

## Who's doing what on your Web site, right now?

With EPITrace you can check who's visiting your Web site and see how they navigate your Web site - in real-time! EPITrace is invaluable for sales managers, who can see which potential customers are visiting the Web site, for analysts, who can see when competitors are secretly visiting the Web site, or for Webmasters, who can change the Web site based on the current visitor behavioral patterns.

### ABOUT EPITRACE

EPITrace is a Flash-based system used to follow the behavior of Web site visitors. Make your Web site activity available to your organization. The effect of everyone in your organization understanding that there are currently hundreds of potential customers on your Web site may be decisive for your business development.

### REAL-TIME

You probably already have a powerful statistics tool for your Web site, in which you can monitor and analyze historical data. EPITrace is a complement to this and can show you who's visiting your Web site right now in a real-time interface. Clear real-time animations show you how each visitor navigates your Web site. The uses of this real-time information are endless - only your imagination sets the limits!

### HIGHWAYS

A simple mouse click opens a map showing your Web site's "highways". The map shows which "highways" visitors choose when visiting your Web site and how many have chosen a particular highway. For example, you can easily see if the product campaign on the first page interests visitors enough to continue clicking. In the next step you can see if the campaign works and the visitors act on it, or whether visitors are distracted by something else and choose to navigate other than the way you hoped.



### SALES

EPITrace is the perfect tool for the alert sales department. See which potential customers are visiting your Web site right now. See what they are interested in, pick up the phone and give them a call!

### EFFECTIVE COMMUNICATION

A Web site should be continually updated, but should also be under control. Improve the communication on your Web site continually according to what the visitors show that they like and dislike. EPITrace gives you the answers in real-time.

### COMPETITORS

You no doubt know what your competitors are currently doing. But, do you know how often they are studying your products or your staff? EPITrace gives you full control of this and lets you know what they're doing and when. You can easily find out which parts of your information are especially interesting to your competitors.

### BUSINESS VALUE

- Get information about potential customers as soon as they show interest.
- Improve the efficiency of your communication according to the visitors behavior in real-time.
- Analyze your competitors' interest in you.

#### SYSTEM REQUIREMENTS - SERVER

- Windows 2000 or 2003
- .Net Framework 1.1
- SQL 2000, SQL 7
- EPIServer 4.50

#### SYSTEM REQUIREMENTS - CLIENT FOR EDITORS AND ADMINISTRATORS

- Windows
- Internet Explorer 6 or Mozilla based browser