



SITE MONITOR - LIST OF FEATURES

ECONDA SITE MONITOR

The econda Site Monitor is a comprehensive controlling solution for corporate sites, websites, agencies, price-comparison websites, and large online portals. Site Monitor customers receive all the relevant information they need in order to lastingly reduce marketing costs, increase the number of visitors, identify their interests, and launch targeted optimization measures.

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

Over 1,000 e-commerce businesses rely on econda's successful high-end web analytics.

General performance characteristics

- Real-time tracking
- Scalable
- Multi-client capable
- Customizable to one's own goals
- Interfaces with many key CMSs
- r.a.c.e. technology 
 - Raw-data analytics
 - Lightning-fast and on-the-fly web analytics
 - Finest granulation possible
 - Retroactive analyses possible
 - Multi-processing mode
 - Very dynamic evaluation experience
 - Extension concepts
 - Transfer of targeting data or optimization data
- Unlimited tracking of
 - Search terms,
 - AdWords,
 - Campaign channels,
 - Websites to be included,
 - Products,
 - Website goals
 - ...
- Down-to-the-minute time filter
- TÜV-certified data protection
 - Data-protection compliance
 - Great data security
 - Servers located in Germany
 - IP anonymization
 - Opt-out function
- New chart engine for compiling customer-specific analysis charts

Multichannel Marketing Tracking (PLATINUM)

- Comprehensive performance tracking
- Restoration of optimization data and targeting data
- Customer journey tracking:
 - Analysis of all onsite touchpoints
 - Analysis of visitor touchpoints
- Assist analyses:

- Visitor-specific distribution of conversions
- One's own flexibly configurable distribution lists
- Extended functions regarding campaign attribution
 - econda's post-view application optional
- Search-string analyses
- econda cookies filter:
 - For affiliate clearing or
 - CPA clearing
- Comprehensive tracking of social-media marketing
- Linking of SEM campaigns

Extended Analysis Functions

- Web-analytics toolbar
 - Free segmentation 
 - Definition of free time periods (up-to-the-minute only )
 - Flexible set-up of filters (unlimited only )
 - Pre-defined filtering
 - Site/Domain/Country filters ...
 - Regional visitor segmentation
 - Side-by-side comparisons
 - Create one's own analyses
 - ...
- Chart engine
- Customer-specific analysis charts
- KPI engine (completely free only )
- One's own comments on analyses
- Direct e-mail export
- Cross-table function
- Portrayal of a company's goals in the analysis interface
 - Via target-value guidelines and
 - TARGET/ACTUAL comparisons
- Bookmark function
- Extended opportunities for creating one's own reports 
- Visitor-specific designation of key figures
- Extended funnel analyses



SITE MONITOR - LIST OF FEATURES

- With sharing function and
- Evaluation based on content nodes
- Extended alert function
- Mobile tracking
- Twitter tracking
- Monitor user management
- API for import jobs
- Professional search
- Grouping of equivalent key figures by cluster
- Free goal definition with scoring via the interface
- Markers for customizable quantification of onsite visitors
- Customizable dashboards
 - Sharing
 - Problem watchlist
 - ...
- Forecasts
- Integration of order reversals and returns
- Numerous export functions
 - PDF
 - csv
 - XML, HTML
 - rtf
 - Excel export in MS Office 2007
 - ...
- Drill down

Standard reports

Selection from Marketing

- Click-ins, new site visitors, registrations, downloads, contacts, visits, visitors by means of an unlimited number of:
 - Campaigns
 - Keyword marketing
 - Mailings, newsletters
 - Search engines
 - Direct visits
 - Referrers
- Bounce rate, conversion rate for all forms of online advertising
- Consideration of campaign costs
- Grouping of campaigns with drill-down
- Post-conversion for freely selectable periods of time
- Internal campaigns
- Analyses of click fraud and AdWords misuse
- Boundlessly active campaign and AdWords channels
- Additional suggestions for Google AdWords
- econda Assistant for the equipping of Google

AdWords

- Analyses for checking comparison portals

Selection from the area of live tracking and click paths

- Interactive click-path analysis, presented graphically
- Extended click-path analyses
- Butterfly view
- Analysis of flow of visitors for individually evaluable pages
- Live tracking of visitors
- Live tracking of users

Selection of content areas

- Conversion rates of categories and category groups
- Tracking of category variants

Selection from the area of visitors

- Analyses of visitors
 - ABC analyses
 - Geographical specificity
 - History of visits
- GeoIP: with drill-down functionality at the level of countries and cities
- Analyses of visitors:
 - Visitors' interests
 - History of visits
 - Key visitors
- Visitor evaluations:
 - Visitor loyalty

Selection from other areas

- Usability and weak points of individual pages
- Evaluation of searching within the site:
 - Search terms
 - Queries, results, date, etc.
 - Most common search phrases
 - Not-found rate
 - Page exit rate after searching with/without results
- Conversion course as per source
- Conversions, incl. source and detailed information
- Page/Content tracking:
 - Use of pages and content areas, incl. drill-down
 - Exit pages and exit areas, incl. drill-down
 - Home pages and home areas, incl. drill-down
- Actions:
 - Registrations



SITE MONITOR - LIST OF FEATURES

- Log-ins, incl. types of errors
- Contact forms
- Downloads
- Technical metrics such as browser, resolution, etc.

Integration, Interfaces, and E-Commerce Plug-Ins

Continuously growing number of e-commerce plug-ins
Plug-ins to numerous e-marketing solutions for monitoring success and re-marketing

- Google AdWords API (SEM)
- Yahoo! Search Marketing API (SEM)
- eCircle API (e-mail marketing)
- inxmail API (e-mail marketing)
- Refined Labs (bid management)
- Criteo API (offsite targeting)
- IVW/AGOF API (data import/export)
- Facebook tracking (social media)
- Twitter tracking (social media)
- paymorrow API (payment)
- FACT finder API (search)
- bid management API
- econda cookies filter
- econda Live Ticker
- econda Test Suite
- econda Cross Sell
- econda Online Opinion

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

Numerous open interfaces

econda maintains partnerships and click-activated standard connections to a lot of systems:

- CRM systems
- Data warehouse connection
- Business-intelligence solutions
- E-commerce solutions
- Incorporation of analyses within a company's intranet
- Open PHP and Java interfaces
- Open standard interfaces unassociated with specific technologies

Partnerships and Interfaces

- CONTENTSERV
- TYPO3
- WordPress
- mambo
- webEdition
- Joomla!

- Drupal
- Weblication
- Contao

Thanks to an in-depth guide, the Site Monitor can be used with any number of other CMSs—without a hitch or many resources. In addition, econda's Technical Support will gladly assist you with integration.



CONTACT

econda GmbH
Eisenlohrstraße 43
76135 Karlsruhe
Germany

T +49 [0]721.66 30 35 0
F +49 [0]721.66 30 35 10
info@econda.de
www.econda.de