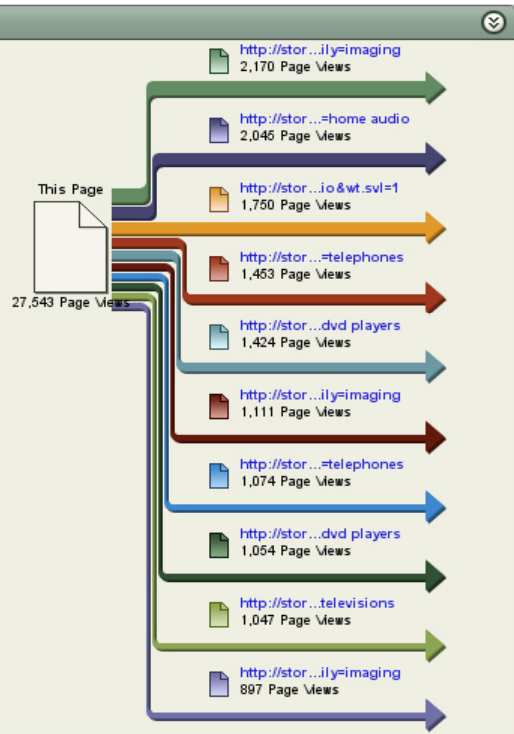
Fall-out

At which step of the process did the most visitors end their visit?

Abandonment

Showing those who leave the entire site when they leave the registration process

This report provides drilldown data on the next pages for the selected page.



ZEDESCO ELECTRONICS

ORDER STATUS HELP ACCOUNT CART

SEARCH

SHOP BY BRAND SPECIAL OFFERS HOME THEATER GIFT CENTER

HOME AUDIO 251

- Home Component Audio
- Home Loud Speakers
- Home Systems
- Shelf Systems

IMAGING 703

- Analog Camcorders
- Camera Accessories
- Digital Camcorders
- Digital Camera Accessories
- Digital Cameras 141
- Video Recorders

PORTABLE AUDIO

- Boombos
- Home Component Audio
- Mobile Component Audio
- Mobile Loudspeakers
- Personal Audio
- Personal Communications
- Radio/Clock Radio

DVD PLAYERS 172

- Brand Name DVD Players
- Professional DVD Players

TELEPHONES 129

- Adjunct Telephone Products
- Corded Telephones
- Cordless Telephones

TELEVISIONS

- Analog Televisions
- Digital Televisions
- Television Accessories
- TV/VCR Combinations

VIDEO GAMES

- Game Hardware

BLANK MEDIA

- Blank Media

A/V CONNECTIVITY

- Home Audio
- Home Theater

AUDIO ACCESSORIES

- Adjunct Telephone Products

PORTABLE AUDIO

AVAILABLE CATEGORIES:

- [Boombos](#) 150
- [Mobile Component Audio](#) 110
- [Personal Audio](#) 1,058
- [Radio/Clock Radio](#) 123
- [Home Component Audio](#)
- [Mobile Loudspeakers](#) 128
- [Personal Communications](#)

Featured Items

GPX C986 CD Boombox

The GPX features: Blue backlit buttons, top load CD, a digital tuner with 30 presets, dynamic bass boost, 2-way bass reflex speaker system and CD program, shuffle, repeat.

\$37.09

[SEE DETAILS](#)

Audiovox CE215 CD Boombox

Audiovox Boombox with CD player, AM/FM Stereo Cassette, CD Track Skip/Search Forward and Reverse, LED Display, Operates on 6 "D" Batteries, Slimline Vertical Design, Black/Silver Finish.

\$36.05

[SEE DETAILS](#)

30% OFF

MP3 PLAYERS

[see details](#)

FREE SHIPPING!

ON PURCHASES OF \$20 OR MORE

Save even more

Get Advanced Notice of Special Offers...

Email Address

THE Z TOP SELLERS

- What others are buying**
- Apex AD2600 Progressive-Scan DVD Player
 - Canon PowerShot S230 3.2 MP Digital ELPH Camera...
 - Linksys WRT54G Wireless-G Router
 - Canon PowerShot S230 3.2 MP Digital ELPH Camera...
 - Canon PowerShot S400 4MP Digital Camera w/ 3x...
 - Kodak EasyShare CX6200 2MP Digital Camera
- [see all](#)

WebTrends SmartView

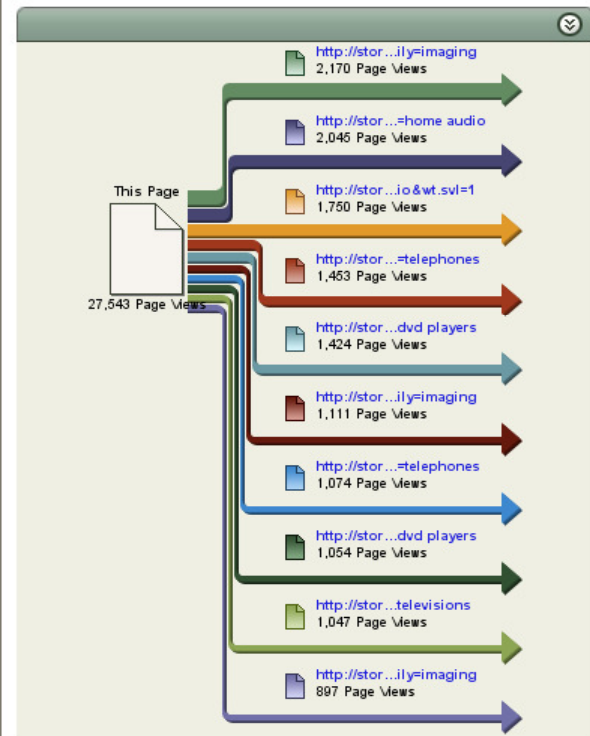
Profile Dates Preferences Help Log out

Weekly View: Week 52 19-Dec-2004 00:00:00 - 25-Dec-2004 23:59:59

Current Profile: Zedesco.com Reports

Site Page Paths Links

This report provides drilldown data on the next pages for the selected page.



ZEDESCO ELECTRONICS

ORDER STATUS HELP ACCOUNT CART

SEARCH

SHOP BY BRAND SPECIAL OFFERS HOME THEATER GIFT CENTER

HOME AUDIO 251
Home Component Audio
Home Loud Speakers
Home Systems
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Camera Accessories
Digital Camcorders
Digital Camera
Accessories
Digital Cameras 141
Video Recorders

PORTABLE AUDIO
Boombos
Home Component Audio
Mobile Component
Audio
Mobile Loudspeakers
Personal Audio
Personal
Communications
Radio/Clock Radio

DVD PLAYERS 172
Brand Name DVD
Players
Professional DVD
Players

TELEPHONES 129
Adjunct Telephone
Products
Corded Telephones
Cordless Telephones

TELEVISIONS
Analog Televisions
Digital Televisions
Television Accessories
TV/VCR Combinations

VIDEO GAMES
Game Hardware

BLANK MEDIA
Blank Media

A/V CONNECTIVITY
Home Audio
Home Theater

AUDIO ACCESSORIES
Adjunct Telephone
Products

PORTABLE AUDIO

AVAILABLE CATEGORIES:

- Boombos 150
- Mobile Component Audio 110
- Personal Audio 1,058
- Radio/Clock Radio 123
- Home Component Audio
- Mobile Loudspeakers 128
- Personal Communications

Featured Items



Non-Buyer

Page Views	1,059
Visits	1,049
Visit Page Views	13
Revenue	\$0.00
Orders	0
Units	0
Average Units per Order	0
Average Revenue per Order	\$0.00
Visit Duration (Minutes)	18
% of All Visits	1.50%
Product Page Views	295
Cart Adds	69
Checkouts Started	18
Cart Completions	0

Product Page Views
295 Visits N/A

Cart Adds
69 Visits 23.39%

Checkouts Started
18 Visits 6.10%

Cart Completions
0 Visits 0.00%

30% OFF
MP3 PLAYERS
see details

FREE SHIPPING!
ON PURCHASES
OF \$20 OR MORE

Save even more
Get Advanced Notice
of Special Offers...
Email Address

THE Z TOP SELLERS
What others are buying

- Apex AD2600 Progressive-Scan DVD Player
- Canon PowerShot S230 3.2 MP Digital ELPH Camera...
- Linksys WRT54G Wireless-G Router
- Canon PowerShot S230 3.2 MP Digital ELPH Camera...
- Canon PowerShot S400 4MP Digital Camera w/ 3x...
- Kodak EasyShare CX6200 2MP Digital Camera

see all

Main Calendar View

Report Period

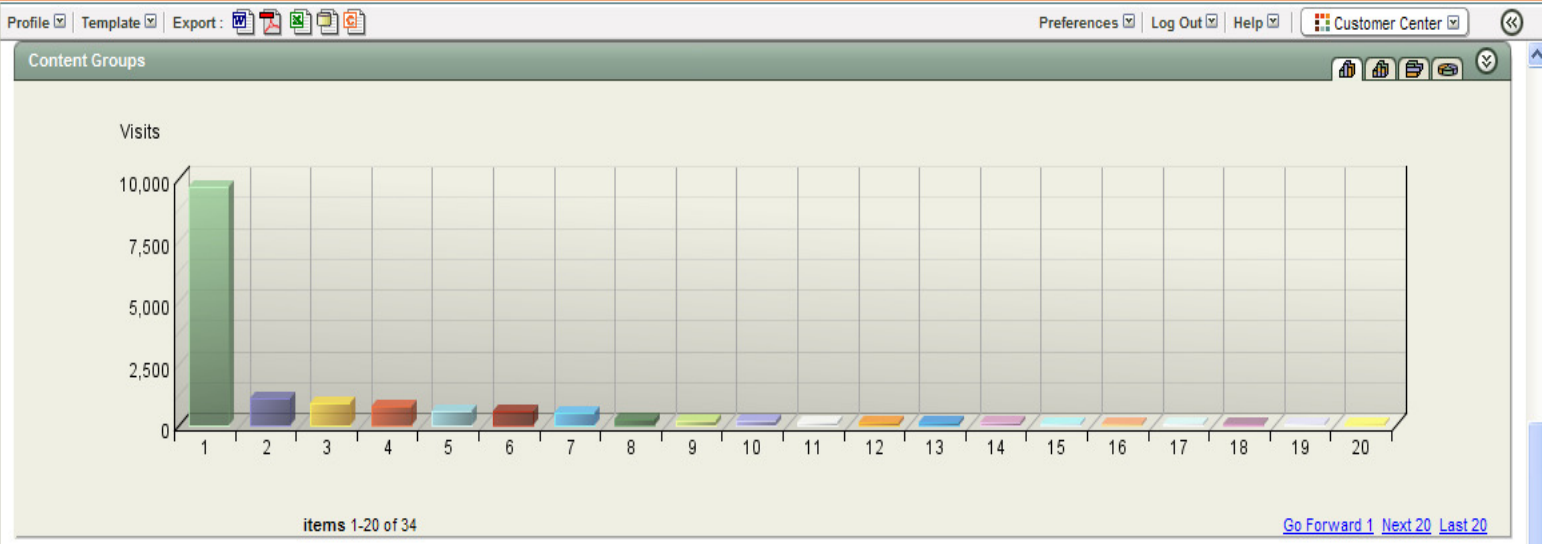
Q1	Jan	Feb	Mar
Q2	Apr	May	Jun
Q3	Jul	Aug	Sep
Q4	Oct	Nov	Dec

2005

Template: Complete View V8

- Site Design
 - On-Site Search
 - Pages and Files
 - Pages Dashboard
 - Pages
 - Page Views Trend
 - Content Groups**
 - Content Groups and Sub-Groups
 - Content Group Duration
 - Directories
 - Files Dashboard
 - Downloaded Files
- Store Content Group Paths
- Support Content Group
- Track From Entry
- Content Group Paths, Forward
- Content Group Paths, Reverse
- Parameter Analysis

What Visitors are Reading -> Content Groups



Content Groups

10 20 50 Go To Query Search

Content Group	Visits	Hits
1. Store	9,650	85,475
2. Search	1,108	1,288
3. DVD Players	909	1,006
4. Imaging	809	854
5. Register	599	1,834
6. Telephones	594	617
7. Home Audio	515	558
8. Support	231	525
9. Promos	208	220
10. Intranet	176	1,045
11. Portable Audio	143	146
12. Downloads	101	121
13. HR	99	179
14. Ops	98	177
15. Sales	97	220
16. Marketing	94	171
17. Products	91	92
18. Legal	87	163
19. Executive	75	135
20.	68	68
Subtotal for rows: 1 - 20	-	94,894
Other	-	211
Total	-	95,105

items 1-20 of 34

Go Forward 1 Next 20 Last 20

Main Calendar View

Report Period

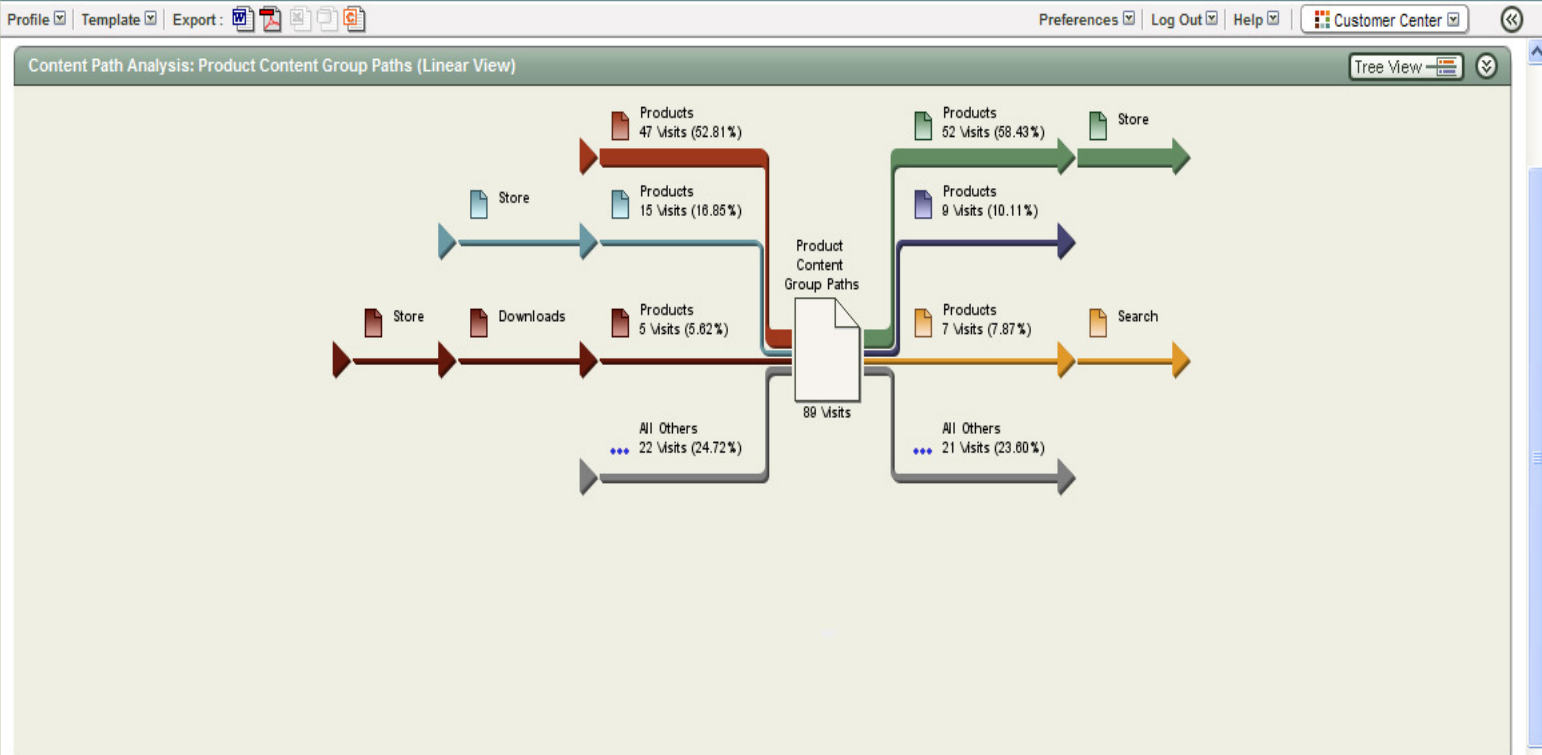
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Q4	Oct	Nov	Dec

2005

Template: Complete View V8

Site Design

- On-Site Search
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- Content Group Paths, Reverse
- Parameter Analysis



What Visitors are Reading -> Product Content Group Paths

Content Path Analysis: Product Content Group Paths

Paths to Destination			Visits	
1.	1. Products	47	52.81%	
2.	1. Store 2. Products	15	16.85%	
3.	1. Store 2. Downloads 3. Products	5	5.62%	
	All Others	22	24.72%	
Total		89	100.00%	

items 1-3 of 15 [Go Forward](#) [Next 3](#) [Last 3](#)

Paths from Start			Visits	
1.	1. Products 2. Store	52	58.43%	
2.	1. Products	9	10.11%	
3.	1. Products 2. Search	7	7.87%	
	All Others	21	23.60%	
Total		89	100.00%	

items 1-3 of 16 [Go Forward](#) [Next 3](#) [Last 3](#)

Content Path Analysis: Product Content Group Paths - Help Card

? **Column Definitions**

Main Calendar View

Report Period

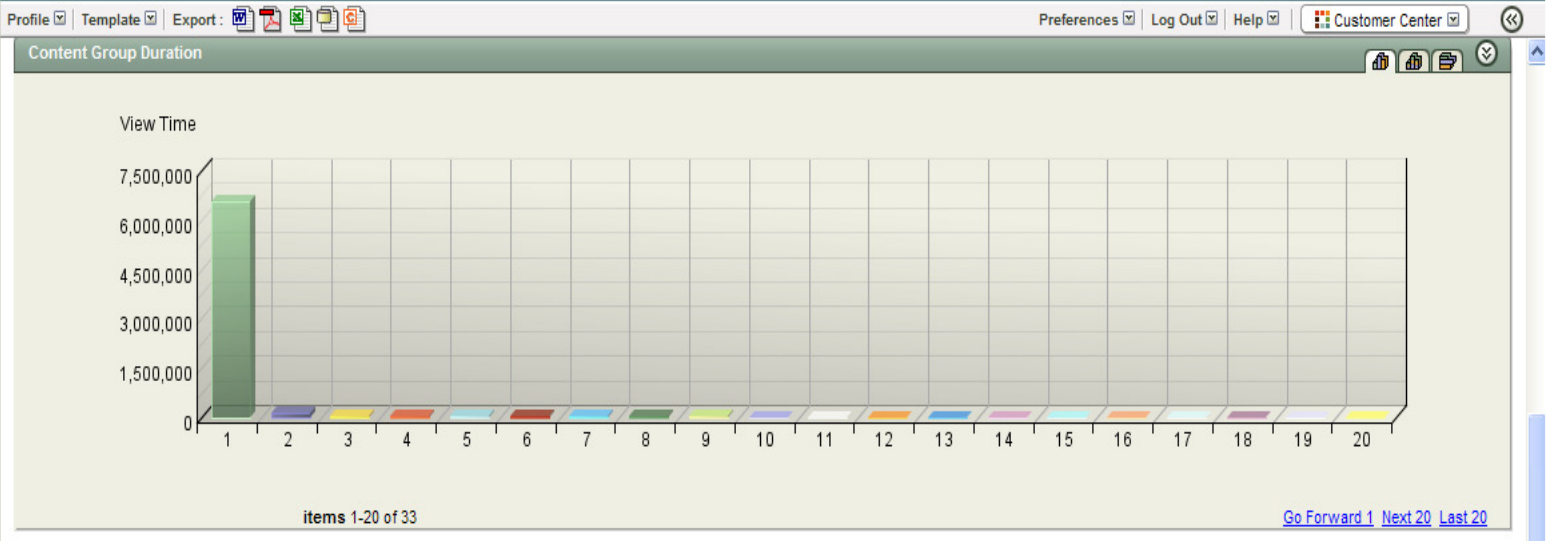
Q1	Jan	Feb	Mar
Q2	Apr	May	Jun
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Q4	Oct	Nov	Dec

2005

- Template: Complete View V8
- Site Design
 - On-Site Search
 - Pages and Files
 - Pages Dashboard
 - Pages
 - Page Views Trend
 - Content Groups
 - Content Groups and Sub-Groups
 - Content Group Duration**
 - Directories
 - Files Dashboard
 - Downloaded Files

What Keeps Visitors most engaged -> Content Group Duration Report

- Store Content Group Paths
- Support Content Group
- Track From Entry
- Content Group Paths, Forward
- Content Group Paths, Reverse
- Parameter Analysis



Content Group Duration

Content Group	View Time	View Time Average	Visits	% of All Visits
1. Store	6,598,730.00	79.14	9,394	91.46%
2. Register	126,318.00	70.97	583	5.68%
3. DVD Players	69,845.00	71.27	886	8.63%
4. Intranet	66,084.00	66.82	163	1.59%
5. Imaging	60,363.00	72.64	788	7.67%
6. Search	55,877.00	44.21	1,085	10.56%
7. Telephones	44,177.00	72.90	583	5.68%
8. Support	42,437.00	83.21	225	2.19%
9. Home Audio	37,825.00	69.28	506	4.93%
10. Sales	14,616.00	70.27	91	0.89%
11. Promos	13,893.00	65.23	201	1.96%
12. HR	11,481.00	67.14	92	0.90%
13. Ops	11,024.00	66.01	92	0.90%
14. Portable Audio	10,585.00	75.07	138	1.34%
15. Legal	10,515.00	68.73	81	0.79%
16. Marketing	10,496.00	64.00	89	0.87%
17. Executive	7,952.00	63.11	71	0.69%
18. Downloads	7,706.00	66.43	98	0.95%
19. Products	7,490.00	84.16	88	0.86%
20. Corporate	5,969.00	82.90	30	0.29%

items 1-20 of 33

[Go Forward 1](#) [Next 20](#) [Last 20](#)

Main Calendar View

Report Period: 2005

Q1	Jan	Feb	Mar
Q2	Apr	May	Jun
Q3	Jul	Aug	Sep
Q4	Oct	Nov	Dec

Template: Complete View V8

- Bookmarks
- Overview
- Performance Dashboards
- Marketing
 - Marketing Dashboard
 - Campaigns
 - Campaign Performance Dashboard
 - Campaigns Dashboard
 - Purchase Conversion Funnel by Campaigns
 - Campaigns
 - Demand Channels
- Segments
- Onsite Advertising
- Referrers
- Search Engines
- Visitors

items 1-5 of 7

Go To: Query

Campaigns		Clickthroughs	Dynamic Campaign Visitors (Monthly)	Visits	Product Page Views	Revenue	Orders	
1.	▼ Email Campaign	961	33.64%	945	1,388	423	\$5,038.05	21
	▼ Zedesco	961	33.64%	945	1,388	423	\$5,038.05	21
	▼ Free Shipping and Special Offers	541	18.94%	533	766	264	\$1,745.69	6
	▼ Direct Email	541	18.94%	533	766	264	\$1,745.69	6
	▼ DVD - Free Shipping Purchases over \$20 Email	148	5.18%	145	195	75	\$250.12	1
	xt679306	148	5.18%	145	195	75	\$250.12	1
	▶ Free DVD with DVD Purchase Email	114	3.99%	112	157	64	\$423.98	2
	▶ Free Shipping Toshiba	32	1.12%	32	56	21	\$0.00	0
	▶ Audio Accessories	31	1.09%	31	45	17	\$0.00	0
	▶ Holiday Movies Email	20	0.70%	20	24	6	\$0.00	0
	▶ Free Regular Shipping on Electronics Email	19	0.67%	18	22	7	\$0.00	0
	▶ DVD Box Sets Email	18	0.63%	18	24	9	\$0.00	0
	▶ Free Shipping on personal audio	17	0.60%	17	24	5	\$0.00	0
	▶ Free Shipping on FRS 2 way Radios	15	0.53%	15	20	5	\$0.00	0
	▶ Free Shipping on Cordless Phones	15	0.53%	15	19	4	\$0.00	0
	▶ DVD Players Sale	12	0.42%	12	13	0	\$0.00	0
	▶ Home Audio Sale Email	12	0.42%	10	11	3	\$498.98	1
	▶ Sprint PCS Sale and Rebates Email	11	0.39%	11	25	8	\$210.00	1
	▶ Free Shipping on Home Theaters	11	0.39%	11	22	9	\$0.00	0
	▶ DVD Gift Sets Email	11	0.39%	11	21	8	\$362.61	1
	▶ DVDs for \$4.94 Email	11	0.39%	11	28	9	\$0.00	0
	▶ Free Shipping on Digital Cameras	10	0.35%	10	12	2	\$0.00	0
	▶ Hot New DVDs Email	9	0.32%	9	15	5	\$0.00	0
	▶ Free Shipping on Camcorders	9	0.32%	9	10	2	\$0.00	0
	▶ \$50 Nokia Gift Card Email	8	0.28%	8	11	3	\$0.00	0
	▶ Holiday Savings Center	8	0.28%	8	12	2	\$0.00	0
	▶ Red Tag Sale	253	8.86%	246	385	94	\$2,228.64	10
	▶ Zedesco Anniversary Sale	167	5.85%	166	237	65	\$1,063.72	5
2.	▶ Search Engine	581	20.34%	577	829	242	\$747.30	4
3.	▶ Advertising Partner	559	19.57%	556	759	174	\$1,394.83	7
4.	▶ Portal	488	17.08%	479	667	169	\$212.72	6
5.	▶ Direct Print	219	7.67%	216	297	85	\$184.36	2
6.	▶ Affiliate Network	46	1.61%	46	69	17	\$0.00	0
7.	▶ Other	3	0.11%	3	5	0	\$0.00	0
Total for campaigns		2,857	100.00%	-	-	1,110	\$7,577.26	40

items 1-7 of 7



Main Calendar View

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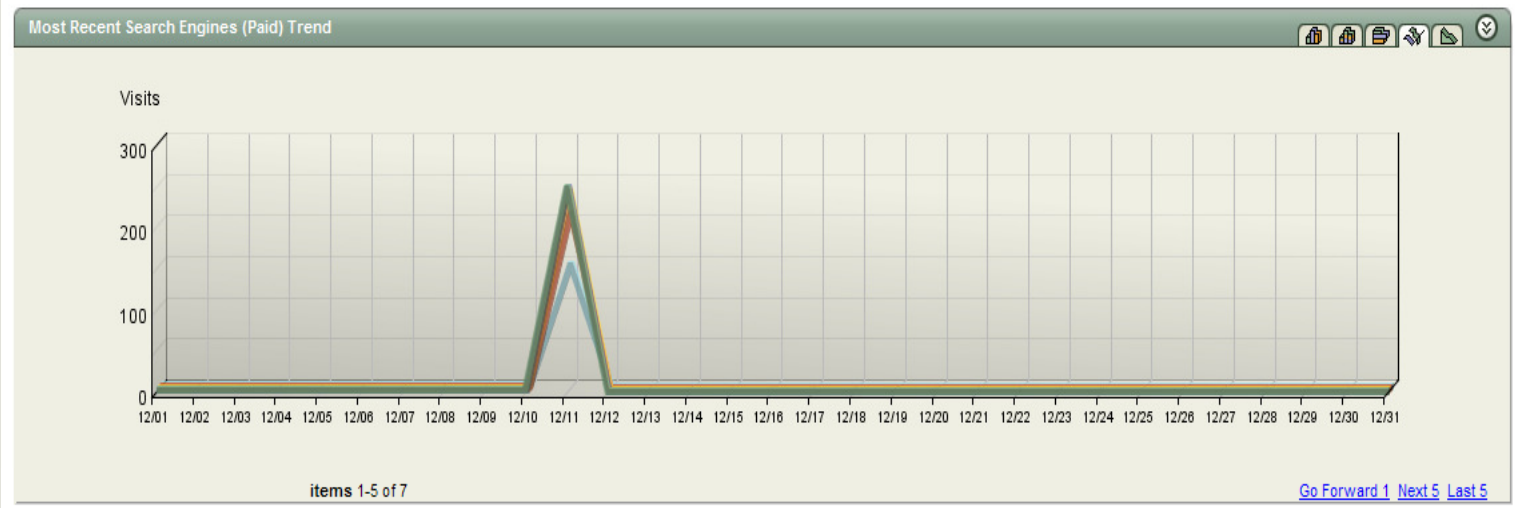
Template: Complete View V8

- Bookmarks
- Overview
- Performance Dashboards
- Marketing
 - Marketing Dashboard
 - Campaigns
 - Onsite Advertising
 - Referrers
 - Search Engines
 - Search Engines Dashboard
 - Most Recent Search Engines (All)
 - Most Recent Search Engines (Paid)
- Site design
- Site Performance
- Scenario Analysis

Are you well spending your dollars on Search? -> Paid Search Report

Profile | Template | Export: | Preferences | Log Out | Help | Customer Center

This report displays the most recent paid search phrase and engine that a visitor used to access your site with measures evaluating those visits.



Most Recent Search Engines (Paid)

	Most Recent Search Engine Most Recent Search Phrase	Visits	Page Views	% of All Visits	Average Visit Duration (Minutes)	Hits	Revenue
1.	Google	247	2,384	2.40%	12	2,384	\$717.88
	tv	53	504	0.52%	13	504	\$0.00
	cd	38	335	0.37%	10	335	\$141.96
	tuners	27	271	0.26%	13	271	\$0.00
	digital recording	26	285	0.25%	15	285	\$0.00
	home speakers	23	250	0.22%	14	250	\$0.00
	Other	-	739	-	-	739	\$575.92
	Show all sub-rows						
2.	Yahoo	245	2,351	2.39%	12	2,351	\$84.80
3.	MSN	240	2,373	2.34%	13	2,373	\$354.73
4.	AltaVista	211	1,930	2.05%	12	1,931	\$498.98
5.	Froogle	147	1,474	1.43%	13	1,474	\$309.11
6.	Lycos	73	664	0.71%	12	664	\$0.00
7.	About.com	19	180	0.18%	11	180	\$70.98
	Total for paid searches	-	11,356	-	-	11,357	\$2,036.48

items 1-7 of 7

Main Calendar View

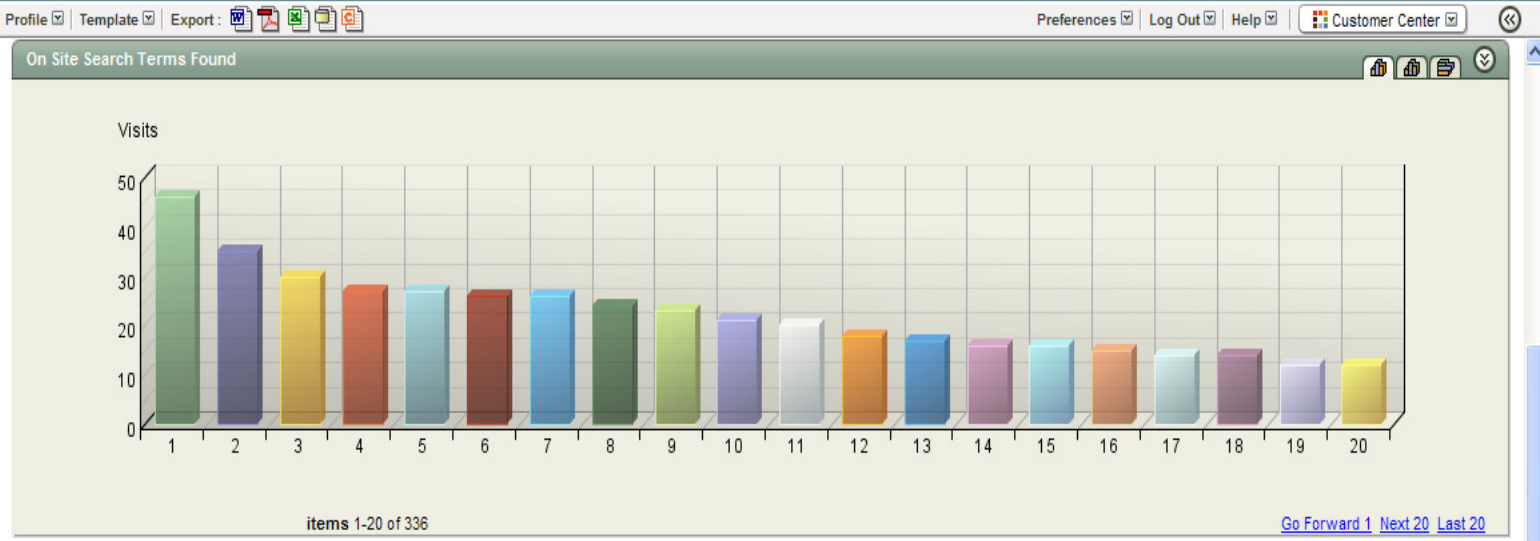
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2005

Template: Complete View V8

- Bookmarks
- Overview
- Performance Dashboards
- Marketing
- Commerce
- Site Design
 - On-Site Search
 - On Site Search Terms Found
 - On Site Search Terms Not Found
 - Pages and Files
 - Navigation
 - Path Analysis
- Scenario Analysis



On Site Search Terms Found

10 20 50 100 Go To Query Search

Search Phrase	Visits	Page Views	Visit Duration (Minutes)	Revenue	Average Revenue per Order	Units
1. DVD	46	145	13	\$0.00	\$0.00	0.0
2. stereo	35	106	14	\$0.00	\$0.00	0.0
3. phone	30	111	14	\$0.00	\$0.00	0.0
4. camera	27	72	11	\$0.00	\$0.00	0.0
5. Imaging	27	97	13	\$73.50	\$73.50	1.0
6. portable	26	106	13	\$0.00	\$0.00	0.0
7. Home Audio	26	170	18	\$0.00	\$0.00	0.0
8. Portable Audio	24	67	14	\$645.68	\$322.84	3.0
9. Toshiba	23	89	16	\$0.00	\$0.00	0.0
10. tv	21	72	13	\$159.74	\$159.74	1.0
11. Cordless Telephones	20	79	16	\$27.56	\$27.56	1.0
12. Sony	18	72	14	\$0.00	\$0.00	0.0
13. Telephones	17	74	18	\$0.00	\$0.00	0.0
14. Vtech	16	58	13	\$0.00	\$0.00	0.0
15. Cordless	16	87	19	\$0.00	\$0.00	0.0
16. Player	15	101	21	\$0.00	\$0.00	0.0
17. DVD Changers	14	63	13	\$0.00	\$0.00	0.0
18. panasonic	14	61	12	\$0.00	\$0.00	0.0
19. DVD Players	12	21	13	\$0.00	\$0.00	0.0
20. Subwoofers	12	31	11	\$0.00	\$0.00	0.0
Subtotal for rows: 1 - 20	-	1,682	-	\$906.48	\$181.30	6.0
Other	-	3,598	-	\$926.77	\$77.23	13.0

On Site Search Terms Most Found

Main Calendar View

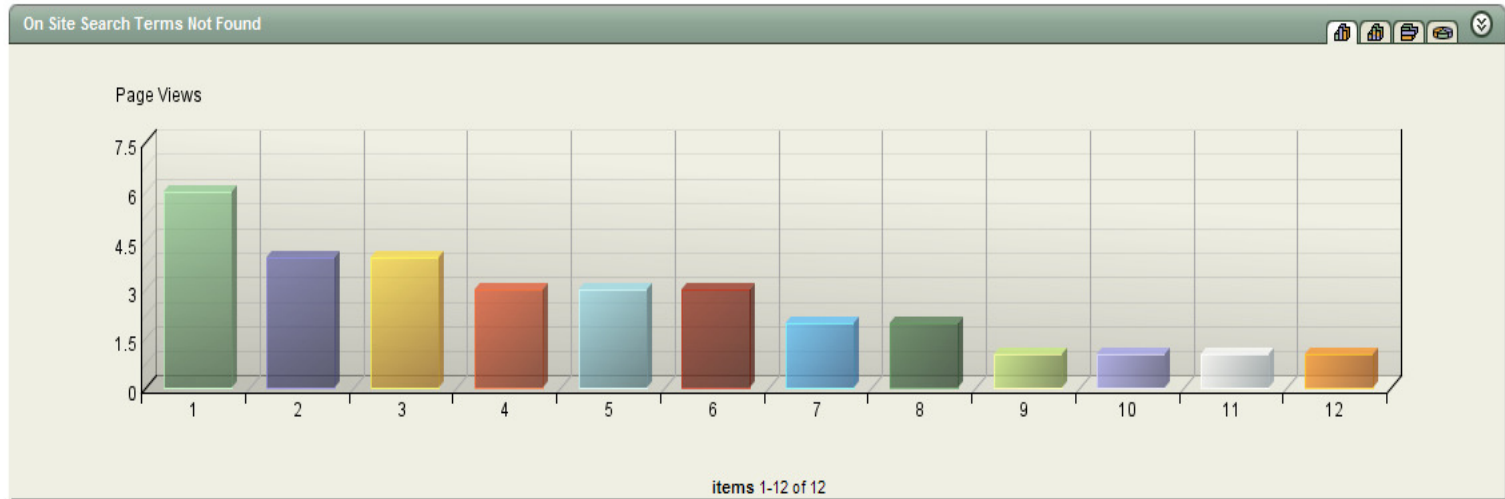
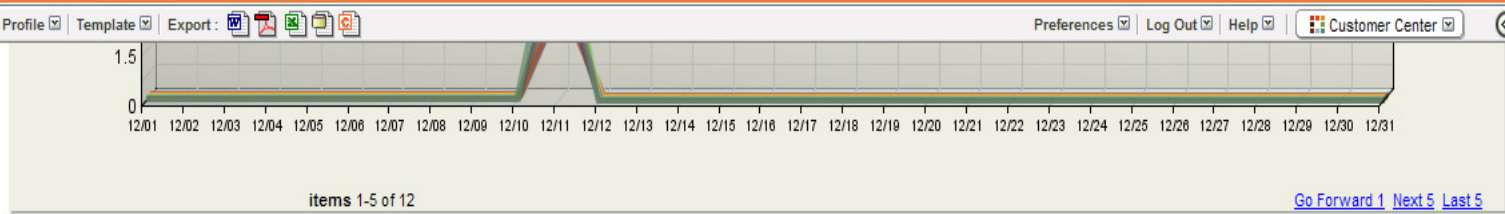
Report Period

Q1	Jan	Feb	Mar
Q2	Apr	May	Jun
Q3	Jul	Aug	Sep
Q4	Oct	Nov	Dec

2005

Template: Complete View V8

- Bookmarks
- Overview
- Performance Dashboards
- Marketing
- Commerce
- Site Design
 - On-Site Search
 - On Site Search Terms Found
 - On Site Search Terms Not Found
 - Pages and Files
 - Navigation
 - Path Analysis
- Scenario Analysis



**On Site Search
Terms NOT
Found**

On Site Search Terms Not Found

Search Phrase	Page Views	
1. installation services	6	19.35%
2. cannon	4	12.90%
3. blaupunkt	4	12.90%
4. gifts	3	9.68%
5. car stereo	3	9.68%
6. disposable cameras	3	9.68%
7. flat screen	2	6.45%
8. digital photos	2	6.45%
9. gift suggestions	1	3.23%
10. coupons	1	3.23%
11. cell phones	1	3.23%
12. digital video	1	3.23%
Total for unsuccessful on site searches	31	100.00%

items 1-12 of 12

Main Calendar View

Report Period: ▼

Q1	Jan	Feb	Mar
Q2	Apr	May	Jun
Q3	Jul	Aug	Sep
Q4	Oct	Nov	Dec

2005 ▼

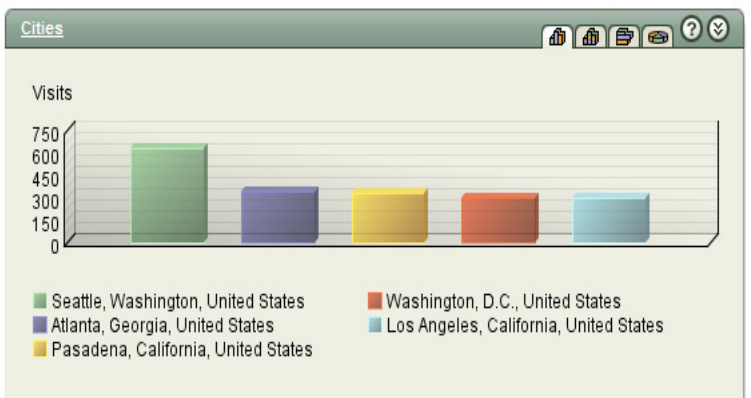
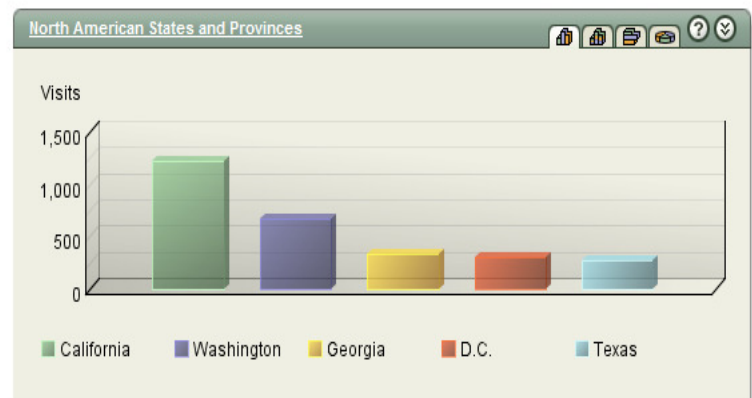
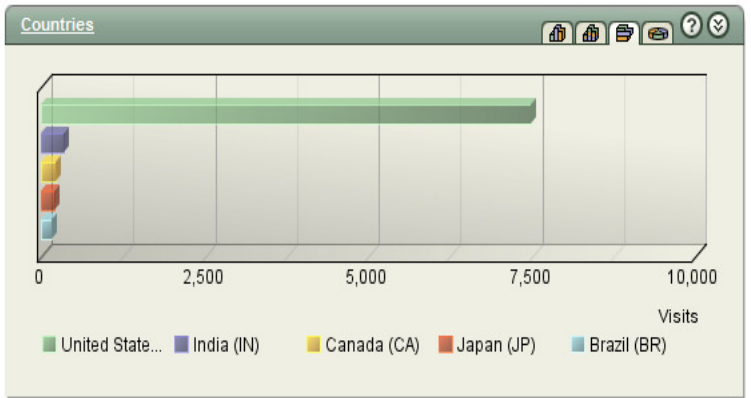
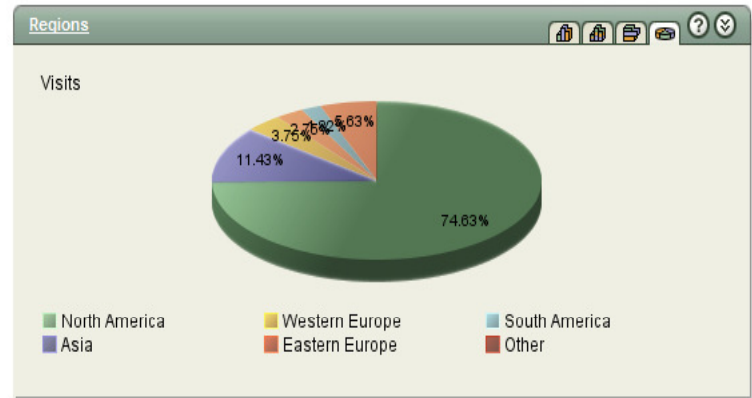
Template: **Complete View V8**

- Search Engines
- Visitors
 - Visitors Dashboard
 - Top Visitors
 - New vs. Returning Visitors
 - Visitors by Number of Visits
 - Visits Trend
 - Organizations
 - Authenticated Usernames
 - Lifetime Value
 - Domain
- Geography
 - Geography Dashboard
- Areas
- Area Codes
- Commerce
- Site Design
- Site Performance
- Scenario Analysis

Monthly View: Dec 11, 2005 12:00:38 AM - Dec 12, 2005 12:00:38 AM
 Current Profile: **Sample: Zedesco (with SDC files)**

Geography Dashboard Create Bookmark

This page contains key graphs and tables that provide an overview of this chapter. You can click on a graph title to navigate to the corresponding report page.



Demographic Breakdown of Visitors -> Geography Reports