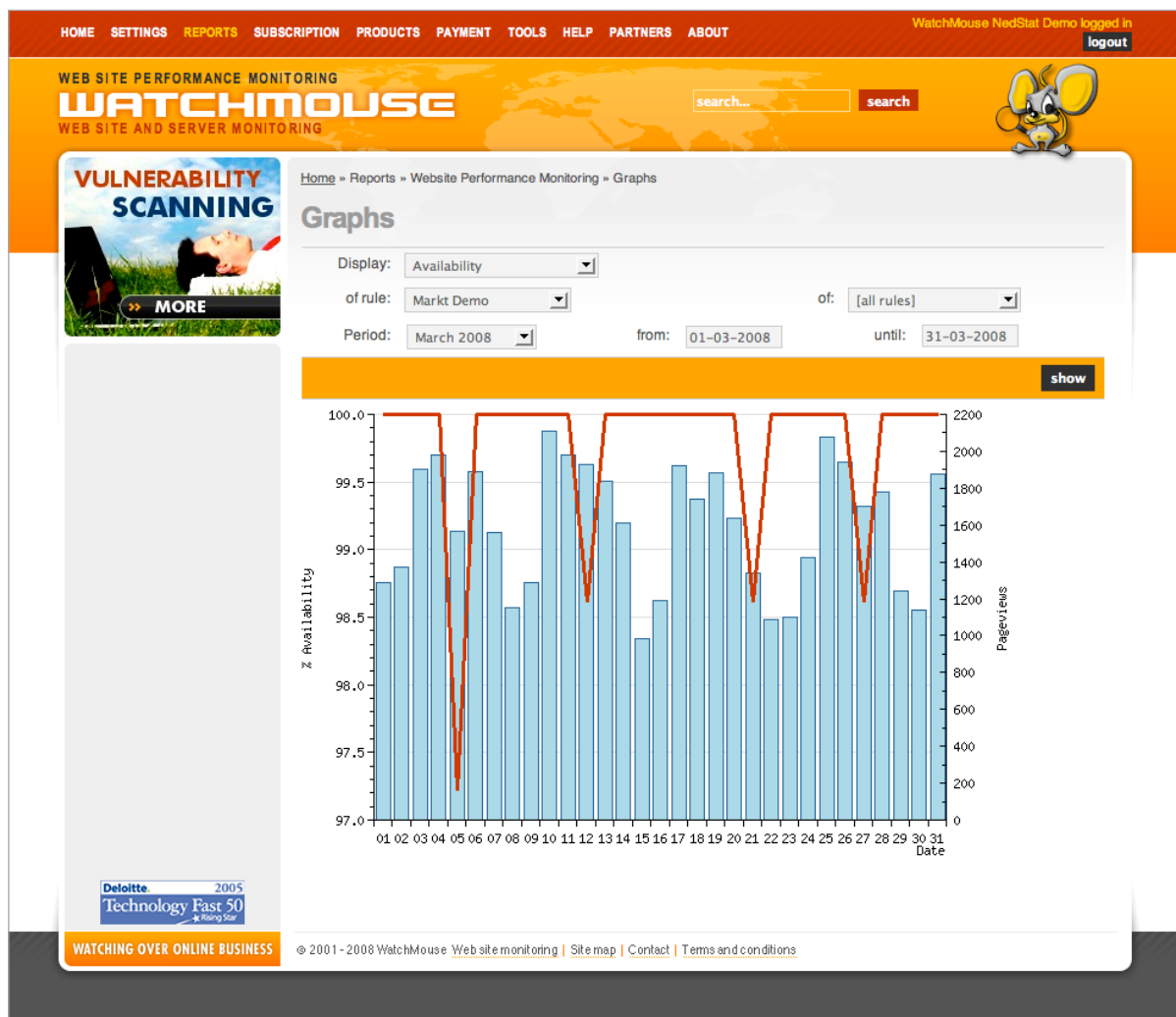


# Nedstat and WatchMouse Partnership

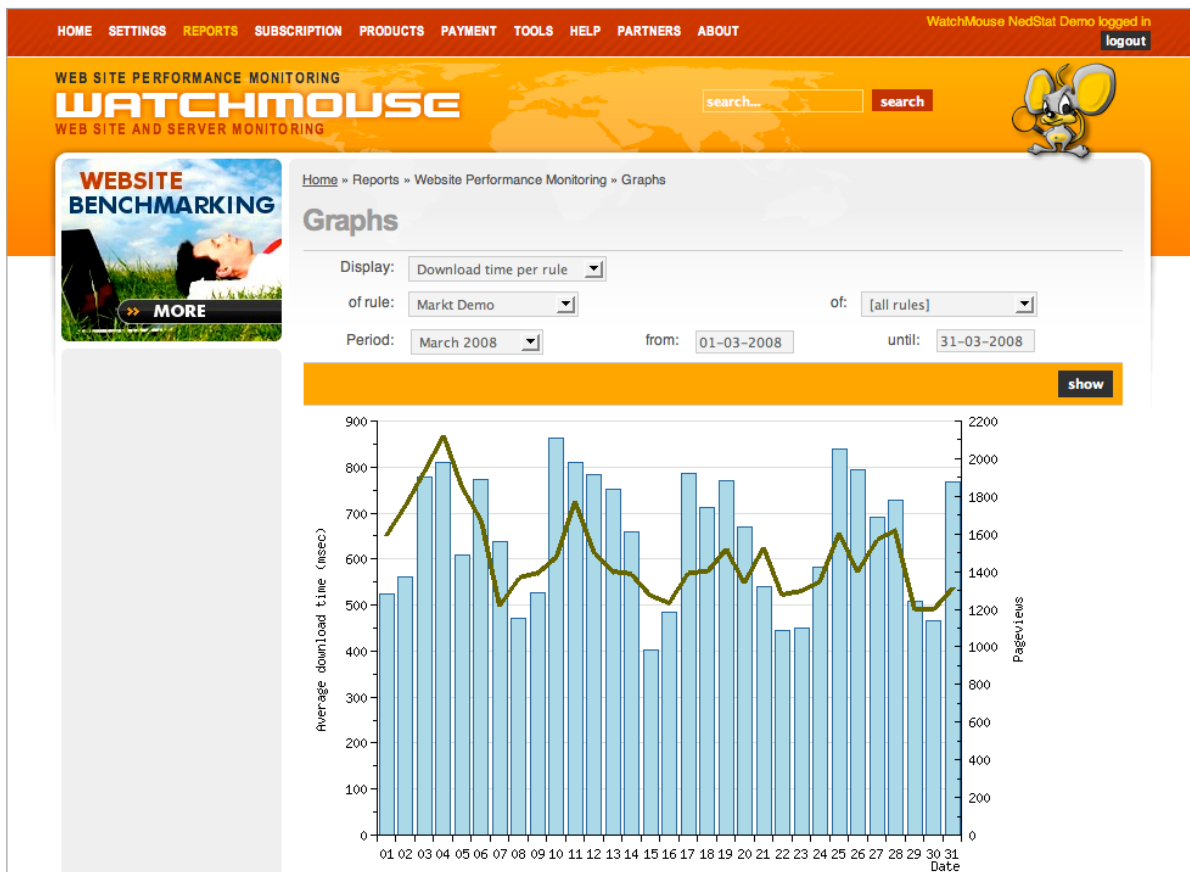
bring online marketing and technical performance data together

Nedstat's, Sitestat has been seamlessly integrated into WatchMouse to enable marketing intelligence and performance information to be viewed in a single interface. These two measurements are the perfect complement, giving insight in the relationship between performance and visitor behavior.

For the first time, Marketeers and Technical staff have access to the same real-time view of their online business activities, making communication between these disciplines much more efficient.



This graph displays both the 'availability' and 'page views'. The red line is the 'availability' measurement, expressed as a percentage. The volume of 'page views' is represented using blue columns. By adjusting the period it is possible to view 'availability' and 'page views' over days or hours.



This graph displays both the 'average download time' and 'page views'. The green line is the 'average download time' that the monitored page took to download, expressed in milliseconds. The volume of 'page views' is represented using blue columns. By adjusting the period it is possible to view 'average download time' and 'page views' over days or hours.

Via your WatchMouse account it is also possible to view the following data, corresponding to your Sitestat marketing intelligence:

- Connect time
- Processing time
- Total time
- Error frequency
- And Download speed

For instructions on how to display Sitestat market intelligence in your WatchMouse account refer to the 'Visitor statistics integration' FAQ at <http://www.watchmouse.com/faq>

## About Nedstat

Nedstat is a European leader in website analytics. Their products and services enable you to improve the effectiveness and profitability of your online communication and business.

Nedstat makes website analytics simple and straightforward for its users. Their products are easy to use, reports are clear, access to reports is fast and the service and support are personal and of high quality. Nedstat's Sitestat product helps you to make better online decisions. Fast, intuitive reports make it easy for you to make timely and informed decisions. Information that is vital to improve the returns from your marketing investments.

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

- Founded in 1996
- Application Service Provider (ASP) from the start
- Leader in Europe in terms of turnover and number of clients
- 10 years continuous sales growth
- Profitable and cash flow positive
- Offices in Amsterdam, Antwerp, Frankfurt, London, Madrid and Paris
- Products and services in 5 languages
- 180 employees, 20 different nationalities