

## News Release

### **StatCounter Adds 100,000 Members to 1.4m**

- Also announces upgrade to its free web site traffic statistics service

**Dublin; Wednesday, 20<sup>th</sup> June, 2007:** StatCounter, which provides free web site traffic statistics, has announced that it has added 128,000 members for the first quarter of 2007 bringing its total number of members to 1.4 million globally. StatCounter provides a free service which allows members monitor the number of hits to their website; the geographical location of visitors; the various pages a visitor views; keywords used to find the site plus other features.

The Irish owned and headquartered company has also announced an upgrade. As well as its existing free summary lifetime statistics, StatCounter has extended the detailed drill down information which users can track on visitors from the last 100 logs to 500. Members can upgrade from the free service to more detailed reports for €7 per month.

40% of StatCounter's members are in the US with 1% in Ireland. In the first quarter StatCounter recorded some 24 billion page views. Alexa, an Amazon web information company, recently named StatCounter as one of the top 30 most visited sites in the US ahead of household names like Apple, Adobe, Dell and Expedia.com.

"A web site is a vital part of marketing today and it is essential that you have the facility to monitor and analyse traffic," commented David Clifford, Marketing Web Developer, Meteor. "StatCounter provides us with vital real time web site data which helps us to measure and make informed marketing decisions."

Aodhan Cullen, CEO and founder of StatCounter, was the only Irish person recently shortlisted by Businessweek.com for the Young European Entrepreneur of the Year Award.

**ends**

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**About StatCounter**

StatCounter, a free online visitor stats tool, was founded in 1999. It offers its members the chance to grow and improve their online businesses by allowing them to monitor the number of hits to their website; the geographical location of visitors; the various pages a visitor views; keywords used to find the site plus other features.

StatCounter currently has over 1.4 million members and tracks in excess of 9 billion pageloads per month over its network of 2 million websites. A Google PageRank 9/10 site, StatCounter was recently named by web information company Alexa as one of the top 30 most visited sites in the US.

For information on this real-time, user-friendly, and free visitor stats tool, please visit [www.statcounter.com](http://www.statcounter.com).