

## News Release

### Web Analytics Firm StatCounter Announces Free Upgrades

- Paying members to receive at least 100% more log quota free

**Boston, US and Dublin, Ireland; Thursday, 26th August, 2010:** Following a major upgrade of its platform, StatCounter, which provides [free website traffic analysis](#), has announced that its paying subscribers are to receive a free upgrade of their log quota of at least 100%. For example, those on the \$9 a month plan can upgrade from a 1,500 log quota to 10,000 at no extra cost (an increase of over 500%).

Those on the [free website analytics](#) service will continue to receive free lifetime stats and detailed information on the most recent 500 hits. In addition, StatCounter has announced a new lower cost entry level upgrade for \$5 per month which covers an additional 5,000 logs. At the top end StatCounter has announced an upgrade to 1 million logs.

“This is very much part of our philosophy of reinvesting back into our platform for the benefit of our members who have demonstrated fantastic loyalty to us,” commented Aodhan Cullen, CEO, StatCounter. “Paying members should log in to the StatCounter site and click ‘Adjust Log’ to activate their free upgrade.”

As a result of the new platform StatCounter has also added new services. Members can now track downloads of pdf and other files from their sites, which will help them monitor interest in price lists, brochures and reports. In addition, members now have access to a feature called exit link tracking. This tracks the destination of people when they click a link to leave a website.

StatCounter, which is one of the largest web analytics firms in the world, monitors in excess of 15 billion pageloads per month. It offers its members the opportunity 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.

Current Logs		NEW Quota	% Increase	Cost Increase
1,500	=>	10,000	567%	zero
10,000	=>	25,000	150%	zero
25,000	=>	50,000	100%	zero
50,000	=>	100,000	100%	zero
100,000	=>	200,000	100%	zero

**Ends**

**Press queries:**

Kerri Crowley, [Simpson Financial & Technology PR](#)

T: + 353 1 260 5300

E: [kerri@simpsonftpr.ie](mailto:kerri@simpsonftpr.ie)