Event Trigger System

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Introduction

As a marketing professional:

Would you like to instantly evaluate a new advertising campaign?

Does your sales staff get alerted when new forms are submitted? Does it include complete details about the visitor and how they used your website?

Have you ever needed to know who viewed a certain page but found it too difficult to use?

Do you know which keywords brought the best traffic to your website?

Do you know where your best customers come from?

MVI Live Stats' Event Triggers provides answers to these and many more questions that are important to marketing pros like you:

Imagine, getting instantly notified when an event takes place on your site. Also, imagine getting these details:

- Date and time Arrived
- Duration of visit
- Page Views
- Company name*
- Street Address*
- City*
- State*
- Zip*
- Country*
- Referring URL
- Search Engine
- Keywords
- Entry Page
- Exit Page
- IP Address
- User Agent
- Browser
- Operating System
- Pages viewed and time spent
- Events triggers

This information is displayed in a comprehensive, yet easy-to-use, fashion that makes understanding the data exceptionally simple. Below is a sample of the type of data you would receive.

Visit Details For Capture Inc (72.243.104.210)

Visit Details	
Date/Time of Visit:	06/04/2009 04:20:09PM
Duration of Visit:	Still Online
Page Views:	8
Events Triggered:	1
Organization Name:	Capture Inc
Address 1:	10 SE Central PKWY Suite 150
Address 2:	
City:	Stuart
State/Province:	FL
Postal/Zip Code:	34994
Country:	United States
Referring URL:	
Search Engine:	
Keywords:	
Entry Page:	/free_trial.htm
Exit Page:	/free_trial3.htm
IP Address:	72.243.104.210
User Agent:	Mozilla/4.0 (compatible; MSIE 8.0; Windows NT 5.1; Trident/4.0; GTB6; .NET CLR 1.1.4322)
Browser:	IE 8.0
Operating System:	WinXP

Page Views

Date/Time	Time on Page	Page
06/04/2009 04:20:09PM	00:00:02	/free_trial.htm
06/04/2009 04:20:11PM	00:00:09	/pricing.htm
06/04/2009 04:20:20PM	00:00:42	/free_trial.htm
06/04/2009 04:21:02PM	00:00:38	/free_trial2.htm
06/04/2009 04:21:40PM	00:00:53	/terms.htm
06/04/2009 04:22:33PM	00:00:19	/terms.htm
06/04/2009 04:22:52PM	00:00:08	/free_trial2.htm
06/04/2009 04:23:00PM	Still Online	/free_trial3.htm

Events Triggered

Date/Time	Event	Page
06/04/2009 04:23:00PM	Sign Up Free Trial	/free_trial3.htm

* This information is provided by the Internet registry system for the country the IP is registered to.
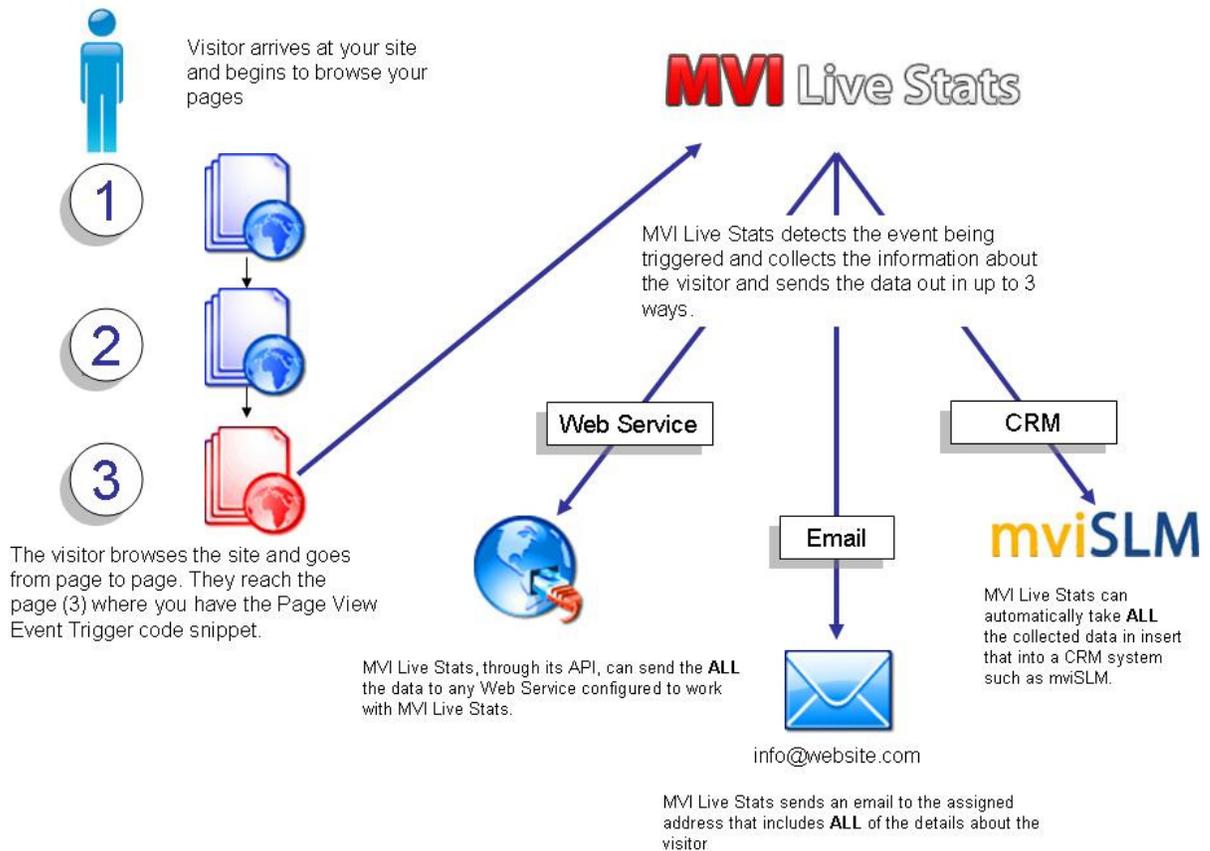
Benefits of Event Triggers

The benefits of Event Triggers are many, and they vary from organization to organization. One key factor with Event Triggers is that you can get the information the way you want it. Its flexible system allows you to not only define what information you wish to be notified about, but also, how you are to be notified. Once you have the data you can manipulate and massage it in any way that makes sense for your business.

Real-time

Event Triggers occur in real-time. When a visitor comes to a site that has MVI Live Stats installed, and they cause one of the Event Triggers to be fired, you as the site owner are notified immediately via email.
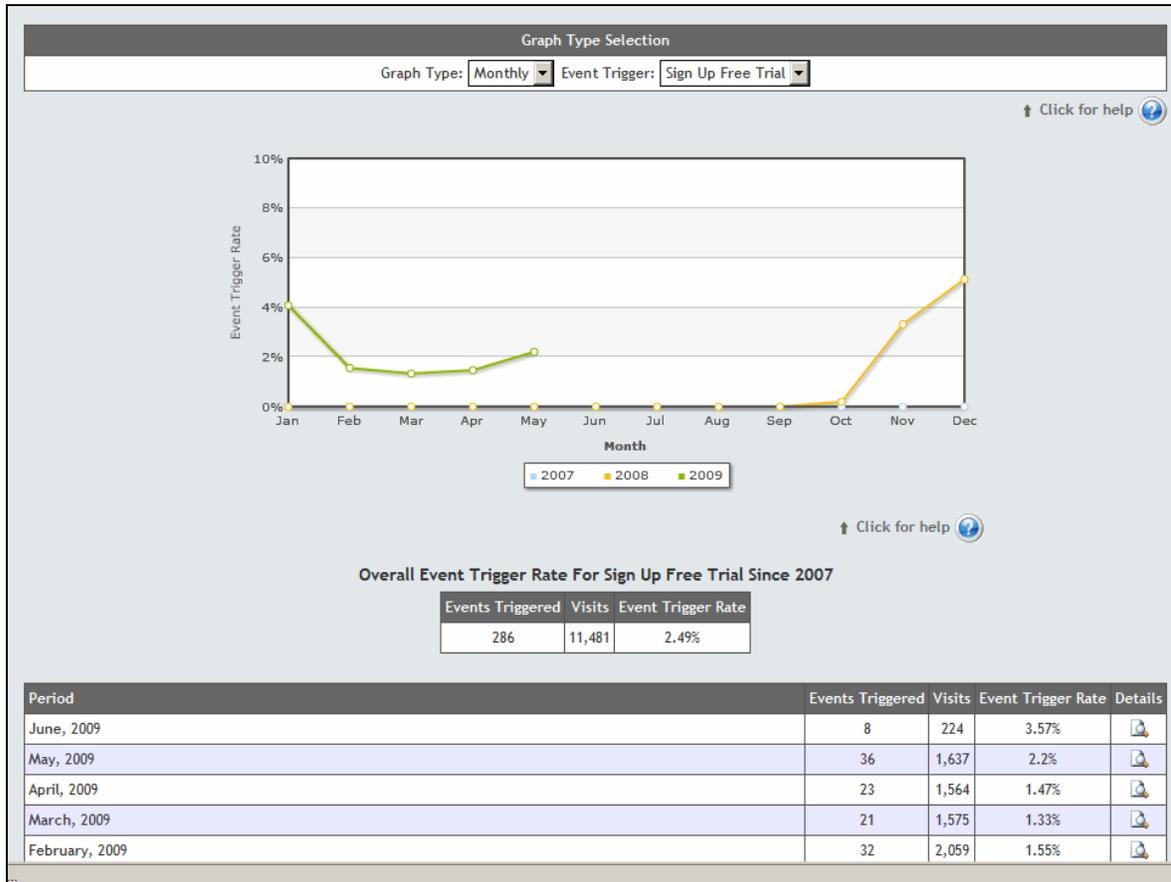
The following is an illustration of the Page View Event Trigger process:

Reporting

Each event that is triggered is catalogued and stored within MVI Live Stats' robust database. When a user of MVI Live Stats wants to learn about how a particular Event Trigger is performing, they can access a complete set of reporting tools that MVI Live Stats has to offer. These reports can quickly tell you the effectiveness of a particular Trigger and they can be drilled down to give you even more detail.

The following is an example of a traditional Event Trigger report:

Custom reports allows you to access the data in any way you choose. The data can even be exported into popular spreadsheet programs such as Microsoft Excel.