



## WebTrends Live PDF Report

The WebTrends Certified seal affixed to this report attests that all data contained herein have been independently collected by WebTrends Corporation on behalf of NetIQ.

This document was prepared by WebTrends Corporation on Wednesday, August 15, 2001 at the request of demo@webtrendslive.com for the site WebTrends.Net as of 08/01/01 and profile Default Profile (<http://x>). This report reflects activity from Sunday, August 05, 2001 to Saturday, August 11, 2001.

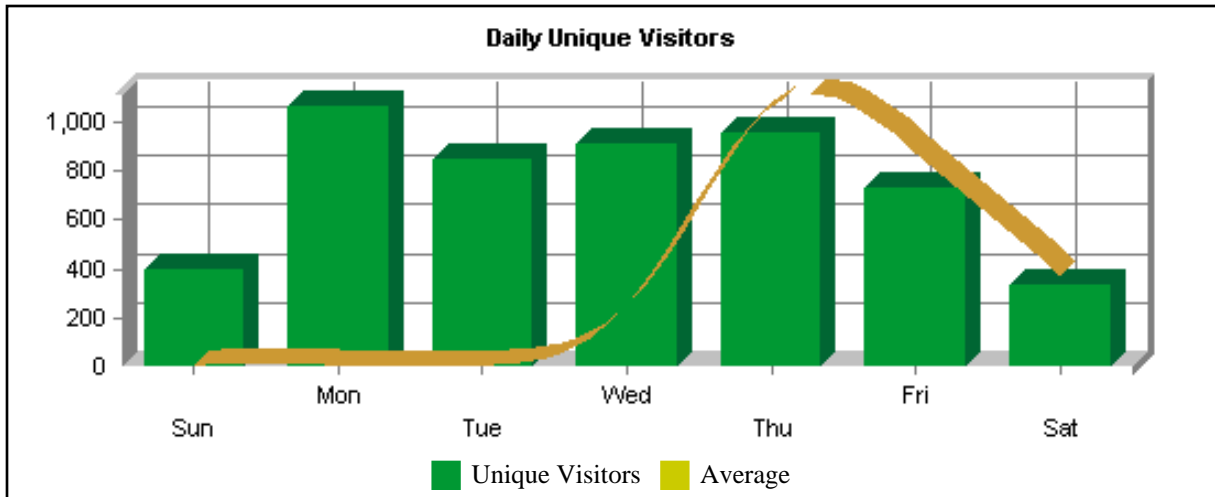
Thank you for using WebTrends Live eService.

*WebTrends Corporation*



**General Statistics**

This report page presents an overview of your site's activity during the period of the report.

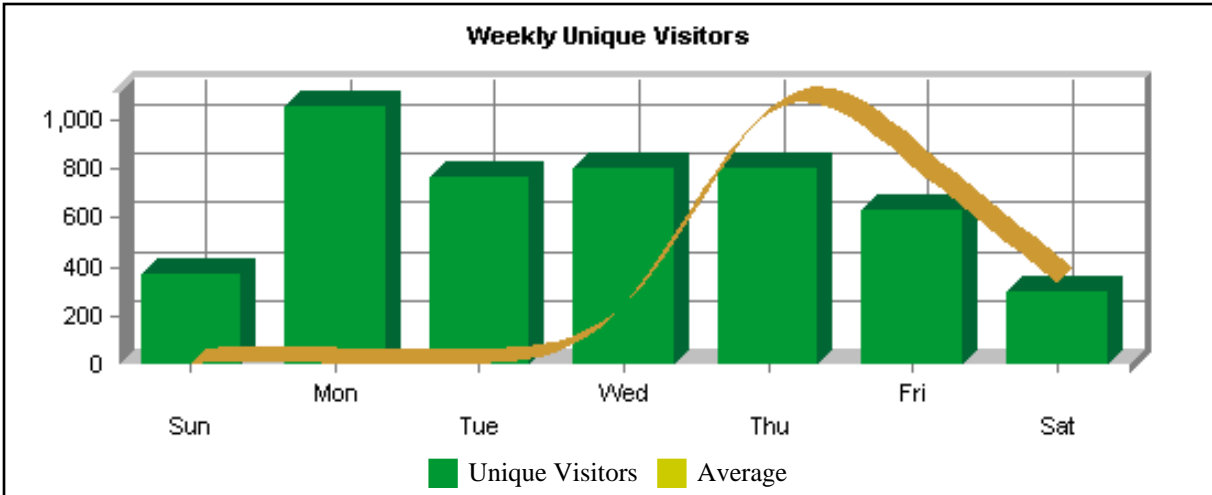


Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

<b>General Statistics</b>	
Total Page Views	20,370
Weekly Unique Visitors	4,725
Daily Unique Visitors	5,234
Total Visits	5,618
First Time Visitors	4,423
Repeat Visits	1,195
Weekly Returning Visitors	302
<b>Averages</b>	
Average Page Views per Visitor	4.3
Average Visits per Visitor	1.2
Average Visit Length	183:15:46
Average Page Views per Day of this Week	2,910.0
Average Unique Visitors per Day of this Week	675.0
Average Visits per Day of this Week	802.6
<b>eCommerce</b>	
Total Revenue	\$394,710.73
Total Orders	1,950
Total Unique Buyers	1,621
<b>Most Active Period</b>	
Page Views Monday	4,395
Unique Visitors Monday	1,058
<b>Least Active Period</b>	
Page Views Saturday	1,076
Unique Visitors Saturday	338

### Weekly Unique Visitors

This section shows the number of unique visitors who came to your site during the period of the report.

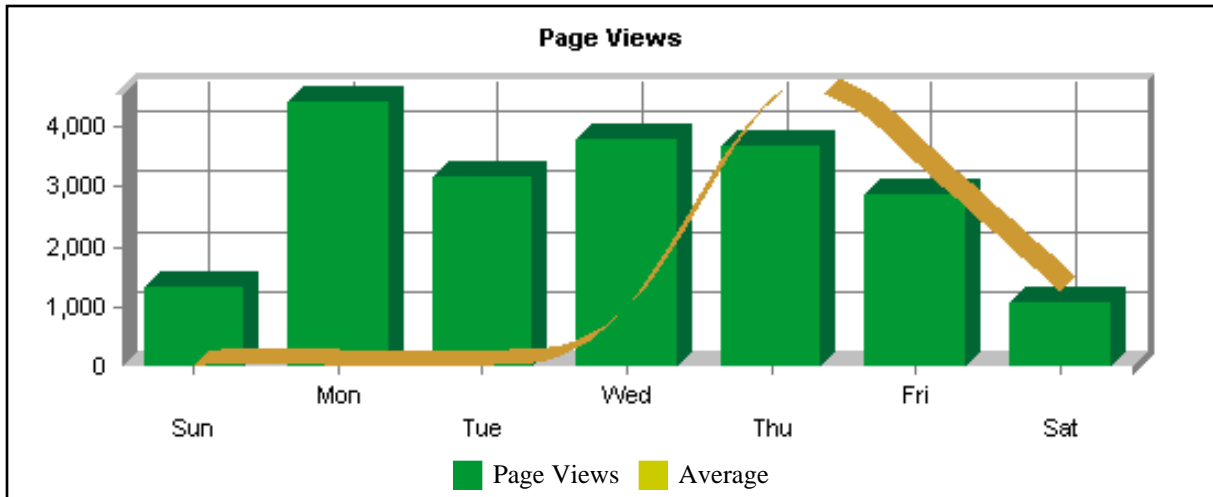


Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Day	Average	Unique Visitors
Sunday	0	367
Monday	0	1,051
Tuesday	0	765
Wednesday	250	802
Thursday	1,028	804
Friday	812	634
Saturday	335	302
<b>Total</b>	<b>2,425</b>	<b>4,725</b>

## Page Views

This section measures the number of times pages from your sites were displayed during the period of the report.

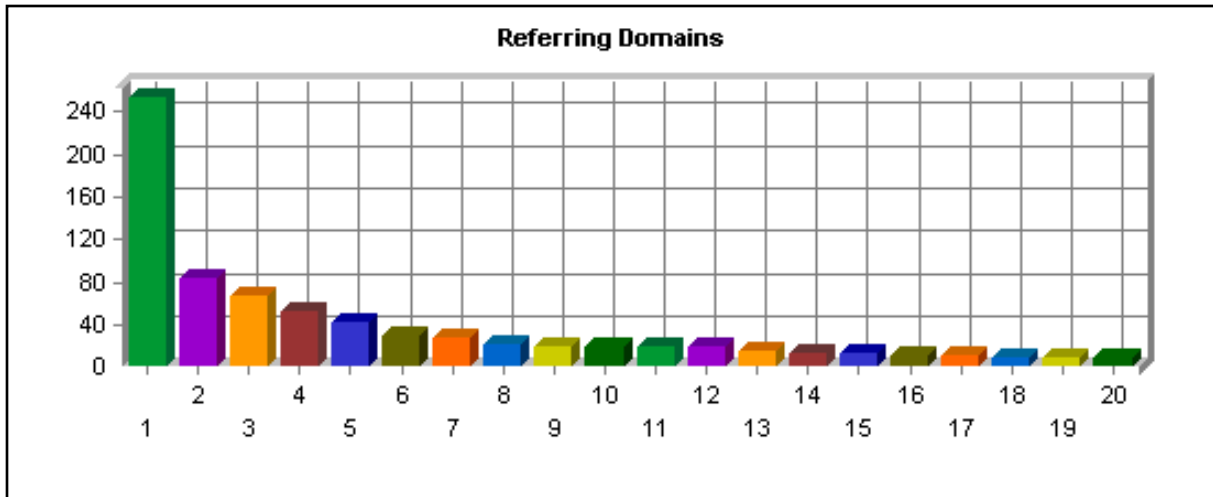


Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Day	Average	Page Views
Sunday	0	1,351
Monday	0	4,395
Tuesday	0	3,173
Wednesday	1,018	3,800
Thursday	4,418	3,694
Friday	3,434	2,881
Saturday	1,247	1,076
<b>Total</b>	<b>10,117</b>	<b>20,370</b>

## Referring Domains

This report page identifies the domains that refer the most visitors to your site.



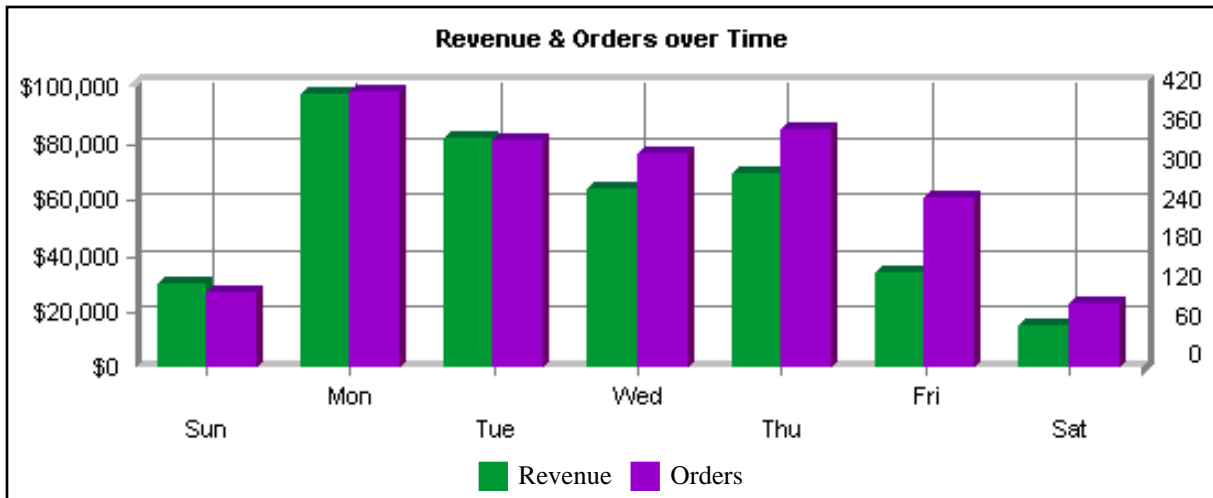
Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Referring Domains		Visitors	%
1.	<a href="http://www.google.com">http://www.google.com</a>	252	7.60%
2.	<a href="http://www.webtrends.net">http://www.webtrends.net</a>	84	2.53%
3.	<a href="http://www.firewall-net.com">http://www.firewall-net.com</a>	68	2.05%
4.	<a href="http://google.yahoo.com">http://google.yahoo.com</a>	53	1.60%
5.	<a href="http://www.webtrendslive.com">http://www.webtrendslive.com</a>	43	1.30%
6.	<a href="http://relat34.locaweb.com.br">http://relat34.locaweb.com.br</a>	29	0.88%
7.	<a href="http://search.msn.com">http://search.msn.com</a>	28	0.84%
8.	<a href="http://www.altavista.com">http://www.altavista.com</a>	21	0.63%
9.	<a href="http://search.yahoo.com">http://search.yahoo.com</a>	20	0.60%
10.	<a href="http://relat15.locaweb.com.br">http://relat15.locaweb.com.br</a>	20	0.60%
11.	<a href="http://counter.webtrends.com">http://counter.webtrends.com</a>	19	0.57%
12.	<a href="http://www.geocities.com">http://www.geocities.com</a>	19	0.57%
13.	<a href="http://intranet">http://intranet</a>	15	0.45%
14.	<a href="http://amory.8m.com">http://amory.8m.com</a>	14	0.42%
15.	<a href="http://www.zdnet.com">http://www.zdnet.com</a>	13	0.39%
16.	<a href="file:///c ">file:///c </a>	12	0.36%
17.	<a href="http://statistikserver.ch">http://statistikserver.ch</a>	12	0.36%
18.	<a href="http://stophack.net">http://stophack.net</a>	10	0.30%
19.	<a href="http://www.doshelp.com">http://www.doshelp.com</a>	10	0.30%
20.	<a href="http://www.gpick.net">http://www.gpick.net</a>	9	0.27%
<b>Sub Total of top 20</b>		<b>751</b>	<b>22.66%</b>

<b>Total for Known</b>	<b>3,314</b>	<b>70.14%</b>
<b>Total for Unknown</b>	<b>1,411</b>	<b>29.86%</b>
<b>Total</b>	<b>4,725</b>	

### eCommerce Summary

This report page displays a summary of all eCommerce activities during the selected time period for the site being tracked.

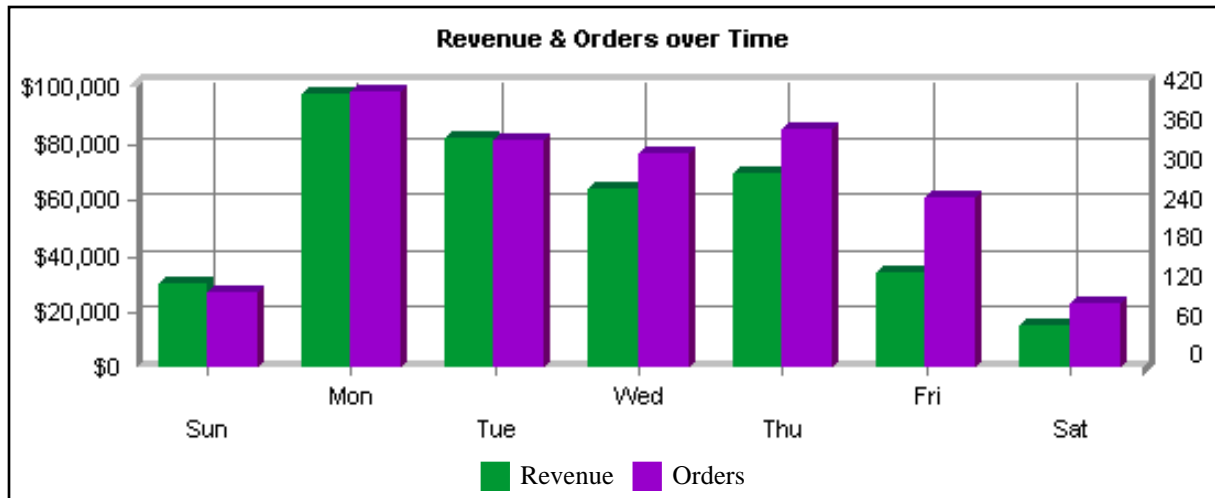


Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

eCommerce Summary		
Total Revenue		\$394,710.73
Total Orders		1,950
Total Unique Buyers		1,621
Averages		
Buyer to Browser Ratio		1:2
Average Order Size		\$202.42
Average Revenue per Unique Buyer		\$243.50
Top Revenue Producers		
Top Ad Campaign	NBC News Ad	\$85,909.04
Top Referrer	http://www.webtrends.net	\$13,079.91
Top Entry Page	http://www.webtrends.net/tools/Wh...	\$277,208.82
Top Area	North America	\$206,105.03
Top Country	United States	\$197,644.85

### Transaction Summary

This report page displays a summary of all eCommerce transactions during the selected time period for the site being tracked.



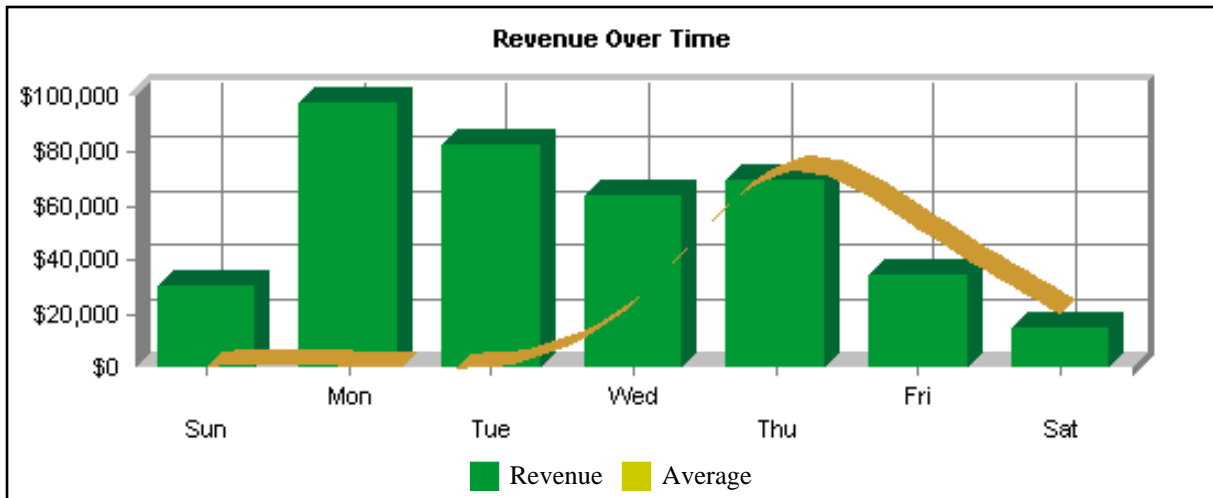
Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Transaction Summary		
Total Revenue		\$394,710.73
% Revenue from First Time Buyers		83.46%
% Revenue from Repeat Buyers		16.54%
Top Revenue Producers		
Top Product	50 inch Toshiba Projection Television	\$54,366.00
Top Category	Video	\$169,457.00
Top Referrer	http://www.webtrends.net	\$13,079.91
Top Entry Page	http://www.webtrends.net/tools...	\$277,208.82
Top First Visit Referrer	http://www.webtrends.net	\$13,617.88
Top Ad Campaign	NBC News Ad	\$85,909.04
Top Organization	rr.com	\$18,993.71
Top Transaction Type	Business to Business	\$226,121.78
Top Geographical Areas		
Top Country	United States	\$197,644.85
Top Area of the World	North America	\$206,105.03
Top Time Zone	GMT-0400	\$139,338.09



### Transactions Over Time

This report page depicts revenue for the report period selected on the calendar. The right column of the table shows the aggregate for all products and categories.

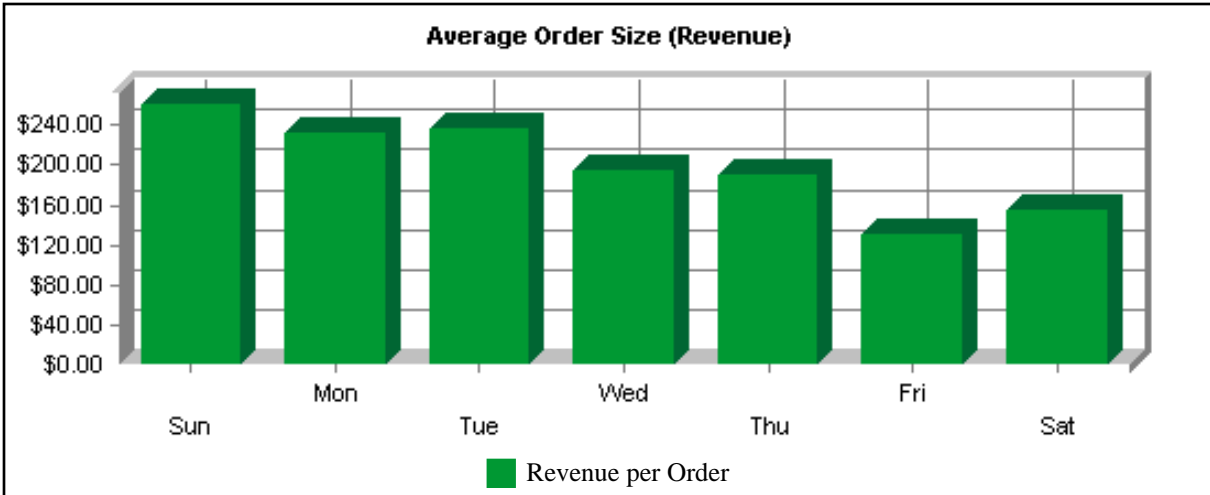


Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Day	Average	Revenue
Sunday	\$0.00	\$30,528.42
Monday	\$0.00	\$98,027.07
Tuesday	\$0.00	\$82,391.66
Wednesday	\$24,075.63	\$64,063.16
Thursday	\$71,256.44	\$69,881.10
Friday	\$51,891.39	\$34,525.17
Saturday	\$20,045.69	\$15,294.15
<b>Total</b>	<b>\$167,269.15</b>	<b>\$394,710.73</b>

### Average Order Size (Revenue)

This report page shows the average revenue your site is generating per order during the selected period of time.

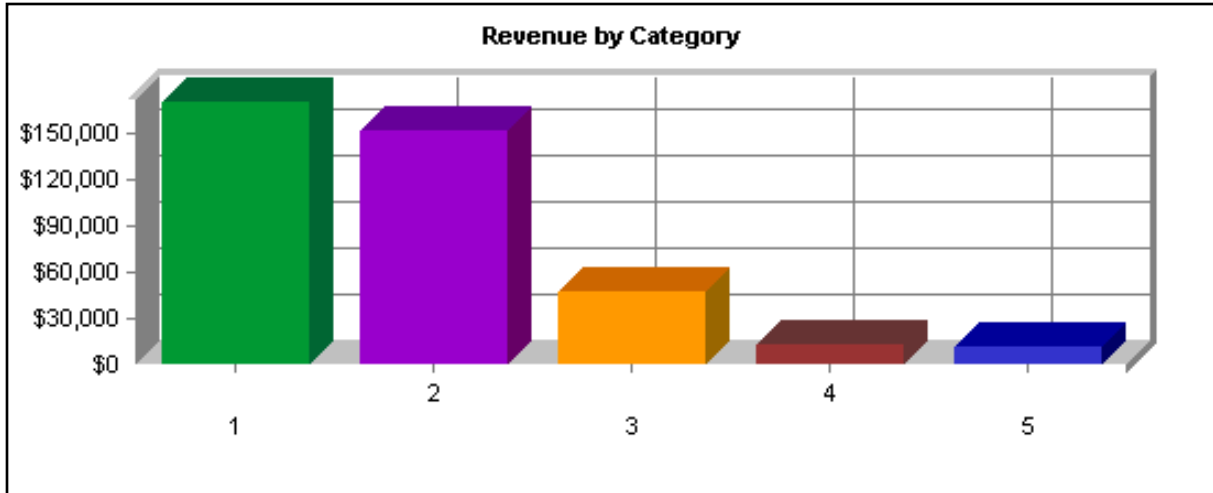


Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Day	Revenue per Order
Sunday	\$260.93
Monday	\$231.20
Tuesday	\$236.08
Wednesday	\$193.54
Thursday	\$190.41
Friday	\$131.27
Saturday	\$154.49

### Revenue by Category

This report shows how much revenue you are generating from the pages you track for each product category, over the time period selected on the calendar. It also shows what percentage of revenue is generated by each category, on a continuous basis.

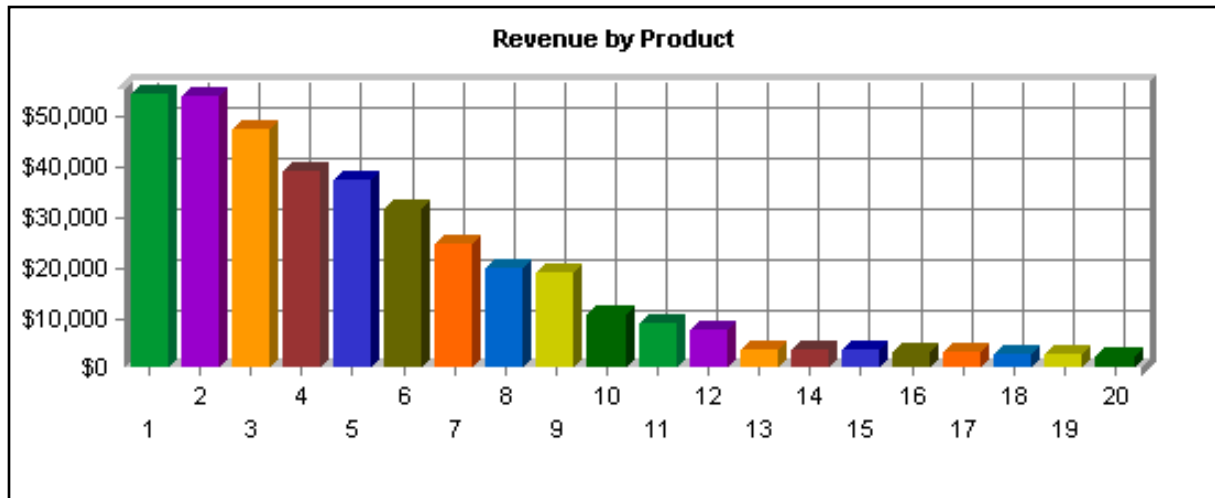


Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Category	Revenue	%
1. Video	\$169,457.00	42.93%
2. Personal Electronics	\$151,503.30	38.38%
3. Audio	\$47,617.00	12.06%
4. Phones/Communication	\$13,751.43	3.48%
5. Car Audio	\$12,382.00	3.14%
<b>Total</b>	<b>\$394,710.73</b>	

### Transactions by Product

This graph shows how much revenue each of your products is generating, and how each product is doing as a continuously-updated percentage of your total eBusiness revenues.



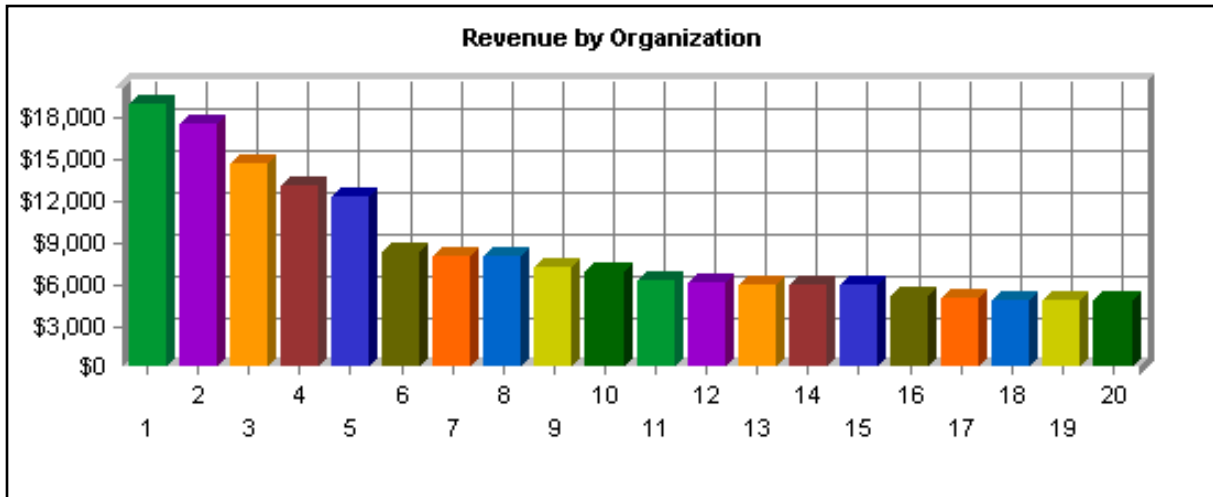
Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Product	Revenue	%
1. 50 inch Toshiba Projection Television	\$54,366.00	13.77%
2. 61 inch Toshiba Projection Television	\$53,973.00	13.67%
3. RCA Dual Alarm AM/FM CD Clock Radio	\$47,496.05	12.03%
4. GE Spacemaker® AM/FM Clock Radio with Casset...	\$39,087.40	9.90%
5. GE AM/FM Clock Radio with Carbon Monoxide De...	\$37,233.40	9.43%
6. 36 inch Sony Color Television	\$31,465.00	7.97%
7. harman/ kardon Signature® Series Multichanne...	\$24,681.00	6.25%
8. GE Dual Alarm AM/FM Clock Radio	\$20,062.30	5.08%
9. 30 inch Sony Color Television	\$19,168.00	4.86%
10. 32 inch Sony Color Television	\$10,485.00	2.66%
11. Audiosource Stereo Power Amplifier	\$8,784.00	2.23%
12. Aiwa Dolby® Pro Logic Bookshelf System	\$7,774.00	1.97%
13. Panasonic 900 MHz Cordless Telephone	\$3,798.10	0.96%
14. Panasonic 900 MHz Cordless Integrated Answer...	\$3,698.15	0.94%
15. Sharp Dolby® Digital Home Theater System	\$3,588.00	0.91%
16. GE 900 MHz Digital Spread Spectrum Cordless ...	\$3,277.13	0.83%
17. Blaupunkt CD Car Stereo with Detachable Facep...	\$3,237.00	0.82%
18. Audiosource Monoblock Amplifier	\$2,790.00	0.71%
19. Blaupunkt Cassette Car Stereo with Detachabl...	\$2,685.00	0.68%
20. Aiwa AM/FM Detach Face Cassette Receiver	\$2,506.00	0.63%

<b>Sub Total of top 20</b>	<b>\$380,154.53</b>	<b>96.31%</b>
<b>Total</b>	<b>\$394,710.73</b>	

### Transactions by Organization

This report page shows how much of your eCommerce revenue is being generated from each visiting domain.



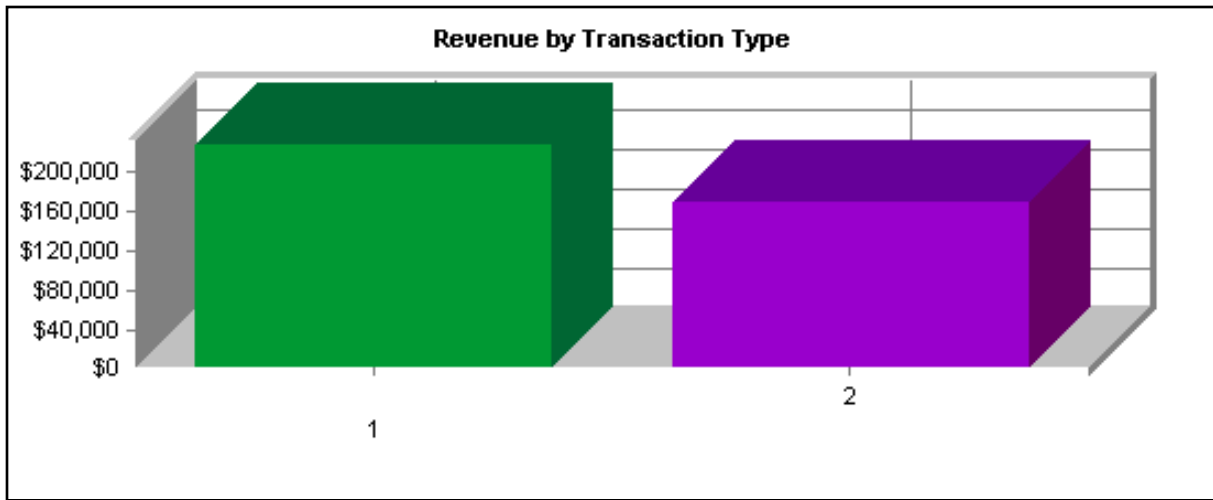
Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Visiting Organizations		Revenue	%
1.	rr.com	\$18,993.71	4.81%
2.	in-addr.arpa	\$17,605.89	4.46%
3.	starband.net	\$14,620.60	3.70%
4.	home.com	\$13,055.39	3.31%
5.	bggrc.co.uk	\$12,253.80	3.10%
6.	stargate.net	\$8,311.75	2.11%
7.	shore.net	\$8,091.00	2.05%
8.	aol.com	\$7,947.90	2.01%
9.	accountmate.com	\$7,221.50	1.83%
10.	209.182.81.254	\$6,894.00	1.75%
11.	195.224.64.132	\$6,256.90	1.59%
12.	jdedwards.com	\$6,156.80	1.56%
13.	uakron.edu	\$5,997.00	1.52%
14.	195.144.50.162	\$5,997.00	1.52%
15.	bellsouth.net	\$5,891.20	1.49%
16.	freesurf.ch	\$5,220.50	1.32%
17.	gblix.net	\$4,936.90	1.25%
18.	dell.com	\$4,797.00	1.22%
19.	212.143.163.130	\$4,797.00	1.22%
20.	213.11.230.134	\$4,797.00	1.22%
<b>Sub Total of top 20</b>		<b>\$169,842.84</b>	<b>43.03%</b>

<b>Total</b>	<b>\$394,710.73</b>
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### Transactions by Transaction Type

This report page shows transactions as revenue and as a percentage of total revenue for different types of transactions, e.g., Business-to-Customer and Business-to-Business transactions.



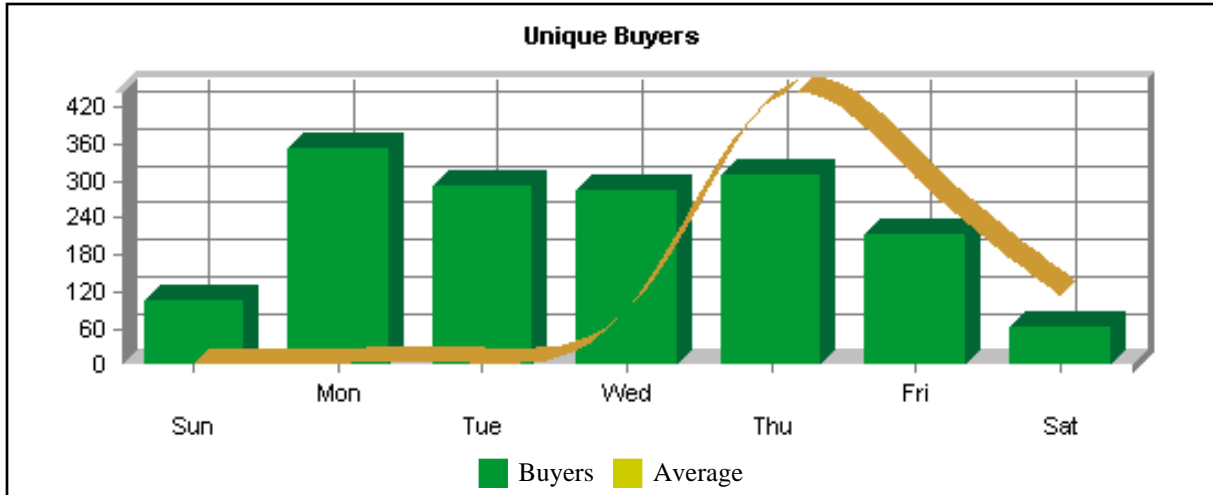
Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Transaction Type		Revenue	%
■ 1.	Business to Business	\$226,121.78	57.29%
■ 2.	Business to Consumer	\$168,588.95	42.71%
<b>Total</b>		<b>\$394,710.73</b>	



### Unique Buyers

This section shows how many unique buyers did business on your site during the period of the report, as well as the average number of unique buyers for the same time period since you started tracking your traffic. You can also see which periods are attracting the most buyers.

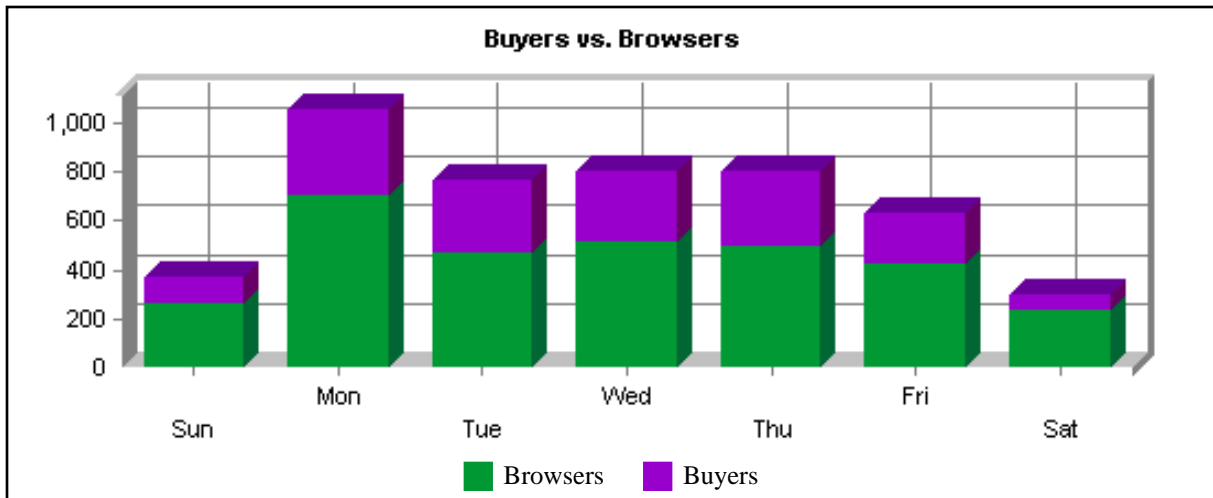


Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Day	Average	Buyers
Sunday	0	107
Monday	0	353
Tuesday	0	292
Wednesday	90	286
Thursday	431	308
Friday	305	212
Saturday	112	63
<b>Total</b>	<b>938</b>	<b>1,621</b>

### Buyers vs. Browsers

This section lets you see how many of your web site visitors purchase products from your web site. Compare the number of visitors who make purchases (buyers) to those who do not (browsers).

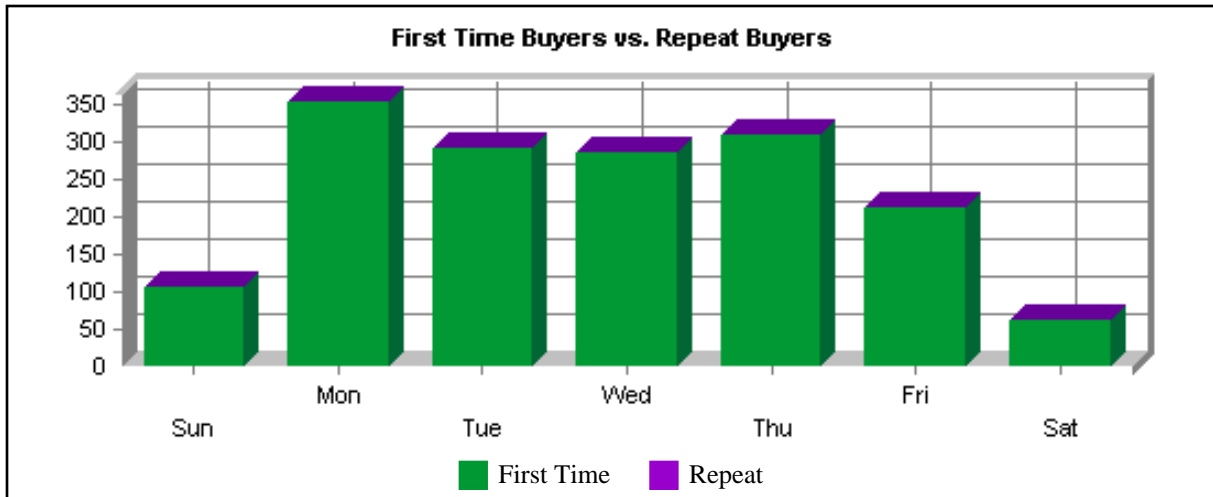


Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Day	Browsers	Buyers
Sunday	260	107
Monday	698	353
Tuesday	473	292
Wednesday	516	286
Thursday	496	308
Friday	422	212
Saturday	239	63
<b>Total</b>	<b>3,104</b>	<b>1,621</b>

### First Time Buyers vs. Repeat Buyers

This report page lets you compare the numbers of first time and repeat buyers during selected time periods.

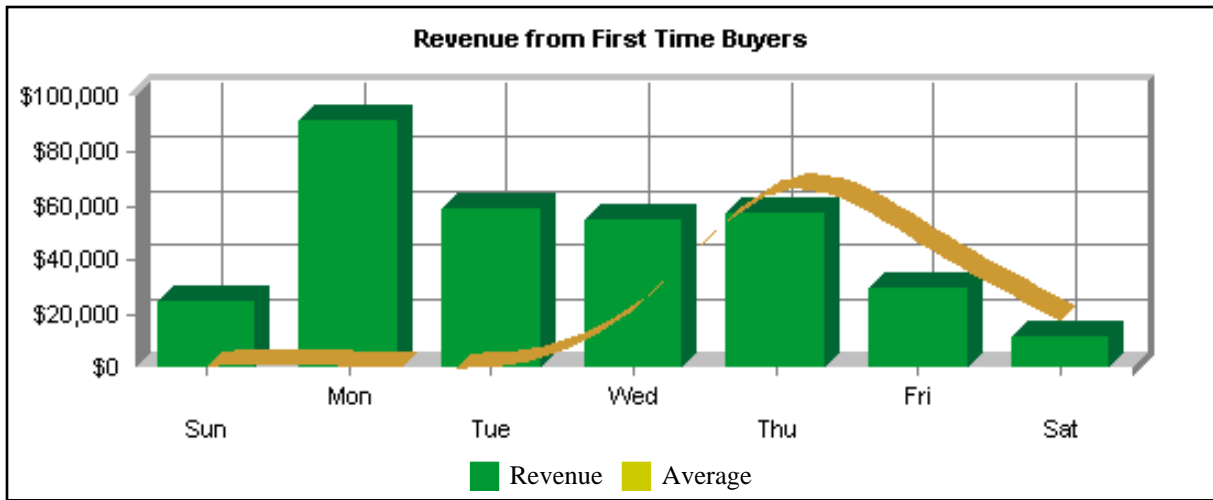


Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Day	First Time	Repeat
Sunday	107	0
Monday	353	0
Tuesday	291	1
Wednesday	285	1
Thursday	308	0
Friday	212	0
Saturday	62	1
<b>Total</b>	<b>1,618</b>	<b>3</b>

### Transactions by First Time Buyers

This report page shows revenue generated by first time buyers during the selected period of time, with the average revenue from first time buyers for that time period since you first began tracking online revenue.

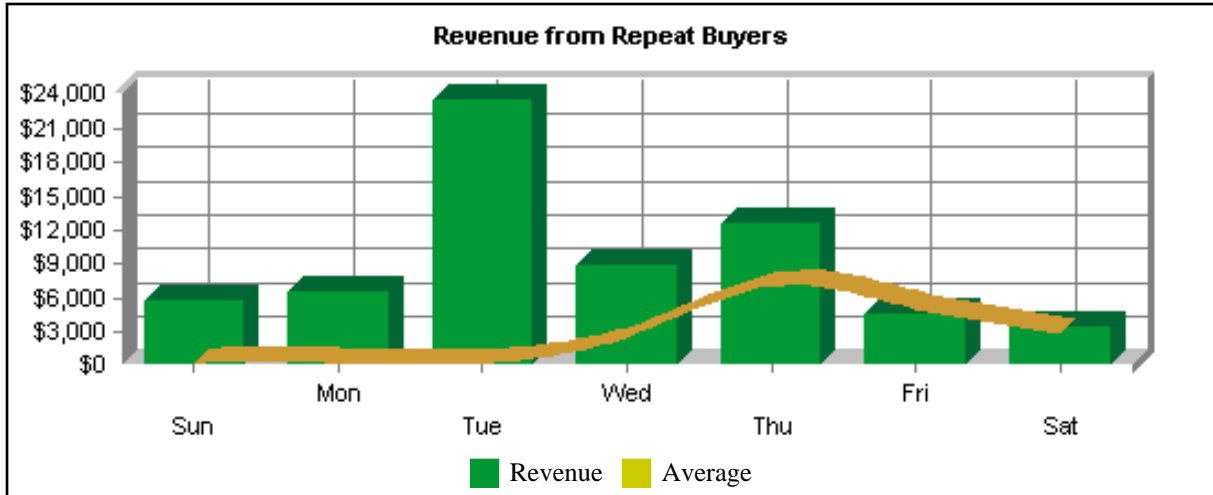


Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Day	Average	Revenue
Sunday	\$0.00	\$24,788.32
Monday	\$0.00	\$91,416.89
Tuesday	\$0.00	\$58,835.60
Wednesday	\$21,665.43	\$55,261.16
Thursday	\$64,306.75	\$57,219.47
Friday	\$46,999.66	\$29,974.76
Saturday	\$17,293.93	\$11,931.55
<b>Total</b>	<b>\$150,265.77</b>	<b>\$329,427.75</b>

### Transactions by Repeat Buyers

This report page shows how much revenue is being generated by repeat buyers during the selected period of time. Also shown is the average revenue from repeat buyers for that time period since you first began tracking online revenue.

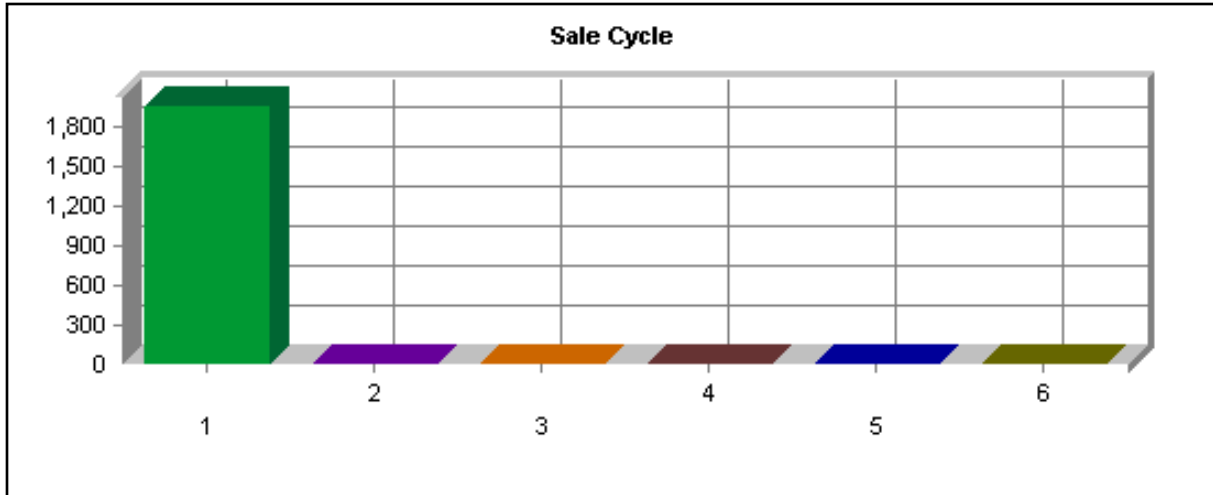


Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Day	Average	Revenue
Sunday	\$0.00	\$5,740.10
Monday	\$0.00	\$6,610.18
Tuesday	\$0.00	\$23,556.06
Wednesday	\$2,410.20	\$8,802.00
Thursday	\$6,949.69	\$12,661.63
Friday	\$4,891.73	\$4,550.41
Saturday	\$2,751.76	\$3,362.60
<b>Total</b>	<b>\$17,003.38</b>	<b>\$65,282.98</b>

## Sale Cycle

This report page shows the number of days between a new buyer's first visit and first purchase.

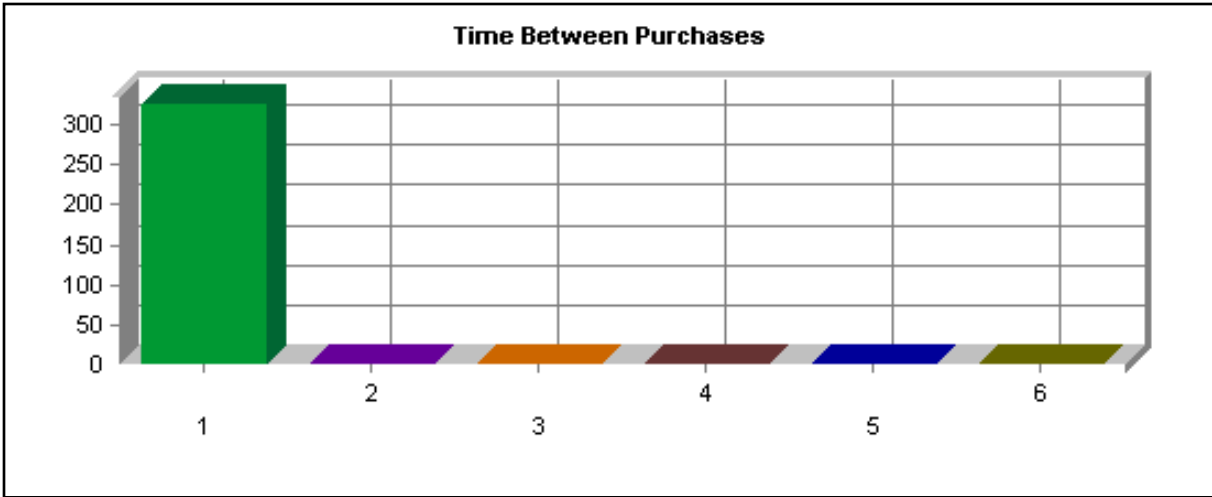


Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

	Time Before Order	Orders	%
■ 1.	Same Day	1,942	99.59%
■ 2.	1 Day	2	0.10%
■ 3.	3 Days	2	0.10%
■ 4.	4 Days	2	0.10%
■ 5.	9 Days	1	0.05%
■ 6.	2 Days	1	0.05%
<b>Total</b>		<b>1,950</b>	

### Time Between Purchases

This report page shows the number of days between purchases for visitors who make more than one visit and purchase during the selected time period.

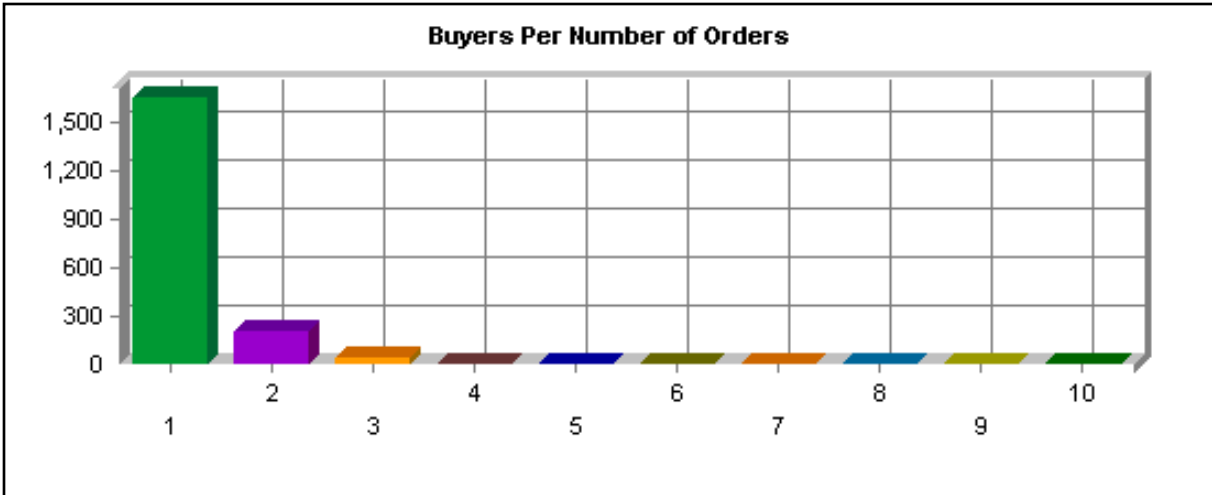


Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Time Between Purchases		Orders	%
1.	Same Day	324	97.59%
2.	1 Day	2	0.60%
3.	3 Days	2	0.60%
4.	4 Days	2	0.60%
5.	9 Days	1	0.30%
6.	2 Days	1	0.30%
<b>Total</b>		<b>332</b>	

### Buyers Per Number of Orders

This report page ranks buyers according to the number of orders they placed during the selected time frame.



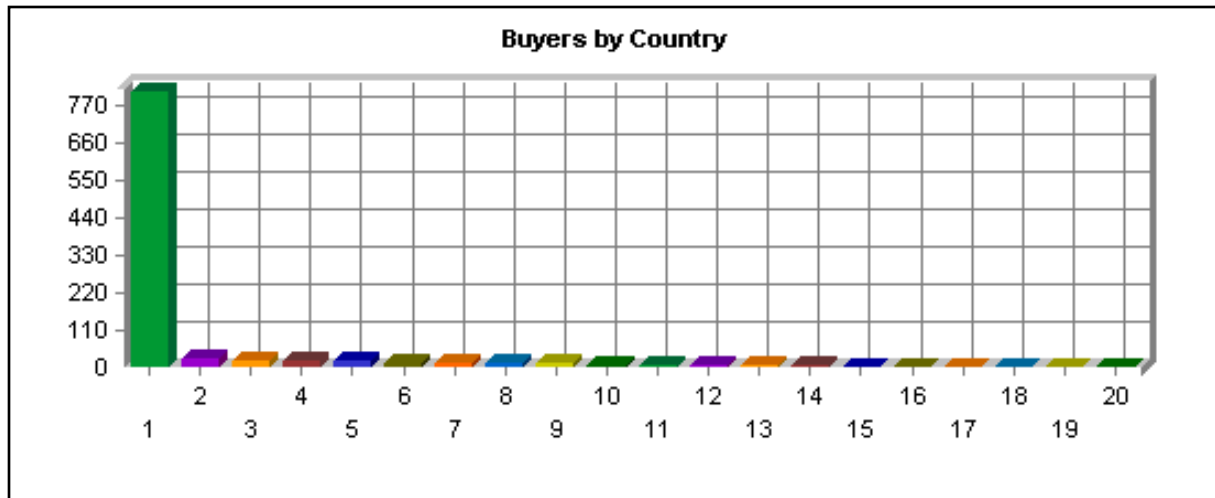
Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

	Number of Orders	Buyers	%
1.	1 Order	1,657	84.97%
2.	2 Orders	216	11.08%
3.	3 Orders	49	2.51%
4.	4 Orders	13	0.67%
5.	5 Orders	5	0.26%
6.	6 Orders	4	0.21%
7.	7 Orders	2	0.10%
8.	8 Orders	1	0.05%
9.	9 Orders	1	0.05%
10.	10 or More Orders	2	0.10%
<b>Total</b>		<b>1,950</b>	



## Buyers by Country

This report page shows which countries your buyers are coming from. Information by country is derived from the domain name suffix of the visitor.



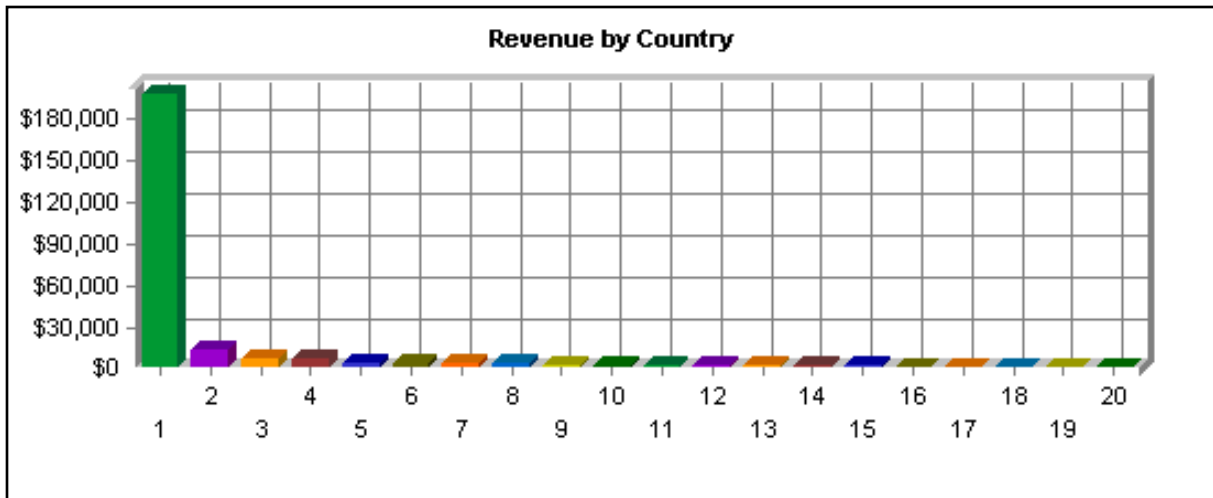
Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Visiting Countries		Buyers	%
1.	United States	805	74.61%
2.	Canada	31	2.87%
3.	France	24	2.22%
4.	Switzerland	21	1.95%
5.	Brazil	20	1.85%
6.	Australia	18	1.67%
7.	Germany	17	1.58%
8.	United Kingdom	14	1.30%
9.	Netherlands	13	1.20%
10.	Belgium	12	1.11%
11.	Argentina	10	0.93%
12.	Sweden	10	0.93%
13.	Italy	10	0.93%
14.	Austria	7	0.65%
15.	Saudi Arabia	6	0.56%
16.	Mexico	6	0.56%
17.	Denmark	5	0.46%
18.	Israel	5	0.46%
19.	New Zealand	5	0.46%
20.	Greece	4	0.37%

<b>Sub Total of top 20</b>	<b>1,043</b>	<b>96.66%</b>
<b>Total for Known</b>	<b>1,079</b>	<b>65.87%</b>
<b>Total for Unknown</b>	<b>559</b>	<b>34.13%</b>
<b>Total</b>	<b>1,638</b>	

### Transactions by Country

This report page shows which countries your revenues are coming from. Information by country is derived from the domain name suffix of the visitor.



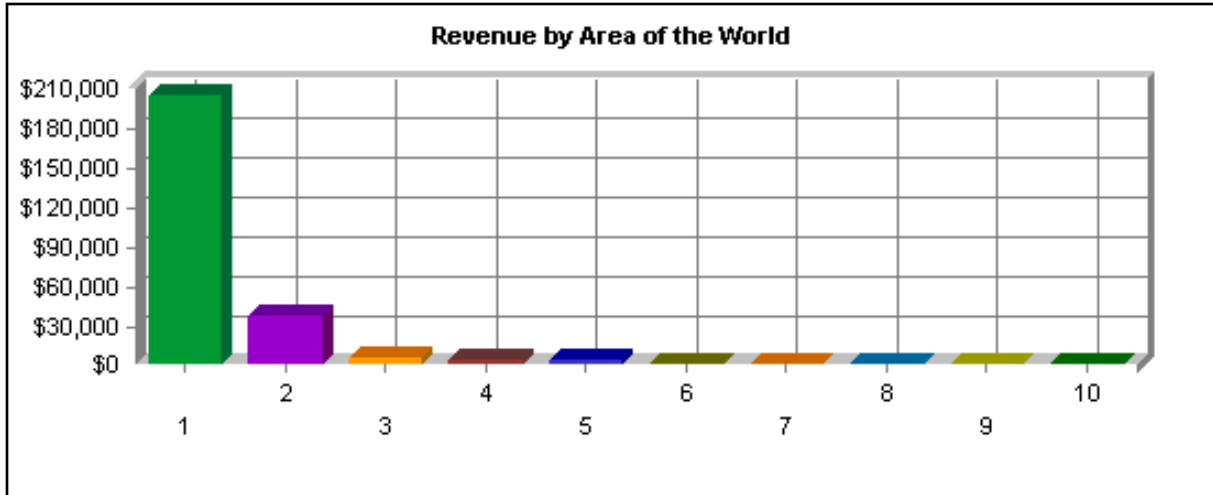
Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Visiting Countries		Revenue	%
1.	United States	\$197,644.85	75.25%
2.	United Kingdom	\$13,459.60	5.12%
3.	Canada	\$7,792.83	2.97%
4.	Switzerland	\$7,090.66	2.70%
5.	Australia	\$4,179.18	1.59%
6.	France	\$3,743.90	1.43%
7.	Austria	\$3,481.60	1.33%
8.	Argentina	\$3,407.25	1.30%
9.	Brazil	\$3,077.10	1.17%
10.	Netherlands	\$2,786.70	1.06%
11.	Germany	\$1,897.95	0.72%
12.	Norway	\$1,786.90	0.68%
13.	Greece	\$1,642.60	0.63%
14.	Belgium	\$1,642.23	0.63%
15.	Sweden	\$1,591.07	0.61%
16.	Italy	\$830.80	0.32%
17.	Mexico	\$667.35	0.25%
18.	Singapore	\$543.50	0.21%
19.	New Zealand	\$543.40	0.21%
20.	Denmark	\$503.50	0.19%

<b>Sub Total of top 20</b>	<b>\$258,312.97</b>	<b>98.35%</b>
<b>Total for Known</b>	<b>\$262,647.10</b>	<b>66.54%</b>
<b>Total for Unknown</b>	<b>\$132,063.63</b>	<b>33.46%</b>
<b>Total</b>	<b>\$394,710.73</b>	

### Transactions by Area of the World

This report page shows which areas of the world your revenues are coming from.

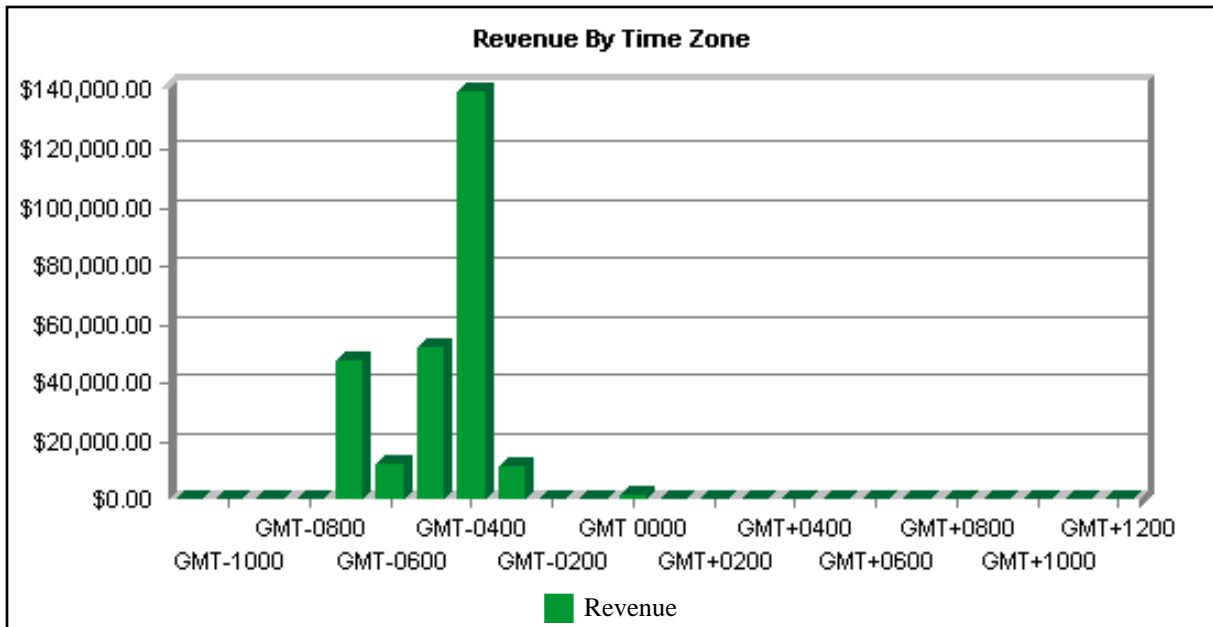


Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Visiting Areas	Revenue	%
1. North America	\$206,105.03	78.63%
2. Western Europe	\$37,158.64	14.18%
3. South America	\$6,484.35	2.47%
4. Australia	\$4,179.18	1.59%
5. Northern Europe	\$4,021.37	1.53%
6. Asia	\$1,642.10	0.63%
7. Middle East	\$926.83	0.35%
8. Eastern Europe	\$791.10	0.30%
9. Pacific Islands	\$587.30	0.22%
10. Sub Saharan Africa	\$239.70	0.09%
<b>Total for Known</b>	<b>\$262,135.60</b>	<b>66.41%</b>
<b>Total for Unknown</b>	<b>\$132,575.13</b>	<b>33.59%</b>
<b>Total</b>	<b>\$394,710.73</b>	

### Transactions by Time Zone

This report page displays how your eCommerce revenue stream flows from different Time Zones. You can also see what each Time Zone contributes as a continuously updated percentage of total revenues.



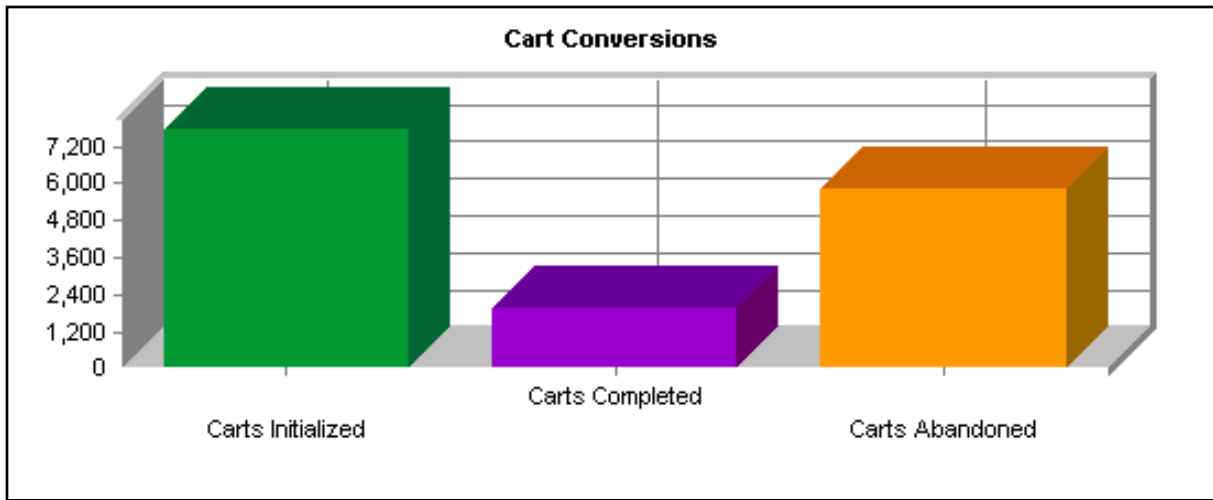
Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Time Zone	Revenue	%
GMT-1100	\$163.80	0.06%
GMT-1000	\$203.70	0.08%
GMT-0900	\$0.00	0.00%
GMT-0800	\$43.90	0.02%
GMT-0700	\$47,492.62	17.94%
GMT-0600	\$12,363.30	4.67%
GMT-0500	\$52,153.67	19.70%
GMT-0400	\$139,338.09	52.64%
GMT-0300	\$11,447.19	4.32%
GMT-0200	\$0.00	0.00%
GMT-0100	\$0.00	0.00%
GMT 0000	\$1,514.65	0.57%
GMT+0100	\$0.00	0.00%
GMT+0200	\$0.00	0.00%
GMT+0300	\$0.00	0.00%
GMT+0400	\$0.00	0.00%
GMT+0500	\$0.00	0.00%

GMT+0600	\$0.00	0.00%
GMT+0700	\$0.00	0.00%
GMT+0800	\$0.00	0.00%
GMT+0900	\$0.00	0.00%
GMT+1000	\$0.00	0.00%
GMT+1100	\$0.00	0.00%
GMT+1200	\$0.00	0.00%
<b>Subtotal of Above</b>	<b>\$264,720.92</b>	
<b>Total of Unknown</b>	<b>\$129,989.81</b>	
<b>Total</b>	<b>\$394,710.73</b>	

### Shopping Cart Summary

This report page is a summary of shopping cart activity on your web site during the time period selected on your calendar.



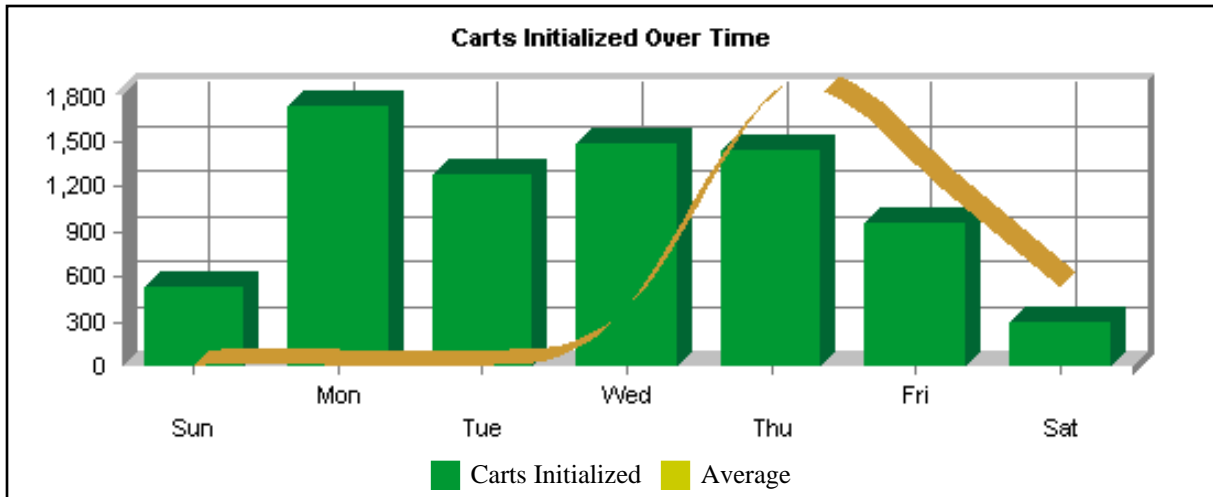
Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Shopping Cart Summary	
Total Carts Initialized	7,731
Total Carts Abandoned	5,786
Total Carts Completed	1,945
Cart Completion Rate	25.16%
Cart Abandonment Rate	74.84%
First Time Visitor Conversion	34.24%
Repeat Visitor Conversion	65.76%
Buyer to Browser Ratio	1:2



### Cart Transactions Over Time

This report page shows shopping cart activity over time



Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Day	Average	Carts Initialized
Sunday	0	527
Monday	0	1,728
Tuesday	0	1,280
Wednesday	406	1,489
Thursday	1,795	1,446
Friday	1,355	965
Saturday	527	296
<b>Total</b>	<b>4,083</b>	<b>7,731</b>

### Cart Additions to Product Views by Product

This report page compares shopping cart additions to product views by product and shows the percentage of views that converted to an addition.

	Product	Additions to Views	%
■	1. RCA Dual Alarm AM/FM Clock Radio	587 to 640	91.72%
■	2. 61 inch Toshiba Projection Television	567 to 609	93.10%
■	3. 30 inch Sony Color Television	553 to 588	94.05%
■	4. GE 900 MHz Digital Spread Spectrum Cordless ...	538 to 579	92.92%
■	5. 32 inch Sony Color Television	531 to 586	90.61%
■	6. Toshiba 900 MHz Dual Keypad Cordless Phone	527 to 571	92.29%
■	7. Sharp Dolby® Digital Home Theater System	524 to 561	93.40%
■	8. Toshiba 900 MHz DSS Cordless Phone	518 to 561	92.34%
■	9. GE AM/FM Clock Radio with Carbon Monoxide De...	506 to 572	88.46%
■	10. GE Dual Alarm AM/FM Clock Radio	498 to 606	82.18%
■	11. Panasonic 900 MHz Cordless Integrated Answer...	496 to 536	92.54%
■	12. 50 inch Toshiba Projection Television	495 to 563	87.92%
■	13. Aiwa Dolby® Pro Logic Bookshelf System	489 to 543	90.06%
■	14. Panasonic 900 MHz Cordless Telephone	480 to 518	92.66%
■	15. 36 inch Sony Color Television	466 to 515	90.49%
■	16. RCA Dual Alarm AM/FM CD Clock Radio	449 to 529	84.88%
■	17. Audiosource Stereo Power Amplifier	384 to 523	73.42%
■	18. GE Spacemaker® AM/FM Clock Radio with Casset...	362 to 589	61.46%
■	19. harman/ kardon Signature® Series Multichanne...	84 to 561	14.97%
■	20. Blaupunkt CD Car Stereo with Detachable Facep...	79 to 558	14.16%
<b>Total</b>		<b>9,904 19,943</b>	

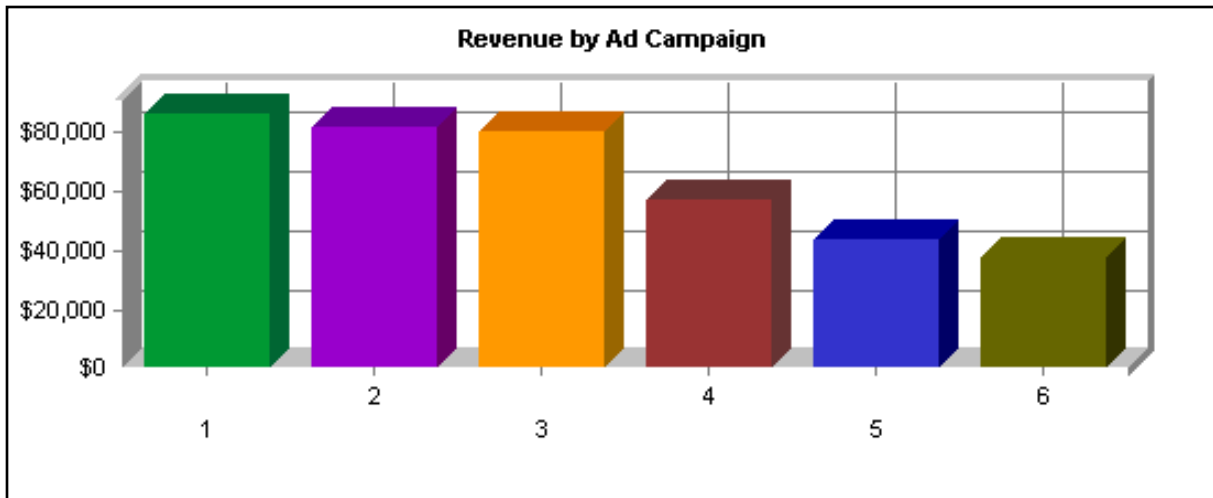
### Conversion Funnel by Product

This report shows the conversion funnel by product. It shows the numbers of product views, cart additions, removals from carts, and purchases.

	Product	Views	Additions	Removals	Purchases
■	1. RCA Dual Alarm AM/FM Clock Radio	640	587	516	30
■	2. Aiwa AM/FM CD Boombox	632	53	12	11
■	3. 61 inch Toshiba Projection Television	609	567	7	8
■	4. RCA Personal CD Player	607	42	12	7
■	5. GE Dual Alarm AM/FM Clock Radio	606	498	5	446
■	6. GE Spacemaker® AM/FM Clock Radio with Casset...	589	362	5	316
■	7. 30 inch Sony Color Television	588	553	58	11
■	8. 32 inch Sony Color Television	586	531	22	5
■	9. Aiwa AM/FM Cassette Personal Stereo	582	45	6	6
■	10. GE 900 MHz Digital Spread Spectrum Cordless ...	579	538	466	40
■	11. JVC CD Car Stereo with Detachable Faceplate	579	72	9	11
■	12. Aiwa Cassette Car Stereo with Detachable Fac...	577	52	9	11
■	13. GE AM/FM Clock Radio with Carbon Monoxide De...	572	506	5	452
■	14. Panasonic AM/FM CD Boombox	571	46	12	5
■	15. Toshiba 900 MHz Dual Keypad Cordless Phone	571	527	49	5
■	16. Fisher AM/FM CD Boombox	570	38	15	6
■	17. GPX Personal CD Player with Car Kit	568	33	8	5
■	18. Aiwa AM/FM Detach Face Cassette Receiver	567	40	6	8
■	19. Panasonic Personal CD Player with CD Jogger ...	564	36	10	1
■	20. 50 inch Toshiba Projection Television	563	495	7	12
<b>Total</b>		<b>19,943</b>	<b>9,904</b>	<b>2,066</b>	<b>1,944</b>

### Transactions by Ad Campaign

This graph shows how much revenue each of your ad campaigns is generating, and how each campaign is doing as a continuously-updated percentage of your total eBusiness revenues.

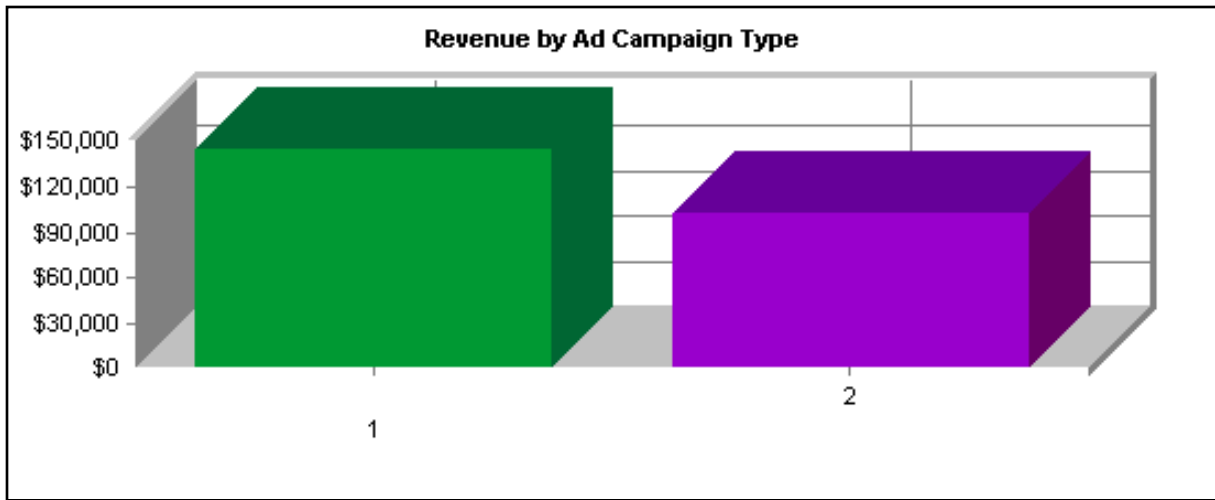


Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Ad Campaign	Revenue	%
1. NBC News Ad	\$85,909.04	22.30%
2. Google Ad	\$81,384.84	21.13%
3. Yahoo Ad	\$79,940.04	20.75%
4. CNN News Ad	\$57,248.95	14.86%
5. MSNBC Ad	\$43,461.34	11.28%
6. ABC News Ad	\$37,241.57	9.67%
<b>Total</b>	<b>\$385,185.78</b>	

### Transactions by Ad Campaign

This graph shows how much revenue each of your ad campaign types is generating and how each campaign type is doing as a continuously-updated percentage of your total eBusiness revenues.



Sunday, August 5, 2001 to Saturday, August 11, 2001 (1 Week)

Ad Campaign Type	Revenue	%
■ 1. News Sites	\$145,550.52	58.71%
■ 2. Search Engine Ads	\$102,357.60	41.29%
<b>Total</b>	<b>\$247,908.12</b>	