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# IR Website analytics you can act on

**Now you can know the person's name, contact details, investor type, company and exactly what path they took, pages viewed, and files downloaded or viewed from your IR Website.**

## Access to analytics data

- Instant activist notification while they are on your IR Website
- Daily analytics report sent every morning
- Analytics dashboard access via secure login or SSO

Types of individuals who  
are identified and named:

- Buy-side analyst
- Sell-side analyst
- Retail investors
- Institutional investors
- Fund managers
- Activists
- Regulators
- Competitors
- Employees
- ...And everyone else!

