RTmetrics analyze & optimize actionable insights

RTmetrics is a web analytics solution that can provide precise information about your visitors and e-business performance in real-time. Web marketers, managers and individual site owners can use our tools to gain actionable insights into visitor trends and behaviors that can be leveraged to improve usability, increase visitor engagement and optimize conversions.

Comparative Reports and Customizable Dashboards

Campaign Optimization

Improve your campaign performance by utilizing our campaign management tools.

- *Quantify your Results* - View visits vs conversion, cost vs revenue, conversion percentage and ROI.
- *Test Competing Strategies* - By source (i.e.- Banner Ad, Email Marketing, Paid Search Ads) or by content (i.e. – ad copy, image selection, media) .

Conversion Metrics

Analyze how your target audience makes small decisions that lead to a targeted outcome.

- *Conversion Funnels* - See which oonline initiatives are driving the most traffic to target pages and how many of these are resulting in conversion.
- *Visual Path Analysis* - View paths to and from your target pages. Identify drop off or exit points as well as unexpected paths that can open up possible sales or conversion opportunities.

In addition to its advanced web analytics capabilities, RTmetrics can serve as a platform to facilitate advanced applications such as combining LPO with real-time recommendation systems. Because of its unique architecture and flexible data collection methods, it's a very scalable and cost effective solution, proven in many world class websites that average over 100 million page views per day.

AuriQ Systems
Pasadena/Tokyo
www.auriq.com

301 North Lave Avenue, Suite 1001
Pasadena, California 91101 phone: (626) 564-2781 fax: (626) 564-2687
sales@auriq.com