



## POPANALYTICS

Web Analytics is more than just a bunch of statistical reports. The most important thing is that you need to know your website well and know what you want to achieve with it. What is the goal of your website? Without goals you can't measure your Return on Investment (ROI) or determine if your website is working.

*pOpANALYTICS  
brings advanced web  
site statistics and web  
analytics. Ease of use,  
full control and easy to  
understand reports.....*

Spot trends, eliminate bottlenecks, improve shopping experience and strengthen your bottom line easily. pOpANALYTICS delivers the tools you need to push internet marketing campaigns and website usability to the next level. Try pOpANALYTICS now and discover the difference!

Just like any other business, internet marketing is about targets, and so is Web Analytics. The cornerstone of pOpANALYTICS will be the targets... you measure the performance of your site in terms of different targets.

pOpANALYTICS brings advanced web site statistics and web analytics. Ease of use, full control and easy to understand reports make it a perfect choice for anyone serious about improving online marketing. pOpANALYTICS can help you improve your website and advertising performance, customer satisfaction and profits. Using pOpANALYTICS, you'll learn which keywords convert, which websites send you the most customers, what pages deliver the strongest sales conversion and much more.

*Below is a list of pOpANALYTICS compelling features, free with any pOp product.*

### **Summary Report**

- Today (Powerful dashboard, instant overview of your site)
- Visitors Per Day
- Visitors Per Month
- Visitors Per Hour
- Days of the week
- Top Countries and Cities

### **Popular Content**

- Top Pages (with or without .?. parameters)
- Top Entry Pages
- Top Exit Pages
- Top Click Paths

### **Conversion Rate Reports**

- Overall Performance
- Page Conversion
- Referrer Conversion
- Keyword Conversion
- The Road To Sales (Comparative Analysis)

### **Other Metrics**

- Unique Visitors and Visits
- Conversion rates
- Bounce Rates
- New and Returning Visitors
- Key Performance Indicators (or Target Files)

### **Navigation Analysis**

- Analyze incoming and outgoing clicks to and from any page on your site
- Visual Overlay (Actually see where people click on your pages / Heatmap)
- Display exact click paths taken by visitors

### **Visitor Details**

- Most Active Users
- Recent Visitors
- Authenticated Visitors
- Visitors and Visits
- Visit Duration and Total Duration

### **Incoming Traffic**

- Top Referring sites (with or without .?. parameters)
- Search Engines
- Top keywords (and the exact pages they refer to)
- Most Active Crawlers

### **Other Reports**

- All Traffic by Hour, Day, Month
- Top Browser and OS (Operating System)
- Error Report (Search & drill down to any level)

### **Trend Reports**

- Trends Overview Performance Trends
- Search and Browser / OS Trends
- Error and Crawler Trends
- Individual Trend analysis for any page, referrer or keyword to any KPI target

**and many more....**

## pOpANALYTICS Comparison Table

Feature	pOp Analytics	Urchin 6	Google Analytics
Install and manage on your own servers	Yes	Yes	No
Can be used on firewallprotected corporate intranets	Yes	Yes	No
Reprocess historical data (from logfiles)	Yes	Yes	No
Can process/re-process your log files locally	Yes	Yes	No
Can collect information through tags	Yes	Yes	Yes
Reports on robot/spider activity	Yes	No	No
Reports on server errors/status codes	Yes	Yes	No
Tightly integrated with AdWords	Yes	Yes	Yes
Can report on paid search campaigns	Yes	No	Yes
Ecommerce/Conversion reporting	Yes	Yes	Yes
Geotargeting	Yes	Yes	Yes
Free	Yes*	Yes	Yes
Visitor session/navigation path analyses	Yes	No	No
Raw data accessible for custom report-building	Yes	Yes	No
Exclusively supported by authorized consultants	Yes	Yes	No

\* Free with any pOp product