



# SITE MONITOR - FACTSHEET

## Professional Web Analytics for Professional Websites

The econda Site Monitor offers high-performance web analytics for professional web presences. Evaluate all e-business activities with great accuracy and compare optimization data with targeting data—on a schedule or in real time and adapted precisely to your company's goals. Identify users' interests via cutting-edge assist measurements and the latest offsite retargeting measures before they are even onsite—so you can then offer visitors to your website precisely what they are searching for.

The greatest technological leap in the history of econda's Monitor, econda's Shop Monitor PLATINUM with r.a.c.e. technology constitutes a milestone in the web analytics industry. This revolutionary technology offers unequalled, lightning-fast assessments in real time. The smart query engine obtains analyses automatically from the fastest aggregation cube or from the high-performance raw-data calculation to facilitate maximum performance coupled with boundless flexibility.

## Features of the econda Site Monitor

### TÜV-certified data protection

- Data-protection compliance  
Data protection certified by TÜV (a German inspection authority) as per requirements of Germany's Online-Services Act and recommendations issued by the German Commissioner for Data Protection.
- Great data security  
TÜV-certified data security at econda's computing centers.
- Servers located in Germany  
All data is under German jurisdiction.
- IP anonymization  
All IP addresses are rendered indecipherable to safeguard the anonymity of visitors.
- Opt-out function  
econda provides a convenient opt-out function for your website's visitors and for visitors to customer websites.



For more information, please consult econda's website or the data-protection information sheet.

### econda r.a.c.e. technology (PLATINUM)

- Revolutionary combination of high-speed aggregation and quick analysis of raw data
- Automatic ad hoc identification & delivery of the fastest analysis result (smart query engine)
- Combination of raw data cubes and smart aggregates in econda server clusters' storage
- Lightning-fast live segmentation and ad hoc analyses

Site Monitor PLATINUM uses revolutionary econda r.a.c.e. technology.

The acronym "r.a.c.e." stands for the following characteristics:

- raw data analytics
- aggregate cube detection
- cluster engine
- extension concepts

- Practically limitless opportunities for segmenting and filtering with the finest possible granularity to the level of individual sessions and requests; with an innovative filter&segmentation engine
- Real-time use for any time period
- Multidimensional combination of any (free) dimensions with practically any metrics and analyses
- Anything can be combined with anything else
- Extremely customizable—also on the basis of one's own reporting
- High-end pathing engine for use in a wide variety of web-analytics contexts such as click paths on content nodes, user events or marketing channels
- Absolutely unique visitor counts
- Especially suitable for immense volumes of data
- Comprehensive pivot engine and multidimensional cross tabs for in-depth analysis of multidimensional data structures

For more information, please consult econda's website or the r.a.c.e. technology fact sheet.

### New analysis interface

- Clear and straightforward layout as well as immediate access to all functions at all times
- Innovative web-analytics toolbar for all analysis settings
- Flexible analysis adjustments in the table and charts



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## PLATINUM Features

The Professional feature bundle boasts a great many new and innovative features and analysis functions: user journey tracking, assist and search-string analyses, tracking of social-media marketing, econda cookies filter, and much more. In conjunction with econda e-business plug-ins, the econda Monitor PLATINUM facilitates comprehensive performance tracking for monitoring the success of all marketing channels—including optimization data and targeting data for the management of campaigns.

## Multichannel Marketing Tracking (PLATINUM)

- Comprehensive performance tracking for monitoring the success of all marketing channels—including optimization data and targeting data for the management of campaigns—by means of, for instance, numerous e-business plug-ins to bid management, offsite retargeting, e-mail marketing, etc.
- User journey tracking: analysis of all onsite touchpoints and corresponding marketing channels, including visitor touchpoints
- Assist analyses: analysis of supplier effects at the channel and campaign levels with customer-specific distribution of conversions with flexibly configurable distribution lists
- Extended functions regarding campaign attribution, optional with econda's post-view application: imputation of conversions to ad views as well as extension of the visitor journey by means of offsite media touchpoints
- Search-string analyses: detailed evaluation of SEM and SEO search strings for the sake of, for example, examining the significance of brand campaigns
- econda cookies filter: removal of conversion tracking tags by third-party providers (such as affiliate networks) on conversion pages by means of self-configured rules for affiliate clearing or CPA clearing, for example, in order to avoid multiple commissions
- Comprehensive tracking of social-media marketing, incl. Facebook and Twitter tracking
- Simple linking of SEM campaigns via extended Google AdWords API and new Yahoo! API

## Extended Analysis Functions

- New and unique web-analytics toolbar
- New chart engine for compiling customer-specific analysis charts with numerous new settings
- KPI engine for defining one's own flexible metrics on the basis of free and predefined dimensions as well as configurable formulas
- Portrayal of a company's goals in the analysis interface via target-value guidelines and TARGET/ACTUAL comparisons
- One's own comments on analyses with flexibly configurable reference object and reference moment
- Direct e-mail export: e-mail analyses directly with just one click
- Cross-table function: cross tabs for multidimensional combination of variables
- Bookmark function: access important and frequently used analyses with just one click
- Definition of free time periods (e.g. for collection, deployment week, etc.)
- Customer-specific designation of key figures—for example, for consideration of a company's in-house nomenclature per file upload.
- Extended funnel analyses with sharing function and evaluation based on content nodes
- Extended alert function: on basis of additional KPIs and data
- Dashboards: individually customizable dashboards clearly summarize on a single page the evaluations most important to you (incl. automated e-mail reports, opportunities for filtering, side-by-side comparisons, dashboard sharing, etc.)
- Allocation of econda Monitor accounts with finely granulated rights management in Monitor user management
- Multi-client capable
- Real-time
- Goal definition via the interface with option of weighting the successes achieved
- Cluster for adapting evaluation groups to company's goals
- Forecasts offer a reliable outlook on future developments regarding key figures such as visits, PI, and conversion rates. Overall or, for instance, individually for a campaign or a certain search engine

For more information, please consult econda's website or the Site Monitor list of features.



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## Integration of Interfaces and E-Commerce Plug-Ins

### Plug-ins: perfectly integrated

A continuously growing number of e-commerce plug-ins (e.g. for SEM, e-mail marketing, bid management, offsite targeting, and payment) as well as numerous open interfaces for the importing and exporting of data ensure seamless integration with existing e-commerce and IT environments. Thanks to these plug-ins and interfaces—as well as the close and perfect interweaving with the shop system—the econda Monitor will become the data nexus for your e-commerce success story.

- Google AdWords API (SEM)
- Yahoo! Search Marketing API (SEM)
- eCircle API (e-mail marketing)
- IVW/AGOF API (data import/export)
- Facebook tracking (social media)
- FACT finder API (search)
- ...

Some plug-ins will be activated only after payment of a fee.

For more information, please consult econda's website or the Site Monitor list of features.

### Interfaces and partnerships

econda's Site Monitor can be used in conjunction with any number of content-management systems. econda's Technical Support will gladly assist you with activation or do it for you. econda maintains partnerships and click-activated standard connections to many relevant CMSs:

- CONTENTSERV
- TYPO3
- WordPress
- ...

For more information, please consult econda's website or the Site Monitor list of features.

### System Prerequisites and Integration

econda's Site Monitor can be used in conjunction with any number of content-management systems. You will receive an in-depth guide which will ensure that your integration is smooth and requires few resources. In addition, econda's Technical Support will gladly assist you with integration.

## Functionality

econda's Site Monitor is normally offered as an ASP solution. The functionality is truly simple. Small code

fragments as well as a jScript library from econda ensure that all data important to you will be encrypted prior to being transferred to econda's servers. Data is collected by means of a pixel call. This procedure uses your website's resources sparingly and reduces costs regarding traffic and data management. The TÜV seal guarantees that you retain control over your own data. Thanks to unequalled performance, you can then configure and evaluate your analysis data in the modern and intuitive interface design.

## Additional Information

Please visit [www.econda.de/site-monitor](http://www.econda.de/site-monitor) to obtain additional information, register for a free and non-binding trial, and view an online presentation.



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