



## Urchin Software from Google

The advanced web analytics software that you run and manage on your own servers

### Re-Discover Urchin.

Before Google Analytics, hundreds of thousands of businesses relied on the power and configurability of Urchin, which uses server logfiles as its primary data source. For certain applications, this is still the best way to go, and now Urchin's reporting interface has been updated to deliver the marketing-oriented reports you need in addition to the IT-type reports that have always been an Urchin strength.

### New Campaign Tracking Reports

You need answers to difficult questions: Where are your visitors coming from? Which traffic sources deliver the most real buyers? What keywords resonate with prospects and have the power to convert them to customers? Which marketing initiatives are the most effective? Why do so many people leave your website with abandoned carts? Are there design elements that are turning them away?

### Why Use Urchin vs. Google Analytics?

Good question. For most use-cases, we recommend Google Analytics -- it's simpler to configure, has the latest interface enhancements, and is, of course, free.

But there are several compelling scenarios where Urchin is perhaps a better choice:

- \* Intranet/firewall-protected content: no connection to the internet? No problem!
- \* Government & Education: some institutions forbid any offsite data transfer
- \* Data re-processing/historical log processing: need to analyze years worth of server log data? Urchin is for you.



# Attract prospects & increase conversions

The customers you're looking for are looking for you. The trick is to help them find your site, navigate your content, and do what you're hoping they'll do — whether it's buying something, completing a form, or downloading a whitepaper. That's where Urchin Software from Google more than pays its way, helping you identify the navigational and transactional roadblocks on your website. If you spend on paid keywords, SEO, online ads, or email blasts, make more money with Urchin. Features include:

**Site Overlay:** Visual representations of customer click paths, conversion metrics and more for all your links, just by browsing your site.

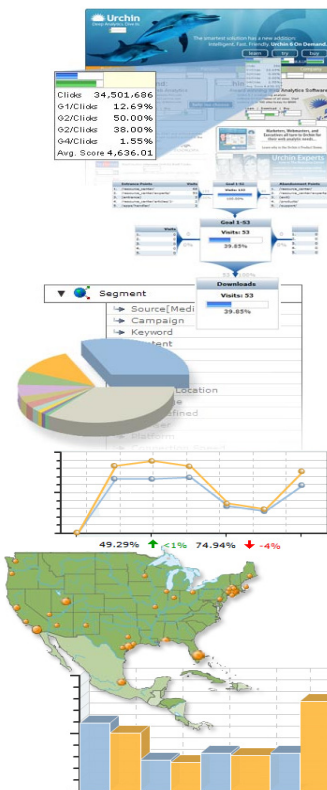
**Advanced Visitor Segmentation:** New vs. returning visitors -- who converts better? Urchin analyzes visitor behavior on the basis of everything from language to geographic location.

**Geo-targeting:** Find out where in the world your visitors come from, and which markets haven't heard your message.

**Funnel Optimization:** Eliminate conversion bottlenecks, and reduce the number of prospects who drift away unconverted..

**Complete Conversion Metrics:** See your ROI, revenue per click, average visitor value and more.

**Visitor History Drilldown:** Get down to the click-paths of individual visitors and see what traits your best customers have in common.



**Keyword Analysis:** Compare conversion metrics for each keyword that sends traffic from Google, Yahoo!, MSN, and any other source. Urchin even suggests keywords you are not currently taking advantage of.

**A/B Testing:** Test the effectiveness of two versions of the same email newsletter, banner ad, or other creative.

**Website Optimization:** Optimize your website for the right browser and software platforms, track search behavior, and evaluate content interactions on your site.

**E-commerce Analytics:** Trace transactions to campaigns and keywords, get loyalty and latency metrics, identify your revenue sources, and dive into product merchandising analytics.

Urchin Software from Google:  
Now only \$2995 for up to 1000 domains.

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