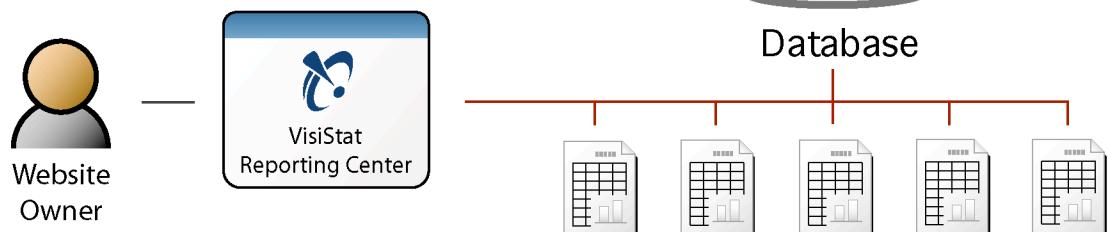


## HOW VISISTAT WORKS

The data collection methodology for VisiStat is based on a “snippet technology” that facilitates real-time reporting designed to provide a highly accurate means by which to monitor your visitor usage and habits.

Because VisiStat gathers data in real-time, we are able to parse and pre-process information as it occurs. This allows you to review and analyze your Website’s marketing usage and effectiveness quickly and efficiently.



VisiStat’s snippet technology is the ideal solution for any business - it operates invisibly and independently of your Website. The VisiStat “snippet” acts as a beacon; each time a visitor views a Web page the snippet instantly captures and transmits that data to the VisiStat network, where it is quickly collected and prepared for reporting purposes. And because the VisiStat service is a hosted solution, there is never any hardware or software to purchase.

