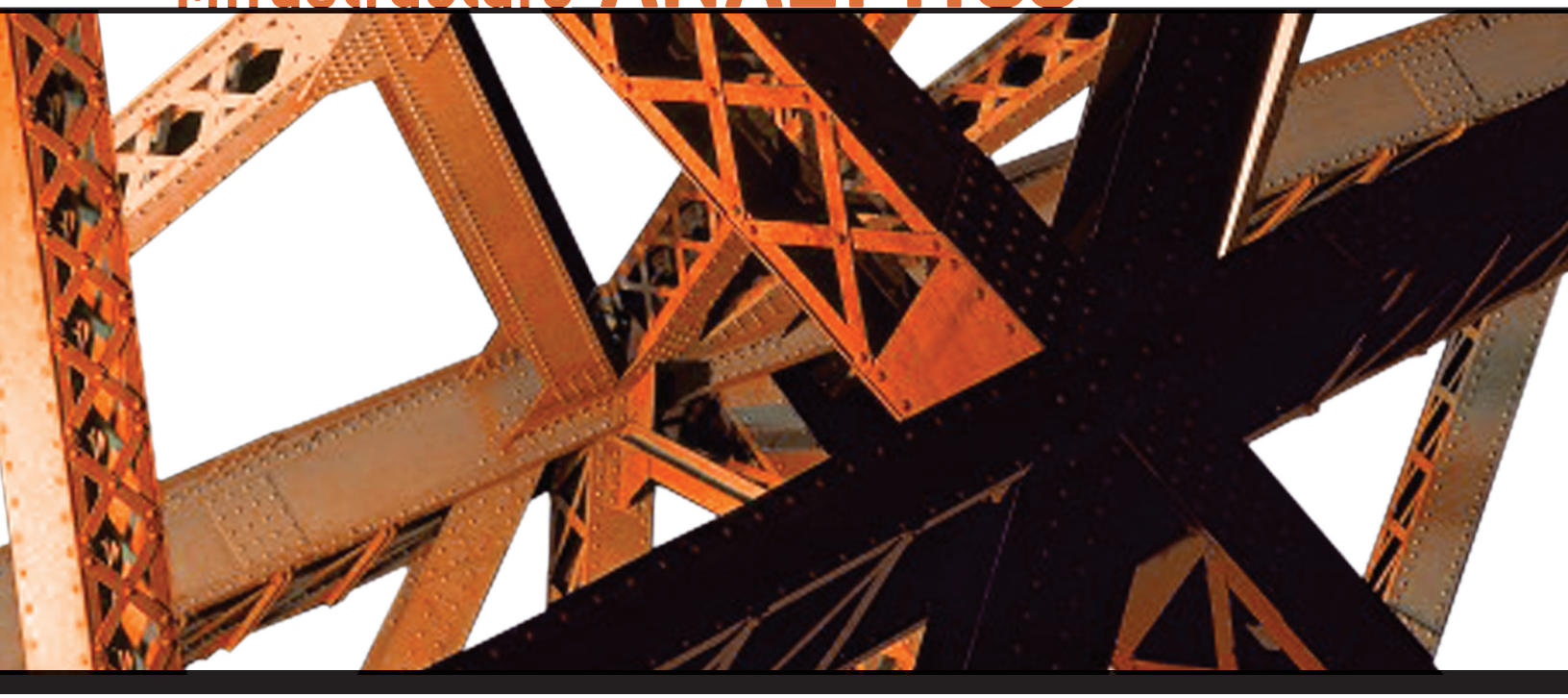
Mfrastructure ANALYTICS



Mfrastructure Analytics

Mfrastructure Analytics™ is a leading web analytics solution designed to help you make important decisions about your web site. Monitor the traffic of your site, track online behavior, measure conversion ratio and profile your visitors.

Analytics provides you accurate, insightful and timely data about the performance of your web site and the effectiveness of your online marketing campaigns. Troubleshoot the conversion of visitors to paying customers and learn which areas of your website you need to improve.

Analytics gives you actionable data to help you make informed business decisions. Here are some of the questions Analytics can answer about your website:

- Where do my visitors come from?
- Which search engines, keywords or campaigns are most effective?
- Which PPC search engines drive traffic to my web site?
- Are site navigation elements effective?
- What browsers and platform should I optimize the for?
- What percentage of my visitors bounce off right after entering the web site?
- How do visitors navigate through the site?
- Where do they go?
- What files / PDFs do they download?
- Which landing page or campaigns turn visitors into browsers?
- How can I increase the conversion rates from browsers to buyers?
- Why aren't buyers completing our signup process?
- Which campaigns generate the best conversion rates?

With Analytics you can quickly and affordably analyze and optimize your web site and your marketing efforts. In-depth web traffic, visitor, e-commerce and marketing analysis are delivered directly to business and technical users through a web browser anytime, anywhere. With no software, hardware or staffing required, Mfrastructure Analytics can be implemented in a matter of hours.

Benefits of Mfrastructure Analytics

- Understand the behavior of your web site visitors
- Find out whether they find the content/ products you want them to
- Identify problems and improve site navigation
- Save time and money by finding out whether you are attracting the wrong prospect to the site
- Identify inefficiency of home page layout & design, e-merchandising techniques, copywriting, content, customer services, etc.
- Analyze marketing campaigns by defining unique entry pages or parameters for each campaign
- Understand the background of your reports
- Avoid uncertainty, don't be misled by aggregate numbers
- Filter results using drill down functionality
- Find out more about the interest of your visitors
- See which links are performing well and which ones are not
- Optimize pages with links pointing to external sites
- Analyze link-exchange agreements

Features of Analytics

- No software to download, no upgrades, no wasted time installing, maintaining or analyzing complex log files required by other site tracking services
- Once you paste the appropriate HTML code into each page you want to track, your statistics will be instantly updated every time your page is loaded

- Access your reports from anywhere simply by logging in
- Scalable to accommodate high-traffic sites
- Hundreds of reports—visit path reports, bounce rate analysis, trend analysis, drill down functionality, exit link tracking, download tracking, content grouping and conversion rate analysis
- Scheduled email reports—the site traffic reports of your choice can be configured to be delivered directly to your mail box on a daily, weekly or monthly basis and can be delivered to multiple recipients in HTML or Excel formats
- And with pay-as-you-go pricing, no long-term financial obligation is required to leverage the advantages of Mfrastructure Analytics

Your web site and Internet marketing efforts are one of your most important marketing tools today. Mfrastructure Analytics provides you with powerful tools for measuring site traffic, advertising effectiveness, sources of customer acquisition and e-commerce transactions in order to improve your online success and ROI. You simply cannot afford not to know how your web site and PPC search engine listings are performing. No other solution compels allows you to track these Internet marketing vehicles more effectively and in real-time better than Mfrastructure Analytics. Sign up today!

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