

Time Frame:

From: 03/01/09

To: 03/31/09

## Site Statistics

Page Views: **19,592**  
 Visits: **3,843**

Prepared for: CPGCatnet - WR540330K3EM

Account Number: WR540330K3EM

## Visitors:

	Visitors	%
Calendar Daily Uniques:	<b>3,373</b>	100.0%
New Visitors:	<b>2,513</b>	74.5%
Lifetime Returning Visitors:	<b>345</b>	10.2%
Calendar Monthly Uniques:	<b>2,839</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	943	24.5%
2	/page/52110/Current Job Postings	232	6.0%
3	/page/62774/What is Category Ma	221	5.8%
4	/page/65974/Testing- Excel/Power	178	4.6%
5	/page/138869/MN - Wrigley	176	4.6%

## Exit Pages

Rank	Page Name	Page Views	%
1	/Membership	438	11.0%
2	/page/52110/Current Job Postin	253	6.3%
3	/page/62774/What is Category M	225	5.6%
4	/page/138869/MN - Wrigley	182	4.6%
5	/page/65974/Testing- Excel/Pow	180	4.5%

## Most Requested Pages

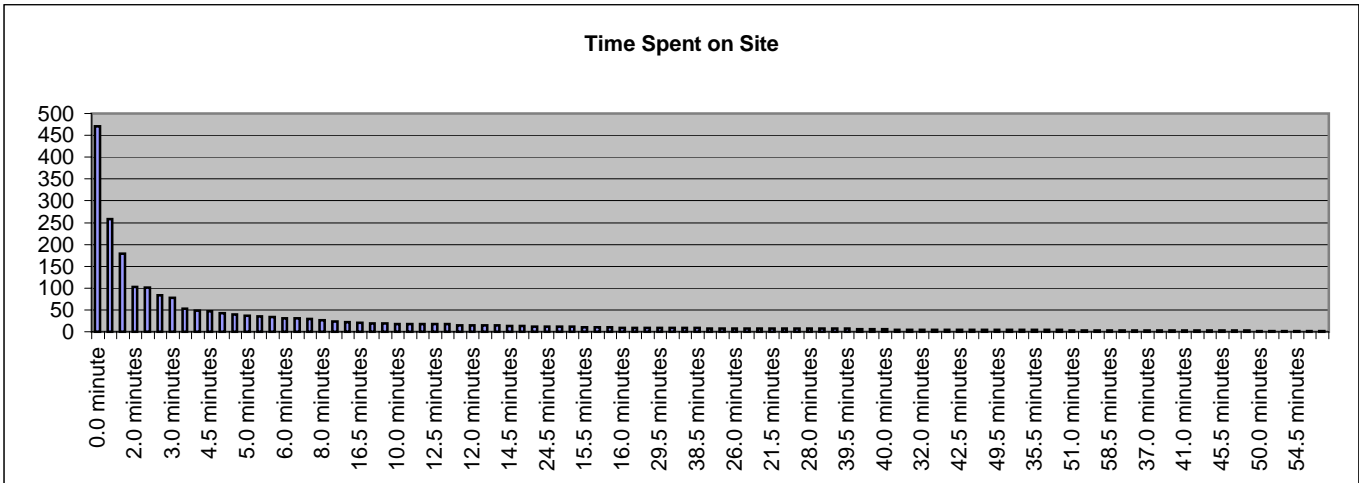
Rank	Name	Page Views	%
1	/Membership	1,711	8.7%
2	/page/134488/2009 Conference	802	4.1%
3	/page/51913/Events Calendar	673	3.4%
4	/page/52110/Current Job Postings	560	2.9%
5	/page/94849/Webinars Calendar	457	2.3%

## Single Access Pages

Rank	Name	Page Views	%
1	/Membership	272	12.8%
2	/page/62774/What is Category M	160	7.5%
3	/page/65974/Testing- Excel/Pow	160	7.5%
4	/page/52110/Current Job Postin	156	7.3%
5	/page/138869/MN - Wrigley	155	7.3%

# Traffic Audit Report

## Time Spent on Site



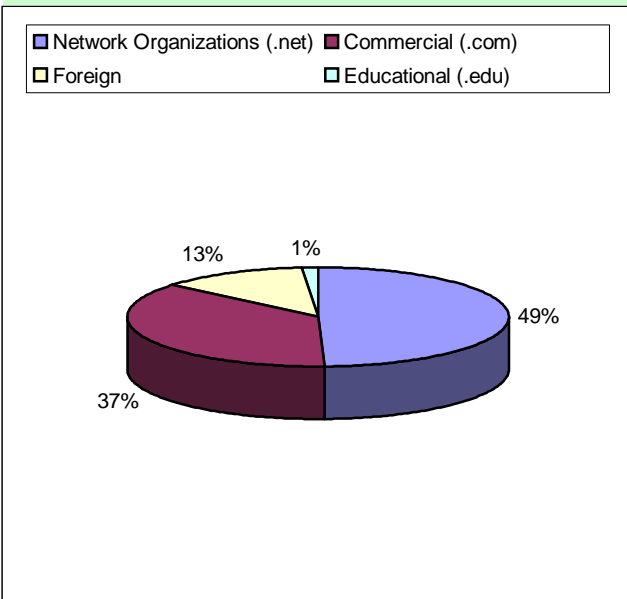
Average Time Spent: 0:00:09:26

## Top Visitor Domains

Rank	Domain	Visitors	%	Rank	Domain	Visitors	%
1	^Major ISPs	1227	51.6%	21	windstream.net	9	0.4%
2	infonet.com	51	2.1%	22	accesskenya.com	8	0.3%
3	nctv.com	41	1.7%	23	frontiernet.net	8	0.3%
4	dsl.bell.ca	24	1.0%	24	sky.com	8	0.3%
5	asmnet.com	23	1.0%	25	snet.net	8	0.3%
6	cbrands.com	19	0.8%	26	w4sp3n7wbla67jh3w.com	8	0.3%
7	sprintlink.net	15	0.6%	27	ask.com	7	0.3%
8	122.airtelbroadband.in	14	0.6%	28	godiva.com	7	0.3%
9	tds.net	14	0.6%	29	multimedios.net	7	0.3%
10	vsnl.net.in	14	0.6%	30	proxad.net	7	0.3%
11	mchsi.com	12	0.5%	31	zoominternet.net	7	0.3%
12	pitt.edu	12	0.5%	32	217.65	6	0.3%
13	vzavenue.net	11	0.5%	33	acosta.com	6	0.3%
14	kcc.com	10	0.4%	34	cokecce.com	6	0.3%
15	pldt.net	10	0.4%	35	ctinets.com	6	0.3%
16	algx.net	9	0.4%	36	embarqhsd.net	6	0.3%
17	comcastbusiness.net	9	0.4%	37	epbinternet.com	6	0.3%
18	fuse.net	9	0.4%	38	insearchworldwide.com	6	0.3%
19	lightpath.net	9	0.4%	39	prod-infinity.com.mx	6	0.3%
20	spcsdns.net	9	0.4%	40	rcn.com	6	0.3%
<b>Total</b>						<b>1680</b>	<b>70.4%</b>

# Traffic Audit Report

## Major Visitor Domains



## Browser Languages

Rank	Language	Visitors	%
1	English (United States)	2,295	83.7%
2	English (Great Britain)	79	2.9%
3	English (Canada)	59	2.2%
4	English (Australia)	39	1.4%
5	Spanish (Mexico)	33	1.2%
6	English (South Africa)	18	0.7%
7	German (Standard)	18	0.7%
8	French (Standard)	16	0.6%
9	Spanish (Spain Modern)	14	0.5%
10	Chinese (PRC)	11	0.4%
11	Italian (Standard)	11	0.4%
12	Chinese (Hong Kong, S.A.R. Chin)	10	0.4%
13	Dutch (Standard)	9	0.3%
14	English	8	0.3%
15	Korean (Johab)	8	0.3%
16	Chinese (Taiwan)	7	0.3%
17	Greek	7	0.3%
18	English (Ireland)	6	0.2%
19	Japanese	6	0.2%
20	Portuguese (Brazil)	6	0.2%
Total		2,660	96.9%

## Visitor Countries

Rank	Country	Visitors	%
1	United States	2,466	73.2%
2	Canada	185	5.5%
3	Great Britain	86	2.6%
4	India	86	2.6%
5	Australia	41	1.2%
6	Mexico	36	1.1%
7	Germany	28	0.8%
8	South Africa	28	0.8%
9	Philippines	27	0.8%
10	Singapore	25	0.7%
11	France	22	0.7%
12	Hong Kong	22	0.7%
13	Sweden	16	0.5%
14	Malaysia	15	0.4%
15	Kenya	14	0.4%
16	Ireland	13	0.4%
17	Netherlands	13	0.4%
18	Japan	11	0.3%
19	Greece	10	0.3%
20	Italy	10	0.3%
Total		3,154	93.6%

## Depth of Visits

Rank	Pages Deep	Visits	%
1	1 page(s)	2,385	54.4%
2	2 page(s)	284	6.5%
3	4 page(s)	276	6.3%
4	5 page(s)	264	6.0%
5	3 page(s)	230	5.2%
6	7 page(s)	190	4.3%
7	6 page(s)	162	3.7%
8	8 page(s)	162	3.7%
9	10 page(s)	85	1.9%
10	9 page(s)	84	1.9%
11	11 page(s)	63	1.4%
12	14 page(s)	44	1.0%
13	12 page(s)	37	0.8%
14	19 page(s)	28	0.6%
15	21 page(s)	24	0.5%
16	13 page(s)	16	0.4%
17	25 page(s)	11	0.3%
18	17 page(s)	9	0.2%
19	16 page(s)	8	0.2%
20	15 page(s)	7	0.2%
Total		4,369	99.5%

# Traffic Audit Report

## Page Reports

Rank	Page Name	Page Views	Depth	%
1	/Membership	1,711	1 page(s)	8.73%
2	/page/134488/2009 Conference	802	2 page(s)	4.09%
3	/page/51913/Events Calendar	673	3 page(s)	3.43%
4	/page/52110/Current Job Postings	560	3 page(s)	2.85%
5	/page/94849/Webinars Calendar	457	3 page(s)	2.33%
6	/page/52080/Full Articles Display page	406	4 page(s)	2.07%
7	/page/62774/What is Category Management?	404	2 page(s)	2.06%
8	/page/102930/CatMan News	383	3 page(s)	1.95%
9	/page/52080/Only group members have permission to view this page	313	3 page(s)	1.59%
10	/page/135757/Agenda	310	3 page(s)	1.58%
11	/page/65975/CatMan Training	310	3 page(s)	1.58%
12	/page/52107/Career Services	307	3 page(s)	1.56%
13	/page/51847/Membership	300	4 page(s)	1.53%
14	/page/125927/Share Groups	294	3 page(s)	1.50%
15	/page/51936/Resources Directories	289	3 page(s)	1.47%
16	/page/138869/MN - Wrigley	269	3 page(s)	1.37%
17	/View/Edit Site Map	240	4 page(s)	1.22%
18	/page/65974/Testing- Excel/PowerPoint/Access	223	2 page(s)	1.13%
19	/page/125931/Space Management	220	3 page(s)	1.12%
20	/CPG CatNet Login	207	2 page(s)	1.05%
21	/page/57430/Weekly Newsletter	190	3 page(s)	0.96%
22	/page/135754/Roundtables	176	3 page(s)	0.89%
23	/page/104852/MULTIPLE - Colgate-Palmolive	173	3 page(s)	0.88%
24	/page/52167/ADMIN ONLY PAGE	173	3 page(s)	0.88%
25	/page/139127/Agenda with Workshops	145	4 page(s)	0.74%
26	/page/114827/CatManU	143	3 page(s)	0.72%
27	/page/135771/Registration	142	2 page(s)	0.72%
28	/page/137811/Collaboration Tables	136	5 page(s)	0.69%
29	/page/55030/Donna	134	3 page(s)	0.68%
30	/page/107909/Certifications Initiative	127	4 page(s)	0.64%
31	/page/51986/Who are the Members?	127	3 page(s)	0.64%
32	/page/139230/IL - Constellation Wines US	123	4 page(s)	0.62%
33	/page/123384/2008 Conference	115	4 page(s)	0.58%
34	/page/135530/2010 Latin America	113	3 page(s)	0.57%
35	/page/52243/Membership Options	111	4 page(s)	0.56%
36	/unknown page(s)	110	2 page(s)	0.56%
37	/page/58494/Individual Membership	108	4 page(s)	0.55%
38	/page/135756/Exhibitors	105	4 page(s)	0.53%
39	/Forgot Your Password?	100	3 page(s)	0.51%
40	/page/58497/Create Your Account - 2	99	2 page(s)	0.50%
41	/page/101494/Job Search Tools	98	4 page(s)	0.50%
42	/page/135016/Conferences	97	4 page(s)	0.49%
43	/page/137748/CA - Constellation Wines US	96	4 page(s)	0.48%
44	/page/58497/Edit User Information	95	5 page(s)	0.48%
45	/page/61607/Corporate Membership	95	4 page(s)	0.48%
46	/page/94087/Global Meeting Time Calculator	93	6 page(s)	0.47%
47	/page/136887/Sponsor Rates	92	4 page(s)	0.46%
48	/page/65390/About CPG CatNet	91	3 page(s)	0.0046
49	/page/57913/Public Discussions	89	3 page(s)	0.45%
50	/page/114787/2009 Conference	88	1 page(s)	0.0044

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Total

12,262

62.34%

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# Traffic Audit Report

## Entry Pages

Rank	Page Name	Page Views	%
1	/Membership	943	24.5%
2	/page/52110/Current Job Posting	232	6.0%
3	/page/62774/What is Category M	221	5.8%
4	/page/65974/Testing- Excel/Powe	178	4.6%
5	/page/138869/MN - Wrigley	176	4.6%
6	/page/134488/2009 Conference	100	2.6%
7	/page/52080/Only group members	99	2.6%
8	/page/104852/MULTIPLE - Colga	82	2.1%
9	/page/94087/Global Meeting Time	71	1.8%
10	/page/114787/2009 Conference	56	1.5%
11	/unknown page(s)	56	1.5%
12	/page/139230/IL - Constellation W	46	1.2%
13	/page/57430/Weekly Newsletter	46	1.2%
14	/page/94849/Webinars Calendar	44	1.1%
15	/page/125931/Space Managemen	41	1.1%
16	/page/51913/Events Calendar	40	1.0%
17	/page/139231/AR - Constellation	37	1.0%
18	/page/137748/CA - Constellation	36	0.9%
19	/page/77270/Anonymous Talent P	34	0.9%
20	/page/114827/CatManU	30	0.8%
Total		2,568	66.72%

## Exit Pages

Rank	Page Name	Page Views	%
1	/Membership	438	11.0%
2	/page/52110/Current Job Posting	253	6.3%
3	/page/62774/What is Category M	225	5.6%
4	/page/138869/MN - Wrigley	182	4.6%
5	/page/65974/Testing- Excel/Powe	180	4.5%
6	/page/104852/MULTIPLE - Colga	111	2.8%
7	/page/134488/2009 Conference	100	2.5%
8	/page/52080/Full Articles Display	77	1.9%
9	/page/52080/Only group member	72	1.8%
10	/page/94087/Global Meeting Time	71	1.8%
11	/page/94849/Webinars Calendar	66	1.7%
12	/unknown page(s)	62	1.6%
13	/page/51913/Events Calendar	60	1.5%
14	/page/57430/Weekly Newsletter	57	1.4%
15	/page/139230/IL - Constellation W	54	1.4%
16	/Logout Confirmation	46	1.2%
17	/page/137748/CA - Constellation	42	1.1%
18	/page/77270/Anonymous Talent P	39	1.0%
19	/page/101494/Job Search Tools	37	0.9%
20	/page/125931/Space Managemen	35	0.9%
Total		2,207	55.2%

## Single Access Pages

Rank	Page Name	Page Views	%
1	/Membership	272	12.8%
2	/page/62774/What is Category M	160	7.5%
3	/page/65974/Testing- Excel/Powe	160	7.5%
4	/page/52110/Current Job Posting	156	7.3%
5	/page/138869/MN - Wrigley	155	7.3%
6	/page/104852/MULTIPLE - Colga	63	3.0%
7	/page/94087/Global Meeting Time	60	2.8%
8	/unknown page(s)	41	1.9%
9	/page/139230/IL - Constellation W	34	1.6%
10	/page/77270/Anonymous Talent P	33	1.6%
11	/page/137748/CA - Constellation	31	1.5%
12	/page/57430/Weekly Newsletter	29	1.4%
13	/page/94849/Webinars Calendar	29	1.4%
14	/page/51913/Events Calendar	28	1.3%
15	/page/139231/AR - Constellation	24	1.1%
16	/page/52080/Only group members	24	1.1%
17	/page/134488/2009 Conference	20	0.9%
18	/page/57135/DIY Channel	20	0.9%
19	/page/95580/ALDI USA, Inc.	20	0.9%
20	/page/77030/Thesis	19	0.9%
Total		1,378	64.6%

## Most Requested Content

Rank	Content	Page Views	%
1	/	2,582	16.7%
2	/page/134488	812	5.3%
3	/page/52080	706	4.6%
4	/page/52110	511	3.3%
5	/page/51913	493	3.2%
6	/page/135757	365	2.4%
7	/page/62774	352	2.3%
8	/page/102930	341	2.2%
9	/page/94849	313	2.0%
10	/page/125927	279	1.8%
11	/page/65975	279	1.8%
12	/page/51847	262	1.7%
13	/page/138869	257	1.7%
14	/page/52107	248	1.6%
15	/page/135754	243	1.6%
16	/page/51936	229	1.5%
17	/page/135771	197	1.3%
18	/page/65974	193	1.2%
19	/page/139127	189	1.2%
20	/page/57430	180	1.2%
Total		9,031	58.4%

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