

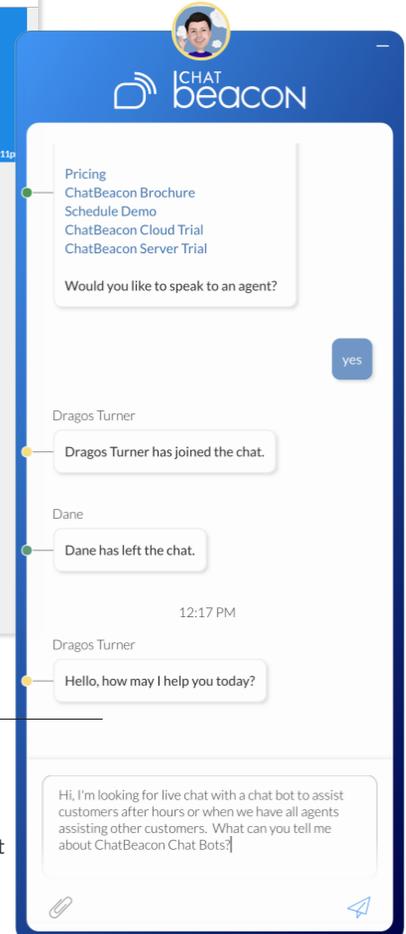
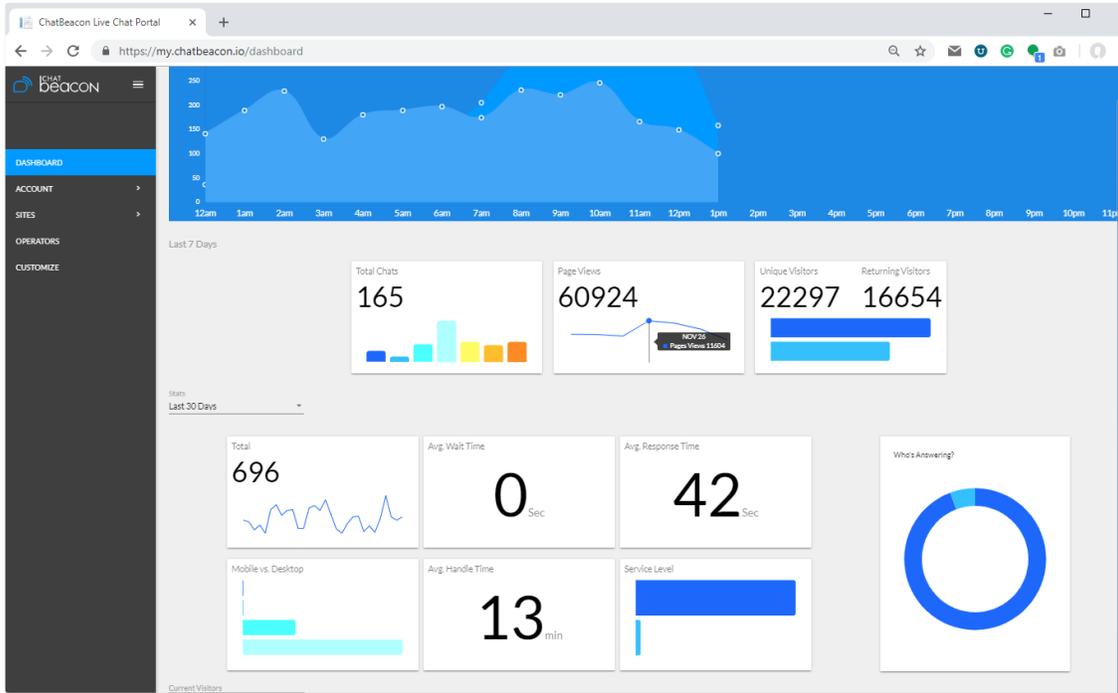
Meet ChatBeacon®

Live Chat that is engaging and innovative!



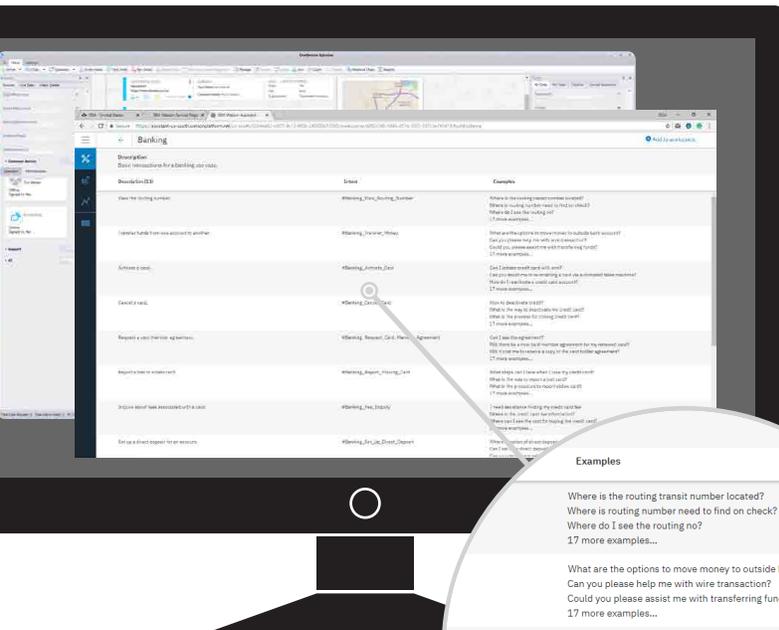
NEW AGENT PORTAL

- Access your CLOUD chat info
- Full look at all agents & productivity
- Stats on how your chat window is performing on multiple websites



CHAT WINDOW

- Modern chat window theme
- Optimized for mobile devices
- Sound notification for new messages posted by a chat agent



Examples

Where is the routing transit number located?
Where is routing number need to find on check?
Where do I see the routing no?
17 more examples...

What are the options to move money to outside bank account?
Can you please help me with wire transaction?
Could you please assist me with transferring funds?
17 more examples...

Can I initiate credit card with atm?
Can you assist me in re-enabling a card via automated teller machine?
How do I reactivate a credit card account?
17 more examples...

How to deactivate credit?
What is the way to deactivate my credit card?
What is the process for closing credit card?
17 more examples...

Can I see the agreement?
Will there be a new card member agreement for my renewed card?
Will it cost me to receive a copy of the card holder agreement?
17 more examples...

What steps can I take when I lose my credit card?
...the way to report a lost card?

ARTIFICIAL INTELLIGENCE CHAT BOT (AUTO-ATTENDANT)

- Pick your favorite platform! Google Dialogflow, IBM Watson, or Microsoft Bot Framework, or ChatBeacon Virtual Assistant
- Highly customizable interface
- Provides predefined answers
- Transfers chats to Operators and Departments based on customer's input
- Captures customer information during a natural conversation eliminating the PreChat Survey form
- Captures offline messages and delivers them via email
- Independent from any other chat agents and provides a 24/7 chat availability option
- Advanced customizations available via Node.js
- You can easily import your website's FAQ pages for the ChatBot to use during chats with just a few clicks of a mouse.

CHATBEACON HIGHLIGHTED FEATURES

ChatBeacon Virtual Assistant

- Automatically serve your website visitors without a subscription to a third-party chatbot platform. Active 24/7, or set to a specific schedule, the ChatBeacon Virtual Assistant uses quick replies, triggers, and actions from the Business Rules feature to auto-answer commonly asked questions sent from your chat window.
- One, two, or multiple departments or websites
- FREE with ChatBeacon 3.0

ChatBeacon Agent Channels

- SMS Chat and Email Chat for Agents. Agents can answer chats on the go, without the need to login into the desktop console or download an app, and a new Web app is coming soon!
- The ChatBeacon ChatBot can automatically answer all incoming messages, then (if needed) transfer them to a specific department, where Agents can conveniently reply to chats from their cell phones (via SMS or email application).
- Mobile Agents can accept new chat requests and chat transfers from their respective departments via email or SMS and set their chat availability with hashtag commands (#online, #offline, and #status).

New Business Rules Manager

- Our latest update includes tons of new triggers and actions.
- Automatically transfer or route chats based on the visitor's profile (geolocation, chat origin, chat messages and more).
- Enable marquee messages with custom invites or content-specific messages on different website pages.

ChatBeacon Firmographics

- Discover your customers online DNA with our exclusive Business Intelligence Tool.
- Instantly access Social Profiles and Company Demographics

SMS Chat Messaging

- With SMS Chat, people can chat without visiting the website. They simply send a SMS text message to a designated phone number (associated with a Department) and that will trigger a chat request for your chat agents in the Agent Application.
- *When chat is offline, the SMS Chat messages will be delivered via email to the specified Department's email address.*
- Enable for any existing landline numbers or toll-free numbers without any downtime, or changes to your voice service or phone systems. We can also provide new SMS Phone numbers with any area codes or we can provide Toll-free numbers.

Mobile Chat Window

- Chat window optimized for all devices and screens (mobile, desktop)

- Mobile friendly and responsive chat window is compatible with all websites (Wordpress, Shopify, Magento, PHP, .NET websites, and more) and all modern browsers.
- Legacy support for all previous chat windows, including previous graphic customizations

Unified Chat Channels

- Three chat channel options (Website chat, SMS chat, and Facebook Messenger). Your agents can answer chats from any of these channels straight from their Agent Application eliminating the need to employ extra staff to monitor them separately.

Technology Updates

- ChatBeacon uses .NET 4.7 Framework

Agent Application Themes and Improvements

- Modern Agent Application UI theme
- Complete overhaul of the ChatBeacon Agent Application
- Visitors are now organized based on their website and chat activity (In Chat, Requested, Ended, Returning and Everyone Else)
- Windows 10 support for the ChatBeacon Agent Application

Security Features

- FIPS Certification support for the ChatBeacon Server and ChatBeacon Admin App

Federal Information Processing Standards (FIPS) are publicly announced standards developed by the United States federal government for use in computer systems by non-military government agencies and government contractors.

Chat Features and Enhancements

- Cross-site chat transfers
- Improved formula for the Intelligent Chat Routing
- User-friendly website variables in the ChatBeacon Agent Application
- Single Sign-On Options
- Windows 10 app notification system was added in the new Operator Console.

Advanced Development

- Open Architecture System
- Easily use the new ChatBeacon API to integrate an existing Phone system, so it automatically synchronizes the agent status between the phone system and the ChatBeacon account.
- Financial institutions can integrate ChatBeacon with their existing online banking portals to automatically pass customer information from Server to Server while bypassing the customer's browser.

CHATBEACON LIVE CHAT AGENT APPLICATIONS

Desktop PC Agent Application

- The Agent Application can be installed on Windows 7, 8, or 10
- Provides complete access to all the Agent chat features, reports and management tools.
- Remote login from any location

Web Based Agent Application

- Web-based Agent Application for light-weight Windows and MAC users (Google Chrome only).

Mobile App for Agents

- Mobile App Agent Application for Agents, Supervisors and Managers.
- PUSH notifications plus all the features needed to accept, join, and transfer chats.
- Android devices supported

CHATBEACON LIVE CHAT INTEGRATION

- Integration of ChatBeacon to your website is done simply by adding our chat javascript to your website.
- You can monitor website visitors on multiple websites, answer chat requests from multiple websites, all while being logged into the same ChatBeacon Agent Application.
- In regards to the Chat Window itself, you can either use our Inline Chat Window, the Static Chat button or "Live Chat" text link anywhere on your website.
- The "Live Chat" text link can also be added on third-party portals hosted by your vendors. The text links are simple hyperlinks that point to the ChatBeacon Chat Server using HTTPS (encrypted via SSL).
- Fully customizable chat window: you can customize the images, CSS and javascript files.
- All customizations can be done per website, including having a different chat window "look and feel" for each website.

Website Integration Options:

- Inline Chat Window: This chat window shows in the bottom right corner of the website and will follow the visitor as they navigate through the website without interrupting an active chat.
- Pop-up Chat Window: A new browser window will appear and is not be blocked by popup blockers.
- Static Chat button: You may place the chat button icon anywhere on your website.
- Dynamic Chat button with the Pop-up Chat Window: updates the chat button icon without a page refresh.
- Dynamic Chat button with the Inline Chat Window: the chat button will invoke the Inline Chat Window.
- Live Chat text link that can be added anywhere on the website; when clicked, it will show the Popup Chat Window.

ADVANCED SECURITY

Active Directory Integration

- Integration with Microsoft Active Directory Single Sign-On (SSO), provides superior Agent Access Security.
- Agents can login into the ChatBeacon Agent Application with their existing Windows session credentials and the ChatBeacon Server will check their credentials against your Active Directory.
- Agents can also specify an Alias or a Display name when using their AD credentials.

Lock Chat (Private chats)

- Chats can be taken "private" providing true privacy of the chat and will remain so throughout the session. For instance, upon escalation of the chat to a supervisor or tiered support.

Credit Card and Account numbers filtering

- Filter credit card numbers in the database, Agent Applications and chat window (###)
- Filter credit card information and account numbers in the chat transcripts sent via email
- Agents can also specify an Alias or a Display name when using their AD credentials.

Agent Group Abilities (All features can be enabled/disabled per Agent group)

- The ChatBeacon Admin has the ability to create Group Levels and assign special abilities and/or Restrictions.
- Chat abilities: Join chat, Accept New Chats, View Non-participating Chats, Send link, Coach Chats, Lock Chat, Push Page, Transfer chat
- Session abilities: Co browse, Release Visitor Ban, Send Invites, Virtual Earth, Ban Visitors, Send Text Invites, Lockup Session Chats
- Agent Abilities: Manage Business Rules, Retrieve Reports, View Private Chats, use Twitter, Login to Facebook, Perform Chat history search.

Website Custom Variables Automation

- View additional visitor account information from their website authenticated session.
- Website Variables (Ex. Username, first name, last name, Customer ID) can be added to the ChatBeacon Admin App at the "site level". By doing this, additional customer/visitor information will automatically be displayed in the Agent Application Visitor Panel when your customers are logged into your website.
- Website Variables can be used as "triggers" in the Automated Business Rules.
- Website Custom Variables are also available in the Reporting Dashboard and Visitor Activity Report.
- Agents can add Website Variables to the Agent Application Visitor Panel.

ADVANCED CUSTOMER ENGAGEMENT

Chat Invites

- Automate chat invites via business rules by predefining conditions that trigger chat invites.
- Agents can also send manual chat invites.
- The chat Invite graphics are customizable to reflect look and feel of your websites and brand.
- Text Chat Invites are also available which pop up a short message to your website visitors offering a discount, coupon or custom message hence providing a “call to action” without active chat taking place.

Agent File Transfers

- Send files/images and documents to the visitors in chat via simple drag and drop.

Forced Chats

- Gives the Agent the ability to start a chat with the Visitor, without an invite or interaction from the Visitor.

Intelligent Chat Routing

- Automated chat routing based upon an Agent Priority list, or based on the previous Agent chat activity.
- Chat distribution that will make sure all the Agents are used evenly

Algorithm details

Phase 1: Operators with 0 chats will receive 1 chat. After all Operators received a chat, then phase 2 kicks in.

Phase 2: ChatBeacon will create a list of candidates based on: status online, signed into the queue, under the concurrent chat limit, outside of the wrap up time since the last ended chat, then will go through the following factors and rules:

1. Active Chat Count in real-time > lowest chat count gets the next chat. This doesn't use login time and it is calculated in real-time.
2. If Active Chat count is equal > then it will use the Average Chat Duration for their Active Chats > lowest Active Chat Duration gets the next chat. If they don't have any Active Chats, then it will check the last ended chat duration. Lowest duration gets the chat.
3. If this is a returning customer, chat goes to the same operator if they are available (Signed into the queue, operator status online) > applied at all times.
4. No Consecutive Chats > An Operator will not receive 2 consecutive chats unless the chat comes from a returning customer (Rule 3 has priority over this).

Business Rules and Triggers

- Combine 32 rules and triggers that will automatically run and invite customers to chat, push them to other pages, send emails and more.

- Some important triggers: Visitor Idle on website, Idle in Chat, Visitor Lands on a specific URL, geolocation triggers.
- Email scripting that will send automated messages containing chat information and transcripts.
- The Custom Site Variables have been added to the Business Rules as Rule Triggers Profile Variables where an Agent with Admin rights can create automatic Business Rules that will proactively invite the Visitor to chat, push the them to another URL, send an email, send chat invites (regular and custom text invites), alert Agents and much more.

Visitor File Transfers

- Allows the Visitor to send files/images and documents to the Agent via simple drag and drop in their chat window.
- Optionally, the transferred files can be stored where the ChatBeacon Server is installed, and these files can be accessible via a Historical Chats Search.
- By default, the files transferred are only kept for the duration of the chat and they will be discarded once the Visitor leaves the website.

Hide the Chat Window

- Our advanced options will enable you to hide the chat window on your website when there are no Agents available for chat, or when you wish to engage the website visitors when you are ready.
- You can hide the chat window when the chat is Online or Offline
- The Visitor will only be able to chat after you invite them to chat if you hide the online chat window.

Drag and drop website products, videos and images to chat

- Agents can easily drag and drop product images from their desktop or browsers directly to the ChatBeacon Agent Application. The image will appear in the visitor chat window where the visitor can view the screenshot in the chat window and click on it to visit the product page.
- Agents also have the ability to drag and drop videos from Youtube.com and Vimeo.com to the ChatBeacon Agent Application. The video will be shown and can be played in the Visitor Chat Window.

IMPROVED AGENT FUNCTIONS AND INSIGHT

Chat Overflow

- This feature transfers any unanswered chat to another department automatically if the Agents in the first department did not answer in the allotted time, and will continue to do so until the chat is answered.

Web Based Agent Application

- Web based Agent Application compatible with all modern browsers.

Agent Aliases

- Agents can set a custom Agent name that differs from their Active Directory username, or their Login Name.
- The Agent Alias will be visible in the Visitor chat, while both Alias name and Login name will be visible to all Agents.

Agent Custom Status

- Agents can set a custom status in the Agent Application reflecting their current status or chat availability.

Agent Avatars

- Manageable from the ChatBeacon Admin App, the Admin can upload photos into the Admin App.
- An Agent's photo will appear in the Visitor Chat Window when the chat request is accepted.
- The Agent photo will update if the chat is transferred to a different Agent.

Enhanced Visitor Panel

- Monitor your website(s) traffic in real-time and see where the visitors are going on your website.
- You will be able to see what website they are on, their previous chat history, previous chat name, what keywords they used to get to your website, referring domain, organization name, country, state, city, the URL of their current page, plus many other session details (idle time, number of pages visited, operating system details and much more).
- This panel also enables you to see additional customer variables from the customer's authenticated session on your website. *Example:* Your online banking customer logged in on your portal; the Visitor panel will display their Account number, SSN, email address and any other variables that you connected with ChatBeacon.

Enhanced Chat Transcripts

- Time stamps available in the emailed chat transcripts.
- The PreChat Survey information is included in all emailed chat transcripts.
- Customers can request the chat transcript to be emailed to them.

Bad Word filter (Block Visitor, Block Agent, Block Database)

- Customizable regular expression engine.
- Can block foul language.

Automated Language Translation in 52 languages

- ChatBeacon scans the first chat segments from the Visitor and detects the language automatically.
- ChatBeacon supports 52 languages and translation is done on the fly, automatically via the Google API.
- The Agents can easily enable the language translation manually and select a language from the list.

Canned Responses

- Agents can create and manage their own predefined shortcut messages.

- The ChatBeacon Admin can also create Account Canned Responses that are visible to all the Agents in the Account.

QuickView HyperChat (Dynamic Canned Response Engine)

- During a live chat session and based on the first few characters typed by the Agent, a list of common responses used in previous chats will pop up and the Agent will select the appropriate response. This speeds up the Agent's response time and increases the Agent's ability to handle more concurrent chats. Consider this a real-time dynamic Canned Response Engine.

Spell-checker

- The spell-checker is available for all the chats with the Visitors and the Agent IM messages.
- Within the Agent Application misspelled words are underlined so the Agent can right click on the word and select the correct spelling.

Peek Messaging (Spy)

- This cool feature allows Agents to get a head start on their answers while in chat by letting them view each every character that the visitor types in real-time...before it's actually sent! Agents can prepare responses as visitors' type, which saves valuable time.

Chat Notes and Chat Keywords Tagging

- This great new feature has actually three different functions: First, it allows Agents to write "wrap-up" notes/comments regarding their chats. Second, these "chat" notes can be keyword "tagged" for easy search later on via the Agent Application (found under Historical Chat History). Third, Agents can write notes and tags regarding visitors even if they haven't chatted.

Ban Visitors from chat

- Prevent certain website visitors from being able to start a new chat.
- Manual or automated chat bans can be set directly from the Agent Application.

Searchable Chat History

- With the power of our creative data mining development processes the historical chat history data feature has been a greatly enhanced with fantastic new searching capabilities. You can now search by chat name, email address, terms contained in the body of chat sessions, chat tags or on any combination of the search fields, for *Example:* You wish to search for chat name, "Eric", with an email address of sales@ChatBeacon.io; search term of "iPhone™"; date range of June 1, 2013 through June 9, 2014. ChatBeacon will then begin the search, bringing up chats that match the exact criteria entered.

Customizable Chat Surveys

- PreChat, PostChat and Offline Surveys are available in the Chat Window.
- You can customize all of the survey fields and make them optional or required.

- Advanced survey reports are available based on the Visitor selection in the survey.
- The Surveys can also be auto-populated with customer variables and they can also be skipped, or automatically submitted.

PUSH Pages

- Agents can automatically redirect the customer's browser to a new web page without their interaction (even if the visitor is not in a chat conversation).
- Website visitors can be manually pushed to new pages, but they can also be automatically pushed to other web pages via our business rules (based on predefined triggers).

STREAMLINED THIRD-PARTY INTEGRATION

Zapier.com Bridge to connect ChatBeacon to over 300 third party applications

- With our new Zapier integration ChatBeacon now connects to over 300 third-party applications allowing you to automate CRM, Email, and Ticketing with ease! By using the visitor data collected via ChatBeacon the process is completely automated!

ChatBeacon API available for developers

- Developers can use our API to integrate with third-party applications, such as CRMs, phone systems and other databases.
- Phone system integration: You can easily synchronize the Agent Chat Status with the Agent Phone status.

ADMINISTRATIVE FEATURES AVAILABLE

Advanced Reporting Capabilities

- ChatBeacon stores all the visitor and chat information in a database and can be accessed via the ChatBeacon Agent Application.
- We offer visitor and chat analytics reporting tools in the Reporting Dashboard.
- Access 8 types of reports and sub-reports to view relevant chat metrics.
- Reporting data can be easily exported to CSV, Excel or PDF documents.
- Agent Login/Logout and status change reports.

Conversion Tracking Reports

- You can now create Campaign tracking and watch specific campaign URL's, such as campaigns set up in Google Adwords, or Bing. Or you can create Chat campaigns, whereby for example, when a chat starts and the visitor ends up on a shopping cart page as a result of the chat. ChatBeacon counts that as a conversion.

- Our conversion tracking module allows you to create campaigns based on cost-per-click, duration of the campaign or you can turn the campaign on or off. Campaign tracking would not be complete without our vast OverSight Dashboard reporting engine. With this, see your results at a glance or get really interactive by massaging the results to your liking and viewing a specific visitor and chat. Lastly, we've included new Business Rules for campaigns and conversion allowing you to create additional triggers when campaigns are fired.

Live Stats Dashboard

- Shows the total values for current day (Unique Visitors, Returning Visitors, Total Visitors, My Chats and Total Chats)
- Live Twitter Stats activity (mentions)
- "Right Now" Dashboard (Real -time graph based upon current activity on the website)

Business Hours

- Scheduled chat status customizable per department based on your hours of operations.
- Never worry about the Agents forgetting to set their status to Online, or Offline.

GO MOBILE...WITH CHATBEACON GO

Mobile App for Android devices

- Agents can use their phones, or tablets to login.
- Monitor and chat directly from your mobile device.
- Answer chats on a mobile device, then resume the chat on the desktop Agent Application without interrupting the conversation.
- Accept, transfer, join or coach chats.
- IM the other Agents.
- Push notifications for new chats, Agent IMs, and more.

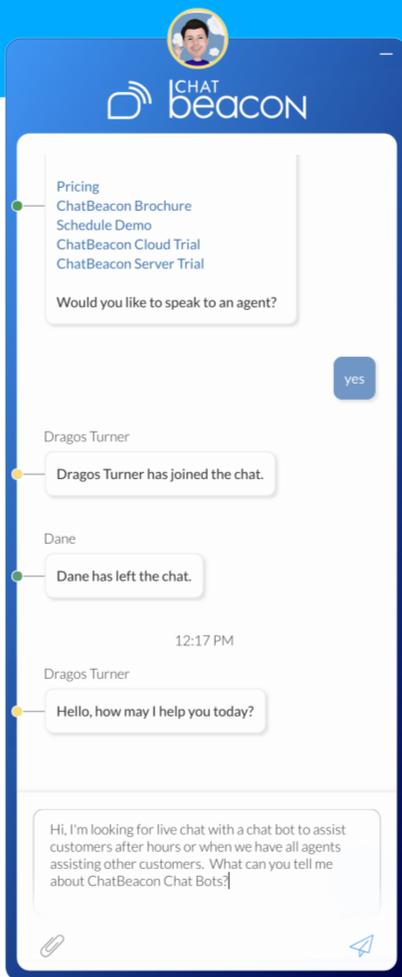
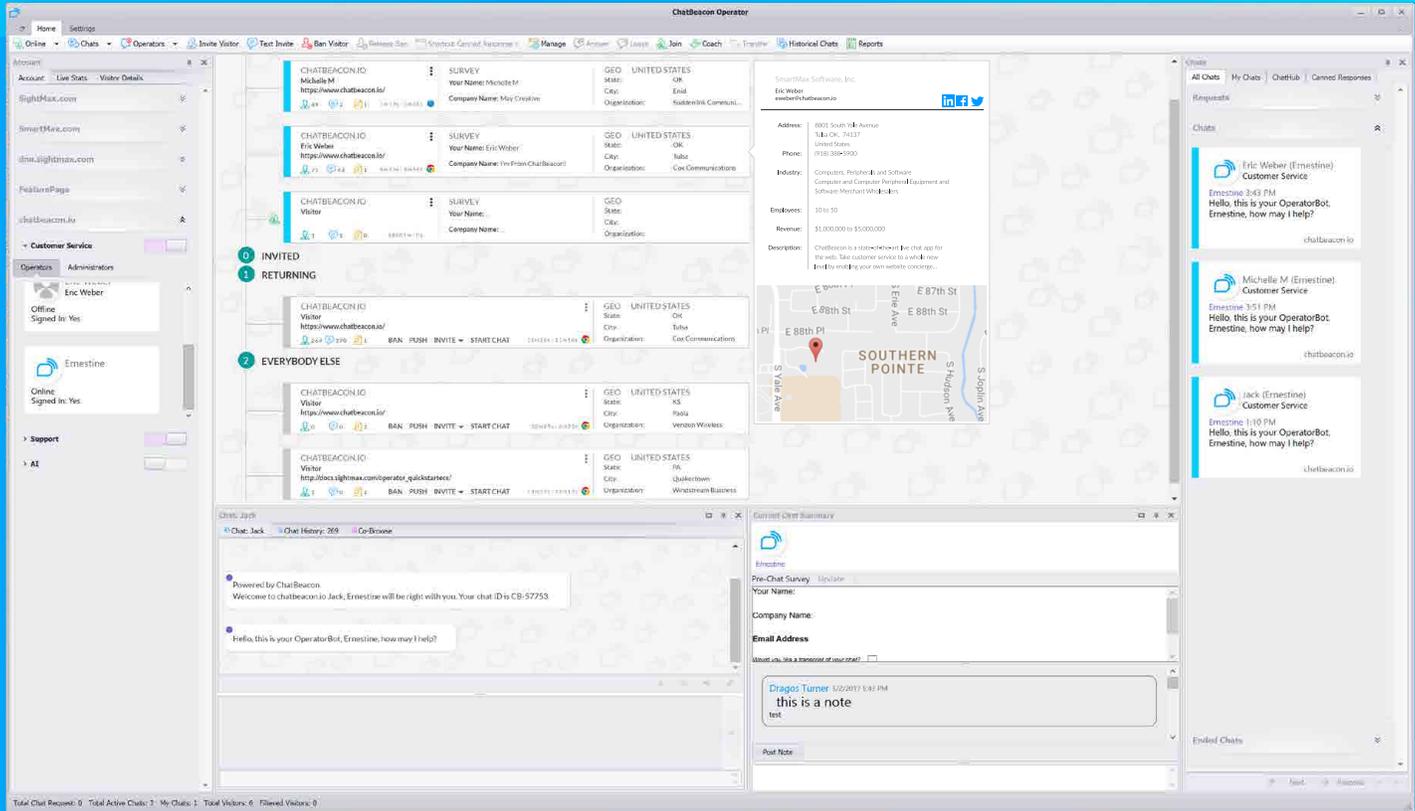
SOCIAL MEDIA INTEGRATION

Full Facebook™ Integration (Live Feed)

- Create Facebook events.
- Add posts and comments to your company Facebook wall directly from the Agent Application.
- Answer customer questions on your company Facebook wall directly from the Agent Application.
- "More" button to view older posts.
- Viewable Wall and pages available.

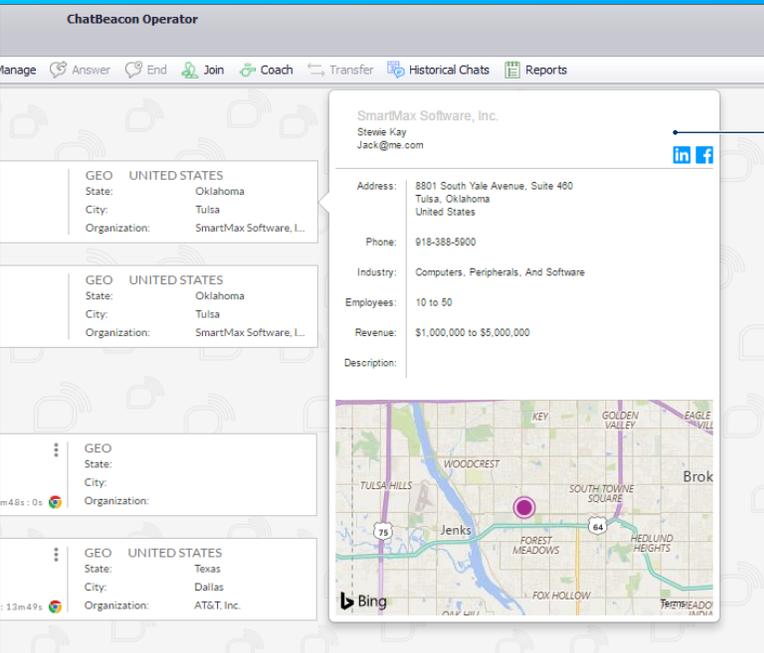
Twitter™ Integration (Live Feed)

- Write tweets and Retweet posts directly from the Agent Application.
- Answer customer questions on your company Twitter feed directly from the Agent Application.
- Live Twitter Stats activity (mentions).



AND MORE...

- Unlimited chats.
- Operators can have multiple chats at the same time and be assigned to one or more departments or websites.
- Unlimited chat data storage.
- Ability to capture offline messages from the Web Chat Window, Offline SMS messages and respond via SMS directly from the Agent application.
- Hide the Chat Button or Inline chat window when offline.
- You can set the maximum number of chats per Operator.
- Deploy chat across unlimited domains.
- Manual and automated chat invites.
- Auto-invite based on time on site.
- Real-time visitor monitoring - View all Visitors on the website in real-time, where they are coming from, what pages they are visiting and much more).
- Email transcript - Email the chat transcript automatically at the end of the chat.
- Customizable Agent Notifications
- Cobrowse (passive) - Displays the webpage the Visitor is currently viewing on the website.
- Chat Data Purging - Removes data automatically after a certain number of days.
- Display multiple departments in the Prechat Survey; chat requests will be routed based upon the customer's selection.
- Agents have the ability to override or update the survey information with the information they collect during their conversations.



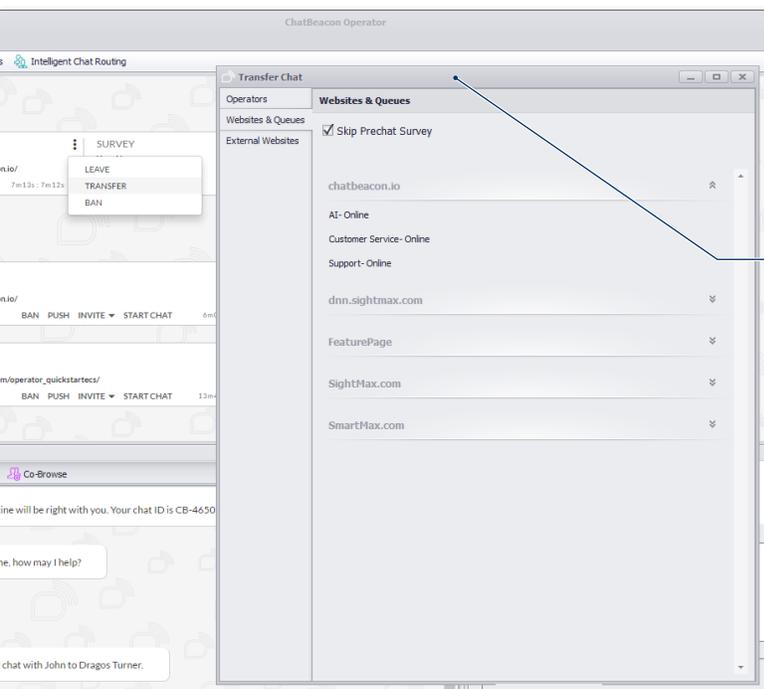
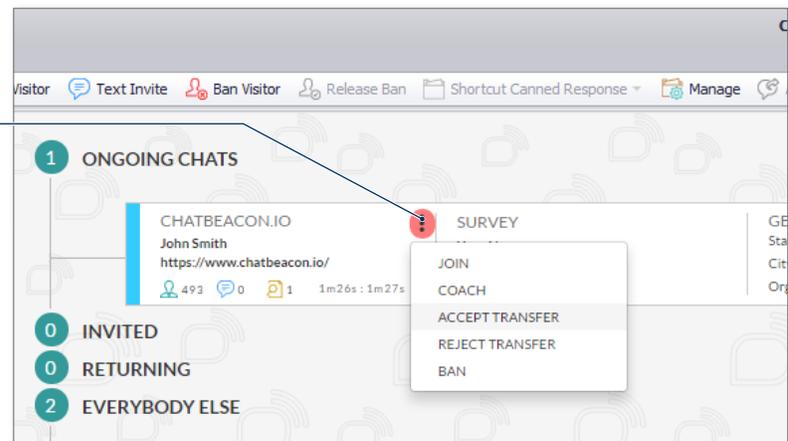
Visitor Geolocation and Firmographics

The Visitor Details tab contains the Visitor Profile and will automatically display the Referrer Details, IP Details, Session Details and Customer Variables.

ChatBeacon detects the Visitor's IP address, geolocation information and many other details By using the company name associated with the IP address, we are presenting additional information related to the company and customer, including their social media profiles (if available).

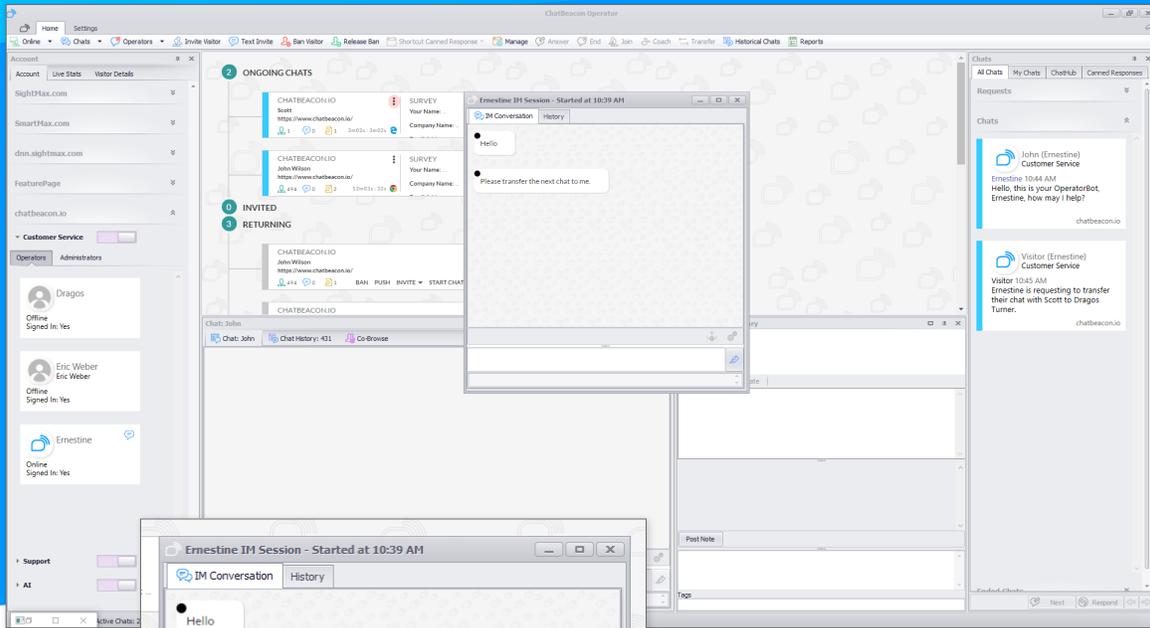
Chat Transfers - Operator to Operator Transfer

Agents can easily transfer chats to other agents with just a few clicks of a mouse. You can easily locate the other agent names, send them a private message, or simply transfer the chat directly to them. Sound and visual notifications are available for all chat transfers.



Chat Transfers to Departments, or Other Websites (Cross-site Transfers)

We enable Agents to perform chat transfers to other departments or websites, even if they don't have permissions in those departments or sites. Imagine a Support Agent needs to transfer a chat to the Sales department without having chat permissions in the Sales department.

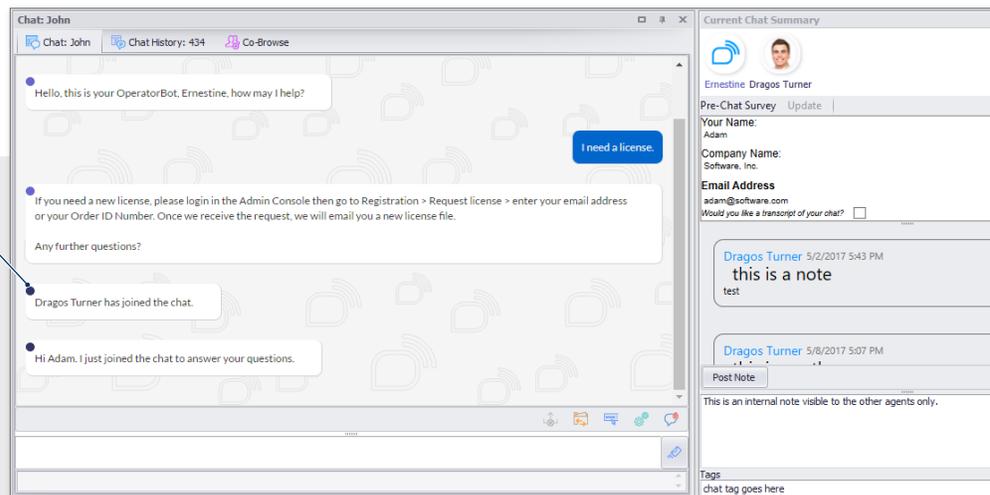


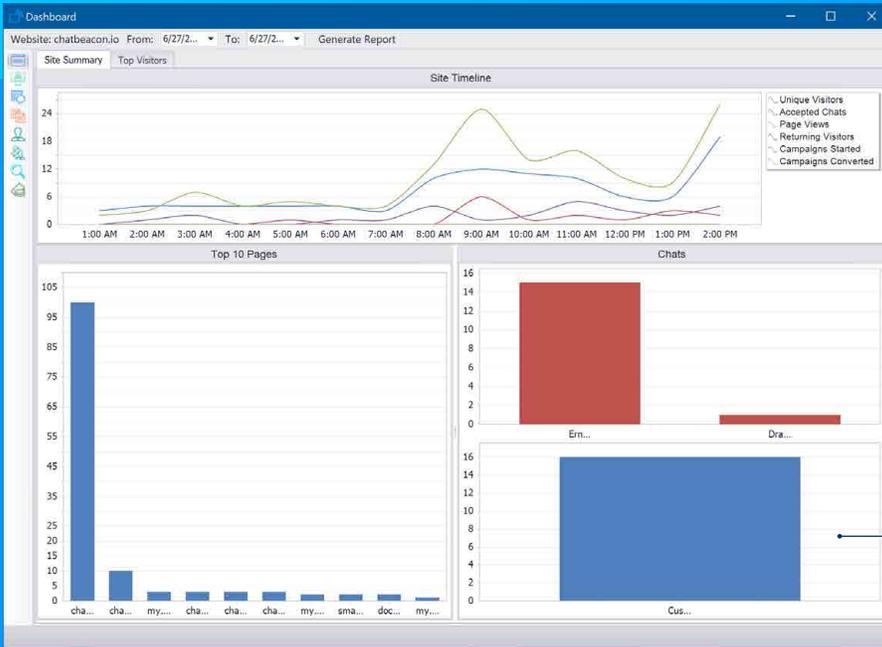
Internal Agent Messaging System

Agents can use our secure internal messaging system to send private messages to other agents. This is a great feature to be used for chat escalation, or before making a chat transfer to another agent.

Joining or Coaching a Chat

Agents can join an existing conversation and you can have unlimited agents chatting with the same customer. Supervisors and managers can also enter the chat as a Coach and their coach messages will only be visible to the other agent and not to the customer.





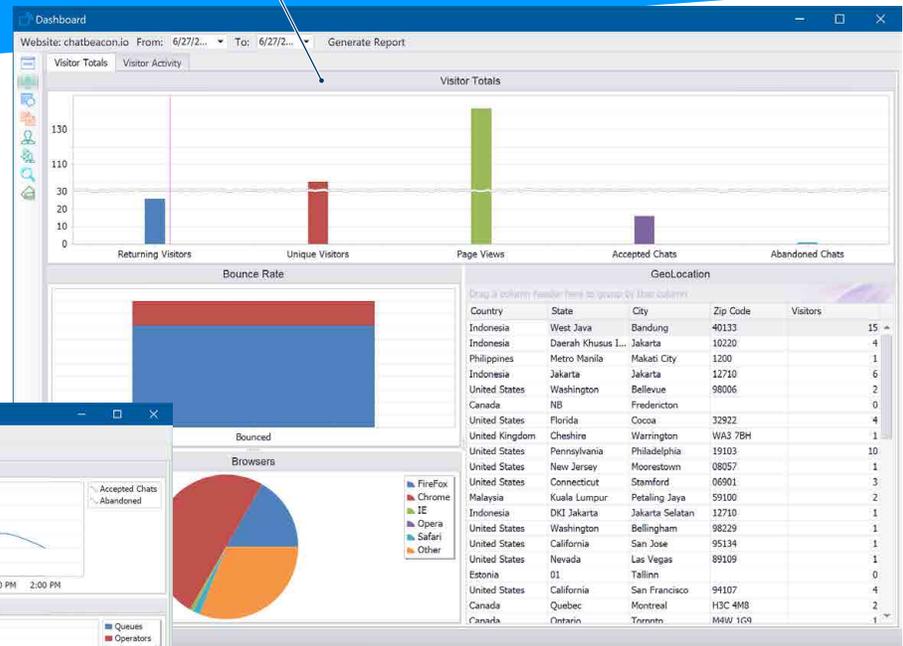
The ChatBeacon Reporting Engine allows Agents to view historical report data interactively. You can drag and drop column headings to sort data the way you want to view it. Need a visitor report sorted by organization? Simply drag the column to the column header and you've got it. How about Visitors by Organization, by State and by City... you've got the idea. Our dashboard shows you pie charts, line graphs and bar charts as well as tabular data information.

ChatBeacon includes a complete set of Administrative Reports. See below for a listing and description of each report.

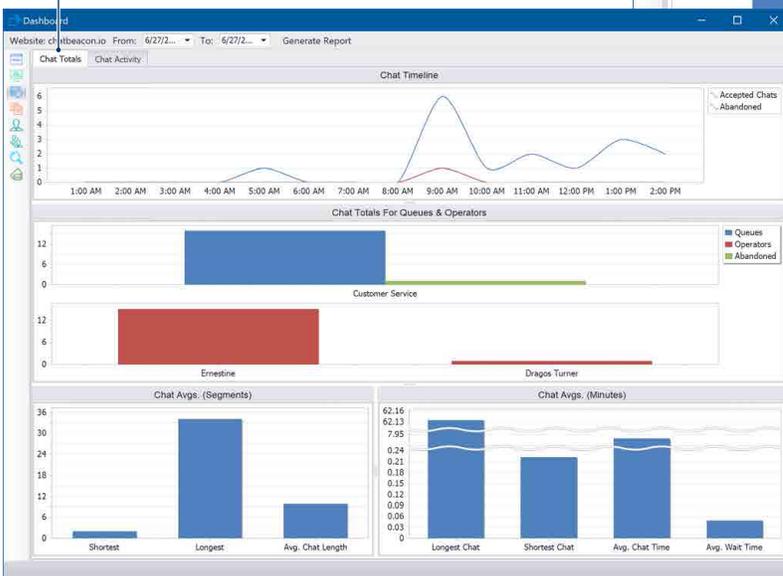
Website Summary Report: The Website Summary Charts provide a quick and general overview of your website activities. It shows the Site Timeline chart for your chats, page views, unique visitors and returning visitors. You can also view the Chats Chart, Top 10 Visitors and the Virtual Earth Visitor information for each and every Visitor to your website.

Visitor Summary Report: The Visitor Summary Report provides detailed graphs, charts and chat history of all visitors that have visited your website. You can view charts and graphics for Visitor Totals, Bounce Rates, Browser Charts, Geolocation Information and Visitor Activity.

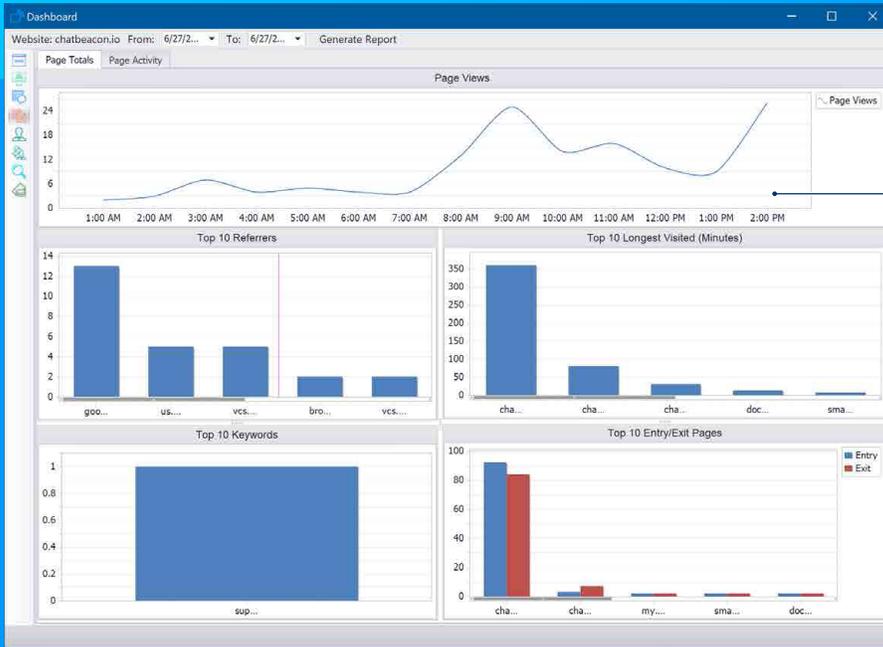
These types of reports enable you to view the Visitor's footprints on your website.



Chat Summary: The Chat Summary provides charts, graphs and historical chat details. You will be able to view graphs regarding the Chat Timeline of Abandoned and Accepted Chats, Chat Totals for Queues & Operators for all of the Queues, Operators and Abandoned Chats.



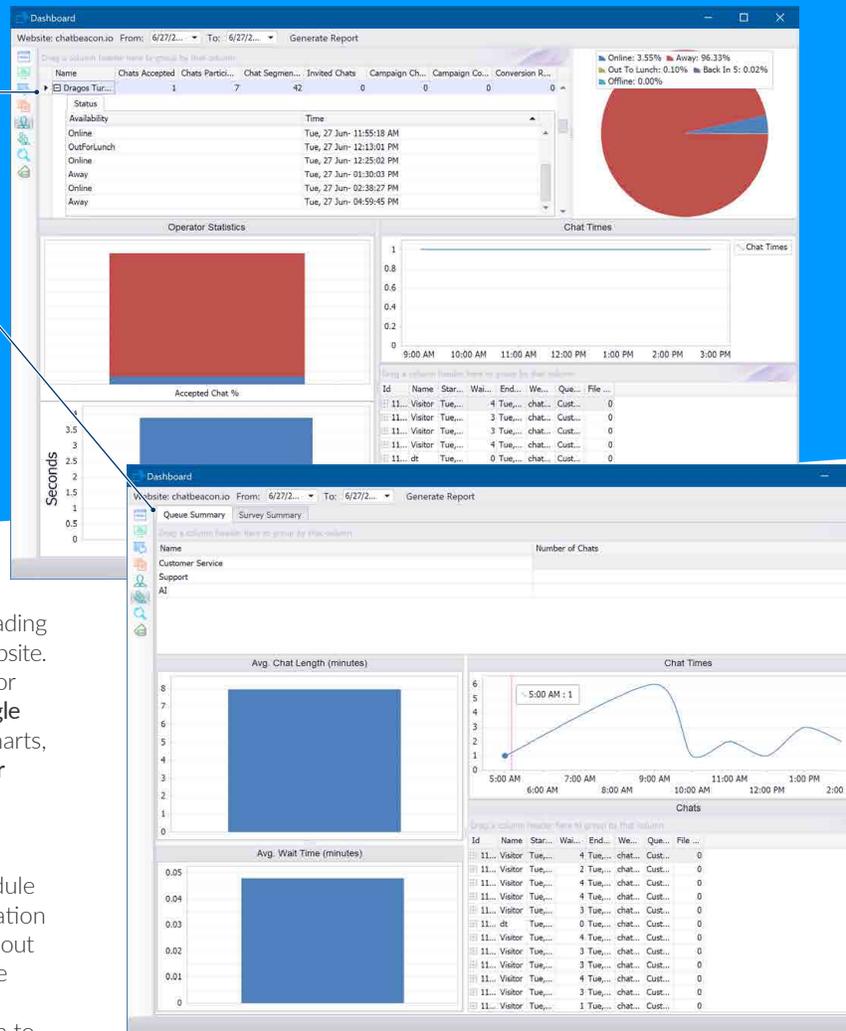
The chat summary also provides information about Chat Averages (Chat Segments and Minutes) and the Chat Activity; providing you with accurate information about all the chats on your websites in one place, centralized, with an OverSight of all your websites.



Page Summary: The Page Summary provides charts, graphs and analysis of the pages your visitors have viewed. You can view the Timeline for the Page Views, graphs for the **Top 10 Referrers**, **Top 10 Longest Visited (in Minutes)**, **Top 10 Keywords** (very useful for marketing campaigns), **Top 5 Entry/Exit Pages**, **View percentage (%)**, **Page Activity** graphs and information about the links visited from your websites.

Operator (Agent) Summary: The Operator Summary provides charts, graphs and all the chat history of the Agents. You can view all the information based on the Operator names, the **Accountability Graph**, **Operator Statistics**, graphs for **Chat times** including **Survey** and **Chat details**. This is crucial to determine the **Operator's** accountability and productivity.

Queue Summary: The Queue Summary provides detailed graphs, charts and historical chat data for all the Queues. The Agent will be able to view graphs for the **Average Chat Length (in minutes)**, **Timeline for Chat Times**, including all the **Chats** and **Survey Summaries (per Queue)**.



Search Summary: The Search Summary provides statistics on leading search engines and the keywords visitors used to land on your website. The Agent will be able to view the **Search Timeline** for all the major search engines, **Bing Top Keywords**, **Yahoo Top Keywords**, **Google Top Keywords** and the **Other Search Engines Top Keywords** charts, including the **Search Activity** (includes **keywords used**, **referrer information**, **referrer URL**, **landing page**, **Keyword Summary**, **Sessions Using this Keyword** graphs).

Campaign Summary: The ChatBeacon conversion tracking module allows you to track campaigns based on cost-per-click and duration of the campaign. Campaign tracking would not be complete without our vast **OverSight** Dashboard reporting engine. With this, we've given you ways to see your results at a glance or to get really interactive and massage the results to your liking and drill down to the specific visitor and chat.