



Bridged Stats

Bridged Stats is a web based tracking application that collects information about the users that are on your website. The data is then stored in a database, which allows administrators the ability to run reports and generate data that helps calculate conversion rates and number of sales.

There are a number of different types of reports that can be executed to give the best outlook on the site that is available.

Why is Bridged Stats any different from the other stats programs out there? The biggest reason is that the program is tracking the individuals that are on your site. Instead of just seeing what browser and what resolution the user was on, you get to see what pages that individual accessed as well as track campaign actions of the user while they are on the site.

Web Stats can also be integrated into Bridged Exchange to give users direct access to site path information about the users that have performed an action on the site.

Bridgeleaf Studios

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Search Engine Tracking

With most search engine tracking tools, Bridged Stats also tracks all the regular data such as Browser types, resolutions, entry pages, and exit pages. Tracking users as they enter pages provides the URL of the last page and the keyword that was used.

Keyword Tracking

In addition to tracking the search engines, keywords used in the as user enter the site is also collected and used to determine the overall conversion rates from keywords to actions.

Pay-Per-Click Tracking

The program works perfectly for pay per click campaigns. Any user that comes into the site from a pay per click engine is tagged as using a PPC engine and separates between the regular organic search engine keywords and the Paid Listings.

Sales Conversions

The sales conversion can be calculated based on the search engine type and the keywords used if they perform an assigned action. If a sale takes place, and the user used keywords through search engines from a paid listing, the application can determine which listing is making money. More importantly it can determine which listings are not making sales.

Traffic Monitoring

Bridged Stats measures the amount of traffic based on visitors and page views. Web Hits don't really count because the search engine programs usually count as a hit on the website unless a filter is used.

Email Campaign Tracking

Each email or banner ad that is created can be introduced to the application by tagging the email campaign or banner ad links with a specific variable to pass to the program. This will count the number of accessed links and based the conversion rates on the number of sales through the banner ad or email campaign.

Site Path Analysis

Site paths are very important to developers and administrators of the website. The site path tells the admin whether or not a user is getting lost or leaving after a brief time on the site. From this knowledge one is able to make the needed changes to keep more traffic in the site.

Measure Bounce Rates

The bounce rate is determined based on the number of people that come into the site and then turn around and leave after only viewing one page.

Custom Installs

Custom installs are available through Bridgeleaf Studios. Each page that needs to be tracked will have to have a small snippet of JavaScript code inserted into the web page. Dynamic languages can also be used to customize the output in the program.

Custom Integration

Bridged Stats is available through Bridged Exchange as a custom integration of the site path information.

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