

Time Frame:

From: 06/01/07

To: 06/30/07

Site Statistics

Page Views: **14,976**
 Visits: **3,119**

Prepared for: CPGCatnet - WR540330K3EM
 Account Number: WR540330K3EM

Visitors:

	Visitors	%
Calendar Daily Uniques:	2,842	100.0%
New Visitors:	2,231	78.5%
Lifetime Returning Visitors:	292	10.3%
Calendar Monthly Uniques:	2,492	

The Traffic Audit Report is a powerful tool for investors, sales personnel and marketing departments. Key statistics such as Total Site Activity help determine ROI expectations and the effectiveness of marketing dollars spent. Most Visited Pages and Daily Unique Visitor statistics provide sales personnel with essential decision making information.

Entry Pages

Rank	Page Name	Page Views	%
1	/Home & Membership	602	18.6%
2	/page/52110/Current Job Postings	193	6.0%
3	/page/65974/Testing- Excel/Power	122	3.8%
4	/page/52080/Full Articles Display p	117	3.6%
5	/page/102745/2007 CatMan Annua	78	2.4%

Exit Pages

Rank	Page Name	Page Views	%
1	/Home & Membership	225	6.6%
2	/page/52110/Current Job Postin	219	6.5%
3	/page/52080/Full Articles Displa	201	5.9%
4	/page/65974/Testing- Excel/Pow	123	3.6%
5	/page/102745/2007 CatMan Ann	112	3.3%

Most Requested Pages

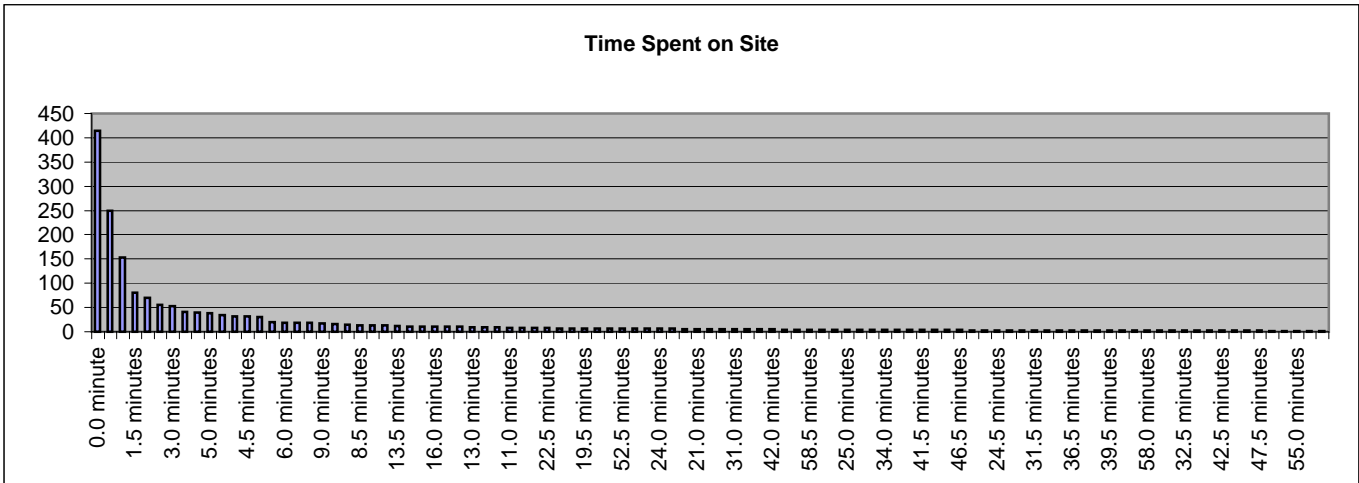
Rank	Name	Page Views	%
1	/Home & Membership	1,010	6.4%
2	/page/51913/Events Calendar	839	5.3%
3	/page/52080/Full Articles Display p	711	4.5%
4	/page/52110/Current Job Postings	640	4.0%
5	/page/94849/W ebinar Calendar	447	2.8%

Single Access Pages

Rank	Name	Page Views	%
1	/Home & Membership	151	8.1%
2	/page/65974/Testing- Excel/Pow	116	6.2%
3	/page/52110/Current Job Postin	110	5.9%
4	/page/52080/Full Articles Displa	54	2.9%
5	/page/102745/2007 CatMan Ann	49	2.6%

Traffic Audit Report

Time Spent on Site



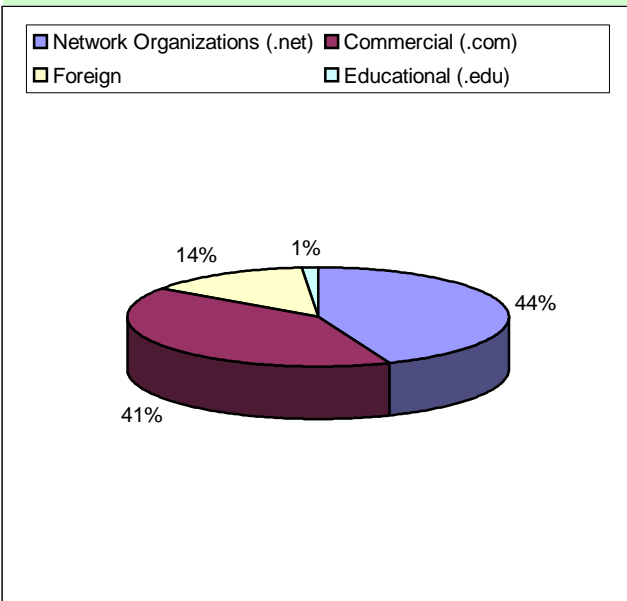
Average Time Spent: 0:00:08:29

Top Visitor Domains

Rank	Domain	Visitors	%	Rank	Domain	Visitors	%
1	^Major ISPs	1062	48.1%	21	ijnj.com	8	0.4%
2	pgrb.com	37	1.7%	22	kcc.com	8	0.4%
3	infonet.com	36	1.6%	23	smig.net	8	0.4%
4	embarqhsd.net	32	1.4%	24	163data.com.cn	7	0.3%
5	cokecce.com	25	1.1%	25	ko.com	7	0.3%
6	gvtc.com	24	1.1%	26	pg.com	7	0.3%
7	prod-infinity.com.mx	23	1.0%	27	sify.net	7	0.3%
8	dsl.bell.ca	21	1.0%	28	61.airtelbroadband.in	6	0.3%
9	wal-mart.com	20	0.9%	29	avantel.net.mx	6	0.3%
10	colpal.com	19	0.9%	30	fuse.net	6	0.3%
11	anheuser-busch.com	13	0.6%	31	xo.net	6	0.3%
12	122.airtelbroadband.in	12	0.5%	32	aptea.com	5	0.2%
13	saix.net	12	0.5%	33	bartonexec.com	5	0.2%
14	uci.net	12	0.5%	34	centurytel.net	5	0.2%
15	vsnl.net.in	10	0.5%	35	cgocable.net	5	0.2%
16	acosta.com	9	0.4%	36	elmers.com	5	0.2%
17	comcastbusiness.net	9	0.4%	37	focaldata.net	5	0.2%
18	logixcom.net	9	0.4%	38	frontiernet.net	5	0.2%
19	unilever.com	9	0.4%	39	rima-tde.net	5	0.2%
20	acnielsen.com	8	0.4%	40	smtp.eastmanenterprises.cc	5	0.2%
Total						1523	68.7%

Traffic Audit Report

Major Visitor Domains



Browser Languages

Rank	Language	Visitors	%
1	English (United States)	2,145	82.7%
2	English (Great Britain)	95	3.7%
3	Spanish (Mexico)	49	1.9%
4	English (Canada)	31	1.2%
5	English (Australia)	22	0.8%
6	English (South Africa)	22	0.8%
7	Chinese (PRC)	20	0.8%
8	English	20	0.8%
9	German (Standard)	20	0.8%
10	French (Standard)	18	0.7%
11	Spanish (Spain Modern)	16	0.6%
12	Dutch (Standard)	14	0.5%
13	Japanese	13	0.5%
14	Italian (Standard)	10	0.4%
15	Portuguese (Brazil)	8	0.3%
16	Greek	6	0.2%
17	Chinese (Taiwan)	5	0.2%
18	English (New Zealand)	5	0.2%
19	German (Switzerland)	5	0.2%
20	Polish	5	0.2%
Total		2,529	97.4%

Visitor Countries

Rank	Country	Visitors	%
1	United States	2,194	74.4%
2	Canada	111	3.8%
3	Great Britain	93	3.2%
4	India	87	3.0%
5	Mexico	48	1.6%
6	Australia	32	1.1%
7	South Africa	32	1.1%
8	Germany	29	1.0%
9	France	22	0.7%
10	Netherlands	19	0.6%
11	China	18	0.6%
12	Japan	15	0.5%
13	Sweden	12	0.4%
14	Italy	11	0.4%
15	Belgium	10	0.3%
16	Brazil	10	0.3%
17	Pakistan	10	0.3%
18	Spain	9	0.3%
19	Hong Kong	8	0.3%
20	Philippines	8	0.3%
Total		2,778	94.1%

Depth of Visits

Rank	Pages Deep	Visits	%
1	1 page(s)	2,084	56.3%
2	2 page(s)	287	7.8%
3	3 page(s)	275	7.4%
4	4 page(s)	187	5.1%
5	5 page(s)	142	3.8%
6	7 page(s)	131	3.5%
7	6 page(s)	124	3.4%
8	8 page(s)	104	2.8%
9	9 page(s)	80	2.2%
10	10 page(s)	51	1.4%
11	12 page(s)	41	1.1%
12	11 page(s)	40	1.1%
13	13 page(s)	30	0.8%
14	17 page(s)	28	0.8%
15	14 page(s)	25	0.7%
16	15 page(s)	15	0.4%
17	16 page(s)	12	0.3%
18	23 page(s)	12	0.3%
19	18 page(s)	7	0.2%
20	24 page(s)	7	0.2%
Total		3,682	99.4%

Traffic Audit Report

Page Reports

Rank	Page Name	Page Views	Depth	%
1	/Home & Membership	1,010	1 page(s)	6.38%
2	/page/51913/Events Calendar	839	4 page(s)	5.30%
3	/page/52080/Full Articles Display page	711	4 page(s)	4.49%
4	/page/52110/Current Job Postings	640	3 page(s)	4.04%
5	/page/94849/Webinar Calendar	447	3 page(s)	2.82%
6	/page/52107/Career Services	355	3 page(s)	2.24%
7	/page/51936/Resource Directories	288	4 page(s)	1.81%
8	/page/84865/IRI Courses	288	4 page(s)	1.81%
9	/page/51847/Home & Membership	285	3 page(s)	1.80%
10	/page/78746/CatMan News	250	3 page(s)	1.57%
11	/page/102745/2007 CatMan Annual Conference	233	3 page(s)	1.47%
12	/page/52167/ADMIN ONLY PAGE	233	3 page(s)	1.47%
13	/View/Edit Site Map	212	4 page(s)	1.33%
14	/page/65975/Continuing Education	205	4 page(s)	1.29%
15	/page/104852/MULTIPLE - Colgate-Palmolive	181	3 page(s)	1.14%
16	/CPG CatNet Login	180	2 page(s)	1.13%
17	/page/65974/Testing- Excel/PowerPoint/Access	146	2 page(s)	0.92%
18	/page/57430/Weekly Newsletter	142	3 page(s)	0.89%
19	/page/95559/Wal-Mart Stores Inc.	136	2 page(s)	0.85%
20	/page/55030/Donna	125	2 page(s)	0.78%
21	/page/62774/What is Category Management?	121	3 page(s)	0.76%
22	/page/51971/Discussion Groups	107	3 page(s)	0.67%
23	/page/65390/About CPG CatNet	100	2 page(s)	0.63%
24	/page/103563/NJ - Johnson & Johnson	94	4 page(s)	0.59%
25	/page/52243/JOIN NOW - Membership Options	90	4 page(s)	0.56%
26	/page/101494/Job Search Tools	86	4 page(s)	0.54%
27	/page/105127/CMKG	86	7 page(s)	0.54%
28	/page/104367/AR - Diageo	85	3 page(s)	0.53%
29	/page/88047/Professional Coursework by Level	84	5 page(s)	0.53%
30	/page/85665/Prior Issues	83	3 page(s)	0.52%
31	/page/95601/7 Eleven Inc	83	4 page(s)	0.52%
32	/page/99771/Key Account Profiles	83	3 page(s)	0.52%
33	/page/57913/Public Discussions	82	2 page(s)	0.51%
34	/page/75947/International Chapters	81	4 page(s)	0.51%
35	/page/95580/ALDI USA, Inc.	80	4 page(s)	0.50%
36	/Logout Confirmation	76	4 page(s)	0.48%
37	/page/95572/Publix Super Markets	70	21 page(s)	0.44%
38	/page/78673/CPG CatNet Standards Groups	69	4 page(s)	0.43%
39	/page/98588/Price Chopper/The Golub Corp	69	7 page(s)	0.43%
40	/page/102930/News by Topic	67	3 page(s)	0.42%
41	/page/52112/Grocery Channel	67	5 page(s)	0.42%
42	/page/84865/Edit Content Module	66	5 page(s)	0.41%
43	/page/103143/CA - Southern Wine & Spirits	65	4 page(s)	0.41%
44	/page/51933/Email and Workspace	64	4 page(s)	0.40%
45	/page/104847/IL - Turtle Wax Inc.	62	3 page(s)	0.39%
46	/page/95560/Kroger Co.	60	6 page(s)	0.37%
47	/page/51986/Who are the Members?	59	3 page(s)	0.37%
48	/page/55293/Connie	59	4 page(s)	0.0037
49	/page/76675/Europe	59	3 page(s)	0.37%
50	/page/80291/Professional Coursework by Vendor	58	4 page(s)	0.0036

Total

9,221

58.03%

Traffic Audit Report

Entry Pages

Rank	Page Name	Page Views	%
1	/Home & Membership	602	18.6%
2	/page/52110/Current Job Posting	193	6.0%
3	/page/65974/Testing- Excel/Powe	122	3.8%
4	/page/52080/Full Articles Display	117	3.6%
5	/page/102745/2007 CatMan Annu	78	2.4%
6	/page/62774/What is Category M	62	1.9%
7	/page/104852/MULTIPLE - Colga	57	1.8%
8	/page/57430/Weekly Newsletter	57	1.8%
9	/page/51913/Events Calendar	56	1.7%
10	/page/95559/Wal-Mart Stores Inc	56	1.7%
11	/page/98588/Price Chopper/The G	51	1.6%
12	/page/95580/ALDI USA, Inc.	48	1.5%
13	/page/76681/Middle East	36	1.1%
14	/page/95572/Publix Super Market	35	1.1%
15	/page/77270/Anonymous Talent P	34	1.1%
16	/page/76675/Europe	33	1.0%
17	/page/94849/Webinar Calendar	33	1.0%
18	/Weekly Newsletter	31	1.0%
19	/page/85665/Prior Issues	31	1.0%
20	/page/51847/Home & Membershi	29	0.9%
Total		1,761	54.40%

Exit Pages

Rank	Page Name	Page Views	%
1	/Home & Membership	225	6.6%
2	/page/52110/Current Job Posting	219	6.5%
3	/page/52080/Full Articles Display	201	5.9%
4	/page/65974/Testing- Excel/Powe	123	3.6%
5	/page/102745/2007 CatMan Annu	112	3.3%
6	/page/51913/Events Calendar	82	2.4%
7	/page/104852/MULTIPLE - Colga	80	2.4%
8	/page/62774/What is Category M	58	1.7%
9	/page/101494/Job Search Tools	57	1.7%
10	/page/94849/Webinar Calendar	48	1.4%
11	/page/95559/Wal-Mart Stores Inc	47	1.4%
12	/page/57430/Weekly Newsletter	45	1.3%
13	/page/51847/Home & Membershi	44	1.3%
14	/page/95580/ALDI USA, Inc.	44	1.3%
15	/page/98588/Price Chopper/The	44	1.3%
16	/page/78746/CatMan News	43	1.3%
17	/Logout Confirmation	42	1.2%
18	/page/95572/Publix Super Market	38	1.1%
19	/page/77270/Anonymous Talent P	32	0.9%
20	/page/76675/Europe	31	0.9%
Total		1,615	47.5%

Single Access Pages

Rank	Page Name	Page Views	%
1	/Home & Membership	151	8.1%
2	/page/65974/Testing- Excel/Powe	116	6.2%
3	/page/52110/Current Job Posting	110	5.9%
4	/page/52080/Full Articles Display	54	2.9%
5	/page/102745/2007 CatMan Annu	49	2.6%
6	/page/62774/What is Category M	44	2.4%
7	/page/104852/MULTIPLE - Colga	42	2.2%
8	/page/95559/Wal-Mart Stores Inc	42	2.2%
9	/page/98588/Price Chopper/The G	37	2.0%
10	/page/95580/ALDI USA, Inc.	36	1.9%
11	/page/57430/Weekly Newsletter	31	1.7%
12	/page/95572/Publix Super Market	30	1.6%
13	/page/51913/Events Calendar	29	1.5%
14	/page/76675/Europe	28	1.5%
15	/page/76681/Middle East	27	1.4%
16	/page/77270/Anonymous Talent P	25	1.3%
17	/page/85665/Prior Issues	23	1.2%
18	/page/101494/Job Search Tools	21	1.1%
19	/page/95603/Whole Foods Marke	21	1.1%
20	/page/98591/Trader Joe	21	1.1%
Total		937	50.0%

Most Requested Content

Rank	Content	Page Views	%
1	/	1,792	14.0%
2	/page/51913	757	5.9%
3	/page/52080	685	5.3%
4	/page/52110	627	4.9%
5	/page/94849	437	3.4%
6	/page/52107	346	2.7%
7	/page/84865	304	2.4%
8	/page/51847	290	2.3%
9	/page/51936	282	2.2%
10	/page/78746	239	1.9%
11	/page/52167	228	1.8%
12	/page/102745	218	1.7%
13	/page/104852	188	1.5%
14	/page/65975	181	1.4%
15	/page/admin	168	1.3%
16	/page/57430	139	1.1%
17	/page/65974	131	1.0%
18	/page/105127	125	1.0%
19	/page/55030	124	1.0%
20	/page/51971	100	0.8%
Total		7,361	57.3%