

Time Frame:

From: 03/01/08

To: 03/31/08

Site Statistics	
Page Views:	22,505
Visits:	3,046

Prepared for: CPGCatnet - WR540330K3EM
Account Number: WR540330K3EM

Visitors:		
	Visitors	%
Calendar Daily Uniques:	2,647	100.0%
New Visitors:	1,984	75.0%
Lifetime Returning Visitors:	276	10.4%
Calendar Monthly Uniques:	2,253	

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	755	24.8%
2	/page/65974/Testing- Excel/Power	173	5.7%
3	/page/52110/Current Job Postings	98	3.2%
4	/page/62774/What is Category Ma	95	3.1%
5	/page/57430/CatMan Weekly New	83	2.7%

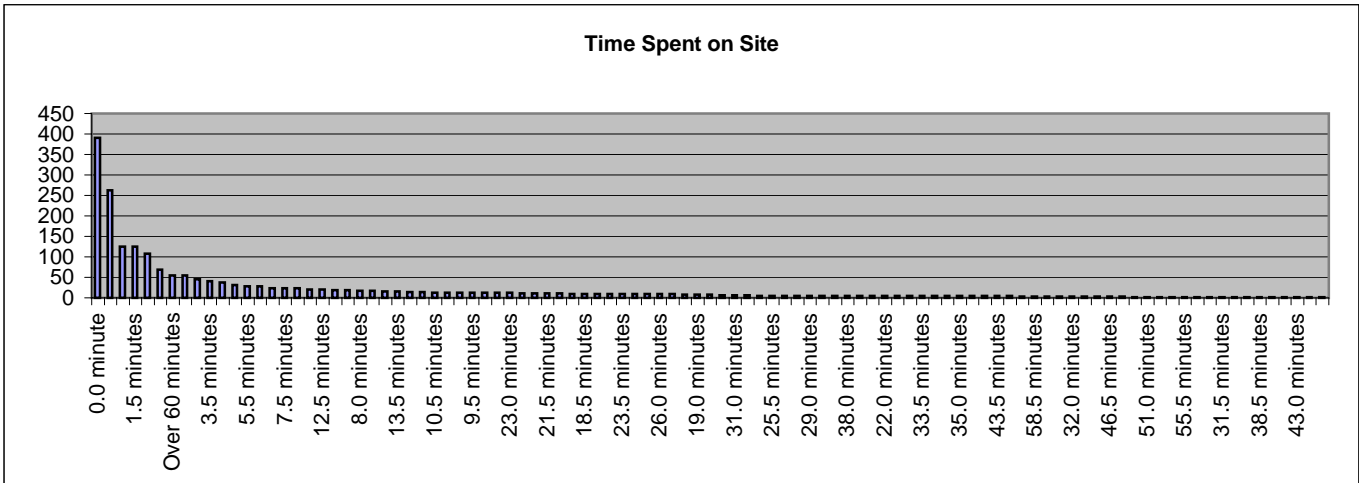
Exit Pages			
Rank	Page Name	Page Views	%
1	/Membership	338	10.7%
2	/page/65974/Testing- Excel/Pow	172	5.4%
3	/page/52110/Current Job Postin	153	4.8%
4	/page/62774/What is Category M	98	3.1%
5	/page/52080/Only group membe	78	2.5%

Most Requested Pages			
Rank	Name	Page Views	%
1	/Membership	1,333	5.9%
2	/page/119843/Track One	572	2.5%
3	/page/52080/Full Articles Display p	529	2.4%
4	/page/119845/Track Two	504	2.2%
5	/page/52110/Current Job Postings	488	2.2%

Single Access Pages			
Rank	Name	Page Views	%
1	/Membership	226	14.2%
2	/page/65974/Testing- Excel/Pow	154	9.7%
3	/page/52110/Current Job Postin	56	3.5%
4	/page/62774/What is Category M	56	3.5%
5	/page/95580/ALDI USA, Inc.	56	3.5%

Traffic Audit Report

Time Spent on Site



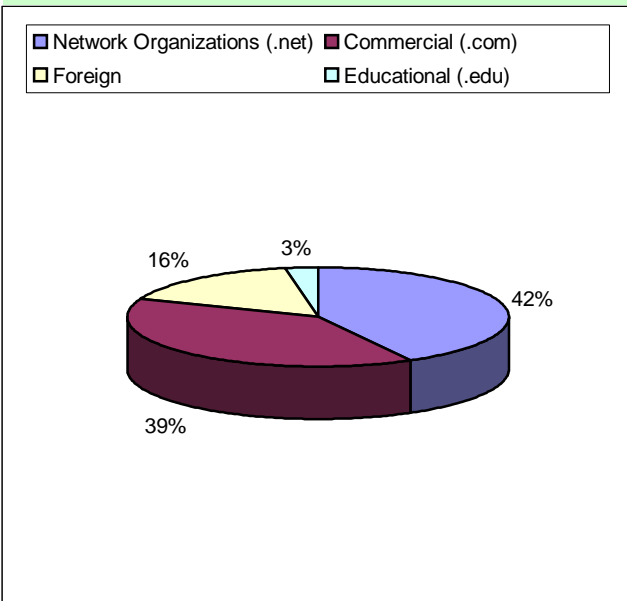
Average Time Spent: 0:00:09:31

Top Visitor Domains

Rank	Domain	Visitors	%	Rank	Domain	Visitors	%
1	^Major ISPs	915	47.2%	21	ptd.net	8	0.4%
2	comercialvh.com.mx	36	1.9%	22	timeinc.com	8	0.4%
3	pgrb.com	28	1.4%	23	unilever.com	8	0.4%
4	pitt.edu	25	1.3%	24	avantel.net.mx	7	0.4%
5	adsl.xs4all.be	19	1.0%	25	cbrands.com	7	0.4%
6	cokecce.com	16	0.8%	26	redbull.com	7	0.4%
7	dsl.bell.ca	16	0.8%	27	sky.com	7	0.4%
8	infonet.com	13	0.7%	28	vsnl.net.in	7	0.4%
9	hgnet.com	12	0.6%	29	acosta.com	6	0.3%
10	prod-infinitum.com.mx	11	0.6%	30	fuse.net	6	0.3%
11	cebridge.net	10	0.5%	31	ko.com	6	0.3%
12	mtnl.net.in	10	0.5%	32	mmm.com	6	0.3%
13	saix.net	10	0.5%	33	p2pa.com	6	0.3%
14	blackberry.net	9	0.5%	34	w4sp3n7wbla67jh3w.com	6	0.3%
15	generalmills.com	9	0.5%	35	asianet.co.th	5	0.3%
16	ijnj.com	9	0.5%	36	bloglines.com	5	0.3%
17	sify.net	9	0.5%	37	cimcoisp.net	5	0.3%
18	spscdns.net	9	0.5%	38	embarqhsd.net	5	0.3%
19	122.airtelbroadband.in	8	0.4%	39	everestkc.net	5	0.3%
20	bayer.com	8	0.4%	40	interactiveedge.com	5	0.3%
Total						1307	67.2%

Traffic Audit Report

Major Visitor Domains



Browser Languages

Rank	Language	Visitors	%
1	English (United States)	1,834	79.9%
2	English (Great Britain)	91	4.0%
3	Spanish (Mexico)	70	3.0%
4	English (Canada)	44	1.9%
5	English (Australia)	30	1.3%
6	Dutch (Belgium)	25	1.1%
7	Chinese (PRC)	18	0.8%
8	English	17	0.7%
9	English (South Africa)	15	0.7%
10	Dutch (Standard)	14	0.6%
11	German (Standard)	12	0.5%
12	Spanish (Spain Modern)	10	0.4%
13	French (Standard)	8	0.3%
14	Turkish	8	0.3%
15	Greek	7	0.3%
16	Korean (Johab)	7	0.3%
17	Thai	7	0.3%
18	Russian	6	0.3%
19	Spanish (Colombia)	6	0.3%
20	Chinese (Taiwan)	5	0.2%
Total		2,234	97.2%

Visitor Countries

Rank	Country	Visitors	%
1	United States	1,867	70.7%
2	Canada	147	5.6%
3	Great Britain	105	4.0%
4	India	82	3.1%
5	Mexico	67	2.5%
6	Australia	38	1.4%
7	Belgium	32	1.2%
8	Netherlands	21	0.8%
9	Germany	20	0.8%
10	South Africa	20	0.8%
11	China	15	0.6%
12	Greece	11	0.4%
13	Singapore	11	0.4%
14	France	10	0.4%
15	Hong Kong	10	0.4%
16	Malaysia	10	0.4%
17	Romania	10	0.4%
18	United Arab Emirates	10	0.4%
19	Colombia	9	0.3%
20	Thailand	8	0.3%
Total		2,503	94.7%

Depth of Visits

Rank	Pages Deep	Visits	%
1	1 page(s)	1,769	48.9%
2	3 page(s)	244	6.8%
3	5 page(s)	233	6.4%
4	2 page(s)	205	5.7%
5	4 page(s)	205	5.7%
6	6 page(s)	159	4.4%
7	8 page(s)	142	3.9%
8	7 page(s)	141	3.9%
9	11 page(s)	103	2.9%
10	10 page(s)	100	2.8%
11	9 page(s)	94	2.6%
12	12 page(s)	85	2.4%
13	14 page(s)	38	1.1%
14	13 page(s)	23	0.6%
15	15 page(s)	20	0.6%
16	31 page(s)	20	0.6%
17	16 page(s)	9	0.2%
18	18 page(s)	6	0.2%
19	21 page(s)	6	0.2%
20	17 page(s)	3	0.1%
Total		3,605	99.7%

Traffic Audit Report

Page Reports

Rank	Page Name	Page Views	Depth	%
1	/Membership	1,333	1 page(s)	5.92%
2	/page/119843/Track One	572	4 page(s)	2.54%
3	/page/52080/Full Articles Display page	529	5 page(s)	2.35%
4	/page/119845/Track Two	504	4 page(s)	2.23%
5	/page/52110/Current Job Postings	488	3 page(s)	2.16%
6	/page/121168/Agenda by Day	479	3 page(s)	2.12%
7	/page/114787/CatMan Conference	436	2 page(s)	1.93%
8	/page/119848/Track Five	389	4 page(s)	1.72%
9	/page/119847/Track Four	383	4 page(s)	1.70%
10	/page/52107/Career Services	379	3 page(s)	1.68%
11	/page/51936/Resources & Discussions	356	3 page(s)	1.58%
12	/View/Edit Site Map	351	3 page(s)	1.55%
13	/page/51913/Events Calendar	346	2 page(s)	1.53%
14	/page/120429/About the Conference	344	3 page(s)	1.52%
15	/page/65975/CatMan Training	342	3 page(s)	1.51%
16	/page/114787/Annual Conference	337	3 page(s)	1.49%
17	/page/94849/Webinar Calendar	315	4 page(s)	1.39%
18	/page/52080/Only group members have permission to view this page	307	2 page(s)	1.36%
19	/page/119846/Track Three	287	4 page(s)	1.27%
20	/page/121168/Edit Content Module	266	5 page(s)	1.18%
21	/page/62774/What is Category Management?	264	3 page(s)	1.17%
22	/page/78746/CatMan News	235	3 page(s)	1.04%
23	/page/120608/Registration	229	4 page(s)	1.01%
24	/page/119827/General Sessions	223	4 page(s)	0.99%
25	/page/51847/Membership	219	4 page(s)	0.97%
26	/page/65974/Testing- Excel/PowerPoint/Access	218	3 page(s)	0.96%
27	/page/114827/CatManU	203	3 page(s)	0.90%
28	/page/120467/Terry	196	3 page(s)	0.87%
29	/page/52167/ADMIN ONLY PAGE	189	3 page(s)	0.83%
30	/CPG CatNet Login	186	2 page(s)	0.82%
31	/page/121168/Agenda like ECR	184	1 page(s)	0.81%
32	/page/121432/mock promobro	184	1 page(s)	0.81%
33	/page/57430/CatMan Weekly Newsletter	184	2 page(s)	0.81%
34	/page/119827/Featured Speakers	176	4 page(s)	0.78%
35	/page/119842/Agenda Overview	138	4 page(s)	0.61%
36	/page/55030/Donna	138	3 page(s)	0.61%
37	/page/120368/Newsletter 03-05-2008	123	3 page(s)	0.54%
38	/page/119845/Edit Content Module	117	5 page(s)	0.51%
39	/page/119190/Conference Sponsors	111	3 page(s)	0.49%
40	/page/65390/About CPG CatNet	111	3 page(s)	0.49%
41	/page/119843/Edit Content Module	109	4 page(s)	0.48%
42	/page/75948/Benefits of Membership	103	4 page(s)	0.45%
43	/page/94087/Global Meeting Time Calculator	100	2 page(s)	0.44%
44	/page/95580/ALDI USA, Inc.	100	2 page(s)	0.44%
45	/page/120507/Speaker suggestions	99	4 page(s)	0.43%
46	/page/113206/CatMan Calendars	98	5 page(s)	0.43%
47	/page/104852/MULTIPLE - Colgate-Palmolive	97	3 page(s)	0.43%
48	/page/120667/International Chapter Attendees	94	5 page(s)	0.0041
49	/page/110322/Storewars	92	4 page(s)	0.40%
50	/page/75947/International Chapters	91	5 page(s)	0.004
Total		13,354		59.06%

Traffic Audit Report

Entry Pages

Rank	Page Name	Page Views	%
1	/Membership	755	24.8%
2	/page/65974/Testing- Excel/Powe	173	5.7%
3	/page/52110/Current Job Posting	98	3.2%
4	/page/62774/What is Category M	95	3.1%
5	/page/57430/CatMan Weekly New	83	2.7%
6	/page/52080/Only group members	74	2.4%
7	/page/95580/ALDI USA, Inc.	68	2.2%
8	/page/94087/Global Meeting Time	62	2.0%
9	/page/114827/CatManU	55	1.8%
10	/page/114787/CatMan Conferenc	53	1.7%
11	/page/51913/Events Calendar	48	1.6%
12	/page/120429/About the Conferen	46	1.5%
13	/unknown page(s)	40	1.3%
14	/page/57913/Public Discussions	37	1.2%
15	/page/114787/Annual Conference	31	1.0%
16	/page/76678/Asia	30	1.0%
17	/page/104852/MULTIPLE - Colga	29	1.0%
18	/page/94849/Webinar Calendar	28	0.9%
19	/Logout Confirmation	26	0.9%
20	/page/55030/The content you are	26	0.9%
Total		1,857	60.85%

Exit Pages

Rank	Page Name	Page Views	%
1	/Membership	338	10.7%
2	/page/65974/Testing- Excel/Powe	172	5.4%
3	/page/52110/Current Job Posting	153	4.8%
4	/page/62774/What is Category M	98	3.1%
5	/page/52080/Only group member	78	2.5%
6	/Logout Confirmation	67	2.1%
7	/page/57430/CatMan Weekly New	61	1.9%
8	/page/94087/Global Meeting Time	61	1.9%
9	/page/95580/ALDI USA, Inc.	61	1.9%
10	/page/114827/CatManU	56	1.8%
11	/page/51913/Events Calendar	49	1.5%
12	/page/104852/MULTIPLE - Colga	47	1.5%
13	/page/52080/Full Articles Display	42	1.3%
14	/unknown page(s)	41	1.3%
15	/page/114787/CatMan Conferenc	39	1.2%
16	/page/57913/Public Discussions	38	1.2%
17	/page/94849/Webinar Calendar	34	1.1%
18	/page/51986/Who are the Membe	31	1.0%
19	/page/120429/About the Conferen	30	0.9%
20	/page/78746/CatMan News	30	0.9%
Total		1,526	48.0%

Single Access Pages

Rank	Page Name	Page Views	%
1	/Membership	226	14.2%
2	/page/65974/Testing- Excel/Powe	154	9.7%
3	/page/52110/Current Job Posting	56	3.5%
4	/page/62774/What is Category M	56	3.5%
5	/page/95580/ALDI USA, Inc.	56	3.5%
6	/page/94087/Global Meeting Time	46	2.9%
7	/page/57430/CatMan Weekly New	41	2.6%
8	/page/114827/CatManU	35	2.2%
9	/page/57913/Public Discussions	35	2.2%
10	/unknown page(s)	35	2.2%
11	/page/51913/Events Calendar	32	2.0%
12	/page/76678/Asia	25	1.6%
13	/Logout Confirmation	23	1.4%
14	/page/77030/Thesis	22	1.4%
15	/page/77270/Anonymous Talent P	20	1.3%
16	/page/98588/Price Chopper/The G	19	1.2%
17	/page/104852/MULTIPLE - Colga	18	1.1%
18	/page/52080/Only group members	18	1.1%
19	/page/94849/Webinar Calendar	15	0.9%
20	/page/102745/2007 CatMan Annu	14	0.9%
Total		946	59.3%

Most Requested Content

Rank	Content	Page Views	%
1	/	2,332	12.3%
2	/page/52080	871	4.6%
3	/page/121168	797	4.2%
4	/page/114787	783	4.1%
5	/page/119843	624	3.3%
6	/page/52110	525	2.8%
7	/page/119845	510	2.7%
8	/page/119827	404	2.1%
9	/page/119848	396	2.1%
10	/page/52107	367	1.9%
11	/page/51936	356	1.9%
12	/page/120608	348	1.8%
13	/page/120429	347	1.8%
14	/page/121432	344	1.8%
15	/page/119847	329	1.7%
16	/page/119846	328	1.7%
17	/page/65975	324	1.7%
18	/page/94849	289	1.5%
19	/page/51913	276	1.5%
20	/page/admin	274	1.4%
Total		10,824	57.0%