

#### Education Committee Review:

WASP is a Mozilla plug-in aimed at web analytics specialists and marketers. Recognized for its intelligent and “spy-like” capabilities, WASP allows users to identify any and all web analytics providers (Omniture, Google Analytics, etc.) that are tracking behavior on a webpage. A tool like this can be helpful for website owners who want to spot which analytics providers and even ad networks are monitoring the traffic on their site. In addition to website owners, WASP also fills the needs of web analysts who can use the tool to make sure their other analytics solutions have been implemented properly by verifying that they have correctly tagged their website. Although it may sound complicated, WASP is relatively easy to use. Once the plugin is installed, the WASP icon begins appearing as users jump from site to site and will list which tracking tools have been discovered on each URL. The tool is a helpful, user-friendly and smart solution for online analysts and strategists.