

Time Frame:

From: 08/01/09

To: 08/31/09

Site Statistics	
Page Views:	17,382
Visits:	3,902

Prepared for: CPGCatnet - WR540330K3EM
Account Number: WR540330K3EM

Visitors:		
	Visitors	%
Calendar Daily Uniques:	3,320	100.0%
New Visitors:	2,337	70.4%
Lifetime Returning Visitors:	356	10.7%
Calendar Monthly Uniques:	2,715	

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	846	21.7%
2	/page/62774/What is Category M	421	10.8%
3	/page/134488/2009 Conference	230	5.9%
4	/page/143007/Attendees to Date	134	3.4%
5	/page/52080/Only group member	115	2.9%

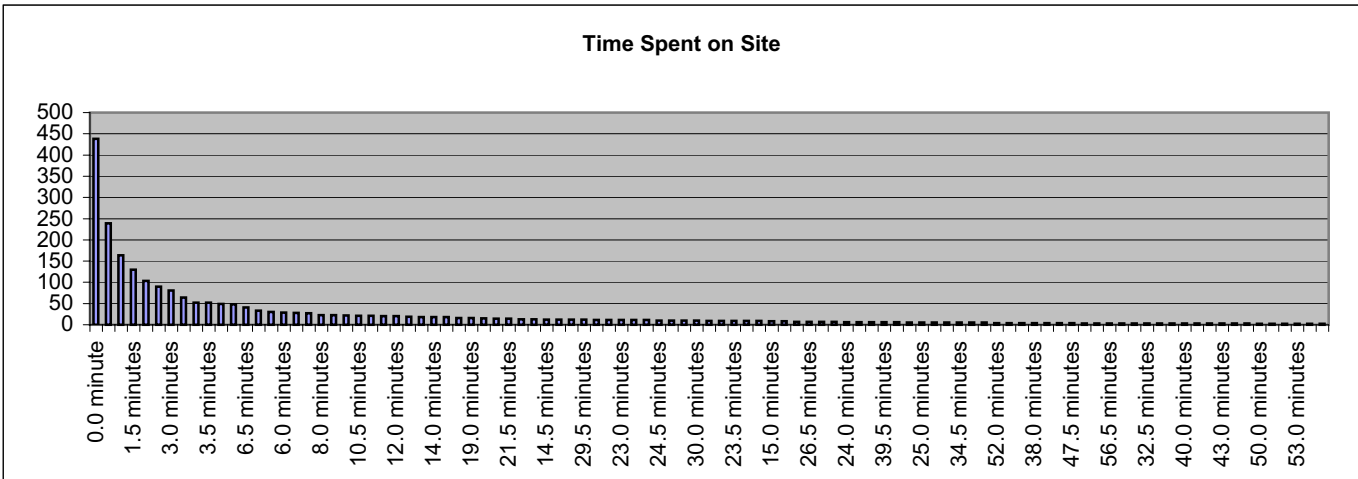
Exit Pages			
Rank	Page Name	Page Views	%
1	/page/62774/What is Category	421	10.5%
2	/Home - Membership	389	9.7%
3	/page/134488/2009 Conference	172	4.3%
4	/page/135771/Registration	119	3.0%
5	/page/143007/Attendees to Da	110	2.7%

Most Requested Pages			
Rank	Name	Page Views	%
1	/Home - Membership	1,333	7.7%
2	/page/134488/2009 Conference	972	5.6%
3	/page/62774/What is Category M	633	3.6%
4	/page/135757/Agenda	573	3.3%
5	/page/125927/Share Groups	395	2.3%

Single Access Pages			
Rank	Name	Page Views	%
1	/page/62774/What is Category	329	15.6%
2	/Home - Membership	270	12.8%
3	/page/65974/Testing- Excel/Po	96	4.5%
4	/page/134488/2009 Conference	76	3.6%
5	/page/143007/Attendees to Da	70	3.3%

Traffic Audit Report

Time Spent on Site



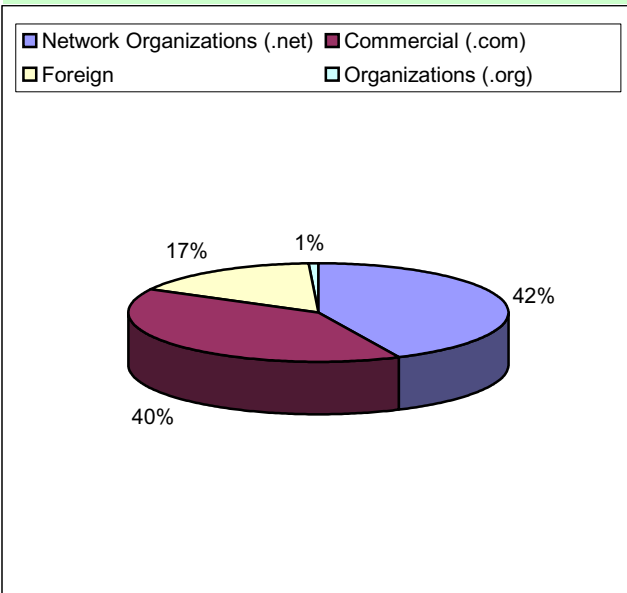
Average Time Spent: 0:00:09:44

Top Visitor Domains

Rank	Domain	Visitors	%	Rank	Domain	Visitors	%
1	^Major ISPs	1064	44.9%	21	dsl.bell.ca	11	0.5%
2	infonet.com	30	1.3%	22	unilever.com	11	0.5%
3	nctv.com	29	1.2%	23	wideopenwest.com	11	0.5%
4	122.airtelbroadband.in	22	0.9%	24	windstream.net	11	0.5%
5	prod-infinity.com.mx	21	0.9%	25	ask.com	10	0.4%
6	multimedios.net	18	0.8%	26	bigpond.net.au	10	0.4%
7	cokecce.com	17	0.7%	27	flocorp.com	10	0.4%
8	comcastbusiness.net	17	0.7%	28	marsh.net	10	0.4%
9	spscdns.net	17	0.7%	29	acosta.com	9	0.4%
10	tds.net	15	0.6%	30	bcop.com	9	0.4%
11	link.net.pk	14	0.6%	31	ejgallo.com	9	0.4%
12	embarqhsd.net	13	0.5%	32	sky.com	9	0.4%
13	jnj.com	13	0.5%	33	algx.net	8	0.3%
14	kcc.com	13	0.5%	34	mtnbusiness.net	8	0.3%
15	epbinternet.com	12	0.5%	35	pactiv.com	8	0.3%
16	godiva.com	12	0.5%	36	telecom.net.ar	8	0.3%
17	vsnl.net.in	12	0.5%	37	telkom-ipnet.co.za	8	0.3%
18	amgreetings.com	11	0.5%	38	w4sp3n7wbla67jh3w.com	8	0.3%
19	choa.org	11	0.5%	39	asmnet.com	7	0.3%
20	cosmic-solutions.co.uk	11	0.5%	40	bms.com	7	0.3%
Total						1554	65.4%

Traffic Audit Report

Major Visitor Domains



Browser Languages

Rank	Language	Visitors	%
1	English (United States)	2,196	80.7%
2	English (Great Britain)	101	3.7%
3	Spanish (Mexico)	53	1.9%
4	English (Australia)	42	1.5%
5	English (South Africa)	37	1.4%
6	French (Standard)	27	1.0%
7	English (Canada)	24	0.9%
8	German (Standard)	20	0.7%
9	Russian	20	0.7%
10	English	18	0.7%
11	Spanish (Spain Modern)	17	0.6%
12	Dutch (Standard)	15	0.6%
13	Spanish (Argentina)	14	0.5%
14	English (New Zealand)	11	0.4%
15	Hungarian	9	0.3%
16	Chinese (PRC)	8	0.3%
17	Turkish	8	0.3%
18	Portuguese (Brazil)	7	0.3%
19	French (Canada)	6	0.2%
20	Polish	6	0.2%
Total		2,639	96.9%

Visitor Countries

Rank	Country	Visitors	%
1	United States	2,324	70.4%
2	Great Britain	117	3.5%
3	India	109	3.3%
4	Canada	107	3.2%
5	Mexico	70	2.1%
6	Australia	64	1.9%
7	South Africa	44	1.3%
8	Germany	27	0.8%
9	Pakistan	26	0.8%
10	Malaysia	25	0.8%
11	Philippines	24	0.7%
12	France	20	0.6%
13	Puerto Rico	17	0.5%
14	Argentina	16	0.5%
15	Netherlands	16	0.5%
16	Singapore	16	0.5%
17	New Zealand	14	0.4%
18	China	13	0.4%
19	United Arab Emirates	13	0.4%
20	Hong Kong	11	0.3%
Total		3,073	93.0%

Depth of Visits

Rank	Pages Deep	Visits	%
1	1 page(s)	2,396	55.3%
2	3 page(s)	316	7.3%
3	2 page(s)	306	7.1%
4	4 page(s)	250	5.8%
5	6 page(s)	224	5.2%
6	5 page(s)	174	4.0%
7	7 page(s)	160	3.7%
8	8 page(s)	131	3.0%
9	9 page(s)	89	2.1%
10	10 page(s)	86	2.0%
11	11 page(s)	82	1.9%
12	13 page(s)	22	0.5%
13	12 page(s)	19	0.4%
14	16 page(s)	12	0.3%
15	22 page(s)	9	0.2%
16	14 page(s)	8	0.2%
17	18 page(s)	8	0.2%
18	23 page(s)	8	0.2%
19	26 page(s)	7	0.2%
20	19 page(s)	5	0.1%
Total		4,312	99.4%

Traffic Audit Report

Page Reports

Rank	Page Name	Page Views	Depth	%
1	/Home - Membership	1,333	1 page(s)	7.66%
2	/page/134488/2009 Conference	972	2 page(s)	5.59%
3	/page/62774/What is Category Management?	633	2 page(s)	3.64%
4	/page/135757/Agenda	573	3 page(s)	3.29%
5	/page/125927/Share Groups	395	3 page(s)	2.27%
6	/page/143007/Attendees to Date	388	3 page(s)	2.23%
7	/page/52080/Only group members have permission to view this page	345	2 page(s)	1.98%
8	/page/51847/Home - Membership	335	4 page(s)	1.92%
9	/page/52080/Full Articles Display page	326	3 page(s)	1.87%
10	/page/51913/Events & WebMeetings	303	3 page(s)	1.74%
11	/page/65975/CatMan Training	284	3 page(s)	1.63%
12	/page/135771/Registration	279	3 page(s)	1.60%
13	/View/Edit Site Map	273	4 page(s)	1.57%
14	/page/57913/Public Discussions	237	3 page(s)	1.36%
15	/page/52110/Current Job Postings	225	3 page(s)	1.29%
16	/page/52107/Career Services	214	3 page(s)	1.23%
17	/page/135756/Exhibitors	210	4 page(s)	1.20%
18	/page/51936/Resources Directories	188	3 page(s)	1.08%
19	/page/141449/Ken Dailey	170	3 page(s)	0.97%
20	/page/102930/CatMan News	157	3 page(s)	0.90%
21	/page/57430/This Week	148	3 page(s)	0.85%
22	/page/107909/Certifications Initiative	145	3 page(s)	0.83%
23	/page/94849/Webinars Calendar	143	4 page(s)	0.82%
24	/page/125930/Shopper Marketing	140	3 page(s)	0.80%
25	/CPG CatNet Login	138	2 page(s)	0.79%
26	/page/52167/ADMIN ONLY PAGE	138	3 page(s)	0.79%
27	/page/125931/Space Management	134	3 page(s)	0.77%
28	/page/127548/Insights & Analytics	128	3 page(s)	0.73%
29	/page/65974/Testing- Excel/PowerPoint/Access	127	3 page(s)	0.73%
30	/page/104852/MULTIPLE - Colgate-Palmolive	123	4 page(s)	0.70%
31	/page/135530/2010 Latin America	115	2 page(s)	0.66%
32	/page/114827/CatManU	110	4 page(s)	0.63%
33	/page/141795/Booth Layout	103	3 page(s)	0.59%
34	/page/51933/Search Site	102	3 page(s)	0.58%
35	/page/58494/Individual Membership	101	4 page(s)	0.58%
36	/unknown page(s)	101	2 page(s)	0.58%
37	/page/52243/Membership Options	100	4 page(s)	0.57%
38	/page/135754/Retailer Roundtables	95	4 page(s)	0.54%
39	/page/51986/Who are the Members?	93	3 page(s)	0.53%
40	/page/135754/Roundtables	92	3 page(s)	0.52%
41	/page/125928/Corporate Trainers	87	5 page(s)	0.50%
42	/page/135757/Edit Content Module	87	4 page(s)	0.50%
43	/page/77270/Anonymous Talent Profile	76	6 page(s)	0.43%
44	/page/135758/Hotel & Venue	73	3 page(s)	0.41%
45	/page/57914/Books- Category Management	73	4 page(s)	0.41%
46	/page/65390/About the Association	72	3 page(s)	0.41%
47	/page/135755/Planned Seating	71	3 page(s)	0.40%
48	/Forgot Your Password?	69	4 page(s)	0.0039
49	/page/140155/7 Habits	67	4 page(s)	0.38%
50	/page/139250/Awards Dinner	66	3 page(s)	0.0037
Total		10,957		62.81%

Traffic Audit Report

Entry Pages

Rank	Page Name	Page Views	%
1	/Home - Membership	846	21.7%
2	/page/62774/What is Category I	421	10.8%
3	/page/134488/2009 Conference	230	5.9%
4	/page/143007/Attendees to Dat	134	3.4%
5	/page/52080/Only group membe	115	2.9%
6	/page/65974/Testing- Excel/Pov	104	2.7%
7	/page/135771/Registration	75	1.9%
8	/page/125927/Share Groups	66	1.7%
9	/page/135757/Agenda	55	1.4%
10	/page/141449/Ken Dailey	53	1.4%
11	/page/77270/Anonymous Talent	51	1.3%
12	/page/104852/MULTIPLE - Colg	47	1.2%
13	/page/57430/This Week	44	1.1%
14	/page/125930/Shopper Marketin	40	1.0%
15	/page/145027/Puerto Rico - Joh	40	1.0%
16	/page/51847/Home - Membersh	38	1.0%
17	/page/57135/DIY Channel	37	0.9%
18	/page/94087/Global Meeting Tin	37	0.9%
19	/unknown page(s)	35	0.9%
20	/page/125931/Space Managem	33	0.8%
Total		2,501	63.98%

Exit Pages

Rank	Page Name	Page Views	%
1	/page/62774/What is Category I	421	10.5%
2	/Home - Membership	389	9.7%
3	/page/134488/2009 Conference	172	4.3%
4	/page/135771/Registration	119	3.0%
5	/page/143007/Attendees to Dat	110	2.7%
6	/page/65974/Testing- Excel/Pov	104	2.6%
7	/page/52080/Only group membe	102	2.5%
8	/page/135757/Agenda	84	2.1%
9	/page/104852/MULTIPLE - Colç	71	1.8%
10	/page/52110/Current Job Postin	65	1.6%
11	/page/141449/Ken Dailey	63	1.6%
12	/page/77270/Anonymous Talent	53	1.3%
13	/page/52080/Full Articles Displa	52	1.3%
14	/page/57430/This Week	50	1.2%
15	/page/125930/Shopper Marketin	45	1.1%
16	/page/125931/Space Managem	43	1.1%
17	/page/127548/Insights & Analyti	43	1.1%
18	/page/145027/Puerto Rico - Joh	41	1.0%
19	/page/125927/Share Groups	40	1.0%
20	/page/51847/Home - Membersh	40	1.0%
Total		2,107	52.5%

Single Access Pages

Rank	Page Name	Page Views	%
1	/page/62774/What is Category I	329	15.6%
2	/Home - Membership	270	12.8%
3	/page/65974/Testing- Excel/Pov	96	4.5%
4	/page/134488/2009 Conference	76	3.6%
5	/page/143007/Attendees to Dat	70	3.3%
6	/page/77270/Anonymous Talent	45	2.1%
7	/page/135771/Registration	40	1.9%
8	/page/52080/Only group membe	40	1.9%
9	/page/104852/MULTIPLE - Colg	35	1.7%
10	/page/145027/Puerto Rico - Joh	35	1.7%
11	/page/141449/Ken Dailey	34	1.6%
12	/page/57135/DIY Channel	31	1.5%
13	/page/94087/Global Meeting Tin	30	1.4%
14	/page/57430/This Week	25	1.2%
15	/page/125927/Share Groups	24	1.1%
16	/page/52322/Space Managemen	24	1.1%
17	/page/125931/Space Managem	22	1.0%
18	/page/135757/Agenda	22	1.0%
19	/page/125930/Shopper Marketin	21	1.0%
20	/page/72572/CPG CatNet in the	21	1.0%
Total		1,290	61.0%

Most Requested Content

Rank	Content	Page Views	%
1	/	2,132	14.9%
2	/page/134488	986	6.9%
3	/page/135757	649	4.5%
4	/page/52080	623	4.4%
5	/page/62774	595	4.2%
6	/page/143007	420	2.9%
7	/page/125927	390	2.7%
8	/page/51847	317	2.2%
9	/page/51913	290	2.0%
10	/page/65975	280	2.0%
11	/page/135771	273	1.9%
12	/page/52110	207	1.4%
13	/page/52107	202	1.4%
14	/page/admin	193	1.4%
15	/page/135756	192	1.3%
16	/page/135754	191	1.3%
17	/page/57913	175	1.2%
18	/page/51936	170	1.2%
19	/page/125930	139	1.0%
20	/page/102930	138	1.0%
Total		8,562	59.9%