

## ComCorp Announces Dramatic New Tracking Software

*As Ecommerce advances into the twenty-first century, the need for proper search engine optimization and search engine marketing becomes a critical need of every properly functioning business. To this end, it becomes exceptionally important to fine-tune marketing to website performance. With the advent of Clarity, powerful tracking technology has become streamlined and affordable.*

Delray Beach, FL ([PRWeb](#)) October 4, 2007 -- As Ecommerce advances into the twenty-first century, the need for proper [search engine optimization](#) and search engine marketing becomes a critical need of every properly functioning business. To this end, it becomes exceptionally important to fine-tune marketing to website performance. With the advent of Clarity, powerful tracking technology has become streamlined and affordable.

"We decided to name it "Clarity" because that is exactly what it provides. Clarity on all web traffic from all sources on the web," explains Tammy Camp, President and CEO of ComCorp, Inc., implementer of the new software. "Clarity provides detailed statistics for sales, downloads and signups which is not available on the platforms with current competitors. Clarity is also unique because it detects click fraud."

Although possessing a sporty, clean, highly usable interface, the real power of Clarity, with its super, powerful tracking engine, lies hidden behind its elegant design. It is literally capable of analyzing and storing hundreds of important megabytes of traffic data. With the best functionality in its price class, Clarity allows for tracking and analysis of all website traffic on multiple sites. With this type of data, clients will have the information they need to maximize the return on their investment and increase conversion rates for their visitors.

Clarity is perfect for companies wishing to reach higher levels in Internet marketing. Clarity provides comprehensive data acquisition and analysis, allowing companies to easily track and optimize their campaigns. It helps locate new advertising sites, creates better key words to enhance traffic and acquire conversion rates. Its functionality encompasses banner advertising, email, [pay-per-click](#) and affiliate marketing, allowing the thorough investigation of sales, assignments, downloads, page loading with a great deal of information about the visitors performing these operations.

Clarity allows examination of long-term trends in days or months but, following increased demand for extensive fine-tuning of campaigns, launches and follow-ups, also permits daylong and even hourly data inspection.

Special features include invisible PHP tracking for PHP-built sites, easy built-in functionality for split testing, comprehensive portrait of visitors' activity, including sales and all other useful-to-know visitor behavior; ability to monitor specific visitors or designated groups; ability to track AdSense clicks, a way to detect click fraud. With Clarity, entrepreneurs can view all their sites' general statistics, including unique visitors, requested pages, allowing for valuable comparisons between natural and paid traffic.

For more information about [Clarity](#), please contact Tammy Camp, President and CEO of ComCorp at +1 404 496 4885 or email her at [info @ comcorp.com](mailto:info@comcorp.com)



#### About ComCorp:

Founded in 2004, [ComCorp, Inc.](#), a privately held company based in Delray Beach, Florida, is one of the world's largest and most experienced Search Engine Optimization (SEO), [Search Engine Marketing](#) (SEM), Pay-for-performance Marketing and Ecommerce Consulting firms. The company consistently increases qualified website traffic for hundreds of Fortune 1000 companies and small businesses worldwide. As a result, ComCorp sustains exceptionally high client retention rates. The company is led by a team of Google Adwords Qualified Professionals, Yahoo! Search Ambassadors, SEMPO members and other highly experienced Internet Marketing professionals. ComCorp serves clients throughout the United States, Europe, Asia, Australia, Africa and the Middle East.

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**Contact Information**

**Tammy Camp**

ComCorp, Inc.

<http://www.comcorp.com>

+1 404 496 4885

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