



COMPANY

Gourmet Sleuth is a popular online resource for gourmet food and cooking aficionados. The company's mission is to help inform and educate people interested in food, cooking and eating through culinary articles on various food and cooking topics, and by publishing recipes with a "how to" approach. The company has been prominently featured in publications such as Cooking light, Southern Living, Gourmet, Martha Stewart's Living, and Money Magazine.

PROBLEM / BUSINESS NEED

As a web-based business that generates revenue through advertising, Gourmet Sleuth needed accurate, detailed information on their visitors – including geographic location, how they accessed the site, and how they behaved once they got there. The company tried Google Analytics, but found it to be very user-unfriendly and limited in functionality.

SOLUTION

Gourmet Sleuth implemented VisiStat's Web Analytics Platform powered by a proprietary analytics algorithm that generates simple, actionable business intelligence from raw data. VisiStat's highly intuitive interface and visually stunning reports provide detailed visibility and insights - including real-time visitor identification and tracking, SEO/SEM optimization, and marketing campaign ROI

RESULTS

VisiStat has armed Gourmet Sleuth with detailed information and statistics to attract and maintain advertisers and drive advertising revenues. Gourmet Sleuth can now provide existing and potential advertisers with precise data not only in regards to visitors and page views, but also visitor buying behaviors and trends – a critical factor for advertisers. VisiStat's ability to group and track popular pages enables Gourmet Sleuth to tailor their content and adjust their user experience in real-time to exploit hot topics and trendy products. This has enabled Gourmet Sleuth to increase traffic to certain high-value areas by as much as 30%.

"If you don't know where you're going; any road will get you there. VisiStat provides us with a statistical roadmap. In addition to showing us what we are doing right and what we are doing wrong; VisiStat helps us give our readers what they want and at the same time increase ad revenues and keep our website fresh and relevant."

Barbara Bowman, CEO – Gourmet Sleuth