






# Statistics

## Track your reader's behavior!

Zmags Publiator contains the market's most advanced system for tracking your reader behaviour. By accessing the statistics for your publications you will be able to track exactly what catches your readers' attention. This added value will help you produce accurate reports on your existing publications and help you to improve your future publications.





Several of our retail customers use the statistics to measure the popularity of current offers. This helps them to make sure that the most popular goods are strategically placed in the shops to increase overall revenue for the business.

-  **When are readers viewing my publications?** Monthly, weekly, daily and even hourly reports are available with automatic graphs.
-  **Where are my readers coming from?** You will see details on which search engines your readers are coming from and even the internal and external search terms they are using to find your publications.
-  **Links;** see how many times people have clicked on each link or email link within your publications.

Other statistics available are how many times people have; downloaded your PDF, printed your publication, and even how often the send to a friend link have been used.



## Basic Statistics can measure the following:

-  **General Overview;** setting your start and end date and get an exportable overview showing total page views, total sessions and total time spent.
-  **How long do readers read the material?** Page by page statistics on total page views, average zoom, average page view and average total time.
-  **Zoom Statistics;** page by page statistics showing zoom clicks, average zoom time and a zoom percentage figure.
-  **Detailed Zoom;** get fully detailed dot statistics showing you exactly where your readers have clicked on every page.







# Vector Zoom

Do you wish that your online publications had the same high quality and visibility as your printed versions? Zmags are the first supplier to be able to offer you this with our newly developed vector-based zoom.

With Zmags Vector Zoom you can benefit from extra zoom while the text remains as sharp as a knife and makes your online publications much more readable.

## Vector Zoom is great for:



-  Newspapers, annual reports, magazines and other printed materials where high readability and quality levels have the highest priority;
-  Printed materials, like catalogues and booklets containing large pages, small fonts or a combination of both can have the quality improved considerably in connection of use with vector-based pictures.

*With Vector Zoom, you do not have to compromise quality. To the right is an example of Borsen's online newspaper with a 200% zoom of the standard size; you can see the older bitmap version underneath.*

### How the Vector Zoom works:

The reader clicks on a page to zoom in. To increase the zoom they can scroll the mouse or use the + key to zoom in further to a maximum of 200%. The screen quickly loads the information and gives you instant results which are crystal clear and easy to read. There is no additional delayed reading or loading time using Vector Zoom; the reader enjoys an improved quality without any side effects.

Vector Zoom remembers the zoom level being used, and remains at this same level when the user turns pages, resulting in the reader only having to find an optimal zoom level once. Producing a publication which includes Vector Zoom is included in the regular features of the Zmags Puplicator. This can be done when converting a new publication.

AF BENDT BENDTSEN, (K),  
økonomi- og erhvervsminister

Fra i dag og de følgende ni  
dage danner København

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# Zmags Visual

Would you like to communicate your online publications in a way that catches the eye? That is exactly what you can do with Zmags Visual. When you show your brochures, catalogues or other presentations with Zmags Visual, it appears much more professional than traditional presentation methods, utilizing a smooth, elegant look and feel.

Wow your audience with something they haven't seen before and stand out from the crowd by using Zmags Visual.



## Zmags Visual is great for:

-  Picture rich catalogues and warehouses, where style and expression should match the materials.
-  Brochures, which present exclusive and luxurious places and products.
-  Presentations for conferences and exhibitions, replacing standard power-point materials.
-  Client Portfolios, to present your work online in an attractive manner.

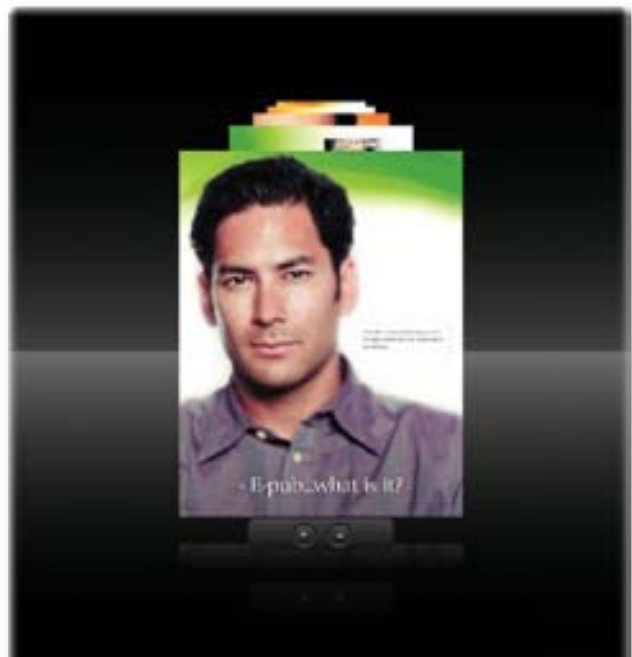


## How does Zmags Visual work?

A standard PDF is uploaded and created via the Publisher as normal. Using the administration interface a Zmags Visual panel option is selected. Using the publication URL to present the publication as normal the users can navigate through the pages by navigation arrows, scrolling of the mouse, or clicking on the pages with a single zoom option available on every page.

*Statistics and modules are not yet available but will be part of future developments, but you do get the option of both vertical and horizontal presentations included as standard.*

*Zmags Visual gives you two elegant ways to present your online presentations with both vertical (below right) and horizontal (below left) available.*



Read more at [www.zmags.com/visual](http://www.zmags.com/visual)



# Service Levels

Zmags understands that both competent support and a high level of performance on our solutions have fundamental importance for all of our customers. To raise our service levels we have created the Zmags Support Center which is dedicated to assist you, and help you get the most out of using Zmags Publisher. In order to meet our clients different support levels we have also created two different service levels where you can benefit from guided supervision and technical support.



ZMAGS.COM

**Premium Support**

Do your deadlines require that you cannot afford to lose time in putting together your publications ready for publishing? With Zmags Premium support, you get quicker response time, 2 hours intensive education over the telephone as well as what we call "Proactive Assistance".

About every other month, one of our qualified advisors will guide you in how you can optimize your system usage to improve your knowledge, and to help you meet your deadlines and goals. That means better service, increased system knowledge, helping you get the most out of your investment with Zmags solutions.

	Standard Support	Premium Support
<b>Opening hours</b>	8.30 - 16.30	7.00-19.00
<b>Response times (max)</b>	24 hours	2 hours
<b>Online help 24/7</b>	✓	✓
<b>Extended education</b>		✓
<b>Pro-active assistance</b>		✓



# Shopping List





## Plan your shopping through a Zmag!

Zmags' Shopping List module is an add-on to Link Manager that enables you to add a shopping list within your Zmag publication. The reader can click on any highlighted item and add it to a shopping list. This list can be printed or passed as an email or text message.

All highlighted items are simply created using the Link Manager.



## Zmags Shopping List is used by:

-  Retail chains who wish to offer customers an extra service;
-  Client clients who wish to increase customer loyalty and generate more online sales.
-  Shops that wish to create focus on the products within the publication, to increase product awareness;
-  Businesses that do not have a web-shop but wish to try and increase web-sales. Using the list, the customers can send an order to an email address and purchase this way.

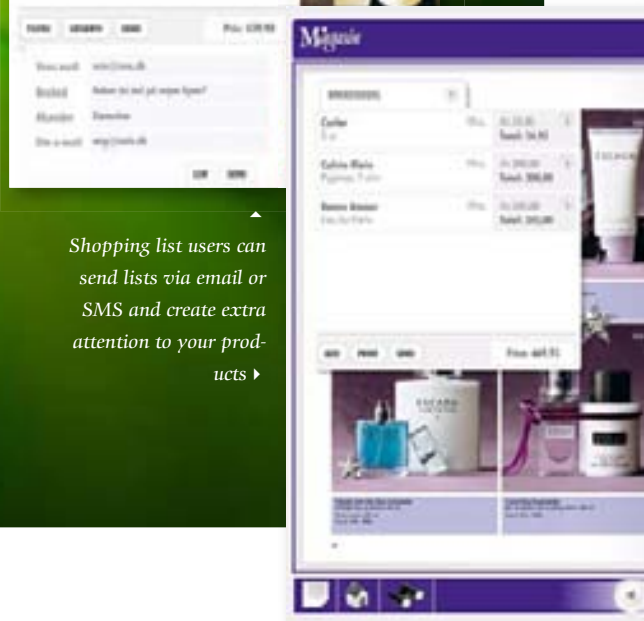


◀ (Requires Link Manager)

## How does the Shopping List work?

The shopping list is activated using the edit function within Zmags Publicator and then via Link Manager. Here you add an item name, description, and price, and also properties as available with the Link Manager.

Readers will be able to then select a product and add it to the list which will appear within the Zmag interface, and calculate a total amount for all products added.



*Shopping list users can send lists via email or SMS and create extra attention to your products ▶*