

## TEN MAJOR DIFFERENCES BETWEEN VISISTAT AND GOOGLE ANALYTICS



### Real-Time Information Platform

VisiStat, the first to offer real-time next-generation analytics reports, enables users to see how many people are on their Website "right now." There is less than a tenth of a second delay between someone clicking on a page and that data being viewable in a VisiStat reporting area.

### Centralized Advertising Campaign Reporting

The ability to track all ad, banner, sales and marketing campaigns through one central reporting area is one of VisiStat's strongest and most valued features. The AdCaM® report module makes it simple to track all online marketing campaigns under one umbrella, from PPC to press releases. Bounce rates, conversions, even fraud alerts are incorporated into the detailed click path reports. ROI tracking, comparisons and detailed analysis are all inclusive. No other program offers what VisiStat does for online ad and marketing management.

### Impartial, Broad-spectrum Keyword Reports

Comprehensive keyword, terms and phrases, trending, custom reporting filters, search engine rank and SEO analysis tools report on all searches, and are not capped or limited by a conflict of interest due to promoting internal search and PPC programs.

### Click Path Reporting

Ability for users to easily understand every Website visitor's complete click path. VisiStat always tracks all visitors back to their point of origination--keywords, referral links, country and cities of origin--along every moment they are on the Website, through to their exit. Since VisiStat only records human traffic (no bots or crawlers), the numbers are not skewed, and are hyper-relevant.



How Important is Web Tracking?

You Can't Manage What You Don't Measure

## **Presentation-Ready Reports**

VisiStat reports and data layouts are so sexy that they are ready to print on demand for stellar presentations, engaging white papers, informational profiles or corporate reports.

## **IP Address & ISP Reporting**

All unique visitors are identified by their IP addresses, and all IP addresses are mapped back to their Internet service provider (ISP), showing a company name whenever available.

## **Complete World Mapping**

Unique to VisiStat, we offer complete world mapping of all continents. Within each continent, there are state level details. Within each State, there are city level details. Within each city, you have individual click path reporting of all Website visitors in that city.

## **Touch Mapping®**

Using a "heat sensing" overlay, VisiStat graphically maps each click a Website visitor makes on the user's pages. The data is graphically displayed by overlaying the actual page for instant identification of links, images and elements clicked upon. This great-looking report includes a variety of management tools for custom reports. Its simplicity is a VisiStat trademark.

## **Identities®**

Identities allows user name or any database data to be passed through to reports. Identities offers a much greater level of granularity than identifying visitors by IP address. Highly customizable.

## **Activity Alerts®**

Customizable e-mail and/or SMS text notifications are sent whenever a predefined action has occurred on a user's Website. A variety of tracking parameters can be selected for very specific alerts.



**Proactive vs. Reactive**

**Make decisions, make things happen**