

# Website Analytics

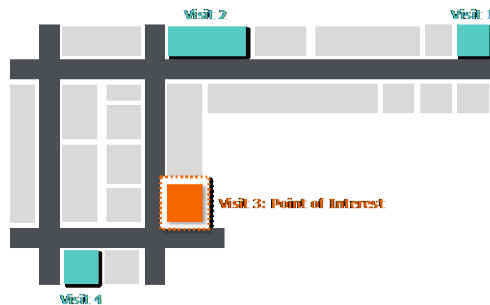
Leverage the Claritas pixel to validate that your campaigns engage the right audiences

Determine how well your online or offline campaigns drive consumers to your website and see what content they engage with Claritas' Website Analytics capabilities. Understand who is responding to your campaigns (from exposure) and whether they are converting through your site.

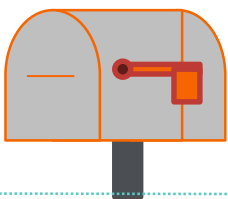
## Online Video



## Out-of-home



## Direct Mail



## Create a Customer File from Anonymous Site or App Visitors

To expand your existing list or create a list if you do not have one

Men's Accessories	Women's Shirts	Men's Shoes
Household ID: 12345 ZIP Code: 12345-1234-12 Life Stage: Young Achievers Visited through desktop browser	Household ID: 12345 ZIP Code: 12345-5432-54 Life Stage: Sustaining Families Visited with mobile phone	Household ID: 54353 ZIP Code: 43884-5743-32 Life Stage: Midlife Success Visited with tablet

## Key Benefits

With **Website Analytics**, we can help you answer questions like:

- Who is responding to my campaign?
- What content are they engaging with on my site?
- How and when are they following up on our campaigns?
- Are consumers exposed to my campaigns actually converting on my site?

Using Website Analytics, **identify anonymous visits** from the following viewpoints:

- Audiences (choose from custom or Claritas segments)
- Content (tailor to site categories)
- Conversions (e.g. online purchases)
- Device Type
- Residential address (heatmap at the ZIP+4 level)
- Time and date
- Metrics like bounce rate, number of visits, depth of engagement

For more information contact your Claritas representative at **800.234.5973** or visit **www.claritas.com**

