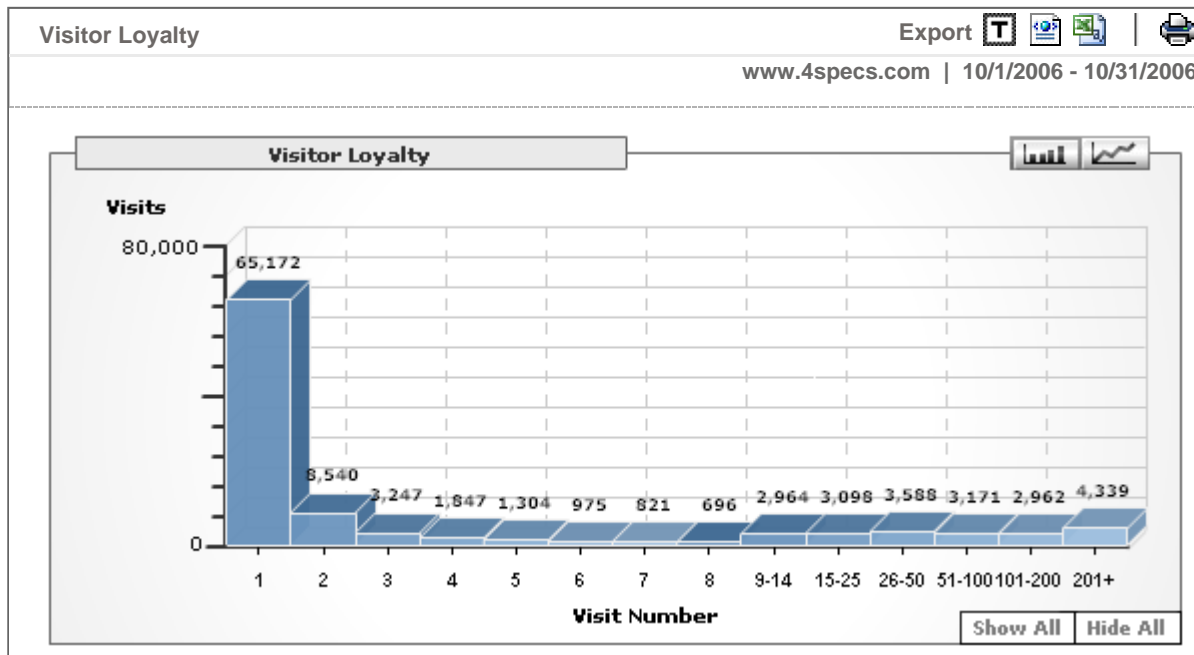


Reports: www.4specs.com

- Dashboards**
- View Executive
    - Executive Overview
    - Conversion Summary
    - Marketing Summary
    - Content Summary
    - Site Overlay
- All Reports**
- Marketing Optimization
    - Unique Visitor Tracking
      - Daily Visitors
      - Visits & Pageview Tracking
      - Goal Conversion Tracking
      - Absolute Unique Visitors
      - Visitor Loyalty
      - Visitor Recency
    - Visitor Segment Performance
    - Marketing Campaign Results
    - Search Engine Marketing
  - Content Optimization
    - Ad Version Testing
    - Content Performance
      - Top Content
      - Content Drilldown
      - Content by Titles
      - Dynamic Content
      - Depth of Visit
      - Length of Visit
    - Navigational Analysis



**Help Information**

**Visitor Loyalty**

This graph tracks the number of visits by visitor frequency. The number of visits by visitors who never returned (no loyalty) are indicated on the left of the histogram. The number of visits by visitors who returned over 200 times (very loyal) are indicated on the far right.

Superimpose visitor loyalty with another date range by clicking the icon on the Date Range title bar.