

October 6, 2004

Revolutionizing Your Web Results with WebTrends 7

Greg Drew
Senior VP
and General
Manager



Organizations accelerating ROI with the Web

The image shows a screenshot of the Allstate website. At the top, there is a navigation bar with links for Claim Center, Contact Us, Resources & Tools, Site Map, and About Allstate. Below this is a main navigation menu with categories: INSURANCE PRODUCTS, FINANCIAL PRODUCTS, SAVINGS & BANKING, FIND AN AGENT, and CUSTOMER CARE CENTER. The main content area features a large banner with the text "Plan today for a better tomorrow." and images of a couple and a house. Below the banner are several sections: "Get storm safety tips here", "Our rates knock out the competition." (with a link to learn more), "Media Newsroom", and "Privacy Policy" (revised March 19, 2003). The central part of the page is divided into three columns: "Insure today" (with a link to "En Español"), "Get a Quote" (with a 2-step process: 1. Choose an insurance product (Auto, Home, Life, Condo, Renters) and 2. Select your state (AK, Go!), and "Register" (with a "Register" button). Below these is a "Log on" section with a "Manage your insurance" link. The bottom section of the page features a profile for Jeff Kaufman, an Allstate agent, with contact information and a "Get an Insurance Quote" form. The footer includes "Allstate Products" and "Join Our Mailing List".

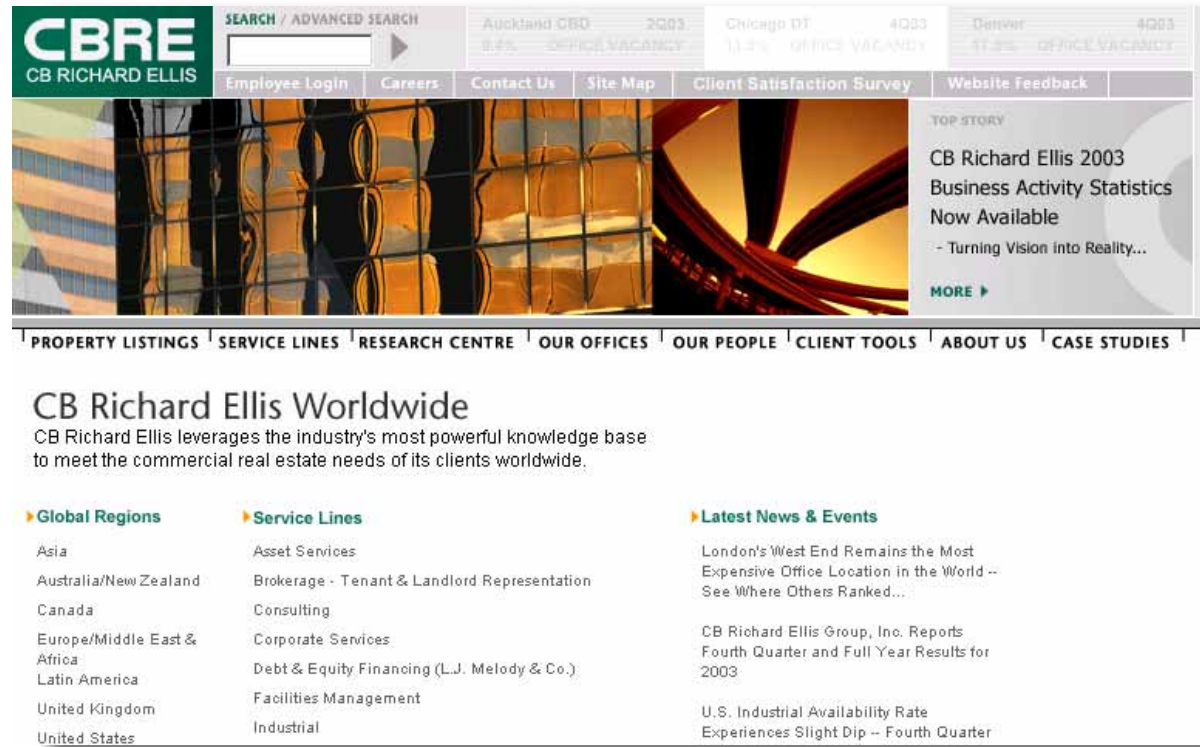
Allstate operates more than **11,000 Web initiatives.**

51% of all consumers who have opened new financial service accounts and insurance policies used the Internet in some way during their research and application process.

*The Dieringer Research Group, Inc.
2003 American Interactive Consumer Study*

Organizations accelerating ROI with the Web

At **CB Richard Ellis** more than **2,300 end-users** in **48 countries** manage their Web business by the numbers

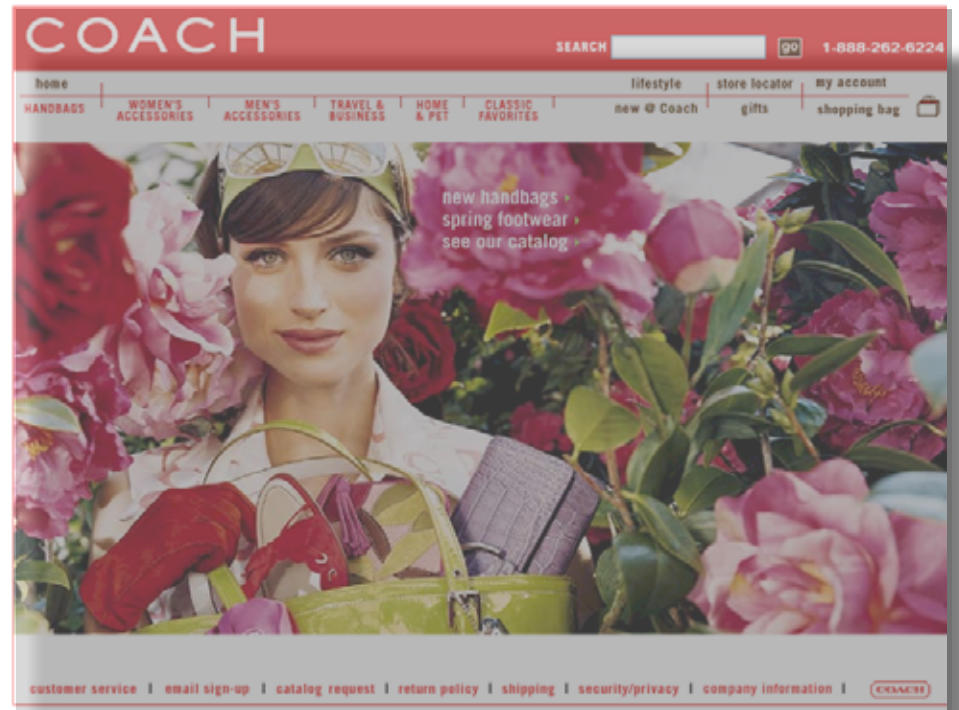


The screenshot displays the CBRE website interface. At the top left is the CBRE logo with 'CB RICHARD ELLIS' underneath. To the right is a search bar with 'SEARCH / ADVANCED SEARCH' and a search button. Further right are office vacancy statistics for Auckland CBD (2Q03, 8.2% OFFICE VACANCY), Chicago DT (4Q03, 11.2% OFFICE VACANCY), and Denver (4Q03, 11.2% OFFICE VACANCY). Below this is a navigation menu with links for Employee Login, Careers, Contact Us, Site Map, Client Satisfaction Survey, and Website Feedback. The main content area features a large image of a modern building facade with a grid pattern. To the right of the image is a 'TOP STORY' section titled 'CB Richard Ellis 2003 Business Activity Statistics Now Available' with a sub-headline '- Turning Vision Into Reality...' and a 'MORE' link. Below the image and story is a horizontal navigation bar with links for PROPERTY LISTINGS, SERVICE LINES, RESEARCH CENTRE, OUR OFFICES, OUR PEOPLE, CLIENT TOOLS, ABOUT US, and CASE STUDIES. The main heading is 'CB Richard Ellis Worldwide', followed by a sub-headline: 'CB Richard Ellis leverages the industry's most powerful knowledge base to meet the commercial real estate needs of its clients worldwide.' Below this are three columns of content: 'Global Regions' listing Asia, Australia/New Zealand, Canada, Europe/Middle East & Africa, Latin America, United Kingdom, and United States; 'Service Lines' listing Asset Services, Brokerage - Tenant & Landlord Representation, Consulting, Corporate Services, Debt & Equity Financing (L.J. Melody & Co.), Facilities Management, and Industrial; and 'Latest News & Events' listing 'London's West End Remains the Most Expensive Office Location in the World -- See Where Others Ranked...' and 'CB Richard Ellis Group, Inc. Reports Fourth Quarter and Full Year Results for 2003'.

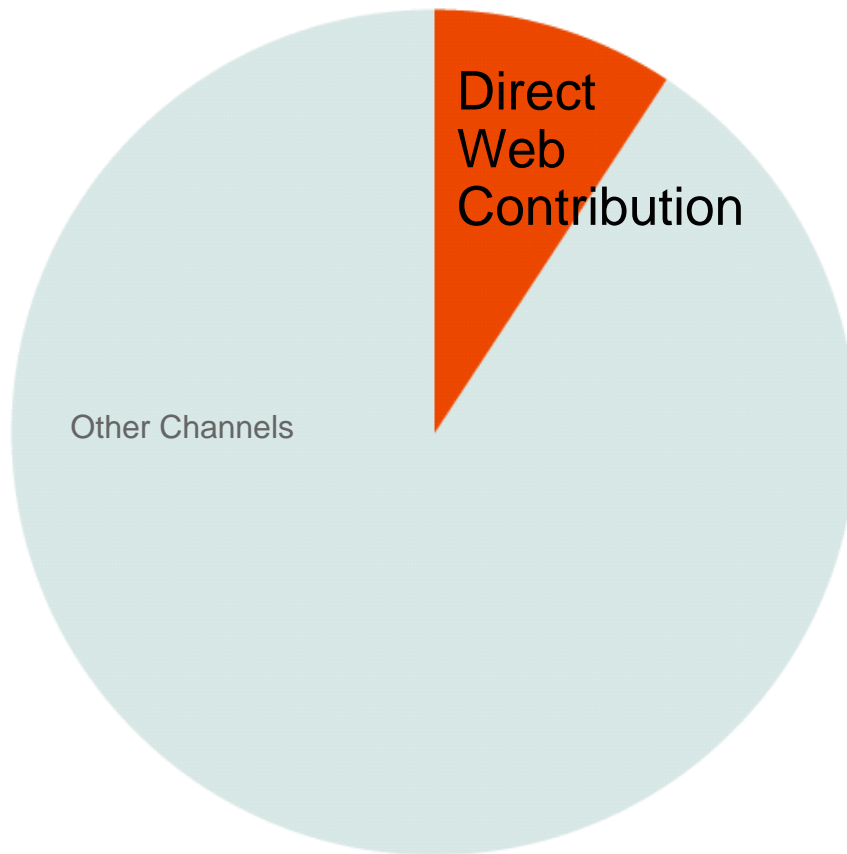
Organizations accelerating ROI with the Web

Internet users who visit Coach.com are **27 times** more likely to visit a Coach store.

Nielsen/NetRatings, 2003

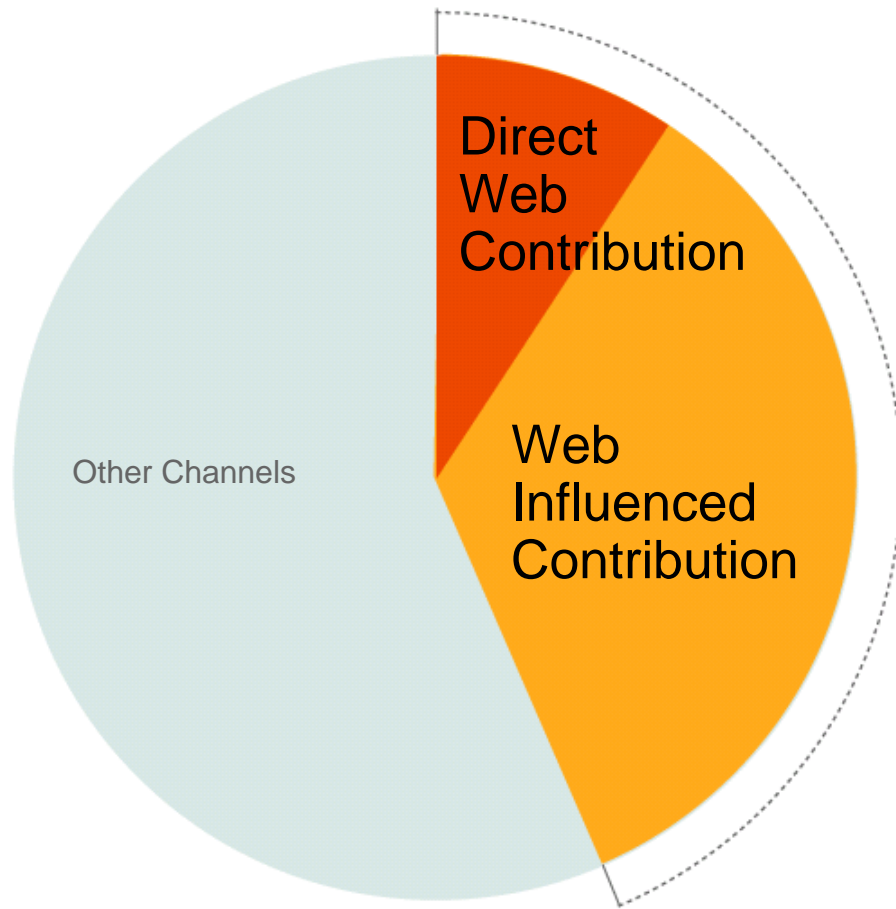


The Web business influence is underestimated



Organizations with multiple business channels are discovering that the Web influence is much broader than direct contribution indicates.

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Web results are hitting the executive radar

NEWS RELEASE – January 7, 2004

Circuit City Stores, Inc. Announces December Sales

“We produced exceptionally strong comparable store sales growth... **these results include substantial growth in Web-originated sales during the month.**”



The business impact of web analytics is expanding from the backroom to the boardroom.

Improving web results requires broader adoption



Today, users across the organization need access to relevant information to determine the Web's impact on their areas of responsibility.

What are the barriers to broad adoption?

“Our web data is in silos.”

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“Business users can't understand the reports.”

“Why doesn't my other data match my web data?”

What are the barriers to broad adoption?

“Our web data is in silos.”

“The products are too hard to use.”

“There is a ton of data but we can't get to it”

“Business users can't understand the reports.”

“Why doesn't my other data match my web data?”

“We need to unlock the data.”

The Results Revolution is on.



Meet the New WebTrends

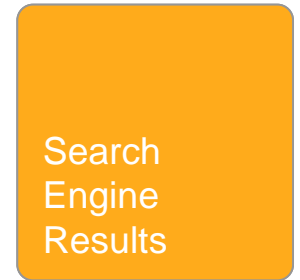
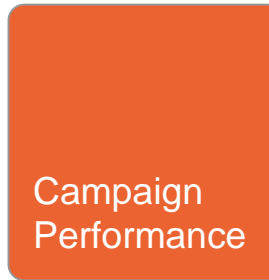
WebTrends®
RELENTLESS ABOUT RESULTS

Complete Web Results for Marketing

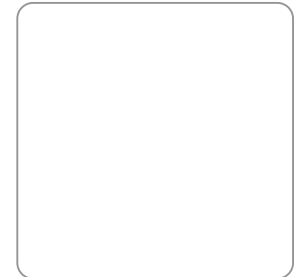
- Optimize your marketing campaign performance

- Take the mystery out of search engine marketing and optimization

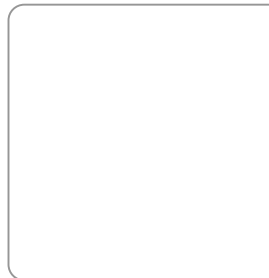
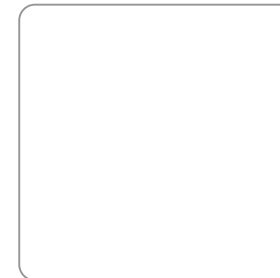
Acquire



Convert



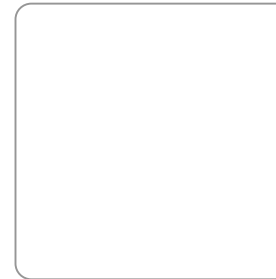
Retain



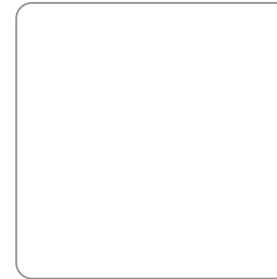
Complete Web Results for Marketing

- Drive profitable sales activity both online and offline
- Determine the ROI of every page on your site
- Increase your web site conversion by analyzing visitor behavior click-by-click

Acquire



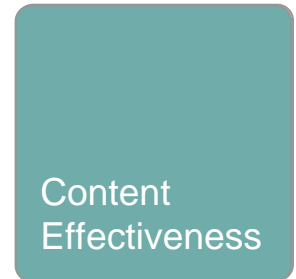
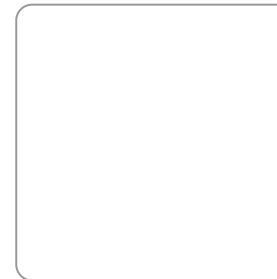
Convert



COMPLETE
WEB
RESULTS



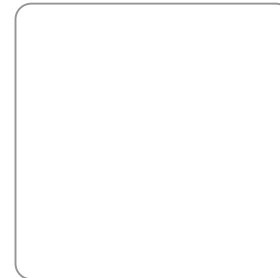
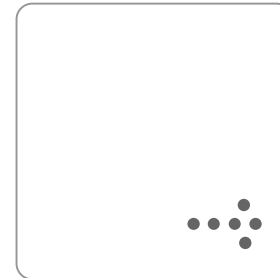
Retain



Complete Web Results for Marketing

- Identify your most valuable audience segments
- Reduce customer support costs and improve your online customer self-service

Acquire



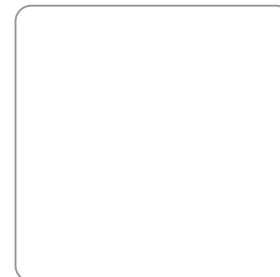
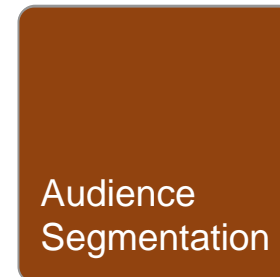
Convert



COMPLETE
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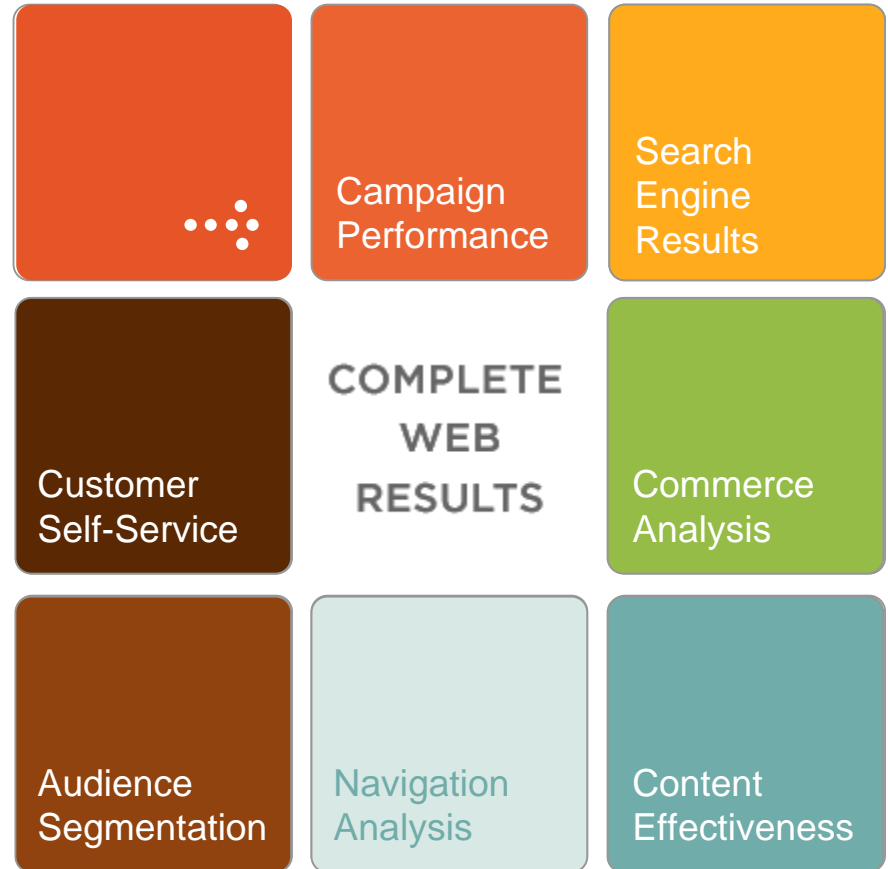
Retain



Our promise to you

WebTrends is committed to providing you a complete solution for **easier decisions, smarter marketing and better results.**

Relentless about...
YOUR RESULTS



Today's dynamic business environment demands business agility

- **Regardless of company size**
High level of insight from small business to the largest enterprises
- **Regardless of department**
Relevant information from marketing to web to IT
- **Regardless of initiative**
Increase ROI from Internet, Intranets and Extranet sites
- **Regardless of question to answer**
From tactical to operational to strategic



It also demands technical flexibility

What happens when...

- ... your privacy policy needs to be tightened?
- ... you decide you want to bring your data in house?
- ... you want to use 1st party cookies, not 3rd party cookies?
- ... you want to bring in external cost data?
- ...you want to integrate with CRM data?

That's when you realize you need complete choice and control.

Technical flexibility delivers complete choice and control

- **Unified platform for software and on demand service**
 - The best hosted features offered in software
 - The best software features offered in hosted service
 - Technical trade-offs not necessary
- **Multiple data collection options**
 - Client-side tagging
 - Web server log files
 - A hybrid approach
- **Industry leading security and privacy**
 - Third party involvement at the customer discretion
- **Accuracy, scalability and reliability**
 - Distributed analysis and reporting architecture services the largest web initiatives



TECHNICAL
FLEXIBILITY

Complete web results from a unified platform



WebTrends delivers
a complete solution for
today and tomorrow.

We're pleased to introduce the new WebTrends 7



WebTrends 7
SOFTWARE + ON DEMAND

Intuitive

Easy to interpret, Easy to take action

New in WebTrends 7:

- **WebTrends SmartView** - Overlay web metrics, path and scenario analysis on any page

WebTrends SmartView

Logout Profiles Date Options Preferences

Zedesco International

Daily Report: 12:31:03 Dec 31, 2003 12:00:00 AM - Dec 31, 2003 11:59:59 PM

Page Paths Scenarios Entire Site

Top Next Pages One Level

This report provides drilldown data on the next pages for the selected page.

Drilldown on Next Pages For: <http://store.zedesco.com/store/default.aspx?>

End Of Visit
310 Views (10.82%)

This Page
2,804 Views

- Zedesco Store: DVD Players
http://stor...dvd_players
398 Views (13.90%)
- Zedesco Store: Imaging
<http://stor...=imaging>
169 Views (5.90%)
- Zedesco Store: Telephones
<http://stor...=telephones>
165 Views (5.76%)
- All Others
1,822 Views (63.62%)

ZEDESCO ELECTRONICS

SEARCH

SHOP BY BRAND SPECIAL OFFERS HOME THEATER GIFT CENTER

HOME AUDIO 4.8K Views
Home Component Audio 4.8K Views
Home Loud Speakers 1.6K Views
Home Systems 1.6K Views
Shelf Systems

TELEPHONE 5.8K Views
Adjust Telephone Products 5.8K Views
Telephones 1.8K Views

DVD PLAYERS

AVAILABLE CATEGORIES:
DVD Players 3.8K Views

Featured Items

DVD PLAYERS 1.8K Views
DVD Players 1.8K Views

ANALOG
Analog Concorders 1.8K Views
Analog Intensions 1.8K Views
TV/VCR Combinations 1.8K Views
Video Recorders

PORTABLE AUDIO 1.8K Views
Portable Audio 1.8K Views
Digital Audio 1.8K Views
Personal Audio 1.8K Views
Radio/Clock Radio

IMAGING 5.8K Views
Digital Camera Accessories 5.8K Views
Digital Cameras 1.8K Views
Imaging

AUDIO ACCESSORIES
Audio Accessories 1.8K Views
Audio Editing Equipment 1.8K Views

BLANK MEDIA

2109 DVD Player 1.8K Views
The inherent quality and flexibility of Toshiba's SD 2109 sets it apart from the competition. \$249.95

DVD A120 DVD Player 1.8K Views
The Panasonic DVD-A120 carries over the advanced performance features for the highest picture and sound quality. \$279.95

Philips DVD825 DVD Player 1.8K Views
Feature-packed, this Philips DVD player will be a welcome addition to your entire family's entertainment world. \$229.95

Toshiba SD1200 DVD Player 1.8K Views
Watch movies from all zones 1 - 6 with the region free Toshiba SD1200 DVD. \$229.94

FREE SHIP ON PURCHASE OF \$300 OR MORE

Save even more! Get Advanced Special Offers. Email Address: [Redacted]

THE ZEDESCO STORE

What other products you might like:

- Apex AD264 Progressive-Player
- Canon Power 2 MP Digital Camera...
- Canon Power 4MP Digital 3M...
- Kodak Easy! 2MP Digital

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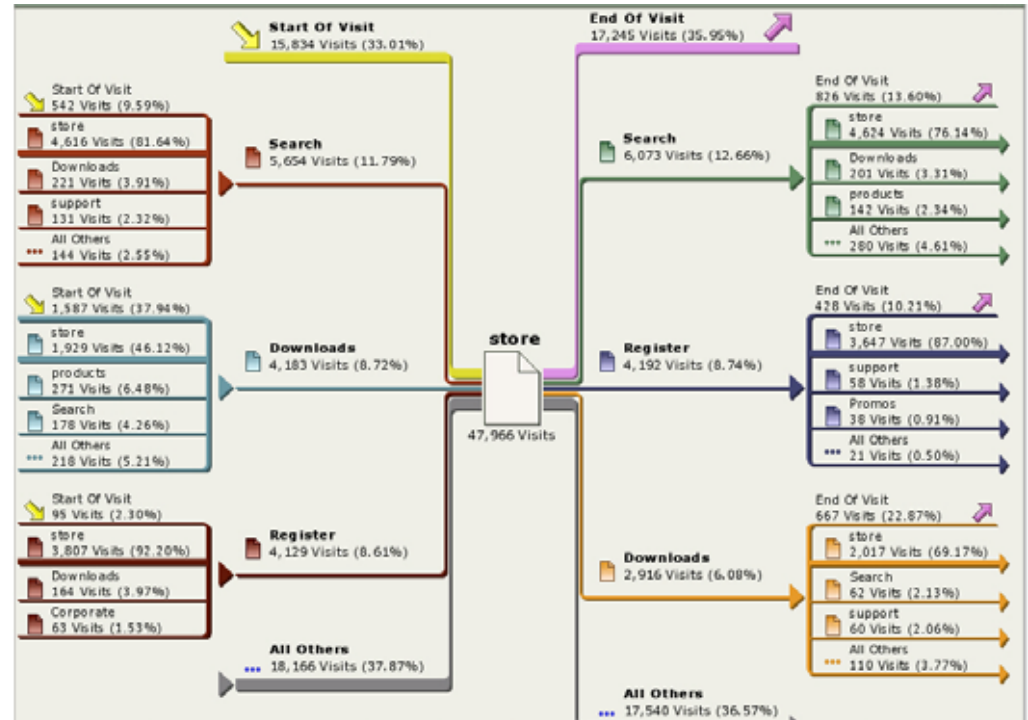


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New in WebTrends 7:

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- **Visual Analytics** - Transform complicated navigation analysis into easy to understand visual diagrams

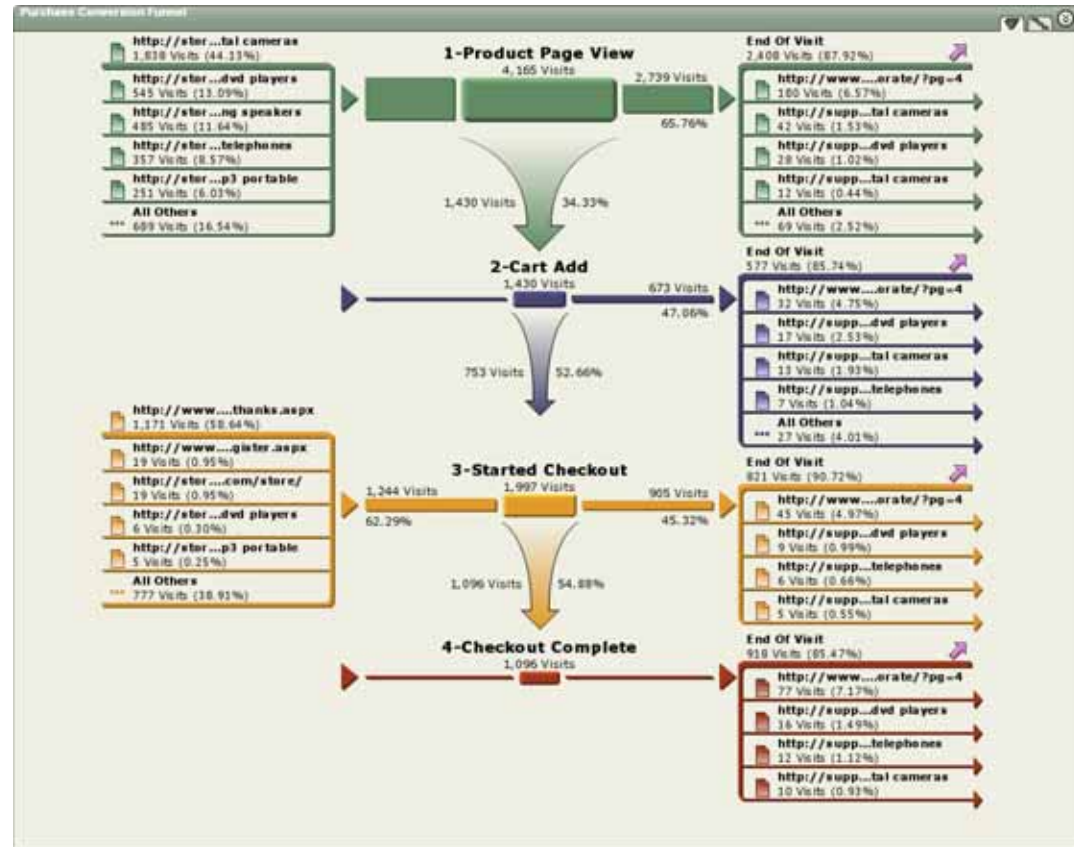


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- **Abandonment Paths** – Understand where visitors abandon critical conversion scenarios



Intuitive

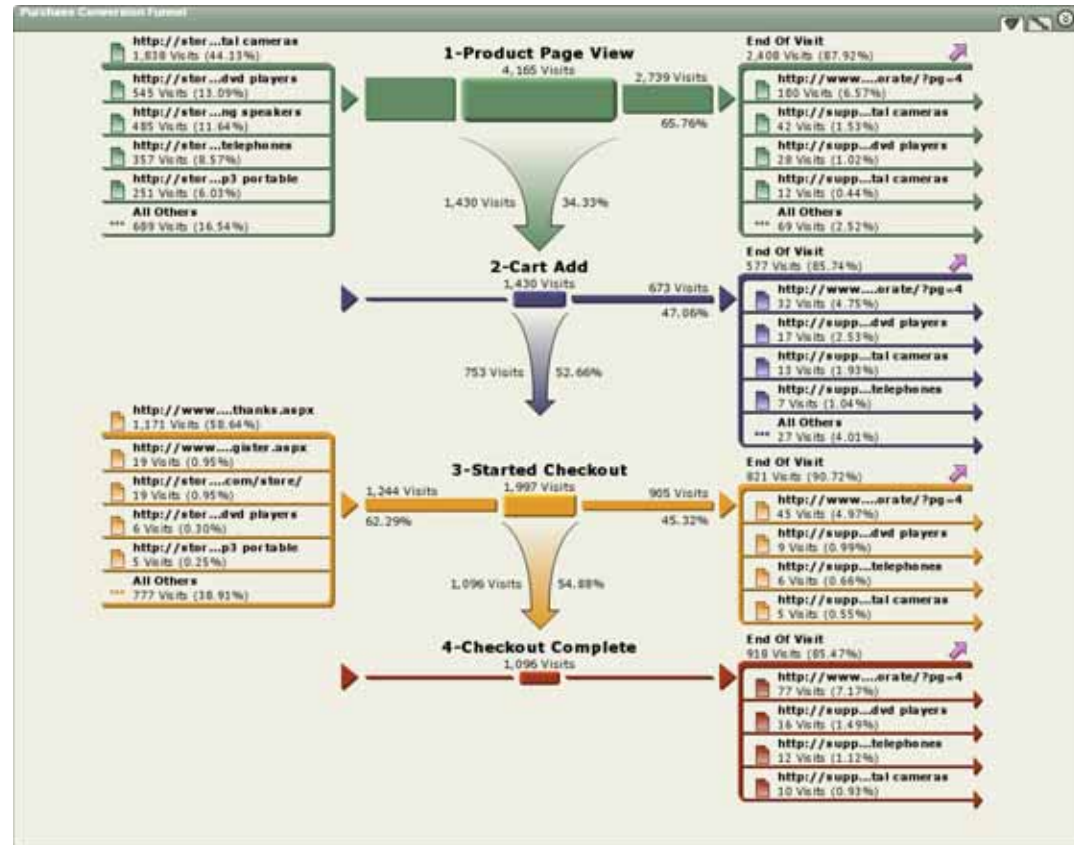
Easy to interpret, Easy to take action

New in WebTrends 7:

- *WebTrends SmartView* - Overlay web metrics, path and scenario analysis on any page
- *Visual Analytics* - Transform complicated navigation analysis into easy to understand visual diagrams
- *Abandonment Paths* – Understand where visitors abandon critical conversion scenarios

Bottom Line:

- Clear results, Clear decisions
- Minimized data overload
- Increased organizational adoption



Interactive

Easy to find accurate answers

New in WebTrends 7:

- **Campaign and Product Drilldowns** – Analyze campaigns and merchandising decisions at a granular level

Campaigns			
Campaign Drilldown	▶ Visits ▼	▶ Page Views ▼	▶ Clickthroughs ▼
1. ▼ Direct Email	42,593	489,193	39,645
▶ Zedesco	42,593	489,193	39,645
2. ▼ Portal	11,606	133,835	10,821
▼ AOL	4,366	50,533	4,056
▼ AOL 2003	4,366	50,533	4,056
▼ Electronics Store	3,742	43,321	3,476
▶ All Electronics Sale	3,742	43,321	3,476
▼ Datafeed	624	7,212	580
▶ Electronics Datafeed	541	6,213	502
▶ Promotional Datafeed	54	608	51
▶ Computer Datafeed	29	391	27
▶ Yahoo	3,800	43,797	3,610
▶ MSN	3,440	39,505	3,155

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- **Data Exploration** - Dynamic metric selection, links to related reports, seamless integration with MS Excel

Campaigns			
Campaign Drilldown	▶ Visits ▼	▶ Page Views ▼	▶ Clickthroughs ▼
1. ▼ Direct Email	8,193	39,645	
▶ Zedesco	8,193	39,645	
2. ▼ Portal	8,835	10,821	
▼ AOL	0,533	4,056	
▼ AOL 2003	0,533	4,056	
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▶ Yahoo	8,797	3,610	
▶ MSN	8,505	3,155	

% of All Visits
Average Revenue per Order
Average Visit Duration (Minutes)
Average Visit Page Views
CartAdd
CartCheckout
CartComplete
CartView
Clickthroughs
Daily Campaign Visitors
Dynamic Campaign Visitors (Monthly)
Monthly Campaign Visitors
New Campaign Visitors
Orders
Page Views
Quarterly Campaign Visitors
Revenue
Units
✓ Visits
Weekly Campaign Visitors
Yearly Campaign Visitors

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Campaigns						
Campaign Drilldown	▶	Monthly Campaign Visitors ▼	▶	Page Views ▼	▶	Clickthroughs ▼
1. ▶ Direct Email		39,300		489,193		39,645
2. ▼ Portal		10,809		133,835		10,821
▼ AOL		4,053		50,533		4,056
▼ AOL 2003		4,053		50,533		4,056
▼ Electronics Store		3,473		43,321		3,476
▶ All Electronics Sale		3,473		43,321		3,476
▼ Datafeed		580		7,212		580
▶ Electronics Datafeed		502		6,213		502
▶ Promotional Datafeed		51		608		51
▶ Computer Datafeed		27		391		27
▶ Yahoo		3,606		43,797		3,610
▶ MSN		3,150		39,505		3,155
3. ▶ Advertising Partner		6,160		76,665		6,170
4. ▶ Affiliate Network		1,244		14,539		1,247
5. ▶ Direct Print		0		5		0
6. ▶ Search Engine		0		65		0

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- **SmartReports for Microsoft Excel** - Integrated pivot tables to filter results on the fly, and uncover hidden correlation between data elements

Product Category	Product Name	Visits*	Views*	Orders*	Revenue*	Average \$ per Order*	% of All Visits*	Product Cost	GM\$	GMROI
CD Boombox		1627	1567	254	\$10,025.52	\$24.98	1.02%			
	Alwe CD/DV530 CD Boombox	6	5	1	\$90.33	\$90.33	0.01%	\$60.52	\$29.81	238%
	Audiovox CE219 CD Boombox	576	532	82	\$3,244.50	\$39.57	0.54%	\$2,596.60	\$648.90	125%
	Fisher PHD395 CD Boombox	6	6	0	\$0.00	\$0.00	0.01%	\$0.00	\$0.00	353%
	GPX CM6 CD Boombox	1102	1013	170	\$6,400.75	\$38.18	1.03%	\$5,192.00	\$1,208.75	168%
	RCA RP1954 CD Boombox	7	6	3	\$200.34	\$66.78	0.01%	\$160.27	\$40.07	227%
Cordless ITAD		1048	1036	152	\$12,551.94	\$203.25	0.97%			
	Panasonic KXTC1500S Cordless ITAD	4	3	1	\$65.14	\$65.14	0.00%	\$52.11	\$13.03	130%
	Panasonic KXTC1870S Cordless ITAD	3	3	0	\$0.00	\$0.00	0.00%	\$0.00	\$0.00	0%
	Vtech V72060 Cordless ITAD	9	6	3	\$407.04	\$135.68	0.01%	\$325.63	\$81.41	158%
	Vtech V7H1870 Cordless ITAD	1033	1024	148	\$12,079.76	\$82.43	0.96%	\$9,063.01	\$2,416.75	209%
Cordless Telephones		6897	6740	1183	\$41,271.63	\$197.31	6.45%			
	General Electric 29321GE2 Cordless Telephones	13	12	1	\$35.51	\$35.51	0.01%	\$28.41	\$7.10	246%
	Toshiba F73006 Cordless Telephones	41	37	13	\$440.96	\$33.92	0.04%	\$352.77	\$88.19	155%
	Vtech V77192C Cordless Telephone	991	962	158	\$8,446.08	\$53.12	0.93%	\$6,756.06	\$1,690.02	224%
	Vtech V79194DL Cordless Telephone	4593	4532	805	\$23,233.09	\$30.46	4.29%	\$19,586.46	\$4,646.62	349%
	Vtech V79125 Cordless Telephone	1255	1197	206	\$9,116.00	\$44.30	1.18%	\$7,232.00	\$1,884.00	237%
Digital Cameras		9426	9831	1832	\$164,943.85	\$148.22	8.18%			
	Argus DC100 Digital Camera	1553	1607	257	\$23,862.72	\$93.25	1.45%	\$19,090.18	\$4,772.54	244%
	Argus DC2000 Digital Camera	1571	1446	290	\$21,963.20	\$75.73	1.47%	\$17,570.66	\$4,392.54	262%
	K&B Gear J48CAM2-D Digital Camera	3901	3765	658	\$49,118.16	\$74.96	3.55%	\$39,294.53	\$9,823.63	249%
	Quant Opto-Electronics Probe 99 Digital Camera	94	84	23	\$2,032.57	\$88.37	0.09%	\$1,626.06	\$406.51	159%
	Samsung DIGIM43000K Digital Camera	2907	2929	444	\$67,967.20	\$152.88	2.62%	\$54,273.76	\$13,693.44	157%
DVD Players		11082	11605	1950	\$426,054.10	\$1,073.27	10.35%			
	Panasonic DVD120 DVD Player	2399	2652	426	\$99,972.00	\$233.03	2.24%	\$79,177.80	\$19,794.20	299%
	Philips DVD25 DVD Player	797	733	134	\$27,139.00	\$202.53	0.74%	\$21,711.20	\$5,427.80	345%
	RCA RC520P DVD Player	508	477	72	\$15,834.28	\$219.92	0.47%	\$12,667.42	\$3,166.86	343%
	Toshiba SD1200 DVD Player	803	742	125	\$25,178.91	\$201.43	0.75%	\$20,143.13	\$5,035.78	267%
	Toshiba SD1109 DVD Players	6585	6601	1191	\$258,930.00	\$217.36	6.15%	\$207,144.00	\$51,786.00	188%

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- **Data Exploration** - Dynamic metric selection, links to related reports, seamless integration with MS Excel
- **SmartReports for Microsoft Excel** - Integrated pivot tables to filter results on the fly, and uncover hidden correlation between data elements

Bottom Line:

- Dynamic discovery accelerates decisive action
- Comprehensive view of all of the attributes that affect success

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	Fisher PHD395 CD Boombox	6	6	0	\$0.00	\$0.00	0.01%	\$0.00	\$0.00	359%
	GPX C86 CD Boombox	1102	1013	170	\$6,400.75	\$38.18	1.03%	\$5,192.00	\$1,208.75	168%
	RCA RP1954 CD Boombox	7	6	3	\$200.34	\$66.78	0.01%	\$160.27	\$40.07	227%
Cordless ITAD		1048	1036	152	\$12,551.94	\$283.25	0.97%			
	Panasonic KXTC1500B Cordless ITAD	4	3	1	\$65.14	\$65.14	0.00%	\$52.11	\$13.03	130%
	Panasonic KXTC1870B Cordless ITAD	3	3	0	\$0.00	\$0.00	0.00%	\$0.00	\$0.00	0%
	Vtech V72N60 Cordless ITAD	9	6	3	\$407.04	\$135.68	0.01%	\$325.63	\$81.41	156%
	Vtech V7H1870 Cordless ITAD	1033	1024	148	\$12,079.76	\$82.43	0.96%	\$9,663.01	\$2,416.75	209%
Cordless Telephones		6897	6740	1183	\$41,271.63	\$197.31	6.45%			
	General Electric 29321GE2 Cordless Telephones	13	12	1	\$35.51	\$35.51	0.01%	\$28.41	\$7.10	246%
	Toshiba F73006 Cordless Telephone	41	37	13	\$440.96	\$33.92	0.04%	\$352.77	\$88.19	155%
	Vtech V77N30C Cordless Telephone	991	962	158	\$8,446.08	\$53.12	0.93%	\$6,756.06	\$1,690.02	224%
	Vtech V791N4DL Cordless Telephone	4593	4532	805	\$23,233.09	\$30.46	4.29%	\$19,586.46	\$4,646.62	349%
	Vtech V79125 Cordless Telephone	1255	1197	206	\$9,116.00	\$44.30	1.18%	\$7,292.00	\$1,824.00	237%
Digital Cameras		9424	9831	1832	\$164,943.95	\$148.22	9.18%			
	Argus DC100 Digital Camera	1553	1607	257	\$23,862.72	\$93.25	1.45%	\$19,090.18	\$4,772.54	244%
	Argus DC2000 Digital Camera	1571	1446	250	\$21,963.20	\$87.85	1.47%	\$17,570.56	\$4,392.64	262%
	K&B Gear J48CAM2.0 Digital Camera	3901	3765	658	\$49,118.16	\$74.96	3.55%	\$39,294.53	\$9,823.63	249%
	Quant Opto-Electronics Probe 99 Digital Camera	94	84	23	\$2,032.57	\$88.37	0.09%	\$1,626.06	\$406.51	159%
	Samsung DIGIM43000K Digital Camera	2907	2929	444	\$67,967.20	\$152.68	2.62%	\$54,273.76	\$13,593.44	157%
DVD Players		11082	11605	1950	\$426,054.10	\$1,073.27	10.35%			
	Panasonic DVD4120 DVD Player	2399	2652	426	\$98,972.00	\$232.03	2.24%	\$79,177.60	\$19,794.40	299%
	Philips DVD825 DVD Player	797	733	134	\$27,139.00	\$202.53	0.74%	\$21,711.20	\$5,427.80	345%
	RCA RC5220P DVD Player	508	477	72	\$15,834.28	\$219.92	0.47%	\$12,667.42	\$3,166.86	343%
	Toshiba SD1200 DVD Player	803	742	125	\$25,178.91	\$201.43	0.75%	\$20,143.13	\$5,035.78	267%
	Toshiba SD1109 DVD Players	6585	6801	1191	\$258,930.00	\$217.36	6.15%	\$207,144.00	\$51,786.00	188%

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Product Category	Product Name	Visits*	Views*	Orders*	Revenue*	Average \$ per Order*	% of All Visits*	Product Cost	GM\$	GMROI
CD Boombox		1637	1562	256	\$10,025.92	\$24.86	1.00%			
	Alwe CAD4530 CD Boombox	8	5	1	\$90.33	\$90.33	0.01%	\$60.52	\$29.81	230%
	Autovox CE219 CD Boombox	576	532	82	\$3,244.50	\$39.57	0.54%	\$2,595.60	\$648.90	120%
	Fisher PHD395 CD Boombox	6	6	0	\$0.00	\$0.00	0.01%	\$0.00	\$0.00	359%
	GPX CM6 CD Boombox	1102	1013	170	\$6,480.75	\$38.18	1.02%	\$5,192.60	\$1,298.15	160%
	RCA RP954 CD Boombox	7	6	3	\$200.34	\$66.78	0.01%	\$160.27	\$40.07	227%
Cordless ITAD		1048	1036	152	\$12,551.94	\$203.25	0.92%			
	Panasonic KXT1500E (P)	4	3	1	\$65.14	\$65.14	0.00%	\$52.11	\$13.03	130%
	Panasonic KXT1500E (P)	3	3	0	\$0.00	\$0.00	0.00%	\$0.00	\$0.00	0%
	lites V729	9	6	3	\$407.04	\$135.68	0.01%	\$325.63	\$81.41	156%
	Philips CT5000 Cordless ITAD	1033	1024	148	\$12,079.76	\$82.43	0.96%	\$9,683.81	\$2,415.95	209%
Cordless Telephone		6897	6740	1183	\$41,271.63	\$197.31	6.45%			
	General Electric 26921GE2 Cordless Telephones	13	12	1	\$35.51	\$35.51	0.01%	\$28.41	\$7.10	240%
	Toshiba FT7000 Cordless Telephones	41	37	13	\$440.96	\$33.92	0.04%	\$352.77	\$88.19	155%
	Philips CT5000 Cordless Telephone	991	962	158	\$8,446.08	\$53.12	0.92%	\$6,756.06	\$1,690.02	224%
	Philips CT5000 Cordless Telephone	4593	4532	805	\$23,233.08	\$30.46	4.29%	\$18,506.46	\$4,546.62	349%
	Philips CT5000 Cordless Telephone	1259	1197	206	\$9,116.00	\$44.30	1.18%	\$7,292.80	\$1,823.20	237%
Digital Cameras		9426	9231	1632	\$164,943.95	\$457.22	9.13%			
	Argus DC100 Digital Camera	1553	1607	257	\$23,862.72	\$93.25	1.45%	\$19,090.18	\$4,772.54	244%
	Argus DC2000 Digital Camera	1571	1446	250	\$21,963.20	\$87.85	1.47%	\$17,570.56	\$4,392.64	262%
	K&B Gear J4MCAM2-D Digital Camera	3001	3765	658	\$45,118.16	\$74.96	3.55%	\$39,294.53	\$9,823.63	249%
	Quant Opto-Electronics Probe 99 Digital Camera	94	84	23	\$2,032.57	\$88.37	0.09%	\$1,826.06	\$406.51	159%
	Samsung DSGM4X300K Digital Camera	2007	2029	444	\$67,967.20	\$152.69	2.62%	\$54,373.76	\$13,593.44	157%
DVD Players		11092	11605	1950	\$426,054.10	\$1,973.27	10.35%			
	Panasonic DVD4120 DVD Player	2399	2652	428	\$98,972.00	\$232.03	2.24%	\$78,177.60	\$19,794.40	299%
	Philips DVD425 DVD Player	797	733	134	\$27,139.00	\$202.53	0.74%	\$21,711.20	\$5,427.80	345%
	RCA RDS220P DVD Player	508	477	72	\$15,834.28	\$219.92	0.47%	\$12,667.42	\$3,166.86	343%
	Toshiba SD1200 DVD Player	803	742	125	\$25,178.91	\$201.43	0.75%	\$20,143.13	\$5,035.78	267%
	Toshiba SD1109 DVD Players	6585	6801	1191	\$258,930.00	\$217.36	6.15%	\$207,144.00	\$55,786.00	188%

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Product Category	Product Name	Cost	Retail
CD Boombox		\$ 37.24	\$ 59.95
		\$ 22.31	\$ 39.95
		\$ 27.90	\$ 49.95
	Alwa CAD4530 CD Boombox	\$ 25.11	\$ 44.95
	Audiovox CE219 CD Boombox	\$ 0.00	\$ 0.00
	Fisher PHD295 CD Boombox	\$ 11.14	\$ 19.95
	GPX CM6 CD Boombox		
	RCA RP1954 CD Boombox	\$ 13.93	\$ 24.95
Cordless ITAD		\$ 16.73	\$ 29.95
	Panasonic KXTC1500E	\$ 0.00	\$ 0.00
	Panasonic KXTC1500E	\$ 0.00	\$ 0.00
	Itecs V729	\$ 19.52	\$ 4.35
Cordless Telephone		\$ 2.25	\$ 5.95
	General Electric 26921GE2 Cordless T		
	Toshiba FT3000 Cordless Telephone	\$ 3.01	\$ 4.95
	77125 Cordless Telephone	\$ 4.78	\$ 11.95
Digital Cameras		\$ 8.09	\$ 17.95
	Argus DC100 Digital Camera	\$ 1.51	\$ 3.95
	Argus DC2000 Digital Camera		
	K.B Gear J4MCAM2-D Digital Camera		
	Quant Opto-Electronic's Probe 99 Digit		
	Samsung DSG84X300K Digital Camera		
DVD Players		\$ 1.74	\$ 4.95
	Panasonic DVD420 DVD Player	\$ 2.05	\$ 5.95
	Philips DVD825 DVD Player	\$ 2.39	\$ 7.95
	RCA RC5220P DVD Player		
	Toshiba SD1200 DVD Player		
	Toolbox SD7109 DVD Players	\$ 4.13	\$ 11.95
		\$ 8.24	\$ 22.95
		\$ 37.22	\$ 79.95
		\$ 13.94	\$ 29.95
		\$ 18.59	\$ 39.95
		\$ 23.25	\$ 49.95
		\$ 27.91	\$ 59.95

Average \$ per Order*	% of All Visits*	Product Cost	GM\$	GMROI	
2,025.92	1234.86	1.00%			
\$90.33	\$90.33	0.01%	\$60.52	\$29.81	230%
\$39.57	\$39.57	0.04%	\$2,595.60	\$648.90	120%
\$0.00	\$0.00	0.01%	\$0.00	\$0.00	359%
\$30.18	\$30.18	1.02%	\$1,192.60	\$1,298.15	160%
\$66.78	\$66.78	0.01%	\$160.27	\$40.07	227%
\$551.94	\$283.25	0.97%			
\$65.14	\$65.14	0.00%	\$52.11	\$13.03	130%
\$0.00	\$0.00	0.00%	\$0.00	\$0.00	0%
\$407.04	\$135.68	0.01%	\$325.63	\$81.41	156%
\$209.76	\$82.43	0.96%	\$9,683.81	\$2,415.95	209%
\$277.63	\$197.31	6.45%			
\$35.51	\$35.51	0.01%	\$28.41	\$7.10	240%
\$440.96	\$33.92	0.04%	\$352.77	\$88.19	155%
\$1,446.08	\$53.12	0.92%	\$6,756.06	\$1,699.22	224%
\$3,233.08	\$30.46	4.29%	\$18,586.46	\$4,546.62	349%
\$1,116.00	\$44.30	1.18%	\$7,292.80	\$1,823.20	237%
\$943.95	\$497.22	9.18%			
\$3,862.72	\$93.35	1.45%	\$19,090.18	\$4,772.54	244%
\$1,983.20	\$87.85	1.47%	\$17,570.56	\$4,392.64	262%
\$1,118.16	\$74.96	3.55%	\$39,294.53	\$9,823.63	249%
\$2,032.57	\$88.37	0.09%	\$1,826.06	\$406.51	159%
\$2,967.20	\$152.69	2.62%	\$54,373.76	\$13,503.44	157%
\$954.10	\$1,073.27	10.35%			
\$8,972.00	\$232.03	2.24%	\$78,177.60	\$19,794.40	299%
\$7,139.00	\$202.53	0.74%	\$21,711.20	\$5,427.80	345%
\$5,834.28	\$219.92	0.47%	\$12,667.42	\$3,166.86	342%
\$5,178.91	\$201.43	0.75%	\$20,143.13	\$5,025.78	267%
\$8,930.00	\$217.36	6.15%	\$207,144.00	\$55,796.00	188%

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	Cost	Retail	Conversion	Gross Profit	GM%
Product Breakdown	\$ 37.24	\$ 59.95	5%	\$ 22.71	37.88%
CD Boombox	\$ 22.31	\$ 39.95	6%	\$ 17.64	44.15%
CD Boombox	\$ 27.90	\$ 49.95	6%	\$ 22.05	44.14%
CD Boombox	\$ 25.11	\$ 44.95	5%	\$ 39.68	44.13%
CD Boombox	\$ 11.14	\$ 19.95	27%	\$ 690.00	44.14%
CD Boombox	\$ 13.93	\$ 24.95	4%	\$ 179.47	44.15%
CD Boombox	\$ 16.73	\$ 29.95	4%	\$ 370.99	44.13%
CD Boombox	\$ 19.52	\$ 34.95	6%	\$ 176.25	44.14%
CD Boombox	\$ 2.25	\$ 5.95	4%	\$ 107.44	62.27%
CD Boombox	\$ 3.01	\$ 4.95	18%	\$ 53.47	66.38%
CD Boombox	\$ 4.78	\$ 11.95	4%	\$ 50.17	59.98%
Digital Cameras	\$ 8.09	\$ 17.95	10%	\$ 98.59	54.93%
Digital Cameras	\$ 1.51	\$ 3.95	6%	\$ 151.21	61.74%
Digital Cameras	\$ 1.74	\$ 4.95	9%	\$ 208.68	64.86%
Digital Cameras	\$ 2.05	\$ 5.95	4%	\$ 66.33	65.58%
Digital Cameras	\$ 2.39	\$ 7.95	7%	\$ 50.03	69.92%
Digital Cameras	\$ 4.13	\$ 11.95	15%	\$ 132.99	65.47%
Digital Cameras	\$ 8.24	\$ 22.95	90%	\$ 88.28	64.11%
Digital Cameras	\$ 37.22	\$ 79.95	4%	\$ 42.73	53.45%
Digital Cameras	\$ 13.94	\$ 29.95	10%	\$ 224.11	53.45%
Digital Cameras	\$ 18.59	\$ 39.95	6%	\$ 512.58	53.46%
Digital Cameras	\$ 23.25	\$ 49.95	7%	\$ 293.68	53.45%
Digital Cameras	\$ 27.91	\$ 59.95	9%	\$ 224.28	53.44%

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Product Category	Product Name	Cost	Retail	Conversion	Gross Profit	GM%
CD Boombox	Alvin CADW530 CD Boombox	\$ 37.24	\$ 59.95	5%	\$ 22.71	37.88%
CD Boombox	Audiocassette CE219 CD Boombox	\$ 22.31	\$ 39.95	6%	\$ 17.64	44.15%
CD Boombox	Fisher PHD295 CD Boombox	\$ 27.90	\$ 49.95	6%	\$ 22.05	44.14%
CD Boombox	GPX CM6 CD Boombox	\$ 25.11	\$ 44.95	5%	\$ 39.68	44.13%
CD Boombox	RCA RP1954 CD Boombox	\$ 11.14	\$ 19.95	27%	\$ 690.00	44.14%
Cordless ITAD	Panasonic KXTC1500E Cordless Telephone	\$ 13.93	\$ 24.95	4%	\$ 179.47	44.15%
Cordless ITAD	Panasonic KXTC1500E Cordless Telephone	\$ 16.73	\$ 29.95	4%	\$ 370.99	44.13%
Cordless ITAD	Iteco V729 Cordless Telephone	\$ 19.52	\$ 49.95	6%	\$ 176.25	44.14%
Cordless Telephone	General Electric 29321GE2 Cordless Telephone	\$ 2.25	\$ 5.95	4%	\$ 107.44	62.27%
Cordless Telephone	Toshiba FT7000 Cordless Telephone	\$ 3.01	\$ 9.95	18%	\$ 53.47	66.38%
Cordless Telephone	77125 Cordless Telephone	\$ 4.78	\$ 11.95	4%	\$ 50.17	59.98%
Digital Cameras	Argus DC100 Digital Camera	\$ 8.09	\$ 17.95	10%	\$ 98.59	54.93%
Digital Cameras	Argus DC2000 Digital Camera	\$ 1.51	\$ 3.95	6%	\$ 151.21	61.74%
Digital Cameras	Samsung DSG184 X300K Digital Camera	\$ 1.74	\$ 4.95	9%	\$ 208.68	64.86%
DVD Players	Panasonic DVD120 DVD Player	\$ 2.05	\$ 5.95	4%	\$ 66.33	65.58%
					\$ 10.03	69.92%
					\$ 12.99	65.47%
					\$ 18.28	64.11%
					\$ 12.73	53.45%
					\$ 4.11	53.45%
					\$ 2.58	53.46%
		\$ 23.25	\$ 49.95	7%	\$ 293.68	53.45%
		\$ 27.91	\$ 59.95	9%	\$ 224.28	53.44%

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Date Selection

Choose Report Type

Standard Date Range Relative Date Range Extended Report Trending

Comparative Report

Select the start and end dates using either the calendars or typing directly in the fields.

Date Selection

Start Date: 12/21/2003

End Date: 12/27/2003 11:59:59

Jan 2004

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

Jan 2004

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

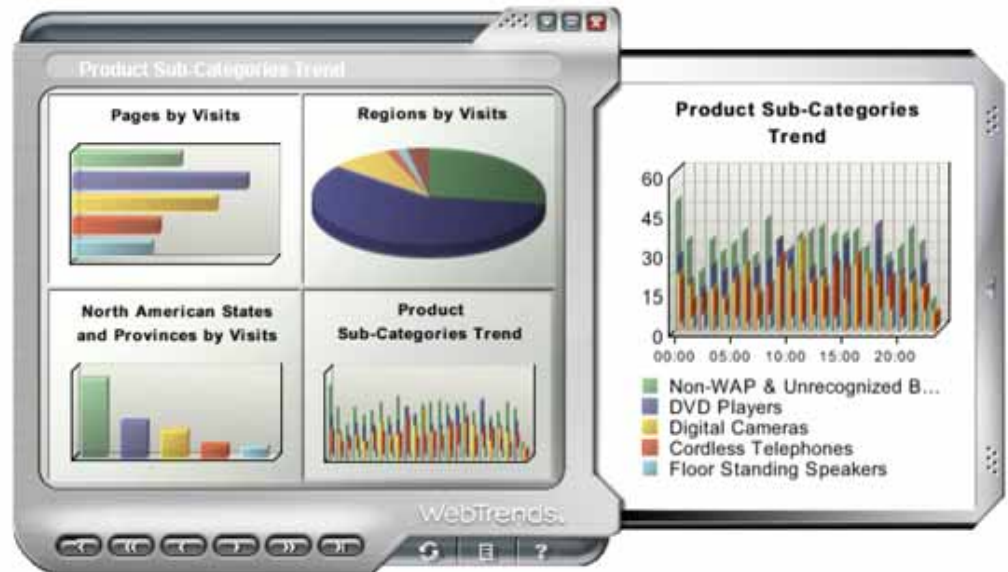
OK Cancel

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- **Express Results** – Critical metrics updated throughout the day
- **Express Results Viewer** – Allows executives and key managers to stay on top of critical metrics without logging into WebTrends

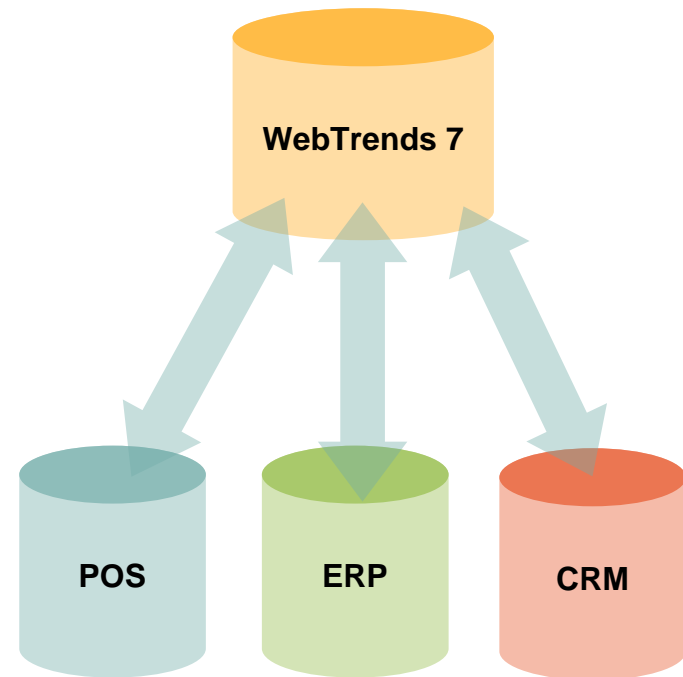


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- **Data Integration** – Seamless, easy-to-manage integration with other data sources

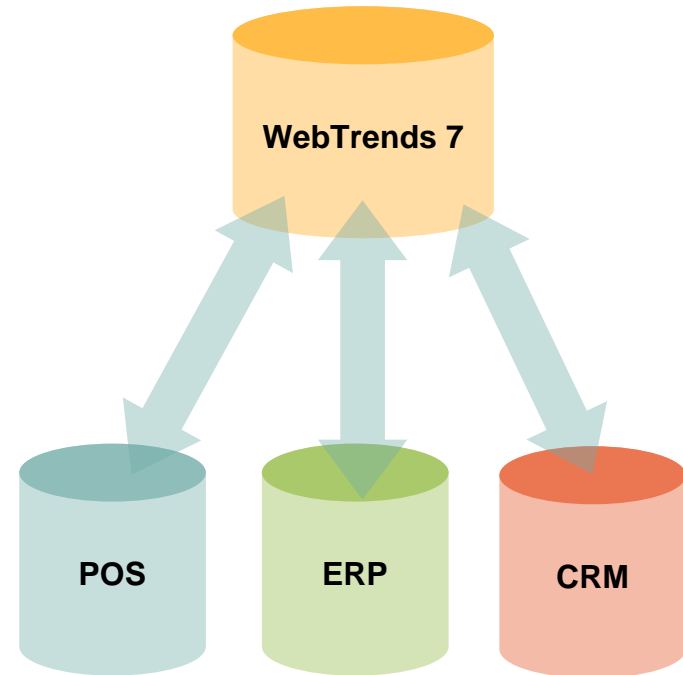


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Bottom Line:

- Increased data accessibility
- Increased user adoption
- Accelerated ROI

“WebTrends 7 is an exciting release...it eliminates having to rely on multiple analytic tools when trying to get a complete picture of business results.”

MICHAEL CROWDES *Internet Program Manager*
Royal Appliance, Inc., maker of Dirt Devil appliances

Thank You

- To send us questions after the webcast:
 - zm_wt@itfrontier.co.jp
- For more information on WebTrends 7:
 - <http://sirius.itfrontier.co.jp/webtrends>
- To request a complete demo:
 - zm_wt@webtrends.com
 - 03-6221-5200