



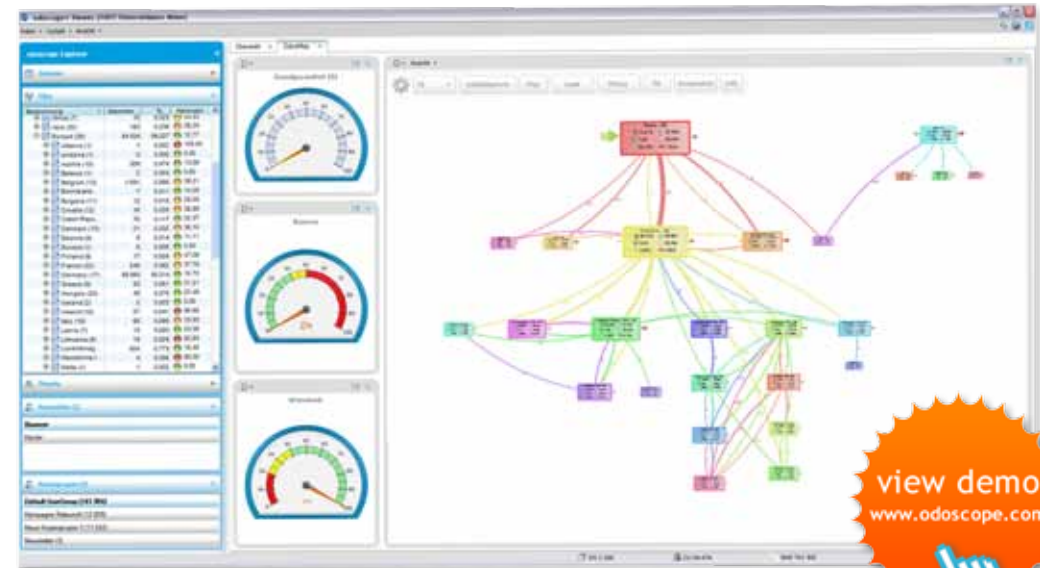
Take the guesswork out of website analysis

For online marketing and communications to be effective, you need measurement that's precise and flexible. odoscope® gives you both. Imagine any user group, and odoscope® will show you what they're really doing on your website.

odoscope®
→ see the path

Meaningful data.
Fact-based analysis.
Clear answers to real questions.
Can you picture it?

www.odoscope.com



odosMap™

... gives you a genuine overview

Even at first glance, odosMap™ gives you an immediate visualization of the stream of visitors and their main pathways for a quick, graphic overview of web usage.

... gives you more transparency

odosMap™ allows you to keep track of even complex websites with individualized and changeable page groupings.



Ad-hoc filtering

... for quick answers

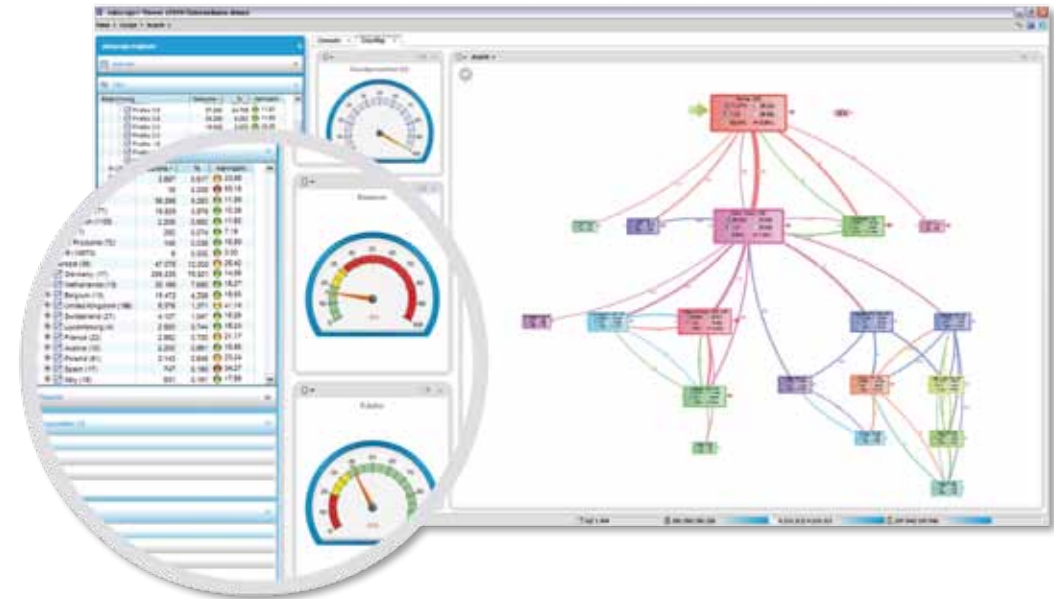
Through flexible ad-hoc filtering you can very quickly and easily create new user groups or filter existing user groups even further. With a click, all statistics adjust automatically and you can analyze only specific users, such as those that came to your website via a unique banner, a newsletter or from a certain town.



A filterable heatmap

... for dynamic analysis

Flexibly analyze the click behavior of your users with the help of the filterable odoscope® heatmap. Revise the filters of your user groups and the heatmap changes immediately, showing you how specific user groups react to your site.



Cockpit

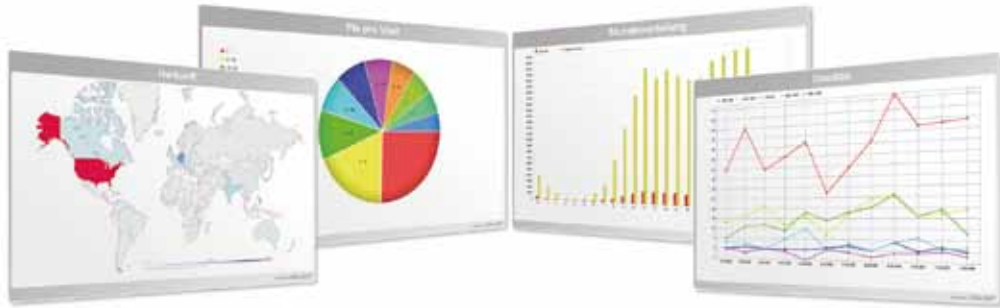
... offers customizable views

The odoscope® cockpit gives you a quick and convenient overview of the performance of your website. Because it's customizable, you can compare as many statistics as you like and arrange them in a way that makes the most sense to you.

Key measures

... identify what works

With odoscope® you can set up key measures using any filters on the fly. Using the traffic light system and key measures of your choice, you can identify at a glance the newsletter articles, ads, product offers and so on that work – and those that don't.



Statistical reports

... for different audiences

In just a few clicks, create attractive statistical reports and adapt them to the needs of various people in your organization.

Web 2.0

... optimize your content

With odoscope® you can quickly and easily analyze the use of dynamic elements such as AJAX and Flash as well as wikis, blogs, video and photo web-sites, RSS feeds, podcasts, and more.

webinars
www.odoscope.com



Experience odoscope® live.
Visit our webinars.

What people say

odoscope®
→ see the path



For everyone here it was the ease of use and the reliability of the data that convinced us of odoscope®. Another plus for us was the team behind it. Their customer service is very friendly, fast and professional and individual needs are immediately addressed.

Carola Krebs, Online Research Analyst, SUPER RTL



The choice was easy. In comparison with other tools, odoscope® simply has better ‚slicing and dicing‘ of data. We are as enthusiastic as ever about the easy user interface and the quickly created reports.

Björn Köster, CEO, Mediata Communications GmbH



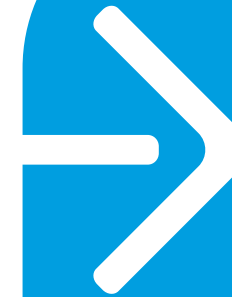
The user interface is very well thought out and intuitive, and using it is actually fun. The new heatmap, which is filterable for any user group with a single click, has quickly become our favorite feature.

Wolfgang Nietan, CEO, kommpliment! communications



odoscope® has become one of our preferred tools for work on all our online promotions and marketing. We also like the professional odoscope® team, which quickly integrates even unconventional new features according our wishes. Thank you!

Maja Rieder, Associate Director, Poko Institute



www.odoscope.com
will tell you more.

Don't leave it up to chance.

Get the facts from odoscope® and make your online marketing more efficient. Save money, allocate budgets more effectively, build customer loyalty and increase sales.

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