



# Evaluating: Measuring Your Success

## Overview

Of course, the ultimate measure in evaluating the success of any campaign is whether or not the decision maker responds as we hope. But to reach that goal, we use strategies and tactics that we think will sway the decision maker, and we must evaluate the success of these strategies along the way to gauge the likelihood that we will meet our ultimate goal and to increase the effectiveness of future campaigns.

In traditional organizing, we've developed many systems for evaluating the success of our organizing efforts in quantifiable and measurable ways. For example, we can set specific, quantifiable goals for the number of petition signatures we need to gather in a campaign, send our organizers out into the field, and learn a lot about our individual organizer's capabilities, the neighborhoods we organize in, and about petitioning itself.

You can set the same kinds of metrics for your online organizing tools – just because you're using email and your web site instead of a clipboard and a flier, doesn't mean you can't learn the same things. When planned right, you can track the number of people who take an action for you for any given request, the kinds of people who will take that action, and how to make the action work best. The evaluating part seems more mystifying online (How DO you find out how many people took action?), but with a few key statistics, you can start evaluating your online organizing tactics.

Keep in mind that there are two kinds of statistics you need to track: statistics about your web site and statistics about your email list. You can use either tool independently of the other to organize your constituents, but evaluating the results correctly most often requires a combination of the two tools.

Warning! Evaluating your success is laden with math. All right, it's just addition, subtraction and multiplication, but it couldn't hurt to have a calculator handy. We'll start with the basic statistics you want to track for each tool, email and web sites, and then we'll show you how to use those statistics in combination to learn what's working, and what needs improving, in your online organizing strategy.

## What You Want to Know about Web Sites

As we mentioned above, in order to evaluate the effectiveness of your online strategies, there are a few statistics you'll need to gather about your web site. You'll use these statistics in combination (we'll show you how later on) to determine what's working and what's not. As we describe what you need to know, keep in mind that there are often multiple ways to find each of these statistics, and there are systems out there that you

can buy that may automatically calculate what you need to know. We're assuming here that you have access to just basic technology tools. If you have a database backed web site and/or an online database, talk to your vendor about the reporting you need to evaluate your effectiveness. If not, there is at least one tool you'll need to collect these statistics: server reporting software.

## **Server Reporting Software**

Server reporting software generates reports about the usage of your website, or web site statistics. You're probably already familiar with some of the statistics server reporting software can deliver: hits, unique visitors, average length of site visit. There are several different software packages on the market to deliver these statistics, and each will deliver them in a different format, though most deliver the same core set of information.

If a vendor currently hosts your web site, you most likely have access to these reports. If you've been getting these reports, we'll show you how to finally use them. If you haven't, call your web hosting company to find out how you can get them. Check out the sample port a the end of this document, or learn more about site statistics at:

HYPERLINK "http://www.webtrends.com" <http://www.webtrends.com>

HYPERLINK "http://www.sitestats.com/" <http://www.sitestats.com/>

## **The Statistics**

### **Unique Visitors**

The number of unique visitors to your site is not the same as the number of hits. The number of hits is equivalent to the number of files that were accessed on your site – including all the graphics and any documents. If you have 5 graphics on your home page, each time someone came to your site, that'd be six hits right there. So it's not a great metric for knowing how many people have been at your site, unless you really like long division. The metric you want to find is how many unique individuals have visited your site (i.e., discounting the super-supporters who come to your site seven times a day). The short answer is: there is no real way to track this, but we can come close. Here's how:

You may not know this, but every time you log onto the Internet, your ISP gives your computer a unique identifier so that it can communicate with the other computers on the Internet. This identifier is called an Internet Protocol address, or IP address. Usually, you get a new one each time you log on to the Internet, and the no two computers can have the same IP address simultaneously.

Web site statistics can track how many unique IP addresses visit your site in a given time period, which is pretty close to the number of unique people who visit your site during that time. It's possible for one person to visit your site 10 times in one day, dialing up and getting a new IP address each time. She'd show up as 10 unique visitors. Possible, but not probable. So, if your web statistics tell you that 30 unique IP addresses visited your site, it's possible that fewer actual people got there, but it's close enough for us, and certainly a better metric for measuring site traffic than hits.

What does this mean to you? Knowing how many unique people access your site tells you how successful you were at driving people to your site. For example, if you add your web site address to all of your outreach materials (fliers and brochures), and the number of unique visitors to your site starts to climb, you'll know that adding that address to your materials was effective.

## **Page Views**

Your web site is actually a collection of individual HTML files, connected through a series of links. Server Reporting Software can help you determine which of those pages on your site are accessed most frequently, and exactly how many times they've been accessed. For example, you may get a report that reads:

Index.html (home page of site) – 1,147

ContactUs.html – 542

AboutUs.html – 247

TakeAction.html - 101

This report tells us that the home page is the most popular file on our site and was accessed 1,147 times during the time period of this report. It also tells us that 101 people visited our "Take Action" page.

How do you use this statistic? Knowing how often specific pages are accessed is crucial in determining how effective you've been at getting people to take a specific action at your site. For example, if you send an email to 100 reporters on your press list providing them with a link to view a specific release, you can learn how many actually viewed the page (release4.html, for example).

## **Downloads**

Have you ever downloaded something from a web site – a position paper, a presentation, or (more likely) a music file? Downloads from web sites are easy to set up. It's just a link to the file, instead of another a web page. And, just like the "Page Views" statistic, your web site reporting software can tell you what files are downloaded and how often. You may get a report that reads:

CampaignFlier.pdf - 328

KnowYourRights.doc - 118

CampaignSticker.jpg - 76

Having people download a document in order to complete an action (i.e. notes for a phone call, flier, petition, etc.), is a great way to roughly determine how many people are doing what you ask them to do. So, if you send an email to 100 volunteers asking them to download a petition and gather signatures for you, you can learn how many people actually downloaded the petition.

## **Referring URL**

One of the other handy things that site statistics can tell you is how people are getting to your site. URL, or Uniform Resource Locator, is just the technical way of saying "web address." Sometimes, people come straight to your site when they open up a browser – they click on a link in an email from you. Other times, they get online and log on to your site by typing the URL directly into their browser. But lots of times, people get to your site by linking from another site, like a coalition partner, online newspaper, or

search engine. Whenever this happens, the server reporting software records where that person came from – HYPERLINK "http://www.goodgroup.org" [www.goodgroup.org](http://www.goodgroup.org), HYPERLINK "http://www.nytimes.com" [www.nytimes.com](http://www.nytimes.com), or HYPERLINK "http://www.yahoo.com" [www.yahoo.com](http://www.yahoo.com).

Knowing where people are coming from will help you evaluate how various outreach strategies are working. If you spend 40 hours a month getting groups to link to your site, but only 15 people a month are coming from those sites, you know you should invest in another outreach strategy, like search engines.

### **Duration of Visit**

Every time a visitor accesses your site, server reporting software can start the clock ticking. For example, server reporting software can tell you the average length of stay for all visitors on your site as a whole, or for specific pages.

What does this mean to you? Knowing how much time people are spending at your site is probably the best indicator of how compelling your web site is. People will make up their minds to stay or not in the first seconds, so if you can't keep them for a minute or more, you know you're losing people before they get your message.

### **Where People Leave Your Site**

Just as it's important to know how people got to your site, it's also important to know where they're leaving your site. Server reporting software will tell you which specific pages people exit from most often.

How do you use this statistic? Knowing where people leave your site is a great indicator of which content is just not working. For example, if people most often leave from the home page, it's a clear indicator that your home page itself needs some work. If your online giving form is a three-step process, but most people bail after step one, you may want to consolidate steps, or figure out how to let people know it's a multi-step process.

## **What You Want to Know About Your Email List**

Depending on how you manage your email list, there are different ways to collect these statistics, some manual, some automatic. As a general rule of thumb, if you manage your list with your email program (Eudora, Outlook, Netscape, etc.), then you have to count each of these statistics by yourself. And let's face it, that's not exactly an intellectually challenging task, so you may want to look into using a list serv or database driven system. If you use a listserv (like Topica, Yahoo Groups, etc.), then you can get reporting on these statistics. If you use a database driven system to send email (RCAN, CAN, ebase, POP, etc.), then you can get most of these statistics automatically as well. However you get them, here's what you need to know:

### **The Statistics**

#### **Unsubscribes**

We're probably all used to this phenomenon by now – you send out an email to your list and within minutes, requests start pouring in to be removed from the list. The number of people who asked to be removed after each mailing is an important statistic to track. You may have to count the requests that come in to your inbox, or if you have a

database driven system or a listserv, you may be able to get a report from the software.

What does this mean to you? Tracking this statistic can help you judge two things – how receptive your list is to each individual alert, as well as how healthy your list is in general. For example, if half your list unsubscribes after a particular alert, you probably know that alert was off-base for your audience. However, if only a few percent of your list is unsubscribing on average over time, you know you've got a pretty healthy list, despite the one setback.

### **New Subscribers**

Hopefully, just as familiar to you as people unsubscribing, are the steady flow of requests to be added to your email list. Again, you may have to count the requests that come in to your inbox, or if you have a database driven system or a listserv, you may be able to get a report from the software.

What does this tell you? Counting the number of new subscribers can help you identify two things – when particular recruitment tactics are working, and how healthy your list is in general. If you get a rush of new subscribers around the same time that you send a mailer about your list to your membership, you probably have a good indication that the mailer is working. However, if the number of new subscribers continuously decreases over time, you know that your list could use a little help.

### **Bounced Emails**

We've all done it; signed up for an email list with one address, and then changed addresses 2 months later without notifying the list manager. Or, we sign up for a list and enter the address incorrectly. Your list members will do it to you, and you'll get their bounced emails in return. Once again, you may have to count the number that come in to your inbox, or if you have a database driven system or a listserv, you may be able to get a report from the software.

Why is this important? A high number of bounced emails usually indicates a list that is in need of some attention. But more specifically, you need to know how many emails bounced to know how many people actually received your email. For example, if you send an email to your list of 100 people, but 13 bounce, then only 87 people really received the alert.

## **Doing the Math – Putting the Stats Together**

So now you've got the basic building blocks to evaluate your success. You'll need to put those statistics together to get some more numbers that will help you better indicate whether or not you're reaching your goals. Using the statistics above, you should be able to calculate:

### **Recipients**

It seems straightforward, but the number of people who received your message is actually a calculation too; it's the number of people to whom you sent your message, minus the number of emails that bounced back to you.

**Example:** If you send the message to 115 people and 15 messages bounce back,

you're left with 100 recipients.

## **Click-through rates**

If you're asking someone to take an action from your web site (like read a press release, download a flier, or send an email), this is the percentage of people who visit your action page from a link in your email message, or on a web site. The click-through rate usually indicates how compelling your email message or web page was, or to put it another way, how many people it inspired to take action. You get the click-through rate by dividing the number of people who visit the action page on your site by the number of people who received your message.

**Example:** If 75 people visit the page where they can download the flier, and 100 people received your message, that's a 75% click-through rate. Remember, to get the number of people who visit your action page, use the "File Requests" statistic from your web site statistics report. It will tell you that your action.html page was visited 75 times that week.

## **Conversion rate**

Again, this statistics only applies if you're asking someone to take action from your web site. The conversion rate is the percentage of people who actually complete your action compared to the number who visit your action page. This is the leading indicator of how compelling your action page is – is it easy to navigate, easy to take the action, aesthetically pleasing, etc. To calculate the conversion rate, you need to divide the number of actions taken (number of fliers downloaded, links clicked on, etc.) by the number of people that visited the action page.

**Example:** If 75 people visit the page, and 25 people actually download the flier, that's a 33% conversion rate. You'll use the "File Requests" statistic from your web site statistics report. It will let you know that flier.pdf was downloaded 25 times.

## **Response rate**

This statistic is the bottom line for evaluating effectiveness of a particular message. It's the percentage of the list that received your message that took action. Take the number of people who take an action for you (show up at a meeting, volunteer to phone bank, download a flier, etc.) and divide that by the number of people who received the email.

**Example:** If 100 people receive the email with the action request and 25 take the action, that's a 25% response rate.

## **Net subscribers**

Used to evaluate the health of your email list, the net subscribers statistics tells you the net change in the number of people subscribed to your email list. If the net change moves in a positive direction over time, you're doing it right. If it moves in a negative direction over time, you'll need to re-think how you're managing your list. To get the net change, subtract the number of unsubscribes from the number of new subscribers during the same time period.

**Example:** If 15 people unsubscribe, and 22 people subscribe, that's a net change of +7.

## **Examples – Using these Numbers in Real Life**

So, you know what to track, but how would it really work? You've got to use your website and email list together to be able to track most actions. Clearly, if the action you want people to take is to physically show up somewhere, all you need to do is send the email and count who shows up. However, other actions, both on and offline, are much harder to track. The trick is to consider what you can track about your web site and email, and then design an action that allows you to use those statistics.

Most frequently, you can use email to prompt the action, and then drive people to your web site to complete the full action (like read a press release) or get materials to complete other actions (like send a letter to the editor). By sending people to a specific page on your site to retrieve needed materials, you can track what happens.

This is not to say that this system is a completely accurate way of reporting the exact results of each of your messages. For example, you may have sent a message to 50 people, and have 55 people take the action. How is this possible? Your original recipients may have forwarded your message to their interested friends and family. This is just one of the scenarios that can alter your results (and is actually a good indicator of a strong list).

However, even if the numbers for each engagement of the list aren't scientifically perfect, they're still going to give you a good picture of what happens for the particular mailing, and more importantly, over time.

### **Single Action Scenario:**

You want to send an email to your list of 547 people asking everyone to write a letter to the editor about the choice bill that's just been introduced in the State Legislature. You want to know:

- Number of Recipients
- Click Through Rate
- Conversion Rate
- Response Rate
- Net Subscribers

### **Setting up the Action to Track It:**

To track all these numbers, you'll need to set up a page on your web site where you can direct people to get the materials they'll need to write the letter. When they go to your site, your server reporting software will capture their presence and allow you to track them! To track all your statistics, you can:

- Create a pre-addressed sample Letter to the Editor, a Word document perhaps, that your list can download, modify, and print
- Create a special page on your site with a link to the sample Letter to the Editor

### **What Happens:**

The email is sent to 547 people, but you get 78 bounced email addresses. 326 people visit the web page, 298 download the sample letter. 14 people unsubscribe from the list that week, and 22 people join.

## The Statistics:

<b>Number of Recipients</b>	547-87= <b>469</b>
<b>Click Through Rate</b>	326/469= <b>70%</b>
<b>Conversion Rate</b>	326/469= <b>91%</b>
<b>Response Rate</b>	298/469= <b>64%</b>
<b>Net Subscribers</b>	22-14= <b>+8</b>

## The Analysis

It looks good. You drove a lot of people from your email message to your site, and you got most of them to download the Letter to the Editor, which is hard to do! And, you managed to pick up a few subscribers this week, so the alert probably went over pretty well. Is this a single bright moment for you, or indicative of your fabulous list and outstanding program work? Only time will tell.

## Keeping Track Over Time

Just as important as tracking some key statistics for each individual alert is the ability to track statistics over time. As the list manager, you should keep a spreadsheet or log of these numbers over time to calculate aggregate statistics and spot any disturbing trends. Your spreadsheet may look like this:

**8/22/2000 9/27/2000 10/27/2000**  
**Title of Email** Letter to the Editor - Anti Bill #35 Call Senator Sneed Tell a Friend!  
**Email "Ask"** Download sample Letter to the Editor and send to Capital City Paper. Download sample text and call in! Use our web form to tell your friends about our action list!  
**Recipients** Email Action List Email Action List Email Action List  
**# of Sends** 547 477 463  
**Bounced** 87 2 12  
**Recipients** 460 475 451  
**Action Page Accessed** 326 189 350  
**Actions Taken** 298 LTE's downloaded 75 sample text docs downloaded 302 people use form  
**Click Through Rate** 70% 40% 78%  
**Conversion Rate** 91% 40% 86%  
**Response Rate** 64% 16% 67%  
**Unsubscribes** 14 22 10  
**New Subscribes** 22 5 395  
**Net Subscribes** 8 -17 385

## What You Learn

Taking a look at even a few statistics over time can help you learn a lot about your success. Here are some inferences we can make after tracking just three alerts:  
We can expect a response rate of around 65% when folks like the alert.  
Our alerts are compelling – most people click through to the site.  
We do a good job of setting up our action pages – most of the people that go there take action.  
Our second alert stunk. People probably didn't like the action because no one clicked through to the site, and even fewer bothered to download the text.

## Success is Relative

The second you start tracking these statistics, the voice of doubt will creep in with the nagging question: "Is an x% response rate good, average, or horrible?" Every list is different, so there's really no bar to measure yourself against, except your own. For instance, if you have a big list, but it's mostly made up of people who barely know your organization, you're going to get a lot lower response rates than the folks with small, extra-committed lists.

Track the first few actions and average out the results. Use this base to judge the



overall success of your list. If you can increase your response rates and decrease your unsubscribes, that's all that matters. Or if you must compare, try calling your peers in similar issue areas and find out how their lists are performing. As you continue to evaluate your success and refine the use of your email list, you'll find yourself calling your peers just to gloat!

Also, don't forget to compare these statistics to your return on offline tactics such as tabling and direct mail. Over time, you may find that it is more effective to use email for specific actions, but not worth the time and energy for other tactics.

# Sample Web Site Statistics Report

(provided by [HYPERLINK "http://www.sitestats.com/"](http://www.sitestats.com/) <http://www.sitestats.com/>)

## Web traffic profile on 07 Nov 2001

Web traffic  
Count  
Average duration

[HYPERLINK "http://www.sitestats.com/documents/glossary.php"](http://www.sitestats.com/documents/glossary.php) \I "Users" \t  
"glossary" [Unique users](#) 2,942

00:02:20 per unique user

[HYPERLINK "http://www.sitestats.com/documents/glossary.php"](http://www.sitestats.com/documents/glossary.php) \I "Sessions" \t  
"glossary" [User sessions](#) 3,436

00:01:59 per session

[HYPERLINK "http://www.sitestats.com/documents/glossary.php"](http://www.sitestats.com/documents/glossary.php) \I "Impressions" \t  
"glossary" [Page impressions](#) 19,860

00:00:20 per impression

INCLUDEPICTURE "http://www.sitestats.com/images/nothing.gif" \\*  
MERGEFORMATINET **Settings**

**Percent**

[HYPERLINK "http://www.sitestats.com/documents/glossary.php"](http://www.sitestats.com/documents/glossary.php) \I "Cookies" \t  
"glossary" [Cookies](#) 92.7%

[HYPERLINK "http://www.sitestats.com/documents/glossary.php"](http://www.sitestats.com/documents/glossary.php) \I "Java" \t  
"glossary" [Java](#) 93.7%

[HYPERLINK "http://www.sitestats.com/documents/glossary.php"](http://www.sitestats.com/documents/glossary.php) \I "Script" \t  
"glossary" [Script](#) 95.5%

## Demographics

Category  
Most popular  
Sessions  
Percent

[HYPERLINK "http://www.sitestats.com/mystats/report.php?"](http://www.sitestats.com/mystats/report.php?)

site\_id=373&account\_id=&report\_id=3&start\_date=20011107&end\_date=20011107  
&format=profile" [Countries](#)  
United States

2,510  
73.1%

HYPERLINK "http://www.sitestats.com/mystats/report.php?  
site\_id=373&account\_id=&report\_id=4&start\_date=20011107&end\_date=20011107  
&format=profile" [Languages](#)  
United States

2,189  
63.7%

HYPERLINK "http://www.sitestats.com/mystats/report.php?  
site\_id=373&account\_id=&report\_id=5&start\_date=20011107&end\_date=20011107  
&format=profile" [Time zones](#)  
GMT-5

1,053  
30.6%

HYPERLINK "http://www.sitestats.com/mystats/report.php?  
site\_id=373&account\_id=&report\_id=24&start\_date=20011107&end\_date=20011107  
&format=profile" [Hour of the day](#)  
18:00

250  
7.3%

HYPERLINK "http://www.sitestats.com/mystats/report.php?  
site\_id=373&account\_id=&report\_id=9&start\_date=20011107&end\_date=20011107  
&format=profile" [Host computers](#)

aol.com

110  
3.2%

## Computers

**Category**  
**Most popular**  
**Sessions**  
**Percent**

HYPERLINK "http://www.sitestats.com/mystats/report.php?  
site\_id=373&account\_id=&report\_id=2&start\_date=20011107&end\_date=20011107  
&format=profile" [Web browsers](#)  
Internet Explorer 5.0

1,270  
37.0%

HYPERLINK "http://www.sitestats.com/mystats/report.php?  
site\_id=373&account\_id=&report\_id=8&start\_date=20011107&end\_date=20011107  
&format=profile" [Operating systems](#)  
Windows 98

1,555  
45.3%

HYPERLINK "http://www.sitestats.com/mystats/report.php?site\_id=373&account\_id=&report\_id=6&start\_date=20011107&end\_date=20011107&format=profile" [Color quality](#)  
16 bit color (ok)

1,765  
51.4%

HYPERLINK "http://www.sitestats.com/mystats/report.php?site\_id=373&account\_id=&report\_id=7&start\_date=20011107&end\_date=20011107&format=profile" [Monitor resolution](#)

800x600

1,659  
48.3%

## Pages

**Category**  
**Most popular**  
**Impressions**  
**Percent**

HYPERLINK "http://www.sitestats.com/mystats/report.php?site\_id=373&account\_id=&report\_id=15&start\_date=20011107&end\_date=20011107&format=profile" [Most popular pages](#)  
popmail

6,556  
33.0%

HYPERLINK "http://www.sitestats.com/mystats/report.php?site\_id=373&account\_id=&report\_id=28&start\_date=20011107&end\_date=20011107&format=profile" [Most popular links](#)  
My email

349

HYPERLINK "http://www.sitestats.com/mystats/report.php?site\_id=373&account\_id=&report\_id=16&start\_date=20011107&end\_date=20011107&format=profile" [Most popular directories](#)  
/

19,293  
97.1%

HYPERLINK "http://www.sitestats.com/mystats/report.php?site\_id=373&account\_id=&report\_id=17&start\_date=20011107&end\_date=20011107&format=profile" [Entry pages \(bookmarks\)](#)  
welcome

2,339  
68.1%

HYPERLINK "http://www.sitestats.com/mystats/report.php?site\_id=373&account\_id=&report\_id=18&start\_date=20011107&end\_date=20011107&format=profile" [Exit pages](#)  
welcome

1,604  
46.7%

HYPERLINK "http://www.sitestats.com/mystats/report.php?site\_id=373&account\_id=&report\_id=19&start\_date=20011107&end\_date=20011107&format=profile" [Page navigation \(clicks\)](#)  
popmail INCLUDEPICTURE "http://www.sitestats.com/images/link.gif" \\* MERGEFORMATINET readmail

2,081

HYPERLINK "http://www.sitestats.com/mystats/report.php?site\_id=373&account\_id=&report\_id=23&start\_date=20011107&end\_date=20011107&format=profile" [Page durations](#)

sendmail

00:02:02

## Referrers

**Category**  
**Most popular**  
**Sessions**  
**Percent**

HYPERLINK "http://www.sitestats.com/mystats/report.php?site\_id=373&account\_id=&report\_id=10&start\_date=20011107&end\_date=20011107&format=profile" [Referring web pages](#)  
search.yahoo.com

23  
0.7%

HYPERLINK "http://www.sitestats.com/mystats/report.php?site\_id=373&account\_id=&report\_id=11&start\_date=20011107&end\_date=20011107&format=profile" [Referring web sites](#)  
www.google.com

26  
0.8%

HYPERLINK "http://www.sitestats.com/mystats/report.php?site\_id=373&account\_id=&report\_id=12&start\_date=20011107&end\_date=20011107&format=profile" [Referring search engines](#)  
search.yahoo.com

23  
0.7%

HYPERLINK "http://www.sitestats.com/mystats/report.php?site\_id=373&account\_id=&report\_id=13&start\_date=20011107&end\_date=20011107&format=profile" [Search words](#)  
web2mail

25  
0.7%

HYPERLINK "http://www.sitestats.com/mystats/report.php?"

site\_id=373&account\_id=&report\_id=14&start\_date=20011107&end\_date=20011107&format=profile" [Search phrases](#)

web2mail

25  
0.7%

## Commerce

### Category Most popular Sessions Percent

HYPERLINK "http://www.sitestats.com/mystats/report.php?site\_id=373&account\_id=&report\_id=21&start\_date=20011107&end\_date=20011107&format=profile" [e-Commerce referrers](#)

search.msn.com INCLUDEPICTURE "http://www.sitestats.com/images/link.gif" \\* MERGEFORMATINET newuser

5  
0.1%

HYPERLINK "http://www.sitestats.com/mystats/report.php?site\_id=373&account\_id=&report\_id=22&start\_date=20011107&end\_date=20011107&format=profile" [e-Commerce entry pages](#)

welcome INCLUDEPICTURE "http://www.sitestats.com/images/link.gif" \\* MERGEFORMATINET newuser

287  
8.4%

HYPERLINK "http://www.sitestats.com/mystats/report.php?site\_id=373&account\_id=&report\_id=25&start\_date=20011107&end\_date=20011107&format=profile" [e-Commerce search words](#)

www.web2mail.com

4  
0.1%

HYPERLINK "http://www.sitestats.com/mystats/report.php?site\_id=373&account\_id=&report\_id=26&start\_date=20011107&end\_date=20011107&format=profile" [e-Commerce search phrases](#)

www.web2mail.com

4  
0.1%

## Most popular pages on 07 Nov 2001

INCLUDEPICTURE "http://www.sitestats.com/mystats/graphs/pie.php?1=6556&2=3058&3=2940&4=2358&5=1091&6=751&7=398&8=382&9=351&10=322&11=231&12=215&13=176&14=140&15=130&16=81&17=60&18=24&19=24&20=2&21=1&22=1" \\* MERGEFORMATINET

**Rank**

**HYPERLINK "http://www.sitestats.com/documents/glossary.php" \I "15"  
\t "glossary" Page**

**HYPERLINK "http://www.sitestats.com/documents/glossary.php" \I  
"Impressions" \t "glossary" Impressions**

**Percent**  
**INCLUDEPICTURE "http://www.sitestats.com/images/nothing.gif" \\***  
**MERGEFORMATINET**

1 popmail	6,556 34.0%
INCLUDEPICTURE "http://www.sitestats.com/images/line.gif" \* MERGEFORMATINET	
2 welcome	3,058 15.8%
INCLUDEPICTURE "http://www.sitestats.com/images/line.gif" \* MERGEFORMATINET	
3 signin	2,940 15.2%
INCLUDEPICTURE "http://www.sitestats.com/images/line.gif" \* MERGEFORMATINET	
4 readmail	2,358 12.2%
INCLUDEPICTURE "http://www.sitestats.com/images/line.gif" \* MERGEFORMATINET	
5 about	1,091 5.7%
INCLUDEPICTURE "http://www.sitestats.com/images/line.gif" \* MERGEFORMATINET	
6 signup	751 3.9%
INCLUDEPICTURE "http://www.sitestats.com/images/line.gif" \* MERGEFORMATINET	
7 newuser	398 2.1%
INCLUDEPICTURE "http://www.sitestats.com/images/line.gif" \* MERGEFORMATINET	
8	



## Most popular links on 07 Nov 2001

INCLUDEPICTURE "http://www.sitestats.com/mystats/graphs/pie.php?  
1=352&2=122&3=52&4=30&5=9&6=5" \\* MERGEFORMATINET

Rank

HYPERLINK "http://www.sitestats.com/documents/glossary.php" \I "28"  
\t "glossary" [Link](http://www.sitestats.com/documents/glossary.php)

HYPERLINK "http://www.sitestats.com/documents/glossary.php" \I  
"Clicks" \t "glossary" [Clicks](http://www.sitestats.com/documents/glossary.php)

**Percent**  
**INCLUDEPICTURE "http://www.sitestats.com/images/nothing.gif" \\***  
**MERGEFORMATINET**

1 My email	352 61.8%
INCLUDEPICTURE "http://www.sitestats.com/images/line.gif" \* MERGEFORMATINET	
2 My details	122 21.4%
INCLUDEPICTURE "http://www.sitestats.com/images/line.gif" \* MERGEFORMATINET	
3 My subscriptions	52 9.1%
INCLUDEPICTURE "http://www.sitestats.com/images/line.gif" \* MERGEFORMATINET	
4 Subscribe	30 5.3%
INCLUDEPICTURE "http://www.sitestats.com/images/line.gif" \* MERGEFORMATINET	
5 Chat	9 1.6%
INCLUDEPICTURE "http://www.sitestats.com/images/line.gif" \* MERGEFORMATINET	
6 Advertise	5 0.9%
INCLUDEPICTURE "http://www.sitestats.com/images/line.gif" \* MERGEFORMATINET	
<b>Total</b>	<b>570</b> <b>100.0%</b>

