

## THE INSIGHT YOU NEED TO RESPOND BEST TO YOUR USERS

Having an online presence requires many critical quantified components to ensure that user interaction leads to the planned result. Access to reliable, quality data to monitor these processes is vital to the success and growth of your business.

SiteCensus is a browser-based audience measurement tool that provides in-depth tracking of your website users, including paths followed, content viewed and location of access to name but a few metrics.

### SiteCensus Benefits

#### > Business Critical Information

SiteCensus provides you with business critical information to achieve and sustain your market leadership. Important ROI components examined in SiteCensus are site performance, usage trends, content and product placement, audience circulation, user loyalty, search engine performance and user behaviour. Analysis is delivered via concisely constructed reporting modules ensuring each important process can be researched independently and benchmarked internally.

#### > Accurate Browser Based Measurement

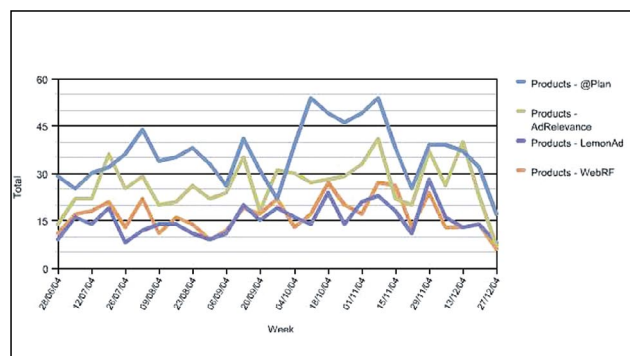
Rather than measuring a web site user's behaviour at the web server, SiteCensus measures users' behaviour at their browser. A browser-based solution avoids many of the problems associated with server-based measurement, such as under-counting and more importantly misrepresentation of your true Unique Audience due to firewalls and caching.

#### > Independent Third Party Measurement Data

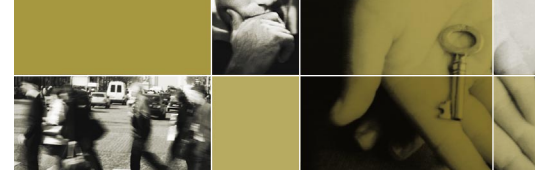
SiteCensus ultimately provides you with accurate, third party measurement data that will serve both as the building blocks for your online business strategies, as well as the key performance indicators which contribute to your wider business objectives.

#### > Immediately Accessible Online Data

Nielsen//NetRatings SiteCensus is served via an ASP (Application Service Provider) model, with management information collated and made available via a web interface in near real time, meaning no software or hardware investment needs to be made in order to gain access.

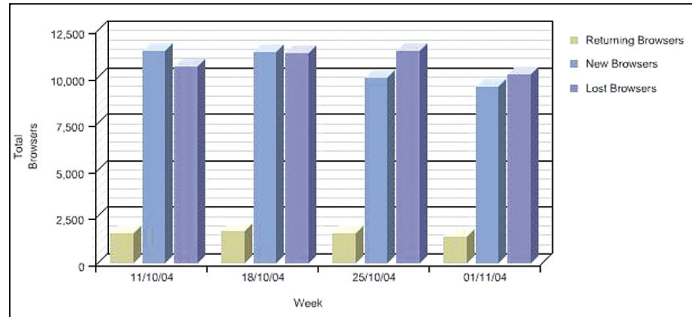


Trending: by reporting channel or metrics over time

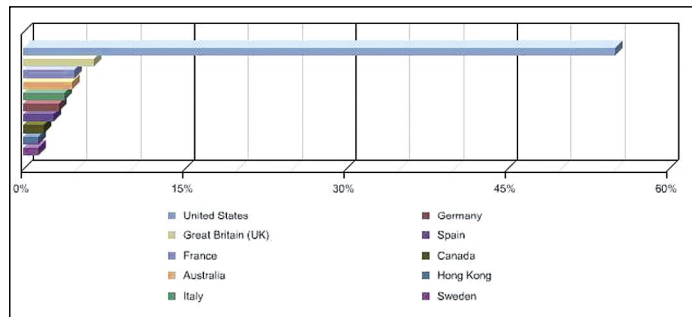


## SiteCensus Features

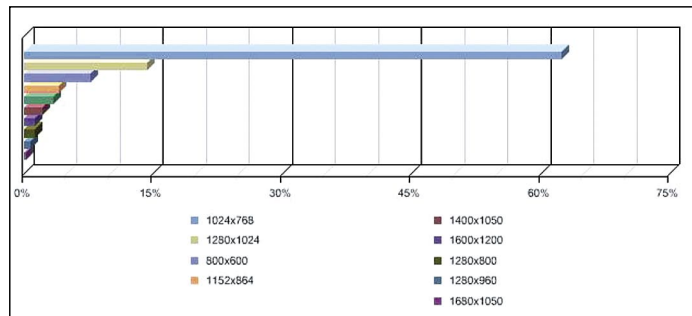
- > Executive summaries – top line management information from all modules
- > Core analysis module - page impressions, unique browsers, durations, sessions, page and session duration
- > User analysis module - referring page, referring site, geographic countries, regions and cities
- > Technical analysis module – screen resolution, colour palette, operating system, connection speed and Java
- > Path analysis module - top paths, entry paths, exit paths, total paths, detailed drop off analysis
- > Trending module - trend channels by metrics and metrics by channels
- > Loyalty module - returning users, new users, gained %, lost %, unduplicated users
- > Search engine module - search words, engines, phrases and engine ranking
- > Segmentation - by link, user, partner, referrer, registration and pages visited or not visited
- > Variable date range - all metrics
- > Data filter technology - flexibility in slicing and dicing channel data from date filters
- > Enhanced channel administration and individual user personalisation
- > User favourite reports
- > PDF/HTML email reports on a daily, weekly and monthly basis per user
- > Flexible data export



Loyalty: understand unique browser visit patterns, by returning, new and lost splits



Geo-targeting: pinpoint the access location of your users by detailed country, state and city splits



Technical analysis: screen resolution

Breakdown By Path			
Rank	URL	User Sessions	% of sessions
Total Sessions		42,473	
1.	<a href="http://www.nielsen-netratings.com/">http://www.nielsen-netratings.com/</a>	25,334	59.65
2.	<a href="http://www.netratings.com/">http://www.netratings.com/</a>	10,858	25.56
3.	<a href="http://www.nielsennetratings.com/">http://www.nielsennetratings.com/</a>	2,249	5.30
4.	<a href="http://netratings.com/">http://netratings.com/</a>	1,062	2.50
	<a href="http://www.nielsen-netratings.com/">http://www.nielsen-netratings.com/</a>	24	2.26
	<a href="http://www.netratings.com/">http://www.netratings.com/</a>	11	1.04
	<a href="http://netratings.com/corp.jsp">http://netratings.com/corp.jsp</a>	10	0.94
	<a href="http://netratings.com/news.jsp?section=dat_to">http://netratings.com/news.jsp?section=dat_to</a>	5	0.47
	<a href="http://netratings.com/news.jsp">http://netratings.com/news.jsp</a>	3	0.28
5.	<a href="http://www.netratings.com/privacy.jsp?section=leg_scs">http://www.netratings.com/privacy.jsp?section=leg_scs</a>	747	1.76

iPath: understand detailed user journeys and page drop-off rates

For more information please contact our representative in your country or send an email to [apla@netratings.com](mailto:apla@netratings.com)