

World class usage data analysis, specifically for publishers...

PublisherStats provides publishers with a series of customizable reports and analysis tools that enable them to gain a clear understanding of the usage of their online content.

The information is provided through an easy to use web-based platform, accessible to any number of members of their organization. PublisherStats can help every member of the publishing team as well as the customers of the publishing organization.

PublisherStats offers publishers many fantastic features and benefits which will become an integral part of their business:

Feature	Advantage	Benefits
General		
Action Ready Reports	Provides you with high level information in graphical Excel format to enable monitoring of Key Performance Indicators.	<ul style="list-style-type: none"> • Save time & effort • Immediate access to information
Data Export function	Allows you to export all data in CSV & HTML format	<ul style="list-style-type: none"> • Quick and easy data manipulation
Independent branded interface	Presents your customer reports through an interface with your logo and style	<ul style="list-style-type: none"> • Maintain brand identity
Data Analysis	Allows custom reports to be created and run. Reports reveal detailed overall usage as well as usage of individual web pages	<ul style="list-style-type: none"> • Access highly specific, customized information
Automated Reports	Provides quick and easy access to high level general usage data via 60+ "Out-of-the-box" reports	<ul style="list-style-type: none"> • Immediate access to information
Marketing Teams		
Geographical reporting	Helps unearth new customer segments and user types	<ul style="list-style-type: none"> • Increase sales opportunities
Visitor Loyalty Reports	Compares the number of new site visitors with returning site visitors to analyse how quickly your customer base is growing	<ul style="list-style-type: none"> • Evaluate site effectiveness
Stickiness Reports	Reveals time spent per page and per visit to enhance your understanding of how your customers are using your site	<ul style="list-style-type: none"> • Evaluate site effectiveness
Site Referral Reports	Shows top referring sites and top search engine keywords	<ul style="list-style-type: none"> • More cost-effective online marketing
Site License Teams		
IP Reporting	Allows you to analyze activity at non-subscribing institutions target the right institutions for new sales, and monitor systematic content abuse	<ul style="list-style-type: none"> • Increase sales opportunities • Increase subscription opportunities
Category Comparison Tool	Monitors exceptional usage at institutions to facilitate more proactive customer service, e.g., highlighting access issues	<ul style="list-style-type: none"> • Improve customer service
Institutional and Consortial reporting	Allows you to build a picture of individual customer	<ul style="list-style-type: none"> • Improve customer retention • Increase up-sell potential
Editorial Teams		

Journal reports	Helps you determine the most (and least) popular content for each journal	<ul style="list-style-type: none"> • Provide better content
Article reports	Provides information to help you analyze article requests in relation to searches and determine most and least popular articles	<ul style="list-style-type: none"> • Drive up readership
Site Traffic Reports	Reveals traffic to journal content in proportion to other site traffic	<ul style="list-style-type: none"> • Drive up readership
Key report scheduling	Automatically runs and emails reports to partners, societies and staff	<ul style="list-style-type: none"> • Save time & effort
Technical Teams		
Site Navigation Reports	Enhances your understanding of how users are navigating your site	<ul style="list-style-type: none"> • Improve site navigation.
Click-stream Analysis Tools (Page Correlation and Abandonment & Pathing From Anchor Tools)	Reports traffic along specific paths, to identify most common entry and exit pages	<ul style="list-style-type: none"> • Monitor performance of site
Spider/Crawler Filtering	Removes spider/crawler traffic from data	<ul style="list-style-type: none"> • More accurate data
...and for your customers		
COUNTER reports	Provides your library and consortia customers with COUNTER-compliant reports	<ul style="list-style-type: none"> • Meet customer requirements
Guaranteed COUNTER compliancy as the Code of Practice evolves..	Relieves you and your customers of the responsibility to keep up to date	<ul style="list-style-type: none"> • Save time and effort • Improve customer service
Independent auditing of COUNTER reports	Ensures that all of your COUNTER reports are independently audited as will be required from 1 Jan 2007	<ul style="list-style-type: none"> • Improve customer service

MPS Technologies

MPS Technologies Ltd (MPS) offers a range of state of the art technology-driven services, each specifically designed to support publishers and librarians. In addition to PublisherStats, MPS also offers:



- New technology-based fulfilment services to integrate with client systems and deliver real-time eCommerce



- An online repository for digital book content



- A unique portal that provides libraries with a single point of access to all their vendor usage statistics

Based in the UK and with offices in the US and India, MPS Technologies is a subsidiary company of Macmillan India Ltd, a provider of publishing related services since 1893.

Coremetrics



PublisherStats is delivered in partnership with Coremetrics, the leading provider of on-demand web analytics. PublisherStats uses the Coremetrics for Publishing service, originally developed by IBM and acquired by Coremetrics in 2006.