Customer Profile Report for ABC Hosting Ltd

An Example Report

eBusiness Profile Report

About the Profile

NetExtract is a provider of ebusiness information extracted from the web. NetExtract creates an ebusiness profile based on the web characteristics of web sites hosted by a web hosting company compared to the UK base. With over 1.5 million UK web sites profiled this report provides an example of ABC Hosting customers by their ebusiness information including web hosting status, ecommerce capabilities, technical and web content characteristics.

This report compares the % of ebusiness information held on the NetExtract database to the % held on ABC's customer file. Therefore the key web site characteristics of ABC's customers are identified, indicating what ebusiness information they are more likely to have. The profile provides a greater understanding of ABC's customer base and delivers recommendations on the most appropriate selection criteria to target best prospects with similar ebusiness characteristics.

ABC Hosting provided the URLs of their customers, which was matched to the NetExtract database with the following results:

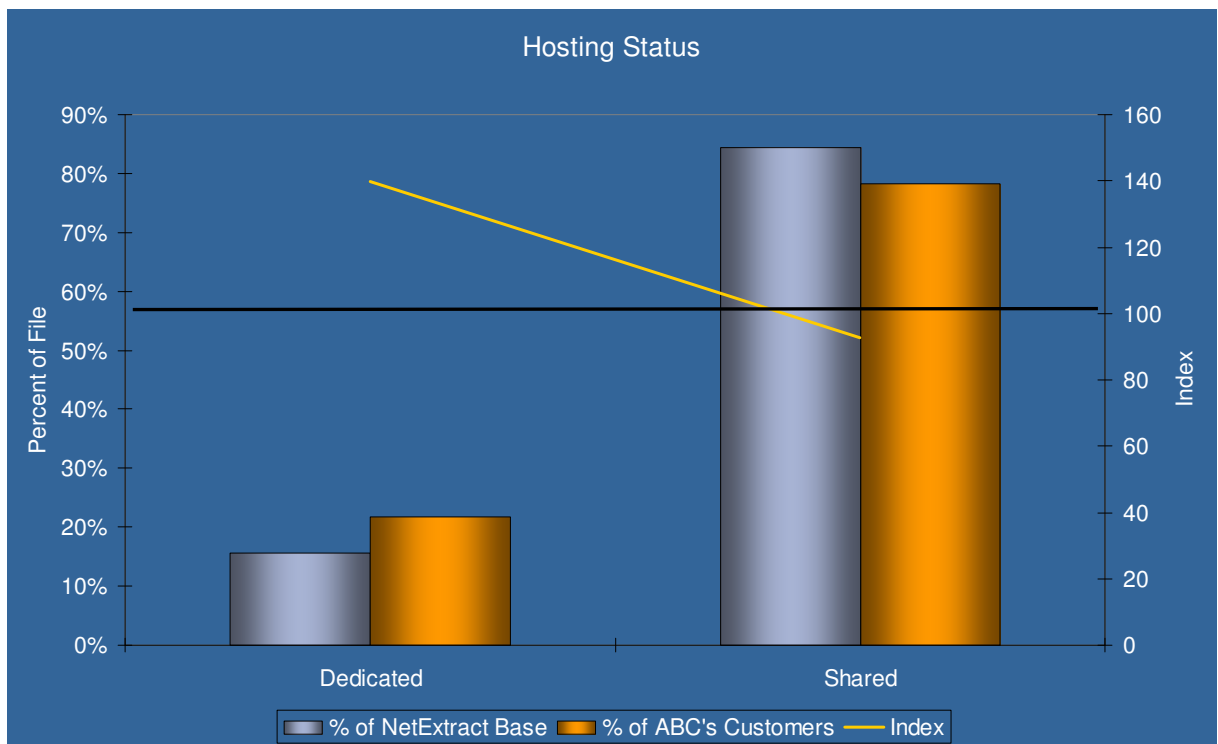|	ABC's Customers
No. of URLs supplied	21,000
No. of URLs matched	20,000
% of URLs matched	95%
Ave. no. of web sites per IP address	8

Summary of Findings

ABC's customers are more likely to have the following ebusiness information:

- ➢ Be hosted on a dedicated server
- ➢ Utilise a Microsoft IIS6 or Apache V2.X Web Server
- ➢ Be hosted on a Unix or Microsoft Windows 2003 Operating System
- ➢ Have greater than 20 web site pages
- ➢ Be eCommerce enabled or have eCommerce Potential
- ➢ Have an SSL Certificate
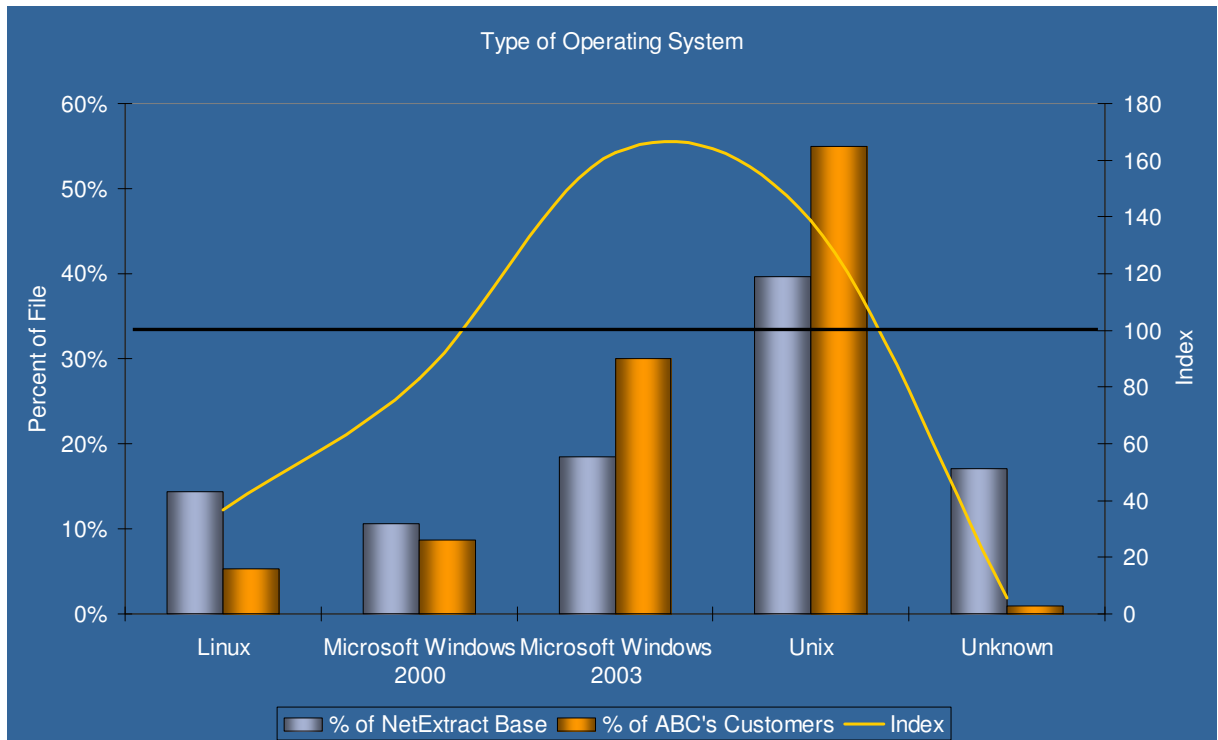- ➢ Have an Adobe PDF, word documents and videos files as Downloads

ABC's eBusiness Profile

A) Hosting Status – Shared or Dedicated

Hosting Status	NetExtract Database	% of NetExtract Base	No. of Web Sites	% of ABC's Web Sites
Dedicated	226,451	15.59%	4,354	21.77%
Shared	1,226,530	84.41%	15,646	78.23%

22% of ABC's web sites are hosted on a dedicated server. This is more than the 16% on the NetExtract database, with over 1.5million UK web sites. Therefore ABC's customers are more likely to be hosted on a dedicated server. A server is defined as having only 1 web site found on an IP Address, although it is possible for several web sites to be on an IP address and for the server to be dedicated.
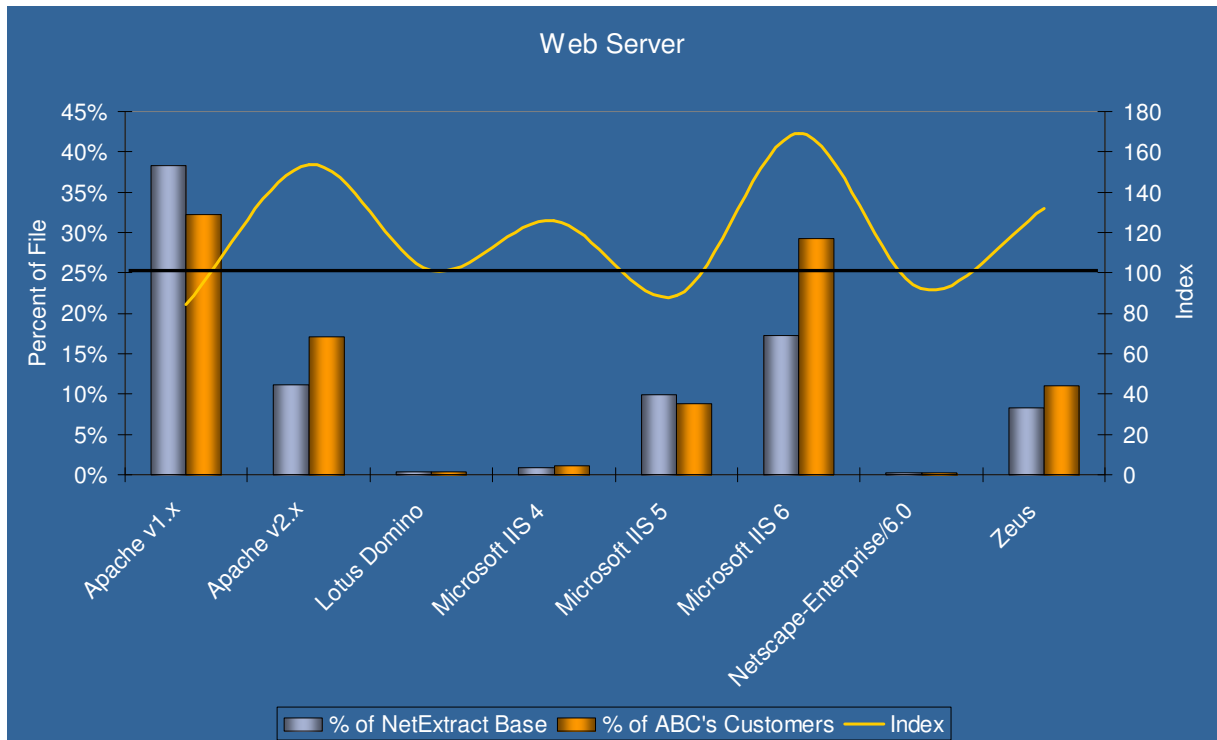
B) Type of Operating System

Type of Operating System

Operating System	NetExtract Database	% of NetExtract Base	No. of Web Sites	% of ABC's Web Sites
Linux	207,914	14.31%	1,052	5.26%
Windows 2000	153,299	10.55%	1,750	8.75%
Windows 2003	268,153	18.46%	6,000	30.00%
Unix	575,849	39.63%	11,000	55.00%
Unknown	247,766	17.05%	198	0.99%

ABC's web sites are more likely to use a Unix or Microsoft Windows 2003 operating system. This reflects the type of hosting that ABC offers with the Unix or Microsoft Windows 2003 platforms being promoted.
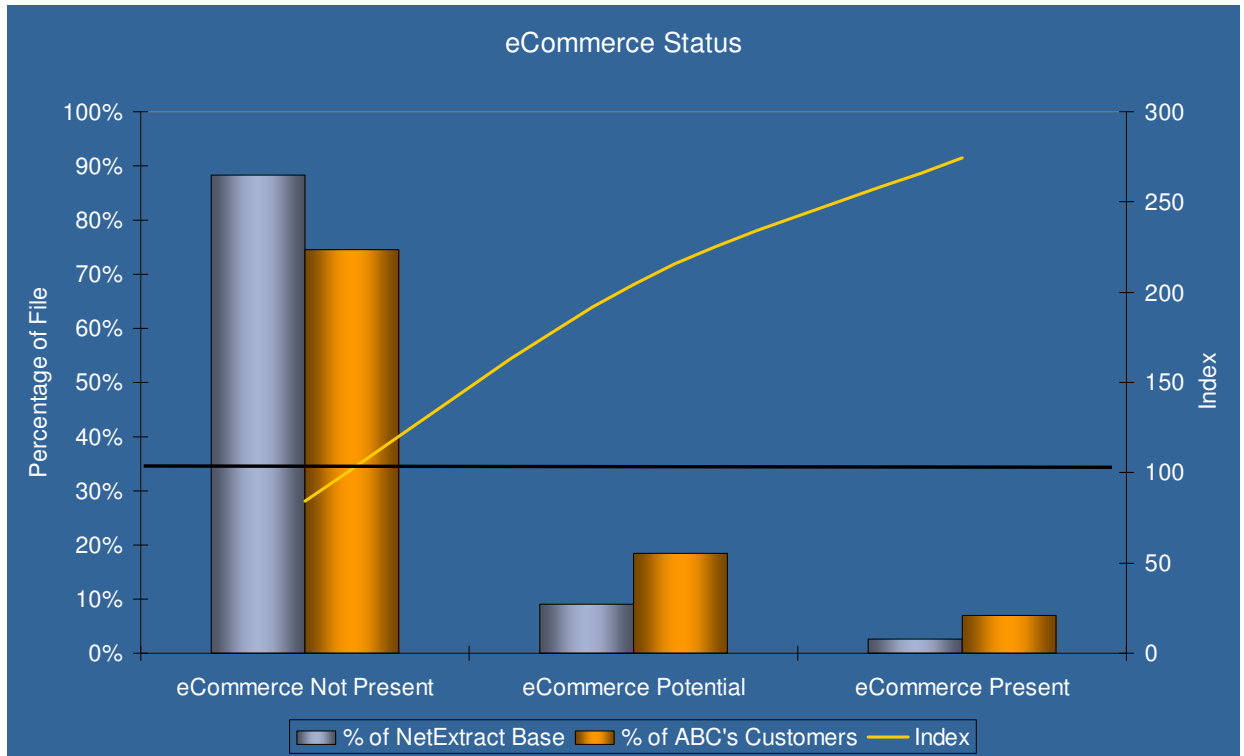
C) Type of Web Server

Web Server	NetExtract Database	% of NetExtract Base	No. of Web Sites	% of ABC's Web Sites
Apache v1.x	595,514	38.35%	6,450	32.25%
Apache v2.x	172,953	11.14%	3,420	17.10%
Lotus Domino	4,988	0.32%	65	0.33%
Microsoft IIS 4	13,566	0.87%	220	1.10%
Microsoft IIS 5	153,311	9.87%	1,750	8.75%
Microsoft IIS 6	268,153	17.27%	5,845	29.23%
Netscape-Enterprise	4,202	0.27%	50	0.25%
Zeus	129,330	8.33%	2,200	11.00%

ABC's web sites are more likely to be using an Apache v2.x or Microsoft IIS6 web server. With 29% of the ABC web sites using Microsoft IIS6 this is significantly higher than the percentage found on the NetExtract database of 1.5million profiled web sites (17%).
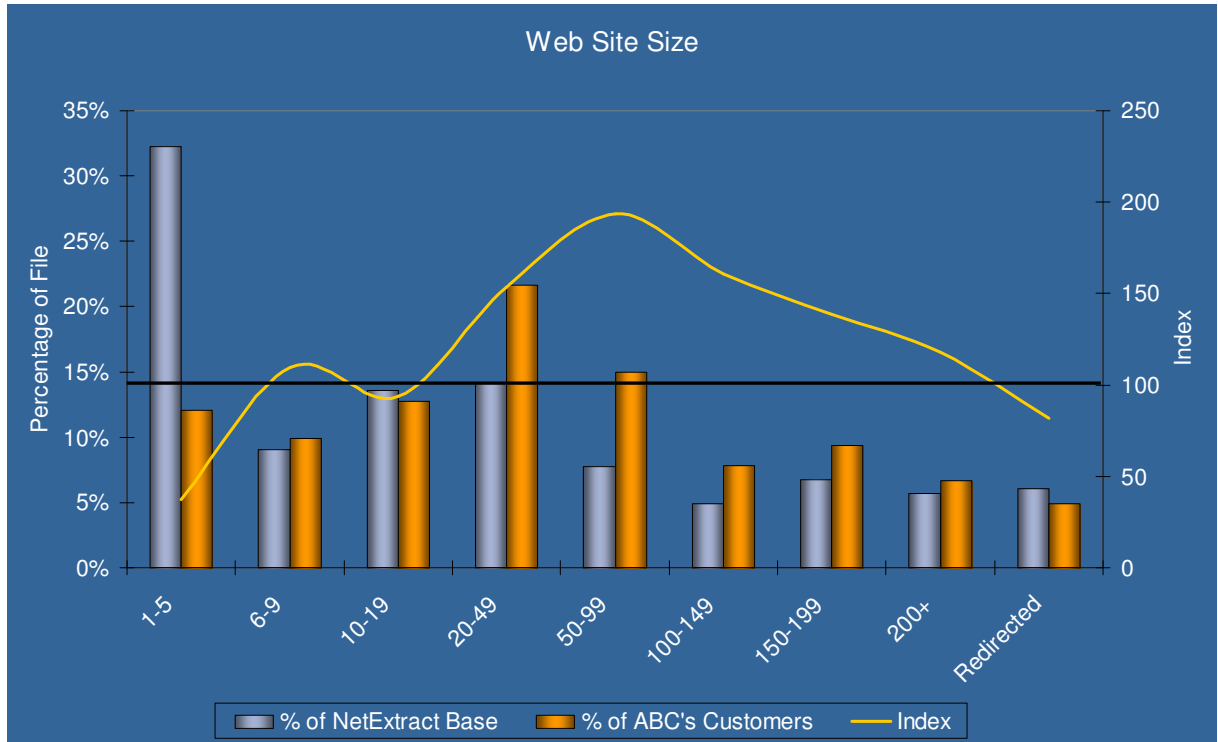
D) eCommerce Capabilities

eCommerce Status	NetExtract Database	% of NetExtract Base	No. of Web Sites	% of ABC's Web Sites
eCommerce Not Present	1,287,286	88.39%	14,900	74.50%
eCommerce Potential	131,757	9.05%	3,695	18.48%
eCommerce Present	37,298	2.56%	1,405	7.03%

ABC web sites are more likely to be eCommerce enabled or have the potential to be eCommerce enabled. Sites using a known eCommerce product or having product related pages and shopping cart pages are classified as eCommerce enabled. Web sites with a either a product page or shopping cart page, but not both, are classified as having potential to offer eCommerce capabilities.

The results show that ABC's customers are more likely to have complex web sites promoting their products and services.
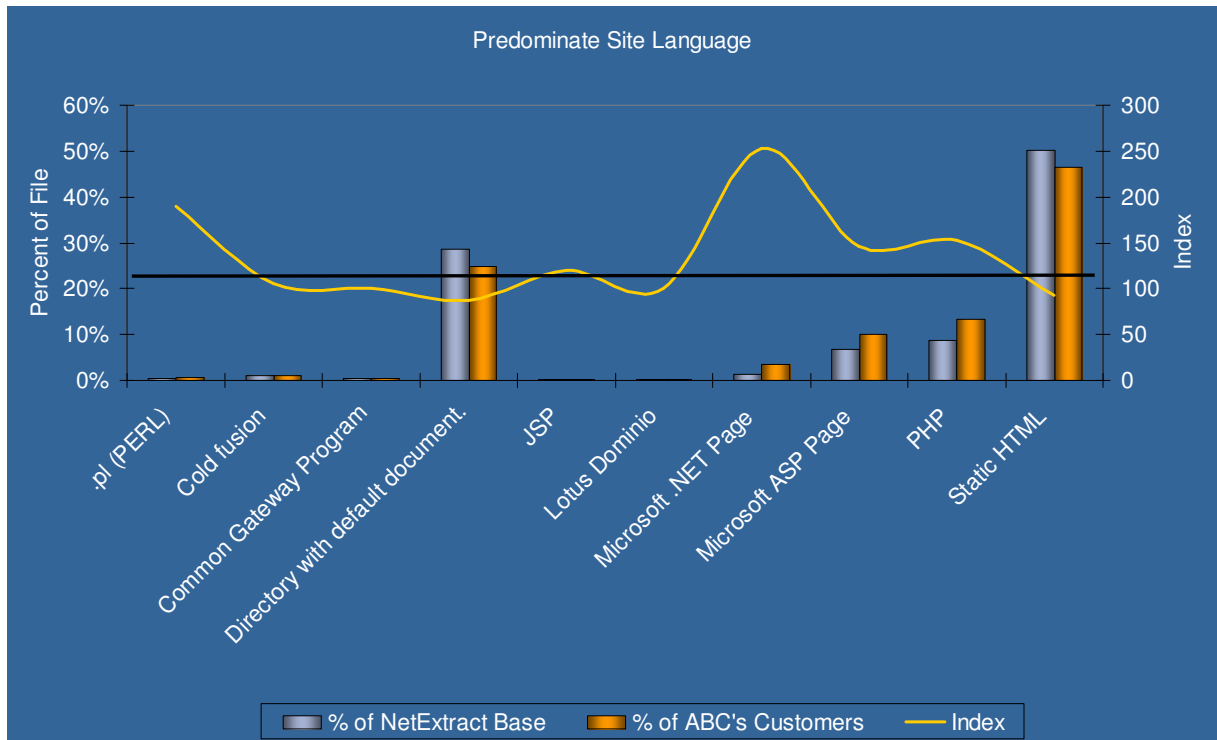
E) Web Site Size

Site Size	NetExtract Database	% of NetExtract Base	No. of Web Sites	% of ABC's Web Sites
1-5	498,552	32.23%	2,405	12.03%
6-9	139,706	9.03%	1,983	9.92%
10-19	210,493	13.61%	2,546	12.73%
20-49	217,932	14.09%	4,324	21.62%
50-99	119,346	7.72%	2,987	14.94%
100-149	75,498	4.88%	1,566	7.83%
150-199	104,027	6.73%	1,867	9.34%
200+	87,483	5.66%	1,335	6.68%
Redirected	93,759	6.06%	987	4.94%

ABC's customers are less likely to have a web site that has less than 20 web pages. Compared to sites on the NetExtract database ABC URLs are more likely to have a web site that has between 20 and 199 pages.
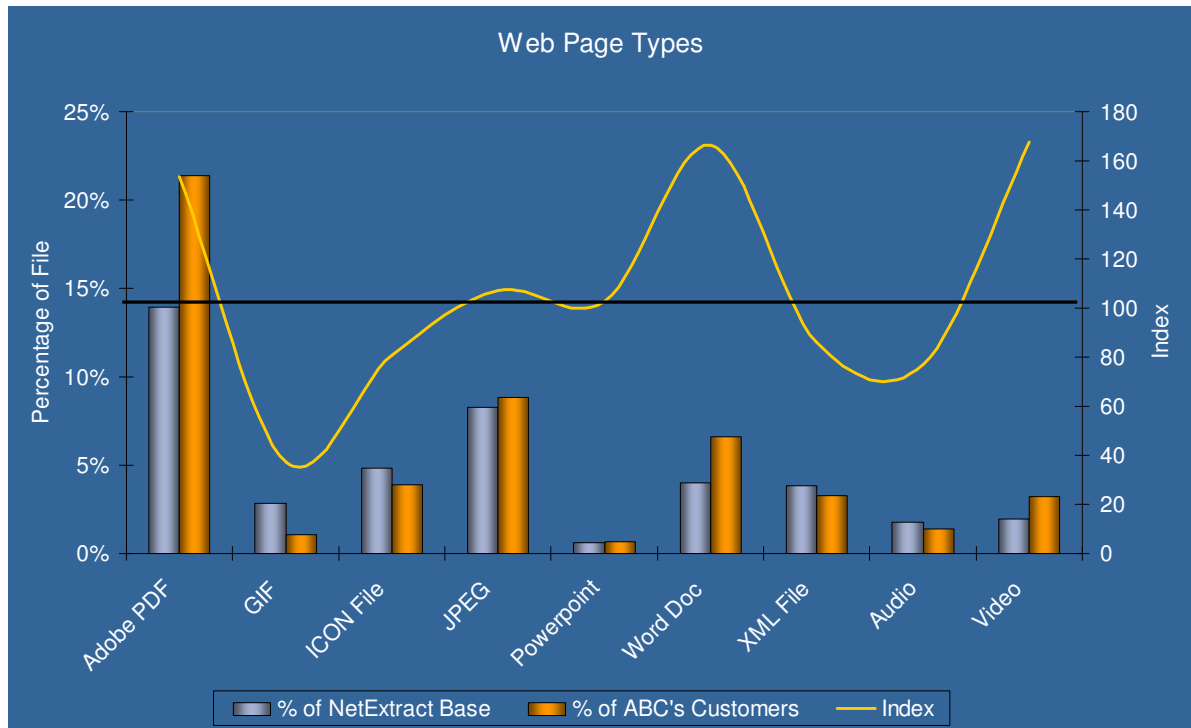
F) Predominate Page Technology

Predominate Site Language

Technology	NetExtract Database	% of NetExtract Base	No. of Web Sites	% of ABC's Web Sites
.pl (PERL)	5,386	0.35%	132	0.66%
Cold fusion	15,499	1.00%	212	1.06%
Common Gateway	5,269	0.34%	46	0.23%
Default document.	445,144	28.67%	4,992	24.96%
JSP	4,209	0.27%	108	0.54%
Lotus Dominio	3,564	0.23%	46	0.23%
Microsoft .NET Page	20,818	1.34%	980	4.90%
Microsoft ASP Page	105,676	6.81%	4,283	21.42%
PHP	136,130	8.77%	103	0.52%
Static HTML	780,817	50.28%	9,230	46.15%

Microsoft .Net, ASP, PHP & PERL types of page technologies are more likely to be present on the web sites of ABC's customers compared to the web sites on the NetExtract database.
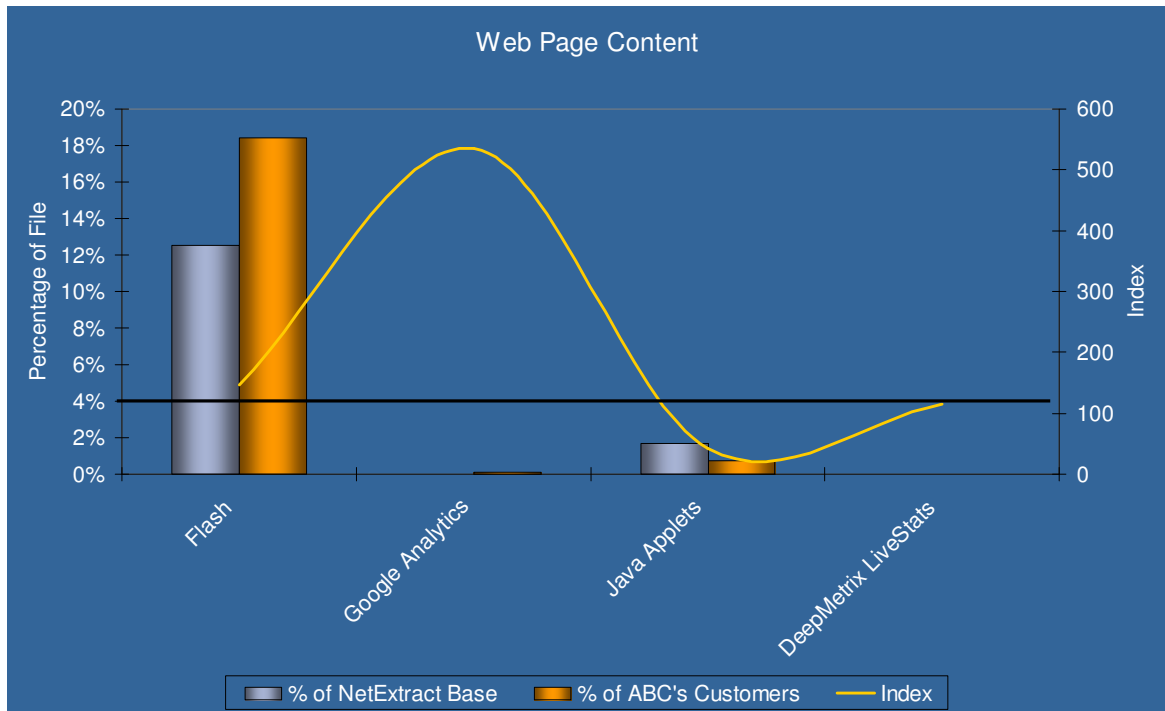
G) Web Page Types/Downloads

Web Page Types

Page Types	NetExtract Database	% of NetExtract Base	No. of Web Sites	% of ABC's Web Sites
Adobe PDF	212,037	13.92%	4,280	21.40%
GIF	42,926	2.82%	209	1.05%
ICON File	73,589	4.83%	780	3.90%
JPEG	125,670	8.25%	1,768	8.84%
Powerpoint	9,573	0.63%	129	0.65%
Word Doc	60,634	3.98%	1,325	6.63%
XML File	58,432	3.84%	659	3.30%
Audio	27,180	1.78%	276	1.38%
Video	29,321	1.93%	645	3.23%

When looking at the type of pages on web sites ABC's web sites are significantly more likely to have Adobe PDF, word document or video files for downloads.

H) Web Site Content

Page Content	NetExtract Database	% of NetExtract Base	No. of Web Sites	% of ABC's Web Sites
Flash	194,465	12.52%	3,679	18.40%
Google Analytics	377	0.02%	26	0.13%
Java Applets	26,331	1.70%	145	0.73%
DeepMetrix LiveStats	67	0.00%	1	0.01%

ABC's customers are far more likely to have flash animation page content or use a web site analytical tool within their site compared to the 1.5million UK web sites held on the NetExtract database. Please note this is based on very low quantities.

Further Findings

- 20% of ABC's web sites identified have an SSL certificate, with the majority being issued by VeriSign or Thawte.

  - Only 3% of NetExtract's 1.5 million UK web sites profiled has an SSL certificate.

- 15% of ABC's web sites have a robots policy on their site. A robots.txt file provides a set of instructions to visiting search engines/spiders on which content they are allowed to index/should not visit. This implies that at least some attempt has been made to prepare the site for search engine spidering.

- Web sites can publish a definition of their privacy policy. 12% of ABC's web sites have done this in the form of 'Compact Policy' that was detected on the site.

Summary

ABC Hosting's customer web sites are more likely to have the following ebusiness information:

- ➢ Be hosted on a dedicated server
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- ➢ Be hosted on a Unix or Microsoft Windows 2003 Operating System
- ➢ Have greater than 20 web site pages
- ➢ Be eCommerce enabled or have eCommerce Potential
- ➢ Have an SSL Certificate
- ➢ Use .NET, ASP, PHP or the eCommerce product Actinic as the Predominate Site Language
- ➢ Have an Adobe PDF, word documents and videos files as Downloads

Understanding the key characteristics of ABC Hosting's customer web sites can help with messaging, promoting relevant additional products/services and in identifying best prospects for targeting. Using this profile NetExtract is able to offer the most appropriate companies for ABC Hosting to target, helping to generate significant sales leads.

Recommendations

NetExtract proposes using the following selection criteria to target prospects. The lists below, including quantities available, is provided as a guide for discussion with ABC Hosting Ltd. The aim is to ensure that the ebusiness profile results are utilized so sales leads of ABC's potential future customers are identified.

List No.	Selection Criteria
1	Hosting Status = Dedicated & Web Pages = >20
2	Operating System = Windows 2003 or Unix and SSL Certificate = Present
3	Web Server = Apache v2 or Microsoft IIS6 and eCommerce = Present or Potential
4	Hosting Status = Dedicated and Page Types = Adobe PDF or Video
5	Microsoft Windows 2000 and eCommerce = Present or Potential

Traditional company information provides no indication of the level of expenditure on or the characteristics of a web site. NetExtract's ebusiness lists provides ISP's, web hosting and other internet related companies with tailored sales leads, significantly reducing wastage and improving returns.