



CLICKTRACKS

USER TRACKING REVEALED

Questions and Answers with ClickTracks' CEO, John Marshall

Q. What do I need to get started with ClickTracks Analyzer?

A. Download an evaluation copy from www.clicktracks.com. You don't need a database, you don't need complicated server stuff.

Q. How can I tell which keywords are resulting in a purchase on my web site?

A. Easy. Select your checkout page as your goal page and ClickTracks Analyzer will show the keywords that result in purchase and the navigation paths that visitors took to get to the checkout page.

Q. All right, that's neat and all, but how about comparing SEO and PPC visitors?

A. ClickTracks Analyzer's task manager helps you 'tag' visitors based on where they came from. It gives each group a distinct color, allowing you to compare the activities of both groups throughout the web site.

Q. Hmm. What about ad tracking? Where's all my money going?

A. ClickTracks Analyzer comes in where ad tracking leaves off. It shows the paths visitors take once the ad has delivered them to your web site.

Q. What about repeat visitors? Do they just blend in with the rest of the crowd in ClickTracks Analyzer?

A. They can if you want them to. If you want to look at the habits of repeat visitors specifically, you guessed it...head on over to the task manager and click the icon. All of the sudden, your return visitors will stand out like a spaghetti sauce stain on a clean white shirt. In a good way, though.

Q. What makes ClickTracks really different from all the other web metrics software out there?

A. Good question. There are many differences, but here are two: First is the way we display the data, superimposing it on the pages of your site. I've got nothing against pie charts, but don't find them particularly helpful because they lack context. Second is flexibility. We don't pretend to know what visitor criteria are important to you. Instead, we give you easy-to-use tools to compare and contrast visitors as you wish.

Q. Why'd you develop a web metrics program? Isn't the web metrics market crowded enough?

A. Back in another life, I too was faced with the task of gathering usable information from web metrics programs. I tried several programs which had one thing in common-they made my head hurt. Rows of numbers, tables, reports upon reports made my eyes glaze over. I came up with the idea for ClickTracks based on the sheer frustration I felt with what was out there.

Q. Is there anything ClickTracks Analyzer can't do?

A. ClickTracks Analyzer can do a lot, and with a pretty decent price tag. It doesn't, however, do laundry, windows or walk dogs. Also, it is not recommended as a floor wax nor a dessert topping.

Pricing

\$495 single user license
\$1995 five user license/
Enterprise version

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