

## What is Meteor?

Meteor is the first technology platform that enables advertisers and agencies to measure, manage and monetize their earned media on the web.

Currently this platform includes **METEOR TRACKER**, a complete earned media tracking & analytics application, and **METEOR IGNITE**, a set of word-of-mouth engagement tools. For more information on these products, please see our product oneshseets.

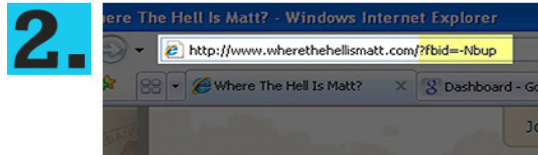
## How does Meteor work?

The Meteor platform is built around patent-pending technology that uses tracking scripts to monitor the “pass-along” of content from one person to another via links on web pages, bookmarks, email messages, instant messenger and mobile devices. As tracked content is shared between friends, on blogs, and within communities, Meteor Tracker generates a sharing graph that identifies each “node” (unique visitor) within the graph and captures every site visit generated through each individual source.

Meteor tracks word-of-mouth activity by appending a short string of characters to the end of any site URL. Installation is as simple as pasting a couple lines of code into the header of your site. Once Meteor is installed, each visitor to your site is assigned a unique URL ID. Then, when visitors share your page with their friends - whether

1.

```
<title>Where The Hell Is Matt?</title>
<link href="/style/style.css" rel="stylesheet" type="text/css" />
<link href="/style/thickbox.css" rel="stylesheet" type="text/css" />
<script type="text/javascript" src="http://meteor.eyeball.jp"></script>
<script type="text/javascript" charset="utf-8">
  meteor_tracking_track(4086290-800c-400a-b05e-80e803346241);
</script>
<script type="text/javascript" src="scripts/jquery.js"></script>
<script type="text/javascript" src="scripts/thickbox.js"></script>
<script src="http://www.google-analytics.com/urchin.js" type="text/javascript"></script>
</head>
```



through email, IM or on the web - we’re able to see where they share it by tracking the visits to their URL ID.

## Who is Meteor for?

**ONLINE ADVERTISERS** – Meteor gives advertisers the ability to measure and amplify their earned media on the web.

**ONLINE PUBLISHERS** – Meteor provides publishers the ability to accurately track the earned media generated by their content.

**ADVERTISING/MARKETING AGENCIES** – Meteor is complementary to advertising and marketing agency offerings and can be integrated into existing agency programs.

## Is Meteor compatible with all browsers?

Meteor can track any visitor with javascript enabled. Meteor can’t gather data for users without javascript enabled, but will not hinder their experience on your site or campaign.

## Will installing Meteor Tracker impact the functionality of my site?

The default Meteor installation option triggers an instant page reload on your site for new visitors, which can impact your site's SEO and reporting in other analytics software. However, both of these potential effects can be easily avoided.

## Does Meteor Tracker work with URL shorteners like TinyURL and bit.ly?

Yes! Many Meteor customers use these tools to shorten URLs they also want to track. Our system works great with all of the services we've tested, including TinyURL and bit.ly.

## Does tracking content infringe on any privacy rights of individuals?

No. Meteor Tracker assigns a unique ID to each visitor to your site, storing this value in a cookie and appending it to the end of the URL the visitor sees. Visitors remain anonymous. These unique IDs let Meteor identify the content each visitor shares, the recipients that respond and the site or media through which the responses came.

## Can a customer use Meteor as a stand-alone tracking and analytics solution, or does it require other software as well?

Customers simply need to copy and paste a short block of Javascript code onto the pages they want to be able to track.

## How is Meteor different from other applications like Google Analytics?

Google analytics tracks how many people visit your site, but won't show you anything about the most valuable group of visitors - the ones arriving through word-of-mouth. Meteor's tracking technology gives you insight into this type of traffic by showing you where, when, and how word-of-mouth activity happens. In addition, Meteor is a complete solution – it enables users to measure, manage and monetize earned media advertising with the same precision as paid media. No other company offers this feature.

## Describe Meteor Tracker's dashboard and how it works.

Meteor Tracker's dashboard is a web-based application that provides summary statistics of online sharing behavior including unique visitors generated, conversions driven, and % of unique visitors and conversions driven by earned media vs. other sources. Meteor customers simply log onto the Meteor Tracker dashboard and view the word-of-mouth activity on their site as a whole or broken down into individual campaigns or pages.

## What partnerships/customers has Meteor Technologies established?

Sites and brands currently utilizing Meteor Technologies include Microsoft (Mojave Experiment), Bethesda Software (Fallout 3), Capcom (Resident Evil 5), Cyclone Studios (Requiem), and Palm (Palm Centro).