

SITE MONITOR – FEATURE LIST

ECONDA SITE MONITOR

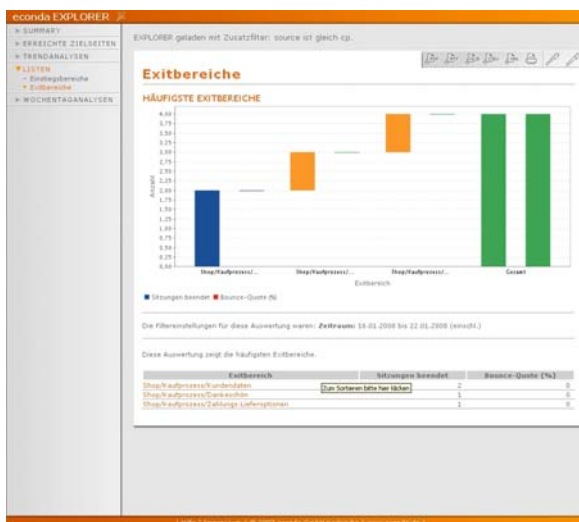
The econda Site Monitor is a comprehensive controlling-tool for agencies, price comparison or other internet portals. A vital advantage of the Site Monitor is that there are no limitations concerning the number of AdWords, campaign channels, site objectives, etc. to be tracked. Furthermore, all modules – regardless of the traffic package selected – offer full functionality and all analyses in their entirety: growth is possible without hidden extra costs.

PERFORMANCE FEATURES

- Realtime tracking (delay appr. 2 minutes)
- Scalable, customizable, multi-client capable
- **New:** Fast results – due to aggregated data storage even for high traffic sites
- **New:** Exclusion of internal clicks
- Unlimited tracking of AdWords, campaign channels, searchterms, websites, products, website objectives, and much more
- Time filters adjustable to the minute
- Use of First Party Cookies possible
- Barrier free in terms of IT Accessibility Directive
- Data protection warranted in accordance with existing laws
- Graphic representation in more than ten different chart formats

BASIC FUNCTIONS OF ALL SITE MONITOR MODULES

- 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.)
- 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.
- **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
- CSV-export, PDF-export, XML-export, RTF-export, HTML-export
- Chartservice: automated data export from the Site Monitor to various systems



econda Explorer: tool for explorative data analysis





SITE MONITOR – FEATURE LIST

- Filtering options by site, domain or country
- Segmentation by:
 - New and returning visitors
 - Internal and external clicks
 - Marketing channels
- Regional visitor segmentation
- A/B tests
- Flexible time filter
- Drill-down function for tree-like structured data

STATISTICS

CATEGORY DASHBOARD FUNCTIONS – SAMPLE STATISTICS

- Individual configuration for up to five dashboards (e.g. marketing, products, keyword dashboard)
- The most important trends clearly structured and displayed on your Site Monitor Start Site
- Configure your dashboard to your own needs
- Display different analysis in comparison
- Multiple filter options (period, country, marketing channel, user groups...)

CATEGORY *MARKETING* – SAMPLE STATISTICS

- Click-ins, visits, registrations, downloads, contacts, visitors, website objectives per unlimited number of:
 - Campaigns
 - Keyword marketing
 - Mailings, newsletters
 - Search engines
 - Direct visits
 - Referrers
- Bounce-Rate, Conversion Rate for any form of online marketing
- Campaign costs taken into consideration
- Grouping of campaigns, incl. drill-down

- Internal campaigns
- Analyses of click fraud and of fraudulent use of AdWords
- Unlimited number of active campaign- and AdWordchannels

- Dashboards: configure your dashboards - your most relevant analysis clearly structured and displayed
- Email Reports: send your free configurable, relevant Site Monitor analyses automatically
- Google AdWords Interface: Site Monitor presents you a clearly structured cost-benefit comparison of any Google AdWords

- Additional recommendations for AdWords
- econda Assistant for installing tracking codes for Google AdWords
- Analyses to monitor price comparison portals

CATEGORIES *LIVE-TRACKING* AND *CLICKPATHS* – SAMPLE STATISTICS

- Interactive, graphic analyses of clickpaths
- Analyses of streams of visitors for individual pages
- Visitor live tracking
- User live tracking

CATEGORY *RANGE OF GOODS* – SAMPLE STATISTICS

- Analyses of products and productgroups
- Tracking of product variants

CATEGORY *VISITORS* – SAMPLE STATISTICS

- GeoIP: graphic representation of geographical origin, incl. drill-down functionality (up to country- or city-level)





SITE MONITOR – FEATURE LIST

- Visitor analyses:
 - Visitor interests
 - Visit history
 - Top visitors
 - Technical data such as browser, screen resolution, etc.
- User activities:
 - Registrations
 - Log-ins incl. error types
 - Contact forms
 - Downloads



Interface Site Monitor



GeoIP analyses

OTHER CATEGORIES – SAMPLE STATISTICS

- Conversion Rates: objectives achieved per source
- Numerous analyses for the comparison of multiple sites
- Usability and weak points of different sites
- Analyses of contact forms
- Analyses of onsite queries:
 - Searchterms
 - Queries, matches, date, etc.
 - Top-searchphrases
 - Not-found rate
 - Drop-out rate following (un)successful queries
- Page- and content-tracking:
 - User interests and activities with respect to pages and contents, incl. drill-down
 - Exitpages and -categories incl. drill-down
 - Startpages and -categories incl. drill-down



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