

## Objectives

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### Monthly Sector Barometer Principle

Identify your site's performance based on three levels of comparison:

- Your site
- Your business sector
- *All Internet sectors*

The analysis of reference data within XiTi's scope, a unique benchmarking source

### Service Objectives

- Identify your site's performance in relation to your business sector and *all Internet sectors*
- Regular follow-up

### Relevant Professions

- Senior Management
- Editorial Department
- IT Department
- Marketing Department
- Communication Department

## Analyses

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### Summary of Key Data

- Visit volumes: number of visits and number of pages viewed
- Visit information: rate of entering visits, page views/entering visits, average visit period, behavior quotient
- Access types: distribution of visits, behavior quotient

### Evolution

- Number of visits over the past 12 sliding months, with a day-by-day focus on the most recent month
- For other data: month-1 and month-12 evolution

## Monthly Sector Barometer Implementation

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### Return of Results

- A summary tool for rapid use : A4 format, with a highly visual representation of data and a summary of key events
- Regular updates: the barometer is updated and sent each month

## Practical Information

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### Prerequisites

- Up-to-date XiTi contract

### Schedule

- 15 days to one month for the first delivery

### Deliverable

- Monthly sector barometer delivered in electronic format

### Prices

- **For one site:** €4,600, before tax, per year (site compared with the business sector and *all* Internet *sectors*)
- **For a site network:**
- Entire network compared to the business sector and *all* Internet *sectors*: €9,200, before tax, per year
- The network sites compared to the entire network and the business sector: price based on the number of network sites. Contact us.

### Other XiTi Studies

- Site Steering Audit
- Marketing Audit
- Market Monitor

### Contact

- Your usual XiTi representative: 05 57 92 34 34 or 01 56 54 14 30.