



SiteTrack - Data Sheet

Web Server Tracking Software for One-to-One Internet Marketing.

PRODUCT OVERVIEW

SiteTrack Is For Web Sites That Want To Get Noticed

SiteTrack provides webmasters with the first drop-in tool for tracking web surfers as they enter, move through, and leave a web site. SiteTrack is the perfect solution for building merchant storefronts, constructing e-zines and electronic news sites, and demonstrating web site value to advertisers.

SiteTrack is the only solution that offers webmasters complete tracking functionality throughout their web site. SiteTrack's high-performance engine comes complete with all of the tools you need to track user preferences, maintain a "shopping basket", construct sophisticated on-line games, and even build your own innovative tools and utilities for letting web surfers interact with your web site.

Additionally, SiteTrack comes with complete measurement tools that let you monitor the web site and see how information is being used.

You Want People, Not Hits

Hits are a significant problem facing web sites today. Every time someone downloads a page at your web site, it could be recorded as 1 hit, 5 hits, 10 hits, or 100 hits. And there is no way of determining that each of these hits are related. And when the web surfer requests the next page, the problem continues. You don't know if that was the same person or if it is a new person. And you have more hits to worry about.

SiteTrack is the solution. SiteTrack is the first commercial-grade product that allows a web site to track users without requiring them to log in or invading their privacy in any way. Now you can justify your web site investment with powerful user-friendly tools for data analysis.

Make Your Web Site Interactive

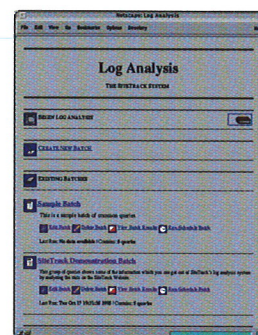
SiteTrack tools for dynamic site personalization allows you to create a web site that tailors itself on the fly to the web surfer. Pages adapt based on where the web surfer has been, what they are interested in, and the message you are trying to send.

SiteTrack allows the dynamic extension of server functionality and easy integration of add-on applications and systems. Create a web site that is unique to each user that visits. Send a personal message to each user; a dynamically designed message via SiteTrack.

The Perfect Complement To Netscape Servers

SiteTrack uses a unique innovative architecture to deliver unparalleled performance and reliability in a user-tracking system. The efficient process management features of the SiteTrack system minimize system load and increase overall server reliability and performance.

Maintenance is simple through extensions to the Netscape server manager. Documents are delivered quickly and efficiently, while maximizing the webmaster's flexibility in designing the web site.



FEATURES AND BENEFITS

Session Management

Track people as they enter your site, move through it, and eventually leave it. Find out which pages and sections most interest users and how users navigate your web site. Determine exactly what visitors do as they move from point to point in your web site.

Exterior Tracking

Track how people leave your site, and where they go. Determine how people arrived at your web site and where they enter your web site at. Compare users from different entry points.

Support for Netscape API

Unlike tracking systems managed via traditional CGI scripts, SiteTrack provides full support for NSAPI functionality. SiteTrack is the only way to take full advantage of the power and of a Netscape Server.

On-the-fly Interactivity

Real-time manipulation of web pages is provided by the SiteTrack API, a powerful tool for accessing SiteTrack's information about users and adapting your web site to the user based on it. The SiteTrack API allows access to information via CGI, SHTML, and custom HTML elements.

Speed

Other tracking systems have tremendous overhead. SiteTrack's unique overhead management system is based on a set of daemon processes tightly integrated with Netscape's server software. This eliminates redundancy and ensures that information is distributed blazing fast.

Persistent Identity

Track users from session to session and preserve information about them between sessions. SiteTrack makes it easy.



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TECHNICAL SPECIFICATIONS

Drop-In Tracking System

- Intuitive graphical user interface using Netscape Navigator for installation, configuration, management, and log analysis.
- Requires no changes to a pre-existing web site to provide complete tracking functionality.

Standards-based Solution

- Based on and supports popular and open standards including HTTP, HTML, CGI, SHTML, NSAPI, Client-side Cookies, and SSL.
- Interoperable with all Web browsers.
- Designed to run on all Netscape commerce and communications servers that support NSAPI functions.

SiteTrack Application Programming Interface

- SiteTrack provides a complete API for programmable access to a suite of application functions and a database interface.
- The SiteTrack API and user database is completely accessible via CGI, SHTML, and HTML extensions.

Documentation and Examples

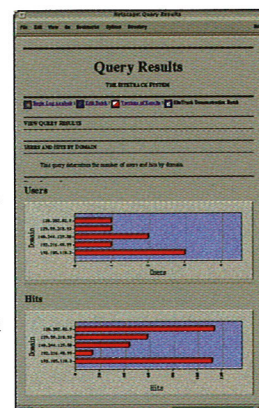
- Explanations and tutorials make use of the SiteTrack API and integration with other applications straight-forward.
- Extensive online documentation provides user-friendly help.

Commercial Grade Performance

- Dynamic process management yields faster response times and increased throughput, efficiency, and reliability.
- Tight integration with the Netscape server results in dramatic performance improvements compared to similar products.

Log Analysis Toolkit

- Log analysis tools allow multi-dimensional view of server data.
- Graphically view how people spend time on your web site, where they came from, where they went, and more.
- Completely configurable logging options allowing complex analysis.
- Queries are easy to design via a forms-based HTML interface.
- Output includes tables and graphs in the form of HTML pages or tab delimited files that can be downloaded and used on desktop spreadsheets.
- SiteTrack includes a Log Analysis API which provides access to a powerful filter engine and a complete API of functions for accessing it. This facilitates creation of highly specialized log analysis tools.



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