



Accurate, In-Depth Measurement
of Your Web Site Visitors

Nielsen SiteCensus

SiteCensus is a browser-based audience measurement tool that provides in-depth tracking and analysis of your Web site users, site performance and other critical measurement data.

Use SiteCensus to:

- Conduct Web site analysis and:
 - track newsletter and e-mail conversion rates
 - measure ads, text links, downloads and keywords
 - assess your audience's surfing patterns
- Gather accurate, independent, third-party measurement data to validate your audience demographics and site traffic reports with your advertising and marketing partners and prospects
- Build on key performance indicators to support broader business objectives
- Develop analytical models, based on real-time reporting, to interpret research and benchmark your site against other sites

Business Critical Information

SiteCensus reporting delivers site, link and search engine performance metrics; usage trends; content and product placement insights; audience distribution analysis; and visitor loyalty and behavior data. Analysis is delivered via concisely-constructed reporting modules in near-real-time, ensuring that each important component can be researched independently and benchmarked internally.

Independent Third-Party Measurement Data

SiteCensus delivers accurate, credible and reliable measurement that serves as building blocks for your online business and content strategies, as well as key performance indicators that contribute to your wider business objectives.

SiteCensus Product Suite

SiteCensus includes multiple products and measurement tools through robust modules or standalone companion tools - tailored to your specific measurement objectives.

- **SiteCensus Streaming:** Accurately measures streaming media initiated and viewed on your site
- **SiteCensus Link Overlay:** Fully evaluate the performance of text links, buttons, and download links through visual page reporting
- **SiteCensus Demographics:** Integrates online survey capabilities with site measurement in one clean interface to help you effectively target and engage your key audience
- **SiteCensus Express:** Real-time measurement of your site performance
- **Market Intelligence:** Leveraging SiteCensus tracking and AdIntelligence campaign monitoring tools, Market Intelligence allows for complete benchmarking of your site performance against other sites in your local market
- **Campaign Analysis:** Identify your best performing ad campaigns and delivery sites. Report metrics includes impressions, clicks, visitor, frequency, views per click, CPMs, CTRs and ROI metrics
- **SiteCensus Mobile:** Reliable, quality SiteCensus data to measure your content served via mobile devices

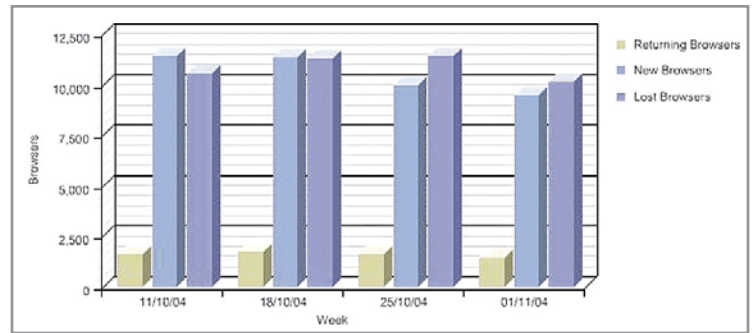
SiteCensus

SiteCensus Features and Reports

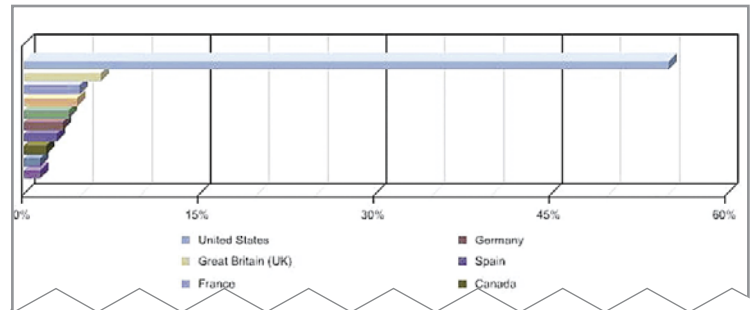
The single provider for all your online intelligence needs, SiteCensus examines important ROI components such as site performance, usage trends, content and product placement, audience circulation, visitor loyalty, search engine performance, link click performance, and visitor behavior.

- **Executive Summaries:** Top-line data from all modules
- **Core Analysis:** Page impressions, unique browsers, durations and sessions
- **User Analysis:** Referring page and site, geo-targeting by country, region and city
- **Technical Analysis:** Screen resolution, color palette, operating system, connection speed and Java
- **Path Analysis:** Top paths, entry and exit paths, total paths, plus detailed drop-off analysis
- **Link Overlay:** Performance and trending text links, images, buttons and download links
- **Trending:** Trend channels by metrics and metrics by channels
- **Search Engine:** Search words, engines, phrases and ranking
- **Segmentation:** By link, user, partner, referrer, registration and pages visited or not visited
- **Variable Date Range:** All metrics
- **Data Filter Technology:** Slice and dice channel data from data filters
- **Browser-Based Reporting:** Browser-level measurement complements your server log data with an accurate representation of your Unique Browser free of firewall, caching or crawler issues
- **Flexible Reporting:** PDF/HTML e-mail reports on a daily, weekly, and/or monthly basis

These products and associated modules and services are protected by one or more of the following United States patents and their foreign counterparts: 5,675,510, 5,796,952, 6,108,637, 6,115,680, 6,138,155, 6,643,696 and 6,673,386, and are licensed under U.S. Patents 6,393,479, 6,766,370, 6,122,238, 6,662,227, 6,360,261, 6,317,787, 6,925,442, 7,143,365 and 7,185,085. Other patents pending.



Loyalty: Understand unique browser visit patterns



Geo-targeting: Pinpoint user location by detailed country, state and city splits

Rank	URL	User Sessions	% of sessions	% lost
Total Sessions		42,473		
1.	http://www.nielsen-netratings.com/	25,334	59.65	83.84
2.	http://www.netratings.com/	10,858	25.56	90.88
3.	http://www.nielsen.netratings.com/	2,249	5.30	89.15
4.	http://www.netratings.com/	2,500	5.91	91.15

iPath: Get detailed user journeys and page drop off rates

Page Overlay

view: top 10% view options: select... show percentile banding: yes 0% 1% 2% 3% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100% switch

nielsen

0.21% 0.21% 0.32% 0.42% 0.25% 0.43% 17.71% login

Examine your site's audience traffic and expand your business

Solutions 1 2 3 4 5

Find the right solution for your business challenge

1.52% mine your site's audience and traffic

0.35% your target audience

Press Center

07/19/07 - Nielsen/NetRatings Announces June U.S. Search Share Rankings

07/19/07 - (NZ) Real Estate Websites Increase Attraction to Property Buyers and

07/12/07 - (CH) Unfassendere Darstellung der Nutzungsintensität im Internet: h

Live Snapshot Generated Thursday, 26 July 2007 16:12 Australia/Neptune

Destination URL	Link Type	Click Point	Unique Browsers	Clicks	% Page Clicks	Target	% Last Period	% Change
http://www.netratings.com/	text	NetView	800	2,533	19.98	N/A	N/A	N/A

Link Overlay: Evaluate link performance and page hot spots