

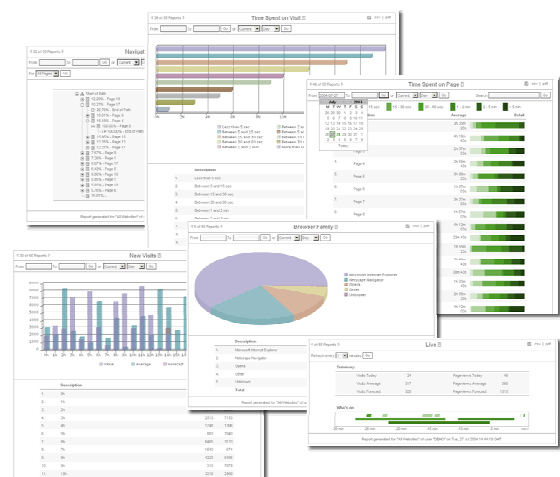
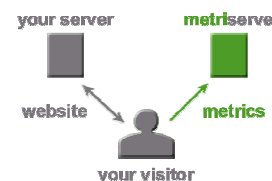
Find Out Everything You Wanted to Know about Your Web Site Audience. Today.

Metriserve offers a unique real-time web analytics service that will help you gain insight into the audience of your web site. Find out through easy to understand reports **who** your visitors are, **where** they are coming from and **how** they are using your web site. Use this valuable knowledge to

- generate more leads
- increase online sales
- optimize marketing campaigns
- increase conversion rates
- identify compelling content
- identify hidden relationships in content
- improve web site design
- plan for future growth

No Log Files. No Servers. We Take Care of Everything.

For maximum accuracy, we collect web metrics directly from the browser of the visitor and store them on our servers in aggregated form. No communication with your servers is needed. All you have to do is insert a **single line** of JavaScript code on the pages you want to monitor.



Real-Time Reporting. Exportable.

More than 50 real-time reports are provided in our **online** reporting tool; searchable and customizable over any date range. Export reports as PDF files or as raw data (CSV).

Exclusive Web Mining Algorithm.

Looks for **hidden patterns** in the way visitors use your web site. Find out relationships you never knew existed between pages on your web site that are not directly linked together.

Flat Rate Pricing. Up to 100 Different Web Sites Included.

We offer a monthly **flat rate** pricing plan with no contract obligations. This plan includes 100000 page views per month and up to 100 different web sites. Reporting can be done for every web site individually as well as for all web sites combined.

Live Demonstration Available.

Experience how MetriServe can help you gain insight into the audience of your web site today. Log into our online reporting tool on www.metriserve.com with account "demo" and no password.

Below are some of the more compelling features of the MetriServe real-time web analytics service.

Tracks Real People

The MetriServe web analytics service tracks real people; not simply hits or page views as would be the case for products that analyze server logs. We provide detailed reports and statistics on visitor behavior such as the path visitors take through your web site, the time they spend on your web site, whether they are new or returning visitors, how often they visit your web site,

Respects the Privacy of your Visitors

MetriServe does not store personally identifiable information such as IP addresses or cookie IDs from the visitors of your web site. All web metrics are aggregated on our servers in real-time. We fully adhere to the W3C Platform for Privacy Preferences (P3P).

Simple to Install

Add a single line of JavaScript code to the pages you wish to monitor. No noticeable increase in bandwidth consumption for your servers.

Live

All reports are generated in real-time in the MetriServe online web reporting tool based on the latest web metrics collected from your visitors. All statistical information is current up to the second. A convenient Who's On report is automatically refreshed and shows you essential information about the users currently browsing your web site all from one comprehensive page.

Easy To Use

Access any report in the MetriServe online reporting tool at the click of a mouse button at any time and from anywhere. All you need is a web browser and your username and password.

Comprehensive Visualizations

A picture is worth a thousand words. Get immediate insight into the evolution of a particular web metric or statistical analysis using our comprehensive data visualization tools.

Customizable Reports

All MetriServe reports and statistics can be customized over any date range. We keep all historical data on our servers. If relevant, reports can be searched for the occurrence of words or phrases.

Offline Reports

Export reports in Adobe PDF format for high resolution printing, electronic distribution, ... and in raw data format (CSV) for importing into spreadsheets or other software.

Exclusive Web Mining

Apply the exclusive MetriServe web data mining algorithm in real-time to find hidden patterns in visitor behavior. Shows you what pages bear a strong relationship with each other, notwithstanding the fact that they might not necessarily be physically linked together.

Up to 100 Web Sites

Manage up to 100 web sites in the MetriServe online reporting tools at no additional cost. Reporting can be done for every web site individually as well as for all web sites combined.

Dynamic Pages

The MetriServe web analytics service also works with dynamic pages generated from script or programs such as cgi, asp, php, jsp, servlets, ...

Unaffected by Caching

MetriServe technology is not affected by browser caching or proxy caching.

Reduces Costs

By outsourcing your web site traffic analysis to Metriserve, you save time and money. You will not have to buy additional bandwidth, hardware, software or knowledge to collect, store and analyze the web metrics of your visitors.