

GEMIUSTRAFFIC

PROFESSIONAL

THE WEB SITE AUDIENCE RATING RESEARCH STUDY:

- **ANALYSIS OF INTERNET USERS'
BEHAVIOR**
- **MEASUREMENT OF TRAFFIC ON WEB
SITES**

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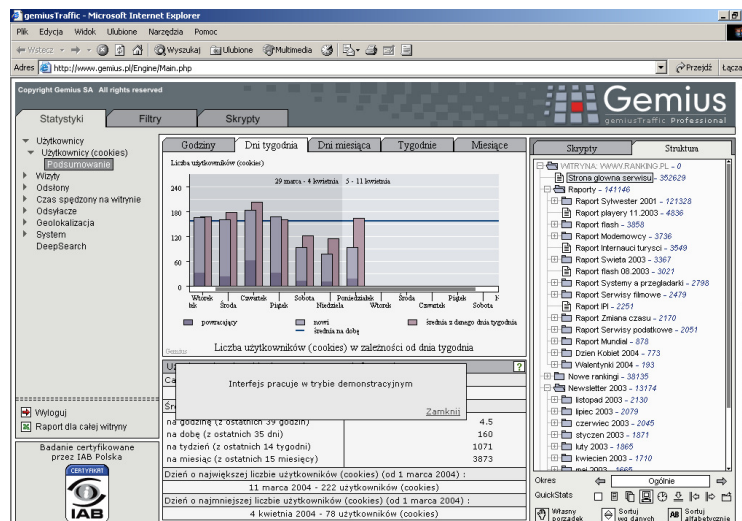
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Objectives of the Study – Sound Knowledge Instead of Intuition

gemiusTraffic is a modern and technologically advanced research study of traffic on web sites. The use of this technology over a short time period has become the basis, or even the condition, of creating attractive, beneficial and functional web sites adjusted to the clients' purposes. The gemiusTraffic research study provides hard data on users' behavior, which is based on sound knowledge and not just on intuition, which can often be deceptive.

gemiusTraffic, by providing precise and detailed knowledge on the examined web site, will allow you to evaluate it from a totally new perspective and will let you see things that were previously not perceived. You will be able to introduce changes that will make your site significantly more attractive and online communication much clearer. Thanks to the gemiusTraffic research study you will be able to learn more about your clients' behavior, therefore you will be able to adjust your strategy to their needs and expectations.



The gemiusTraffic research study is conducted in a continuous way, it remains unnoticed to web site users and allows for unlimited access to constantly updated data, which is presented in graphical form.

Being connected to gemiusTraffic does not require any additional equipment or software – it is simple to use and does not require any specialist

knowledge. If you have any questions regarding the research product you can always rely on our assistance via telephone or e-mail. Our specialists are there to help you.

Goals and Benefits Related to the Research Study

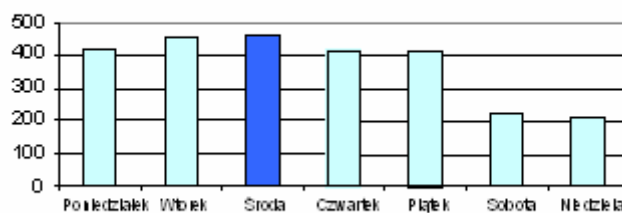
The main goal of the research is to provide you with objective data regarding traffic on your web site. The data is obtained with the aid of professional tools through an independent research subject.

The Study's Possibilities

Data from the study will let you obtain more information on the behavior of your web site's visitors. It encompasses the following aspects:

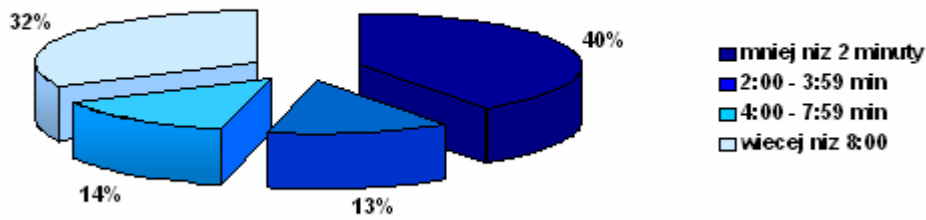
- the number of visits and the number of users by the hour, week, month, year or longer (depending on the duration of the research)

Rozkład liczby wizyt dla dni tygodnia

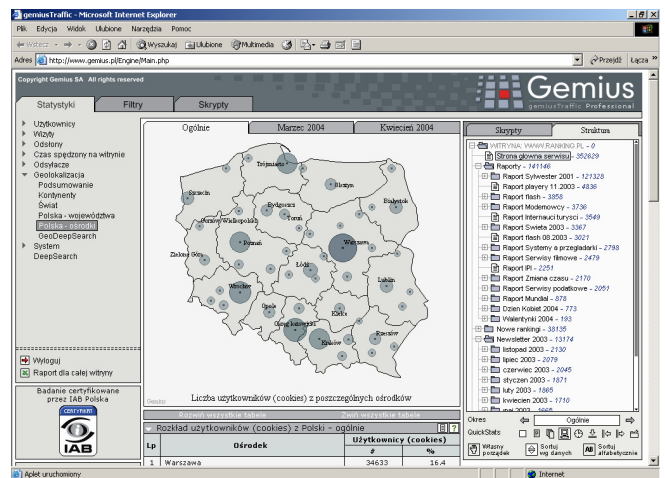
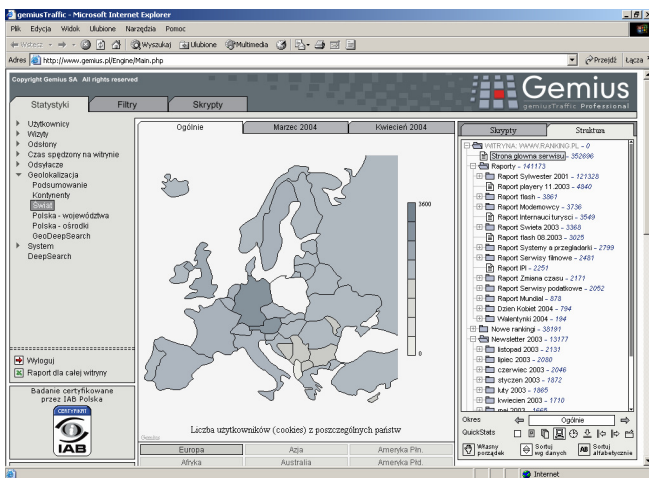


- visit duration and the number of page views within one visit, with the possibility of analyzing every single user's visit path

Czas trwania wizyt



- the degree of popularity of particular divisions and sub-pages
- technical information on the users of the service (eg. operating systems, browsers, screen resolution)
- the geographical location of the users (eg. state, province or city level)



- ways of accessing the service (e.g. direct references, search engines, catalogs, or referrer pages)

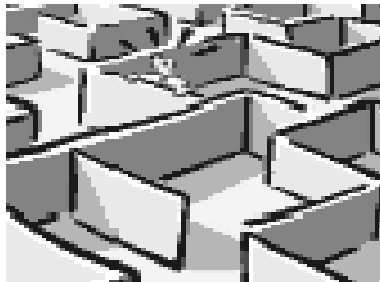
Use of the Gained Information

How the gained information should be used depends on the web site's owner, who - having the most knowledge on the function that the site should fulfill and the purpose for which it was created - decides what

changes should be introduced in order to improve the web site's efficiency.

We can give a few hints that may turn out to be helpful when using the results of the gemiusTraffic study. On the basis of the information gathered it is possible to:

1. facilitate finding the web site on the Internet and accessing the service through effective positioning in search engines. The information gained about which key words users use to access the analyzed site will make this possible
2. find out which search engines are used by users to reach a given site
3. redesign the web site's structure in order to make it clear and to facilitate navigation among particular sections and groups of information



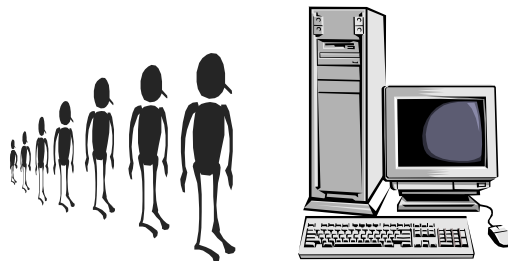
4. influence the average length and width of the users' visits through substantial, graphical and structural modification
5. adjust the web site to the users' technical possibilities (e.g. the type browser, resolution, operating system, etc.)
6. evaluate the popularity of materials presented on the web site – e.g. enriching the contents which enjoys the most popularity and modifying the least attractive contents
7. estimate the optimal frequency of updating particular sections and sub-pages
8. present hard, reliable data on the web site's audience rating to advertisers

9. improve the web site's functionality by taking into consideration primary assumptions as for the role that it should fulfill
10. understand and take into account the specificity of the Internet market
11. adjust your e-business strategy to geographical distribution, taking into account knowledge on the geographical location of the web site's users

Research Methodology

The Researched Population

The most basic value and methodological foundation of credibility of the gemiusTraffic research study is the fact that it encompasses the whole population of Internet users visiting a given web site. These Internet users are identified through the use of cookie files.



Another important advantage of gemiusTraffic is the fact that Internet users are not aware of the fact that they are participating in a research study, thanks to which they do not alter the natural way of their behavior on the Internet.

Data Collection Technique

The gemiusTraffic research study uses the cookie technology, which allows for identification of the monitored web sites' users without infringing on their privacy. Data is collected thanks to tracking scripts placed in the code of the web sites connected to the research. Information about the executed page

views, which are the basis for defining the number and length of visits, is automatically sent to the Gemius calculating center, where updates of the results take place.

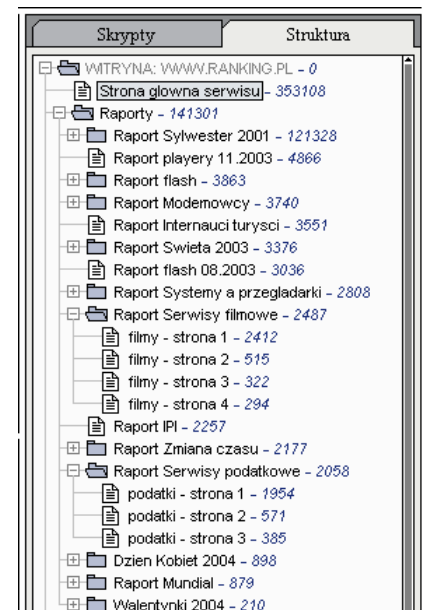
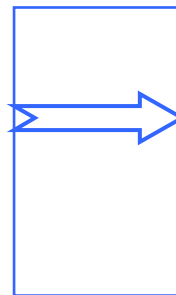
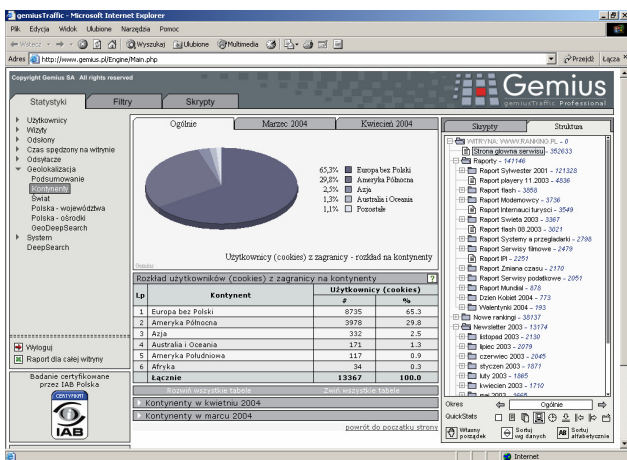
The gemiusTraffic research study allows for an effective study of portals and web sites of a very complex structure. It is also possible to conduct research on web sites created in all currently available technologies – from static HTML sites, through the ones based on PHP or ASP, to those built on the basis of Flash technology.

Results of the Research

Form and Range of the Presented Data

gemiusTraffic allows for uninterrupted access to data which is constantly updated and presented in the browser window through the gemiusTraffic interface. Constant data updating gives you the possibility of following the results of the introduced changes.

The owner of the web site can decide which details and range of data are to be collected during the research and he or she can participate in the process of generating the results.



If you decide to use the gemiusTraffic Professional research study, you will be able to use the option of generating automatic reports in Microsoft Excel format, irrespective of whether there is access to current graphic presentation. This option allows for the accumulation of data that has been generated since the beginning of the research up to the creation of a report.

You can additionally order the option of receiving detailed pdf reports, which enable data presentation encompassing a freely chosen research period. The pdf reports are enriched with additional information not available online in the research study interface. These provide information about:

- users' loyalty measured for example through the number of visits that they executed on the analyzed web site in a given month

Number of visits	Number of users	% of users	Average length of visits	Average duration of visits	Time spent on the site
1 visit	1 344	89.0%	3.9	00:04:12	00:04:12
2 visits	122	8.11%	3.7	00:04:59	00:08:19
3 – 5 visits	31	2.06%	3.1	00:04:07	00:10:09
6 – 10 visits	2	0.13%	4.4	00:10:09	01:00:57
11 visits and more	6	0.40%	3.7	00:10:30	02:11:25
total	1 505	100.00%			

- the geographic location of the web site users, e.g. in over 2000 Polish cities
- the most frequent tracks and profiles of visits in the form of a ranking
- pages on which visits to the service were initiated or ended
- traffic on the web site at any selected period of time

Terms of Cooperation

The price of the gemiusTraffic research study depends on the number of page views executed on a given web site in a given month.

Detailed information on the price offer can be obtained from

Filip Pieczyński e-mail: filip.pieczynski@gemius.com

Not Only gemiusTraffic

Gemius SA's wide variety of research tools lets us use the knowledge gained through the gemiusTraffic research study as a starting point for further analyses. Conducting subsequent research studies allows for acquiring completely new, invaluable information about web site users (e.g. about their socio-demographic profile).

gemiusProfile

One of the research studies offered by Gemius SA, based on gemiusTraffic, is the gemiusProfile research study. Its goal is to obtain information on a web site's audience, not only in a quantitative sense, but also by taking into consideration the socio-demographic profile of the users. This enables the client to:

- find out the level of education of the web site's audience
- find out the dominant gender among the users
- find out how wealthy the Internet users visiting a given web site are
- find out how many of them possess a mobile phone, etc.



Information about the Company

Gemius SA is the largest online research agency in Eastern Europe. The company has been dedicated to Internet market research since its founding in 1999. By focusing the business on maximizing credibility, quality and accuracy the company has been able to grow into the largest online market research agency in Eastern Europe in less than 5 years.

Gemius SA provides a wide range of Internet research to brand name clients throughout Eastern Europe. Gemius provides data on Internet user behavior (gemiusTraffic), Internet audience profiles (gemiusProfile), or online advertising campaign effectiveness (gemiusEffect). Gemius' gemiusAudience research is the online advertising currency across Eastern Europe, where by working with key joint-industry committees and other market players Gemius provides accurate, high-quality measurement of online audiences for media planners, buyers and sellers.

The company's goal is to go beyond statistics and to provide thorough knowledge to our clients, helping them to make the most of their investments in the online marketing channel.

The company is flexible throughout the research process, both while designing the research and in its execution. Gemius clients can always count on the assistance of the company's over 100 experienced specialists. Recently, the company has also begun to organize special training seminars for advertisers on using the Gemius data in marketing strategies.

We focus on high-quality, ethical research. We adhere strictly to the codes of conduct developed by ESOMAR.

The leading Internet publishers in Poland that make up PBI (Polish Internet Research), e.g. Gazeta.pl, INTERIA.PL, Onet.pl, Rzeczpospolita and Wirtualna Polska, use gemiusTraffic's results in their everyday activity.

Selected Clients:

Education/Counseling	Motorization	Banks	Joint-ventures
<ul style="list-style-type: none"> Law and Administration Department, University of Warsaw Higher School of Linguistics Business School of the Warsaw Technical University Academic Education Center C.K.A. PricewaterhouseCoopers Poland Sp. z o.o. 	<ul style="list-style-type: none"> Toyota Fiat Hyundai Nissan Peugeot Renault 	<ul style="list-style-type: none"> Raiffeisen BPH PKO BP mBank Multibank BZ WBK 	<ul style="list-style-type: none"> Polish Internet Research (Polskie Badania Internetu PBI) Interactive Advertising Bureau (IAB) Advertising Networks Consortium (Konsorcjum Sieci Reklamowych KSR)
Media	FMCG	Insurance companies	Telecommunication
<ul style="list-style-type: none"> Agora SA Onet.pl Wirtualna Polska Interia.pl Rzeczpospolita Canal+ 	<ul style="list-style-type: none"> Nestlé Unilever Carlsberg Tchibo Gillette Procter & Gamble 	<ul style="list-style-type: none"> Allianz Commercial Union ING Amplico Nationwide PZU 	<ul style="list-style-type: none"> Era Plus GSM