



## Web Analytics for the Mobile Internet



### THE MOBILE INTERNET OPPORTUNITY

**MOBILE OPERATORS** are increasingly lowering the 'walled gardens' and allowing their subscribers to access mobile content and services provided by 3rd parties. This presents the opportunity for content publishers and media players to capture new audiences and generate new revenue streams leveraging the ubiquity of mobile phone ownership.

**AS WITH THE FIXED INTERNET**, it is anticipated that advertising funded business models will dominate and in order to maximise the value of their mobile inventory and to provide feedback to brands on the effectiveness of their banner ads, site owners must be able to quantify subscriber activity on their sites as well as the number of clicks on the banner ad itself.

### OVERVIEW OF AMETHON'S MOBILE ANALYTICS

**AMETHON'S MOBILE ANALYTICS** technology is the first web analytics solution specifically developed and optimized for mobile internet browsing. It provides a real-time view of subscribers browsing your site including device characteristics, session timing, entry page, referrers, search terms and click paths.

**MOBILE ANALYTICS** also utilizes a number of unique algorithms to improve the accuracy of unique visitor tracking, mobile handset classification and mobile operator identification.

### THERE ARE THREE SPECIFIC PRODUCTS WITHIN THE MOBILE ANALYTICS FAMILY:

#### MOBILE ANALYTICS OPERATOR EDITION

Supports both on-deck and off-deck analysis of mobile internet browsing which provides mobile operators with insight into the types of sites and content consumed by their subscribers.

#### MOBILE ANALYTICS HOSTING EDITION

Allows mobile site hosting companies to offer partitioned mobile web analytics to each individual site owner via a secure web reporting interface.

#### MOBILE ANALYTICS SITE EDITION

Designed for mobile content publishers who need to better understand how their customers interact with their sites as well as provide accurate metrics to advertisers and affiliates.



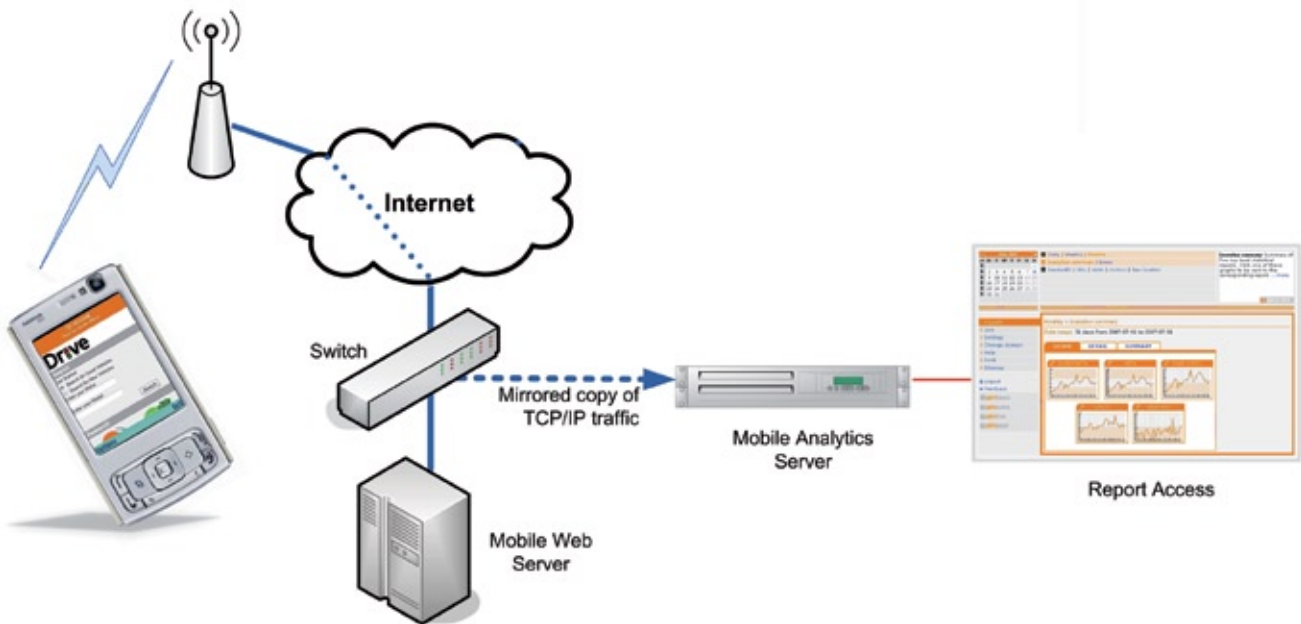
## WEB ANALYTICS FOR THE MOBILE INTERNET



### HOW IT WORKS?

**MOBILE ANALYTICS** works by analysing the mobile web traffic data as it flows between your web servers and the subscriber's handset. The platform is deployed inside your network using a passive, packet collection configuration which means that there is no latency or delay introduced and there is no risk or impact to your applications or infrastructure.

**ONCE CONFIGURED**, the system automatically starts collecting data on all pages being served to subscribers and starts reporting immediately via the built-in web reporting engine.



### WHY AMETHON'S MOBILE ANALYTICS

#### LOG FILE ANALYSIS:

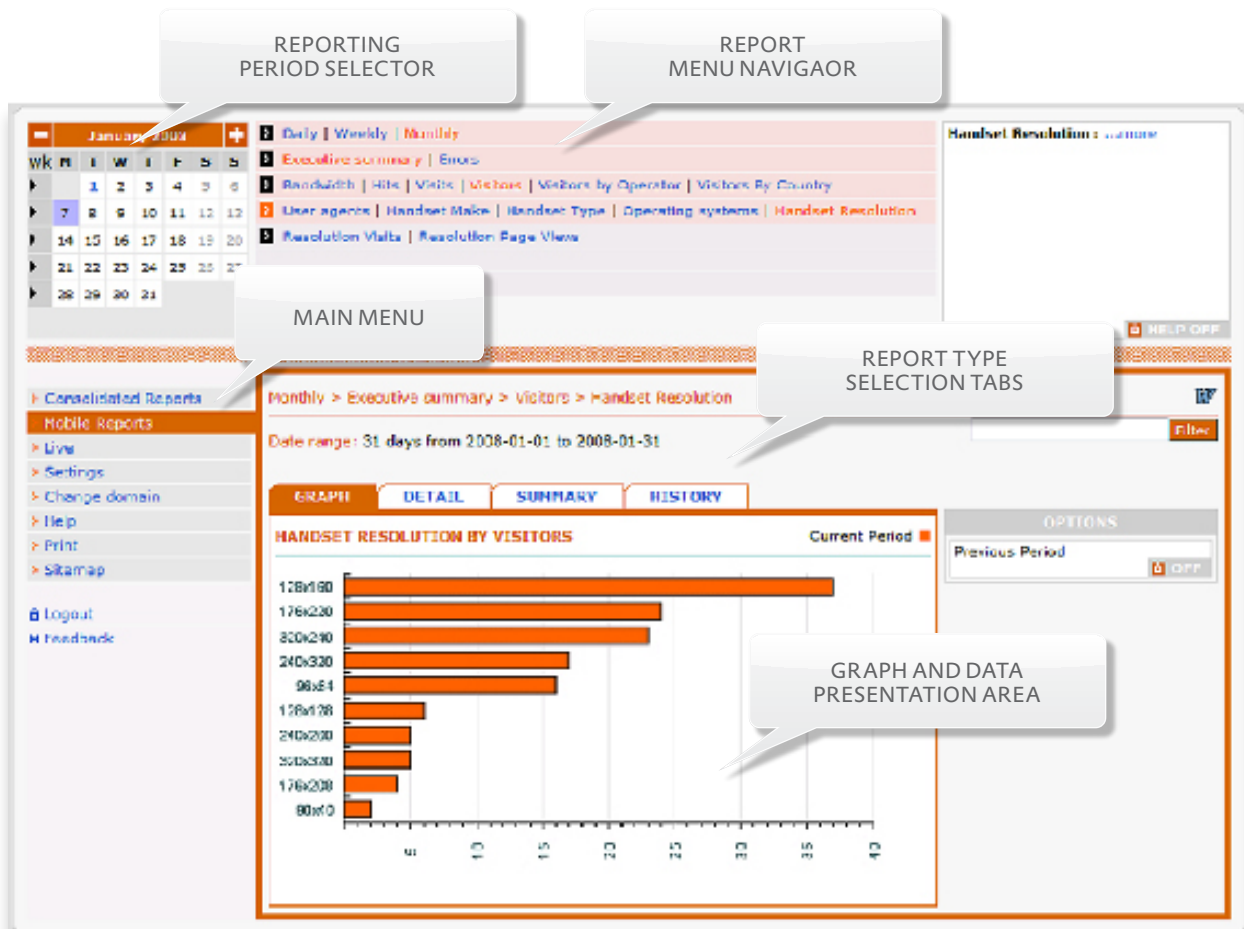
- ✗ Does not capture mobile specific information such as handset capabilities.
- ✗ Requires significant effort to parse log files and generally maintain the system.
- ✗ Very processor intensive, especially for multiple content servers.
- ✗ Reports typically take 24 hours or more to be produced.

#### PAGE TAGGING:

- ✗ JavaScript solutions won't work with most mobile handsets and add significant page 'weight'.
- ✗ Tagging pages can be time consuming or complicated depending on the site architecture.
- ✗ Sensitive customer data is gathered and analysed offsite by 3rd parties.
- ✗ Reports typically take 24 hours or more to be produced.
- ✗ Referrer and search engine information cannot be obtained through 1x1 pixel image calls.

#### AMETHON'S MOBILE ANALYTICS:

- ✓ Supports all handsets and browser types including referrer and search engine information.
- ✓ No need to modify web content and starts gathering data immediately.
- ✓ Reporting data is updated in near-real time.
- ✓ Supports the largest mobile internet sites on a single server.
- ✓ Reports on mobile specific metrics such as handset resolution and mobile operator identity.



## KEY FEATURES AND FUNCTIONALITY

- |   |   |
|---|---|
| <b>STANDARD WEB METRICS</b>             | Page views, visitors, session duration, unique visitors. Click paths, entry and exit pages, bandwidth, downloads. Referrers, search engines and search terms, geo-location. Hits, Page Titles, User Agents, Browser Type, Operating System. |
| <b>MOBILE VS CONSOLIDATED TRAFFIC</b>   | Web traffic from mobile devices is identified and reported separately in conjunction with the mobile specific reports described below. This filters out PC browsers that accidentally access your mobile site.                              |
| <b>HANDSET CAPABILITY ANALYSIS</b>      | Specific reports on mobile handset capability including brand, model and screen resolution. Reporting on other device information such as cookie, JavaScript and video streaming support will be available soon.                            |
| <b>MOBILE OPERATOR IDENTIFICATION</b>   | Shows how different mobile operators contribute to traffic in terms of visitors, page views and visits. This can also be viewed on a country by country basis.  |
| <b>OPTIMIZED VISITOR IDENTIFICATION</b> | As well as supporting 3rd party cookies for visitor identification, Mobile Analytics incorporates a number of proprietary algorithms that improve visitor identification in mobile networks.  |
| <b>LIVE VISITOR ANALYSIS</b>            | Provides a real-time view of subscribers browsing your site including device characteristics, session timing, entry page, referrers, search terms and click paths.  |
| <b>BOT AND CRAWLER EXCLUSION</b>        | A database of more than 20,000 crawler and bot signatures ensures that only human browsing is reported while new crawlers and bots are automatically identified by our intelligent detection process.                                       |

## WEB ANALYTICS FOR THE MOBILE INTERNET

### SYSTEM REQUIREMENTS

Mobile Analytics runs on standard PC or server hardware in either a single or dual server configuration. For high availability solutions we recommend Dell 860 or 2950 server hardware or equivalent.

#### Single Server Configuration or Aggregator/Reporting Server (Dual Server Configuration)

- Dual Xeon 2.8GHz or Dual P4 3GHz;
- 4GB RAM Minimum;
- 256 GB HDD (SATA or SCSI) Minimum;
- 2x 100/1000 Mbps Ethernet gigabit cards.

#### Collector Server (Dual Server Configuration)

- Single Xeon 2.8GHz or Single P4 3GHz;
- 2GB RAM;
- 80 GB HDD (SATA or SCSI) Minimum;
- 2x 100/1000 Mbps Ethernet gigabit cards.

### INSTALLATION AND CONFIGURATION

In order to minimise the deployment costs, the Mobile Analytics software is installed and configured remotely by Amethon's technical staff.

#### Pre-installation activities typically performed by the customer include:

- Acquiring and installing the hardware
- Downloading and installing the operating system and middleware
- Configuring and connecting network connections
- Setting up firewall access for Amethon staff

### ABOUT AMETHON

Amethon Solutions is an award winning company providing innovative analytical solutions that allow mobile operators and content providers to better understand the relationship between mobile subscribers and mobile content. Our technology provides a catalyst for emerging business applications such as mobile advertising, viral marketing, user generated content and social networking.



**Deloitte**  
Technology Fast50  
AUSTRALIA 2007



**SYDNEY HEADQUARTERS**  
Level 3, 88 Walker St  
North Sydney NSW 2060  
Australia  
Ph: +61 2 9959 5140  
Fax: +61 2 8569 1049

**MELBOURNE**  
Level 1, 90 William St  
Melbourne VIC 3000  
Australia  
Ph: +61 3 9642 3061  
Fax: +61 3 9670 3222

**NEW YORK**  
Suite 3, 34 West 120<sup>th</sup> St  
New York, NY, 10027  
USA  
Ph: +1 (646) 240 4043

email: [info@amethon.com](mailto:info@amethon.com) • [www.amethon.com](http://www.amethon.com)