

## What Makes ClickTracks Different

### Overview

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ClickTracks provides a fast, efficient web analytics data collection and visualization systems that can be hosted by ClickTracks or run at the customers' premises. Most implementations are fully functional within minutes of installation and present data in a format readily understood by marketing teams. ClickTracks' 8,000 customers consistently cite four basic reasons they chose ClickTracks over all other solutions:

1. Simplicity of analyzing/visualizing data
2. Infinitely flexible ad hoc analysis makes fewer reports more useful
3. Fast and low-cost implementation to full functionality
4. Straightforward, experienced, and responsive team members

This paper provides a deeper look at what makes ClickTracks products stand apart from other solutions.

### Differentiators

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#### Visitor Segmentation

Segmentation is inflexible in other tools as marketers need to compare segments of users in complex and ever changing ways. ClickTracks permits each user to define and view new segments on-the-fly and updates relevant reports to display and compare behavior related to each segment.

A key aspect is ClickTracks' ability to perform segmentation after the data has been collected. Other systems require new custom-coded JavaScript that passes a variable representing the segment into the analytics database. This represents a weakness because the marketer often does not know in advance what type of segmentation will be needed. ClickTracks keeps all the raw data in the local dataset, able to be queried and examined at will by the analyst, even for historical data.

#### Carefully Designed User Interface Principles

Marketers require tools that help make decisions, not just display pie charts. Existing analytics products suffer from the problem of data overload (analysis paralysis). ClickTracks solves this by utilizing principles of [Edward Tufte](#) to design a clean, business-focused user interface that is free of unnecessary adornment. The purpose of the tool is to let the data speak for itself, enabling marketers to make solid decisions. For example, ClickTracks does not use 3D effects on the charts as this has been shown to obfuscate already complex data. ClickTracks has consistently innovated in ways of presenting data that are clear and efficient, starting with the overlay view and continuing into search engine data and KPI timelines.

## Ad-Hoc Analysis

In traditional web analytics solutions, the availability of data depends on advance knowledge that a particular metric will be required. These products mix the data collection with the reporting process, making it impossible to go back to the original data and extract a new metric. This server-centric model has the advantage of serving fast, common reports to a mass audience, but does not support individual ad-hoc analysis--which is the basis for most marketing decisions. ClickTracks overcomes this limitation by placing all data into a separate repository (dataset) which can be dynamically queried using a simple point and click UI, with no SQL database programming required. The efficient format of the dataset makes analysis extremely easy for the marketing analyst to create scenarios based on any visitor behavior.

ClickTracks products also support server-centric reporting. Each marketer has the choice to perform ad-hoc queries or to use fast, common reports that are processed on a central server.

## Data Collection and Processing Options

ClickTracks can collect and process data from either JavaScript page tags or log files as the data source. The functionality is almost identical in either case. In addition, ClickTracks offers multiple options for data collection and processing. The customer can eliminate monthly fees by using log file analysis, or by licensing ClickTracks JDC, which gives businesses the option to buy and own the tools while collecting page-tagged web analytics data on their own co-located servers. These options become significant when the following common scenarios occur:

- Increased website activity (page-view count) pushes costs of monthly hosted services out of budget
- Increased website activity generates log file sizes too unwieldy to handle
- Users require the benefits of tagged data (higher volume and accuracy) as well as log file (robot activity, downloads and click fraud).

JavaScript data collection within ClickTracks is distinctly different from other services such as Omniture, WebSideStory (Hitbox, HBX) and Coremetrics, some of which require your site to call in hundreds of lines of obfuscated code from remote servers (for each visitor!). ClickTracks JavaScript tags are minimally intrusive and require no ongoing development effort for the marketing or IT teams. The architecture permits both ad hoc analysis of web analytics data, and more fundamentally, ad hoc changes to the reporting configuration, without any reprogramming. In addition, The ClickTracks approach of simplifying JavaScript data collection is unique in the following ways:

- Deploy the same JavaScript on every page. Site-wide template include of 5-15 lines
- Campaigns can be added at any time without changes to JavaScript
- Funnels can be defined and changed without touching the site. Changes can be applied to historical data
- Visitor segmentation analysis requires no additional programming
- Architecture that separates data collection from analysis

- Privacy of individual visitor data is maintained

## Speed of Processing

The majority of competing solutions require significant computing to process analytic data; The ClickTracks engine is optimized, compiled C++ and thus ClickTracks processing time is typically a fraction of that of other solutions. This architecture enables users to perform efficient local ad-hoc analysis without forcing marketers to predefine segmentation for overnight processing on the servers.

In early 2007, ClickTracks released a new server-based dataset processor that delivered a 100x improvement in whole-site processing time. While so called “real time” analytics rarely supports significant marketing decisions, the new speed from ClickTracks supports large-scale site analysis updated within the hour.

## Simple Sales and Implementation Process

A surprising number of web analytics installations never implement the significant features that were demonstrated before the sale. ClickTracks has maintained a keen sense of the features that marketers really need, and has developed automated configuration systems that adapt--even to database-driven websites and other complexities of the real world. Whether it is for demonstration or final installation, ClickTracks setup times range from ten minutes to two days, depending on the product.

For example, when a ClickTracks customer opts to use JavaScript data collection there is no per-page customization of the script necessary as a single site-wide include can be made. This eliminates very costly consulting engagements required with traditional JavaScript tagging solutions.

## Historical Site Analysis

Beyond the benefits of historical log file analysis, ClickTracks’ time splits feature can show an old version of the site and a new version simultaneously, with overlaid stats on each, corresponding to the time period for the site. This unique feature brings valuable data to the site redesign task. Significant site changes – especially in navigation structure changes cause the marketer to ask, “How do we understand both our new and our historical data?” ClickTracks’ ability to show new and historical sites, segmented out clearly, and to show the actual data for each, is simply unparalleled in the industry.

## Accurate Reporting

Competitive pressure forces some vendors to include features that imply data accuracy when little is present. For instance, other web funnel reports assume a linear conversion path and simply exclude the behavior of visitors that visited key pages out of order. Marketing decisions based on this data will usually be wrong. ClickTracks analyzes both linear and non-linear behavior in a funnel view that compares visitor segments within the same report. The report displays the influence of each page (or page group) that persuades visitors to reach one or multiple goal pages – whether that path is linear or not.

## Feature Set

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ClickTracks' feature set continues to set new standards for enterprise web analytics. The company avoids features that have a difficult implementation yet only benefit 20% of online marketers. Instead, ClickTracks focuses on providing features that offer exceptional decision-making value for the broader market.

### Select ClickTracks Features

- Ad-Hoc segmentation tagging (called ['visitor labeling'](#) in ClickTracks)
- Reporting [overlay with segmentation](#) (we invented it)
- Funnel reports (with [additional segmented](#) dimension)
- [A/B split](#) reporting, with 2 browser views showing each version
- Path analysis based on probabilities and not fixed paths
- [Click fraud](#) detection based on historical analysis
- Visual KPIs over timelines (by segment)
- Keyword and [search performance](#) by segment
- Site archiving and time split views
- Offline and online advertising campaign analysis
- Search engine [robot behavior](#) by recency, depth and frequency
- PPC Bid/Position management based on analytics
- [What's Changed](#) displays anomalistic and unexpected activity
- View reports via web browser or client software
- Page-level keyword analysis
- Thumbnails/page titles for improved navigation
- Scheduled emailing of reports
- Dynamic formula-based Excel exports
- Internal search keyword analysis
- Geographic visitor data
- SOAP API
- Data warehousing (JDC has open, extensible for BI systems & tools)
- Custom variables through in-page data collection

### What's Missing

We find that many competitors attempt to implement features that are not useable or worse, misrepresent the underlying data. ClickTracks maintains a strict requirement to present good quality data to our customers, and sometimes that means not implementing a certain feature. A good example is a 'top paths' report. ClickTracks is probably the only vendor that doesn't include this because we believe the data is very misleading and cannot be expressed in a way that supports sound marketing decisions.

ClickTracks also avoids features that require programming and/or those that do not contribute to 80% of marketing decisions. An example of this includes the capture of abandoned form fields. We will only implement a feature once we are sure it works and truly provides useful marketing insight.

## Company Information

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Based in Santa Cruz, California, ClickTracks is the maker of award-winning web analytics software. The ClickTracks family of software was designed out of sheer frustration with existing web analytics offerings. Spending hour upon hour trying to understand web site visitors was certainly a motivating experience: there had to be a better way.

ClickTracks was voted 'Best Web Site Analysis Tool' in ClickZ's 2005, 2004 and 2003 Marketing Excellence Awards and was rated "Positive" in Gartner's 2006 MarketScope for Web Analytics. The company received a "Very Good" top rating from the InfoWorld Test Center for its 6.1 product suite, and a Computerworld Innovative Technology award in the web site management category. ClickTracks' software has been reviewed and featured on CNET, ZDNet, Builder.com, TechRepublic, Internet.com, CRM Magazine, Media Magazine, MarketingSherpa and About.com.

ClickTracks is an indirect wholly-owned subsidiary of J.L. Halsey Corporation (OTCBB:JLHY). For more information, please visit [www.clicktracks.com](http://www.clicktracks.com) or send e-mail to [info@clicktracks.com](mailto:info@clicktracks.com).

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