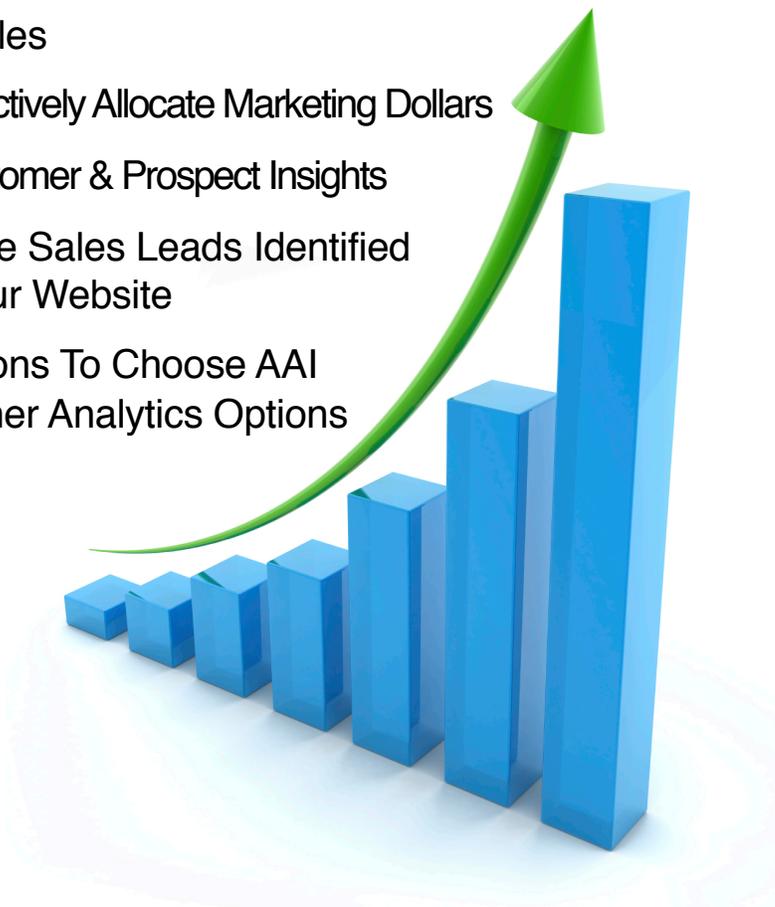


# AAI Analytics - Get Far More From Your Website

- ◆ Boost Sales
- ◆ More Effectively Allocate Marketing Dollars
- ◆ Gain Customer & Prospect Insights
- ◆ Real Time Sales Leads Identified From Your Website
- ◆ 10 Reasons To Choose AAI Over Other Analytics Options



**Take your website beyond the limits of 1st generation analytics – know who your prospects are, what they want and how they found you before you contact them**

# AAI Analytics - Get Far More From Your Website

AAI can help you get much more from your existing website with our advanced, independent web analytics. AAI Analytics goes far beyond what other analytics solutions can do. By adding this capability to your site you can provide immediately actionable information to sales. You can get better insight into your marketing ROI as well as gain information that will help focus resources on products or services your customers and prospects want– and this is not always revealed in your sales figures!

With over 20 different metrics tracked, which ones you will want to apply depends on your unique needs and goals. For example, for companies that want to know which businesses, by name, are viewing their site, AAI Analytics offers this capability. If you want to see where your visitors are live/real time, now you can. We invite you to read through the list of AAI Analytics to see how they can help you make more sales and more-informed business decisions. Contact AAI and we'll be happy to discuss how AAI Analytics can benefit your business.

Results can be exported to a Microsoft® Excel spreadsheet with one click. Even more importantly AAI Analytics are independent. See below for more on this.

## 21 Specific AAI Analytics Capabilities

### 1) Geographic Mapping of Visitors–

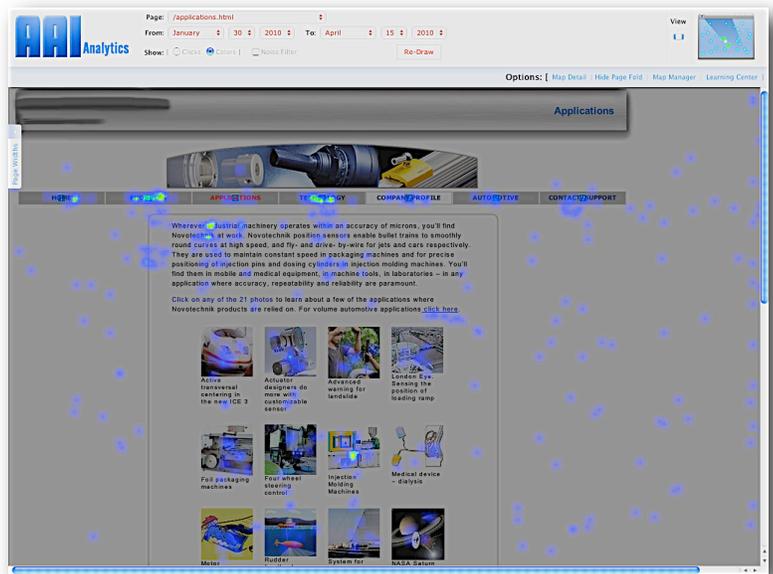
This provides a count of visitors superimposed on a map of the United States or by continent, depending on your selection. With this information, AAI Analytics empowers your sales and marketing teams to concentrate efforts in high-traffic geographic areas, compare to historical sales maps to see trends and opportunities, etc.



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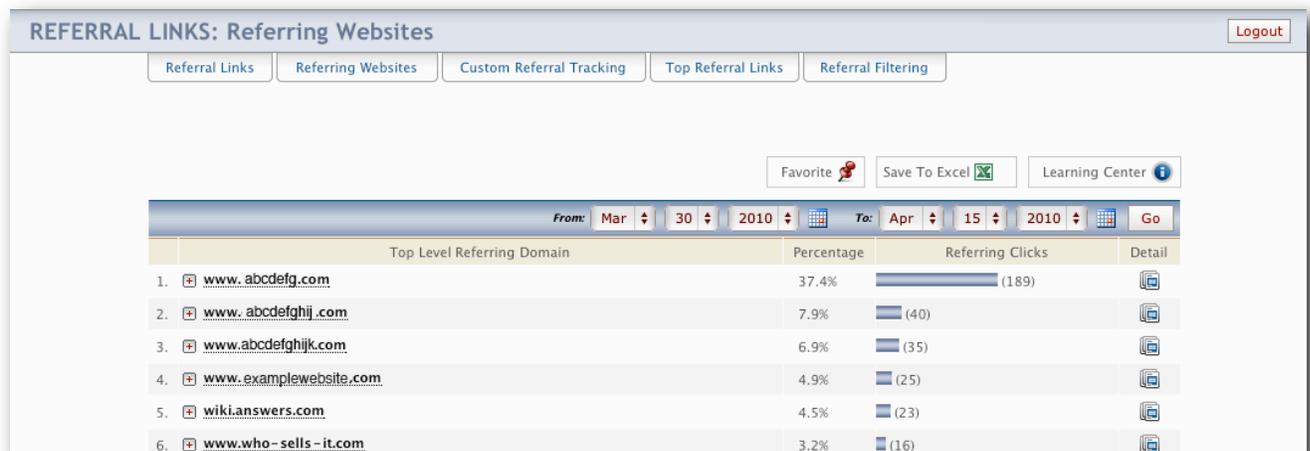
## 2) Heat Maps–

By selecting pages on your website, AAI Analytics let's you automatically track which product, services images and links get the most interest from your websites visitors. Launching a product and need early market input on which features to promote? Does the market interest in a product line match sales figures or does a sleeper-line garner far more interest? Heat mapping can help answer this and other questions.



## 3) Traffic Source Comparison–

How much of your traffic is coming from search engines and how much from other sources' referred links? How much is comparatively directly typed into the address bar? AAI Analytics provides the totals for comparison.



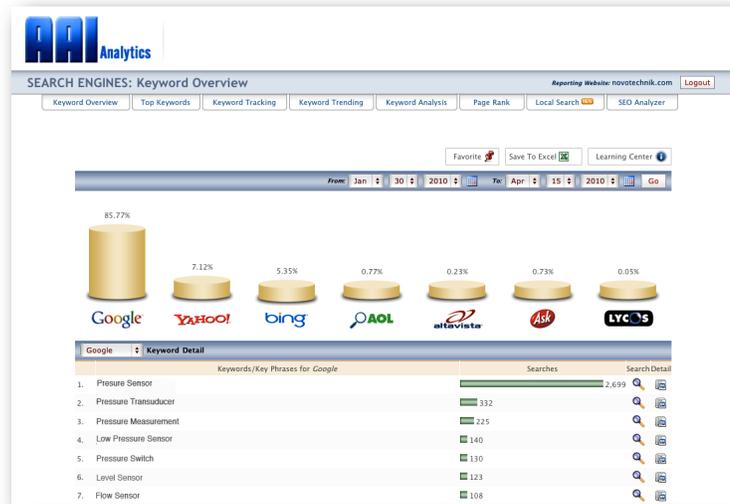
## 4) Referring Websites–

When visitors come to your site from a referral link from another website, this capability will tell you which site. When a few sites are generating the most referred visitors to your site, it can be useful to know which ones and how many referrals they each produce.

# AAI Analytics - Get Far More From Your Website

## 5) S.E. Traffic Totals–

Google is the acknowledged leader in search, though Microsoft's Bing and Yahoo provide significant search traffic too. This AAI Analytics capability charts the breakdown of the largest search engines for your specific site. Are Adword dollars being spent with Google that should be diverted elsewhere? Does Google warrant more budget? S.E. Traffic totals can help answer those questions.

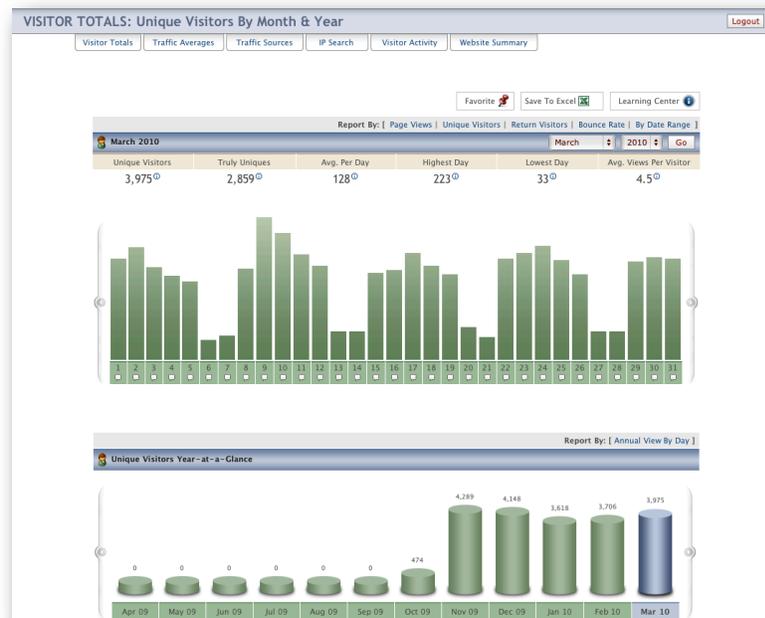


## 6) Keyword Tracking–

Speaking of Google, how's your SEO? Organic search results from search engine optimization efforts can make a substantial impact on getting more visitors. It can also misfire if the keywords you've optimized for, aren't the ones your audience is searching for. Same thing goes for keyword ads. Keyword tracking will tell you, for your specific website, what search terms visitors typed-in to get to your website. It will also tell you how many and rank them. Maybe you've got one primary term and you've missed another. Better to be certain.

## 7) Unique Visitors–

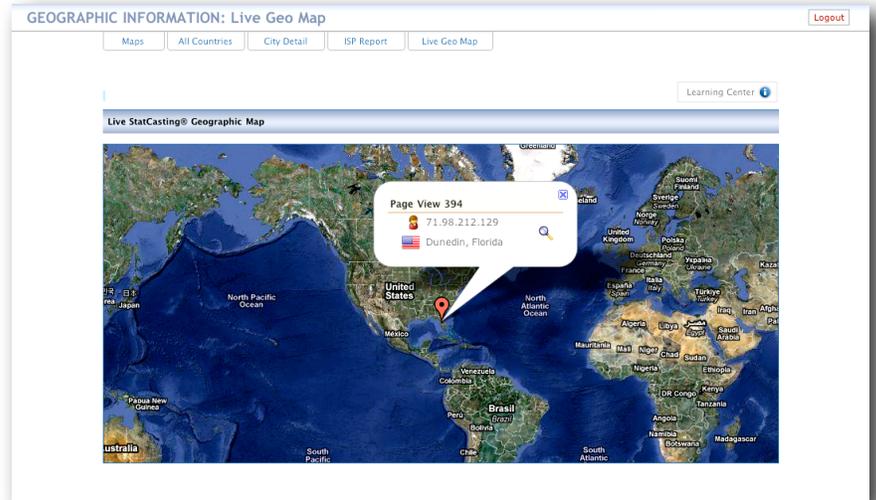
This metric tracks unique visitors to your website and can do so for any historical period of time you specify, from the day it's put in place.



# AAI Analytics - Get Far More From Your Website

## 8) Live Visitor Tracking–

AAI Analytics provides you with a scrolling list of who's visiting your website, live in real time. It also provides the location of those visitors on a map. If you have a prospect on the hook or a regional event you want to watch for results as it unfolds... imagine the possibilities. With a single click you can also see what company that visitor is from and what pages he or she is looking at.



## 9) Referring Pages–

If you know the websites that are referring the most visitors to your site that's helpful. Knowing which page in those sites is even more helpful. It can help pinpoint and verify sources.

## 10) Page Popularity–

Which pages contain the content that garner the most attention from your visitors? Certainly your home page is likely to receive the most views. After that the next most viewed page might surprise you.

Popular Pages		
	Page Name	Page Views
1.	 .com (home page)	 (2,431)
2.	 / / / - .html	 (734)
3.	 /sales_support.html	 (665)

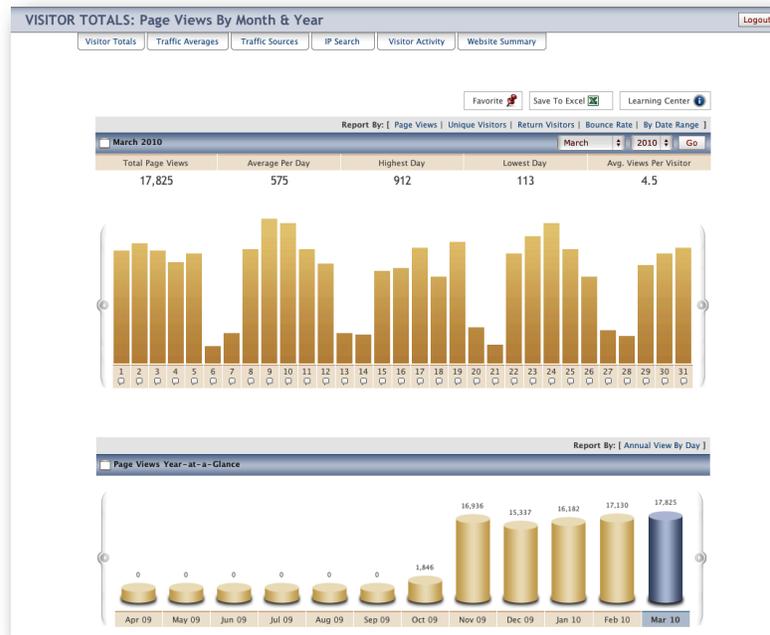
## 11) Visitors By Company–

Knowing specifically which companies are viewing your website, in real time, can be a very powerful sales tool. With AAI Analytics this information can be available to you. Imagine your sales-force calling on prospects while they're looking at your website. If timing is everything, isn't it time to get this tool?

# AAI Analytics - Get Far More From Your Website

## 12) Total Page Views–

Knowing the number of page views during the week or or some other specified period can provide good information for peak usage of your site and which way visits to your site are trending, up or down.



## 13) Average Page Views–

By tracking the hourly average number of page views of your site, and server load issues can be observed and adjusted before it affects visitors or even sales. Especially useful for consumer or large corporate websites

## 14) Visitor Activity–

AAI Analytics tracks user activity for each site visitor and ranks them in order of page views. The activity information includes which pages were viewed and the country or city and state the visitor is viewing from.

## 15) Average Duration–

Knowing how long pages were viewed, on average, by your visitors can help you determine the difference between responding to a marketing effort and genuine interest. It can also be used to help direct effort to improve pages that need better content to hold the interest of your audience better.



# AAI Analytics - Get Far More From Your Website

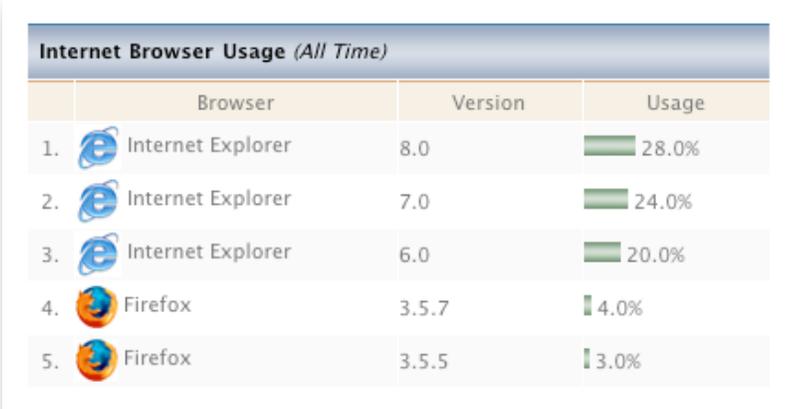
## 16) Entry and Exit Pages–

Tracking visits to the specific pages visitors first entered you website on, can help determine the effectiveness of advertising efforts– both digital and print. Exit pages can reveal the key areas of product or service interest as it is the information sought for before point of departure.

## 17) Browser & DeviceType –

Is your site compatible with older versions of Explorer? How many are viewing on portable devices like iPads? Knowing the breakdown of the browsers and portable devices your visitors are using can help ensure your site is viewed by your prospects and customers the way you see it on your browser - without review and adjustments it may not be the same.

If your audience is primarily Apple/Safari, Google/Chrome, FireFox or Opera browser users this capability can help you optimize for the largest segment of your visitors.



Internet Browser Usage (All Time)			
	Browser	Version	Usage
1.	 Internet Explorer	8.0	 28.0%
2.	 Internet Explorer	7.0	 24.0%
3.	 Internet Explorer	6.0	 20.0%
4.	 Firefox	3.5.7	 4.0%
5.	 Firefox	3.5.5	 3.0%

## 18) Keyword Analysis and Trends–

This feature lets you see the volume of keyword searches by search engine, the number of searches by amount of keywords and whether the top keyword searches are holding steady or trending up/down over time.

## 19) Page Rank Overview–

No need to guess. This AAI Analytics feature lets you know the percent of keywords people searched and found your site on that were on the first or subsequent pages of a search engine. It also reveals which search engine.

## 20) Source Filtering–

All the information above wouldn't mean as much without filtering out your own company and any satellite offices. AAI Analytics can automatically filter out the businesses you want so the results are more accurate.

# AAI Analytics - Get Far More From Your Website

## 21) Know who's visiting your website in real time--

AAI Analytics can tell you what companies are visiting your website in real time, what pages they are on and how long they are spending on a page. Collect this information for a week and you have next week's hot prospects to hand to sales. AAI Analytics could pay for itself the first time you use it.



## 10 Reasons To Choose AAI Analytics Over Google or Others

### 1) Independent, Impartial Analytics Reports

Comprehensive keyword, terms and phrases, trending, custom reporting filters, search engine rank and SEO analysis tools report on all searches, and are not capped or limited by a conflict of interest due to promoting internal search and PPC programs.

Some analytics solutions are offered by companies selling other software or text-linked ads. Historically, savvy business managers have insisted on independent confirmation of circulation for magazines they placed ads in as well as viewing or listening audience for broadcast media. For your advertising dollars that are spent digitally, why should you drop independent confirmation? It makes as much sense to take a magazine's word for their circulation as it does to track clicks with a solution provided by the company selling the clicks.

### 2) Real-Time Information Platform

AAI Analytics provides real-time next-generation analytics reports, enables users to see how many people are on their Website "right now." There is less than a tenth of a second delay between someone clicking on a page and that data being viewable in an AAI Analytics reporting area.

# AAI Analytics - Get Far More From Your Website

## **3) Centralized Advertising Campaign Reporting**

The ability to track all ad, banner, sales and marketing campaigns through one central reporting area is one of AAI Analytics' strongest features. The Ad report module makes it simple to track all online marketing campaigns under one umbrella, from PPC to press releases. Bounce rates, conversions, even fraud alerts are incorporated into the detailed click path reports. ROI tracking, comparisons and detailed analysis are all inclusive. No other program offers what AAI Analytics does for online ad and marketing management.

## **4) Click Path Reporting**

Ability for users to easily understand every Website visitor's complete click path. AAI Analytics always tracks all visitors back to their point of origination--keywords, referral links, country and cities of origin--along every moment they are on the Website, through to their exit. Since AAI Analytics only records human traffic (no bots or crawlers), the numbers are not skewed, and are hyper-relevant.

## **5) Presentation-Ready Reports**

AAI Analytics reports and data layouts are so sexy that they are ready to print on demand for stellar presentations, engaging white papers, informational profiles or corporate reports.

## **6) IP Address & ISP Reporting**

All unique visitors are identified by their IP addresses, and all IP addresses are mapped back to their Internet service provider (ISP), showing a company name whenever available.

## **7) Complete World Mapping**

We offer complete world mapping of all continents. Within each continent, there are state level details. Within each State, there are city level details. Within each city, you have individual click path reporting of all Website visitors in that city.

# AAI Analytics - Get Far More From Your Website

## 8) Heat Maps

Using a "heat sensing" overlay, AAI Analytics graphically maps each click a Website visitor makes on the user's pages. The data is graphically displayed by overlaying the actual page for instant identification of links, images and elements clicked upon. This great-looking report includes a variety of management tools for custom reports. Its simplicity is by design.

## 9) Identities

Identities allows user name or any database data to be passed through to reports. Identities offers a much greater level of granularity than identifying visitors by IP address. Highly customizable.

## 10) Activity Email Alerts

Customizable e-mail and/or SMS text notifications are sent whenever a predefined action has occurred on a user's Website. A variety of tracking parameters can be selected for very specific alerts.

As you can see AAI Analytics offers a lot of useful information that can get a lot more from your website.

Contact AAI to learn more about how your business can benefit from AAI Analytics.

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