

Pulse Analytics for the Airtel Champions League Cricket 2009

A two week international Twenty20 cricket competition between clubs from India, Australia, England, South Africa, Sri Lanka, New Zealand and West Indies.

Pulse provided all of the official Champions League website's live coverage of the cricket matches including live scores and polls that were featured on the world feed telecast.

Conclusions drawn are as follows:

- Pulse is a very engaging product which people spend a long time on
- Television promotion of Pulse is a good driver to the website it sits on
- Pulse received the highest traffic out of all the content of CLT20.com including the homepage
- From the user feedback received Pulse enhanced the TV production

Key Statistics:

916,496 Visits

00:12:32 Avg. Time on Site

20,146,715 Pageviews

21.3% of Users Spent over 15 minutes on Pulse

The above statistics are over the two week event. One pageview represents one user being on Pulse for 30 seconds.

Source: **Google Analytics / AW Stats**


Pulse CLT20

Traffic Sources Overview


Sep 25, 2009 - Oct 25, 2009

Comparing to: Site

All traffic sources sent a total of 916,496 visits

 10.37% Direct Traffic

 89.41% Referring Sites

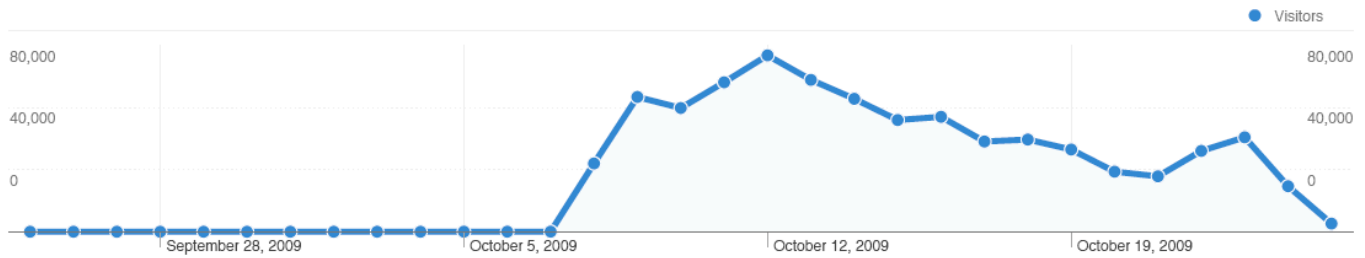
 0.22% Search Engines



■ Referring Sites	819,411.00 (89.41%)
■ Direct Traffic	95,070.00 (10.37%)
■ Search Engines	2,014.00 (0.22%)
■ Other	1 (> 0.00%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
clt20.com (referral)	434,169	47.37%	clt20.com	319	15.84%
news.bbc.co.uk (referral)	300,105	32.74%	clt20 pulse	295	14.65%
(direct) ((none))	95,070	10.37%	clt20	265	13.16%
static.pulselive.com (referral)	53,313	5.82%	clt20.com/pulse	225	11.17%
pulselive.s3.amazonaws.com	14,100	1.54%	pulse clt20	110	5.46%



529,547 people visited this site

916,496 Visits

529,547 Absolute Unique Visitors

916,496 visits came from 199 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
India	343,277	3.53	00:02:30	61.69%	25.33%
United Kingdom	289,532	1.43	00:01:02	54.44%	83.37%
Australia	56,752	2.67	00:01:33	55.88%	48.53%
United States	36,561	2.54	00:01:55	59.65%	53.11%
Pakistan	27,532	3.11	00:02:05	60.78%	33.83%
(not set)	25,872	4.24	00:04:56	52.30%	27.51%
Trinidad and Tobago	23,312	3.08	00:03:32	43.14%	48.83%
Sri Lanka	11,162	3.42	00:02:36	51.03%	29.85%
Canada	10,117	2.09	00:01:18	59.13%	66.63%

Visits
916,496
 % of Site Total:
 100.00%

Pages/Visit
2.65
 Site Avg:
 2.65 (0.00%)

Avg. Time on Site
00:01:58
 Site Avg:
 00:01:58 (0.00%)

% New Visits
57.59%
 Site Avg:
 57.62% (-0.05%)

Bounce Rate
50.61%
 Site Avg:
 50.61% (0.00%)