

## **More Than 7 Million Leads Per Month And Growing – VisiStat’s LeadCaster Solution Delivers Impact To The Bottom Line**

*Recent research says that lead and sales generation activities dominate as most important objectives for Business-to-Business (B2B) companies.*

**San Jose, CA – November 29, 2011** – VisiStat, a provider of cloud-based customer intelligence solutions that deliver key business insights for small/medium businesses and enterprises (SMB/SME), today announced that the company is now consistently providing its clients over seven (7) million leads per month.

“With today's business challenges, we constantly look to work smarter to generate leads and new sales opportunities to stay competitive,” said Mike Lough, Vice President of Marketing for Palisade Systems, a leading data security and DLP provider. “LeadCaster helps us achieve this by informing us specifically who is on our site looking for our products and services. For both sales and marketing, it is a ‘no-brainer’ to leverage a tool like this.”

The first annual Webmarketing123 State of Digital Marketing Survey found that, “46.4% of participants say the most important objective is to generate leads.” The survey was conducted online between August and September 2011 with over 500 U.S. participants.

“LeadCaster is one of the most valuable elements of VisiStat’s customer intelligence solution, and a critical tool for our sales and marketing efforts,” says Nicholas Strozza, Business Development Manager for Interpro Translation Services. “We constantly monitor LeadCaster to determine who is visiting our site, how they got there, and what they are looking for.”

LeadCaster identifies anonymous website visitors and provides detailed information on how they found the site and what pages they viewed. It also provides a full suite of tools, including Salesforce.com integration, company contact information, and more to help businesses manage the leads they generate.

“LeadCaster is a must-have solution for any B2B business, as it is one of the simplest ways to generate new sales opportunities quickly and efficiently,” said Jim Bennette, CEO of VisiStat. “In addition to directly impacting the bottom line, it also provides our customers with an important strategic advantage over their competition.”

**About VisiStat**

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