



etracker Web Analytics: See how your site works



Real-time visitor analysis & campaign management

- Origin, click paths
- Segmentation
- Mobile analytics
- Live visitor tracking
- Full data privacy compliance
- Industry benchmarks
- Click heatmap
- Commerce analysis

Free trial!

Web Analytics 21-day no-obligation trial at

www.etracker.co.uk/web-analytics

Professional web analysis for your online presence

etracker Web Analytics provides detailed information on your visitors at the push of a button and in real time. Find out about click paths, keywords, conversion rates and much more. etracker Web Analytics provides accurate guidance on how to optimise your website and campaigns online.

On the following pages you will find an outline of this product's key functionality, and a comparison of the different product editions and their prices.

www.etracker.co.uk/web-analytics

etracker[®]
more than analytics.

etracker Web Analytics editions

You can find a full list of features at www.etracker.co.uk/wa-comparison



etracker Web Analytics

	Lite	Basic	Advanced	Unlimited
Specifications				
PI* bundle included per month	10k	100k - 1.5M	250k - 3M	500k - unlimited
High availability SaaS solution**	✓	✓	✓	✓
Dedicated inhouse solution with SLA	-	On request	On request	On request
Standard features				
Multiple domains per account	-	✓	✓	✓
Real-time analysis	✓	✓	✓	✓
Configurable management dashboards	✓	✓	✓	✓
Unlimited data retention	-	✓	✓	✓
Analysis of SSL encrypted pages	-	✓	✓	✓
Analysis of web form data	-	✓	✓	✓
Analysis of rich internet applications (RIA)	-	✓	✓	✓
Exclusions using cookies and IP address	-	✓	✓	✓
Ad-free statistics	-	✓	✓	✓
Custom KPI comparison	-	✓	✓	✓
Custom timeframe comparison	-	-	✓	✓
Website overlays				
Link clickmap	-	✓	✓	✓
Click heatmap	-	-	✓	✓
Live click heatmap	-	-	-	✓
Tracking				
Live visitor tracking	✓	✓	✓	✓
Clickpath analysis	-	✓	✓	✓
Event tracker (audio, video, AJAX, etc.)	-	✓	✓	✓
Group benchmarks				
Anonymised industry benchmarks	✓	✓	✓	✓
Statistics				
Statistics overview - per account	-	✓	✓	✓
Statistics overview - per hour, per day, weekday, week, month, year	✓	✓	✓	✓
Usage per page, section, domain	✓	✓	✓	✓
Usage – top pages in the last hour	-	-	-	✓
Origin – ISPs, referrers, search engines	✓	✓	✓	✓
Origin – referrers per page	-	✓	✓	✓
Origin – phrase/word search term statistics	-	500	2.500	15.000
Origin – per country, region, city	-	Country	Region	City

* PI = Page Impressions. This identifies the total number of times the page has been viewed by visitors to your website.

** The target annual availability is 99.95%.

Free trial!
 21-day no-obligation trial at
www.etracker.co.uk/web-analytics



etracker Web Analytics

continued

Web technology

	Lite	Basic	Advanced	Unlimited
OS, browser, supported browser technologies	✓	✓	✓	✓
Screen resolution, window size, colour depth	✓	✓	✓	✓
Languages, plug-ins, access bandwidth	-	✓	✓	✓

Mobile analytics

Live mobile tracking	-	-	✓	✓
Mobile technology – hardware manufacturer	-	-	✓	✓
Mobile technology – device, OS, browser, plug-ins	-	-	-	✓

Reporting, export, interfaces

Custom PDF reporting	-	✓	✓	✓
Daily statistics reports	✓	✓	✓	✓
iPhone / iPad app	✓	✓	✓	✓
Form data report	-	✓	✓	✓
Export statistical data (in CSV, XML, Excel formats), scheduled, by e-mail	-	✓	✓	✓
Web service API (SOAP / XML) (optional)	-	-	-	✓

Segmentation

Freely definable segments	-	-	-	10
Mobile segments	-	-	-	✓

Goals

Website goals / shopping-basket analysis	-	-	5 / ✓	50 / ✓
Three-stage sales identification (lead, sale, cancellation)	-	-	✓	✓
Drop-off rates, conversion rates	-	-	✓	✓
Visitor engagement	-	-	✓	✓

Campaign management

Efficiency analysis (costs, sales, ROAS, shopping carts)	-	-	✓	✓
Support for onsite campaigns	-	-	✓	✓
Custom cost models	-	-	✓	✓
Automatic SEO analysis (keywords)	-	-	Top 10	Top 200
SEA synchronization (Google AdWords®)	-	-	✓	✓
Click-fraud analysis, helps fight affiliate fraud	-	-	-	✓

* All marks referenced herein remain the property of their respective owners.

www.etracker.co.uk/web-analytics



etracker Web Analytics

continued

Intranets / ESS-portals

	Lite	Basic	Advanced	Unlimited
Content Management Systems	-	✓	✓	✓
SAP NetWeaver Portals (optional)	-	-	-	✓
Microsoft SharePoint Servers (optional)	-	-	-	✓

Integration

For static and dynamic pages	✓	✓	✓	✓
Programming classes for PHP, JSP, etc.	-	✓	✓	✓
Standard integration with CMS and e-commerce	-	✓	✓	✓

Integration with etracker Page Feedback

Overall satisfaction in per-page feedback report	-	✓	✓	✓
--	---	---	---	---

Data privacy

Verified compliance with data privacy laws	✓	✓	✓	✓
Optional IP address truncation	✓	✓	✓	✓

User Management

Unlimited number of users	-	✓	✓	✓
Set permissions for functions / statistics / data	-	✓	✓	✓

Price per Month* (excl. VAT)	£ 0	from £ 9,90	from £ 49	from £ 149
------------------------------	-----	-------------	-----------	------------

etracker Web Analytics price list

Web Analytics Basic	Small	Medium	Large	Individual
PI** bundle included per month	100,000	500,000	1,500,000	Unlimited
Price per month*	£ 9.90	£ 24.90	£ 49.90	On request
Price per 1,000 PI over bundle*	£ 0.10	£ 0.09	£ 0.08	On request
Web Analytics Advanced	Small	Medium	Large	Individual
PI** bundle included per month	250,000	1,000,000	3,000,000	Unlimited
Price per month*	£ 49	£ 99	£ 249	On request
Price per 1,000 PI over bundle*	£ 0.20	£ 0.15	£ 0.10	On request
Web Analytics Unlimited	Small	Medium	Large	Individual
PI** bundle included per month	500,000	2,000,000	6,000,000	Unlimited
Price per month*	£ 149	£ 299	£ 549	On request
Price per 1,000 PI over bundle*	£ 0.30	£ 0.18	£ 0.11	On request

* Only applicable for commercial users. The prices listed here are for a single 12-month licence and do not include VAT.

Non-German EU businesses can quote a valid EU VAT number to avoid being charged VAT.

** PI = Page Impressions. This identifies the total number of times the page has been viewed by visitors to your website.

Last updated in November 2011. Errors and omissions excepted.

The current information available at www.etracker.co.uk takes precedence.