

A global leader in Internet media and market research



GAIN ALL THE INSIGHT YOU NEED TO IMPROVE CUSTOMER EXPERIENCE AND CONVERSION

Understand how your audience is using your website and evaluate the effectiveness of your website-based marketing activities. Nielsen//NetRatings SiteCensus delivers accurate information showing how your site performs to give you a clear, concise foundation for your online marketing programme.

Why Web Analytics?

You have clearly defined objectives for your website, you have your promotional mix in place and you are achieving results. But are all of your objectives met? Which areas need improvement? Are your visitors using your site the way you want them to?

- Evaluate visitor behaviour according to your business goals
- Lower customer acquisition cost
- Improve customer satisfaction, retention and loyalty
- Increase conversion levels
- Improve the design and processes of your website
- Track and analyse the effect of your marketing campaigns

Whether the main purpose of your website is lead generation, advertising driven content, cost savings on customer support or e-commerce - SiteCensus from Nielsen//NetRatings show you how you are performing and where you can improve.

Information, not just data

Concentrate on information that can help you streamline and improve your online business. Nielsen//NetRatings SiteCensus is more than software or an ASP package, it is an integral module of our research system. Of course, all information is provided online where you can easily analyse the results. Additionally, you benefit from the knowledge and expertise of our research and analysis professionals who can assist you in turning the data into meaningful business intelligence. If you prefer to use the information in your own systems you can export the data directly for further analysis.

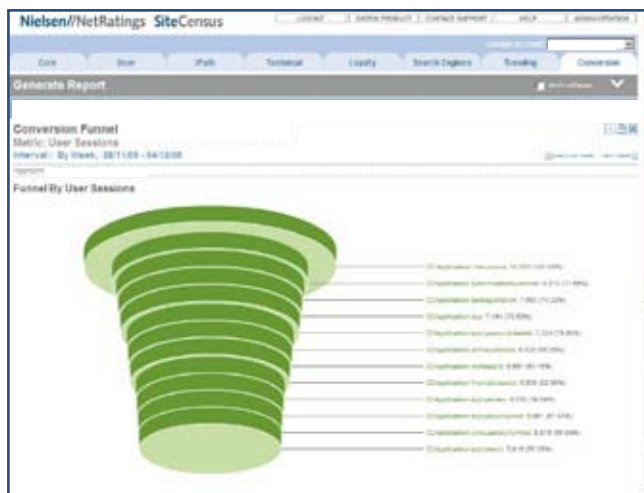
Since 1996 our patented approach has been one of the most trusted web analytics solutions used by companies such as Royal Bank of Scotland, British Airways, Siemens, Lycos and Diageo to deliver a high quality service to their customers.

"SiteCensus has proven to be a very valuable tool. It provides a quick and easy way for us to monitor traffic and site performance as well as the ability to dig deeper into customer behaviour and trends".

Emily Foxon, Customer Insight Manager, Friends Reunited

Analyses & trends include:

- > Visitors
- > Page impressions
- > User sessions
- > Visit frequency
- > In-depth path analysis
- > Loyalty
- > Search engine and keyword referrals
- > Referring domains
- > Conversion funnels
- > Technical insight



Conversion Analysis: See how many of your visitors sign up, buy a product or follow the desired path.

Every client has a designated Account Manager who will provide customer support and management to ensure your needs are fully met every step of the way. The Account Manager will help you to implement and train users on all aspects of the system to ensure your web analytics solution delivers actionable data. The Account Management team is supported by technical specialists to ensure the deployment of SiteCensus fits and works within your existing system.



Understand how your site is used

- Which are the most popular paths taken on your site?
- On which page or section do your users spend the most time?
- How engaged are your users on which pages or sections?
- Where do they spend most time and to where do they return most often?
- At which time of day do they visit your website?
- Where are your drop-offs or increases in traffic and do they appear across all core metrics?

Optimise online advertising and search engine optimisation

- Which campaigns generate the biggest increase in visitors?
- Which campaigns result in the most engaged visitors?
- At which time of day would your online campaigns be most effective?
- Which search engines and which keywords drive most traffic?
- Which keywords should you bid for in paid search?
- Which phrases and words work best on which search engine?

Increase Return on Investment

- Which pages and sections are the most popular and could be streamlined for increased ROI?
- What are the most popular and profitable paths taken through your website?
- Is the content of your site engaging? How many pages are viewed in a session?
- Are users returning regularly to view new content?
- Which of your channels are performing and which are not?

Maximise revenue from affiliates

- Which other websites drive the most traffic to your site?
- Which partnerships send the most referrals to your site?
- Which referral/affiliation schemes generate the most valuable customers?

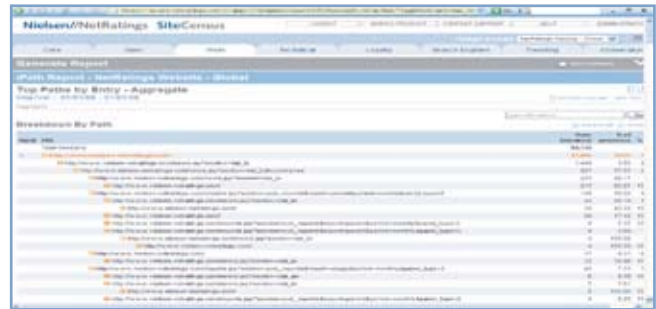
Increase customer satisfaction

- Does a long time spent on your pages highlight engagement or usability issues?
- Which parts of your site do users skip?
- Which content is read by which audience?
- Which landing pages and paths have high drop-off rates and need improving?
- Which pages have low retention rates and need optimisation?
- How do surfing patterns differ between individual visitor groups?
- Which country, region or city do your visitors come from?

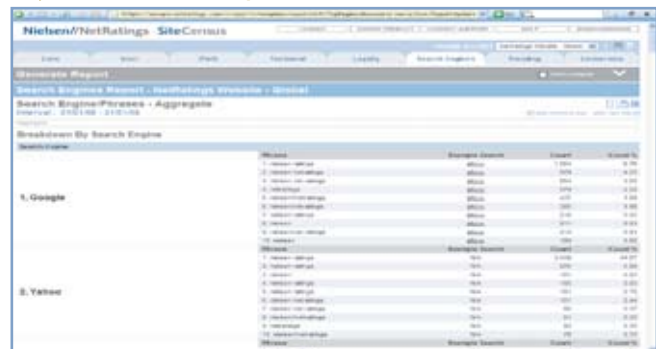
Improve web design and layout

- Which browsers and operating systems does your web site need to work with?
- Do many of your visitors use Mac OS X? Do you have pop ups which are blocked by Windows XP Service pack 2?
- Can you maximise screen usage if most of your visitors have a higher resolution than 800x600?
- Can you optimise your website according to the connection speed your users have?
- Should you introduce more internal links to keep visitors on your site longer?

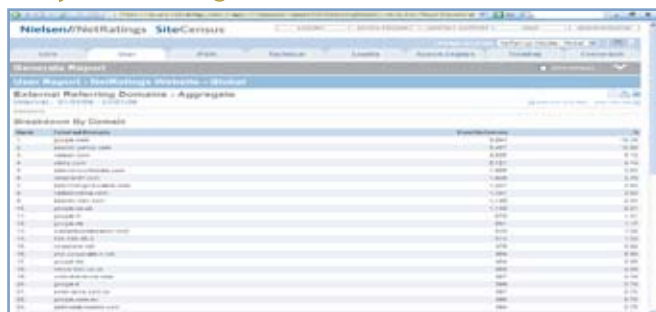
In-depth path analysis



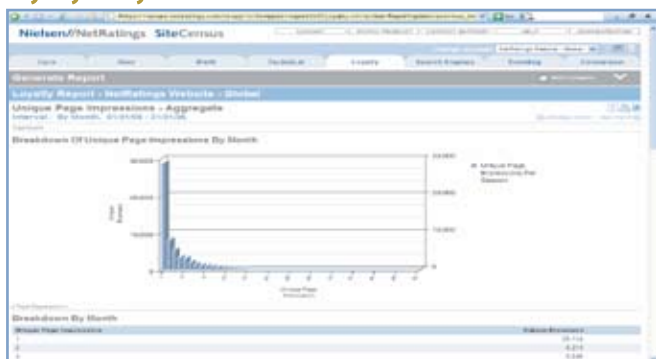
Keyword & search engine optimisation



Analysis of referring domains



Loyalty analyses of relevant metrics



Technical set-up of your target audience

