GROUPCORTEX

2300 Chestnut St.

Suite 230

Philadelphia, PA 19103

Phone: (215) 854-0646

Fax: (215) 854-0665

WWW: http://www.cortex.net

E Mail: solutions@cortex.net

SITETRACK QUICK FACTS

TAKE YOUR WEB SITE TO THE NEXT LEVEL.

SiteTrack is a powerful marketing tool.

SiteTrack can gather valuable information concerning an Internet user, turning a typical web site into a database marketing tool. This information includes:

• More than just the number of hits, determine the number of users on your web site.

• Usage by various time periods (monthly, weekly, daily, hourly).

• Estimates of session length, time spent per screen, number of links per session, entry points and exit points.

• View information any way you want to, looking at specific regions, specific sections of your web site, or specific times.

• Summary information about a variety of user preferences and optional logging information.

SiteTrack is a powerful web site development tool.

It can turn a quiet boring web site into a place that is both interesting and interactive, ensuring that users come back time and again, receiving a valuable and unique experience every time.

• Dynamic site personalization allows you to create a web site that tailors itself on the fly to the user. Pages adapt based on where they've been, what they are interested in, and what you want to do.

• Ease-of-use: SiteTrack is designed to support both advanced developers and beginning webmasters. SiteTrack includes powerful drop-in support for web sites.

• Broad support for industry standards, including HTML, CGI, HTTP and SSL protocols.

SITETRACK TELLS YOU WHO CAME, WHAT THEY DID AND HOW TO LURE THEM BACK.

SiteTrack is a system for tracking and adapting to web surfers as they move through a web site.

Tightly integrated with a Netscape server to ensure maximum flexibility and high speed document delivery, the SiteTrack system provides a toolset that maximizes the value of a web site for every company using the Internet today.

The ability to glean critical marketing data from a web site is a problem that has continued to plague the web until today.

SiteTrack offers the solution that allows marketers and web site developers to not only understand who is using their web site and what they use it for, but also simultaneously provide the flexibility to create an environment that creates the best possible individual experience for each web surfer.

SiteTrack. They always said the web was about one-to-one marketing. Now you can prove it.

Visit SiteTrack - http://www.cortex.net/ or call Group Cortex for a presentation.