



WRQ Express PageMeter delivers breakthrough accuracy in Web metering

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SAN DIEGO--(BUSINESS WIRE)--April 28, 1997--WRQ's newest product, Express PageMeter, is the first web tracker to see through both proxy and browser caches for accurate counts of web site visitors.

With this breakthrough product, web publishers can finally measure the large volume of web site traffic that is not detected by existing web analysis tools -- estimated at up to 50 percent of all web traffic.

Express PageMeter, a sophisticated web site metering tool for Microsoft Internet Information Servers (IIS), operates on both the server and the client using either ActiveX or Java technologies. This unique architecture allows Express PageMeter to provide more accurate site usage information, including greater accounts of reach and frequency, than any other web metering technology.

"Express PageMeter's innovative solution is a great application of the power of Microsoft's Windows and Internet technology. The improved accuracy of usage measurement offered by PageMeter provides an important advantage for IIS," said Tanya van Dam, group product manager for Microsoft.

Most web metering tools are simple log file "parsers" that collect and sort rudimentary data about activity on a site. Only Express PageMeter establishes a link between server and client software that generates the additional client-side information that site publishers need to accurately analyze usage.

Until now, web metering products could not accurately count page requests because of caching by both proxy servers and browsers. With Express PageMeter, however, the web server is notified each time the page is requested, even when it is served from a cache.

Proxy servers cache pages the first time they are requested by one of the many users behind the proxy. If other users behind that proxy request the same page, the proxy server will give the page to that user from its cache, without requesting it again from the web server where the page resides.

In cases of large numbers of users behind the proxy server, like America Online or any large corporation, hundreds or thousands of user page requests will be fulfilled by the proxy server. With other web tracking tools, the web publisher's site will record only the original hit by the first user, before it was cached by the proxy, missing all subsequent hits.

Similarly, pages are cached locally by web browsers. When a user moves to other sites and then returns to a site that has been cached locally earlier in the session, only Express PageMeter can detect this additional page visit and report it to the web server. In addition, Express PageMeter includes technology to allow tracking of discrete and repeat visitors behind proxy servers.

Another unique feature is the dynamic hit counter included in Express PageMeter. It "rolls" in real time as a user visits a page, giving up-to-the-minute information on activity. Most other counters are .GIF files -- pictures of a counter that update only after a user leaves the site.

In addition to reporting "hits," Express PageMeter can also report the most accurate information on how long a visitor spends on a page, because only Express PageMeter measures when a visitor enters a page as well as when the visitor leaves that page.

Express PageMeter's reporting features include customizable preconfigured reports as well as the ability to create new reports using Microsoft Access, a runtime version of which is included in the product. Express PageMeter reports on the number of hits, the number of users, and the amount of time spent on each page or group of pages. It can display the information by time of day, by day, by week or by month, as well as by referring page, by browser type and by user domain.

Supports WRQ's growing vision of serving the networked enterprise

Although attractive to webmasters and web publishers, Express PageMeter has been designed to help IS manage their enterprise networks.

"With WRQ Express PageMeter, WRQ is looking down the road to the day when metering within a corporation will require the ability to track Java and ActiveX applications," explains Shaun Wolfe, WRQ's manager of product marketing. "While the initial versions of Express PageMeter will inevitably be more exciting to a broad range of customers outside WRQ's corporate IS focus, our work in this area has its roots in preparing for the future needs of our IS customers."

Express PageMeter can be used on both the world wide web and on corporate intranets. Corporate IS managers in charge of assessing usage will find it easy to see where to allocate resources on their rapidly evolving intranets. Web site publishers, web advertising agencies, Internet service providers and consultants working with clients on web marketing can all benefit from the information Express PageMeter provides.

Express PageMeter is offered as part of WRQ's Express line of software management products. "Express PageMeter supports WRQ's growing vision of

servicing the networked enterprise. By extending our technology for monitoring the use of software, it expands the scope of our software management tools to include applications based on web technologies such as Java and ActiveX," said Paul Davis, WRQ's market manager for software management.

Availability

The preview edition of Express PageMeter will be available at no cost for a limited time only. Available immediately for those with IIS servers, Express PageMeter can be downloaded at no charge from <http://www.pagemeter.com>. Express PageMeter supports all browser types that support ActiveX, Java, GIF, or text data types.

About WRQ

WRQ makes software for connecting and managing personal computers on corporate networks. Reflection products connect PCs to IBM, UNIX, X, Digital, and HP systems, and include TCP/IP software, Intranet/Internet access, and remote and mobile user support.

Express products provide software metering and management to any PC on the network, regardless of network operating system. Both product lines are backed by WRQ's award-winning Guide Services technical support program.

WRQ is the 18th largest PC software company in the U.S. (SoftLetter). It has offices throughout the world and distributes products in more than 50 countries through a worldwide distribution network. For more information, contact WRQ, 1500 Dexter Avenue North, Seattle, WA 98109. Phone: 800/872-2829 or 206/217-7100. Fax: 206/217-0211. E-mail: info@wrq.com. Web: <http://www.wrq.com>.

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