



Clickstream Technologies plc

Advantages over Standard Log File Technology

1. Incomparable Breadth of Data

Clickstream has the only digital data collection technology that will deliver 100% complete and accurate data including both online and offline browsing behaviour and accurate page duration information.

Function	Clickstream Technology	Standard Log Files
Reporting on Cached data.	is able to report on all cached data including proxy servers, without missing any information.	unable to see, and therefore cannot report on any cached data.
Offline Information	Browsing information offline is a growing trend for people on the move, mobile workforces and PDA users who do not have constant online access .Clickstream technology is unique in being able to port full on all applications that are viewed off-line.	cannot see off-line browser behaviour.
User Duration	measures when a page is both loaded and unloaded and can therefore give a unique and full insight into the duration of time a user spends on any particular page.	unable to deliver any information on timing at all.
Dynamic Applications	able to report on all static and dynamic content.	see dynamic information as a single download and not as individual pages and therefore deliver inaccurate information

2. Low Cost of Ownership

Function	Clickstream Technology	Standard Log Files
Ease of Installation	A simple web server module that required no client-side software installation. It manages all data gathering automatically and requires no changes to the target Website pages	Default configuration of most web servers generates the server logs.

Production of usable Data	Delivers a timely, clean, complete and ready to use data source.	Work is needed to deliver useable data. Logs need to be transferred, collated and merged and then cleaned and checked for integrity.
Ease of Integration	Automatically collects commercial and behavioural data from both clients and server side of any http environment giving extraordinary flexibility in terms of what data is collected, how it is processed and how it is distributed.	No client side information, restricted to web site data collection only
Scaleability & Flexibility	Scales on a per CPU model which means that technology is infinitely scaleable simply by adding new hardware with no client side changes. The data provided can be delivered to any data warehouse or analytic tool	Incomplete and inaccurate information offers little flexibility

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