

# Reseller Case Study



**Rocket Media**  
designing things differently

## COMPANY

ROCKET MEDIA is an award-winning agency specializing in Internet marketing, web development, and online advertising. Collectively, ROCKET MEDIA has worked with clients ranging from start-ups to retail stores to Fortune 1,000 enterprises.

## PROBLEM / BUSINESS NEED

ROCKET MEDIA wanted to provide their clients with a single analytics interface that could incorporate all of their online marketing activity into a single analytics interface. Google Analytics was considered, but did not meet their requirements of a single interface that would:

- Handle multiple advertising mediums
- Provide web-based access
- Be supported by an active development group
- Be priced at an affordable level

## SOLUTION

Rocket Media implemented VisiStat's Web Analytics Platform, featuring AdCaM, which tracks online advertising, pay-per-click, and e-mail campaigns to show *exactly* what's working and what's not working.

## RESULTS

ROCKET MEDIA selected VisiStat after an extensive search for a web analytics partner. The VisiStat platform has become a staple in the company's found that the AdCaM® system immediately became a unique selling feature to their clients. Customers who originally requested Google Analytics are now finding AdCaM to be a far better solution for measuring their online marketing effectiveness. ROCKET MEDIA's search marketing services immediately advanced after establishing a partnership with VisiStat and integrating the VisiStat solution into all their clients' campaigns.

“VisiStat is one of those unique solutions that once you find it; you can't imagine how you functioned without it.”

**Ben Kalkman, CEO - Rocket Media**