



Akamai Download Analytics

Better Insight Into All of Your Software Downloads

Gaining visibility into the effectiveness of your electronic software downloads offerings is critical to maximize the value of your online channel. Software vendors face many challenges including software monetization, maximizing try-to-buy conversions, managing online distribution strategies, prioritizing online marketing efforts, and monitoring and allocating distribution costs. Software companies require an analytics solution that addresses both simple to highly complex reporting needs to gain the critical intelligence necessary to address these types of key challenges.

Implementing an advanced download analytics solution has historically been a substantial technical and costly undertaking, and has resulted in many software companies operating without the intelligence that is needed to maximize the value of the online channel for software delivery. Without visibility into key download metrics such as completion rates, download duration, and user behavior, software companies are prone to delivering a poor consumer download experience. Without a dashboard and history of these key metrics, software companies are unable to make effective business decisions on their electronic software delivery strategy.

Akamai Download Analytics

Akamai Download Analytics introduces a highly flexible and customizable solution that enables software companies to gain meaningful insight into the performance of their software downloads in the language and context of their business.

Akamai Download Analytics bridges the gap in analytics and reporting services by providing a solution that is fully integrated with the Akamai Electronic Software Delivery solution and is both easy and cost effective to adopt. The key features of Akamai Download Analytics include:

User Engagement Metrics

- Download Duration
- Completion Rate
- End-User Analysis by Geography, Network, and Connection Speed
- User Behavior Data such as Start, Stop, Pause, and Cancel

Content Usage Metrics

- Bytes delivered
- Bytes per download
- Usage by geography
- Usage by time

Powerful Custom Reporting

- Ability to define the data set, reporting dimensions, and metrics
- Ability to filter using standard matching criteria applied against any dimension
- Report customization interface

Dashboards

- Standard dashboards including Executive Overview, Audience, and Usage dashboard themes.
- Support for up to 10 reports in one dashboard.
- Selectable chart and tabular report views.
- Custom, user definable dashboards.
- Flexible date range selection.

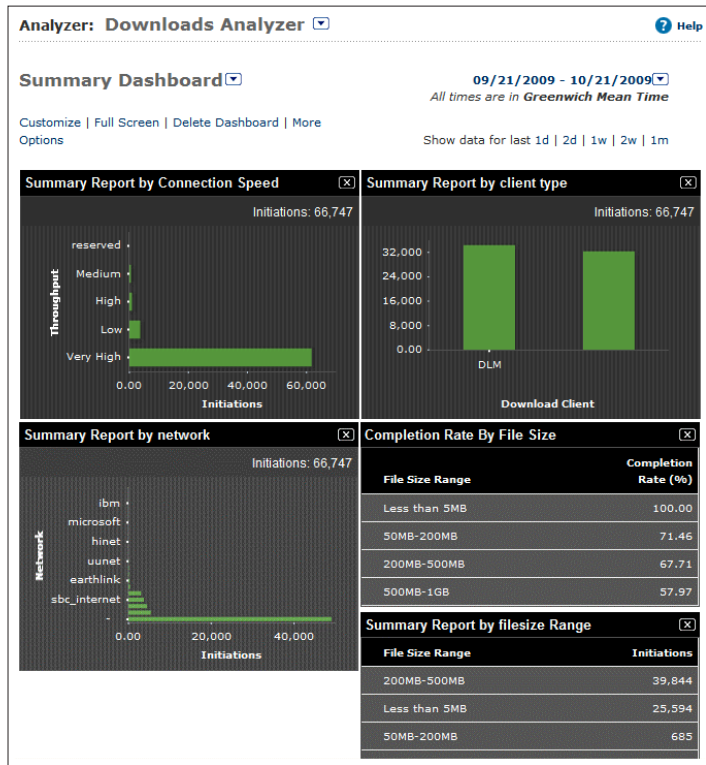
Dimensions

- Standard & custom dimensions
- Ability to extract custom business metadata (such as file name or category) from URLs and report metrics by these values.
- Support for key-value pair and URL string matching.

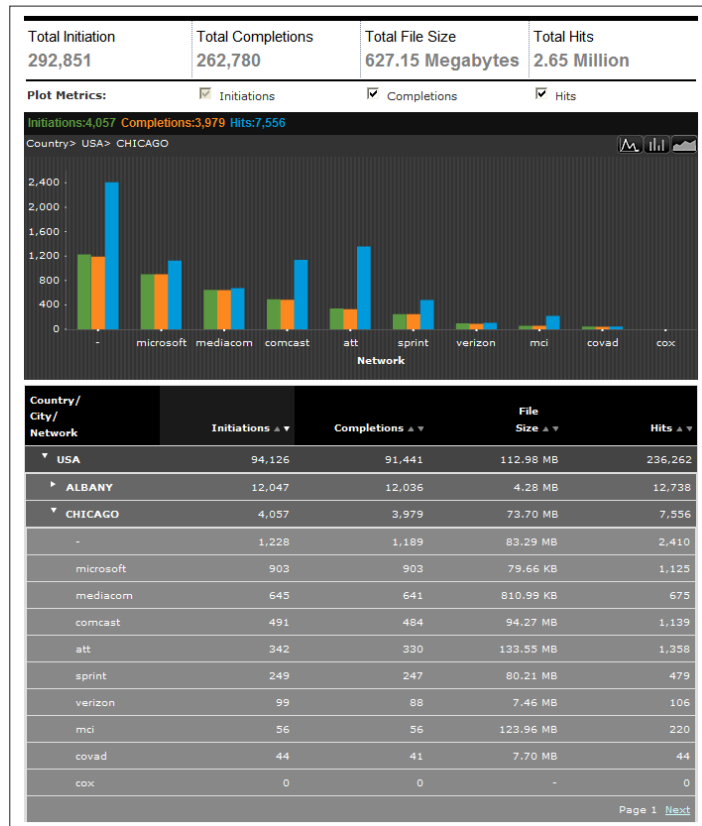
BENEFITS TO YOUR BUSINESS

- *Highly flexible to address a wide array of direct and indirect analytics and reporting needs:*
 - Distribution Channel Performance
 - Audience Behavior Characteristics
 - Business Unit / Distribution Partner Cost Allocation
- *Easy to deploy and cost effective*
- *Optimized to work exclusively with the Akamai Electronic Software Delivery solution*

Downloads Summary Dashboard



Download Completion Summary



The Akamai Difference

Akamai® provides market-leading managed services for powering rich media, dynamic transactions, and enterprise applications online. Having pioneered the content delivery market one decade ago, Akamai's services have been adopted by the world's most recognized brands across diverse industries. The alternative to centralized Web infrastructure, Akamai's global network of tens of thousands of distributed servers provides the scale, reliability, insight and performance for businesses to succeed online. Akamai has transformed the Internet into a more viable place to inform, entertain, interact, and collaborate. To experience The Akamai Difference, visit www.akamai.com.

Akamai Technologies, Inc.

U.S. Headquarters

8 Cambridge Center
Cambridge, MA 02142
Tel 617.444.3000
Fax 617.444.3001
U.S. toll-free 877.4AKAMAI
(877.425.2624)

www.akamai.com

International Offices

Unterfoehring, Germany
Paris, France
Milan, Italy
London, England
Madrid, Spain
Stockholm, Sweden
Bangalore, India
Sydney, Australia
Beijing, China
Tokyo, Japan
Seoul, Korea
Singapore



©2010 Akamai Technologies, Inc. All Rights Reserved. Reproduction in whole or in part in any form or medium without express written permission is prohibited. Akamai and the Akamai wave logo are registered trademarks. Other trademarks contained herein are the property of their respective owners. Akamai believes that the information in this publication is accurate as of its publication date; such information is subject to change without notice.