

Time Frame:

From: 06/01/09

To: 06/30/09

## Site Statistics

Page Views: **19,915**  
 Visits: **3,599**

Prepared for: CPGCatnet - WR540330K3EM  
 Account Number: WR540330K3EM

## Visitors:

	Visitors	%
Calendar Daily Uniques:	<b>3,025</b>	100.0%
New Visitors:	<b>2,141</b>	70.8%
Lifetime Returning Visitors:	<b>290</b>	9.6%
Calendar Monthly Uniques:	<b>2,495</b>	

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	439	12.2%
2	/Home - Membership	367	10.2%
3	/page/62774/What is Category M	306	8.5%
4	/page/52110/Current Job Posting	173	4.8%
5	/page/52080/Only group member	111	3.1%

## Exit Pages

Rank	Page Name	Page Views	%
1	/page/62774/What is Category	300	8.0%
2	/Membership	216	5.8%
3	/Home - Membership	167	4.5%
4	/page/52110/Current Job Posti	167	4.5%
5	/page/65974/Testing- Excel/Po	111	3.0%

## Most Requested Pages

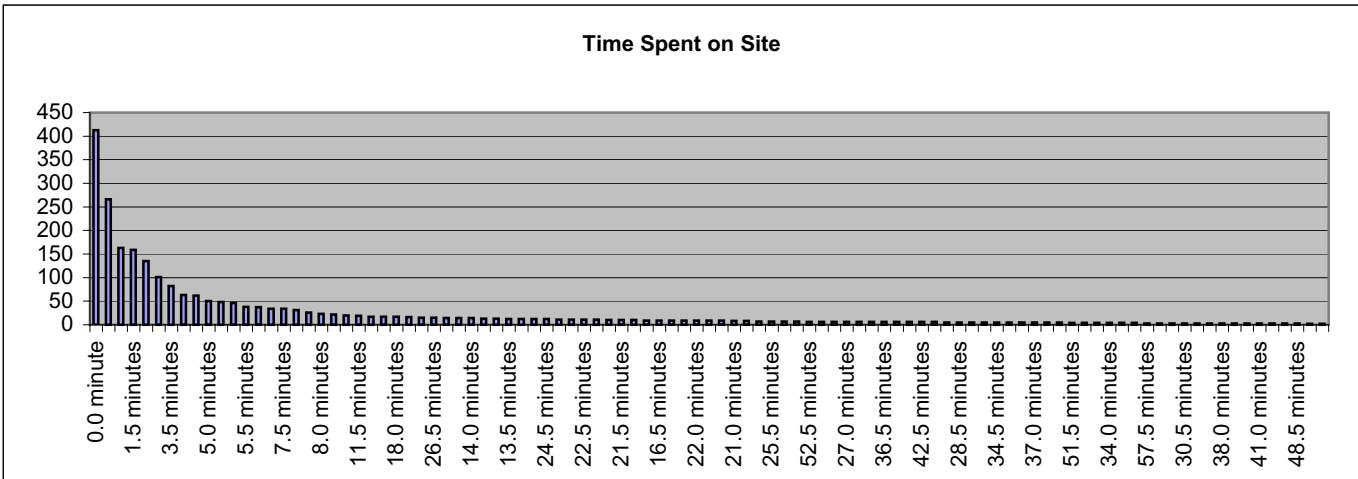
Rank	Name	Page Views	%
1	/Membership	706	3.5%
2	/page/134488/2009 Conference	664	3.3%
3	/Home - Membership	619	3.1%
4	/page/125927/Share Groups	574	2.9%
5	/View/Edit Site Map	528	2.7%

## Single Access Pages

Rank	Name	Page Views	%
1	/page/62774/What is Category	234	12.5%
2	/Membership	150	8.0%
3	/Home - Membership	109	5.8%
4	/page/52110/Current Job Posti	105	5.6%
5	/page/65974/Testing- Excel/Po	101	5.4%

# Traffic Audit Report

## Time Spent on Site



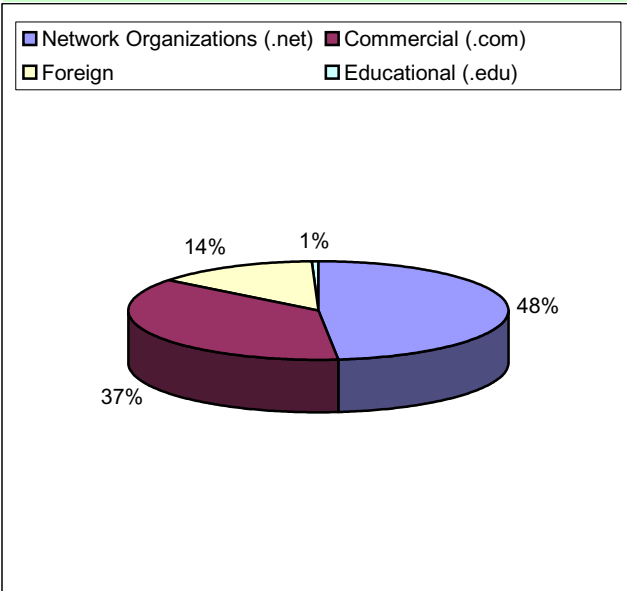
Average Time Spent: 0:00:10:00

## Top Visitor Domains

Rank	Domain	Visitors	%	Rank	Domain	Visitors	%
1	^Major ISPs	1068	48.9%	21	acosta.com	9	0.4%
2	nctv.com	32	1.5%	22	godiva.com	9	0.4%
3	infonet.com	31	1.4%	23	ask.com	8	0.4%
4	multimedios.net	19	0.9%	24	kcc.com	8	0.4%
5	122.airtelbroadband.in	18	0.8%	25	lightpath.net	8	0.4%
6	embarqhsd.net	16	0.7%	26	mtnbusiness.net	8	0.4%
7	prod-infinity.com.mx	15	0.7%	27	wawa.com	8	0.4%
8	bobbroadband.com	13	0.6%	28	windstream.net	8	0.4%
9	tds.net	12	0.5%	29	cgocable.net	7	0.3%
10	sky.com	11	0.5%	30	generalmills.com	7	0.3%
11	spscdns.net	11	0.5%	31	proxad.net	7	0.3%
12	sprintlink.net	11	0.5%	32	adstx.net	6	0.3%
13	cokecce.com	10	0.5%	33	amgreetings.com	6	0.3%
14	epbinternet.com	10	0.5%	34	cable.net.co	6	0.3%
15	jnj.com	10	0.5%	35	cbrands.com	6	0.3%
16	nile-online.net	10	0.5%	36	dse.co.in	6	0.3%
17	uninet-ide.com.mx	10	0.5%	37	empowerdata.com	6	0.3%
18	vsnl.net.in	10	0.5%	38	pg.com	6	0.3%
19	wideopenwest.com	10	0.5%	39	unilever.com	6	0.3%
20	217.65	9	0.4%	40	arcor-ip.net	5	0.2%
<b>Total</b>						<b>1476</b>	<b>67.3%</b>

# Traffic Audit Report

## Major Visitor Domains



## Browser Languages

Rank	Language	Visitors	%
1	English (United States)	2,115	82.9%
2	English (Great Britain)	76	3.0%
3	Spanish (Mexico)	56	2.2%
4	English (Australia)	41	1.6%
5	German (Standard)	28	1.1%
6	English (Canada)	21	0.8%
7	French (Standard)	21	0.8%
8	English (South Africa)	20	0.8%
9	English (New Zealand)	19	0.7%
10	English	18	0.7%
11	Spanish (Spain Modern)	13	0.5%
12	Dutch (Standard)	9	0.4%
13	Italian (Standard)	9	0.4%
14	Spanish (Argentina)	8	0.3%
15	Russian	7	0.3%
16	Chinese (PRC)	6	0.2%
17	Chinese (Taiwan)	6	0.2%
18	Polish	6	0.2%
19	German (Austria)	5	0.2%
20	Portuguese (Brazil)	5	0.2%
Total		2,489	97.4%

## Visitor Countries

Rank	Country	Visitors	%
1	United States	2,208	73.1%
2	Great Britain	97	3.2%
3	India	92	3.0%
4	Canada	85	2.8%
5	Mexico	68	2.3%
6	Australia	42	1.4%
7	Germany	32	1.1%
8	New Zealand	26	0.9%
9	South Africa	25	0.8%
10	Philippines	24	0.8%
11	Malaysia	22	0.7%
12	France	21	0.7%
13	Egypt	18	0.6%
14	United Arab Emirates	17	0.6%
15	Argentina	15	0.5%
16	Singapore	14	0.5%
17	Hong Kong	12	0.4%
18	Netherlands	11	0.4%
19	Saudi Arabia	11	0.4%
20	Pakistan	10	0.3%
Total		2,850	94.2%

## Depth of Visits

Rank	Pages Deep	Visits	%
1	1 page(s)	2,151	50.8%
2	3 page(s)	297	7.0%
3	2 page(s)	269	6.4%
4	4 page(s)	240	5.7%
5	6 page(s)	232	5.5%
6	5 page(s)	190	4.5%
7	7 page(s)	183	4.3%
8	8 page(s)	163	3.9%
9	9 page(s)	140	3.3%
10	10 page(s)	87	2.1%
11	12 page(s)	69	1.6%
12	11 page(s)	40	0.9%
13	13 page(s)	37	0.9%
14	15 page(s)	32	0.8%
15	17 page(s)	30	0.7%
16	16 page(s)	24	0.6%
17	14 page(s)	16	0.4%
18	25 page(s)	14	0.3%
19	18 page(s)	8	0.2%
20	19 page(s)	3	0.1%
Total		4,225	99.7%

# Traffic Audit Report

## Page Reports

Rank	Page Name	Page Views	Depth	%
1	/Membership	706	1 page(s)	3.54%
2	/page/134488/2009 Conference	664	3 page(s)	3.33%
3	/Home - Membership	619	1 page(s)	3.10%
4	/page/125927/Share Groups	574	3 page(s)	2.88%
5	/View/Edit Site Map	528	4 page(s)	2.65%
6	/page/94849/Webinars Calendar	494	3 page(s)	2.48%
7	/page/62774/What is Category Management?	479	2 page(s)	2.40%
8	/page/52080/Full Articles Display page	463	3 page(s)	2.32%
9	/page/52110/Current Job Postings	434	3 page(s)	2.17%
10	/page/52080/Only group members have permission to view this page	383	2 page(s)	1.92%
11	/page/52107/Career Services	355	3 page(s)	1.78%
12	/page/141449/Ken Dailey	354	2 page(s)	1.77%
13	/page/65975/CatMan Training	309	3 page(s)	1.55%
14	/page/125931/Space Management	248	3 page(s)	1.24%
15	/page/52167/ADMIN ONLY PAGE	236	3 page(s)	1.18%
16	/page/127548/Insights & Analytics	234	3 page(s)	1.17%
17	/page/135771/Registration	232	3 page(s)	1.16%
18	/page/102930/CatMan News	226	3 page(s)	1.13%
19	/page/135757/Agenda	210	3 page(s)	1.05%
20	/page/51913/Events Calendar	204	4 page(s)	1.02%
21	/page/51936/Resources Directories	198	4 page(s)	0.99%
22	/page/135530/2010 Latin America	191	2 page(s)	0.95%
23	/page/51847/Membership	189	3 page(s)	0.94%
24	/page/57430/Weekly Newsletter	186	2 page(s)	0.93%
25	/page/57913/Public Discussions	182	3 page(s)	0.91%
26	/page/51847/Home - Membership	179	3 page(s)	0.89%
27	/CPG CatNet Login	173	2 page(s)	0.86%
28	/page/58494/Individual Membership	169	4 page(s)	0.84%
29	/page/104852/MULTIPLE - Colgate-Palmolive	166	2 page(s)	0.83%
30	/page/52243/Membership Options	145	4 page(s)	0.72%
31	/page/107909/Certifications Initiative	139	4 page(s)	0.69%
32	/page/65974/Testing- Excel/PowerPoint/Access	139	4 page(s)	0.69%
33	/page/135756/Exhibitors	138	4 page(s)	0.69%
34	/page/114827/CatManU	133	4 page(s)	0.66%
35	/page/65390/About the Association	133	3 page(s)	0.66%
36	/page/125930/Shopper Marketing	126	5 page(s)	0.63%
37	/page/140009/NJ - Wrigley	121	1 page(s)	0.60%
38	/page/142598/Purchase Share Groups	114	3 page(s)	0.57%
39	/page/143353/IL - Wilton Brands, Inc.	110	3 page(s)	0.55%
40	/page/51986/Who are the Members?	106	4 page(s)	0.53%
41	/page/126070/CACM	101	4 page(s)	0.50%
42	/page/55293/Connie	99	4 page(s)	0.49%
43	/page/143728/Newsletter 06-17-2009	94	5 page(s)	0.47%
44	/page/143007/Attendees to Date	93	4 page(s)	0.46%
45	/page/112814/Newsletter Template Page	86	5 page(s)	0.43%
46	/page/125928/Corporate Trainers	84	3 page(s)	0.42%
47	/page/61607/Corporate Membership	82	4 page(s)	0.41%
48	/page/101494/Job Search Tools	80	4 page(s)	0.004
49	/page/51933/Search Site	80	5 page(s)	0.40%
50	/page/75931/Our Team	79	3 page(s)	0.0039
Total		11,867		59.34%

# Traffic Audit Report

## Entry Pages

Rank	Page Name	Page Views	%
1	/Membership	439	12.2%
2	/Home - Membership	367	10.2%
3	/page/62774/What is Category I	306	8.5%
4	/page/52110/Current Job Postin	173	4.8%
5	/page/52080/Only group membe	111	3.1%
6	/page/65974/Testing- Excel/Pov	111	3.1%
7	/page/134488/2009 Conference	107	3.0%
8	/page/140009/NJ - Wrigley	96	2.7%
9	/page/141449/Ken Dailey	94	2.6%
10	/page/125927/Share Groups	90	2.5%
11	/page/135771/Registration	87	2.4%
12	/page/104852/MULTIPLE - Colg	72	2.0%
13	/page/94849/Webinars Calenda	54	1.5%
14	/page/57430/Weekly Newsletter	49	1.4%
15	/page/143353/IL - Wilton Brand	46	1.3%
16	/page/77270/Anonymous Talent	46	1.3%
17	/page/94087/Global Meeting Tin	43	1.2%
18	/Home/Membership	31	0.9%
19	/page/135530/2010 Latin Ameri	29	0.8%
20	/page/114787/2009 Conference	28	0.8%
Total		2,379	66.01%

## Exit Pages

Rank	Page Name	Page Views	%
1	/page/62774/What is Category I	300	8.0%
2	/Membership	216	5.8%
3	/Home - Membership	167	4.5%
4	/page/52110/Current Job Postin	167	4.5%
5	/page/65974/Testing- Excel/Pov	111	3.0%
6	/page/141449/Ken Dailey	100	2.7%
7	/page/104852/MULTIPLE - Colç	99	2.6%
8	/page/140009/NJ - Wrigley	94	2.5%
9	/page/134488/2009 Conference	90	2.4%
10	/page/52080/Only group membe	85	2.3%
11	/page/135771/Registration	83	2.2%
12	/page/94849/Webinars Calenda	77	2.1%
13	/page/52080/Full Articles Displa	73	2.0%
14	/page/125927/Share Groups	61	1.6%
15	/page/57430/Weekly Newsletter	54	1.4%
16	/page/143353/IL - Wilton Brand	52	1.4%
17	/page/125931/Space Managem	48	1.3%
18	/Logout Confirmation	47	1.3%
19	/page/77270/Anonymous Talen	47	1.3%
20	/page/94087/Global Meeting Tir	43	1.1%
Total		2,014	53.7%

## Single Access Pages

Rank	Page Name	Page Views	%
1	/page/62774/What is Category I	234	12.5%
2	/Membership	150	8.0%
3	/Home - Membership	109	5.8%
4	/page/52110/Current Job Postin	105	5.6%
5	/page/65974/Testing- Excel/Pov	101	5.4%
6	/page/140009/NJ - Wrigley	88	4.7%
7	/page/104852/MULTIPLE - Colg	57	3.1%
8	/page/135771/Registration	46	2.5%
9	/page/77270/Anonymous Talent	46	2.5%
10	/page/141449/Ken Dailey	37	2.0%
11	/page/94087/Global Meeting Tin	34	1.8%
12	/page/143353/IL - Wilton Brand	30	1.6%
13	/page/125927/Share Groups	29	1.6%
14	/page/134488/2009 Conference	27	1.4%
15	/page/57430/Weekly Newsletter	24	1.3%
16	/page/52080/Only group membe	23	1.2%
17	/page/94849/Webinars Calenda	20	1.1%
18	/page/95580/ALDI USA, Inc.	19	1.0%
19	/page/127548/Insights & Analyti	18	1.0%
20	/page/51913/Events Calendar	17	0.9%
Total		1,214	64.9%

## Most Requested Content

Rank	Content	Page Views	%
1	/	2,519	15.8%
2	/page/52080	830	5.2%
3	/page/134488	650	4.1%
4	/page/125927	536	3.4%
5	/page/62774	441	2.8%
6	/page/94849	436	2.7%
7	/page/52110	431	2.7%
8	/page/51847	372	2.3%
9	/page/141449	348	2.2%
10	/page/52107	318	2.0%
11	/page/65975	294	1.8%
12	/page/125931	259	1.6%
13	/page/127548	245	1.5%
14	/page/135757	226	1.4%
15	/page/135771	211	1.3%
16	/page/135530	199	1.3%
17	/page/102930	198	1.2%
18	/page/52167	187	1.2%
19	/page/51936	173	1.1%
20	/page/57430	170	1.1%
Total		9,043	56.8%