

Use Meteor Tracker to measure and analyze your campaign's earned media traffic.

Using a simple-to-install snippet of Javascript on your site, Meteor Tracker identifies and tags each site visitor, the content they share, the recipients that respond, and the sites or media through which responses came.

```

try {
  var pageTracker = _gat._getTracker("UA-5908159-1");
  pageTracker._trackPageview();
} catch(err) {}</script>

<script type="text/javascript" src="http://static.fyreball.com/meteor.js"></script>
<script type="text/javascript">
  meteor.tracking.track('0370d778-6d35-93f3-466c-59c57e04ef74');
</script>
</head>

```

Meteor Tracker includes a full web analytics application. An interactive dashboard presents an aggregate view of the data including total traffic from online sharing and a list of the sites driving the most sharing.

Key Features

- **Find which sites generate the most valuable word-of-mouth for your brand.** Use Meteor to determine the impact and reach of your earned media traffic.
- **Expose the real value of your ads.** See exactly how much *earned* media your paid media has generated for your brand.
- **Track earned media conversions.** Compare conversions from earned media traffic with conversions from direct & paid media sources.



TOP REFERRERS (What's This?) March 29, 2009 – June 18, 2009

This report shows the top-level domain referrers responsible for driving the most traffic to your site. (Hide this box)

Domain	Direct Visitors	WOM Visitors	Total Visitors	WOM Influence	Total Contribution
...	21,931	686	22,617	1,249	23,866
...	1,520	6,288	7,808	1,165	8,973
...	8,365	215	8,579	403	8,973
...	2	4,821	4,823	1,287	6,110
...	5,029	297	5,326	229	5,555
...	1,869	0	1,869	1,760	3,629
...	2,446	369	2,815	723	3,538
...	2,425	68	2,494	70	2,564
...	760	0	760	1,428	2,188
...	712	569	1,281	607	1,908
...	1,665	96	1,761	73	1,834
...	1,538	0	1,538	254	1,792
...	634	0	634	690	1,324
...	1,102	43	1,145	127	1,272
...	674	14	688	35	723
...	719	0	719	95	814