

Gemius

U N L I M I T E D I D E A S

gemiusTraffic

WEB SITE USAGE RESEARCH

GEMIUS S.A.

2007

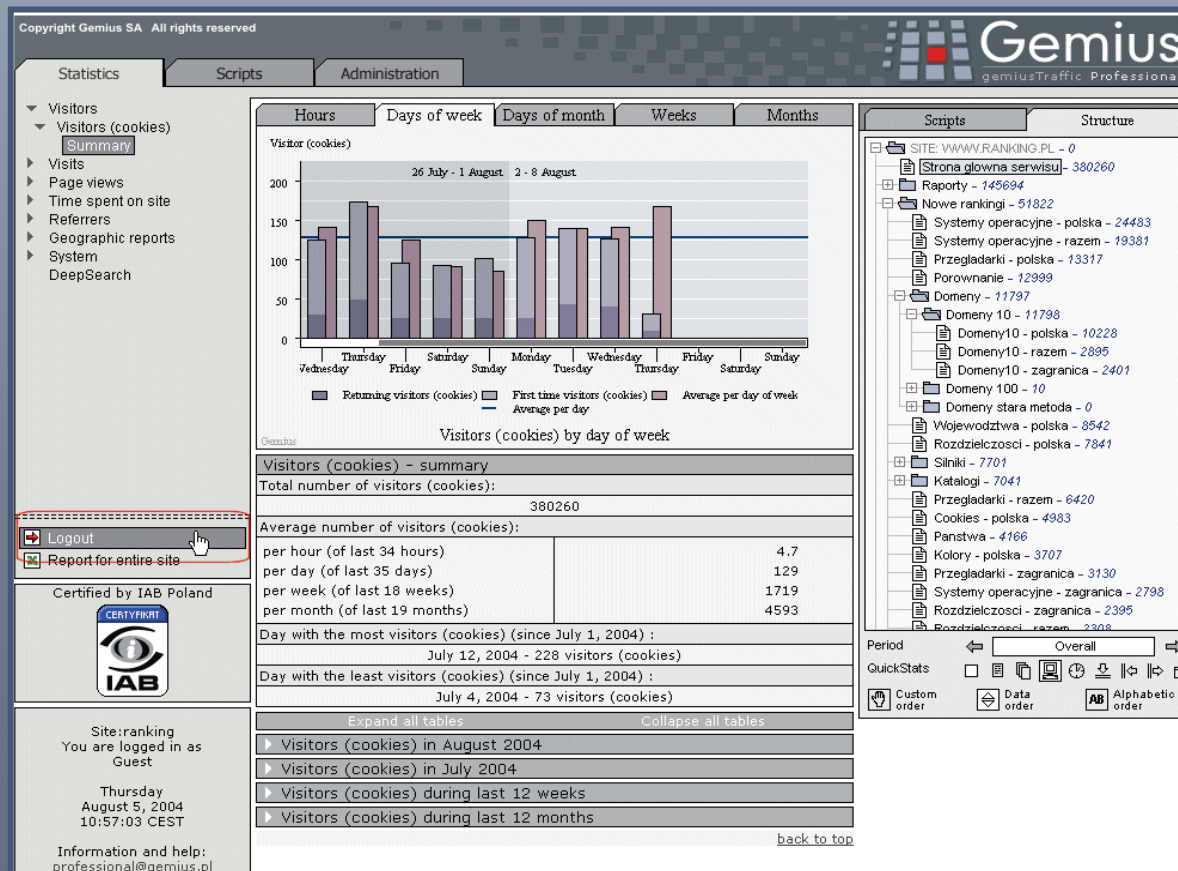


- CEE Largest Internet Research Agency
 - Established in 1999
 - Over 130 Employees
 - 15 Regional Offices
 - HQ in Warsaw, Poland

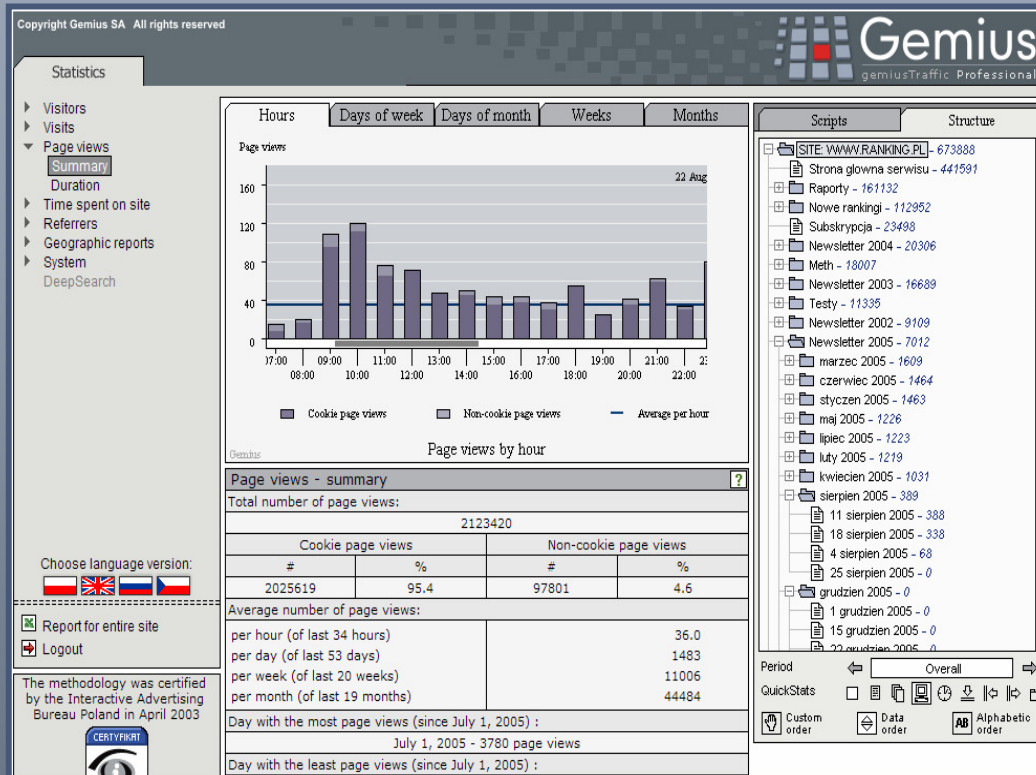
- Provides Customers:
 - Audience Measurement
 - Regional Standard
 - Rapidly Expanding
 - Web Site Analytics
 - Campaign Performance Measurement
 - Custom Research



Monitoring web site usage & online customer behavior



Reporting usage in real time for over **200 000** different web sites generating over **60 000 000 000** page views per month, gemiusTraffic is used by the largest online publishers and most professional online advertisers.

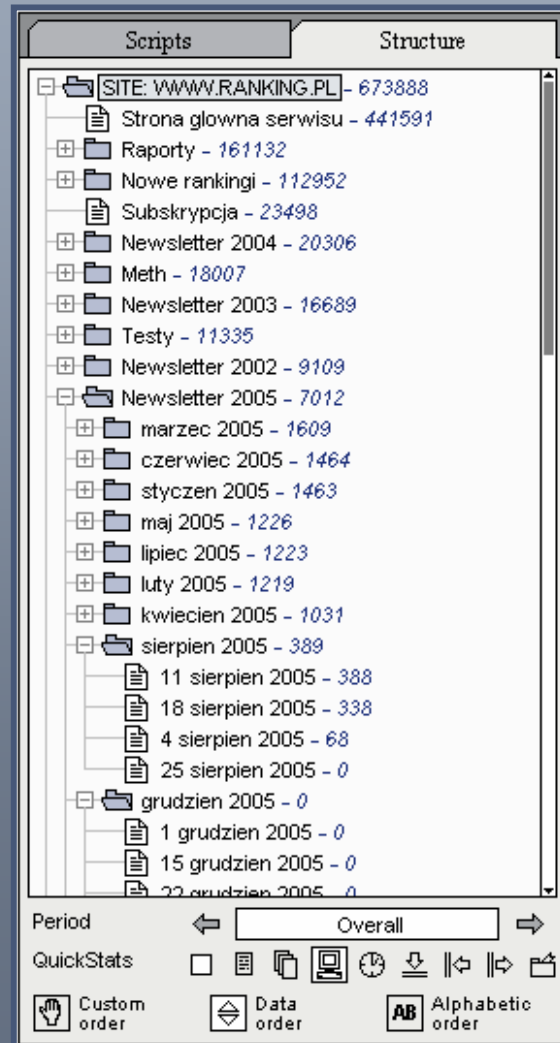


Easy to use
statistics, designed
to be practical

Used by marketing
departments, sales
departments and
corporate
management,
gemiusTraffic is
simple and
straightforward to
use.

gemiusTraffic
functions as a site-
centric ASP
(Application Service
Provider)

gemiusTraffic is a constant monitoring project and
the results of data are available 24 hours a day,
seven days a week, 365 days a year – in real-time



Logical Site Structure is Transparent

By using a logical site structure, gemiusTraffic makes your web site's performance understandable in business terms. Non-IT personnel can analyze the performance of your company web site.

Scripts	Structure
SITE: WWW.RANKING.PL 677526	
1. Strona glowna serwisu	- 443658
2. Przez strone glowna	- 115906
3. Systemy operacyjne - r...	- 56981
4. stare - Systemy operac...	- 38381
5. Porownanie	- 33926
6. Przegladarki - polska	- 32863
7. Systemy operacyjne - p...	- 30663
8. Metodologia	- 25970
9. Domeny10 - polska	- 24996
10. Subskrypcja	- 23900
11. Wojewodztwa - polska	- 16836
12. Rozdzielczosci - polska	- 16809
13. esg - strona 1	- 15680
14. Przegladarki - razem	- 15464
15. Silniki10 - polska	- 15297
16. Katalogi 10 - polska	- 13583
17. Cookies - polska	- 9465
18. Panstwa	- 9021
19. Przegladarki - zagranica	- 8514
20. Kolory - polska	- 7163

Period: Overall

QuickStats:

Custom order Data order AB Alphabetic order

Easy to implement

It takes mere minutes to install gemiusTraffic scripts across your entire site – large or small. gemiusTraffic integrates with almost all CMS platforms, including custom-built systems.

gemiusTraffic measures all web design technologies, including:

- HTML,
- PHP,
- Macromedia Flash.

Incredible resolution

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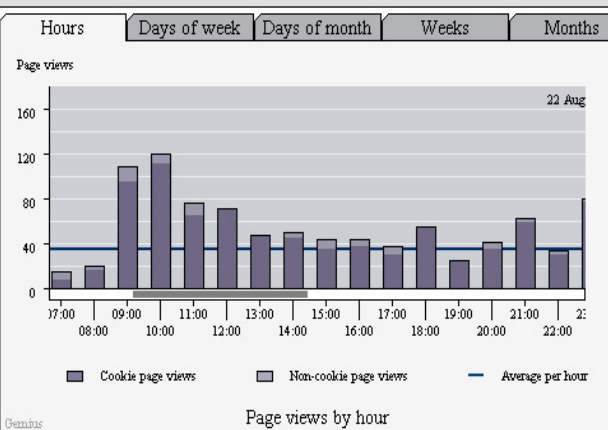
Gemius
gemiusTraffic Professional

Statistics

- Visitors
- Visits
- Page views
 - Summary
 - Duration
 - Time spent on site
 - Referrers
 - Geographic reports
 - System
 - DeepSearch

Hours | Days of week | Days of month | Weeks | Months

Page views



Page views by hour

Page views - summary

Total number of page views:				2123420
Cookie page views		Non-cookie page views		
#	%	#	%	
2025619	95.4	97801	4.6	
Average number of page views:				
per hour (of last 34 hours)		36.0		
per day (of last 53 days)		1483		
per week (of last 20 weeks)		11006		
per month (of last 19 months)		44484		
Day with the most page views (since July 1, 2005) :				
July 1, 2005 - 3780 page views				
Day with the least page views (since July 1, 2005) :				

Scripts | Structure

- SITE: WWW.RANKING.PL - 673888
 - Strona glowna serwisu - 441591
 - Raporty - 161132
 - Nowe rankingi - 112952
 - Subskrypcja - 23498
 - Newsletter 2004 - 20306
 - Meth - 18007
 - Newsletter 2003 - 16689
 - Testy - 11335
 - Newsletter 2002 - 9109
 - Newsletter 2005 - 7012
 - marzec 2005 - 1609
 - czerwiec 2005 - 1464
 - styczen 2005 - 1463
 - maj 2005 - 1226
 - lipiec 2005 - 1223
 - luty 2005 - 1219
 - kwieciec 2005 - 1031
 - sierpiec 2005 - 389
 - 11 sierpiec 2005 - 388
 - 18 sierpiec 2005 - 338
 - 4 sierpiec 2005 - 68
 - 25 sierpiec 2005 - 0
 - grudzien 2005 - 0
 - 1 grudzien 2005 - 0
 - 15 grudzien 2005 - 0
 - 22 grudzien 2005 - 0

Choose language version:

Report for entire site

Logout

The methodology was certified by the Interactive Advertising Bureau Poland in April 2003

CERTYFIKAT

Period: Overall

QuickStats

Custom order | Data order | AB Alphabetic order

Real-time data at a monthly, weekly, daily or hourly level.



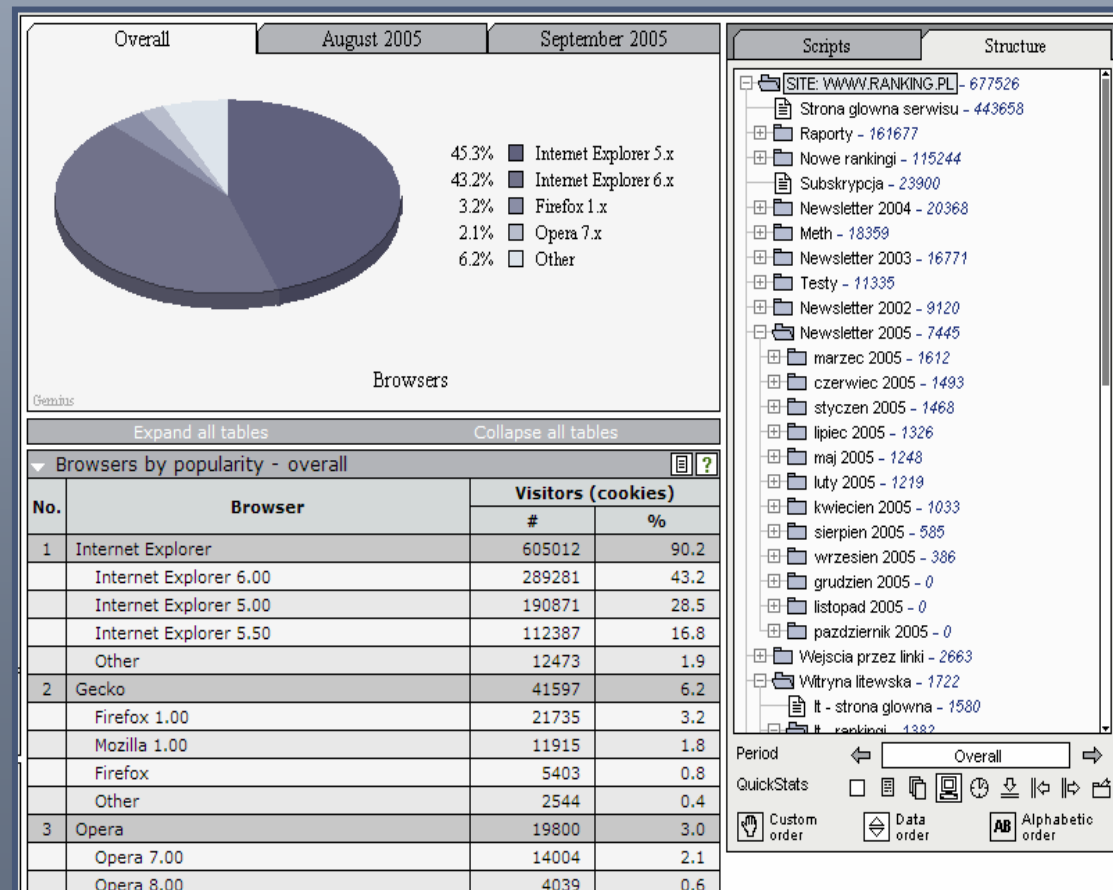
Extraordinary Depth of Data

Provides "basic" statistics, including:

- Visitors (cookies)
- Visits & Visit Details
- Page views
- Time Spent on Site

Goes deeper to analyze:

- Search engines & keyword performance
- Referrer performance
- User Geo-location
- User Technical Configuration



Security



When you register your web site with gemiusTraffic, you do not need to worry about the security of your data. All statistics are shown only to people who first prove their identity through a visitor ID and password.

Collected data are never shown to third parties – neither data on individual web sites nor data on individual Internet users.

You are Invited to Test gemiusTraffic

Gemius invites interested companies to test gemiusTraffic, free of charge on your web site (or a portion thereof).

If you would like to get to know more about gemiusTraffic, please contact:

**filip.pieczynski@gemius.com
or
contact@gemius.com**

[View Demonstration](#)

