



**Urchin**  
WEB ANALYTICS SOFTWARE



ONLINE MARKETING WORKS  
**URCHIN PROVES IT**

# Make More Money with Urchin

Get real leads, convert them to customers, and skyrocket your sales



Anyone can buy keywords on a search engine and get some leads. But which keywords bring in real leads with real money to spend? Urchin shows you which search words, search engines, marketing initiatives, and ad content create conversions, so you can target your marketing dollars and get leads that turn into customers. Fast.

**ROI Analysis:** Buy the keywords that convert. Cut those that don't.

**Goal Conversion:** Verify conversion to purchase or any other goal.

**A/B Testing:** Test content and go with what works.

**Click Fraud:** Identify and take action against click fraud.

**Day Parts:** Don't waste money when your audience is away.

**Compare:** Marketing campaigns, advertising channels, e-mail blasts, search engines, specific keywords, organic searches, and more.



## Look Good with Urchin

Drive your points home with the powerful persuasion of hard numbers and superior graphics

You want to be known for professionalism and accuracy. You need to back up your decisions with compelling data that everyone on your team understands. Urchin reports essential metrics, including conversion rates and ROI, for all of your online marketing campaigns – all in editable, resizable, gorgeous color.

- ▶ **Best Interface:** Urchin's award-winning user interface is interactive, powerful and easy to use.
- ▶ **Business Ready Graphics:** Simply paste Urchin's stunning graphics into your presentations and reports.
- ▶ **Tailor the Data:** Filter out irrelevant or undesirable data – Urchin's reports update instantly.
- ▶ **Easy Export:** Directly export Urchin's data to Word®, Excel®, and other applications.



## Simplify with Urchin

Spent less time getting data and more time getting results

If you currently analyze marketing spending and cost data from multiple sources, you know it's a time-consuming and error-prone process. Urchin is designed as a complete solution so you can focus on implementing results instead of collecting data.

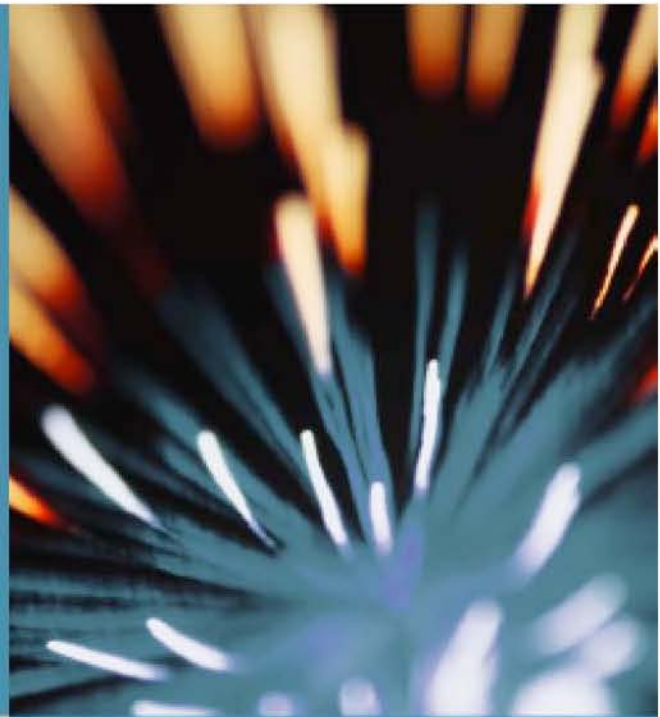
- ▶ **Centralized Marketing Command Center:** Consolidate all your marketing analysis in one place – e-mail blasts, search engine keywords, banner ads, and even offline marketing initiatives - with centralized, one-stop reporting.
- ▶ **No Spreadsheets:** Urchin imports all of your search engine spending and e-commerce revenue data.
- ▶ **Analyze Entire Campaigns:** Keyword spending, e-commerce revenue data, lead generation, and ROI all in one place.
- ▶ **Easy to Implement:** Urchin is fast, scalable and easy to install.



GET THE FREE  
**15-DAY**  
DEMO NOW!

Download your free demo here:  
[www.urchin.com/demo](http://www.urchin.com/demo)

**Urchin Software Corporation** was founded in 1995 and is based in San Diego, CA. Urchin is a leader in the web analytics market, with thousands of customers including over 20% of the Fortune 500® and a majority of top hosting service providers. With nearly a decade of success, Urchin is a global force with worldwide resellers and distribution partners. For more information, please visit [www.urchin.com](http://www.urchin.com)



## Urchin Software Corporation

2165 India Street

San Diego, CA 92101

Phone (619) 233-1400

Fax (619) 374-2478

Sales 1-888-8-URCHIN

(1-888-887-2446)

[sales@urchin.com](mailto:sales@urchin.com)

[www.urchin.com](http://www.urchin.com)

**Technical Information** Urchin is a software product that analyzes traffic to websites by reading cookie-enhanced log files and delivering reports on-demand via the web browser. It is available for purchase for a one-time fee with optional annual support. The Urchin product line is available for most common operating system variants including Windows, Linux, UNIX, and Mac OS X. System requirements are modest: 128mb RAM, 10 GB hard disk, and 500mhz processor; high-speed internet access recommended.

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