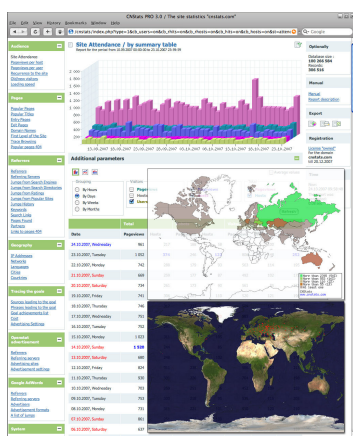




MODERN SOLUTION FOR WEB-SITE STATISTICS ACCUMULATION AND ANALYSIS



CNStats is a unique system for accumulation of real statistics for a web-site. CNStats reports allow optimizing web-site contents and fulfilling all activities for the site maintenance and development at a brand-new level. CNStats will help you to increase financial characteristics of the company site and to raise efficiency of IT-specialists work.

Use CNStats for:

- Obtaining detailed statistics of the site attendance;
- Evaluation of investments into the site promotion and optimization;
- Calculation of target visitors bringing profit to a company;
- Creation of a typical visitor portrait;
- Performance of various investigations and building of marketing reports;
- Control over advertising campaigns and optimizer activities.

A tool for a site development

One can perform activities for a site promotion and development only by means of analyzing real attendance data. Most of existing solutions offer statistic data with inaccuracies. Due to unique mode of data accumulation CNStats allows obtaining precise and detailed statistics. All visitors are counted at the moment of the site page generation. Data, obtained by CNStats, is authentic for a site and can be used as a template. CNStats is a necessary tool for IT-specialists.

Expenses control

As a rule, investments into advertising comprise vast part of the site budget. CNStats allows considering all advertising campaigns held for the site, counting benefits and correlating it with expenses. Using CNStats also allows performing monitoring of advertising campaigns for obtaining independent characteristics and their comparison with characteristics given by advertising services. Thus, CNStats allows optimizing expenses for advertising and selecting profitable advertising sites and services.

Independent analytics and confidentiality

The site attendance data present itself a trade secret. CNStats allows building all reports necessary for detailed analysis without calling external services, which provides the required confidentiality and safety. All statistics accumulated by CNStats is stored at a company site and access to reports is restricted in compliance with current security policy.



System requirements

Any modern browsers can be used for CNStats setting, viewing the reports and detailed statistics analysis. We recommend Microsoft Internet Explorer 6.0 and later, Mozilla 1.0 and later. PHP и MySQL support is required for installation of CNStats STD to a server. CNStats PRO requires support of Perl, Crontab or any other task planner. For details refer to www.cnstats.com.

CNStats STD/PRO possibilities and advantages

Reliability and accuracy

All visitors are counted without exception at the moment of generation of viewing of the site pages.

Safety and confidentiality

All data is stored at your private server. The system does not refer to external sources; no information is delivered to third parties.

Efficiency

Data processing and analysis is performed on-line. Instant access is provided to accumulated data.

Availability

Access to reports is provided via convenient and comprehensible interface; guest logon is also possible. Summary report is sent to e-mail.

Integration

The application is integrated easily into all known site management systems. External authorization is possible.

Standards and access

HTML/xHTML standards and access via https are supported.

Slices and data filters

Convenience of optional data sampling by any feature. You can set filters at any report and obtain the required data segment for analysis.

Robots counting

Search robots activities at the site are stated and analyzed.

Goals tracing

Who, where, when. The term "goal" may imply payment for goods, registration at the site, placement of a photograph, sending of a message etc.

ROI consideration (investments return)

Calculation of profit from the site advertising, evaluation of goal achievement costs.

Advertising effectiveness

Analysis of advertising campaigns effectiveness, «home» counting of jumps by banners and links, selection of profitable advertising sites.

Openstat support

Analysis of contextual advertising using Openstat label. Independent control of contextual advertising effectiveness.

Visitors geography

Reports by countries and cities of the site visitors. Support of geographic modules CNGeoip and GeoIP.

Search phrases

Analysis of search phrases and search systems, bringing visitors to your site.

Reports export

Reports can be exported for further processing.

CNStats PRO features:

- includes CNGeoip geographic module with annual subscription to updates;
- includes a group of reports "Google AdWords";
- increased efficiency and reliability.

Additional information

To obtain additional information about CNStats, please, visit www.cnstats.com