

To Survive in an Agile Industry, You Need Information at Your Fingertips



ECRA **Analys OnDemand** **OVERVIEW**



Advanced Website Traffic Statistics and Keyword Analytics



Easy as click, click, click.

ECRA Analys OnDemand provides the data you need to discover how your website visitors find you, their navigation path and behavior on your site, even whether or not they buy your products/services. You'll have everything you need to know if your investments in marketing campaigns meet the ROI you want.

ECRA Analys OnDemand provides advanced website statistics and analysis for webmasters and eMarketers alike. Real-time tracking is easy to set up, does not require an investment in hardware or storage, and implements without programming knowledge.

- 3 Tracks hundreds of statistics
- 3 Sends email alerts
- 3 Analyze your visitor behavior

ECRA Analys OnDemand was also developed to expand our web intelligence service to include e-commerce and campaign tracking and reporting. Users have the capability of reporting site traffic and revenue by referral source as well as other visitor activity such as:

- 3 Pay-per-click vs. Organic
- 3 Banners
- 3 Affiliates
- 3 Search engines
- 3 Keyword(s) marketing programs
- 3 Click fraud detection



Powerful Real-Time Website Statistics

ECRA Analys OnDemand provides hundreds of real-time statistics in a graphical, easy to read and understand presentation (no logs to read). Users are able to see how many hits (page views and unique visitors) your website is receiving by hour, day, week, month and year; how many different people visit your site; where your traffic is coming from; search engine placements; optimization of keywords from search engines; links from other sites, or other sources. Furthermore, reporting reveals which pages are frequented most often, how long people are there, and what they do when they are there.

Search Engine Marketing Reporting

With **ECRA Analys OnDemand**, users can easily generate search engine marketing reports. **ECRA Analys OnDemand** provides keyword analysis for search engine optimization and search engine placement analysis. As a result, users can track which search engines and keywords drive the most traffic to your site.

Historical Reporting

Reporting features provide easy to read statistics such as who is visiting your website, including the browsers they use, which operating systems they run, their country of origin, the languages they speak, the time of day traffic patterns and bottlenecks occur.

Analysis

Useful analyses uncover how visitors navigate within your website, and how many orders were placed by marketing campaign, search engine placement or other search engine marketing techniques. You'll be able to view the traffic trends to:

- 3 Optimize your site's effectiveness
- 3 Know which campaigns are working
- 3 Make decisions based on solid data

Other Features

- 3 E-mail notification when user-defined traffic volume levels are hit
- 3 On-demand email for Microsoft Excel™ spreadsheets (or other formats), with your website data and pre-programmed charts and graphs
- 3 Search engine marketing campaign tracking
- 3 Order analysis
- 3 Website statistics for user definable events
- 3 AND MUCH MORE!