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Trackvia Case Study

Find out if your Website is earning it's keep.

> *"We eliminated 50 percent of our AdWords spending while maintaining or even increasing the number of paying customers."*

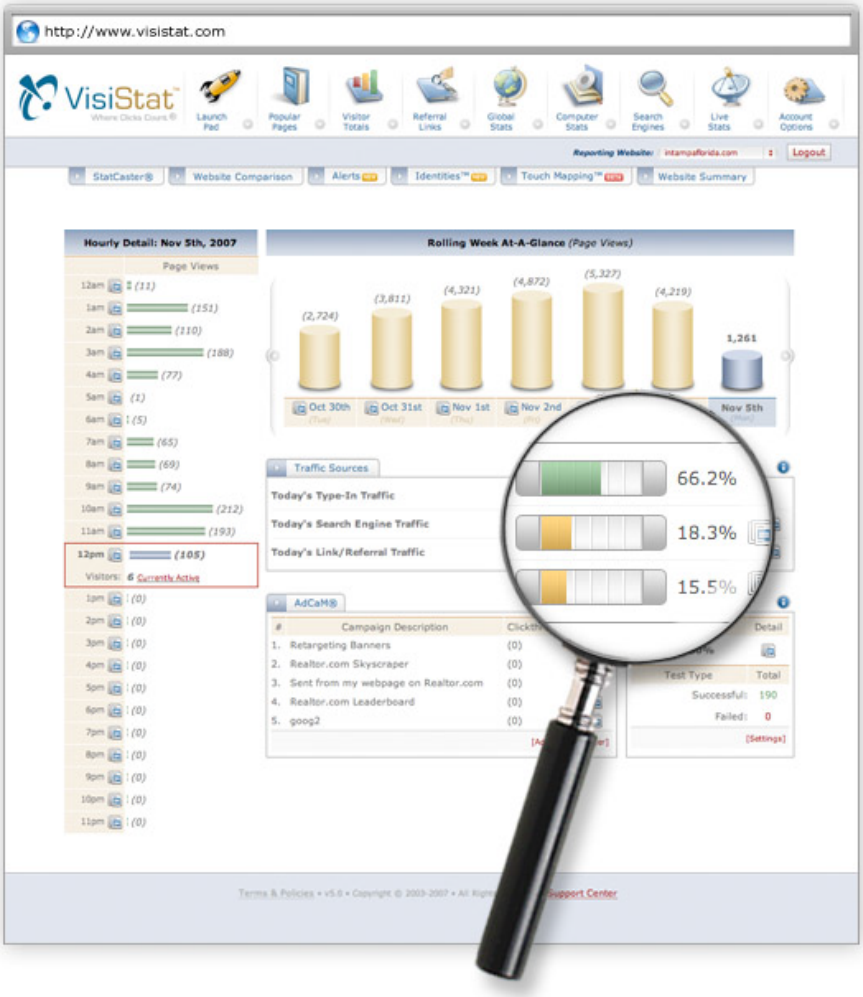
BY MATTHEW D. SARREL

Size: Five full-time employees

Challenges: Reduce the time and effort spent analyzing site traffic; gauge efficacy of AdWords spending.

Solution: VisiStat 5.0

Results: Decreased AdWords spending by approximately 50 percent while increasing new customers.



Trackvia, a database software-as-a-service company, provides a customizable Internet database for small businesses looking to step up from using spreadsheets to manage information. A typical customer will find the company through a search engine or Google AdWords, go to trackvia.com, and ultimately sign up for a trial subscription. According to president Chris Basham, "*We're doing a lot of online advertising and sort of living and dying by our daily traffic.*"

Trackvia used Google Analytics and the AdWords interface for its first year, but Basham began to feel that *"there was a big gap between our AdWords spending and results,"* so he started shopping for a Web-analytics solution that would provide real-time traffic analysis in either individual or aggregate form.

Basham now uses VisiStat 5.0 to analyze to what extent money spent on AdWords results in customers who sign up for a trial and eventually convert to a sale. He uses click-path analysis to see where visitors enter the site and when they decide to sign up—or, though he doesn't mention it, when they leave. He's also able to see how customers use Trackvia's service. This insight has brought real returns, says Basham. "*We eliminated 50 percent of our AdWords spending while maintaining or even increasing the number of paying customers.*" □