

Time Frame:

From: 12/01/08

To: 12/31/08

Site Statistics

Page Views: **13,778**
 Visits: **2,932**

Prepared for: CPGCatnet - WR540330K3EM

Account Number: WR540330K3EM

Visitors:

	Visitors	%
Calendar Daily Uniques:	2,628	100.0%
New Visitors:	1,934	73.6%
Lifetime Returning Visitors:	246	9.4%
Calendar Monthly Uniques:	2,230	

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	/Membership	532	18.1%
2	/page/52110/Current Job Postings	264	9.0%
3	/page/65974/Testing- Excel/Power	175	6.0%
4	/page/132708/GA - Philips North A	144	4.9%
5	/page/132709/SC - Philips North A	144	4.9%

Exit Pages

Rank	Page Name	Page Views	%
1	/Membership	277	9.1%
2	/page/52110/Current Job Postin	226	7.4%
3	/page/65974/Testing- Excel/Pow	175	5.7%
4	/page/132709/SC - Philips North	142	4.7%
5	/page/132708/GA - Philips North	141	4.6%

Most Requested Pages

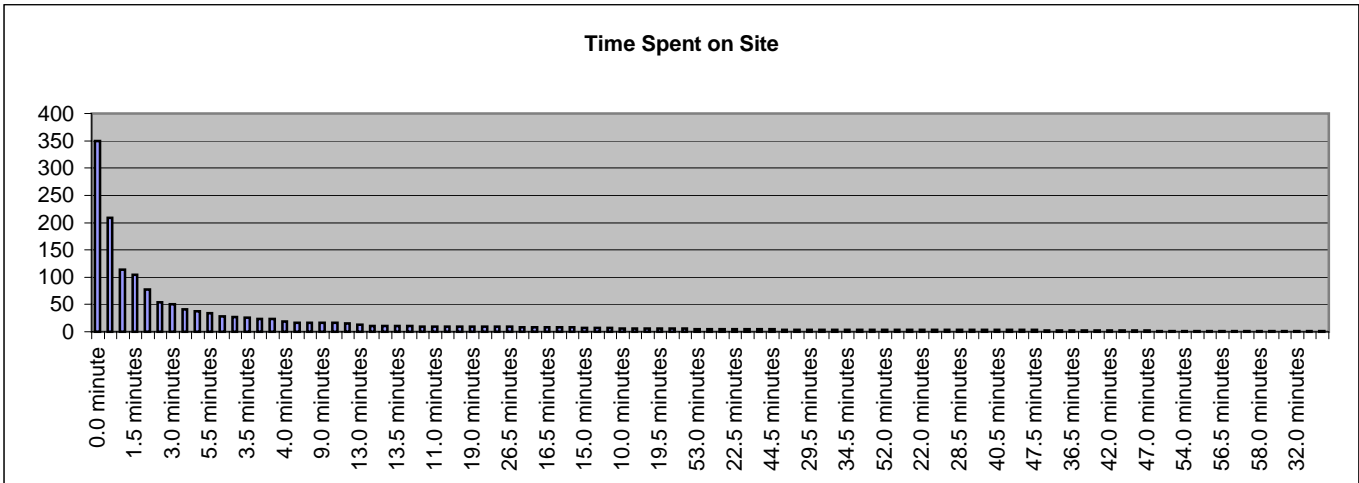
Rank	Name	Page Views	%
1	/Membership	869	6.3%
2	/page/51913/Events Calendar	575	4.2%
3	/page/52110/Current Job Postings	526	3.8%
4	/View/Edit Site Map	457	3.3%
5	/page/55030/Donna	379	2.8%

Single Access Pages

Rank	Name	Page Views	%
1	/Membership	177	10.0%
2	/page/65974/Testing- Excel/Pow	162	9.1%
3	/page/52110/Current Job Postin	161	9.1%
4	/page/132709/SC - Philips North	133	7.5%
5	/page/132708/GA - Philips North	127	7.2%

Traffic Audit Report

Time Spent on Site



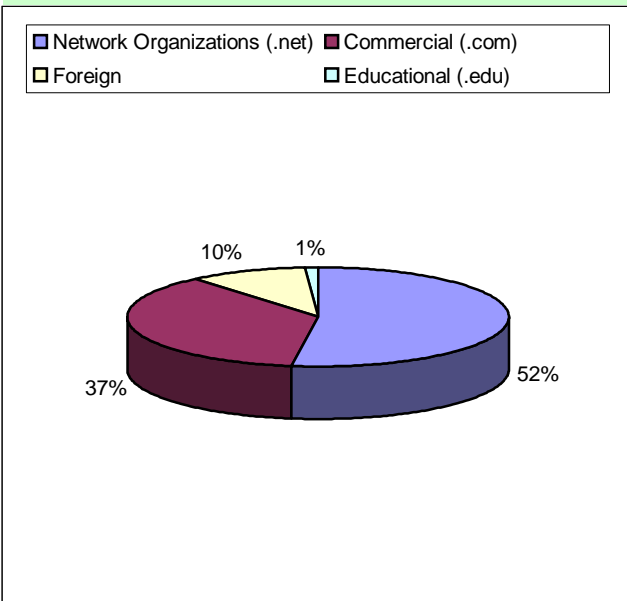
Average Time Spent: 0:00:08:22

Top Visitor Domains

Rank	Domain	Visitors	%	Rank	Domain	Visitors	%
1	^Major ISPs	1118	57.5%	21	dsl.bell.ca	7	0.4%
2	infonet.com	37	1.9%	22	execuspace.net	7	0.4%
3	nctv.com	37	1.9%	23	kcc.com	7	0.4%
4	122.airtelbroadband.in	13	0.7%	24	ttnet.net.tr	7	0.4%
5	rcn.com	12	0.6%	25	vzavenue.net	7	0.4%
6	windstream.net	12	0.6%	26	attens.net	6	0.3%
7	cbrands.com	11	0.6%	27	cebridge.net	6	0.3%
8	lightpath.net	11	0.6%	28	cokecce.com	6	0.3%
9	multimedios.net	11	0.6%	29	comcastbusiness.net	6	0.3%
10	spscdns.net	11	0.6%	30	prod-infinitum.com.mx	6	0.3%
11	tds.net	9	0.5%	31	sky.com	6	0.3%
12	unilever.com	9	0.5%	32	algx.net	5	0.3%
13	centurytel.net	8	0.4%	33	asmnet.com	5	0.3%
14	hanesbi.net	8	0.4%	34	epbinternet.com	5	0.3%
15	vsnl.net.in	8	0.4%	35	federalreserve.org	5	0.3%
16	achfood.com	7	0.4%	36	knology.net	5	0.3%
17	ask.com	7	0.4%	37	pg.com	5	0.3%
18	bayer.com	7	0.4%	38	smartbro.net	5	0.3%
19	bigpond.net.au	7	0.4%	39	smig.net	5	0.3%
20	direcpc.com	7	0.4%	40	tyson.com	5	0.3%
Total						1466	75.2%

Traffic Audit Report

Major Visitor Domains



Browser Languages

Rank	Language	Visitors	%
1	English (United States)	1,905	86.6%
2	English (Great Britain)	59	2.7%
3	Spanish (Mexico)	24	1.1%
4	English (Canada)	23	1.0%
5	English	21	1.0%
6	French (Standard)	18	0.8%
7	English (Australia)	17	0.8%
8	German (Standard)	15	0.7%
9	Dutch (Standard)	14	0.6%
10	Korean (Johab)	9	0.4%
11	English (Ireland)	7	0.3%
12	English (South Africa)	7	0.3%
13	Chinese (PRC)	6	0.3%
14	Russian	6	0.3%
15	Spanish (Spain Modern)	6	0.3%
16	Chinese (Taiwan)	4	0.2%
17	Hebrew	4	0.2%
18	Italian (Standard)	4	0.2%
19	Turkish	4	0.2%
20	Bulgarian	3	0.1%
Total		2,156	98.0%

Visitor Countries

Rank	Country	Visitors	%
1	United States	2,052	78.2%
2	Canada	71	2.7%
3	Great Britain	70	2.7%
4	India	66	2.5%
5	Mexico	25	1.0%
6	Australia	21	0.8%
7	Netherlands	21	0.8%
8	Germany	18	0.7%
9	Philippines	14	0.5%
10	Singapore	14	0.5%
11	France	13	0.5%
12	Ireland	13	0.5%
13	Pakistan	12	0.5%
14	Turkey	11	0.4%
15	Spain	10	0.4%
16	China	9	0.3%
17	Korea, Republic of	9	0.3%
18	Romania	9	0.3%
19	South Africa	9	0.3%
20	Malaysia	8	0.3%
Total		2,475	94.2%

Depth of Visits

Rank	Pages Deep	Visits	%
1	1 page(s)	1,997	59.9%
2	3 page(s)	229	6.9%
3	2 page(s)	208	6.2%
4	4 page(s)	157	4.7%
5	5 page(s)	121	3.6%
6	7 page(s)	101	3.0%
7	8 page(s)	100	3.0%
8	6 page(s)	98	2.9%
9	10 page(s)	73	2.2%
10	9 page(s)	63	1.9%
11	14 page(s)	59	1.8%
12	11 page(s)	39	1.2%
13	12 page(s)	23	0.7%
14	13 page(s)	18	0.5%
15	25 page(s)	11	0.3%
16	15 page(s)	8	0.2%
17	23 page(s)	8	0.2%
18	16 page(s)	5	0.1%
19	28 page(s)	4	0.1%
20	17 page(s)	3	0.1%
Total		3,325	99.5%

Traffic Audit Report

Page Reports

Rank	Page Name	Page Views	Depth	%
1	/Membership	869	1 page(s)	6.30%
2	/page/51913/Events Calendar	575	3 page(s)	4.17%
3	/page/52110/Current Job Postings	526	3 page(s)	3.81%
4	/View/Edit Site Map	457	4 page(s)	3.31%
5	/page/55030/Donna	379	2 page(s)	2.75%
6	/page/52080/Full Articles Display page	357	3 page(s)	2.59%
7	/page/52080/Only group members have permission to view this page	343	1 page(s)	2.48%
8	/page/114787/Annual Conference	308	3 page(s)	2.23%
9	/page/125927/Share Groups	255	4 page(s)	1.85%
10	/page/62774/What is Category Management?	232	3 page(s)	1.68%
11	/page/52107/Career Services	219	3 page(s)	1.58%
12	/page/65974/Testing- Excel/PowerPoint/Access	207	3 page(s)	1.50%
13	/page/132709/SC - Philips North America	194	4 page(s)	1.40%
14	/page/132708/GA - Philips North America	192	2 page(s)	1.39%
15	/page/51847/Membership	190	3 page(s)	1.37%
16	/page/51936/Resources Directories	190	4 page(s)	1.37%
17	/page/65975/CatMan Training	181	3 page(s)	1.31%
18	/page/102930/CatMan News	180	3 page(s)	1.30%
19	/page/94849/Webinars Calendar	176	3 page(s)	1.27%
20	/page/104852/MULTIPLE - Colgate-Palmolive	170	3 page(s)	1.23%
21	/CPG CatNet Login	142	2 page(s)	1.03%
22	/page/61607/Corporate Membership	130	4 page(s)	0.94%
23	/page/57430/Weekly Newsletter	121	3 page(s)	0.87%
24	/page/52167/ADMIN ONLY PAGE	111	3 page(s)	0.80%
25	/page/132307/AR - Constellation Wines U.S.	92	2 page(s)	0.66%
26	/page/55030/The content you are attempting to access is not live yet (unpublished)	90	2 page(s)	0.65%
27	/page/125931/Space Management	89	4 page(s)	0.64%
28	/page/134231/CT - Phillips North America	86	3 page(s)	0.62%
29	/page/51986/Who are the Members?	86	4 page(s)	0.62%
30	/page/52243/Membership Options	85	4 page(s)	0.61%
31	/page/127548/IT Technology Tools	82	4 page(s)	0.59%
32	/page/94087/Global Meeting Time Calculator	77	1 page(s)	0.55%
33	/page/51933/Email and Workspace	76	4 page(s)	0.55%
34	/Logout Confirmation	72	4 page(s)	0.52%
35	/unknown page(s)	72	2 page(s)	0.52%
36	/page/119845/Track Two	71	3 page(s)	0.51%
37	/page/134695/CPG Solutions	69	3 page(s)	0.50%
38	/Forgot Your Password?	63	3 page(s)	0.45%
39	/page/114827/CatManU	63	3 page(s)	0.45%
40	/page/123384/2008 Conference Attendees	62	3 page(s)	0.44%
41	/page/133248/AR - Nestle Purina PetCare	61	4 page(s)	0.44%
42	/Edit Page Settings	57	4 page(s)	0.41%
43	/page/134488/2009 Booths	56	5 page(s)	0.40%
44	/page/107695/Corporate Sponsors/Advertisers	55	5 page(s)	0.39%
45	/page/134108/Newsletter 12-10-2008	52	3 page(s)	0.37%
46	/page/55030/Edit Content Module	52	5 page(s)	0.37%
47	/page/77270/Anonymous Talent Profile	52	3 page(s)	0.37%
48	/page/58494/Individual Membership	51	4 page(s)	0.0037
49	/page/125449/University Alliance	50	4 page(s)	0.36%
50	/page/125940/HR Group	50	4 page(s)	0.0036
Total		8,475		61.25%

Traffic Audit Report

Entry Pages

Rank	Page Name	Page Views	%
1	/Membership	532	18.1%
2	/page/52110/Current Job Posting	264	9.0%
3	/page/65974/Testing- Excel/Powe	175	6.0%
4	/page/132708/GA - Philips North	144	4.9%
5	/page/132709/SC - Philips North	144	4.9%
6	/page/62774/What is Category M	131	4.5%
7	/page/52080/Only group members	120	4.1%
8	/page/114787/Annual Conference	59	2.0%
9	/page/104852/MULTIPLE - Colga	55	1.9%
10	/page/94087/Global Meeting Time	55	1.9%
11	/page/55030/The content you are	51	1.7%
12	/page/134231/CT - Phillips North	45	1.5%
13	/page/132307/AR - Constellation	44	1.5%
14	/unknown page(s)	33	1.1%
15	/page/77270/Anonymous Talent P	32	1.1%
16	/page/57430/Weekly Newsletter	31	1.1%
17	/page/51913/Events Calendar	28	1.0%
18	/Logout Confirmation	26	0.9%
19	/page/119845/Track Two	25	0.9%
20	/page/133248/AR - Nestle Purina	24	0.8%
Total		2,018	68.73%

Exit Pages

Rank	Page Name	Page Views	%
1	/Membership	277	9.1%
2	/page/52110/Current Job Posting	226	7.4%
3	/page/65974/Testing- Excel/Powe	175	5.7%
4	/page/132709/SC - Philips North	142	4.7%
5	/page/132708/GA - Philips North	141	4.6%
6	/page/62774/What is Category M	129	4.2%
7	/page/104852/MULTIPLE - Colga	88	2.9%
8	/page/52080/Only group member	85	2.8%
9	/page/52080/Full Articles Display	72	2.4%
10	/page/114787/Annual Conference	58	1.9%
11	/page/94087/Global Meeting Time	55	1.8%
12	/Logout Confirmation	53	1.7%
13	/page/51913/Events Calendar	51	1.7%
14	/page/132307/AR - Constellation	49	1.6%
15	/page/134231/CT - Phillips North	47	1.5%
16	/page/57430/Weekly Newsletter	38	1.2%
17	/unknown page(s)	35	1.1%
18	/page/77270/Anonymous Talent P	33	1.1%
19	/page/55030/The content you are	28	0.9%
20	/page/127548/IT Technology Too	27	0.9%
Total		1,809	59.2%

Single Access Pages

Rank	Page Name	Page Views	%
1	/Membership	177	10.0%
2	/page/65974/Testing- Excel/Powe	162	9.1%
3	/page/52110/Current Job Posting	161	9.1%
4	/page/132709/SC - Philips North	133	7.5%
5	/page/132708/GA - Philips North	127	7.2%
6	/page/62774/What is Category M	93	5.3%
7	/page/104852/MULTIPLE - Colga	43	2.4%
8	/page/94087/Global Meeting Time	43	2.4%
9	/page/132307/AR - Constellation	39	2.2%
10	/page/134231/CT - Phillips North	35	2.0%
11	/page/52080/Only group members	25	1.4%
12	/page/77270/Anonymous Talent P	25	1.4%
13	/page/114787/Annual Conference	24	1.4%
14	/unknown page(s)	23	1.3%
15	/page/119845/Track Two	21	1.2%
16	/page/57430/Weekly Newsletter	21	1.2%
17	/Logout Confirmation	20	1.1%
18	/page/122701/Newsletter Subscri	18	1.0%
19	/page/133248/AR - Nestle Purina	18	1.0%
20	/page/51913/Events Calendar	17	1.0%
Total		1,225	69.1%

Most Requested Content

Rank	Content	Page Views	%
1	/	1,866	16.0%
2	/page/52080	722	6.2%
3	/page/51913	541	4.6%
4	/page/52110	528	4.5%
5	/page/55030	481	4.1%
6	/page/114787	360	3.1%
7	/page/125927	306	2.6%
8	/page/62774	226	1.9%
9	/page/52107	212	1.8%
10	/page/65974	194	1.7%
11	/page/132709	188	1.6%
12	/page/51847	187	1.6%
13	/page/51936	182	1.6%
14	/page/102930	166	1.4%
15	/page/65975	164	1.4%
16	/page/104852	156	1.3%
17	/page/61607	143	1.2%
18	/page/132708	137	1.2%
19	/page/94849	113	1.0%
20	/page/57430	108	0.9%
Total		6,980	59.7%