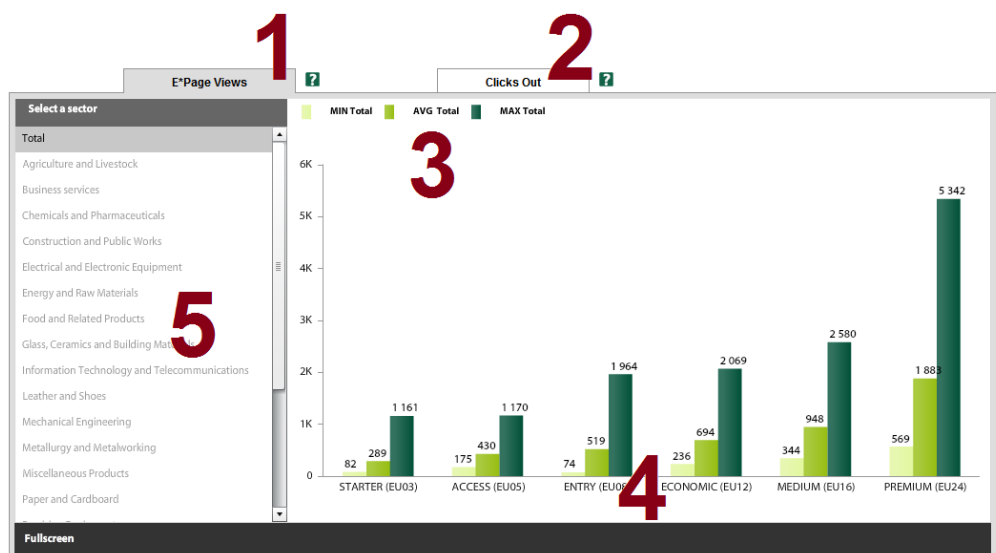


When they become customers on EUROPAGES, companies are provided an E*Page (some may purchase several E*Pages).

The **E*Page** is a mini website where companies show their products and services, describe their expertise, give their contact details, emails and phone numbers, the address of their website, upload videos, photos and slideshows, publish their product catalogues and many other valuable information on their business, all of which are SEO compatible for a better exposure on the web to the largest number of business users.

How to read this chart?

If you have any question, [feel free to call us](#) (free call)



1. E*Page Views

Customers may monitor their return on investment by counting the number of E*Page viewed. It represents the number of times users have opened their E*Page for a further look on customers' business. E*Page Views constitute the main indicator of customers' visibility on EUROPAGES. When the number of E*Page Views grows the chances for the customer to get requests for quote and business leads grow as well.

2. Clicks-Out

This metric is the number of visits to the customer's website coming from EUROPAGES. This is the criteria used to measure the effectiveness of the EUROPAGES return on investment. Clicks increase with the type of subscription purchased by the company.

3. Minimum - Average – Maximum

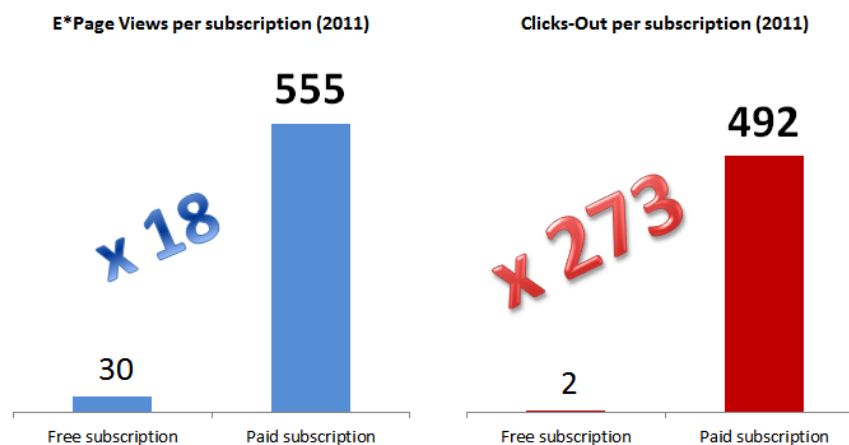
For each metrics you are presented with a range of three categories that account for the gap between the least performing E*Page (minimum) and the most efficient E*Page (maximum). The average

represents what the largest number of customers gets. This way you have a complete overview of the return which you can expect by becoming a client of EUROPAGES.

4. Range of subscriptions

There are six paid subscriptions on EUROPAGES. This range from the smallest subscription (Starter) to the most important (Premium) which offers the best return i.e. the highest level of visibility (E*Page Views) and the larger number of visits to website (Clicks-Out). Return on investment increases as one goes up in the range of subscriptions. In order to become a client, you can [subscribe for a Starter online](#) or [ask for a quote](#) (free and without obligation).

Before to opt in for a paid subscription you have the option to register for free in order to form an opinion about what EUROPAGES can do for your company. The benefits of free subscription are much less attractive compared to paid subscription (see chart below), but it can be useful to get a first idea on how many business opportunities you can get with EUROPAGES. [Sign up for free!](#)



A paid subscription brings 18 times more E*Page Views and ... 273 times more Clicks-Out than free membership.

5. Business sectors

On EUROPAGES companies are classified according to the industry they belong to. There are 21 sectors in EUROPAGES business classification. By clicking a business sector in the list on the left of the chart you have an overview of the total results recorded on a 12 months period of time for the selected sector. Some sectors are particularly popular and dynamic for SMEs (eg Mechanical) and companies that belong to the sector may get a better return than other companies from less crowded business sectors (eg Health Sector).

Disclaimer: some differences may appear in the chart. For example, it may occur that a lower-ranged subscription presents bigger results than a subscription from the upper range. This may happen when a larger number of lower range subscriptions have been purchased than upper range subscriptions. In that case statistics can be impaired. It can also happen occasionally when lower range E*Pages are better conceived than higher ranged ones. For instance when the owner of a lower-range subscription makes a better use of his description text and keywords and use specific and popular terms instead of vague and unusual terms he may have a chance of getting a better return than his higher-paying competitor.