

SITE MONITOR

WEB-CONTROLLING FROM EXPERTS FOR EXPERTS

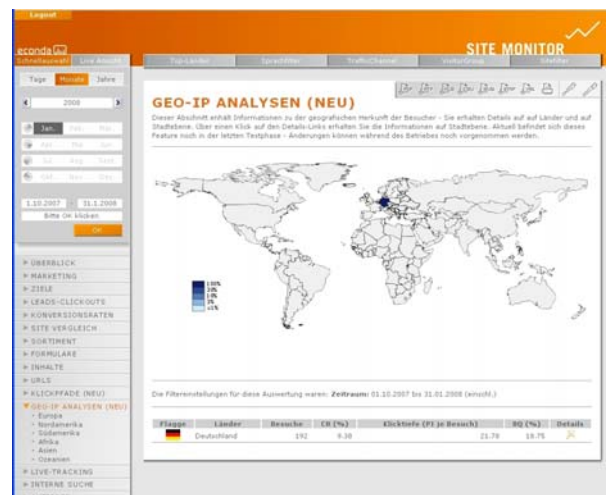
The econda Site Monitor provides more than 80 analyses for the controlling and optimization of your web presence – in particular for professional company websites, agencies, price comparison or other portals. The Site Monitor enables you to keep track of all campaigns, to reduce marketing costs, to identify the visitors' interests and to effectively improve your website's usability. The econda Monitor has the answers to all success-critical questions with respect to controlling, such as:

- How successful are different online advertisement campaigns (keyword marketing, newsletters, banners, etc.)?
- Which products, services or content categories are your visitors interested in?
- Are the streams of visitors channeled as intended? What are the most common clickpaths?
- Which geographic regions might be suitable for special campaigns?
- Do all campaigns really bring you valuable visitors?
- How many clickouts are generated in different content categories?
- Which keywords pay off and which produce nothing but traffic and costs?
- At which point do visitors frequently leave your site?
- Which content categories of your website are particularly popular?
- Which user activities (downloads, registrations, etc.) are performed?

FEATURES

All modules of the Site Monitor Family...

- ... are multi-client capable, scalable and exact
- ... provide realtime tracking (delay appr. 2 minutes)
- ... present fast results – due to aggregated data storage even for high traffic sites
- ... allow for controlling of multiple sites within one system
- ... distinctly point out ways for optimization
- ... provide graphic representation in more than ten different chart formats
- ... allow use of First Party Cookies
- ... barrier free in terms of IT Accessibility Directive
- ... allow tracking of an unlimited number of campaign channels, AdWords, websites, products, searchterms and website objectives
- ... always offer full functionality and all analyses in their entirety, regardless of the traffic package selected. Even with basic packages (for sites with up to 50.000 PIs per month) all features are available and growth is possible without hidden extra costs.

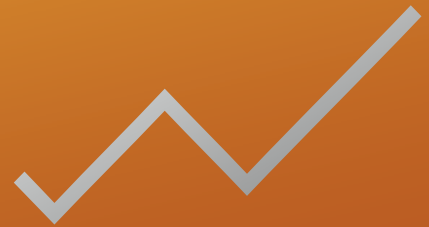


GeolP-Funktion

FUNCTIONS

- **New:** econda Dashboards: configure your dashboards - your most relevant analysis clearly structured and displayed on one single page (including Email Reports, filter options, comparison view, etc.)
- **New:** Email Reports: send your free configurable, relevant Site Monitor analyses automatically to one or more recipients. Define the number of analyses and also the frequency.

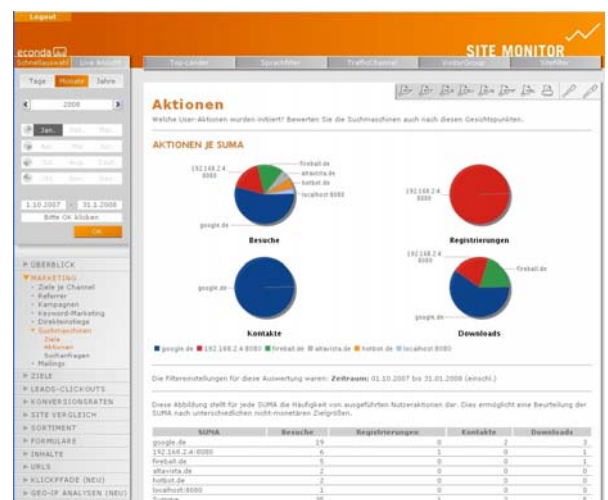




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- **New:** econda Prognosis: your reliable outlook of the future development of key figures like conversion rate – summed up or individually selected, e.g. for a certain campaign or a special search engine.
- **New:** econda Expert Mode: create and save your own analysis and reference period. Create your own display of key figures in charts and spreadsheets.
- **New:** Google AdWords Interface: Site Monitor presents you a clearly structured cost-benefit comparison of any Google AdWords; synchronisation of costs and parameter settings for keyword campaigns is carried out automatically on the Site Monitor interface.
- econda LiveTicker: desktop-tool including an overview of current developments and an alarm function; updated every minute
- econda Explorer: tool for individual, explorative data analysis
- A/B tests
- Visitor segmentation

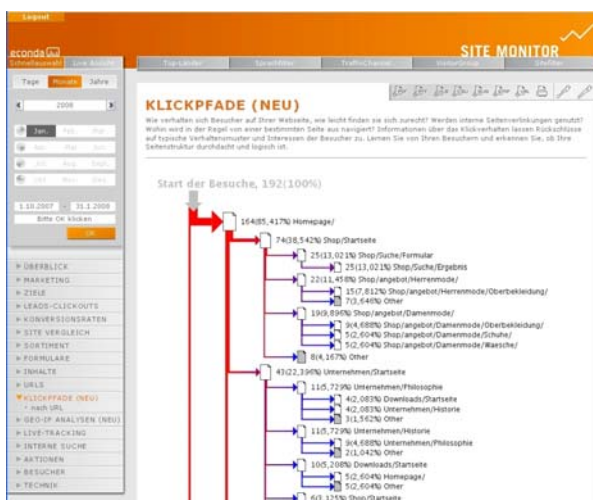
- Segmentation by numerous criteria possible (domain, site, country, marketing channel, type of visitor, etc.)
- PDF, CSV, XML, RTF and HTML export
- Chartservice: automated data export in various systems such as CRM, Data Warehouse or other web applications
- Drill-down functionality for quick navigation



Interface Site Monitor

HOW IT WORKS

The standard econda Site Monitor offers an ASP-solution („hosted“). The way the econda Monitor works is as simple as can be. After activating the interface of the sitesystem all relevant data are encrypted and then submitted to econda. The data are acquired by loading a pixel, a procedure which is sparing the resources of your online-presence and saves costs for traffic as well as for data management and storage. Your personal controlling-information consisting of numerous graphical and tabular analyses is then available in a password-protected account.



Interactive, graphic clickpaths





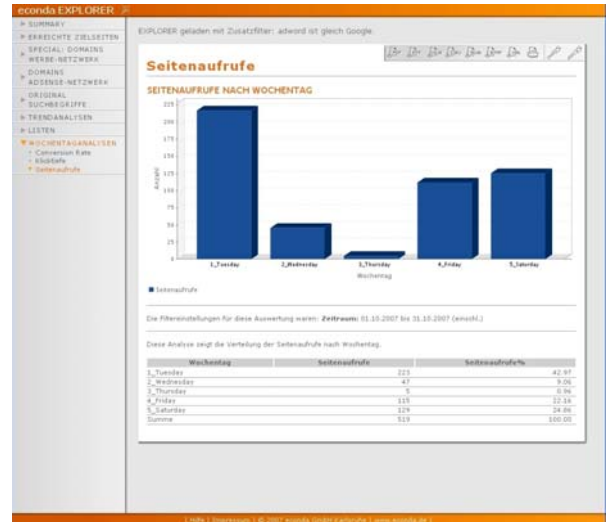
SITE MONITOR

FLEXIBILITY AND CUSTOMIZING

The possibility to answer additional information needs is another vital advantage of the econda Site Monitor: econda Customizing Services will gladly tailor the Site Monitor to your individual needs. On basis of the flexible econda Tracking Framework, this service can be provided without delay and at a low price.

SYSTEM REQUIREMENTS AND INTEGRATION

The econda Site Monitor can be used with any Content Management System. You will be provided with a detailed manual, making an easy and quick implementation possible. In addition, econda's technical support team will be glad to assist you with integration.



econda Explorer: tool for explorative data analysis

FURTHER INFORMATION

You will find more information, the possibility to sign up for a free and non-binding product trial as well as an online demo at www.econda.de. For terms and conditions see separate price list or also www.econda.de.

- All traffic packages with full functionality; no limitations
- Fast results – due to aggregated data storage even for High Traffic Sites
- Tracking of multiple sites within one system possible
- Numerous filtering options
- Maximum accuracy with First Party Cookies
- Scalable, customizable, realtime



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