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Email: [peter@performpr.com](mailto:peter@performpr.com)**FOR IMMEDIATE RELEASE****Web Analytics And Campaign Tracking – The New Profit Lever**

*More than 35,000 small and medium businesses (SMBs) leverage the VisiStat solution as a must-have for increasing sales and maximizing limited marketing dollars*

**San Jose, CA – April 5, 2010** – VisiStat, the leading provider of simplified Internet-based solutions for web analytics, campaign tracking, and lead generation, today announced that more than 35,000 companies are now using the company’s comprehensive solution to impact their top and bottom lines.

“VisiStat delivered a very rapid ROI and continues to provide our company with a statistical roadmap for improving our online business,” said Barbara Bowman, CEO for Gourmet Sleuth. “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 increases ad revenues and keeps our website fresh and relevant.”

VisiStat’s web analytics / customer intelligence platform captures complex analytical data in real-time, and simplifies it specifically for SMB / SME enabling well-informed business decisions that increase sales opportunities and maximize online marketing effectiveness.

“Web analytics are very complex, and can often be too much for small and medium businesses to digest accurately and effectively,” says Jim Bennette, CEO for VisiStat. “By dramatically simplifying data and transforming that complex information into actionable intelligence, VisiStat acts as a strategic profit lever by significantly enhancing sales and marketing efforts and impacting the bottom line.”

The decision-making capabilities of the VisiStat platform provides detailed customer intelligence in an ultra-simple, easy to understand way, enabling greater visibility as to how customers and prospects are engaging a business, and what a business can do to improve their online presence.

### **About VisiStat**

VisiStat’s web analytics/customer intelligence platform that captures all the complex analytical data in real-time, and simplifies it specifically for SMB/SME enabling well-informed business decisions that increase sales opportunities and maximize online marketing effectiveness. The VisiStat solution is an integrated, single-source ecosystem providing comprehensive web analytics and campaign tracking to optimize website performance and online marketing ROI, plus an anonymous visitor identification solution that generates new sales leads directly from your website. The result is greater visibility as to how customers and prospects are engaging your business, and clear, specific steps to improve your online presence. For more information, please visit [www.visistat.com](http://www.visistat.com), call 408.458.9981 or e-mail [info@visistat.com](mailto:info@visistat.com).

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