Clickstream Technologies plc
Advantages over Standard Page Tagging 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 Page Tagging
Reporting on Cached data.	Able to report on all cached data including proxy servers, without missing any information.	Generally able to see a degree of cached data it fails to deliver the same level of guaranteed completeness.
Page Instrumentation	Deploys automatic page instrumentation and no pages are missed.	The manual intervention required by Standard Page Tagging may cause human error leading to inaccurate information
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.	Only measures when a page is loaded and assumes the duration can be measured by when the next page is loaded which is often not the case.

2.   Low Cost of ownership

The high level of efficiency offered by Clickstream technology ensures the lowest cost of ownership of any digital data collection technology.

Function	Clickstream Technology	Standard Page Tagging
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	Requires that all pages are manually tagged and is therefore open to human error. Even when a template is used there is a proportion of pages that will need to be identified and tagged manually

Ease of Maintenance	Technology applies the same automatic processes that enable ease of installation to make every web site change and every update a simple procedure and to ensure the instant delivery of complete and accurate data on any new page.	Requires the same manual intervention that was necessary for their installation every time the website is changed, or new content added. This introduces an overhead that simply does not exist with Clickstream data. To prevent human error rigorous checking procedures must be employed.
Ease of Integration	Automatically collects commercial and behavioural data from both client and server sides of any http environment. This gives extraordinary flexibility in terms of what data is collected, how it is processed and how it is distributed.	With sufficiently skilled engineers it is possible to collect most information using page tagging. This is an intricate programming job and adds heavily to the page content and so to the server overhead.
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. Data output can be provided in any format.	Typically Page Tagging is an ASP solution, so that the pricing model is on a per page impression basis, thus penalising successful sites.

3.   Privacy Friendly Technology

Clickstream conforms with current UK and EU legislation using 1st party cookies and therefore protects the user's privacy.

Issue	Clickstream Technologies plc	Standard Page Tagging
Privacy	Use of 1st party cookies meets new privacy protection legislation.	Use of 3rd party cookies conflicts with new privacy protection legislation.