

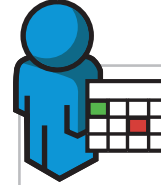
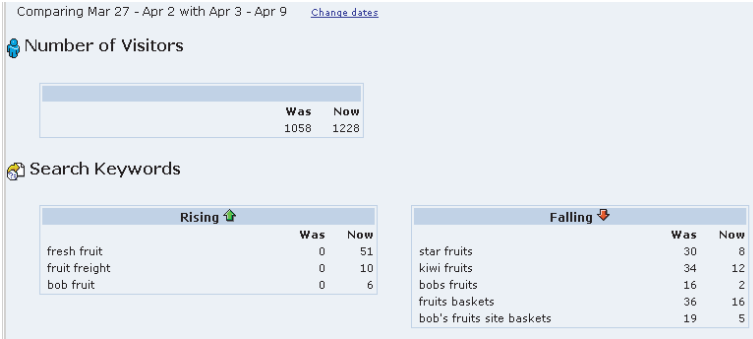


ClickTracks Professional 5



What's Changed Report

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



Before and After

Determine visitor reaction to campaigns and site redesigns, or the impact of changes to search engine algorithms

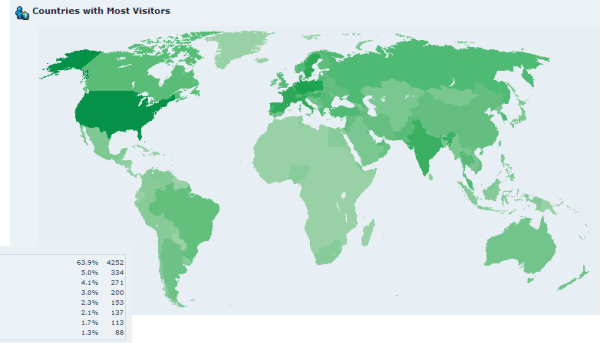
Custom ROI Analysis

Sales, revenue, costs and conversion are available at a glance. Support for custom shopping carts and lead generation campaigns.



Geographic Data

Divide and compare visitors from different countries. Discover untapped markets



Campaign Manager

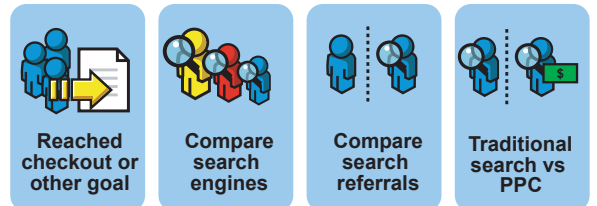
Analyze and compare data from PPC or other campaigns on one screen.

#	Name	Track By	Cost
1	Google1	/index.php?source=google&campaign=1&group...	0.10
2	Google2	/index.php?source=google&campaign=1&group...	0.08
3	Google3	/index.php?source=google&campaign=1&group...	0.07
4	Google4	/index.php?source=google&campaign=1&group...	0.09
5	Google5	/index.php?source=google&campaign=2&group...	0.18



Desktop Data Mining

Allows for complex, ad-hoc analysis without tying up server resources.



Features of ClickTracks Professional, step-by-step:

Stop Guessing. Know What's Changed.

- Step 1. Spend half your day trying to figure out what happened on your site since yesterday
- Step 2. Give up.
- Step 3. Find ClickTracks Pro and celebrate.

If you hate missing a thing, you'll love the What's Changed report. One click, and you'll see interesting activity in terms of referrers, keyword queries, entry pages and more. Immediately catch keyword ranking changes or track the results of online PR—whether you last looked at the data 5 days or 5 months ago.

ROI Reporting...Really!

- Step 1. Dust off your magic 8 ball.
- Step 2. Ask it, "What is my campaign ROI?"
- Step 3. Turn to ClickTracks Pro for the down-to-earth results.

ClickTracks Professional can easily track sales and revenue. Each transaction is captured, and the dollar amount of the transaction is traced back to the originating campaign or the search engine keyword.

Manage Marketing Campaigns and Compare Side-By-Side

- Step 1. Gather your huge stack of campaign reports.
- Step 2. Place them in the nearest recycling bin or wastebasket.
- Step 3. Effectively manage all of your campaigns with ClickTracks Pro.

Directly import Google or Overture campaign data, or set up custom data from e-mail marketing, search engine, affiliate, partnership and other PPC or lead-generating campaigns. ClickTracks Pro instantly shows you marketing effectiveness and ROI in one single view, and supports both PPC and total cost campaigns.

Before and After

- Step 1. Spend money on PPC advertising, SEO or site redesigns.
- Step 2. Wonder what's working.
- Step 3. Fire up ClickTracks to know how visitors react to changes!

Want to know how your new site redesign is being received? How about tracking campaigns or determining if the latest Google dance has been helpful or harmful to your traffic? ClickTracks Pro lets you see visitor behavior before an event, and compare it to visitor behavior from after the event.

Technical details



Server

ClickTracks Professional is a client/server application. The server components runs on Windows NT / 2000 / XP. It pulls log files using the built-in scheduler from either Unix or Windows web servers. An intelligent log processor determines automatically log files that are new, those that have been added to, and those already processed. Only the new data is downloaded for processing. Data may also be mirrored to another server, for example to permit access via a VPN.

After processing the compact binary data is ready for final analysis on the client side of the software. Data is transferred over HTTP, FTP or local file system, and is completely automatic after initial configuration.

Hardware Requirements:

Pentium III 500MHZ with 256Mb RAM
(P4 1Ghz with 512 Mb RAM for very large or complex sites)
500Mb free disk space

Client

The client software pulls the pre-processed data from the server and then provides the analytics and ad-hoc tools that marketers demand. ClickTracks Client runs on Windows 98, NT, 2000 or XP. We recommend at least NT for larger sites.

Hardware Requirements:

Pentium III 500MHZ with 256Mb RAM
(P4 1Ghz with 512 Mb RAM for very large or complex sites)
500Mb free disk space



BUY IT!