

News Release

## **45% of FTSE Companies Do Not Use Visitor Web Site Tracker – StatCounter report**

**Dublin, Thursday 8th May, 2008:** Almost half (45%) of FTSE quoted companies do not use a visitor tracker on their web site, according to a report by StatCounter, an Irish headquartered global company which provides free web traffic analysis. A tracker allows firms to measure the number and frequency of hits to their website; the geographical location of visitors; pages viewed; keywords used to find the site plus other features.

“The results surprised us,” commented Jenni Cullen, finance director, StatCounter. “The web site is now a core vehicle for communications with shareholders and potential investors. As with any marketing campaign, one would expect that quoted companies would want to know the impact of their Investor Relations communications as measured by web site traffic and interest.”

She added that those who do not use a tracker may be able to conduct basic analysis through drilling down into their server data but that this was complex, time consuming and did not provide the functionality of a tracker.

StatCounter, founded in 1999 by Businessweek.com 2007 European young entrepreneur of the year, Aodhan Cullen, is one of the largest web site traffic analysis companies in the world supplying data to over 3 million web sites globally. Its main market is the US where 40% of its members are located.

Further information is available at [www.statcounter.com](http://www.statcounter.com)

**Ends**

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**About StatCounter**

StatCounter, a free online visitor stats tool, was founded in 1999. It offers its members the chance to grow and improve their online businesses by allowing them to monitor the number of hits to their website; the geographical location of visitors; the various pages a visitor views; keywords used to find the site plus other features.

StatCounter currently has over 1.5 million members and tracks in excess of 9 billion pageloads per month over its network of 3 million websites. A Google PageRank 10 site, StatCounter was recently named by web information company Alexa as one of the most visited sites in the US.

For information on this real-time, user-friendly, and free visitor stats tool, please visit [www.statcounter.com](http://www.statcounter.com).